

RESOLUTION 2024/26

**A RESOLUTION ADOPTING A PARKS AND RECREATION MASTER PLAN FOR
BEAUFORT COUNTY'S ACTIVE PARK AND RECREATION FACILITIES**

WHEREAS, Beaufort County Parks and Recreation Department is responsible for active parks and recreation facilities and programs; and

WHEREAS, Beaufort County entered into an Agreement with the firm of Wood and Partners on October 4, 2021, to conduct and issue a Master Plan (Plan) for the County's Parks and Recreation Department; and

WHEREAS, to plan for continuing growth, the County commissioned the Plan to create a roadmap for parks and recreation facilities for the next five- and ten-year periods; and

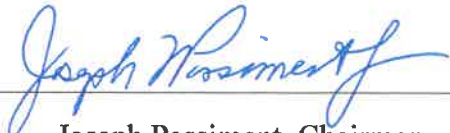
WHEREAS, the Plan will serve as a guide for future development and redevelopment of the County's parks and recreation facilities, open space, trails, and amenities and may also serve as a resource to enhance sports tourism in the County; and

WHEREAS, Wood and Partners conducted public outreach and community input sessions as part of the study.

NOW, THEREFORE, BE IT ORDAINED that Beaufort County Council does hereby adopt and approve the Parks and Recreation Master Plan.

Adopted this 10th day of June 2024

COUNTY COUNCIL OF BEAUFORT COUNTY

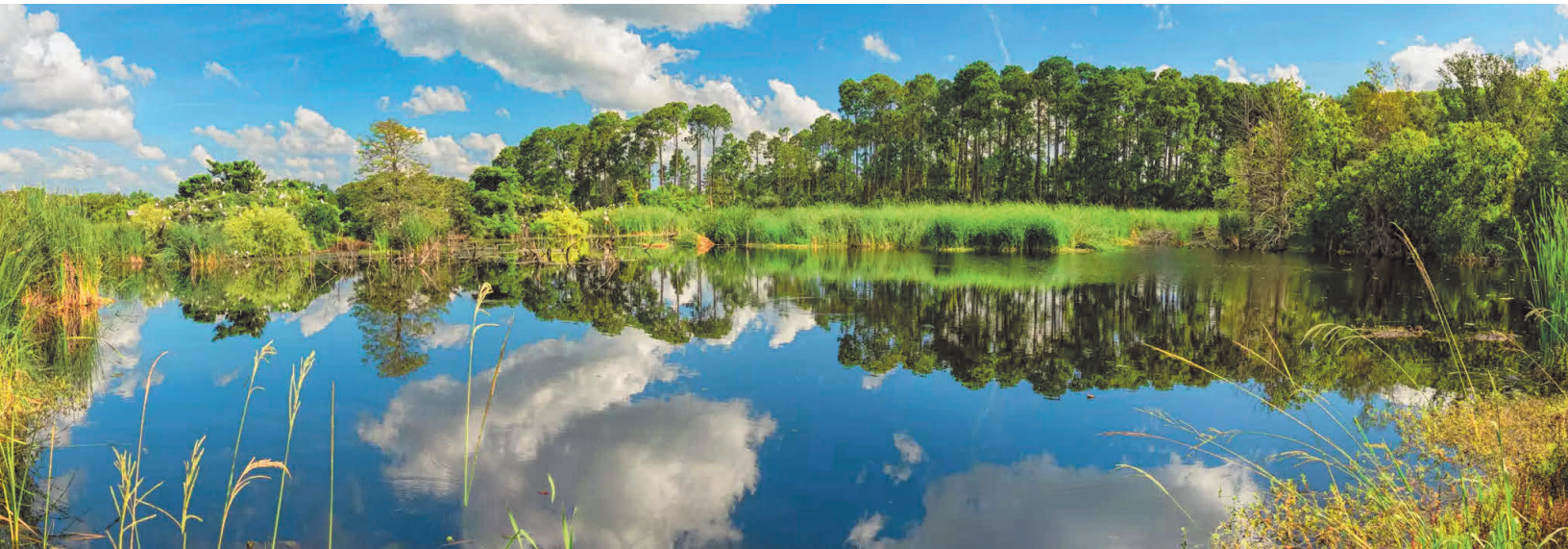
BY: 
Joseph Passiment, Chairman

ATTEST:


Sarah W. Brock
Clerk to Council



BEAUFORT COUNTY, SOUTH CAROLINA PARKS AND RECREATION MASTER PLAN



WOOD+PARTNERS
LANDSCAPE ARCHITECTURE
LAND PLANNING



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01

EXECUTIVE SUMMARY

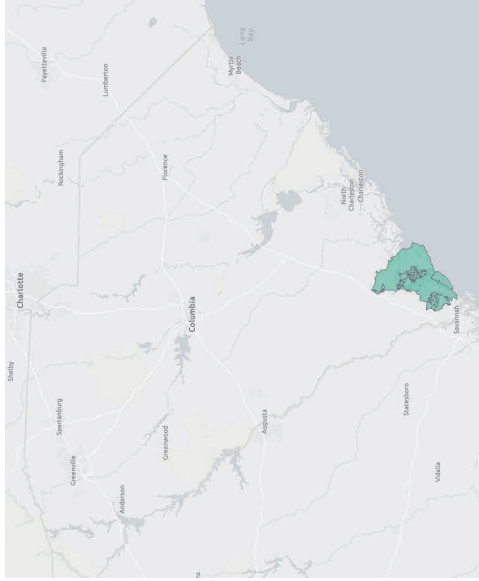
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1.1 INTRODUCTION

Located in the southernmost corner of South Carolina, Beaufort County is approximately 923 square miles in size; of which approximately 576 square miles are upland and 347 square miles are water. Geographically the County is impacted by numerous waterbodies and wetlands such as the Atlantic Ocean to the east; the Combahee and Salkehatchie Rivers and St. Helena sound on the north; Hampton County and the Pocomito River to the west; and Jasper County and the New River to the west and south. The County is comprised of lowland forest with some 65 islands separated from each other and the mainland by salt marsh and water bodies. It is bisected by the Broad River; the Beaufort River and Port Royal Sound with areas frequently described as being “North or South of the Broad” (River).

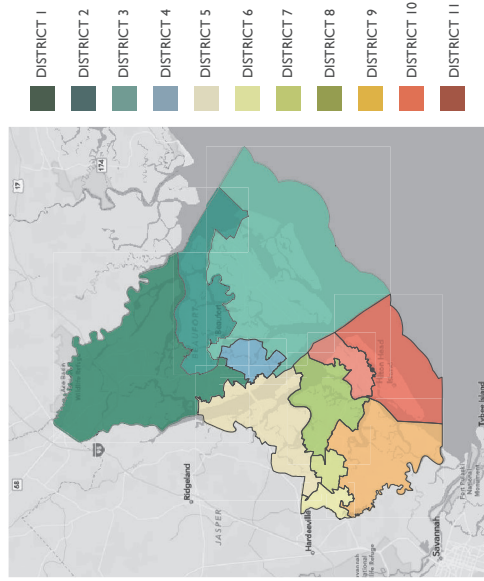
Located within the County are the Towns of Hilton Head Island, Bluffton, Port Royal, Yemassee and the City of Beaufort- the County Seat. The County is also home to the Marine Corps Air Station Beaufort a United States Marine Corps air base as well as the Marine Corps Recruit Depot Parris Island.

Beaufort County is governed by Beaufort County Council and operates under a Council-Administrator form of government. There are eleven districts each represented by a Council Member. Appointed by County Council is a nine member Parks and Recreation Board which oversees recreation and leisure activities County-wide. Services focus on active recreation and programming for youth, adults and seniors. The Board is comprised of (3) members appointed from Northern Beaufort County; (3) members appointed from Southern Beaufort County; (1) member serving at-large, rotating between Northern and Southern Beaufort County as a vacancy occurs; (1) member appointed from the military who serves ex-officio and (1) member appointed from the Beaufort County School District who serves ex-officio.



County Location

County Location



County Districts

The County's commitment to outdoor resources and their impact on quality of life is evidenced by their mission statement below:

"Beaufort County government exists to serve the people of Beaufort County in a cost-effective manner, so all our citizens may enjoy and appreciate a protected quality of life, natural and developed resources in a coastal environment, a diverse heritage and economic well-being."

The County currently operates two independent departments focused on outdoor resources. A Passive Parks program focuses on balancing environmental protections and rapid development growth within the County. Established as an outcome of the 1998 Rural and Critical Lands Preservation Program, over 26,000 acres of land have been protected through either fee-simple purchase or purchase of development rights. A Natural Resource/Passive Parks Director was hired in 2018 to initiate and oversee the program. Acquired properties have scenic views, critical habitat, water access or historical significance. All passive park properties and their long-range plans have been recognized by this planning document, however it should be noted that some passive park properties are protected from use or development by restrictive covenants and may not be accessible to the general public.

The Parks and Recreation department is responsible for active recreation facilities and programs and is the focus of this plan. To plan for continuing growth, the County commissioned this recreation master plan to create a roadmap for the next five and ten year periods. The plan should be used as a resource for future development and redevelopment of their park and recreation facilities, open space, trails, and amenities. The plan may also be used as a resource to enhance sports tourism in the County.

1.2

PLANNING PROCESS and COMMUNITY INPUT

The planning process utilized in this plan involved a comprehensive community driven approach that assesses existing conditions and plans for anticipated demographic changes within Beaufort County. The planning process included:

Public Outreach & Community Input

- Park & Recreation Board
- Key Administrative and Department Staff
- Beaufort Area Sports Council
- Public meetings held at Buckwalter Park; Burton Wells County Park; Dale Community Center; Scott Community Center; and Lind Brown Center
- Daufuskie Island representatives provided input through an online meeting
- An online questionnaire (SurveyMonkey)
- A statistically valid needs analysis survey of Beaufort County households

Recreation Programs & Services Assessment

Capital Improvements Recommendations

Athletic Event & Sports Tourism Feasibility Study & Economic Impact Analysis

Implementation Plan

Community Profile

- Demographic Analysis
- Recreation Trends Analysis

Park & Recreation Inventory & Assessment

- On-site inventory and analysis of existing parks & facilities
- System-wide observations & recommendations
- Development of Beaufort County Park Models
- Recommended levels of service
- Geographics analysis through service area mapping



Community members attended public meetings in the Spring of 2022.



Conducted in the spring of 2022, the public outreach and community input sessions each began with introductions to the planning team followed by an explanation of the planning process. The team then presented and briefly discussed current trends and future demographic projections and their implications to the plan. Lastly the meeting attendees were asked:

What are the current strengths of the Beaufort County Parks and Recreation Department?

What are the Department's unmet opportunities?

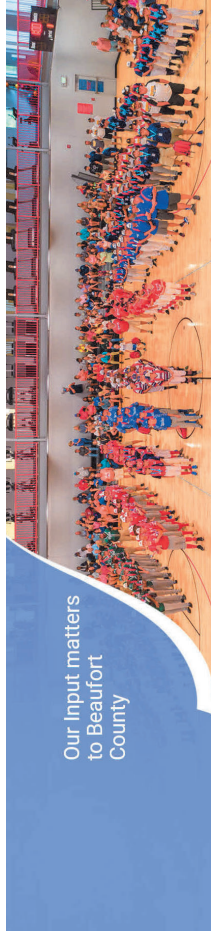
What is the one most important item that you would like to see as an outcome of this planning process?

A list of participants and a compilation of responses are included in **Appendix A: Comprehensive List of Comments**.

Information gathered from the public meetings, the administrative staff, the Parks and Recreation Board and other key leadership meetings produced thoughtful ideas for consideration in the planning process. The consulting team used this input to create questions for inclusion in the public opinion survey.

1.2.1 WEBSITE

For the purposes of continuing public input information on this plan a new ADA accessible website was established (www.PlayBeaufortCounty.com). The site included an overview of the project, critical announcements, information on the planning team and answers to frequently asked questions. The website also provided a platform for communication with the project team via an email link to the Parks and Recreation Department Director. All emails were then forwarded to the project team.



Four home page images from the *Play Beaufort County* website.

1.2.2

STATISTICALLY VALID NEEDS ANALYSIS (PUBLIC OPINION SURVEY) OVERVIEW

As a part of this plan, ETC Institute conducted a Needs Assessment Survey for the Beaufort County Parks and Recreation Department during the summer of 2022. The purpose of the survey was to provide guidance to the Department in establishing priorities for the future improvement of parks and recreation facilities and programs within the County. The survey was designed to address key topics that were disclosed through leadership and focus group meetings, website input and the public meetings that were conducted. This approach allowed the survey questionnaire to be tailored to issues of strategic importance.

The statistically valid survey was administered by mail and online and issued to a random sample of households with zip codes in Beaufort County. A total of 351 households completed the survey. The results for the sample of 351 households have a 95% level of confidence with a precision rate of at least +/- 5.2%. This implies that if the survey process was repeated 100 times, there is a high degree of confidence that the results obtained would be repeated 95% of the time. This distinguishes the results from other subjective community input methods. Refer to **Appendix B: Survey Instrument** for a copy of the survey given.

Below is a summary of key findings from the survey results which are provided in more detail in **Chapter Two** of this report.

USAGE OF PARKS AND FACILITIES

Eighty-seven percent of respondents (87%) indicated they have used parks or facilities offered by the County during the last two years. Of those respondents, the highest number (33%) said they used them 1-3 times a month, followed by less than once a month (29%) and 2-4 times a week (17%). (13%) of respondents said they used the parks once a week, and the fewest number of respondents (7%) answered 5+ times a week. Those same respondents were asked to rate the physical condition of the facilities with the most respondents (62%) rating them good, (15%) rated them excellent and (23%) said either fair (16%) or poor (7%).

PARTICIPATION IN RECREATION PROGRAMS

Respondents were asked if they had participated in Beaufort County Parks and Recreation programs within the past two years. Thirty-two percent (32%) of respondents said someone in their household had participated. Of those respondents, the highest number (45%) said they participated in 2-3 programs, followed by one (1) program (29%). Those same respondents were then asked to rate the overall quality of those programs: most respondents (57%) rated them good, (21%) said excellent and (22%) said either fair (18%) or poor (4%).

FACILITY AND AMENITY UNMET NEEDS AND PRIORITIES

Respondents were asked to identify if their household had a need for (36) different facilities/amenities and to rate how well their needs for each were currently being met. Based on the analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities/amenities.

The three facilities/amenities with the highest estimated number of households that have an unmet need are:

46,914 HOUSEHOLDS
have an unmet need for
**NATURE CENTER /
NATURE TRAILS**

45,504 HOUSEHOLDS
have an unmet need for
**NATURAL AREAS /
WILDLIFE HABITATS
(GREENSPACE)**

44,019 HOUSEHOLDS
have an unmet need for
**PAVED WALKING, BIKING,
AND HIKING TRAILS**

In addition to assessing the needs for each facility/amenity, ETC Institute also assessed the **importance** that residents placed on each of them. Based on the sum of respondents’ top four choices, these were the (4) most important amenities to residents:

- Boat Ramps, Kayak & Canoe Launches (29%)
- Natural Areas / Wildlife Habitats (Greenspace) (25%)
- Paved Walking, Biking, And Hiking Trails (22%)
- Nature Center / Nature Trails (19%)

When the sum of unmet need and importance were combined, the following facilities were rated as **high priorities (in order) for future investment**:

- Natural areas/wildlife habitats (greenspace)
- Boat ramps, kayak & canoe launches
- Paved walking, biking & hiking trails
- Nature center/nature trails
- Indoor aquatic/swimming facilities
- Fishing areas
- Shooting ranges for guns & archery
- Dog parks (off-leash)
- Unpaved, hiking, walking, biking trails
- Community gardens
- Indoor walking/jogging tracks
- Outdoor amphitheater
- Outdoor aquatic/swimming facilities
- Senior centers
- Indoor gyms/multi-purpose recreation center
- Community/recreation center
- Banned parks
- Splash park/pad

For additional information on methodology and scoring, see Chapter Two.

RECREATION PROGRAM UNMET NEEDS AND PRIORITIES

Residents were asked to identify if their household had a need for 34 programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various programs.

The three programs with the highest estimated number of households that have an unmet need are:

32,098 HOUSEHOLDS
have an unmet need for
**ADULT FITNESS &
WELLNESS PROGRAMS**

20,676 HOUSEHOLDS
have an unmet need for
**ADULT CONTINUING
EDUCATION PROGRAMS**

20,352 HOUSEHOLDS
have an unmet need for
**ADULT ARTS, DANCE,
PERFORMING ARTS**

In addition to assessing the needs for each program, ETC Institute also assessed the **importance** that residents placed on each item. Based on the sum of respondents’ top four choices, these are the four most important programs to Beaufort County residents:

- Adult Fitness & Wellness Programs (29%)
- Adult Continuing Education Programs (19%)
- Adult Arts, Dance, Performing Arts (19%)
- Day Trips / Tours (17%)

Based on the combined scoring, the following Beaufort County programs were rated as **high priorities for future investment**:

- Adult Fitness & Wellness Programs
- Adult Continuing Education Programs
- Adult Arts, Dance Performing Arts
- Day Trips / Tours
- Senior Recreational Programs
- Environmental Education Programs

For additional information on methodology and scoring, see Chapter Two.

VALUE OF PARKS AND RECREATION / ALLOCATION OF FUNDS

Respondents were asked to rate their level of satisfaction with the overall value they received from the Parks and Recreation Department. The highest percentage of respondents felt neutral (38%) followed by satisfied (36%). Households were then asked if their perception of value had changed given the COVID-19 pandemic. The highest number of respondents (44%) said there was no change, (24%) said it increased and (26%) said it had significantly increased. Fifty-two percent (52%) of respondents felt funding should be increased based on their perception of value, (30%) thought it should stay the same and (15%) were not sure.

Respondents were asked to allocate a hypothetical \$100 budget for Parks and Recreation. The highest amount of funding (\$29.62) went to improvements/maintenance of existing parks and recreation facilities followed by (\$17.40) for acquisition of new park land and open space and (\$13.24) for a new indoor recreation facility.

\$29.62	\$17.40	\$13.24
Improvements / Maintenance of Existing Parks and Recreation Facilities	Acquisition of New Park Land and Open Space	New Indoor Recreation Facility

Lastly, respondents were provided with a list of 20 potential actions to improve parks and recreation. Respondents were most supportive (selecting “very supportive”) of developing new walking/biking trails and parks (56%), developing new trails and connecting them with existing trails (53%), and improving existing parks (52%). Respondents were also asked to select the top four items they would be most willing to fund. These were the four items selected most often:

- o New nature trails & connect existing trails (28%)
- o New walking/biking trails and parks (27%)
- o New indoor recreation centers and replace smaller, outdated centers (24%)
- o Develop new family aquatic center (24%)



Burton Wells Regional Park

1.3
COMMUNITY PROFILE

1.3.1
INTRODUCTION

The demographic analysis of Beaufort County provides an understanding of the population being served and may help in clarifying their recreation needs. The analysis is reflective of the County's population including key characteristics such as age, income levels, race and ethnicity. It is important to note that future population projections are based on historical patterns and unforeseen circumstances during or after the time of the projections could have a significant bearing on their validity.

1.3.2
DEMOGRAPHIC ANALYSIS

The County's population has experienced significant growth in recent years, increasing approximately 19.08% from 2010 to 2021, or 1.73% per year. This is more than double the national annual growth rate of 0.74% (from 2010-2021). The total number of households has also experienced a 1.83% annual growth rate; a noticeable increase when compared to the national average of 0.76% annual growth.

Currently, the population is estimated at 193,186 individuals living within 78,016 households and the County's per capita income (\$38,630) and median household income (\$64,979) are both higher than the state (\$30,714 and \$55,711) and national averages (\$35,106 and \$64,730). The population exhibits a slight aging trend compared to national averages with approximately 38% of its residents being 55+ years old. The County's current median age is estimated at 42.9 years old which is 4 years above the U.S. median age (38.8 years); and within the next 15 years the 55+ population is expected to climb to 40% of the County's total population.

Analyzing race, the County is notably less diverse than the national population distribution with a much greater White Alone (75%) population. Black Alone represents the largest minority (17%). The percentage of Hispanic/Latino population (10.7%) is approximately three fifths of the national average (18.9%). Growth predictions expect the population to become slightly less diverse as the White Alone population is projected to continue growing over the next 15 years.

1.3.3
RECREATIONAL TRENDS ANALYSIS

For an analysis of recreation trends, the *Sports & Fitness Industry Association's (SFIA) Sports, Fitness & Leisure Activities Topline Participation Report 2021* was utilized to evaluate recreation participation trends. Overall, national participation trends in fitness have grown in recent years. Many activities have increased in popularity due to an increased interest to improve health and to enhance quality of life through an active lifestyle. The top three general sports activities that County residents participate in are football, golf and volleyball. The top three fitness activities that County residents are most likely to participate in are aerobics, swimming and walking for exercise and the outdoor activities that they are most likely to participate in are salt water fishing, boating, bicycling and fresh water fishing. This indicates a population interested in a wide range of fitness, sports and outdoor activities.

For detailed information on Demographics and Trends, see *Chapter 3*.

1.4 PARK AND FACILITY INVENTORY, ASSESSMENT & RECOMMENDATIONS

In the spring of 2022, site visits were completed to inventory and assess all of Beaufort County's parks and facilities. The assessment included parks and recreation facilities under the purview of the County and included as part of an inventory list provided by the County. Collectively, the team visited **eleven (11) Neighborhood Parks, five (5) Community Parks, three (3) Regional Parks and fourteen (14) Natural Resource Parks** equating to approximately 1,013 acres of developed parks. **Six (6) special purpose parks** equating to approximately 9.4 acres were also inventoried and assessed. In addition to these developed sites, the County holds seven (7) undeveloped sites consisting of approximately 9,153 acres. The undeveloped properties are all managed through the Passive Parks Program and are either held and protected as conservation properties or are planned for future passive use by the public.

For definitions and findings, see **Chapter 4**.

1.4.1 PARK MODELS

Following completion of park and facility inventory and analysis site visits, a series of customized park models were developed for Beaufort County. These models were developed based on observations of existing parks/facilities and the types of uses that could be commonly found within them. Existing parks were also classified utilizing these new models.

The park modeling system includes five park types which are: Neighborhood Park; Community Park; Regional Park; Natural Resource Park and Special Purpose Facility/ Park. Additional information on park types including their optimum size, potential locations, and types of facilities most commonly found within them are located in **Appendix E: Park Models**. Park models should be considered a guideline for future park development and adjustments may be warranted to address future population growth, user patterns, availability of land, changes in participation trends and unforeseen circumstances.



1.4.2 RECOMMENDED LEVELS OF SERVICE

Levels of Service Recommendations are guidelines that define geographic service areas based on population and they should support investment decisions related to parks, facilities and amenities. Level of Service can and will change over time as the program lifecycles and demographics of the County change.

Levels of Service Recommendations were created utilizing a combination of recreation resources. These included: National Recreation and Park Association (NRPA) guidelines; recreation activity participation rates reported by the Sports & Fitness Industry Association's (SFIA) 2021 Study of Sports, Fitness and Leisure participation; community and stakeholder input; a statistically valid public survey, findings from the prioritized needs assessment report and general observations.

Based on the recommended Levels of Service, the following are the park and facility/amenity types that are currently under-served:

- o Community Parks
- o Natural Resource Parks*
(*Develop existing properties through Passive Parks program)
- o Paved Trails
- o Unpaved Trails
- o Basketball Courts
- o Pickleball Courts
- o Multi-Purpose Rectangular Fields
- o Playgrounds
- o Picnic Shelters/Pavilions
- o Outdoor Swimming Pools
- o Splash Pads
- o Dog Parks
- o Indoor Aquatic Space
- o Indoor Recreation Space

1.4.3 IMPROVEMENTS TO EXISTING PARKS AND FACILITIES

In addition to addressing Level of Service shortfalls, recommendations have been made to improve or add to existing parks and facilities. Priority should be given to renovating or upgrading those parks and facilities receiving a "poor" assessment rating during the inventory phase; followed by those receiving a "fair" rating. Costs assigned are intended to upgrade the park or facility to "good" condition. Other possible improvements have also been assigned to individual parks to help in offsetting Level of Service facility shortfalls.

I.4.4

SYSTEM-WIDE OBSERVATIONS AND RECOMMENDATIONS

Based on site visits, a set of common, system-wide observations/recommendations have been included. These recommendations can be applied to each park/facility in varying degrees and are based on team assessment at the time of the site visit. Proposed capital allowances are associated with enhancements and improvements to address ADA accessibility; strengthen place-making through addition of shade elements; enhance landscaping and irrigation; and update park signage.

For additional information on system-wide observations and recommendations, see Chapter 4.

I.4.5

GEOGRAPHIC ANALYSIS THROUGH MAPPING

Service area maps (equity maps) and standards assist decision-makers in assessing where services are offered; how equitable the service distribution and delivery is throughout the County; and how effective the service is in comparison to demographic densities. Mapping also includes existing facilities by other recreation providers as these resources may assist in offsetting need. Service area maps were developed for each of the following major assets in Beaufort County:

o Neighborhood Parks	o Diamond Fields
o Community Parks	o Multi-purpose Rectangular Fields
o Regional Parks	o Playgrounds
o Natural Resource Parks	o Picnic Shelters/Pavilions
o Special Purpose Site or Facility	o Outdoor Swimming Pools
o Paved Trails	o Skate Parks
o Unpaved Trails	o Splash Pads
o Basketball Courts	o Dog Parks
o Tennis Courts	o Indoor Aquatic Space
o Pickleball Courts	o Indoor Recreation Space

The source for populations used for standard development is the estimated 2022 population reported by Environmental Systems Research Institute (ESRI).

To review the Service Area Maps, see Chapter 4.

1.5

RECREATION PROGRAMS & SERVICES ASSESSMENT

As part of the planning process, the consulting team performed an assessment of the programs and services offered by the Department. The assessment offers perspectives on programs and service offerings and helps identify strengths, weaknesses and opportunities regarding programming for residents. It also assists in identifying core programs, program gaps and areas for improvement in determining future programs and services for residents. The consulting team based these findings and comments on a review of information provided by the County

The assessment is summarized in Chapter 5 of this report.

1.6

SPORTS TOURISM OPPORTUNITIES

As part of this study the economic viability of a County sports tourism venue was assessed and comparable venues investigated. In addition to recommending completion of planned facility upgrades at Buckwalter and Burton Wells Parks; six individual/specialty sports were recommended for consideration. These sports include: archery, shooting, beach/sand volleyball, sport climbing, skateboarding and BMX/road cycling.

See Chapter 6 for additional details.

1.7

CAPITAL IMPROVEMENTS RECOMMENDATIONS

Capital improvements recommendations reflect the community needs identified through a blending of sources: the public input process; stakeholder, staff and Parks and Recreation Board member input; demographics; program analysis and physical analysis. The total proposed Level of Service improvements; recommended improvements/renovations to existing parks & facilities; and system-wide improvements are estimated to be between \$93,000,000 and \$94,500,000. Estimated costs are based on costs for construction of new parks and facilities as provided in Appendix J: Park Prototype Cost Analysis and Appendix K: Facility Prototype Cost Analysis. A park by park listing of recommendations has been provided in Chapter 7.

It should be noted that Capital Improvement costs provided are based on 2022 dollars and adjustments for inflation and market conditions should be considered at the time of final project budgeting.

1.8

IMPLEMENTATION PLAN

The Strategic Implementation Plan is meant to act as a guideline to assist decision-makers in determining where valuable resources should be focused. It represents the combined conclusions of the study and is the beginning point in providing enhanced recreation services and planning for the future. It requires regular re-examination and reassessment to reflect changes in recreation trends, user patterns, demographics, availability of land and availability of financial and human resources.

For additional information on the Implementation Plan see Chapter 8.

02

PUBLIC OUTREACH & COMMUNITY INPUT

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2.1

MEETINGS WITH ADMINISTRATIVE & DEPARTMENT STAFF; KEY LEADERSHIP; FOCUS GROUPS; THE PARKS AND RECREATION BOARD; AND THE PUBLIC

The planning and data collection process began with a series of (10) ten kickoff meetings held with Administrative/Parks and Recreation Staff, key leadership representatives, focus group representatives, the County's Parks & Recreation Board and the public at large. During these meetings representatives of the planning team discussed data collection, expected project outcomes and the project planning process.

Each meeting began with introductions to the planning team members followed by an explanation of the planning process. The team then presented and briefly discussed current and future demographic projections and their implications to the plan. Lastly the meeting attendees were asked:

- o What are the current strengths of Beaufort County's Parks and Recreation Department?
- o What are the unmet opportunities that you see?
- o What is the one most important item that you would like to see as an outcome of this planning process?

Information gathered from the public workshops and the key leadership/focus group meetings produced thoughtful ideas for consideration in the planning process. The consulting team used this input to create questions for inclusion in the public opinion survey that followed.



Community members attend public meetings in the Spring of 2022.



What are the current strengths of Beaufort County's Parks and Recreation Department?

What are the unmet opportunities that you see?

What is the one most important item that you would like to see as an outcome of this planning process?

2.2

SYNOPSIS OF INPUT

The following provides an overview of input received from all groups.

STRENGTHS

- o The department does well with what they have.
- o There is a diversity of offerings, and charges for membership are reasonable.
- o Staff is hard working and friendly.
- o Field conditions are good at Burton Wells, Buckwalter and Oscar Frazier Parks.
- o Recreation centers are good at Burton Wells and Buckwalter Parks.
- o Youth athletics and active sports are a strength.
- o There are scholarship opportunities (although not well known).
- o Partnerships have been formed with other groups (i.e. Bluffton Youth Sports).

UNMET OPPORTUNITIES

- o Facilities need updating and expansion.
- o Control of maintenance. It is currently performed by other departments.
- o Need more facilities such as ballfields, pickleball courts, soccer, tennis, volleyball, basketball, access to fishing splashpads, walking tracks, exercise equipment, disc golf, a rowing dock.
- o E Sports.
- o Consider developing new facilities to serve locals with capability to host visiting tournaments and special events.
- o The department is understaffed and there should be more training and development including an "onboarding" program for new employees.
- o Artificial turf fields.
- o North of the Broad needs a more centralized location for a "Buckwalter-type" facility.
- o More options for Seniors to participate in biking or pump track.
- o Need off-road bicycle offerings such as mountain.
- o Rural areas of the County (such as St. Helena, Sheldon, etc.) are being under-served.
- o Need opportunities for youth after school and during the summer months.
- o Fairness and equity.
- o WiFi in all community and recreation center buildings.
- o Single playing fields "scattered all around" don't work well.
- o Can't the School District work with Parks and Recreation to share facilities and reduce duplication of facilities?

ONE MOST IMPORTANT THING

- o Programs that are affordable and available to all.
- o Convenient parks with less travel time to access.
- o A maintenance plan and more staff to adequately maintain our facilities.
- o Equity and fairness; a voice for the smaller, rural areas; less talk and more action.
- o Sports complex(es) with artificial turf that can handle heavy uses.
- o A centrally located aquatic center.
- o A County-run water park.
- o More senior offerings and buildings they can safely access.
- o More programs focused on arts, music, chess, etc.
- o To have comparable facilities to what Buckwalter Park has.
- o More safe havens for children and programs to keep them out of trouble including after-school programs, summer programs and safe Saturday night activities.
- o WiFi access in all community and recreation centers.
- o Line item in the County budget for St. Helena, Lady's Island, and Daufuskie Island.
- o Open the closed centers and make them safe. Clearly post hours of operation
- o Daufuskie Island multi-use court with roof and electricity.
- o Playground at Buckwalter Park
- o Improvements to Lind Brown Center and grounds
- o County would collect impact fees like for Buckwalter.
- o County recreation referendum?
- o Transparency in funding. How is the money spent?
- o Need County and City to come together for the sake of the community
- o More parking at Dale center
- o Rowing dock north of the Broad
- o Recognize there are different users and user patterns north and south of the Broad
- o Safety
- o Indoor walking facility for St. Helena/Lady's Island users

2.4 STATISTICALLY VALID NEEDS ASSESSMENT (PUBLIC OPINION) SURVEY

As part of the master plan, ETC Institute conducted a statistically valid Needs Assessment Survey to obtain additional public input during the summer months of 2022. The purpose of the survey was to gather feedback to guide the planning of future recreation programs and facilities over the next 10 years.

ETC Institute mailed a survey packet to a random sample of households in Beaufort County. Each packet contained a cover letter, a copy of the survey and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at BeaufortCountySurvey.org.

After the surveys were mailed, ETC Institute followed up by sending text messages and mailing postcards to encourage participation. The text messages and postcards contained a link to the online version of the survey to make it easy for respondents to complete the survey. To prevent people who were not residents of Beaufort County from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a completed online survey did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to complete a minimum of 300 completed surveys from residents. This goal was exceeded with 351 completed surveys collected. The results for the sampled 351 households have a 95% level of confidence with a precision rate precision of at least +/-

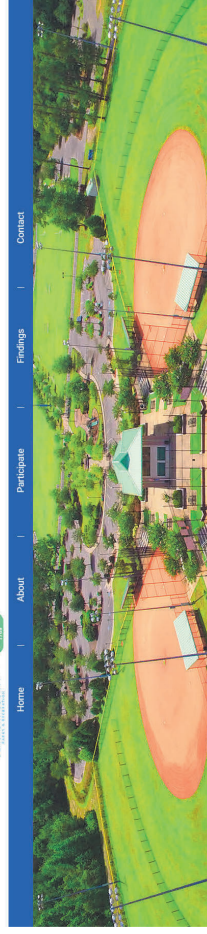
5.2. Those results are included in a report- **2022 Beaufort County, South Carolina Community Interest and Opinion Survey Findings Report**- issued under separate cover. The report contains charts showing the overall results of the survey; a priority investment rating (PIR) that identifies priorities for facilities & programs; tabular data showing the overall results for all questions on the survey; responses to open-ended questions; and a copy of the survey instrument.

The primary findings of the survey are on the pages to follow.

The survey can be found in **Appendix B: Survey Instrument**.



Cover of 2022 ETC Report



Play Beaufort County website.

2.3 WEBSITE

To facilitate obtaining additional public input for this plan a new accessible website was established (www.PlayBeaufortCounty.com). The site included an overview of the project, critical announcements, information on the planning team and answers to frequently asked questions. The website also provided a platform for communication with the project team via an email link to the Park and Recreation Department Director. All emails were then forwarded to the project team. The team received twenty-five emails. A few responses are below.



"As citizens and players who enjoy public [pickleball] courts, we request four additional lighted courts be constructed to the two pickleball / one tennis court at Southside Park on Battery Creek Road"



"As a resident of St. Helena Island and a mother with a son of autism, the current parks on St. Helena Island do not accommodate those families. St. Helena Island NEEDS, in addition to upkeep to the current facilities, but an indoor facility to accommodate families like myself, the elderly, enrichment programs for the community and local sports organizations."



"The rowers around here are in need of a place to launch and recover after rowing, a place with suitable water; not deep water. A place where we can set the boats in a rack close to the water. The sport, open to ALL, is a great conditioner and great fun. Here in Beaufort we have "water; water everywhere..." and no dock to use. The County could provide this athletic outlet in an area prime for rowing. Seeing the boats and crews on the water is quite a sight for visitors who will find Beaufort a great place to visit "

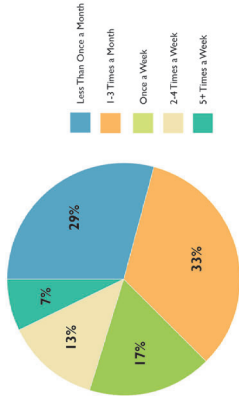


"I would love to see the [Charles Lind Brown Center] provide a safe environment to offer many community programs and classes... structured recreation activities can help bring a community together. Classes, after-school activities, and community presence can make the difference"

2.4.1 USAGE OF PARKS AND RECREATION FACILITIES

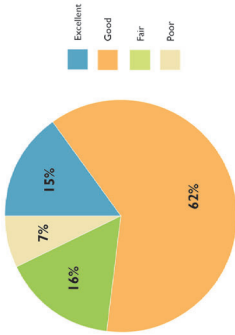
USE: Eighty-seven percent of respondents (87%) indicated they have used parks or facilities offered by the County during the last two years. Of those respondents, the highest number (33%) said they used them 1-3 times a month, followed by less than once a month (29%) and 2-4 times a week (17%). Those same respondents were asked to rate the physical condition of the facilities with the most respondents (62%) rating them good, (15%) rated them excellent and (23%) said either fair (16%) or poor (7%).

How Often Have You Visited Beaufort County Parks Or Recreation Facilities During the Last (2) Two Years?



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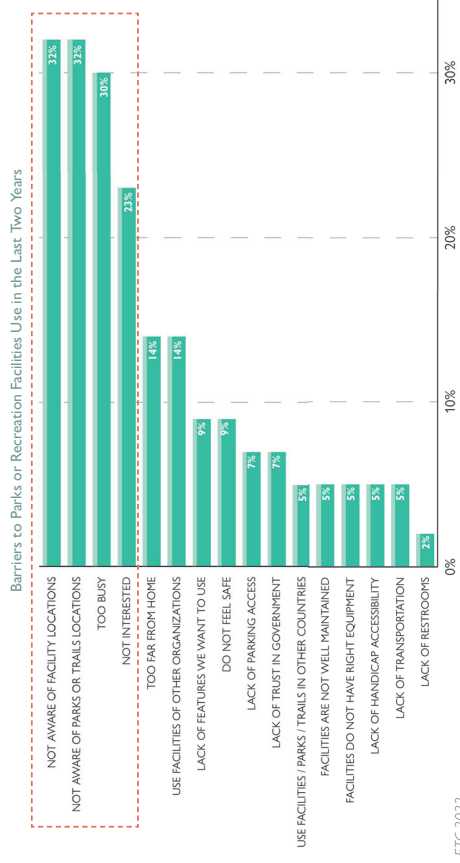
Overall, How Would You Rate the Physical Condition of ALL the Beaufort County Parks or Recreation Facilities That You Have Visited During the Last (2) Two Years?



ETC 2022

BARRIERS TO USE: Respondents were asked to indicate why they didn't use facilities or why they didn't use them more often, allowing multiple selections to be made. The highest number of respondents said they were not aware of facility/parks/trails locations (32%); busy schedule (30%) and lack of interest (23%).

BENEFITS: Respondents were asked to rate their level of agreement with thirteen (13) statements regarding ways that Parks and Recreation services benefit their household and the community. The highest number of respondents agreed or strongly agreed that parks and recreation preserves open spaces and protects the environment (78%), makes Beaufort County a more desirable place to live (76%), and improves their household's physical health and fitness (69%). Most respondents (71%) feel it is very important for Beaufort County to provide high quality parks and recreation programs, trails and facilities.

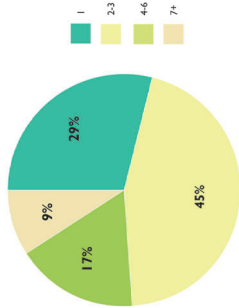


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2.4.2 USAGE OF PARKS AND RECREATION PROGRAMS

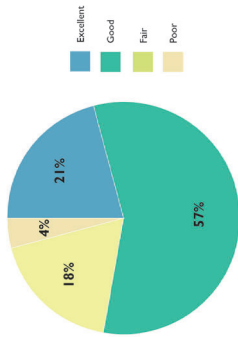
PARTICIPATION: Respondents were asked if they had participated in Beaufort County Parks and Recreation programs within the past two years. Thirty-two percent (32%) of respondents said someone in their household had participated. Of those respondents, the highest number (45%) said they participated in 2-3 programs, followed by one (1) program (29%). Those same respondents were then asked to rate the overall quality of those programs; most respondents (57%) rated them good, (21%) said excellent and (22%) said either fair (18%) or poor (4%).

How Many Programs Offered by Beaufort County Parks & Recreation Department Have You or Someone in Your Household Participated in During the Last 2 Years?



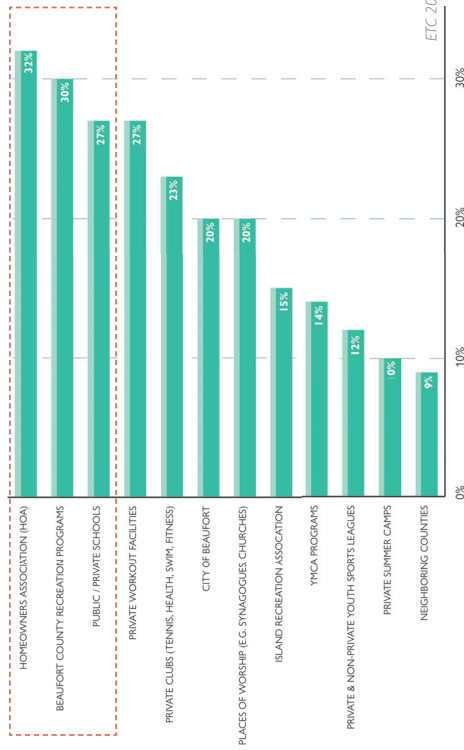
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Overall, How Would You Rate the Overall Quality of Beaufort County Parks and Recreation Programs?



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Organizations Households Used Within the Last Two Years for Recreation and Sports Activities



ETC 2022

2.4.3

FACILITY AND AMENITY NEEDS AND PRIORITIES

FACILITY / AMENITY NEEDS: Respondents were asked to identify if their household had a need for (36) different facilities/amenities and to rate how well their needs for each were currently being met. Based on the analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities/amenities.

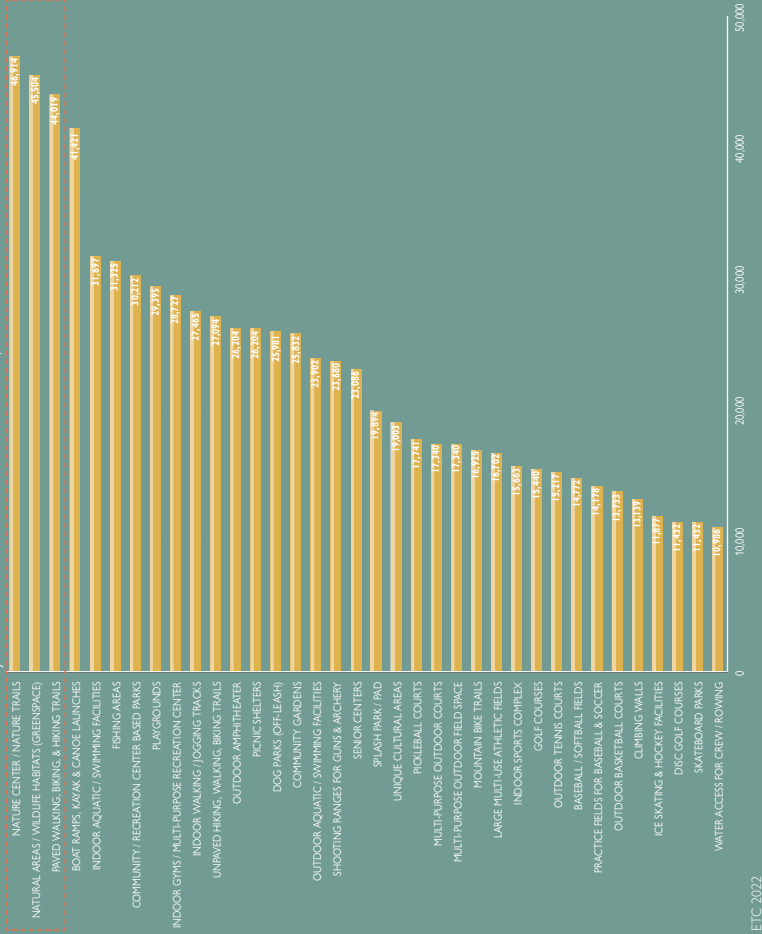
The three facilities/amenities with the highest estimated number of households that have an unmet need are:

- o Nature Center/Nature Trails – 46,914 Households
- o Natural Areas/Wildlife Habitats (Greenspace) – 45,504
- o Paved Walking, Biking And Hiking Trails – 44,019.

The estimated number of households that have unmet needs for each of the (36) facilities/amenities assessed is shown in the chart that follows.

ESTIMATED NUMBER OF HOUSEHOLDS IN BEAUFORT COUNTY WHO HAVE A NEED FOR FACILITY / AMENITY

by number of households based on an estimated 74,231 households



ETC 2022

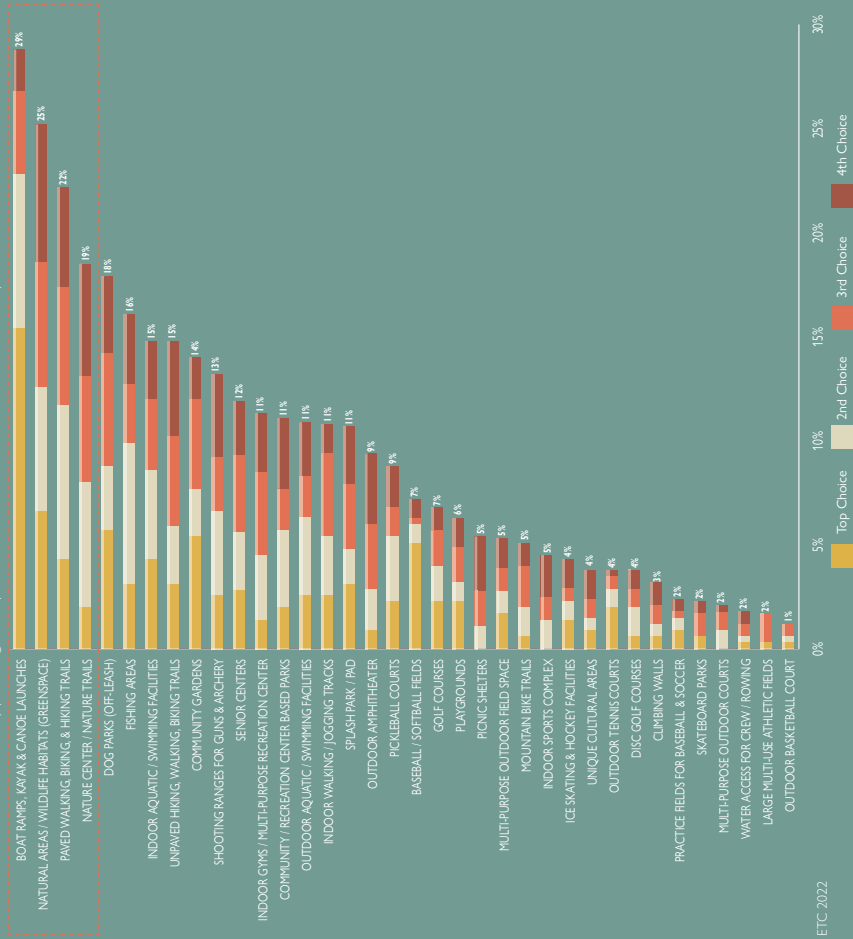
FACILITY / AMENITY IMPORTANCE: In addition to assessing the needs for each facility/amenity, ETC Institute also assessed the importance that residents placed on each of them. Based on the sum of respondents' top four choices, these were the (4) most important amenities to residents:

- o Boat Ramps, Kayak & Canoe Launches (29%)
- o Natural Areas/Wildlife Habitats (Greenspace) (25%)
- o Paved Walking, Biking And Hiking Trails (22%)
- o Nature Center/Nature Trails (19%)

The percentage of residents who selected each facility/amenity as one of their top four choices is shown in the chart that follows.

MOST IMPORTANT AMENITY / FACILITY TO HOUSEHOLDS

by percentage of respondents who selected the items as one of their top four choices



ETC 2022

2.5

PRIORITY INVESTMENT RATINGS (PIR)

The *Priority Investment Rating (PIR)* was developed by ETC Institute to provide decision makers with an objective tool for evaluating the priority that should be placed on parks and recreation and program investments. The rating system was developed to identify the facilities and programs that residents believe should receive the highest priority for investments. Ratings reflect the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are not met or are only partly met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the *Unmet Needs Rating (UNR)* and the *Importance Rating (IR)* as shown in the equation below:

$$PIR = UNR + IR$$

For example, the Unmet Need Rating for football programs is 10.1 (out of 100) and the Importance Rating for football programs is 88 (out of 100), therefore the Priority Investment Rating for football programs is 18.9 (out of 200).

2.5.1

HOW TO ANALYZE THE RATINGS

- o **High Priority Areas** are those with a **PIR** of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- o **Medium Priority Areas** are those with a **PIR** of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- o **Low Priority Areas** are those with a **PIR** below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

2.5.2.

PRIORITIES FOR FACILITY INVESTMENTS

Based on the Priority Investment Rating (PIR) the following parks and recreation facilities/amenities were rated as high priorities for investment:

- o Natural Areas/Wildlife Habitats (Greenspace) (PIR=175)
- o Boat Ramps, Kayak & Canoe Launches (PIR=172)
- o Paved Walking, Biking & Hiking Trails (PIR=171)
- o Nature Center/Nature Trails (PIR=164)
- o Indoor Aquatic/Swimming Facilities (PIR=139)
- o Fishing Areas (PIR=131)
- o Shooting Ranges For Guns & Archery (PIR=131)
- o Dog Parks (Off-Leash) (PIR=130)
- o Unpaved, Hiking, Walking, Biking Trails (PIR=128)
- o Community Gardens (PIR=127)
- o Indoor Walking/Jogging Tracks (PIR=122)
- o Outdoor Amphitheater (PIR=114)
- o Outdoor Aquatic/Swimming Facilities (PIR=114)
- o Senior Centers (PIR=112)
- o Indoor Gyms/Multi-Purpose Recreation Center (PIR=111)
- o Community/Recreation Center Based Parks (PIR=107)
- o Splash Park/Pad (PIR=105)

The chart that follows shows the Priority Investment Rating for each of the 36 facilities/amenities assessed on the survey.

TOP PRIORITIES FOR INVESTMENT FOR FACILITY / AMENITY BASED ON PRIORITY INVESTMENT RATING



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2.5.3 RECREATION PROGRAM NEEDS AND PRIORITIES

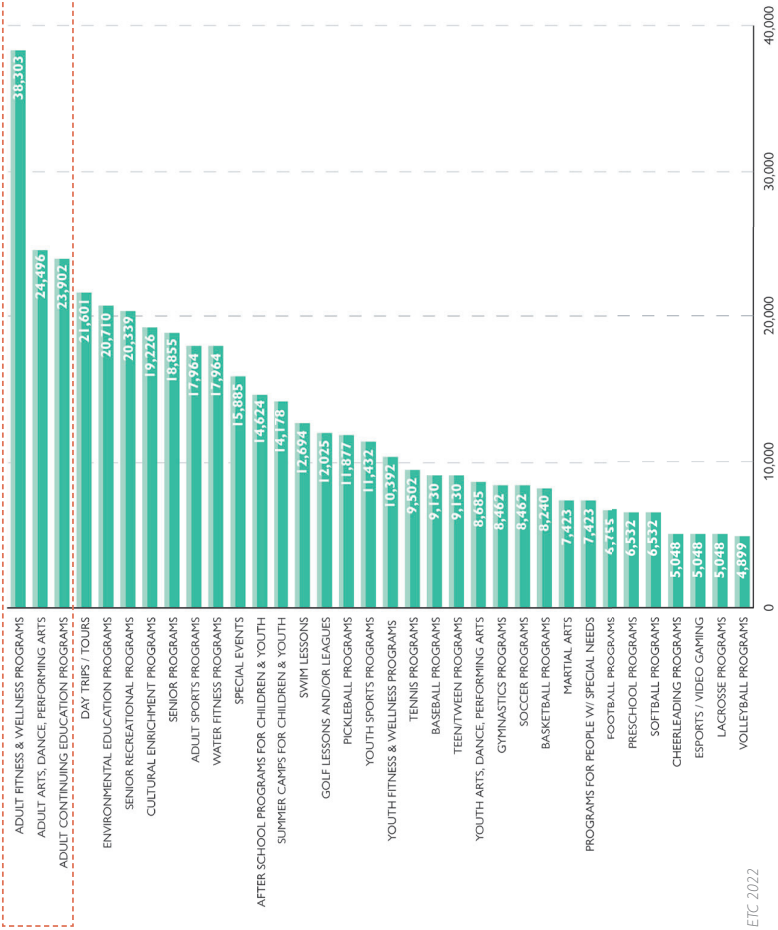
PROGRAM NEEDS: Residents were asked to identify if their household had a need for 34 recreation programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various programs.

The three programs with the highest estimated number of households that have an unmet need:

- o Adult Fitness & Wellness Programs- 38,303 Households
- o Adult Arts, Dance, Performing Arts- 24,496 Households
- o Adult Continuing Education Programs- 23,902 Households

The estimated number of households that have unmet needs for each of the 34 recreation programs assessed is shown in the chart that follows.

ESTIMATED NUMBER OF HOUSEHOLDS IN BEAUFORT COUNTY WHO HAVE A NEED FOR RECREATION PROGRAM
by number of households based on an estimated 74,231 households



ETC 2022

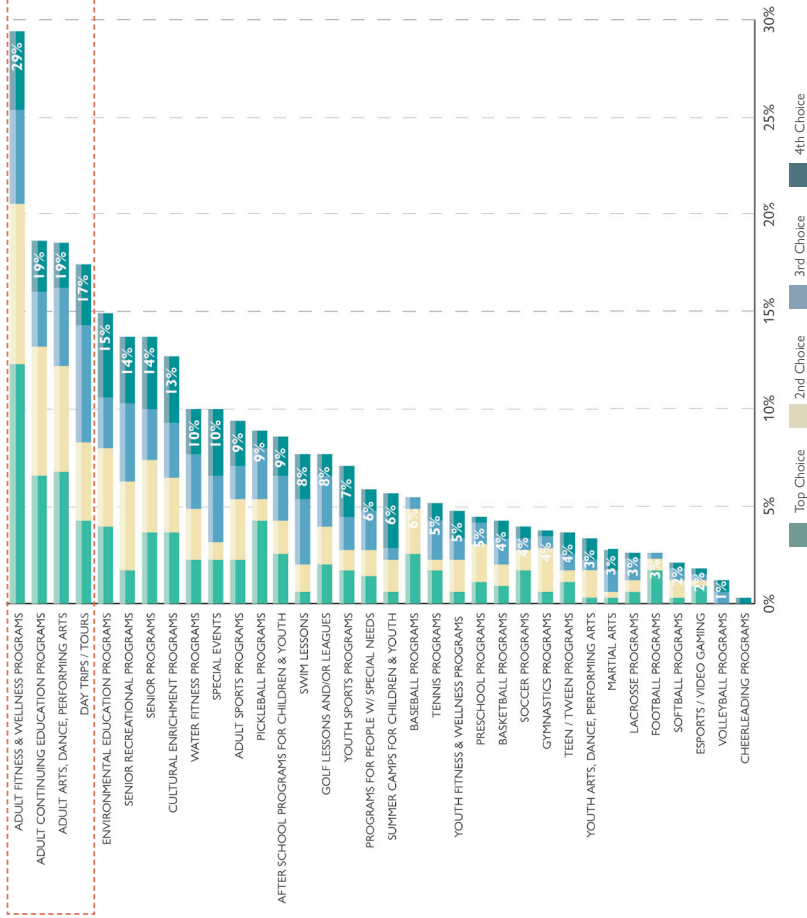
PROGRAM IMPORTANCE: In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these are the four most important programs to Beaufort County residents:

The three programs with the highest estimated number of households that have an unmet need:

- o Adult Fitness & Wellness Programs (29%)
- o Adult Continuing Education Programs (19%)
- o Adult Arts, Dance, Performing Arts (19%)
- o Day Trips/Tours (17%)

The percentage of residents who selected each program as one of their top four choices is shown in the chart that follows.

MOST IMPORTANT RECREATION PROGRAM TO HOUSEHOLDS
by percentage of respondents who selected the items as one of their top four choices



ETC 2022

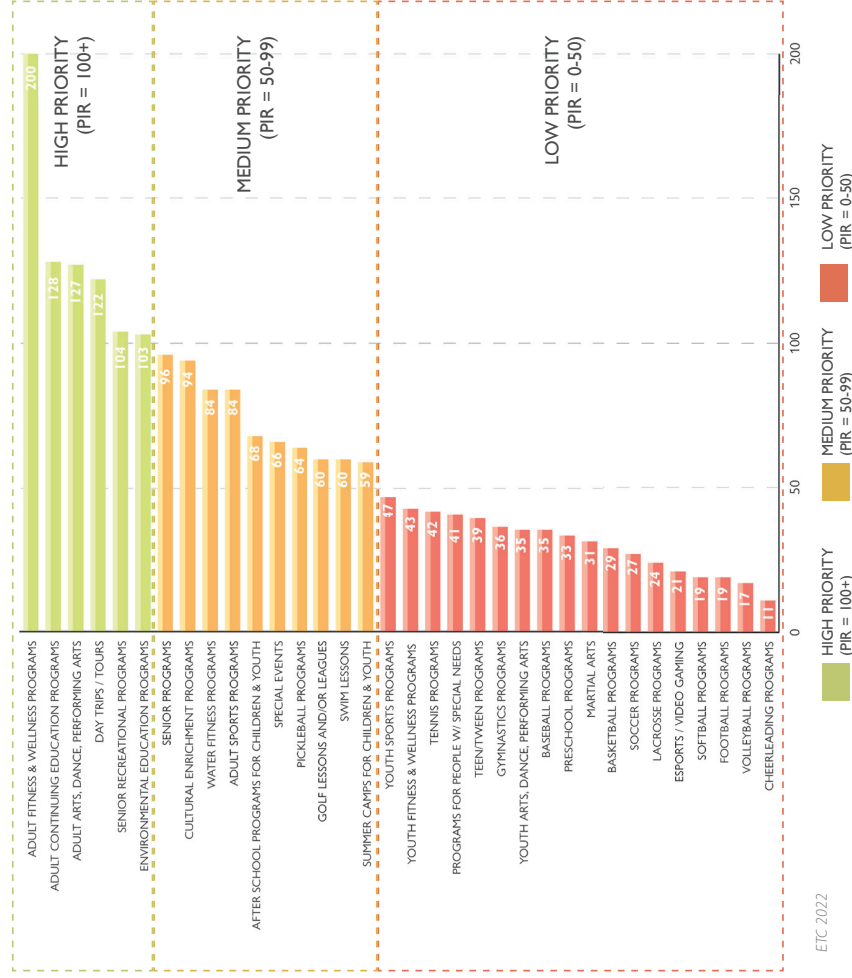
PRIORITIES FOR PROGRAM INVESTMENTS: Similar to park and recreation facilities, a Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation programs investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on each program and (2) how many residents have unmet needs for the program.

Based on the Priority Investment Rating (PIR) the following Beaufort County programs were rated as high priorities for investment:

- o Adult Fitness & Wellness Programs (PIR=200)
- o Adult Continuing Education Programs (PIR=128)
- o Adult Arts, Dance, Performing Arts (PIR 127)
- o Day Trips / Tours (PIR=122)
- o Senior Recreational Programs (PIR=104)
- o Environmental Education Programs (PIR=103)

The chart that follows shows the Priority Investment Rating for each of the 34 programs assessed.

TOP PRIORITIES FOR INVESTMENT FOR RECREATION PROGRAMS BASED ON THE PRIORITY INVESTMENT RATING



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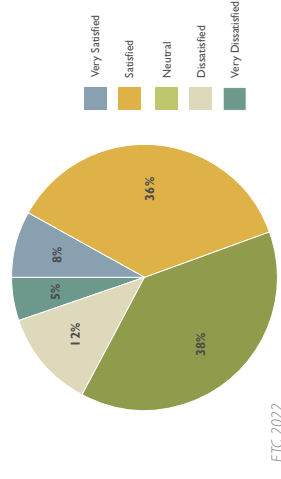
2.5.4

VALUE OF PARKS AND RECREATION AND ALLOCATION OF FUNDS

OVERALL VALUE: Respondents were asked to rate their level of satisfaction with the overall value they received from the Parks and Recreation Department. The highest percentage of respondents felt neutral (38%) followed by satisfied (36%). Households were then asked if their perception of value had changed given the COVID-19 pandemic. The highest number of respondents (44%) said there was no change, (24%) said it increased and (26%) said it had significantly increased. Fifty-two percent (52%) of respondents felt funding should increase based on their perception of value, (30%) thought it should stay the same and (15%) were not sure.

LEVEL OF SATISFACTION WITH OVERALL VALUE RECEIVED FROM PARKS AND RECREATION DEPARTMENT

by percentage of respondents (excluding "don't know")

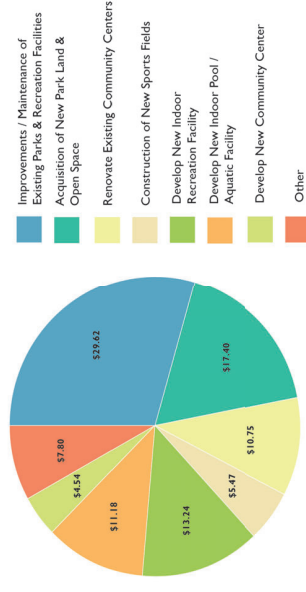


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ALLOCATION OF FUNDS: Respondents were asked to allocate a hypothetical \$100 budget for Parks and Recreation. The highest amount of funding (\$29.62) went to improvements/maintenance of existing parks and recreation facilities followed by (\$17.40) for acquisition of new park land and open space and (\$13.24) for a new indoor recreation facility.

WITH A BUDGET OF \$100, HOW WOULD RESPONDENTS ALLOCATE FUNDS FOR PARKS AND RECREATION?

by average allocated per item



ETC 2022

SUPPORT FOR IMPROVEMENTS / DEVELOPMENT: Respondents were provided with a list of 20 potential actions to improve parks and recreation. Respondents were most supportive (selecting “very supportive”) of developing new walking/biking trails and parks (56%), developing new trails and connecting them with existing (53%), and improving existing parks (52%). Respondents were also asked to select the top four items they would be most willing to fund. These were the four items selected most often:

- o New Nature Trails and Connect Existing Trails (28%)
- o New Walking/Biking Trails and Parks (27%)
- o New Indoor Recreation Centers and Replace Smaller, Outdated Centers (24%)
- o Develop New Family Aquatic Center (24%)

LEVEL OF SUPPORT FOR ACTIONS TO IMPROVE PARKS AND RECREATION

by percentage of respondents (excluding “not provided”)

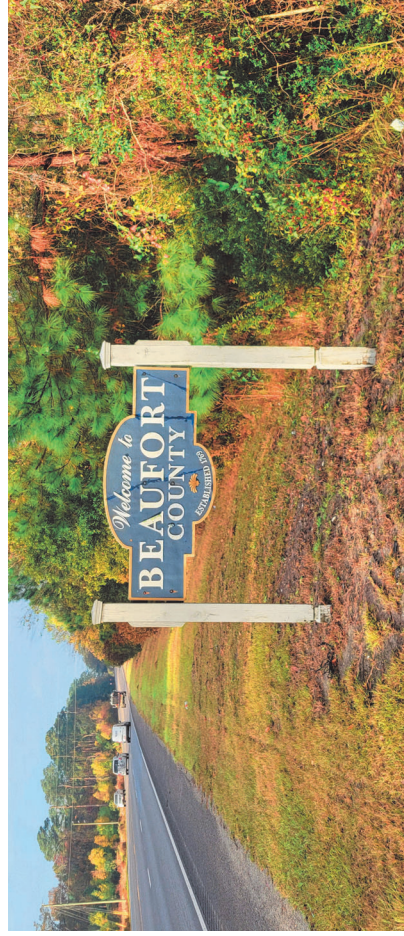


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03 COMMUNITY PROFILE

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Beaufort County Welcome Sign

3.1

INTRODUCTION

A key component of the Parks & Recreation Strategic Master Plan ("Plan") is a Demographic & Recreation Trends Analysis. The purpose of this analysis is to provide the Department of Parks and Recreation ("Department") insight into the general makeup of the population they serve and identify market trends in recreation. It also helps quantify the market in and around Beaufort County ("County") and assists in providing a better understanding of the types of parks, facilities, and programs / services that are most appropriate to satisfy the needs of residents.

This analysis is two-fold – it aims to answer the who and the what. First, it assesses the demographic characteristics and population projections of County residents to understand who the Department serves. Secondly, recreational trends are examined on a national and local level to understand what the population served wants to do. Findings from this analysis establish a fundamental understanding that provide a basis for prioritizing the community need for parks, facilities, and recreation programs.

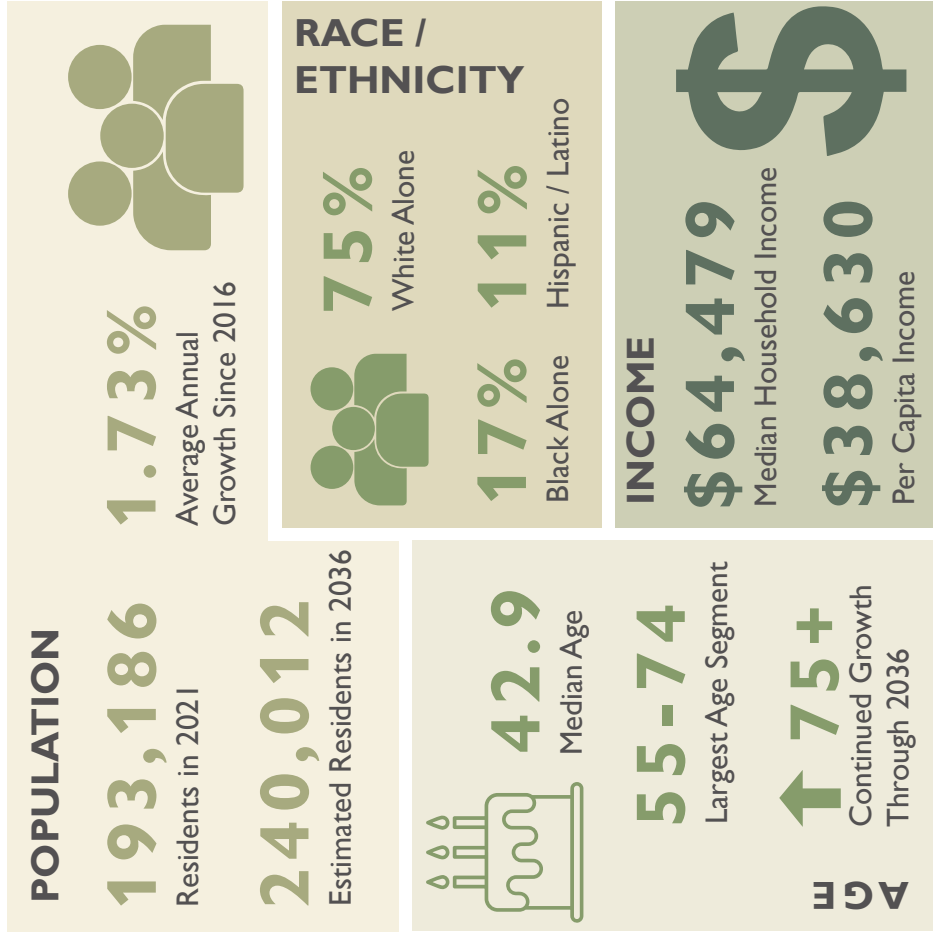
3.2

DEMOGRAPHIC ANALYSIS

The Demographic Analysis describes the population within the County of Beaufort, South Carolina. This assessment is reflective of the County's total population and its key characteristics such as age segments, race, ethnicity, and income levels. It is important to note that future projections are based on historical patterns and unforeseen circumstances during or after the time of the analysis could have a significant bearing on the validity of the projected figures.

The infographic on the next page provides an overview of the County's populace based on estimates of the 2021 population. A further analysis of each of these demographic characteristics (population, age segments, race, ethnicity, and income) can be found in section 3.2.1.

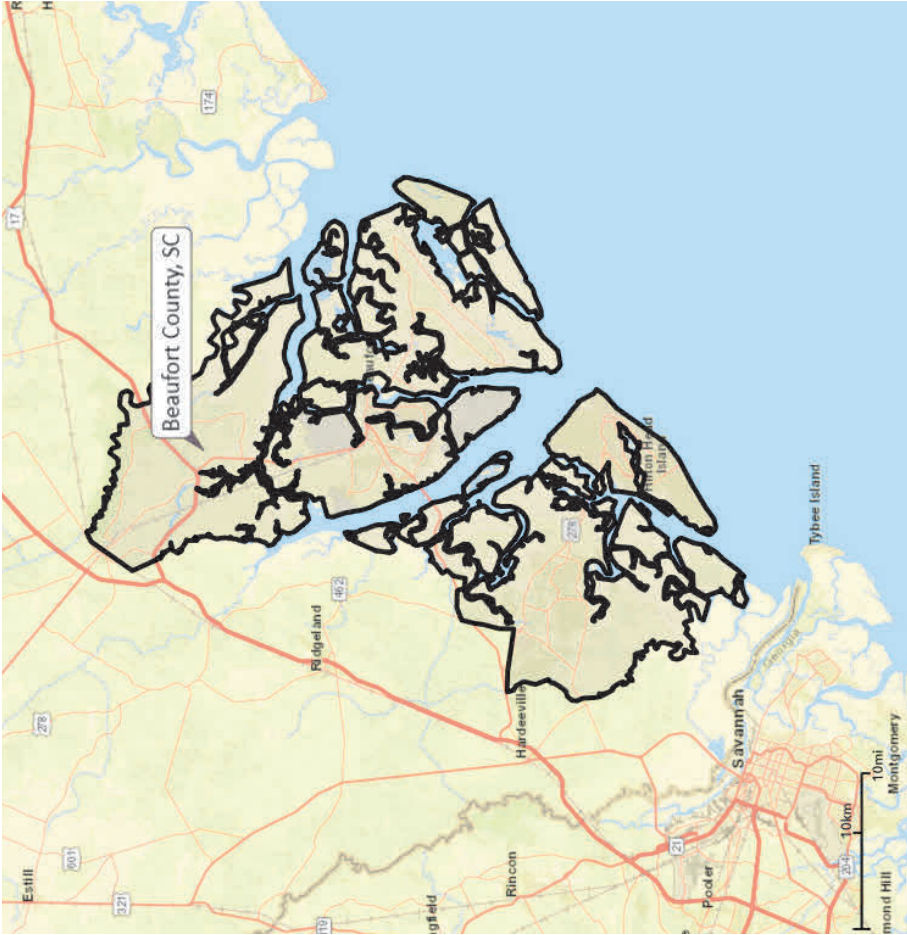
DEMOGRAPHIC OVERVIEW



3.2.1
METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in January 2022 and reflects actual numbers as reported in the 2020 Census. ESRI then estimates the current population (2021) as well as a 5-year projection (2026). PROS then utilized straight line linear regression to forecast demographic characteristics for 10 and 15-year projections (2031 and 2036).

The county boundaries shown below were utilized for the demographic analysis.



3.2.2
COUNTY POPULACE
POPULATION

The County's population has experienced significant growth in recent years, increasing approximately 19.08% from 2010 to 2021, or 1.73% per year. This is more than double the national annual growth rate of 0.74% (from 2010-2021). Like the population, the total number of households also experienced a noticeable increase of 20.13% over the past 11 years, or 1.83% annually (national average = 0.76% annual growth).

Currently, the population is estimated at 193,186 individuals living within 78,016 households. Projecting ahead, the total population growth is expected to continue increasing at an above average rate. By 2036, the County's population is projected to be at 240,012 residents living within 97,804 households.

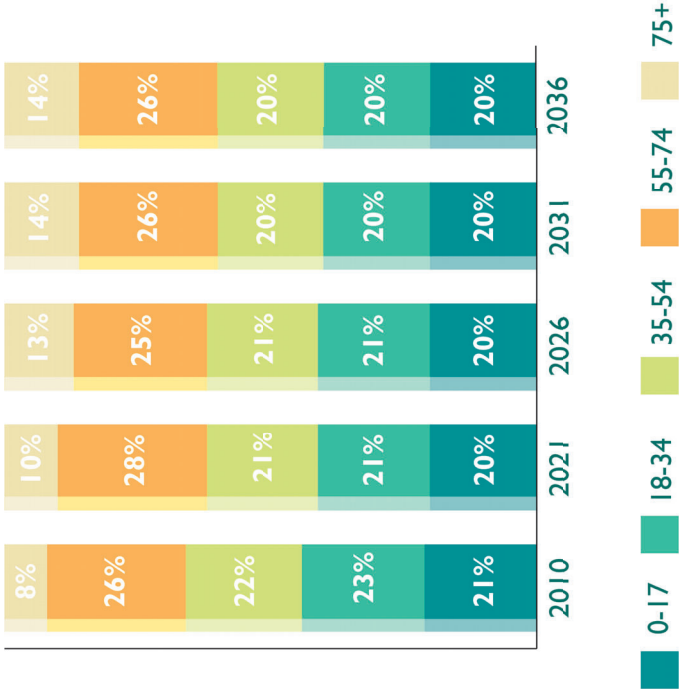


AGE SEGMENT

Evaluating the County's age segmentation, the population exhibits a slight aging trend, with approximately 38% of its residents being 55+ years old in 2021. The County's current median age is estimated at 42.9 years old which is 4-years above the U.S. median age (38.8 years old). Assessing the population as a whole, the County is projected to continue its current aging trend. Within the next 15 years the 55+ population is expected to climb to 40-percent of the County's total population. This is likely to be a result of increased life expectancies, a desirable retirement destination and the majority of middle-aged adult residents "aging in place".

Due to the continued growth of the older age segments, it is useful to further segment the "Senior" population beyond the traditional 55+ designation. Within the field of parks and recreation, there are two commonly used ways to partition this age segment. One is to simply segment by age: 55-64, 65-74, and 75+. However, as these age segments are engaged in programming, the variability of health and wellness can be a more relevant factor. For example, a 55-year-old who is struggling with rheumatoid arthritis may be limited to leisure recreation while a healthy 65-year-old may still be running 5K's on an annual basis. Therefore, it may be more useful to divide this age segment into "Active," "Low-Impact," and/or "Social" Seniors.

POPULATION BY AGE IN BEAUFORT COUNTY



RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2020 data on race are not directly comparable with data from the 2000 and 2010 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2020) definitions and nomenclature are used within this analysis.

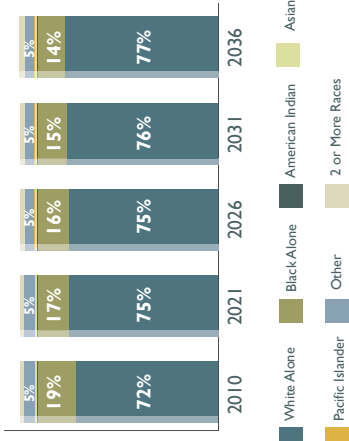
- **AMERICAN INDIAN** – This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment
- **ASIAN** – This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam
- **BLACK** – This includes a person having origins in any of the black racial groups of Africa
- **NATIVE HAWAIIAN or OTHER PACIFIC ISLANDER** – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands
- **WHITE** – This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa
- **HISPANIC OR LATINO** – This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race

Please Note: The Census Bureau defines Race as a person's self-identification with one or more of the following social groups: White, Black or African American, Asian, American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, some other race, or a combination of these. While Ethnicity is defined as whether a person is of Hispanic / Latino origin or not. For this reason, the Hispanic / Latino ethnicity is viewed separate from race throughout this demographic analysis.

RACE

Analyzing race, the County's current population is predominantly White Alone. The 2021 estimate shows that 75% of the population falls into the White Alone category, with Black Alone (17%) representing the largest minority. The 2021 estimate also portrays a below average representation of all other minority groups when compared to the national population, with American Indian (0.3%), Asian (1.3%), and Some Other Race (4.7%) populations being substantially lower than average. Predictions for 2036 expect the population to become slightly less diverse, as the White Alone population is projected to continue growing over the next 15-years.

POPULATION BY RACE IN BEAUFORT COUNTY

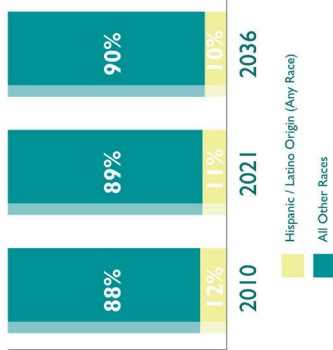


ETHNICITY

The County's population was also assessed based on Hispanic/Latino ethnicity, which by the Census Bureau definition is viewed independently from race. It is important to note that individuals who are Hispanic/Latino in ethnicity can also identify with any racial categories identified above.

Based on the current 2021 estimate, people of Hispanic/Latino origin represent approximately 11% of the County's population, which is well below the national average (19% Hispanic/Latino). Additionally, the Hispanic/Latino population has been decreasing marginally since the 2010 census and is expected to continue decreasing to 10% of the County's total population by 2036.

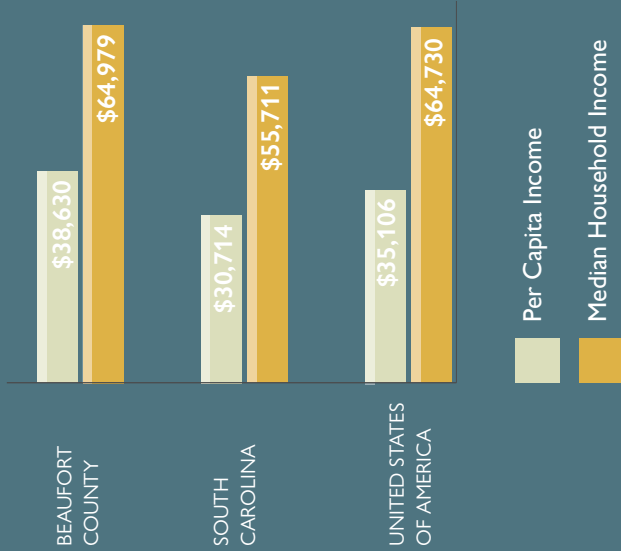
HISPANIC / LATINO POPULATION IN BEAUFORT COUNTY



HOUSEHOLD INCOME

As seen below, the County's per capita income (\$38,630) and median household income (\$64,979) are both higher than the state and national averages. The per capita income is defined as that earned by a single individual while the median household income is based on the total income of everyone over the age of 16 living under the same roof. These above average income characteristics should be taken into consideration when the Department is pricing out programs and calculating cost recovery goals. However, the Department should also take into account the negative economic impact that Covid-19 has had on Beaufort County's residents as this could be a significant factor in the amount of disposable income within the County.

INCOME CHARACTERISTICS



3.2.3

DEMOGRAPHIC COMPARATIVE SUMMARY

The table below is a summary of the County's demographic figures. These figures are then compared to the state and U.S. populations for perspective on a regional and national scale.

2021 DEMOGRAPHIC COMPARISON		BEAUFORT COUNTY	SOUTH CAROLINA	USA
POPULATION	Annual Growth Rate (2010-2021)	1.73%	1.37%	0.74%
	Projected Annual Growth Rate (2021-2036)	1.62%	1.25%	0.70%
HOUSEHOLDS	Annual Growth Rate (2010-2021)	1.83%	1.44%	0.76%
	Average Size Household	2.41	2.49	2.58
AGE SEGMENT DISTRIBUTION	Ages 0-17	20.00%	21.00%	22.00%
	Ages 18-34	21.00%	22.00%	23.00%
	Ages 35-54	21.00%	25.00%	25.00%
	Ages 55-74	28.00%	25.00%	23.00%
RACE DISTRIBUTION	Ages 75+	10.00%	7.00%	7.00%
	White Alone	74.70%	66.00%	69.20%
	Black Alone	16.70%	26.30%	13.00%
	American Indian	0.30%	0.40%	1.00%
	Asian	1.30%	1.90%	5.90%
	Pacific Islander	0.10%	0.10%	0.20%
	Other Race	4.70%	3.00%	7.10%
HISPANIC / LATINO POPULATION	Two or More Races	2.30%	2.40%	3.60%
	Hispanic / Latino Origin (Any Race)	10.70%	6.20%	18.90%
	All Others	89.30%	93.80%	81.10%
INCOME CHARACTERISTICS	Per Capita Income	\$38,630	\$30,714	\$35,106
	Median Household Income	\$64,979	\$55,711	\$64,730

DEMOGRAPHIC SUMMARY

- The County's recent population annual growth rate (1.73%) is significantly higher than the U.S.'s (0.74%) annual growth rate.
- The County's household annual growth rate (1.83%) is more than double the national average (0.76%).
- When assessing age segments, the County exhibits a slightly older population when compared to the national age segment distribution.
- The County's racial distribution is notably less diverse than the national population distribution, with a much greater White Alone population percentage.
- Beaufort County's percentage of Hispanic/Latino population (10.7%) is approximately three-fifths of the national average (18.9%).

3.2.4

DEMOGRAPHIC IMPLICATIONS

While it is important not to generalize recreation needs and priorities based solely on demographics, the analysis suggests some potential implications for the County.

1

With the population expecting above average growth for the foreseeable future, its suggested that the County should **continue the upkeep of existing facilities in addition to planning to expand facility space and program offerings**

2

The County's aging trend may indicate the need to **provide more programs and services for the 55+ population.** Such a focus could also potentially attract more baby boomers to retire in Beaufort County. However, it will also be important to continue providing services for the 62% of residents who are currently under 55 years old.

3

The County's above average income characteristics suggest potential **disposable income.** The Department should be mindful of this when pricing offerings and calculating cost recovery goals.

4

Even though the County's racial diversity is expected to continue decreasing, it is important that the Department continues to **have diversity of all types reflected in its offerings, marketing/communications, and public outreach.**



Beaufort Tennis

3.3 RECREATIONAL TRENDS ANALYSIS

The Trends Analysis provides an understanding of national, and local recreational trends. Trends data used for this analysis was obtained from Sports & Fitness Industry Association's (SFIA), National Recreation and Park Association (NRPA), and Environmental Systems Research Institute, Inc. (ESRI). All trend data is based on current and/or historical participation rates, statistically-valid survey results, or NRPA Park Metrics.

3.3.1 NATIONAL TRENDS IN RECREATION

METHODOLOGY

The Sports & Fitness Industry Association's (SFIA) Sports, Fitness & Leisure Activities Topline Participation Report 2021 was utilized in evaluating the following trends:

- NATIONAL RECREATION PARTICIPATORY TRENDS
- CORE VS. CASUAL PARTICIPATION TRENDS
- NON-PARTICIPANT INTEREST BY AGE SEGMENT

The study is based on findings from surveys carried out in 2020 by the Physical Activity Council (PAC), resulting in a total of 18,000 online interviews. Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population. A sample size of 18,000 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at a 95 percent confidence level. Using a weighting technique, survey results are applied to the total U.S. population figure of 303,971,652 people (ages six and older).

The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S. This study looked at 118 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

CORE VS. CASUAL PARTICIPATION

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness activities more than 50-times per year; while for sports, the threshold for core participation is typically 13-times per year.

In each activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than casual participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants.

3.3.1 IMPACT OF COVID-19

Approximately **229.7 million** people ages 6 and over reported being active in 2020, which is a **3.6% increase from 2019** and the greatest number of active Americans since 2007. With a shift towards working remotely and children moved to virtual learning, free time increased. This, coupled with stay-at-home orders and general decisions to keep out of public places, put an emphasis on the public finding ways to occupy their time.

Participation in sports and activities that allowed people to be socially distant saw significant increases. These activities included **pickleball, tennis, golf, trail running, skateboarding, surfing, day hiking, and recreational kayaking**. In general, outdoor sports and racquet sports had the largest increase in participation compared to their 2019 participation numbers.

As could be expected, team sports showed consistent drops in participation with all but 5 of the 23 tracked team sports showing decreases in overall participation. The team sports, like Basketball and Soccer, that did show an increase of participation in 2020 can be attributed to recreational or backyard play, which contradicts the trend of the past decade.

With gyms and health clubs being forced to close in most of the country, fitness participation levels overall decreased in 2020. However, home fitness activities that can be practiced at home, like **Yoga, Pilates, and Dumbbells/ Hand Weights, showed significant participation increases**, while activities done generally in health clubs, studios, or pools like Aquatic Exercise, Group Stationary Cycling, Stair-Climbing Machine, and Cardio Kickboxing experienced substantial declines. It should be noted, that the long-term effects of Covid-19 on recreation programs and services are developing as the Pandemic evolves. It is expected that some changes in how individuals recreate will continue post pandemic, such as more virtual and online program offerings; however, most other anomalies are expected to trend back to "normal" but this may take several years.



3.3.3

NATIONAL TRENDS IN GENERAL SPORTS

PARTICIPATION LEVELS

The top sports most heavily participated in the United States were Basketball (27.8 million), Golf (24.8 million), and Tennis (21.6 million) which have participation figures well in excess of the other activities within the general sports category. Baseball (15.7 million), and Outdoor Soccer (12.4 million) round out the top five.



The popularity of Basketball, Golf, and Tennis can be attributed to the ability to compete with relatively small number of participants, this coupled with an ability to be played outdoors and/or properly distanced helps explain their popularity during the COVID-19 pandemic. Basketball's overall success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which makes basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game. Golf continues to benefit from its wide age segment appeal and is considered a life-long sport. In addition, target type game venues or Golf Entertainment Venues have increased drastically (72.3%) as a 5-year trend, using Golf Entertainment (e.g., Top Golf) as a new alternative to breathe the life back into the game of golf.

FIVE YEAR TREND

Since 2015, Golf- Entertainment Venues (72.3%), Pickleball (67.6%), and Tennis (20.5%) have shown the largest increase in participation. Similarly, Flag Football (20.1%) and Basketball (18.6%) have also experienced significant growth. Based on the five-year trend from 2015-2020, the sports that are most rapidly declining in participation include Ultimate Frisbee (-47.3%), Squash (-32.0%), Fast Pitch Softball (-26.4%), Touch Football (-25.3%), and Roller Hockey (-21.3%).

ONE YEAR TREND

In general, the most recent year shares a similar pattern with the five-year trends; with Tennis (22.4%), Golf- Entertainment Venues (21.7%), and Pickleball (21.4%) experiencing the greatest increases in participation this past year. Baseball (-0.5%) is the only sport that shows a five-year trend increase, but a one-year trend decrease. This is likely a direct result of the COVID-19 pandemic. Similarly, other team sports such as Fast Pitch Softball (-19.2%), Gymnastics (-18.1%), and Volleyball (-16.6%) also had significant decreases in participation over the last year.



CORE VS. CASUAL TRENDS IN GENERAL SPORTS

Highly participated in sports, such as Basketball, Baseball, and Slow Pitch Softball generally have a larger core participant base (participate 13+ times per year) than casual participant base (participate 1-12 times per year). In the past year, we see the impact of the COVID-19 Pandemic as most activities showed a decrease in their percentage of core participants. However, there were significant increases in the percentage of casual participation for both Indoor and Outdoor Soccer, Baseball, and Ice Hockey in the past year. Please see **Appendix C: Core vs. Casual Participation Trends** for more information.

NATIONAL PARTICIPATORY TRENDS - GENERAL SPORTS

ACTIVITY	PARTICIPATION LEVELS			% CHANGE	
	2015	2019	2020	5-YEAR TREND	1-YEAR TREND
Basketball	23,410	24,917	27,753	18.6%	11.4%
Golf (9 or 18-Hole Course)	24,120	24,271	24,804	2.8%	2.2%
Tennis	17,963	17,684	21,642	20.5%	22.4%
Baseball	13,711	15,804	15,731	14.7%	-0.5%
Soccer (Outdoor)	12,646	11,913	12,444	-1.6%	4.5%
Golf (Entertainment Venue)	6,998	9,905	12,057	72.3%	21.7%
Football (Flag)	5,829	6,783	7,001	20.1%	3.2%
Softball (Slow Pitch)	7,114	7,071	6,349	-10.8%	-10.2%
Badminton	7,198	6,095	5,862	-18.6%	-3.8%
Soccer (Indoor)	4,813	5,336	5,440	13.0%	1.9%
Volleyball (Court)	6,423	6,487	5,410	-15.8%	-16.6%
Football (Touch)	6,222	5,107	5,054	-18.8%	-1.0%
Football (Touch)	6,487	5,171	4,846	-25.3%	-6.3%
Volleyball (Sand / Beach)	4,785	4,400	4,320	-9.7%	-1.8%
Pickleball	2,506	3,460	4,199	67.6%	21.4%
Gymnastics	4,679	4,699	3,848	-17.8%	-18.1%
Track and Field	4,222	4,139	3,636	-13.9%	-12.2%
Racquetball	3,883	3,453	3,426	-11.8%	-0.8%
Cheerleading	3,608	3,752	3,308	-8.3%	-11.8%
Ultimate Frisbee	4,409	2,290	2,325	-47.3%	1.5%
Ice Hockey	2,546	2,357	2,270	-10.8%	-3.7%
Wrestling	1,978	1,944	1,931	-2.4%	-0.7%
Lacrosse	2,094	2,115	1,884	-10.0%	-10.9%
Softball (Fast Pitch)	2,460	2,242	1,811	-26.4%	-19.2%
Roller Hockey	1,907	1,616	1,500	-21.3%	-7.2%
Rugby	1,349	1,392	1,242	-7.9%	-10.8%
Squash	1,710	1,222	1,163	-32.0%	-4.8%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Large Increase
(> 25%)

Moderate Increase
(0% to 25%)

Moderate Decrease
(0% to -25%)

Large Decrease
(> -25%)



3.3.4 NATIONAL TRENDS IN GENERAL FITNESS

PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. The most popular general fitness activities in 2020 also were those that could be done at home or in a virtual class environment. The activities with the most participation were Fitness Walking (114.0 million), Free Weights (53.3 million), Running/jogging (50.7 million), Treadmill (49.8 million), and Yoga (32.8 million).



FIVE YEAR TREND

Over a five year period (2015-2020), the activities growing at the highest rate were Trail Running (45.6%), Yoga (29.7%), Dance, Step & Choreographed Exercise (17.1%), and Pilates Training (15.3%). Over the same time frame, the activities that have undergone the biggest decline include: Group Stationary Cycling (-30.2%), Boot Camp Style Training (-26.1%), Traditional Triathlons (-26.1%), and Cross-Training Style Workout (-21.6%).

ONE YEAR TREND

In the last year, activities with the largest gains in participation were those that can be done alone at home or socially distanced outdoors. The top increases were in Trail Running (7.8%), Yoga (7.7%), and Pilates Training (7.2%). In the same span, the activities that had the largest decline in participation were those that would generally take place in a gym or fitness class. The greatest drops were seen in Group Stationary Cycling (-39.0%), Cross-Training Style Workouts (-32.2%), Boot Camp Style Training (-27.2%), and Stair Climbing Machine (-26.7%).

CORE VS. CASUAL TRENDS IN GENERAL FITNESS

The most participated in fitness activities all had increases in their core users base (participating 50+ times per year) over the last year. These fitness activities include: Fitness Walking, Free Weights, Running/jogging, Treadmills, Yoga, and Recumbent/Upright Stationary Cycling. Please see **Appendix C: Core vs. Casual Participation Trends** for more information.

NATIONAL PARTICIPATORY TRENDS - GENERAL FITNESS

ACTIVITY	PARTICIPATION LEVELS			% CHANGE	
	2015	2019	2020	5-YEAR TREND	1-YEAR TREND
Fitness Walking	109,829	111,439	114,044	3.8%	2.3%
Free Weights (Dumbbells / Hand Weights)	54,716	51,450	53,256	-2.7%	3.5%
Running / Jogging	48,496	50,052	50,652	4.4%	1.2%
Treadmill	50,398	56,823	49,832	-1.1%	-12.3%
Yoga	25,289	30,456	32,808	29.7%	7.7%
Stationary Cycling (Recumbent / Upright)	35,553	37,085	31,287	-12.0%	-15.6%
Weight / Resistant Machines	35,310	36,181	30,651	-13.2%	-15.3%
Free Weights (Barbells)	25,381	28,379	28,790	13.4%	1.4%
Elliptical Motion Trainer	32,321	33,056	27,920	-13.6%	-15.5%
Dance, Step, & Choreographed Exercise	21,487	23,957	25,160	17.1%	5.0%
Bodyweight Exercise	22,146	23,504	22,845	3.2%	-2.8%
Aerobics (High Impact / Intensity Training HIIT)	20,464	22,044	22,487	9.9%	2.0%
Trail Running	8,139	10,997	11,854	45.6%	7.8%
Stair - Climbing Machine	13,234	15,359	11,261	-14.5%	-26.7%
Pilates Training	8,594	9,243	9,905	15.3%	7.2%
Cross-Training Style Workout	11,710	13,542	9,179	-21.6%	-32.2%
Martial Arts	5,507	6,068	6,064	10.1%	-0.1%
Stationary Cycling (Group)	8,677	9,930	6,054	-30.2%	-39.0%
Cardio Kickboxing	6,708	7,026	5,795	-21.1%	-24.6%
Boxing for Fitness	5,419	5,198	5,230	-3.5%	0.6%
Boot Camp Style Training	6,722	6,830	4,969	-26.1%	-27.2%
Barre	3,583	3,665	3,579	-0.1%	-2.3%
Tai Chi	3,651	3,793	3,300	-9.6%	-13.0%
Triathlon (Traditional / Road)	2,498	2,001	1,846	-26.1%	-7.7%
Triathlon (Non-Traditional / Off Road)	1,744	1,472	1,363	-21.8%	-7.4%

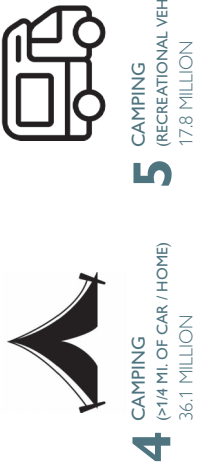
NOTE: Participation figures are in 000's for the US population ages 6 and over



3.3.5 NATIONAL TRENDS IN OUTDOOR RECREATION

PARTICIPATION LEVELS

Results from the SFIA report demonstrate strong growth in participation regarding outdoor/adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or with proper social distancing in a group, and are not as limited by time constraints. In 2020, the most popular activities, in terms of total participants, from the outdoor/adventure recreation category include: Day Hiking (57.8 million), Road Bicycling (44.5 million), Freshwater Fishing (42.6 million), Camping within 1/4 mile of Vehicle/Home (36.1 million), and Recreational Vehicle Camping (17.8 million).



FIVE YEAR TREND

From 2015-2020, Day Hiking (55.3%), BMX Bicycling (44.2%), Skateboarding (37.8%), Camping within 1/4 mile of Vehicle/Home (30.1%), and Fly Fishing (27.3%) have undergone the largest increases in participation. The five-year trend also shows activities such as Adventure Racing (-31.4%), In-Line Roller Skating (-18.8%), Archery (-13.5%), and Traditional Climbing (-4.5%) to be the only activities with decreases in participation.

ONE YEAR TREND

The one-year trend shows almost all activities growing in participation from the previous year. The most rapid growth being in Skateboarding (34.2%), Camping within 1/4 mile of Vehicle/Home (28.0%), Birdwatching (18.8%), and Day Hiking (16.3%). Over the last year, the only activities that underwent decreases in participation were Adventure Racing (-8.3%) and Archery (-2.7%).



CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION

A majority of outdoor activities have experienced participation growth in the last five- years. Although this a positive trend, it should be noted that all outdoor activities participation, besides adventure racing, consist primarily of casual users. Please see Appendix C: Core vs. Casual Participation Trends for more information..

NATIONAL PARTICIPATORY TRENDS - OUTDOOR / ADVENTURE RECREATION

ACTIVITY	PARTICIPATION LEVELS				% CHANGE	
	2015	2019	2020	5-YEAR TREND	1-YEAR TREND	
Hiking (Day)	37,232	49,697	57,808	55.3%	16.3%	16.3%
Bicycling (Road)	38,280	39,388	44,471	16.2%	12.9%	12.9%
Fishing (Freshwater)	37,682	39,185	42,556	12.9%	8.6%	8.6%
Camping (< 1/4 Mile of Vehicle / Home)	27,742	28,183	36,082	30.1%	28.0%	28.0%
Camping (Recreational Vehicle)	14,699	15,426	17,825	21.3%	15.6%	15.6%
Birdwatching (> 1/4 miles of Vehicle / Home)	13,093	12,817	15,228	16.3%	18.8%	18.8%
Fishing (Saltwater)	11,975	13,193	14,527	21.3%	10.1%	10.1%
Backpacking Overnight	10,100	10,660	10,746	6.4%	80.0%	80.0%
Bicycling (Mountain)	8,316	8,622	8,998	8.2%	4.4%	4.4%
Skateboarding	6,436	6,610	8,872	37.8%	34.2%	34.2%
Fishing (Fly)	6,089	7,014	7,753	27.3%	10.5%	10.5%
Archery	8,378	7,449	7,249	-13.5%	-2.7%	-2.7%
Climbing (Indoor)	N/A	5,309	5,535	N/A	4.3%	4.3%
Roller-Skating, In-Line	6,024	4,816	4,892	-18.8%	1.6%	1.6%
Bicycling (BMX)	2,690	3,648	3,880	44.2%	6.4%	6.4%
Climbing (Traditional / Ice / Mountaineering)	2,571	2,400	2,456	-4.5%	2.3%	2.3%
Climbing (Sport / Boulder)	N/A	2,183	2,290	N/A	4.9%	4.9%
Adventure Racing	2,864	2,143	1,966	-31.4%	-8.3%	-8.3%

NOTE: Participation figures are in 000s for the US population ages 6 and over



3.3.6 NATIONAL TRENDS IN AQUATICS

PARTICIPATION LEVELS

Swimming is deemed as a lifetime activity, which is most likely why it continues to have such strong participation. In 2020, Fitness Swimming remained the overall leader in participation (25.7 million) amongst aquatic activities, despite the fact that most, if not all, aquatic facilities were forced to close at some point due to the COVID-19 pandemic.



1 SWIMMING (FITNESS)
25.7 MILLION



2 AQUATIC EXERCISE
11.0 MILLION



3 SWIMMING (COMPETITION)
2.6 MILLION

FIVE YEAR TREND

Assessing the five-year trend, only Aquatic Exercise has experienced an increase (18.7%) from 2015-2020, most likely due to the ongoing research that demonstrates the activity's great therapeutic benefit. While both Fitness and Competitive Swimming underwent a slight decline, dropping -2.5% and -9.6% respectively.

ONE YEAR TREND

The impact of the COVID-19 pandemic is seen here as most aquatic facilities were forced to shut down for some part of the year. This caused decreases to all activities with Fitness Swimming (-9.0%) having the largest decline, followed by Competitive Swimming (-7.3%) and Aquatic Exercise (-2.1%).

CORE VS. CASUAL TRENDS IN AQUATICS

All aquatic activities have undergone increases in casual participation (1-49 times per year) over the last five years; however, they have all seen a drop in core participation (50+ times per year) in the same time frame. This was happening before the COVID-19 pandemic, and the large decreases in all participation over the last year have furthered this trend. Please see **Appendix C: Core vs. Casual Participation Trends** for more information.

NATIONAL PARTICIPATORY TRENDS - AQUATICS

ACTIVITY	PARTICIPATION LEVELS			% CHANGE	
	2015	2019	2020	5-YEAR TREND	1-YEAR TREND
Swimming (Fitness)	26,319	28,219	25,666	-2.5%	-9.0%
Aquatic Exercise	9,226	11,189	10,954	18.7%	-2.1%
Swimming (Competition)	2,892	2,822	2,615	-9.6%	-7.3%

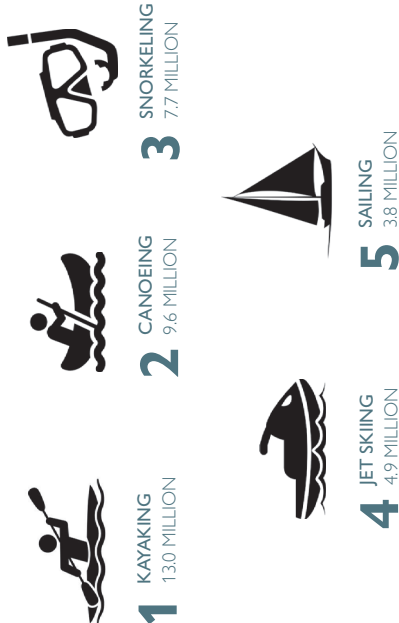
NOTE: Participation figures are in 000's for the US population ages 6 and over



3.3.7 NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

PARTICIPATION LEVELS

The most popular water sports / activities based on total participants in 2020 were Recreational Kayaking (13.0 million), Canoeing (9.6 million), and Snorkeling (7.7 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has a long winter season or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can greatly influence water activity participation.



FIVE YEAR TREND

Over the last five years, Surfing (40.7%), Recreational Kayaking (36.9%) and Stand-Up Paddling (21.7%) were the fastest growing water activities. White Water Kayaking (3.5%) was the only other activity with an increase in participation. From 2015-2020, activities declining in participation most rapidly were Boardsailing/Windsurfing (-28.2%), Water Skiing (-22.7%), Jet Skiing (-21.8%), Scuba Diving (-21.0%), Sea Kayaking (-18.5%), and Sailing (-15.0%).

ONE YEAR TREND

Similarly, to the five-year trend, Surfing (28.2%) and Recreational Kayaking (14.2%) also had the greatest one-year growth in participation, from 2019-2020. Activities which experienced the largest decreases in participation in the most recent year include: Boardsailing/Windsurfing (-9.8%), Sea Kayaking (-5.4%), and Water Skiing (-4.8%).



CORE VS. CASUAL TRENDS IN WATER SPORTS / ACTIVITIES

All aquatic activities have undergone increases in casual participation (1-49 times per year) over the last five years, however, they have all seem a drop in core participation (50+ times per year) in the same time frame. This was happening before the COVID-19 pandemic, and the large decreases in all participation over the last year have furthered this trend. Please see **Appendix C: Core vs. Casual Participation Trends** for more information.

NATIONAL PARTICIPATORY TRENDS - WATER SPORTS / ACTIVITIES

ACTIVITY	PARTICIPATION LEVELS			% CHANGE	
	2015	2019	2020	5-YEAR TREND	1-YEAR TREND
Kayaking (Recreational)	9,499	11,382	13,002	36.9%	14.2%
Canoeing	10,236	8,995	9,595	-6.3%	6.7%
Snorkeling	8,874	7,659	7,729	-12.9%	0.9%
Jet Skiing	6,263	5,108	4,900	-21.8%	-4.1%
Surfing	2,701	2,964	3,800	40.7%	28.2%
Stand-Up Paddling	3,020	3,562	3,675	21.7%	3.2%
Sailing	4,099	3,618	3,486	-15.0%	-3.6%
Rafting	3,883	3,438	3,474	-10.5%	1.0%
Water Skiing	3,948	3,203	3,050	-22.7%	-4.8%
Wakeboarding	3,226	2,729	2,754	-14.6%	0.9%
Kayaking (White Water)	2,518	2,583	2,605	3.5%	0.9%
Scuba Diving	3,274	2,715	2,588	-21.0%	-4.7%
Kayaking (Sea / Touring)	3,079	2,652	2,508	-18.5%	-5.4%
Boardsailing / Windsurfing	1,766	1,405	1,268	-28.2%	-9.8%

NOTE: Participation figures are in 000's for the US population ages 6 and over



3.3.8

LOCAL SPORT AND LEISURE MARKET POTENTIAL

The following charts show sport and leisure market potential data for Beaufort County residents, as provided by ESRI. Market Potential Index (MPI) measures the probable demand for a product or service within the defined service areas. The MPI shows the likelihood that an adult resident will participate in certain activities when compared to the U.S. national average. The national average is 100; therefore, numbers below 100 would represent lower than average participation rates, and numbers above 100 would represent higher than average participation rates. The service area is compared to the national average in four (4) categories — general sports, fitness, outdoor activity, and commercial recreation.

It should be noted that MPI metrics are only one data point used to help determine community trends; thus, programmatic decisions should not be based solely on MPI metrics.

Overall, when analyzing the County's MPIs, the data demonstrates average market potential index (MPI) numbers. However, there are a few outlying activities that scored well above the national average that should be emphasized including: Salt Water Fishing (125), Boating (113), Football (111), Aerobics (110), and Attended a Dance Performance (110).

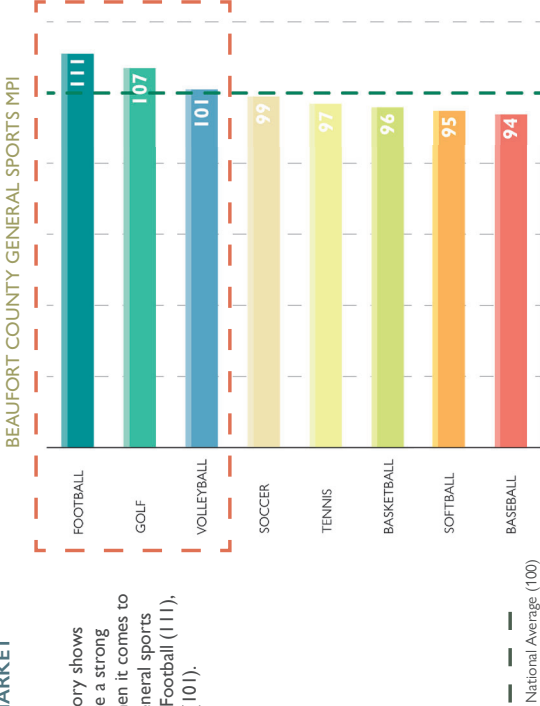


These overall average MPI scores show that the County's residents have a rather strong participation presence when it comes to recreational offerings, especially pertaining to general sports and outdoor activities. This becomes significant when the Parks and Recreation Department considers starting up new programs or building new facilities, giving them a strong tool to estimate resident attendance and participation.

The following charts compare MPI scores for 44 sport and leisure activities that are prevalent for residents within the County. The activities are categorized by activity type and listed in descending order, from highest to lowest MPI score. High index numbers (100+) are significant because they demonstrate that there is a greater likelihood that residents within the service areas will actively participate in those offerings provided by the Department.

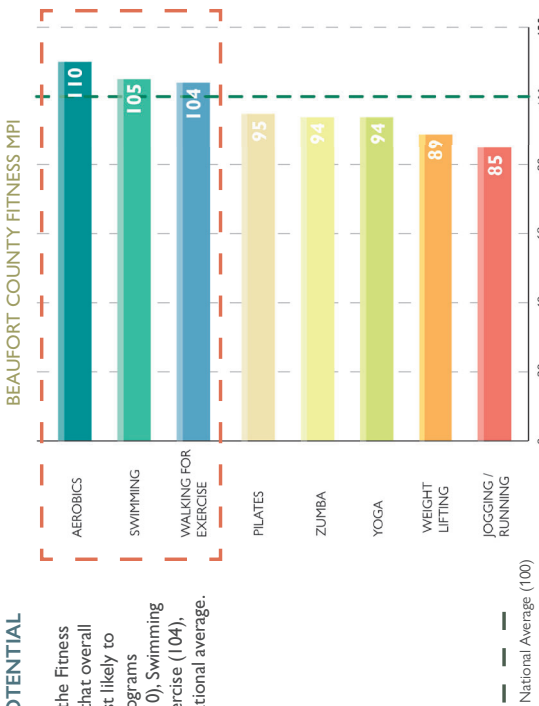
GENERAL SPORTS MARKET POTENTIAL

The General Sports category shows that County residents have a strong participation presence when it comes to athletics. The top three general sports in regards to MPI include Football (111), Golf (107), and Volleyball (101).



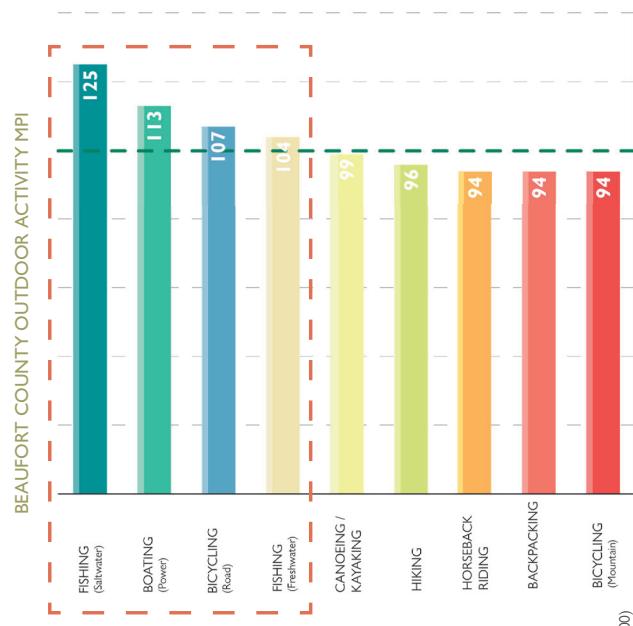
FITNESS MARKET POTENTIAL

Assessing MPI scores for the Fitness Activity category reveals that overall County residents are most likely to participate in activities/programs pertaining to Aerobics (110), Swimming (105), and Walking for Exercise (104), when compared to the national average.



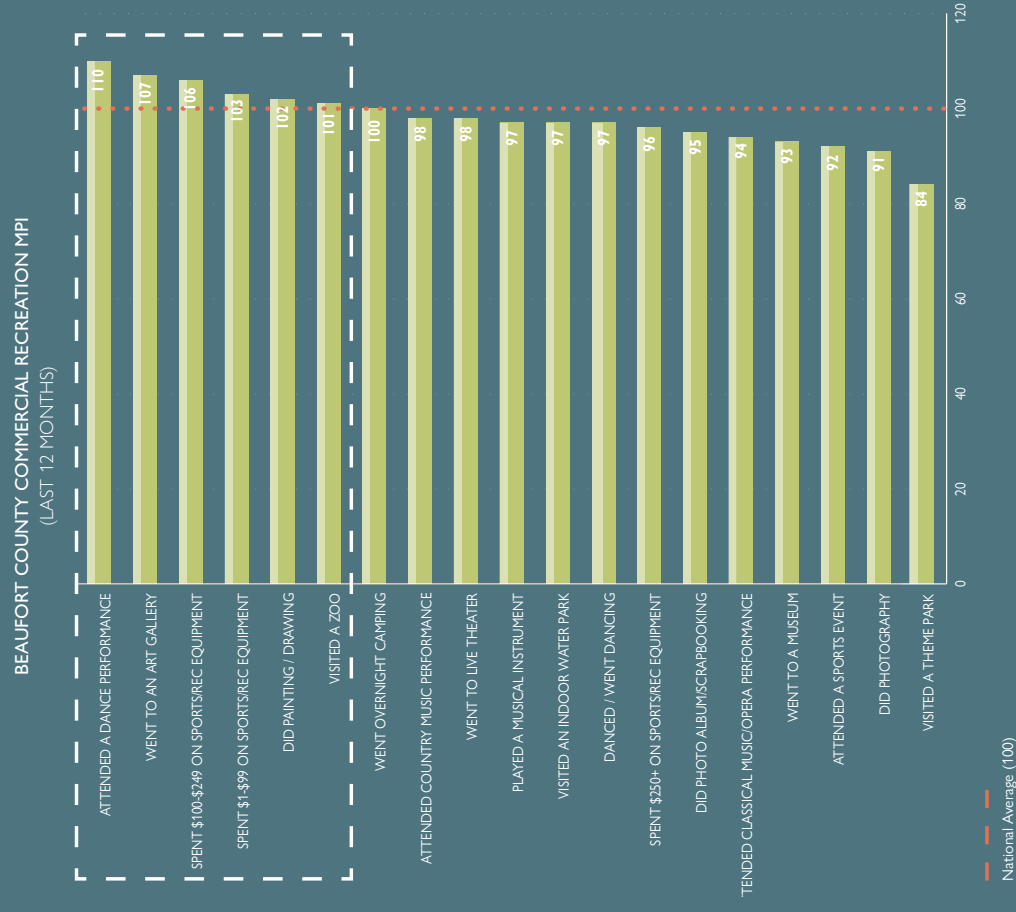
OUTDOOR ACTIVITY MARKET POTENTIAL

Overall, the Outdoor Activity MPI chart reflects some of the highest MPI scores amongst the four assessed categories, with Salt Water Fishing (125), Boating (113), Bicycling (107), and Fresh Water Fishing (104) all scoring above the national average (100).



COMMERCIAL RECREATION MARKET POTENTIAL

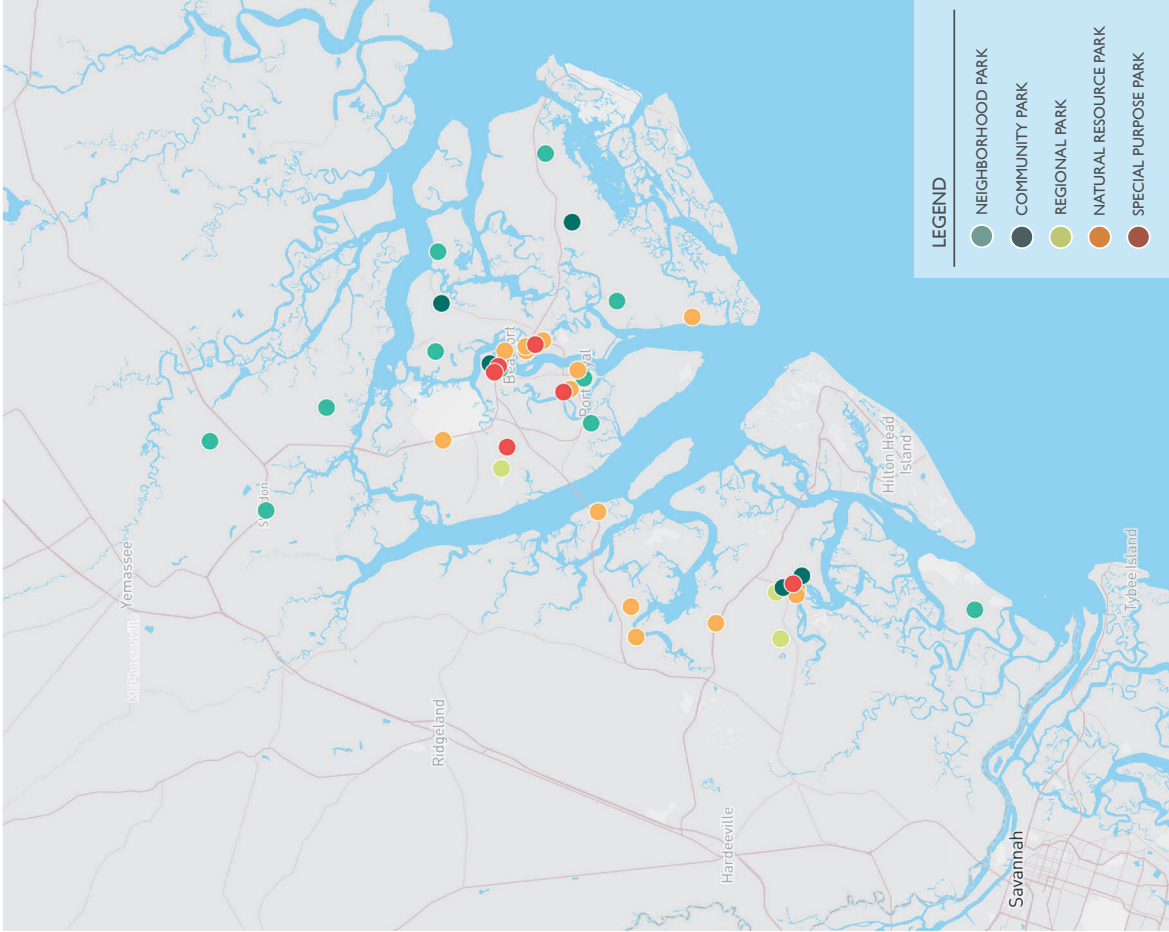
The Commercial Recreation category reveals multiple activities having MPI scores above the national average, including: 'Attended dance performance' (110), 'Went to art gallery' (107), 'Spent \$100-\$249 on sports/rec equip' (106), 'Spent \$1-\$99 on sports/rec equip' (103), 'Did painting/drawing' (102), and 'Visited a zoo in the last 12 months' (101).



04

PARK & FACILITY INVENTORY & ASSESSMENT & RECOMMENDATIONS

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4.1 ON-SITE INVENTORY & ASSESSMENT

In the spring of 2022, site visits were completed to inventory and assess all Beaufort County parks and facilities. Conducted over the course of two days, the visits included all active-use parks and facilities under the purview of Beaufort County's Parks and Recreation department and included as part of an inventory list provided by the County. Detailed building evaluations of interiors, roofing, mechanical, electrical and plumbing systems were not included in the assessment. During the visits conducted with Staff, properties were inventoried, photographed and assessed as **good**, **fair** or **poor** and as **light use**, **medium use** or **heavy use**. The ratings were based on staff input combined with the planning team's observations of existing conditions and have been defined as follows:

GOOD
the asset presented itself well to the public, was in acceptable condition for public use and was well maintained for its intended use

FAIR
the asset was in acceptable condition for public use and was adequately maintained

POOR
the asset did not visually present well to the public, was not in acceptable condition and/or was not well maintained

Assessments were conducted for individual elements of each park and an overall rating was assigned to each park.

Park use was also assessed and defined as follows:

LIGHT
accommodates fewer users than intended as evidenced by Staff input and minimal wear and tear to facilities, buildings and infrastructure

MEDIUM
accommodates a moderate number of users as evidenced by Staff input and moderate/expected wear and tear to facilities, buildings and infrastructure

HEAVY
accommodates a large number of users evidenced by Staff input and greater than average/expected wear and tear to facilities, buildings and infrastructure

In addition to these assessments other general observations and recommendations were documented.



Buckwalter Recreation Center Skate Park

4.2 ASSESSMENT OVERVIEW

Inventory and assessment forms were created for each individual park/facility including a listing of all park assets and their ratings, a representative photo of the facility, facility location, park acreage, park type, facility strengths, facility weaknesses and a listing of possible improvements. See **Appendix D: County Owned Park & Facility Inventory and Analysis** for detailed inventory and assessment information.

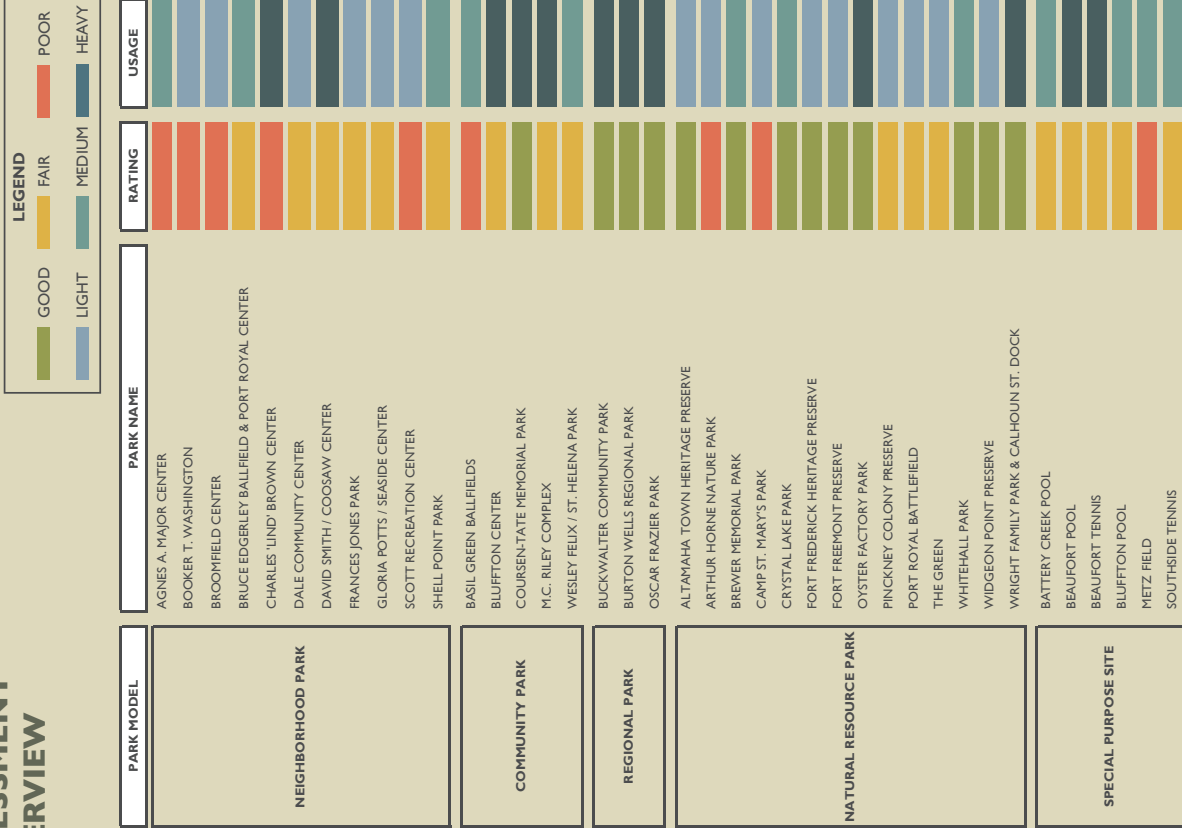
During the assessment phase, the team visited **eleven (11) Neighborhood Parks, five (5) Community Parks, three (3) Regional Parks and fourteen (14) Natural Resource Parks** equating to approximately **1,013 acres** of developed parks and **six (6) Special Purpose Sites** equating to approximately **9.4 acres**. In addition to these developed sites, the County holds five **(5) undeveloped sites** consisting of approximately **9,130.3 acres**. The undeveloped properties are either held and protected as conservation properties or are planned for future passive use by the public.

Based on park and facility site visits, thirteen (13) were rated as **good**; including Brewer Memorial Park, Wright Family Park/Calhoun Street Dock and Whitehall Park which were recently improved. Seventeen (17) sites/facilities were rated as **fair**; and nine (9) were rated as **poor**. Those parks/facilities receiving a poor rating appeared to suffer from deferred maintenance, overuse or a combination of both. The five (5) undeveloped sites were not rated.

As for use of the properties; seventeen (17) were assessed as receiving **light** use; twelve (12) were classified as receiving **medium** use; and ten (10) were classified as receiving **heavy** use. The five (5) undeveloped sites were not rated for use.

The chart on the next page summarizes these findings.

ASSESSMENT OVERVIEW



4.3

SYSTEM-WIDE OBSERVATIONS & RECOMMENDATIONS

Based on observations completed during site visits, the following set of common, system-wide observations/recommendations have been included. These recommendations can be applied to each park/facility in varying degrees and are based on assessment at the time of the project site visit.

4.3.1

ACCESSIBILITY AUDIT

Perform a comprehensive accessibility audit for all County parks and facilities to include both indoor and outdoor facilities. The audit should focus on all aspects of the built environment, providing recommendations and estimated costs for improving access for those with disabilities.



New Inclusive Playground at Port Royal Community Center

4.3.2

PLACEMAKING

Enhance the user experience through the creation of a safe and memorable park experience. Emphasis should be placed on providing paved walks, parking areas and gathering spaces; improved landscaping and irrigation; and introduction of additional shade. This is most applicable where shade would enhance the user experience and could be achieved through planting of shade trees, introduction of shade canopies or a combination of both. Landscaping should reflect a similar quality of design found throughout the County to include canopy trees for shade in parking areas, and plantings at primary sign locations, along walks, at playground areas and in pedestrian gathering areas. Irrigation of all newly planted trees, shrubs, ground covers and turf is necessary to maintain healthy, long lasting and vigorous growth.

4.3.3

BRANDING UPGRADES

Improve the recognition of County parks and recreation assets through consistent signage and branding. Utilize consistent materials and sign design themes including the use of the County logo at all parks and facilities. Continue this theming in park rules signs, wayfinding, building identification and other critical signage as may be applicable.

4.4

BEAUFORT COUNTY PARK MODELS

Upon completion of park/facility inventory and analysis site visits, a customized series of park models were developed. These models are unique to Beaufort County and were developed based on observations of existing parks and the types of facilities and uses that could be commonly found within them.

For the purposes of this plan, park models have been developed reflecting the unique characteristics and user patterns of Beaufort County. These park models supplement proposed Levels of Service by describing options for overcoming existing deficits as well as anticipated shortfalls occurring as a result of County population growth. The system includes five (5) park types which are Neighborhood Park, Community Park, Regional Park, Natural/Cultural Resource Park and Special Purpose Site. The following section provides an overview of these park types and the types of facilities most commonly found within them. It is not uncommon for adjustments to be made to park guidelines based on recommended levels of service. The actual number of park acres recommended for Beaufort County in the levels of service section has been adjusted based on a number of factors including, but not limited to Priority Investment Rating (PIR), access to facilities provided by others, available land and geographic conditions, etc.

4.4.1

NEIGHBORHOOD PARK

Neighborhood Parks provide a combination of passive and active use spaces and recreation activities with a focus on serving nearby neighborhoods. This park may include practice facilities but is not intended for heavily programmed sports athletic activities. It balances active facilities with passive use elements such as picnicking and casual gathering and may include a multi-purpose field or open space for pickup or practice games; or a neighborhood center/small community center where appropriate. For detailed information see **Appendix E: Park Models**.

4.4.2

COMMUNITY PARK

Community parks are strategically located to serve the recreational needs of several neighborhoods or sections of the County. They provide a mix of active and passive use activities geared to a variety of age groups including facilities for programmed/scheduled league play. They are typically larger than neighborhood parks, and should be well connected/served by arterial or collector roads for improved access. They may also include a larger recreation center, pool and/or gymnasium where appropriate. For detailed information see **Appendix E: Park Models**.

4.4.3

REGIONAL PARK

Regional parks consolidate heavily programmed athletic facilities and other unique outdoor activities at fewer sites strategically located throughout the County. These parks serve local users as well as users who may travel from outside the County. They provide adequate activities to serve as a destination park. For detailed information see **Appendix E: Park Models**.

4.4.4
NATURAL/ CULTURAL RESOURCE PARK

Passive use parks that preserve unique natural or cultural areas for public use and education. Protects sensitive areas from intrusion/development or protects unique aesthetics, natural resources, historic area, access or ecosystems. For detailed information see [Appendix E: Park Models](#).

4.4.5
SPECIAL PURPOSE SITE

A special purpose site is typically a park or facility that does not fall into one of the above-mentioned categories and primarily provides a single purpose or unique facility. It may be designed as a revenue-generating enterprise created to satisfy demand for a particular sport, recreation activity, special event venue or use. It may be single-focus or can be combined with other enterprise activities that provide the County with additional recreation resources and/or revenue generating capabilities. For detailed information see [Appendix E: Park Models](#).

4.5
RECOMMENDED LEVELS OF SERVICE

Level of Service recommendations are guidelines that define geographic service areas based on population, supporting investment decisions related to parks, facilities and amenities. Level of Service recommendations can and will change over time as program lifecycles change and the demographics of the community change.

Park facility recommendations were analyzed using a combination of resources. These resources included National Recreation and Park Association (NRPA), recreation activity participation rates reported by the Sports and Fitness Industry Association (SFIA), community input, findings from the prioritized investment ratings and general observations. This information allowed recommended Levels of Service to be customized to the Beaufort County parks system.

These recommendations should be viewed as a guide. The standards are to be coupled with conventional wisdom and judgment related to the needs of the community. By applying these recommendations to Beaufort County gaps and surpluses in park and facility/amenity types are revealed. Currently there are needs to be met now and in the future. The recommendations outlined are not aggressive, but are conservative.

Based on recommended levels of service, the park and facility types that are currently under-served based on population numbers and recommended levels of service are listed on the right.

It is important to note that some amenity types that are currently meeting recommended levels of service may become underserved if older facilities are eliminated or repurposed.

Note: Other amenities such as disc golf do exist in the system, however, there are currently no established national levels of service for them. For that reason they have not been included in the matrix or in the Equity Mapping.

Beaufort County Level of Service Standards

Park Type	2022 Inventory					2022 Standards		2027 Standards		2032 Standards	
	Beaufort County	Other Providers	Total Inventory	Current Service Level based upon population	Recommended Service Levels:	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed
Neighborhood Parks	44.03	121.21	165.24	0.86 acres per 1,000	0.50 acres per 1,000	Meets Standard	- Acres(s)	Meets Standard	- Acres(s)	Meets Standard	- Acres(s)
Community Parks	84.36	267.10	351.46	1.83 acres per 1,000	2.00 acres per 1,000	Need Exists	33 Acres(s)	Need Exists	11 Acres(s)	Need Exists	74 Acres(s)
Regional Parks	474.32	-	474.32	2.47 acres per 1,000	2.00 acres per 1,000	Meets Standard	- Acres(s)	Meets Standard	- Acres(s)	Meets Standard	- Acres(s)
Natural Resource Park	410.20	88.76	498.96	2.99 acres per 1,000	3.00 acres per 1,000	Need Exists	78 Acres(s)	Need Exists	100 Acres(s)	Need Exists	140 Acres(s)
Total Developed Park Acres	1,073.91	477.07	1,489.98	2.75 acres per 1,000							
Underdeveloped Natural Resource Park	9,153.30	-	9,153.30	47.59 acres per 1,000	N/A						
Special Purpose Site	9.40	78.22	87.62	0.46 acres per 1,000	N/A						
Total Park Acres	10,166.21	477.07	10,643.28								
TRAILS											
Trails (paved)	5.60	11.30	17.00	0.09 mile per 1,000	0.20 mile per 1,000	Need Exists	21 Miles(s)	Need Exists	17 Miles(s)	Need Exists	25 Miles(s)
Trails (unpaved)	19.30	14.00	33.30	0.18 mile per 1,000	0.20 mile per 1,000	Need Exists	5 Miles(s)	Need Exists	6 Miles(s)	Need Exists	9 Miles(s)
OUTDOOR AMENITIES:											
Basketball Courts	8.00	9.00	17.00	1.00 court per 11,314	1.00 court per 7,000	Need Exists	0.5 Court(s)	Need Exists	1 Court(s)	Need Exists	2 Court(s)
Tennis Courts	12.00	22.00	34.00	1.00 court per 5,697	1.00 court per 9,000	Meets Standard	- Court(s)	Meets Standard	- Court(s)	Meets Standard	- Court(s)
Pickleball Courts	4.00	10.00	14.00	1.00 court per 13,738	1.00 court per 9,000	Need Exists	7 Court(s)	Need Exists	8 Court(s)	Need Exists	10 Court(s)
Diamond Fields	23.00	7.00	30.00	1.00 field per 6,411	1.00 field per 7,500	Meets Standard	- Field(s)	Meets Standard	- Field(s)	Meets Standard	- Field(s)
Multi-purpose Rectangular Fields	17.00	7.00	24.00	1.00 field per 8,014	1.00 field per 8,000	Need Exists	0.04 Field(s)	Need Exists	1 Field(s)	Need Exists	3 Field(s)
Playgrounds	19.00	21.00	40.00	1.00 site per 4,808	1.00 site per 4,500	Need Exists	4 Site(s)	Need Exists	4 Site(s)	Need Exists	7 Site(s)
Picnic Shelters / Pavilions	11.00	31.00	42.00	1.00 site per 4,579	1.00 site per 4,000	Need Exists	6 Site(s)	Need Exists	8 Site(s)	Need Exists	11 Site(s)
Outdoor Swimming Pools	1.00	1.00	2.00	1.00 site per 96,169	1.00 site per 50,000	Need Exists	2 Site(s)	Need Exists	2 Site(s)	Need Exists	2 Site(s)
State Parks	1.00	2.00	3.00	1.00 site per 64,112	1.00 site per 40,000	Meets Standard	- Site(s)	Meets Standard	- Site(s)	Meets Standard	- Site(s)
Splash Pads	1.00	2.00	3.00	1.00 site per 64,112	1.00 site per 40,000	Need Exists	2 Site(s)	Need Exists	2 Site(s)	Need Exists	2 Site(s)
Dog Parks	3.00	2.00	5.00	1.00 site per 38,467	1.00 site per 27,500	Need Exists	2 Site(s)	Need Exists	2 Site(s)	Need Exists	3 Site(s)
INDOOR AMENITIES:											
Indoor Aquatic Space	34,800	-	34,800	0.18 SF per person	0.50 SF per person	Need Exists	61,369 Square Feet	Need Exists	64,995 Square Feet	Need Exists	71,695 Square Feet
Indoor Recreation Space	148,892	34,000	182,892	0.95 SF per person	1.50 SF per person	Need Exists	105,614 Square Feet	Need Exists	116,492 Square Feet	Need Exists	136,563 Square Feet

2022 Estimated Population	192,337
2027 Estimated Population	195,369
2032 Estimated Population	212,970

Notes:

Spanish Moss Trail in City of Beaufort has 10.2 miles currently in current inventory and an additional 5.8 miles in Anticipated Future Development for Trail Expansion
New Riverside Barn Park in Town of Bluffton is included in Anticipated Future Development for Other Providers

Indoor Aquatics - 6 lane, 25 yd. pool site is part of school campus

Adequate Natural Resource Land available and currently unaccessible. Could some of it be developed for future use to meet the community needs and priorities
Regional Park Need changed from need/unmet to need met; community park can address some of those needs for sports fields

COMMUNITY PARKS

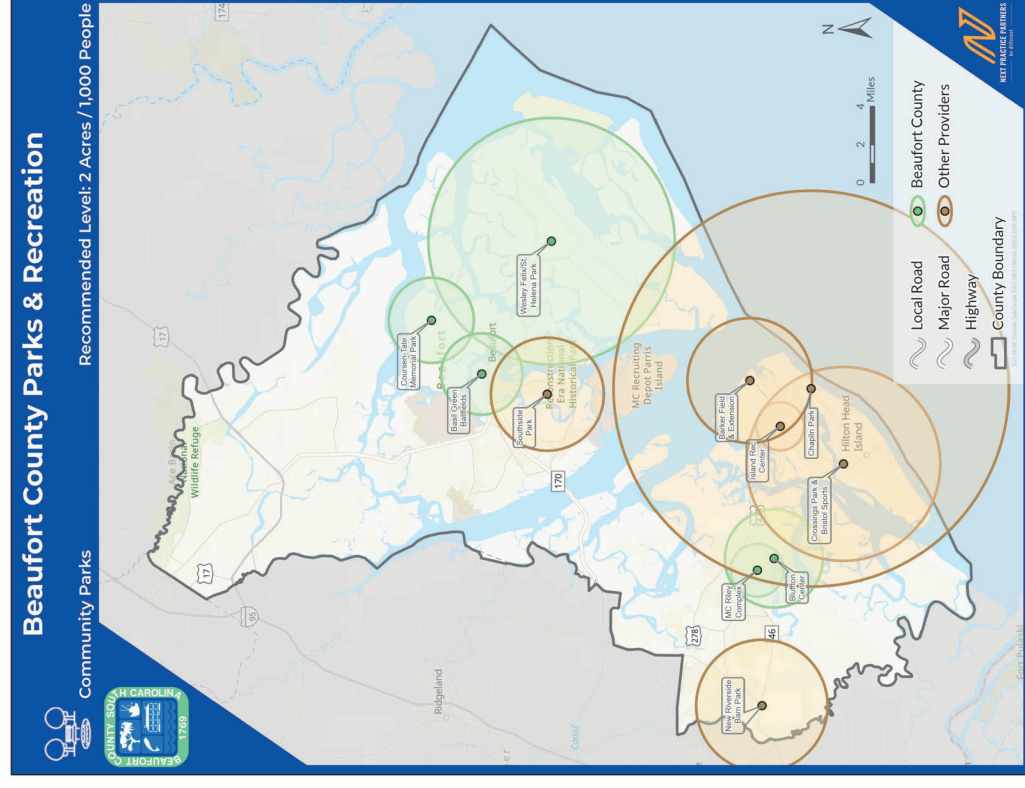
Service area maps (equity maps) and levels of service assist staff and key leadership in assessing where services are offered; how equitable the service distribution and delivery is throughout the County; and how effective the service is as it compares to the demographic densities.

In addition, looking at guidelines with reference to population enables decision-makers to assess gaps in services or overlaps with respect to a specific facility or amenity. This allows decision-makers to make appropriate capital improvement/development decisions based on system-wide need and the consequences they may have on a specific geographic area. Service area maps were developed for each of the following major assets:

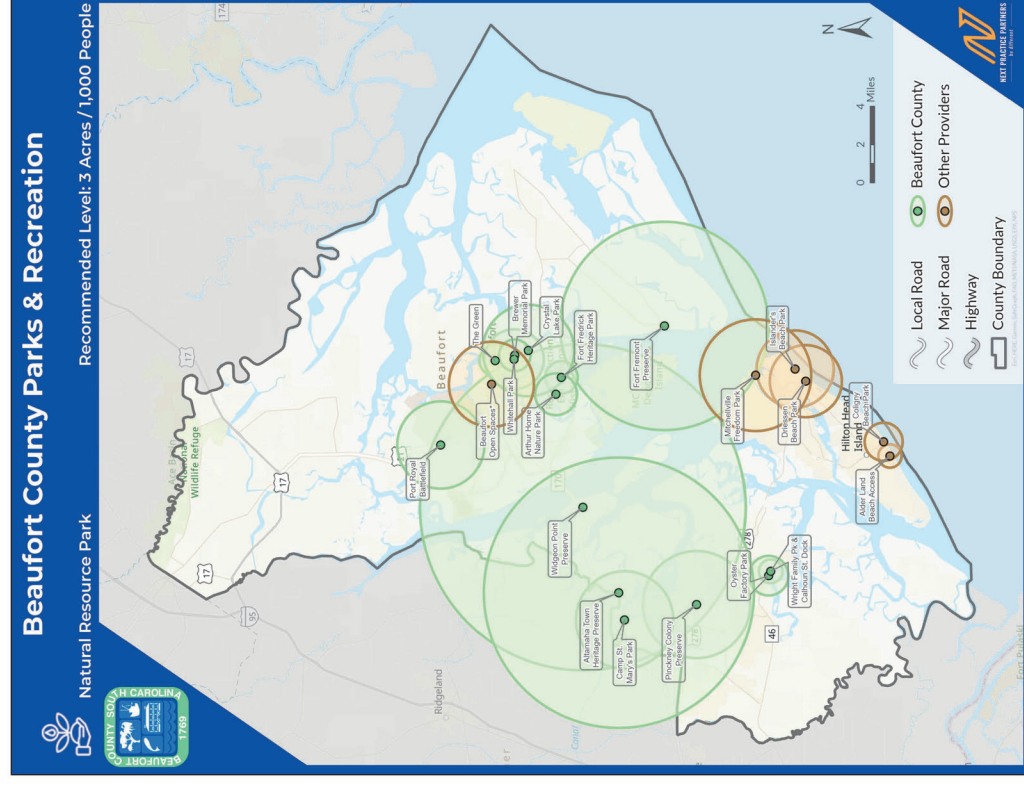
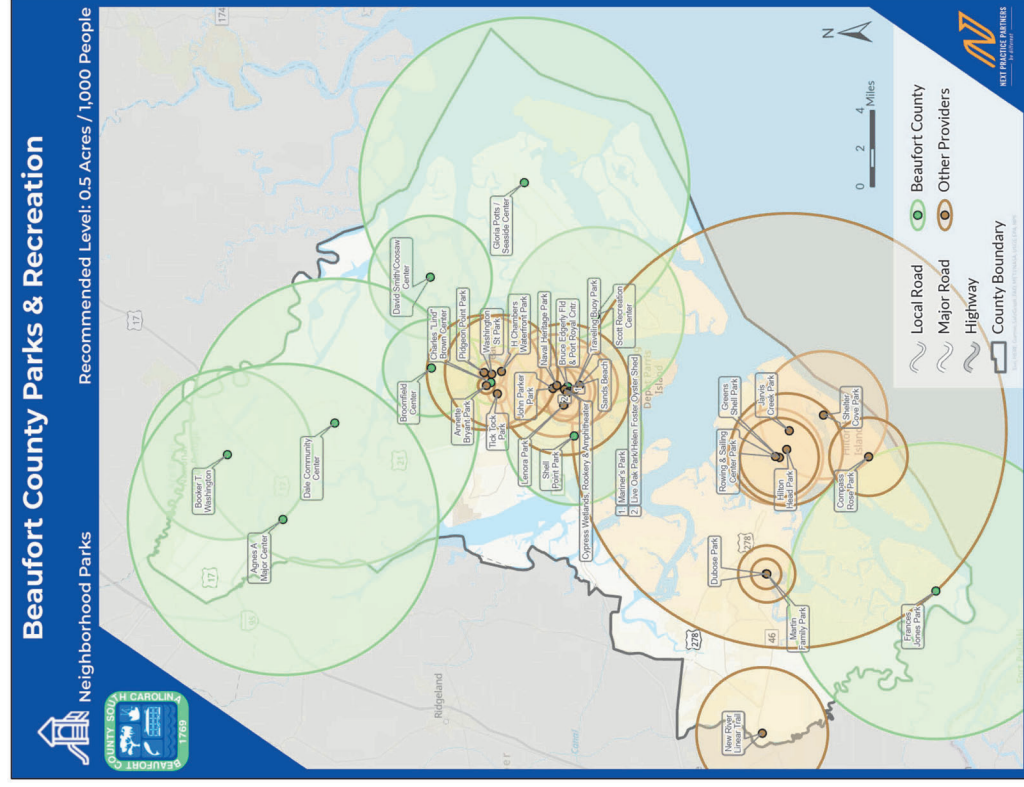
- | | | |
|------------------------------------|------------------------------------|--------------------|
| • Community Parks | • Dog Parks | • Playgrounds |
| • Neighborhood Parks | • Indoor Aquatic Space | • Skate Parks |
| • Natural Resource Parks | • Indoor Recreation Space | • Splash Pads |
| • Regional Parks | • Multi-Purpose Rectangular Fields | • Tennis Courts |
| • Special Purpose Parks/Facilities | • Outdoor Swimming Pools | • Trails (Paved) |
| • Basketball Courts | • Pickleball Courts | • Trails (Unpaved) |
| • Diamond Fields | • Picnic Shelters/ Pavilions | |

The source for the population used for levels of service is the 2021 estimated population and projected 2026 and 2031 population as estimated by Environmental Systems Research Institute, Inc. (ESRI). The 2021 estimated population is 193,186 living in 78,016 households. The 2026 population is projected at 211,036 and the 2031 population is estimated at 224,955.

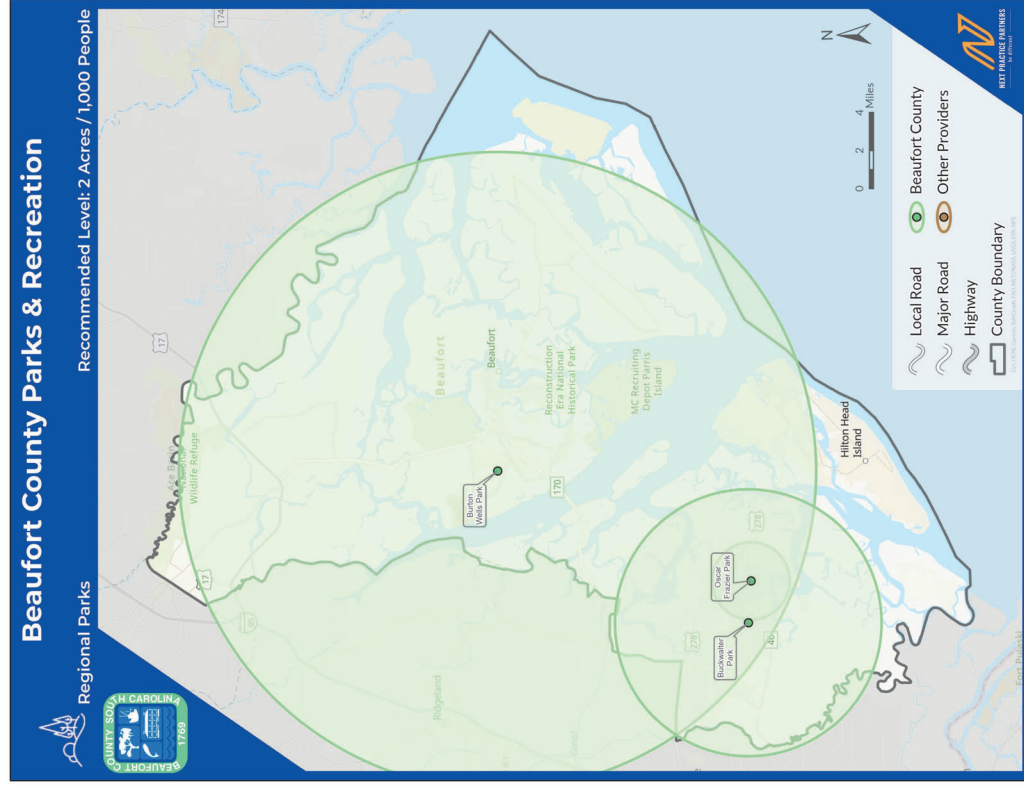
The shaded areas in the equity maps indicate the service level (i.e. the population being served by that park type/amenity) as outlined in the level of service matrix. The central point inside each ring indicates the location of the facility or amenity with the ring extending out to capture the population served. The rings capture population served based on the number of amenities at that location, levels of service and the density of population within the ring. Green rings represent those parks/facilities under the purview of Beaufort County while the brown rings represent facilities under the purview of other recreation providers.



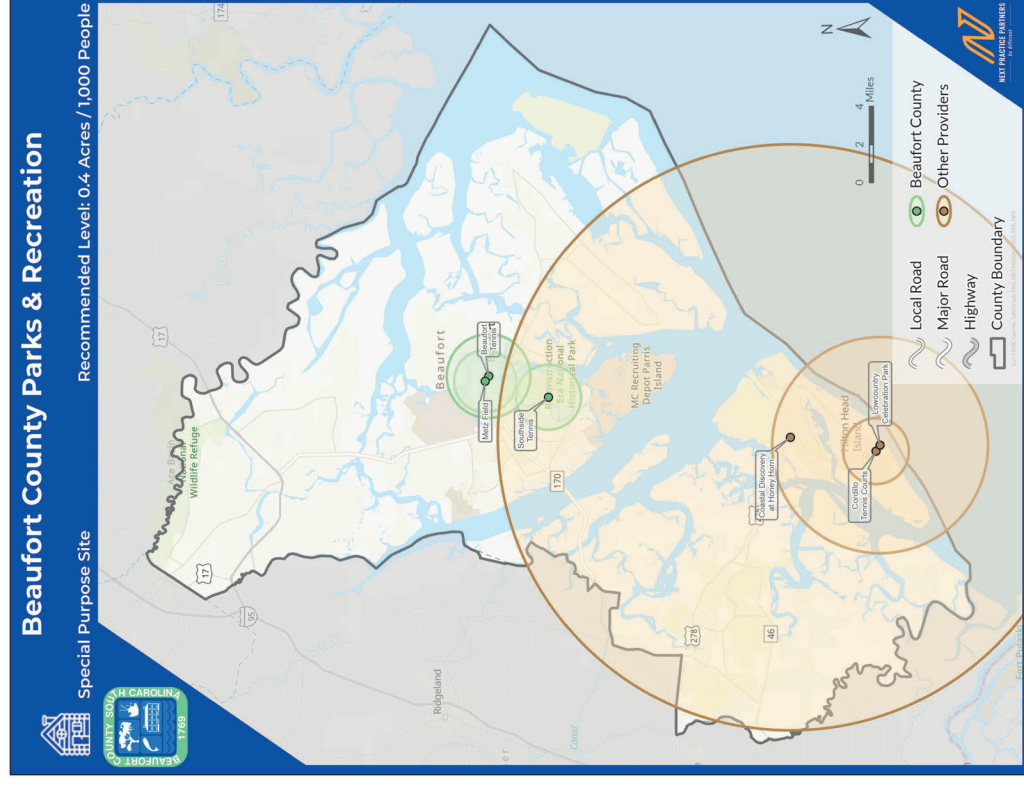
NATURAL RESOURCE PARKS



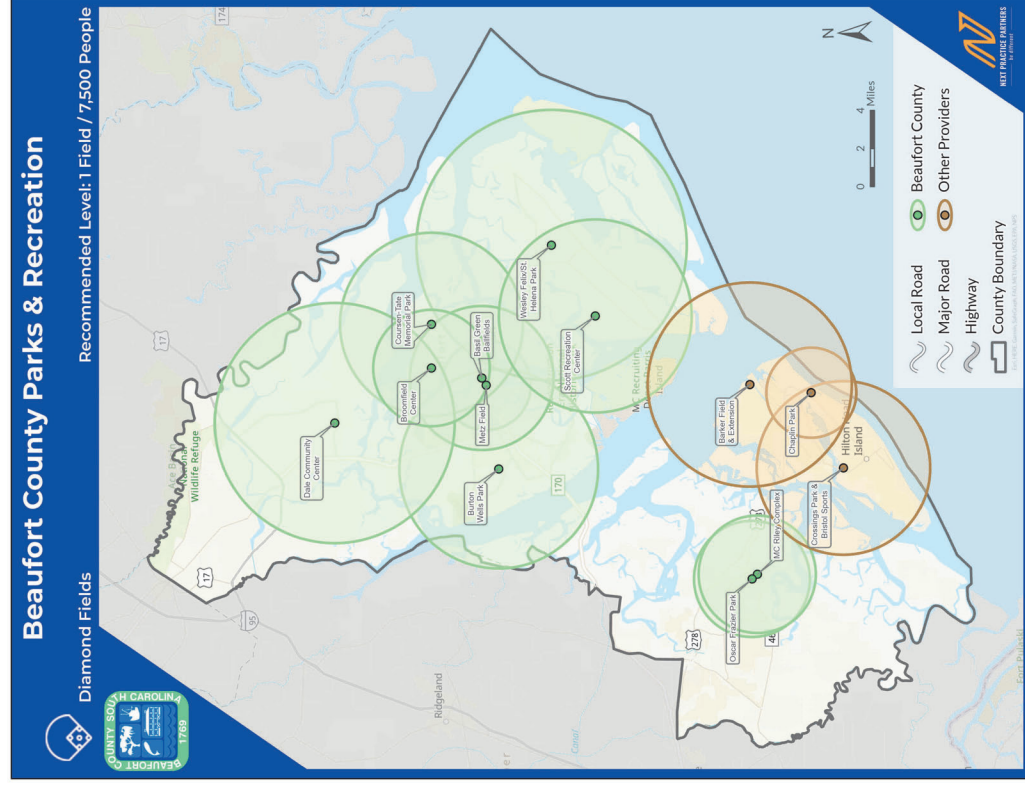
REGIONAL PARKS



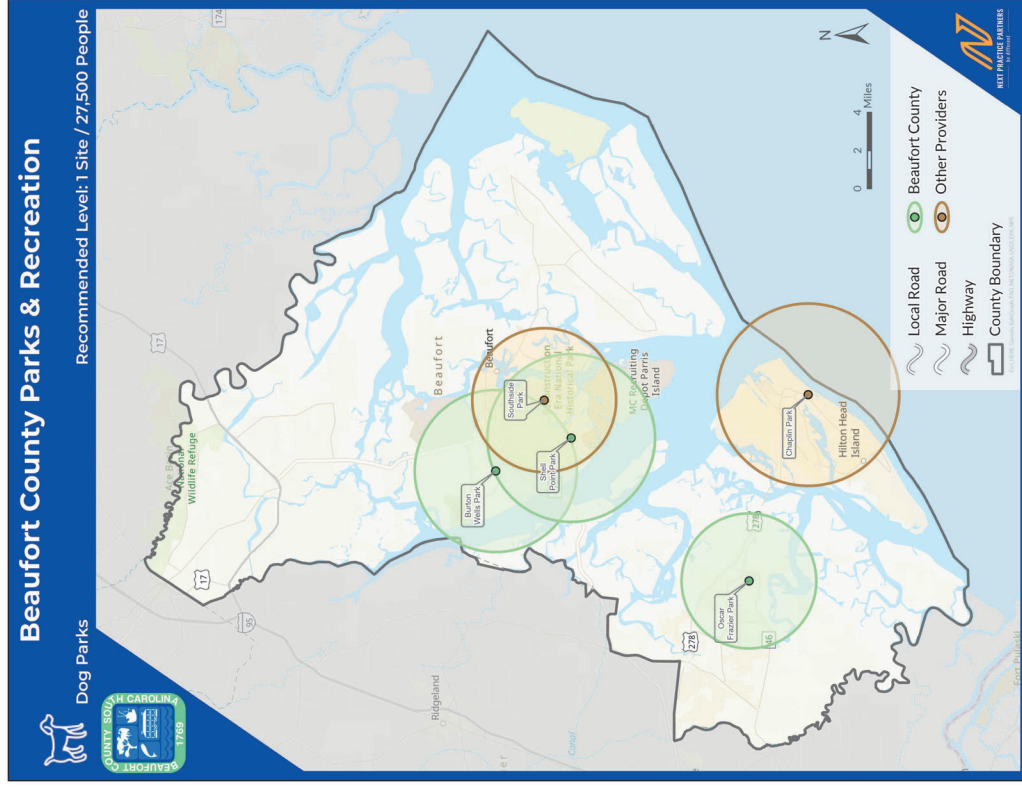
SPECIAL PURPOSE PARKS / FACILITIES



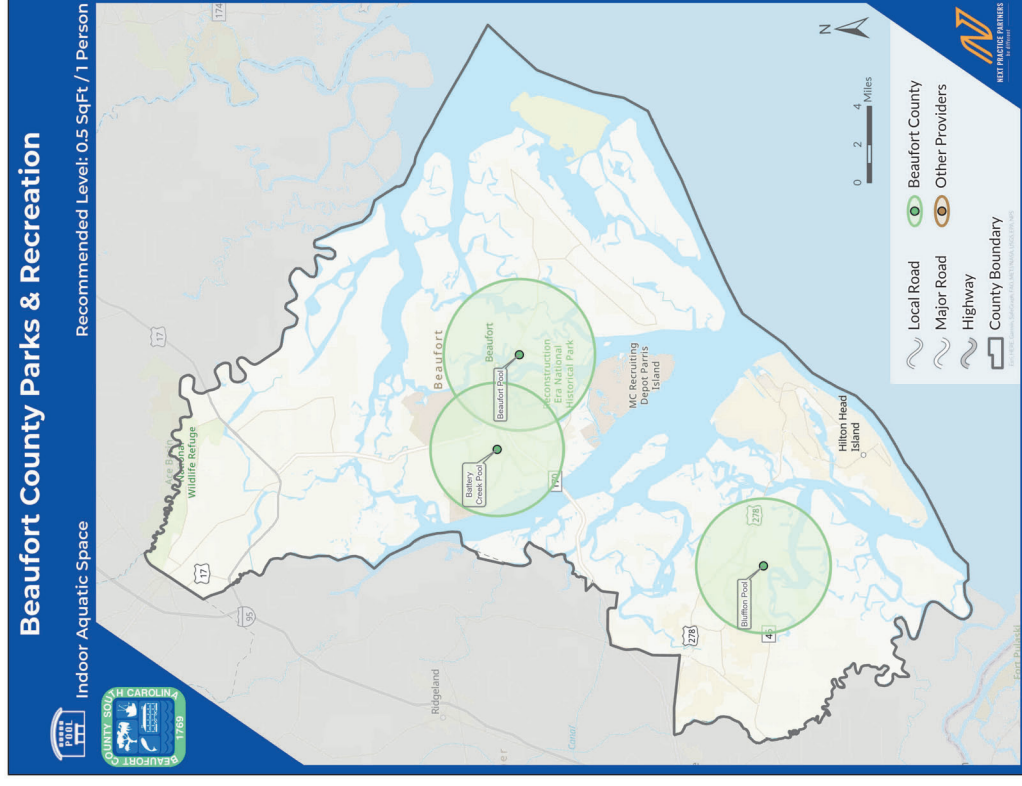
DIAMOND FIELDS



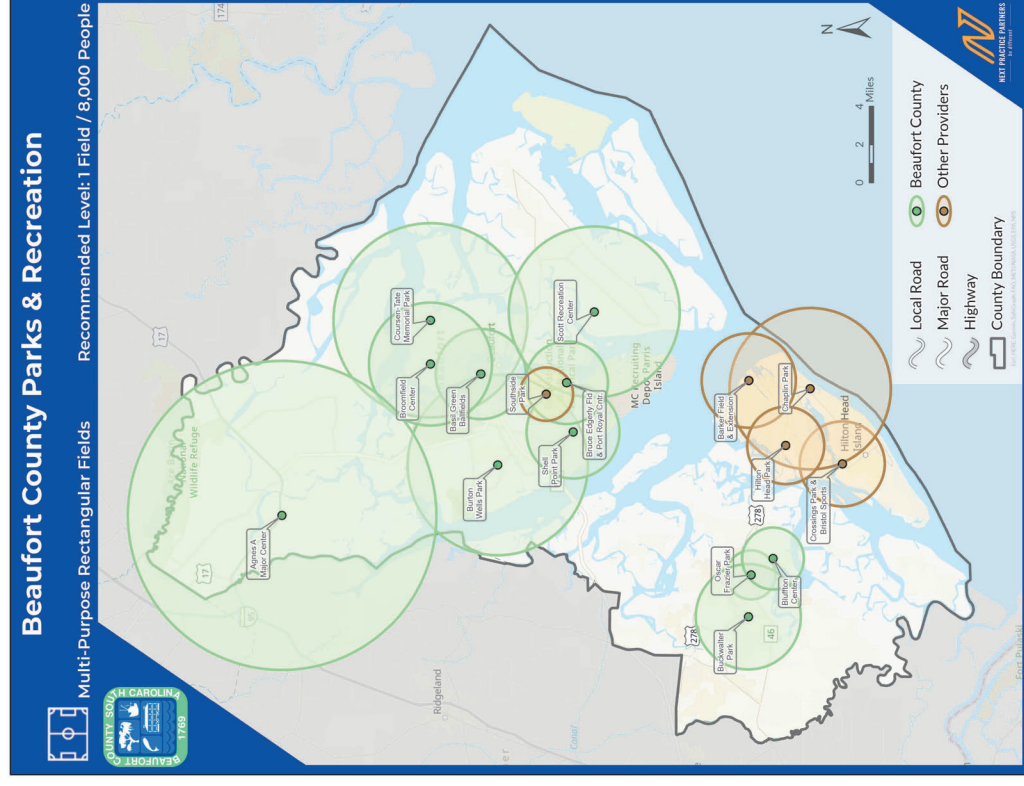
DOG PARKS



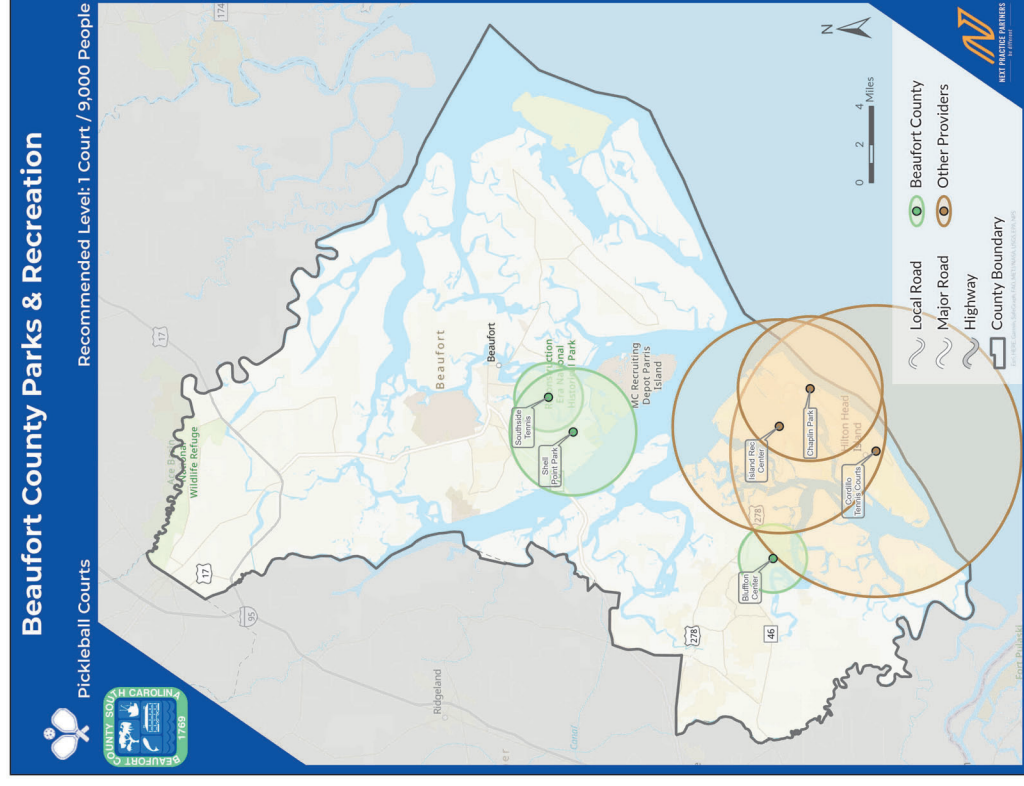
INDOOR AQUATIC SPACE



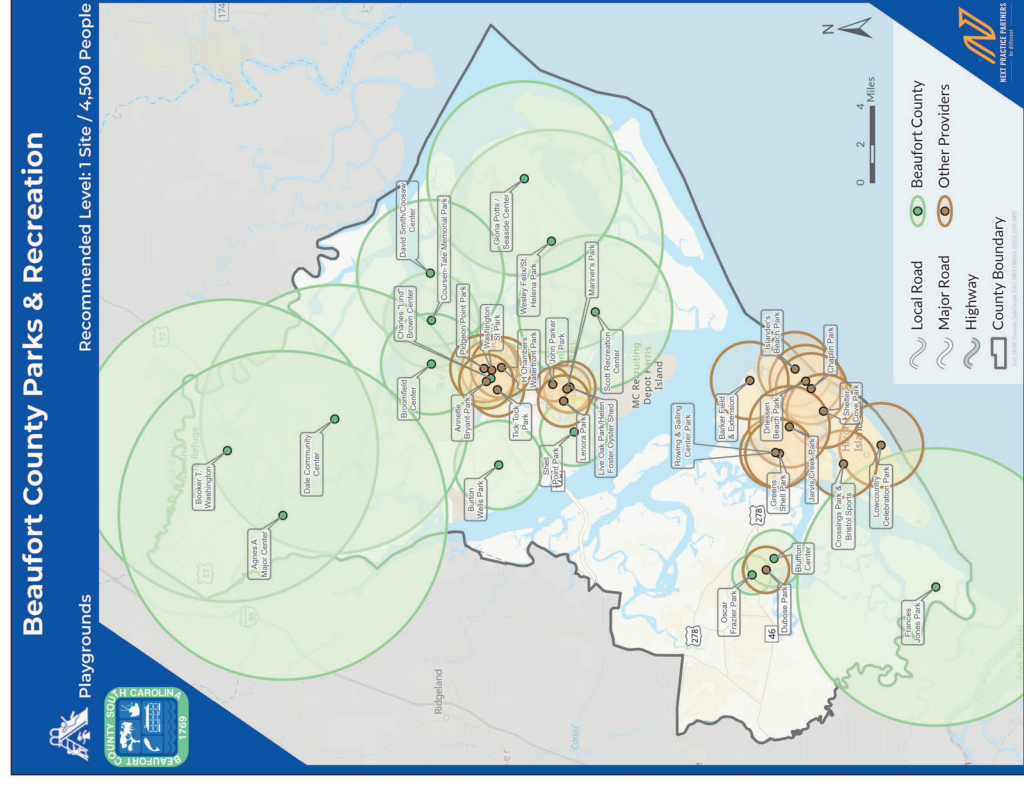
MULTI-PURPOSE RECTANGULAR FIELDS



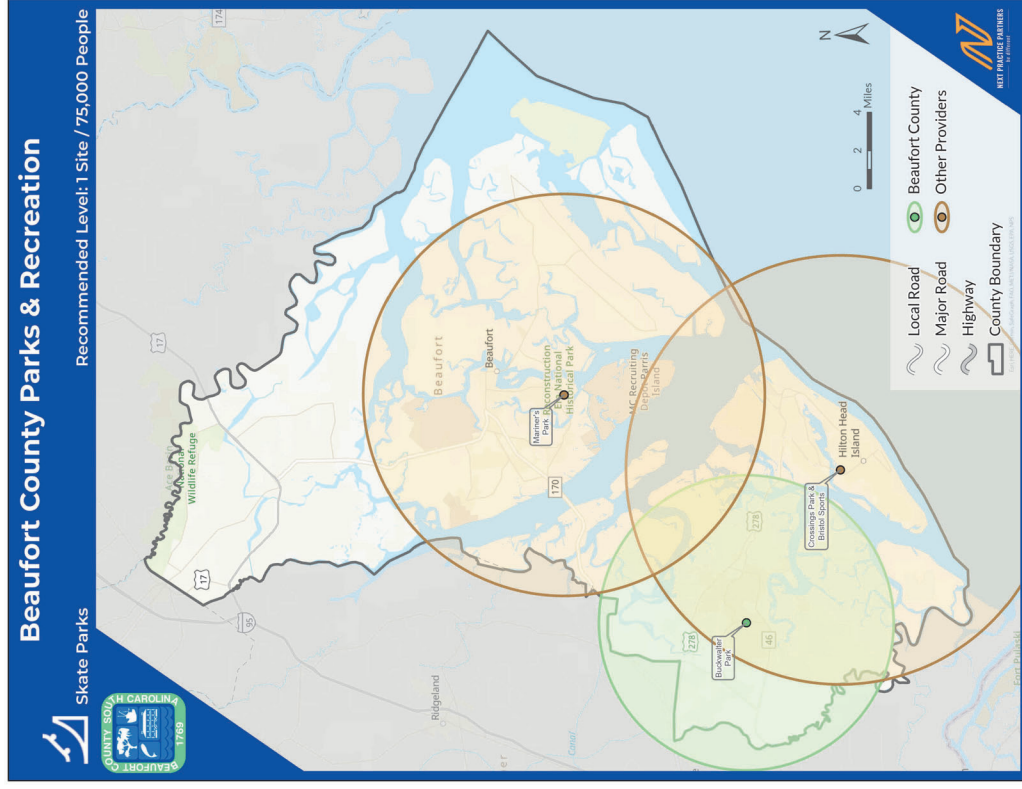
PICKLEBALL COURTS



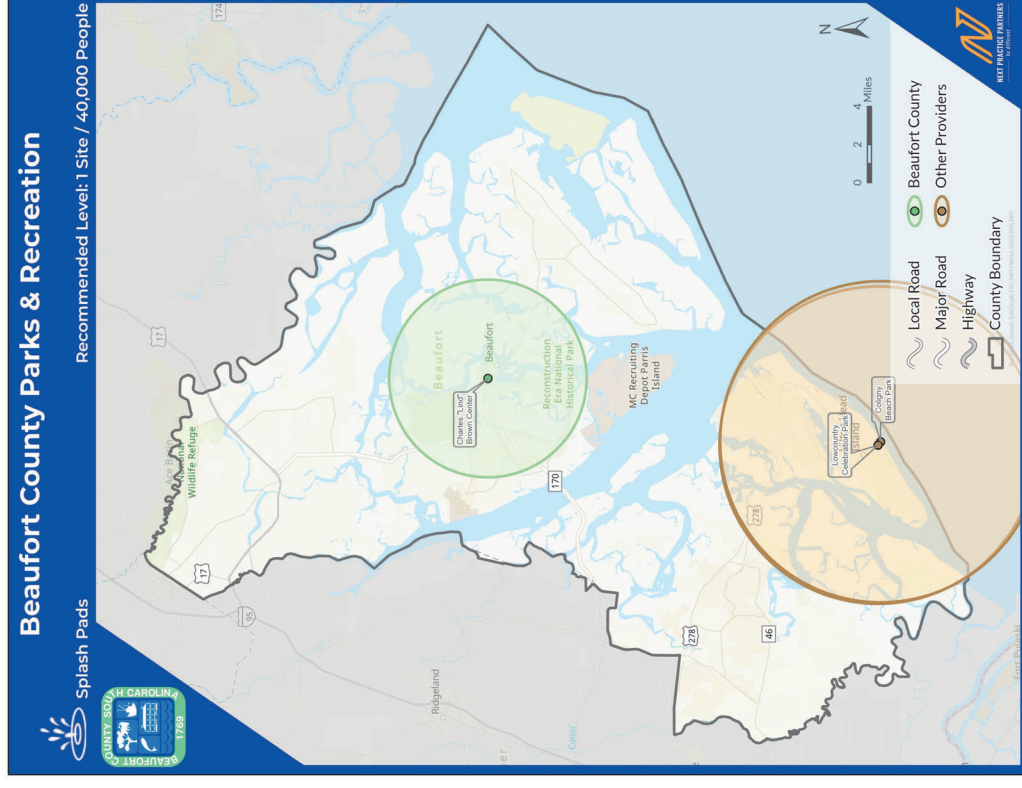
PLAYGROUNDS



SKATE PARKS



SPLASH PADS



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05

RECREATION PROGRAM ASSESSMENT

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5.1 INTRODUCTION & FRAMEWORK

As part of the Parks and Recreation Master Plan ("Plan") the consulting team assessed the Department of Parks and Recreation ("Department") recreation programs. This assessment offers an opportunity to explore the Department's offerings from an in-depth perspective. This assessment is designed to identify strengths, gaps, opportunities, and challenges associated with the Department's programs and also examines key system-wide issues, staffing, volunteer and partnership opportunities, and future programs and services for residents and visitors.

Beaufort County Parks and Recreation strives to utilize a proactive means to provide fun, safe, and fiscally responsible recreational programs to elevate the quality of life in their county and region. The Department does so with its oversight of various facilities, parks, and programs including pools, dog parks, community centers, sports leagues, and active adult/ senior programs.

5.2 PROGRAMMING

With the abundance of programming opportunities, it is essential for the Department to identify its core program area to help align them with the Department's mission and core values. This alignment also helps to bring a focused approach to achieving the Department's mission by guiding staff and policy makers in decision-making that is reflective of the community's needs and desires.

For a program area to be considered core, it should meet most of the following criteria:

- The program area has been provided for a long period of time (over 4-5 years) and/or is expected by the community.
- The program area consumes a relatively large portion (5% or more) of the agency's overall budget.
- The program area is offered 3-4 seasons per year.
- The program area has wide demographic appeal.
- There is a tiered level of skill development available within the program area's offerings.
- There is full-time staff responsible for the program area.
- There are facilities designed specifically to support the program area.
- The agency controls a significant percentage (20% or more) of the local market.

5.2.1 EXISTING CORE PROGRAM AREAS

The Department's staff identified five (5) core program areas currently being offered. Those are listed below:



5.2.2 CORE PROGRAM AREA DESCRIPTIONS AND GOALS



AQUATICS

Description: To provide the county with swim lessons, aerobics, and other programs.
Goals: To have a new aquatic center that can bring in events and serve Beaufort as a whole.

ATHLETICS

Description: Sports leagues for youth and adults.

Goals: To have enough facilities to keep up with community growth and to not have to limit enrollment. To have a tournament facility for each sport that could host large events bringing people together.



60 & BETTER PROGRAMMING

Description: Programs designed to support seniors across the county with social and community driven programs including food distribution, trips and other activities.

Goals: To expand senior programming to other sites and to build new state of the art centers throughout the county.



YOUTH PROGRAMMING

Description: Provides summer camp programs for youth.

Goals: To offer after school programs, expand summer camps, and to have youth programs during the evening hours.



70/30 PROGRAMMING

Description: A variety of miscellaneous programs throughout the county operated through contract instructors.

Goals: To expand these programs to a wider variety and expand into other areas of the county.



5.2.3

AGE SEGMENT ANALYSIS

The Age Segment Analysis helps to identify where services are spread among age groups within each core program area. The table below shows each core program area and the most prominent age segments they serve.

CORE PROGRAM AREA	AGE SEGMENT					ALL AGES PROGRAMS
	PRESCHOOL (3 & UNDER)	ELEMENTARY (6-12)	TEENS (13-17)	ADULT (18+)	SENIOR (55+)	
Aquatics						X
Athletics						X
Youth Programming	X	X				
Senior Programming					X	
70/30 Programming		X		X	X	

The Age Segment Analysis shows that there are current programs designed to meet the needs of each age segment in the community. 70/30 programs are offered to almost every age segment with the exception of preschool and all ages programs.

Staff should continue to monitor demographic shifts and program offerings to ensure that the needs of each age group are being met. It is recommended that staff perform an Age Segment Analysis by individual program to further understand and tailor future offerings to community needs. When establishing a new program, it is essential to develop a plan that includes the target age segment, identification of the marketing method(s) & messaging, creation of the marketing campaign, and defining the indicators for measuring success prior to allocating resources towards a specific effort.

5.2.4

PROGRAM LIFECYCLE

A Program Lifecycle Analysis involves reviewing each program offered by the Department to determine the stage of growth or decline for each. This provides a way of informing strategic decisions about the overall mix of programs managed by the agency to ensure that an appropriate number of programs are “fresh,” and that relatively few programs if any, need to be discontinued. This analysis is based on both quantitative data and staff members’ knowledge of their program areas. The following table shows the percentage distribution of the various lifecycle categories of the Department’s programs. These percentages were obtained by comparing the number of programs in each individual stage with the total number of programs listed by staff members.

LIFECYCLE STAGE	DESCRIPTION	ACTUAL PROGRAM DISTRIBUTION		RECOMMENDED DISTRIBUTION
Introduction	New Program; Modest Participation	20%		50-60% Total
Take-Off	Rapid Participation Growth	10%	58%	
Growth	Moderate, but Consistent Population Growth	28%		40% Total
Mature	Slow Participation Growth	8%	40%	
Saturation	Minimal to no Participation Growth	33%		
Decline	Decline Participation	3%	3%	0-10% Total

The Lifecycle Analysis shows that 58% of programs currently fall within the beginning stages (Introduction, Take-Off, and Growth) which is aligned with the recommended program distribution of 50-60%. Programs in the Mature stage, which provides stability to the program mix, are at 8%; however, coupled with programs in the Saturation stage, these programs meet the 40% recommended distribution for those stages. As newer programs begin to grow, they will eventually roll over into the mature stage allowing for a more stable program mix.

5.2.5

PROGRAM SERVICES CLASSIFICATION

Conducting a classification of services informs how each program serves the overall organization mission, the goals, and objectives of each core program area. Additionally, it is also how programs should be funded with regard to tax dollars and/or user fees and charges. How a program is classified can help to determine the most appropriate management, funding, and marketing strategies.

Program classifications are based on the degree to which the program provides a public benefit versus a private benefit. A public benefit can be described as everyone receiving the same level of benefit with equal access, whereas a private benefit can be described as the user receiving exclusive benefit above what a general taxpayer received or their personal benefit.

This plan proposed a classification method based on three indicators: Essential, Important, and Value-Added. Where a program or service is classified depends upon the alignment with the organizational mission, how the public perceives a program, legal mandates, financial sustainability, personal benefit, competition in the marketplace, and access by participants. The following graphic further describes each of the three program classifications.

ESSENTIAL SERVICES	COUNTY MUST PROVIDE...	
	- If it protects assets and infrastructure - Is expected and supported - Is a broad public benefit	- There is a negative impact if not provided - Is part of the mission - Needs high to complete subsidy
IMPORTANT SERVICES	COUNTY SHOULD PROVIDE...	
	- If it expands and enhances core services to the community - Is broadly supported and used - Has conditional public support - Has community importance	- There is an economic / social / environmental outcome to the community - Needs moderate subsidy
VALUE-ADDED SERVICES	COUNTY MAY PROVIDE...	
	- With additional resources, it adds value to the community - It supports Core & Important Services - It is supported by the community - It generated income	- Has an individual benefit - Can be supported by user fees - Enhances community - Requires little to no subsidy

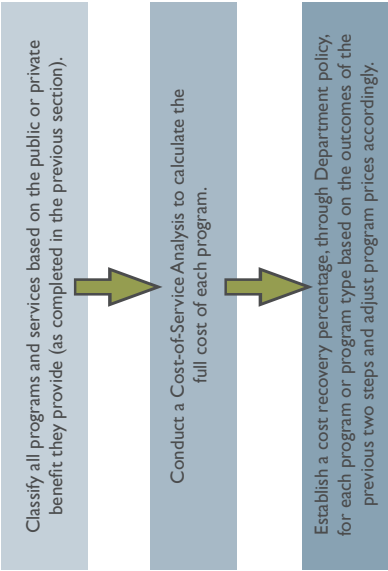
All recreation programs offered by the Department were classified into three categories with guidance from the parks and recreation staff. The results represented in the following table represent the current classification of recreation program services. Programs should be assigned ranges for cost recovery goals within those overall categories. A full program list organized by Core Program Areas can be found in **Appendix F: Program Classification**.

FACTORS	PROGRAM CLASSIFICATION		VALUE-ADDED
	ESSENTIAL	IMPORTANT	
Public Interest/ Legal Mandate/ Mission Alignment	High public expectation	High public expectation	High individual and interest group expectation
Financial Sustainability	Free, nominal or fee tailored to public needs, requires public funding	Fees cover some direct costs, requires a balance of public funding and a cost recovery target	Fees cover most direct and indirect costs, some public funding as appropriate
Benefits (Health, Safety, Protection of Assets, etc.)	Substantial public benefit (negative consequence if not provided)	Public and individual benefit	Primarily individual benefit
Competition in the Market	Limited or no alternative providers	Alternative providers unable to meet demand or need	Alternate providers readily available
Access	Open access by all	Open Access - Limited access to specific users	Limited access to specific users
Best Practice Cost Recovery Goal	0-50%	50%-75%	75%-100%+
Program Distribution	60%	0%	40%

5.2.6
COST-OF-SERVICE & COST RECOVERY

Cost recovery targets should at least be identified for each core program area, and for specific programs or events when realistic. The previously identified core program areas would serve as an effective breakdown for tracking cost recovery metrics including administrative costs. Theoretically, staff should review how programs are grouped for similar cost recovery and subsidy goals to determine if current practices still meet management outcomes.

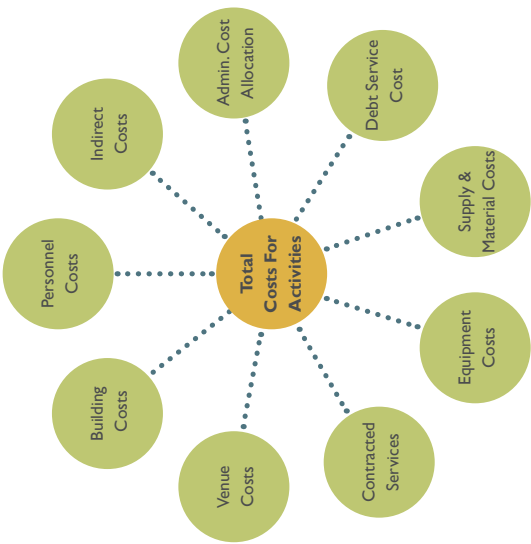
Determining cost recovery performance and using it to make informed pricing decisions involves a three-step process:



UNDERSTANDING THE FULL
COST-OF-SERVICE

To develop specific cost recovery targets, full cost of accounting needs to be created for each class or program that accurately calculates direct and indirect costs. Cost recovery goals are established once these numbers are in place, and the Department's program staff should be trained on this process. A Cost-of-Service Analysis should be conducted on each program, or program type, that accurately calculates direct (i.e., program-specific) and indirect (i.e., comprehensive, including administrative overhead) costs.

Completing a Cost-of-Service Analysis not only helps determine the true and full cost of offering a program, but it also provides information that can be used to price programs based upon accurate delivery costs. The figure to the right illustrates the common types of costs that must be accounted for in a Cost-of-Service Analysis.



The methodology for determining the total Cost-of-Service involves calculating the total cost for the activity, program, or service, then calculating the total revenue earned for that activity. Costs (and revenue) can also be derived on a per-unit basis. Program or activity units may include:

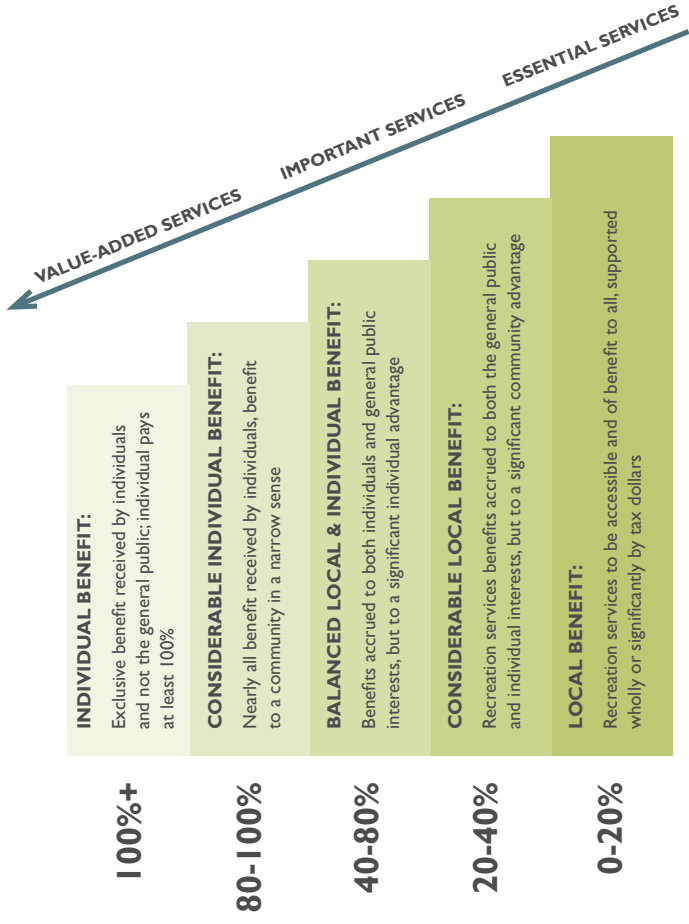
- Number of participants
- Number of tasks performed
- Number of consumable units
- Number of service calls
- Number of events
- Required time for offering program/service

Agencies use Cost-of-Service Analysis to determine what financial resources are required to provide specific programs at specific levels of service. Results are used to determine and track cost recovery as well as to benchmark different programs provided by the Department between one another. Cost recovery goals are established once Cost-of-Service totals have been calculated. Program staff should be trained in the process of conducting a Cost-of-Service Analysis and the process should be undertaken on a regular basis.



CURRENT COST RECOVERY

Who benefits from a program or service is one of the key factors in determining pricing. As services become more individualized, higher levels of cost recovery are appropriate and expected. The pricing model, illustrated below, graphically depicts this concept. As the level of benefit to the individual increases, so does the level of anticipated cost recovery for that service. The Department does not currently track cost recovery.



5.2.7 PRICING

Pricing strategies are one mechanism agencies can use to influence cost recovery. The table below details pricing methods currently in place by each core program area and additional areas for strategies to implement over time.

Staff should monitor the effectiveness of the various pricing strategies they employ and adjust as necessary. It is also important to continue monitoring for yearly competition and other service providers (i.e., similar providers) as found in **Appendix G: Similar Providers.**

PRICING STRATEGIES	CORE PROGRAM AREA			
	AQUATICS	ATHLETICS	YOUTH PROGRAMMING	SENIOR PROGRAMMING
AGE SEGMENT				
DIFFERENT PRICES OFFERED FOR DIFFERENT AGES	X	X		
FAMILY / HOUSEHOLD STATUS				
DIFFERENT PRICES OFFERED FOR FAMILY / HOUSEHOLD GROUPS	X		X	
RESIDENCY				
DIFFERENT PRICES FOR RESIDENT VS. NON-RESIDENTS	X			
WEEKDAY / WEEKEND				
DIFFERENT PRICES FOR DIFFERENT DAYS OF THE WEEK				
PRIME / NON-PRIME TIME				
DIFFERENT PRICES FOR DIFFERENT TIMES OF THE DAY				
GROUP DISCOUNTS	X			
BY LOCATION				
DIFFERENT PRICES AT DIFFERENT LOCATIONS				
BY COMPETITION (MARKET RATE)	X			
COMPETITION'S PRICES INFLUENCE YOUR PRICES				
BY COST RECOVERY GOALS				
DEPARTMENT COST RECOVERY GOALS INFLUENCE YOUR PRICES				
BY CUSTOMER'S ABILITY TO PAY	X	X	X	X
SCHOLARSHIPS, SUBSIDIES, DISCOUNTED RATES OFFERED FOR LOW-INCOME				

The Department uses an array of pricing strategies with "By Customer's Ability to Pay" as the most prevalent. The Department can enhance its strategy by adding "Weekday/Weekend", "Prime/Non-Prime Time", "By Location", and "By Cost Recovery Goals".

5.2.8
PROGRAM STRATEGY RECOMMENDATIONS

The Department's staff should conduct an annual evaluation of individual programs and the overall program mix. Evaluation can be done seasonally in batches at key times throughout the year or annually as a whole. The primary goal is to evaluate all programs on at least a yearly basis. Mini Business Plans, Program Development & Decision-Making Matrix, and the Program Evaluation Cycle are all examples of tools that can be used in the evaluation process.

MINI BUSINESS PLANS

The consulting team recommends creating Mini Business Plans for each core program area that is updated on a yearly basis. These plans should evaluate the core program areas based on meeting the outcomes desired for participants, cost recovery, percentage of the market and business controls, Cost-of-Service, pricing strategy for the next year, and marketing strategies that are to be implemented. If developed regularly and consistently, they can be effective tools for budget construction and justification processes in addition to marketing and communication tools. See **Appendix H: Mini Business Plan** for a template.

PROGRAM DEVELOPMENT & DECISION-MAKING MATRIX

When developing program plans and strategies, it is useful to consider all the core program areas and individual program analyses discussed in this Recreation Program Analysis. Lifecycle, Age Segment, Classification, and Cost-Recovery Goals should all be tracked, and this information, along with the latest demographic trends and community input, should be factors that lead to program decision-making. Community input can help staff focus on specific program areas to develop new opportunities in what group of residents to target, including the best marketing methods to use.

A simple, easy-to-use tool similar to the top image on the right will help compare programs and prioritize resources using multiple data points, rather than relying solely on cost recovery. In addition, this analysis will help staff make an informed, objective case to the public when a program in decline, but beloved by a few, is retired.

If the program/service is determined to have high priority, appropriate cost recovery, good age segment appeal, good partnership potential, and strong market conditions, the next step is to determine the marketing methods by completing a similar exercise as the one in the bottom right image.

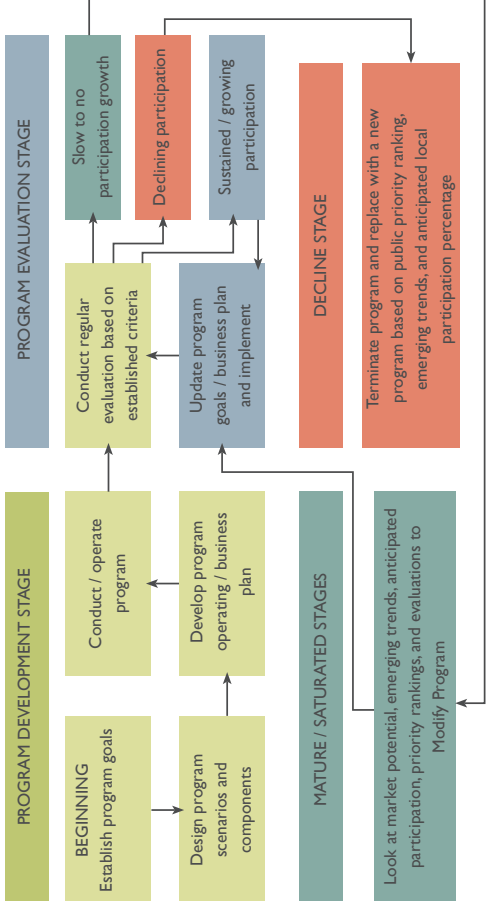
Internal Factors			
Priority Ranking	High	Mid-um	Low
Program Area			
Classification	Core	Non-core	
Classification	Essential	Important	Discretionary
Cost-Recovery Range	0-40%	40-80%	80-100%
Age Segment	Primary	Secondary	
Sponsorship/Partnership			
Potential Partnerships	Mandatory	Voluntary	Partner Skill
Potential Partnerships	Mandatory	Voluntary	Sponsor Skill
Market Competition	High	Medium	Low
Competition	High	Medium	Low
Growth Potential	High	Medium	Low

Marketing & Promotion Methods			
Marketing Methods	Content Developed	Contact Information	Start Date
Activity Guide			
Website			
Newsletter Article			
Radio			
Social Media			
Press - Public Places			
Newspaper Ad			
Event Registration			
Event Website			
Social App/Newsletter			
Facebook			
Digital Sign			
Friends & Neighbors Group			
Staff Promotion @ Events			

PROGRAM EVALUATION CYCLE (WITH LIFECYCLE ANALYSIS)

Using the Age Segment and Lifecycle Analysis and other established criteria, program staff should evaluate programs on an annual basis to determine the program mix. This can be incorporated into the Program Operating/Business Plan process. A diagram of the program evaluation cycle and program lifecycle is found in the image below. During the beginning stages, program staff should establish program goals, design program scenarios, and components, and develop the program operating/business plan. Regular program evaluations will help determine the future of a program.

If participation levels are still growing, continue to provide the program. When participation growth is slowing (or non-existent) or competition increases, staff should look at modifying the program to maintain customer interest. When program participation is consistently declining, staff should terminate the program and replace it with a new program based on the public's priority ranking and/or in activity areas that are trending nationally/regionally/locally, while taking into consideration the anticipated local participation percentage.



5.3 MARKETING AND COMMUNICATIONS

5.3.1 OVERVIEW

The Department uses a variety of marketing strategies combining traditional (flyers and brochures) with modern (social media) strategies to advance its message when promoting activities.

Effective communication strategies require striking an appropriate balance between the content and the volume of messaging while utilizing the “right” methods of delivery. The Department has a broad distribution of delivery methods for promoting programs. With the continuing growth of the older population, who tend to prefer print marketing, the Department may want to consider adding more print marketing especially in the senior centers across the county. It is imperative to continue updating the marketing plan annually to provide information based on community needs, demographics, and recreation trends. The annual review may uncover additional marketing methods that can be used including SMS/MMS/Text messaging which may be effective based on the popularity of mobile phone use.

An effective marketing plan must integrate into and build upon existing support plans in a way that directly coordinates with organizational priorities. The plan should also provide specific guidance as to how the Department's identity and brand is to be consistently portrayed across the multiple methods and deliverables used for communication.

Communication should also be a two-way street between the Department and the community. The Department is not currently receiving any formal feedback from the community. The Department may benefit from instituting more intentional methods to receive formal feedback from the community to better inform staff of the community's priorities and desires.

MARKETING STRATEGIES USED BY THE DEPARTMENT

- Email blasts and/or listserv
- Flyers and/or brochures
- In-facility signage
- Paid advertisements
- QR codes
- Road sign marquees
- Smart/mobile phone enabled site
- Social media (Facebook, Instagram, Twitter)
- Website

METHODS OF COLLECTING FORMAL FEEDBACK

- Pre-program surveys
- Post-program survey
- In-facility, in park, or on-site surveys
- Regular/recurring user surveys
- Lost customer/user surveys
- Non-customer/non-user surveys
- Focus groups
- Statistically valid surveys
- Crowdsourcing tools (HappiFeet, Peak Democracy, etc.)

5.3.2

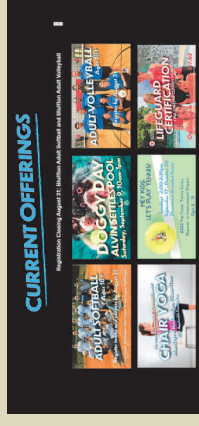
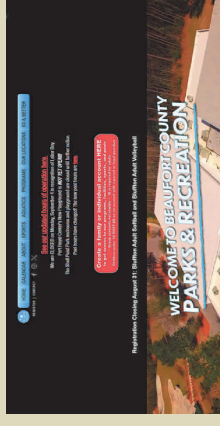
DEPARTMENT WEBSITE

The Department's website is found at: <https://www.bcscrec.com/>. The website utilizes high contrast colors and lots of moving parts, including buttons that fly onto the page almost like “pop-ups” and scrolling messages. The webpage also includes an aerial video background that sometimes has pop-ups in the middle of it.

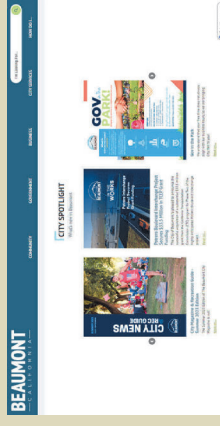
When hovering around the page, the drop-down menus embedded under the main header (in blue in the image below) block the content directly below making it difficult to read the information the visitor intends to.

Overall, the website is very busy and not very user friendly or ADA accessible, though it has a responsive design that adapts to a mobile device. The fly-in transitions of the subject buttons coupled with the continuously moving aerial video makes it somewhat dizzying as a viewer/visitor to the page. Some examples of websites that have a cleaner feel include Lisle Park District, IL: <https://lisleparkdistrict.org/> and the City of Beaumont, CA: <https://beaumontca.gov/26/Parks-Recreation>.

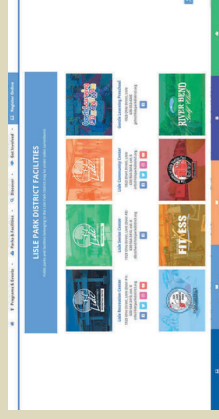
BEAUFORT COUNTY PARKS AND RECREATION WEBSITE



BEAUMONT, CALIFORNIA



LISLE PARK DISTRICT, IL

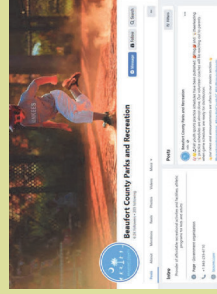


5.3.3 SOCIAL MEDIA OVERVIEW

The Department uses three social media platforms, Facebook, Instagram, and Twitter that are specific to Parks and Recreation. The Department's activities are also featured on YouTube via The County Channel which has over 5,100 subscribers and over 1,700 videos and is operated at the County level. The Department of is also featured on LinkedIn through the County ran page which primarily promotes open positions and county-wide activities. The LinkedIn page currently has 2,947 followers.

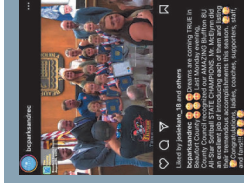
FACEBOOK

- 6,200 followers
- Posts multiple times per week
- Posts capture participants engaging in programs, use of memes, and AI to engage
- Regular use of emojis in post captions
- Low follower engagement



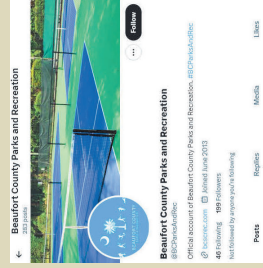
INSTAGRAM

- 659 followers
- Posts multiple times per week - all similar to or the same as Facebook posts
- Low follower engagement



TWITTER (X)

- 199 followers
- Most recent posts are from 2022 - account active since 2013
- Low follower engagement



5.3.4 SOCIAL MEDIA AND INTERNET USERS

The neighboring image, taken from Statista.com, depicts the number of internet users worldwide, the average time per day spent using the internet worldwide, and the age demographic with the largest segment of internet users.

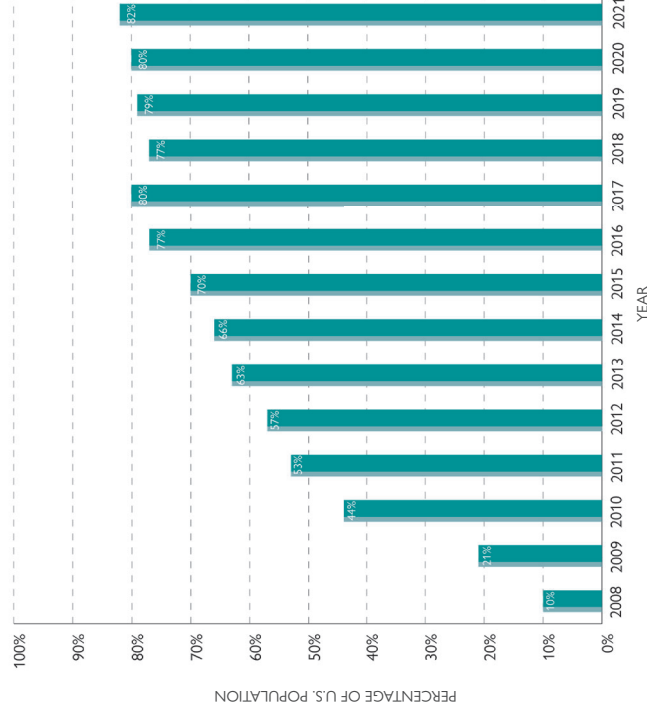
3.69 BILLION
Number of Internet Users Worldwide

170 MINUTES
Average Time Per Day Spent Using the Internet Worldwide

25 - 34 Years
Age Group with the Highest Number of Internet Users Worldwide

Over the last decade, social media has become one of the country's fastest growing trends. In 2008, only 10% percent of the U.S. population used social media. Today, we see an estimated 82% percent of the country using some form of social media. With such a large percentage of the population using online media platforms in their daily lives, it is essential for the Department to continue taking advantage of these marketing opportunities while staying on top of social trends and new applications. Social media can be a useful and affordable tool to reach current and potentially new system users.

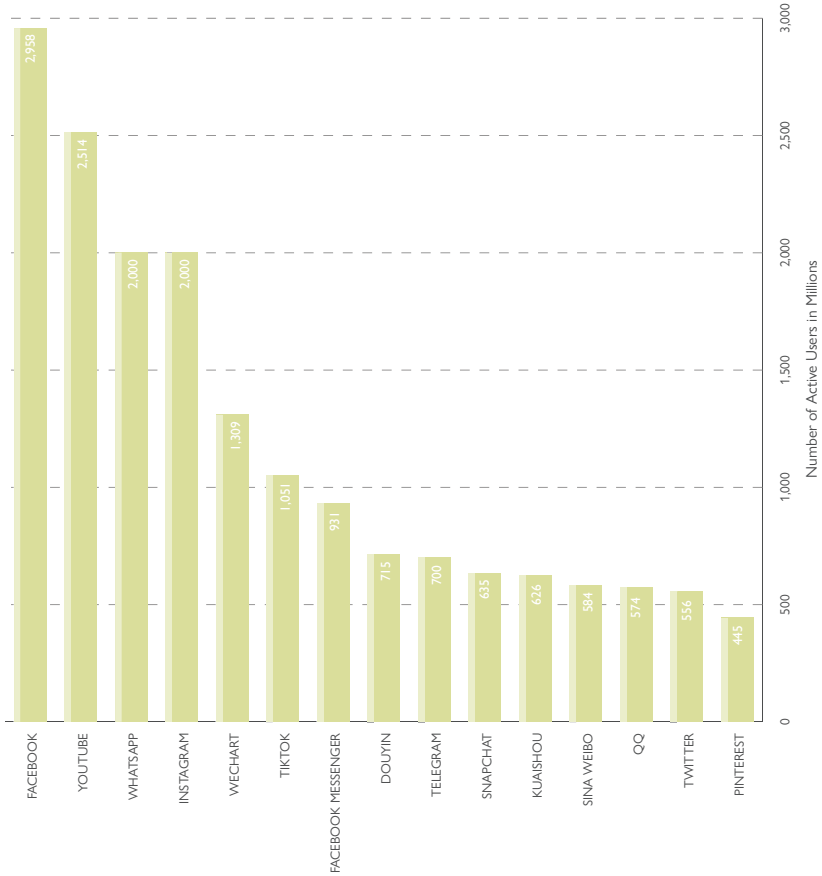
PERCENTAGE OF U.S. POPULATION WHO CURRENTLY USE ANY SOCIAL MEDIA



SOCIAL MEDIA PLATFORMS

The chart below depicts the most frequently used social media platforms worldwide. As of January 2023, Facebook continued to dominate the market as the most highly trafficked social media platform with an estimated 3 million visitors per month.

MOST POPULAR SOCIAL MEDIA NETWORK WORLDWIDE



MARKETING AND COMMUNICATIONS RECOMMENDATIONS

SOCIAL MEDIA RECOMMENDATIONS

The Department has a moderate reach across its social media platforms with a combined total of about 7,000 followers across Facebook, Instagram, and Twitter. With the exception of Twitter, social media content is posted regularly mostly highlighting program participants and providing information to followers and casual users about upcoming activities. Despite regular posts, follower engagement is relatively low, with few “likes”, “shares”, or comments on content by platform followers.

The key to using social media is to move followers from awareness to action by providing opportunities for greater engagement. Some ways that the Department can increase user engagement is through the following:

- Allowing controlled ‘user generated content’ by encouraging users to send in their pictures from special events or programs.
- Leveraging the website to obtain customer feedback for programs, parks & facilities, and customer service.
- Conducting an annual website strategy workshop with the staff to identify ways and means that the website can support the Department’s Social Media Trends.
- Determine Social Media engagement trends through the inaugural Next Practice Partners’ social media rankings report – www.benextpractice.com/npp-2022-social-media-engagement-rankings.html.
- Identifying popular social media platforms for different age segments and posting in alignment with the trends on that platform.
- Better engaging on LinkedIn to promote your organizational culture and employment opportunities.
- Using a Content Calendar to set posting schedules on all platforms unique to the trends on that site.

MARKETING AND COMMUNICATION RECOMMENDATIONS

The Department primarily uses online means to communicate its activities including the website, social media, a smart phone enabled site, email blasts/ listservs, QR codes, and social media. The Department does not currently use any formal communication modes such as program surveys, focus groups, or crowdsourcing to gather information from the community. The following is recommended to enhance communication and marketing between the community and the Department.

- Establish and regularly review performance measures for marketing and communication – performance measures can be tracked using participant surveys and some web-based metrics.
- Leverage relationships with partners to enhance marketing efforts through cross-promotion that includes defined, measurable, outcomes.
- Establish priority segments to target in terms of new programs and services and communication tactics.
- Regularly review and adjust the Department’s marketing plan including components and strategies identified in this report.

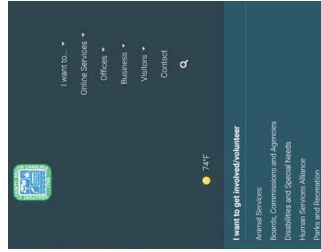


5.4 VOLUNTEER AND PARTNERSHIP MANAGEMENT

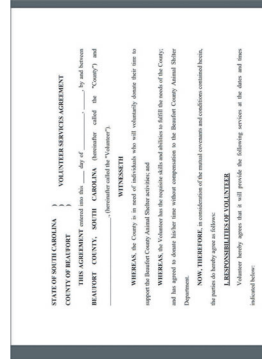
5.4.1 CURRENT VOLUNTEER MANAGEMENT

The County has several volunteer opportunities, as well as different boards and commissions; however, there do not appear to be volunteer opportunities within the department. The County's homepage under "I want to..." tab, visitors can see "I want to get involved/volunteer" followed by six clickable options: Animal Services, Boards, Commissions and Agendas, Disabilities and Special Needs, Human Services Alliance, and Parks and Recreation. Clicking on Parks and Recreation takes visitors to the Department's homepage, however, there are no volunteer opportunities available on the page.

The Department does not currently have a formal volunteer policy, nor does it track the number of volunteers or their annually donated hours.



The image to the left shows the County's website homepage and the image below shows a sample volunteer agreement.



5.4.2 CURRENT PARTNERSHIPS

As a public park and recreation agency, it is essential to seek out and maintain productive and meaningful partnerships with both community organizations and individuals to deliver quality and seamless services to the community. The Department has a host of partners that enhance programs and services as seen in the image below with sponsors as of May 2023.



The Department has a sponsorship page where potential sponsors can download sponsorship packets and applications and learn more about current opportunities. The Department maintains a database of all sponsors as well as a formal sponsorship policy that includes obtaining a written agreement for all partnerships.



5.4.3 VOLUNTEER AND PARTNERSHIP RECOMMENDATIONS

Public parks and recreation agencies' effectiveness relies on the ability to seek out and maintain productive and meaningful partnerships with both community organizations and individuals to deliver quality and seamless services to their communities. These relationships should be mutually beneficial to each party to better meet overall community needs and expand the positive impact of the agency's mission. When managed with respect and used strategically, effective partnerships and meaningful volunteerism can enhance departmental needs for years to come.

The consulting team recommends that the Department do the following to harness the benefits of partnerships and volunteers.

- Establish and track measurable outcomes for each partnership/sponsorship
- Establish formal volunteer policies and agreements.
- Create a formal volunteer handbook that outlines departmental expectations, opportunities, and impacts of volunteerism.
- Track volunteer metrics on a consistent basis including individuals and their annually donated hours
- Create a volunteer page that is easily accessible and informative similar to the sponsorship page

A complete list of recommended volunteer practices can be found in **Appendix I: Volunteer / Partnership Recommended Practices**.

5.5 PROGRAM ASSESSMENT CONCLUSION

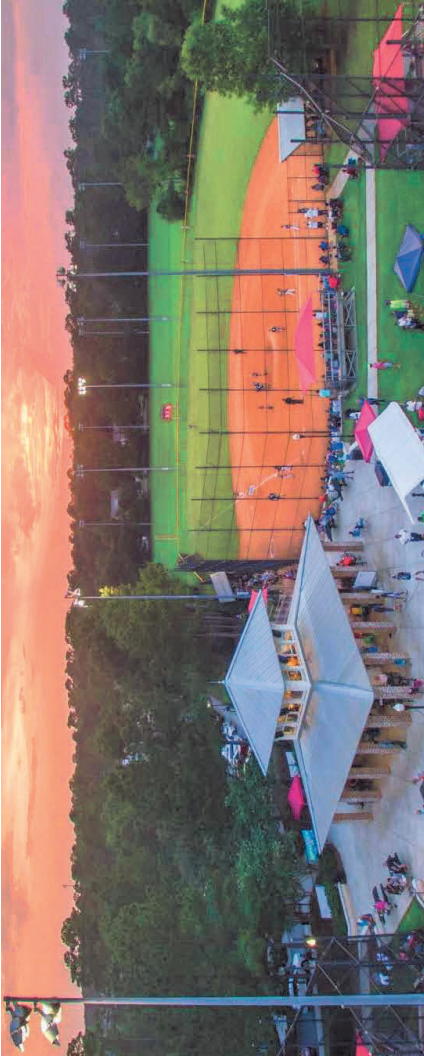
The consulting team has identified a few highlights from this report including recommendations for moving forward. The recommendations within this report may change with any shifts in demographics, Department structure, and community and Department priorities. Below are some of the areas that stood out in this analysis.

- **AGE SEGMENT ANALYSIS**
70/30 programs meet the needs of almost all age segments with only preschool missing. The Department does a good job of meeting the needs of all ages through its core program areas.
- **PROGRAM LIFECYCLE**
The current programs offered are aligned with the recommended distributions for each category in the Program Lifecycle. Mature stage programs provide stability and provide a solid foundation to the program mix. The 28% of programs currently in the Growth stage will eventually roll over into the Mature stage putting the program mix within 4% of meeting the recommended distribution.
- **PROGRAM CLASSIFICATION**
The current program mix is divided between Essential and Value-Added classifications meaning current programs are either heavily subsidized and have a substantial benefit to the general public or are highly valued on an individual basis and expected to reach 75-100% cost recovery.
- **PRICING STRATEGIES**
The department uses a variety of pricing strategies, with the most common being By Customer's Ability to Pay, which is the only strategy used in all core program areas. The Department could increase revenue through implementing Weekday/Weekend pricing, Prime/Non-Primetime pricing, By Location, and by Cost Recovery Goals.
- **MARKETING & COMMUNICATIONS**
The department uses a number of methods to communicate and market programs and activities, however communication is often one-sided, meaning there are currently no formal channels for collecting feedback from the community. It is recommended that the Department institute more methods of collecting feedback which can include surveys, crowdsourcing websites, and focus groups.
- **PARTNERSHIPS & VOLUNTEERING**
The Department is using sponsorships at a much higher capacity than volunteers. The Department should consider establishing formal volunteer policies, a volunteer handbook, and easily accessible information about volunteer opportunities. The Department should also consider establishing and tracking measurable outcomes for sponsors and partners and being intentional about tracking volunteers and their annually donated hours.



SPORTS TOURISM OPPORTUNITIES

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6.1 INTRODUCTION

Sports can be a powerful force for economic, personal, and social development, creating opportunity for dynamic social cohesion, healthy communities, and desirable employment. With increasing frequency, progressive communities throughout the country, and particularly in the Southeast, use sports as a means of interaction and community engagement. When sports are mainstreamed into a comprehensive development program, the impact can be substantial and long-lasting.

Beaufort County is at a strategic point in time in the creation of a systematic strategy that optimizes sports and recreation, including sports tourism as a key driver of economic development and community pride.

6.2 THE OPPORTUNITY

Sport tourism is defined as any activity in which people are attracted to a particular location as a participant or a spectator to attend sporting events or sport-related meetings and conferences. Sport tourism is the fastest growing sector of the domestic travel industry, producing the following results in 2021, according to Sports Events and Tourism Association:

- **\$39.7 BILLION** on the direct spending related to amateur and youth sports
- **\$91.8 BILLION** in total economic impact
- **635,000** jobs generated
- **\$12.9 BILLION** in tax revenue for the local economies

Sports tourism, as viewed in its broadest application, involves distinct types of travel, with differing rationale, including the following:

- **Sports participation for competitors of all ages and ability levels, as well as their families**
- **Sports training for athletes of various ability levels**
- **Sports events with spectators**

An ideal sports tourism initiative is inclusive, varied, and comprehensive. It provides opportunities for competitive sport, as well as leisure and recreational sport. It also recognizes that sports tourists have other interests, which makes the availability of non-sport attractions a key element of the decision-making process for the traveler. Thus, an individual coming to Beaufort County for a sports event will make the decision to bring his/her family or stay longer based upon other opportunities that appeal to those not participating in the event. Similarly, an individual may extend their trip when other appealing events or experiences are also available.

The sports tourism value chain showcases the relationship between tourism activity and broader economic impact. Essentially, all retail and service-based businesses can benefit from travelers, with hospitality providers (restaurants and accommodations), host venues, and retailers benefiting the most. The benefit from all such transactions flow to the broader community, as suppliers of goods, services, and workers are involved.

Building a strong sports tourism sector is a current priority for multiple cities and counties in the Southeast. While motivations and experiences are varied, there are established best practices that are understood as the foundation of a successful sport tourism sector. These best practices incorporate several key elements, including:

- Developing a strong governmental support
- Developing a multi-partner approach to encourage sustainable sports tourism capacity
- Creating a correct pricing level for sports event rights holders
- Understanding and communicating sport hosting legacies to community residents
- Creating a powerful brand for promotion and marketing
- Committing to excellence through high-quality, well-administered events
- Building a strong, trusting relationships with sports events rights holders

Within sports tourism, there are multiple niche markets, e.g., adventure sports tourism or endurance sports tourism. Participants are divided into three demand groups:

Sub-elite or recreational adults athletes who take part in mass participations sports to stay healthy or to reach targeted goals

Passive sports tourists who attend sports events, or may be acting as coaches or members of the media

Youth and family members who participate in tournaments and championship events

The “push factors” (reasons to travel) are those that encourage visitor travel to achieve sport goals or possibly to take part in activities that the tourist cannot do at home. The “pull factors” (attraction to a particular destination) are primarily image, pricing, and perceptions.

Thus, it is important to remember that there is significant market differentiation within sports tourism and specific reasons for how a destination should build its overall offering, so that there is “coordinated resonance” offered to the potential tourist.

For Beaufort County, given the variety of city and county competitors for sports tourism activity in South Carolina and the neighboring states of North Carolina and Georgia, it is essential to be strategic by adopting the following five principles:

- **Differentiation.** What amenities are different (and better) than competitor facilities?
- **Distinctiveness.** What non-mainstream sports can be accommodated?
- **Competitiveness.** Are we pricing our venue in a way that enables success?
- **Flexibility.** Can the facilities be used equally well for community-based recreation and for high-level competition?
- **Marketing.** Can we tell our story effectively and create a sustainable user base?

This strategic approach enables a useful response to the basic question, “How will you define success”?

Fundamentally, success can be measured in the following ways:

- **Financial Success.** Is the County’s capital investment, including ongoing operating expenses, justified by the resultant economic impact, employment generation, and tax revenue?
- **Utilization.** Is the facility being used regularly for both recreation and competition?
- **Branding.** Is the image of Beaufort County strengthened by its commitment to sports tourism?
- **Quality of Life.** Do the taxpayers of Beaufort County think that the complex enhances quality of life within the community?

STRATEGIC PRINCIPLES

DIFFERENTIATION

DISTINCTIVENESS

COMPETITIVENESS

FLEXIBILITY

MARKETING

MEASURING SUCCESS

FINANCIAL SUCCESS

UTILIZATION

BRANDING

QUALITY OF LIFE

6.3 ECONOMIC IMPACT

Sports tourism is fundamentally regarded as an economic development tool, despite the various other benefits that accrue to the community.

Each phase of the project, from inception to a ten-year cumulative review, can be measured through review of four primary elements:

- Capital expenditure for construction of the facility
- Job creation
- Personal income generated to individuals
- State and local taxes

The economic impact of new sport facilities identified through the Master Planning process can be quantified in each of the following ways:

- One-time impacts. Primarily, this refers to the construction phase.
- Ongoing annual impacts. The year-by-year impact will likely show increasing levels of economic vitality through year four or five, with slight positive or negative change thereafter.
- Cumulative five- or ten-year impacts. A broad historical view over a defined period enables a valid cost-benefit analysis, comparing capital and operating expenditures with the broad set of impacts in the four elements noted above.

In summary form, when visitors spend money on accommodations, food & beverage, transportation, retail, and entertainment, this creates a positive effect on salaries, wages, job creation, and taxes.

The standard in the tourism industry is IMPLAN, which measures input in three fundamental ways – direct, indirect, and imputed – and creates a robust Input-Output (I-O) model. When the various components of new facilities are determined at a later stage (after an extensive decision-making process), the relationship between visitor spending and the various elements of the supply chain is quantified.

Thus, the expenditure on a hotel room or a restaurant meal is viewed holistically, enabling a comprehensive understanding of direct and indirect economic impact levels. And, the imputed impacts of sports tourism can be measured too, primarily through the overall benefits to the local economy as salaries and wages are spent by employees within the various hospitality and sport-centric sectors.

6.4 NON-ECONOMIC IMPACT

As previously noted, there are other ways in which the success of sports facilities can be measured. Although the impression in quantifying intangible benefits can be viewed negatively by some, there is a real advantage to citizen satisfaction, participant well-being, and community pride.

In developing athletic facilities that represent high standards for both recreation and competition, inevitably there can be disputes over the proper mix of each. There is no precision to this determination, nor a single "right answer." Clearly, most tournaments and championship events rely on weekend scheduling, which may limit recreational opportunities. Therefore, Beaufort County Parks and Recreation leadership needs to exercise good judgment in creating an ideal balance that incentivizes community resident utilization on a casual basis, while simultaneously valuing the economic benefits associated with sports tourism.

Beaufort County can derive significant branding benefits by providing participants and spectators for sports events with a positive experience that exhibits customer service and professionalism throughout all elements of their visit. Fundamentally, public recreation facilities and parks can demonstrate that the community cares very much about family-centered activity, youth development, and healthy lifestyles through regular physical activity. Such perceptions are generated through personal experience and contact, not through advertising or glossy brochures.

And, while quality of life and community pride cannot be defined specifically or quantified directly, the vibrancy in Beaufort County that is generated by outstanding recreational and competitive amenities has substantial value. It is demonstrated through such disparate elements as strong property values, high academic achievement in school, and increased population levels.

In final analysis, the objective measures of success – economic impact, employment, tax generation – meld well with subjective metrics like community pride and quality of life. It is the mix of both that showcases progressive policies, strong leadership within the business community and the political arena, and a hospitality community that is welcoming to visitors.

6.5 PRINCIPLES OF A SUCCESSFUL SPORTS TOURISM STRATEGY

For Beaufort County Parks and Recreation leadership to evaluate whether to proceed with a sports tourism strategy, it is important to recognize the key building blocks that must be assembled to achieve successful outcomes.

6.5.1 IDENTIFICATION OF OBJECTIVES

Sports events and tournaments have potential to generate benefits, but it is essential that well-defined objectives are in place. Ideally, an event leaves a legacy behind – preferably a long-term legacy. The basic idea of event legacy is to focus not only on the period of the actual event, but even more so, on the period after the event. Regardless of the size and scope of a prospective sports event, the most important question to be asked is, "What are the economic and social impacts of staging the event, and how do we optimize them?"

6.5.2 CONGRUENCE WITH KEY INITIATIVES FOR BEAUFORT COUNTY

A sports tourism strategy does not exist in a vacuum; instead, it supports and complements the goals and objectives promulgated by the Beaufort County Council in the following ways:

- The sports event attraction plan must be aligned with the most important community strategies, with events serving as catalysts for achieving such initiatives.
- Sports events that are attracted to, and hosted in, Beaufort County must answer the fundamental question, "Why and how is this event beneficial to the community?"
- Sports events must serve the interests of local citizens, with broad participation by all segments of the community.



6.5.3 VOLUNTARISM AND CITIZEN INVOLVEMENT

A primary strength attributed to sports events is the activation of volunteers to serve in a variety of operational roles. Sports events in Beaufort County will require a program to identify, recruit, train, and deploy volunteers in ways that integrate their skills into well-coordinated events.

Volunteers provide several important external benefits. Fundamentally, their work negates the necessity to expend scarce financial resources on part-time personnel. However, their highest value is the presentation of an image to event participants – athletes, coaches, team personnel, media, and spectators – of Beaufort County as a welcoming, enthusiastic place to visit. Volunteers are regarded as the "face" of events, and for many visitors to the community, they form lasting memories of their event experience.

The volunteer base provides internal benefits, too. For volunteers from the local community, it provides a direct connection to the most important events hosted in the area, and a chance to be personally involved in a way that provides social cohesion. Volunteers are drawn from every segment of the community, and while the diversity of Beaufort County can be demonstrated to visitors in a variety of ways, the experience of volunteers working together for a common cause has significant value in terms of social integration.

Volunteer involvement in the modern events environment has changed, and Beaufort County should emphasize the following:

- Stakeholder input and involvement at all stages of the event cycle (planning through event execution)
- Identification of community leaders, especially young professionals, who can play significant roles in providing creativity and new approaches
- Integration of volunteers with non-sport backgrounds to provide inspiration by utilizing their management or technical skills developed in other contexts

This creativity may be manifested in many unique ways, from creating temporary venues in iconic locations, connecting the event to economic development opportunities, or providing attention to major public policy issues like obesity and health promotion.

6.5.4 STAKEHOLDER CONSENSUS-BUILDING

Input and advice from stakeholders are valuable at various stages of the event cycle. However, it seems most likely that the impact of local stakeholders is strongest early in the process, primarily at the time of decision-making about going forward with event planning.

It is particularly important to seek regular, systematic input from knowledgeable, committed citizens. Depending upon the sport, or the type of event, or the primary local beneficiaries, the stakeholder group needs to be viewed as amorphous, integrating and involving different individuals depending upon unique circumstances and always with the intent of calculating the potential value of events to the community in terms of their social benefits.

The stakeholder group should be drawn from those identified as deriving primary benefit from a proposed event. As an example, if the event features student-athletes as its participants, it would be important to include education leaders in the decision-making process, not just those with sport backgrounds. Or, if an event could potentially be supportive of efforts to promote diversity and inclusiveness in the community, it would be necessary to provide opportunities for input from individuals who are most knowledgeable and active within the LGBTQ+ community.

Advice from stakeholders is significant and beneficial, especially if it is sought early in the process; includes individuals not exclusively drawn from the sports world; and, focuses on the individuals or groups most likely to be beneficiaries of the proposed event.

6.5.5 RELATIONSHIP BETWEEN SPORTS AND THE ARTS AND CULTURAL COMMUNITY

In many areas, there is dynamic tension between sports enthusiasts and connoisseurs of arts and culture, which is heightened by the utilization of public funds for sports and recreation venues, which can be viewed as dissimilar to the support for physical facilities and infrastructure within the arts community.

The opportunity to integrate the arts into important sports events is an important opportunity. To be successful, the local organizing group for the event must include individuals with strong ties to the arts community so that their leadership and relationships can be utilized effectively to integrate the arts into the fabric of the event, at multiple levels of involvement and participation.

6.5.6 VALUING ACCESSIBILITY FOR INDIVIDUALS DISABILITIES

Over the last twenty-five years, there has been increased public awareness of and appreciation for sports activities and competitive events for individuals with disabilities. At the highest level of sport, the Paralympic Games (which follow the Olympic Games in the same host city, using the same sport venues) has become an important and valued competitive event that has drawn significant spectator audiences and provided important messages about inclusiveness, accessibility, and the strength of the human spirit.

Similarly, Special Olympics competition, both in the United States and worldwide, has become an important tool for social integration of individuals with intellectual disabilities.

These sports events also provide other benefits. There are many professionals within the community who provide services to individuals with disabilities, whether in medical facilities, social service organizations, or other allied circumstances. These service providers would enable exposure to a new group of volunteers, each with special skills and capabilities.

6.5.7 EMPHASIS ON HEALTHY LIFESTYLES / PHYSICAL ACTIVITY

A potential connection exists between sports events with messaging about the importance of healthy lifestyles that include regular physical activity. However, without substantial effort to provide ways for the association to be made directly, it is unlikely that sports events will have impact on the health-related habits of community residents.

Similarly, young people, particularly students under the age of 18, have great interest in competitive sports, but do not always have the requisite financial resources to attend major events as a spectator.

Athletes can be inspiring role models for youth and can inspire greater participation in activities that promote healthy lifestyles. Many high-profile athletes are willing to provide instruction at clinics that do not interfere with the competition, and coaches are often interested in doing so, too. Events often attract retired athletes or coaches, and they also may be available to participate in educational sessions, if planned and conducted appropriately through the local organizing committee.

Because obesity is a significant public health and public policy issue, sports events in Beaufort County should aspire to communicate important messages about healthy lifestyles. While sports events do not necessarily create increased interest in physical activity, event organizers could create greater awareness, especially utilizing the services and resources of the medical community, youth organizations, and social services providers.

6.6

SPORT TOURISM - BUILDING BLOCKS AND RESOURCES

In 2022, the Beaufort Area Sports Council was established with the goal of supporting, developing, and attracting sports events to the local community. The stated mission is “to enrich the quality of life and economic well-being of Northern Beaufort County by supporting existing events and attracting new sporting events and activities.” Beaufort County Parks and Recreation can bring benefit to the Sports Council, with each having distinct areas of expertise and responsibility.

The Sports Council, comprised of community leaders and respected members of the local hospitality community, brings the opportunity to expand the already-successful tourism industry and its economic benefits, while providing meaningful outlets for participation as an athlete, spectator, volunteer. The prioritization of sports tourism enables partnerships and alliances that can bring impressive results.

The first event supported by the Sports Council is the Sea Island Rotary Biathlon, which highlights the utilization of the roads and waterways that contribute to the area’s natural beauty. Reflecting its importance to the community, the Sports Council is the beneficiary of \$12,000 in ATAX funds for its activities in 2023.

6.6.1

“HOMEGROWN” EVENTS

In the early stages of execution of the sports strategy, “homegrown” or “created” events take precedence over events that are owned by either nonprofit sports organizations or for-profit event production companies.

Why the emphasis on “homegrown” events? Simply said, a local event that grows in importance is owned by the local community (or a community-based civic organization) and is developed by residents who care about the vitality of their community.

ADVANTAGES

- No rights fee or other financial obligations to an outside (non-local) entity
- Capability of emphasizing unique identity and branding of the local community
- Ability to create customized competition formats and event dynamics
- Opportunity to “size” the event in a way that best suits the local community
- Capacity building in terms of volunteer recruitment, financial equity, and event operations
- Local ownership – the event remains in the community (no geographic rotation)

KEY SUCCESS METRICS

- **Event Calendar:** Ideally, events should be scheduled during “shoulder” seasons or during time periods when hotel occupancy is not at peak levels.
- **Outreach:** sponsor development, marketing opportunities, and media contacts are important ingredients of success.
- **Engagement:** community resource development and volunteerism are essential for long-term popularity and support.
- **Financial Stability.** Sufficient capitalization, especially through tourism grants and seed money, helps to ensure stability.

6.6.2

PARTNER ORGANIZATIONS

In addition to the Beaufort Area Sports Council, the new sports tourism effort has several established local, state, and national partners with whom Beaufort County Parks and Recreation can derive benefit, including the following:

LOCAL

GREATER BEAUFORT-PORT ROYAL CONVENTION AND VISITOR'S BUREAU

The Greater Beaufort Port Royal Convention & Visitor's Bureau is an important asset for Beaufort County Parks and Recreation due to its longstanding success in promoting tourism in the region. It is the official Destination Marketing Organization (DMO) for the city of Beaufort, the town of Port Royal, and the sea island regions of Northern Beaufort County, whose purpose is to create visitation for vacations, meetings, and sports events. The City Council awarded \$187,000 to the CVB in ATAX funds for its destination marketing activities and sales planning efforts in 2023.

STATE

SOUTH CAROLINA SPORTS ALLIANCE

The South Carolina Sports Alliance is the statewide collaborative comprised of twenty-eight convention and visitors' bureaus, parks and recreation departments, sports commissions, and destination marketing organizations to promote the state as a premier location for sports events. The SCSA also provides a forum for practitioners to exchange information, provide solutions based upon practical experience, and share resources. The organization publishes an annual listing of sports events in South Carolina. SCSA can be a valuable resource for Beaufort County Parks and Recreation in planning, attracting, and staging sports events.

NATIONAL

SPORTS ETA

Sports ETA is the trade association for the sports events and tourism industry in the United States, with more than 900 members, comprising sports commissions, sports destinations, sports event owners, and industry partners. It is an excellent resource for information about the sports tourism industry, and it provides a variety of educational opportunities. Additionally, its annual convention enables substantial opportunities for promotion, networking, and education.

6.7 ECONOMIC IMPACT DETERMINATION FOR RENOVATED SPORTS FACILITIES

Beaufort County is well positioned to capitalize on the sports tourism industry due to its warm climate and convenient access to beautiful beaches. The County is currently planning numerous improvements to its two largest regional parks, Buckwalter Athletic Complex and Burton Wells Regional Park. These proposed improvements include soccer fields and baseball fields that could not only serve the needs of residents but could also be used for sports tourism.

CASE STUDY: BUCKWALTER ATHLETIC COMPLEX



At Buckwalter Athletic Complex, the County has plans to add four (4) new artificial turf soccer fields (with 2 fields currently funded and 2 in the future). When completed, these soccer field improvements, along with the supporting lighting, parking, concessions, and restrooms, etc., will be combined with three (3) existing natural grass fields for a total of seven (7) soccer fields within this park. While the soccer field additions to Buckwalter Athletic Complex are primarily focused on serving the needs of County residents, they could be used to position this park as a sports tourism destination, allowing it to serve as a host site for soccer tournaments within the County.

When completed, this seven-field complex will be able to host youth soccer tournaments that attract teams from throughout the region and the state. While the number and size of such tournaments will undoubtedly grow in succeeding years, the economic impact calculation of a tournament with 50 teams requiring overnight accommodations, taking place on a weekend (Friday through Sunday), is useful for reference:

Assumption: Participant plus accompanying person(s) are calculated as 2.7 persons per day.

For youth soccer tournaments with a larger base of teams requiring overnight accommodations, the ratio will hold true: 25 teams would produce one-half of the projected economic impact of 50 teams, and 100 teams would produce double the projected economic impact of 50 teams.

This calculation is based upon youth "travel teams," which are assumed to be teams requiring overnight accommodations. Local teams would also participate in these tournaments, and no incremental economic impact is assumed for them. Additionally, adult soccer tournaments require a different calculation due to a reduced number of accompanying persons.

STATISTICS:

- Team Size: **16 (youth age)**
- Number of Teams: **50 teams**
- Duration of Tournament: **3 Days**
- Participant, plus accompanying persons: **2.7 per day**
- Per person spending assumption: **\$120.00 per day**
- Total Number of Rooms (Nights): **2,400 (800 per night, assuming one room per participant.)**

CALCULATION:

50 Teams x 3 Days x \$120 x 43.2 (2.7 x 16) =

\$777,600 per hosted tournament

CASE STUDY: BURTON WELLS PARK



Similarly, plans for Burton Wells Park call for upgrading three (3) existing baseball fields, including supporting parking and infrastructure. These improvements, together with three existing ballfields, will yield a total of six (6) baseball fields. These fields could be used to position this park as a sports tourism destination and a host site for baseball tournaments. Plans for this park also call for other improvements including conversion of (2) existing soccer fields to artificial turf, adding a disc golf course, a BMX bike track, an RV and tent camping area, a splash pad, an 18 hole mini-golf, an improved dog park, zipline/ropes course, additional picnic shelters and improved trails. These improvements together with the athletic field improvements could create an exciting sports tourism destination offering a variety of activities.

When completed, this six-diamond facility will be able to host youth tournaments that attract teams from throughout the region and the state. While the number and size of such tournaments will undoubtedly grow in succeeding years, the economic impact calculation of a tournament with 20 teams requiring overnight accommodations, taking place on a weekend (Friday through Sunday), is useful for reference:

Assumption: Participant plus accompanying person(s) are calculated as 2.7 persons per day.

For youth baseball tournaments with a larger base of teams requiring overnight accommodations, the ratio will hold true: 10 teams would produce one-half of the projected economic impact of 20 teams, and 40 teams would produce double the projected economic impact of 20 teams.

This calculation is based upon youth "travel teams," which are assumed to be teams requiring overnight accommodations. Undoubtedly, local teams would also participate in these tournaments, and no incremental economic impact is assumed for them. Additionally, adult baseball tournaments require a different calculation due to a reduced number of accompanying persons.

STATISTICS:

- Team Size: **16 (youth age)**
- Number of Teams: **20 teams**
- Duration of Tournament: **3 Days**
- Participant, plus accompanying persons: **2.7 per day**
- Per person spending assumption: **\$120.00 per day**
- Total Number of Rooms (Nights): **960 (320 per night, assuming one room per participant.)**

CALCULATION:

20 Teams x 3 Days x \$120 x 43.2 (2.7 x 16) =

\$311,040 per hosted tournament

6.8

ECONOMIC IMPACT DETERMINATION FOR PROSPECTIVE NEW SPORTS FACILITIES

Calculation of prospective economic impact for a new sports venue is an important element of good decision-making. Some elements of an economic impact calculation are known, including information compiled by the Greater Beaufort Port Royal Convention and Visitor's Bureau about visitor spending on hotel accommodations, food and beverage, and retail stores and outlets. Additionally, state, and local tax rates are known within various categories of spending. However, there are also unknown elements that need careful review and utilization of information gleaned from comparable facilities within the region.

There are a variety of important elements of an economic impact calculation that are not currently known, including the following basic parameters:



This report contains recommendations for several sports that create a unique sports complex that can host important tournaments and championship events. Decision-making about sport inclusion has not yet been made, and several of the sports have specialized site requirements.

It should be recognized that each prospective sport carries different levels of economic benefit, and in general terms, the following observations may aid decision-making:

- Team sports create a higher level of economic impact than individual/specialty sports due to a higher level of accompanying persons, i.e., coaching staff, family members.
- Youth sports have a higher level of accompanying persons than adult sports events, for both team and individual/specialty sports.
- Archery has the highest level of prospective economic impact among suggested individual/specialty sports.
- Beach volleyball has the highest level of prospective spectator attendance among suggested individual/specialty sports.
- Pickleball
 - Pickleball could be considered for the future but would require a complex of 24 – 30 courts, at minimum, to be viable.
 - Alternately, the County can currently focus on meeting the community's pickleball needs as several residents have indicated in the input meetings.

6.8.1

GENERAL COMPONENTS: INGREDIENTS OF SUCCESS

Review of the components that generate success at sports complexes nationwide, there are several common success factors that are necessary for Beaufort County to compete successfully for prime tournaments and championship events:

These components include the following:

- Parking facilities adjacent to the competition site
- All-weather capability and reduced upkeep features
- Concession outlets with quick service and basic menus
- Allocated space for vendors of event-specific merchandise
- Lighting to enable nighttime play and extended hours of operation
- Locker rooms and/or athlete changing facilities
- Practice areas for warmups before competitions
- Adequate bleacher seating for spectators
- Restrooms in convenient, central locations
- Public address systems that inform spectators and provide bad weather alerts
- On-site recreational areas for non-participating siblings and family members of players
- Nearby hospitality capabilities including hotels, restaurants, and leisure activities, e.g., movie theaters, splash pads, etc.
- Scoreboards and video components
- Wi-Fi capability with sufficient capability during tournament use

Additional optional amenities include the following:

- Sporting goods retail outlet (pro shop equivalent)
- Athlete preparation area/athlete meeting area
- Event management/administration area
- Separate changing facilities for referees, judges, and officials

These amenities need to be included in site plans, with recognition that the physical space required for competition is greater than the requirements for practice sessions or recreational play. Additionally, in the highly competitive sports tourism landscape, the venues that provide the greatest concentration of convenient, well-maintained facilities have the highest likelihood of success.

6.8.2 SPECIALTY / INDIVIDUAL SPORTS SUGGESTED FOR CONSIDERATION

Six sports have merit for inclusion within the planning mode for Beaufort County Parks and Recreation. Each is contested as an Olympic sport, and participation and interest in the United States and worldwide is trending upward. Importantly, each sport carries the capability to provide distinctive and unique programming, not done similarly elsewhere in South Carolina.

This report focuses primarily on individual/specialty sports for several reasons:

- Site requirements are less costly for individual sports than for team sports, with modern baseball/softball and soccer complexes used for tournaments requiring outdoor lighting, locker rooms/changing facilities, athlete preparation areas, and team meeting rooms.
- There are numerous high-quality baseball/softball and soccer complexes already online in South Carolina and throughout the Southeast, many with long-established tournament schedules. The barriers to entry for Beaufort County would be substantial and formidable.
- Team sport tournaments can easily include more than 100-200 competing teams with 1500 to 3000 athletes (and family members), and Beaufort County would encounter traffic congestion and hotel room challenges, especially during high tourism months.
- Individual/specialty sport facilities have higher compatibility of recreational and competitive utilization than team sport venues.
- There are relatively few competitive events in the individual/specialty sports that are regularly conducted in South Carolina, despite high levels of recreational interest. Thus, the opportunities to stage successful events in Beaufort County are significantly greater than in team sports, where there is already a level of saturation.
- Tournaments and championship events in individual/specialty sports, in general, require less administrative support and have a lower level of technical complexity. Thus, Beaufort County Parks and Recreation can establish a strong track record of successful event organization that can be used to demonstrate competence to team sport event rights holders in future years if baseball/softball diamonds and soccer fields are developed subsequently.

The specialty / individual sports include the following:



ARCHERY



SHOOTING



BEACH / SAND VOLLEYBALL



SPORT CLIMBING



SKATEBOARDING



BMX & ROAD CYCLING

ARCHERY



Archery is an Olympic sport with several sub-categories or disciplines, including field archery which is especially popular in South Carolina. Archery participation in South Carolina is higher than the national average, indicating a strong cadre of archery athletes within the state.

On the global level, World Archery is the International Federation recognized by the International Olympic Committee. It provides a comprehensive set of dimensions for both target and field archery, with lengths greater than a football/soccer field and the need for an area behind the targets for safety reasons. USA Archery is the National Governing Body for the sport in the United States, and there are several other organizations devoted to specific archery disciplines, or for designated age brackets.

Archers shoot up to 70 meters (for recurve) and 50 meters (for compound) in the highest level of domestic and international competition. For lower levels of age and skill, distances can be as low as 10 yards, and thus, archery ranges need flexibility to accommodate various levels of skill.

There are numerous event possibilities through the auspices of USA Archery:

- The USA Archery Target Nationals is held for adult (senior and masters) archers in the recurve, compound and barebow divisions.
- USA Archery Collegiate Target Nationals with competitive divisions for Recurve, Compound, Fixed Pins and Barebow archers.
- The USA Archery Field Nationals is shot in a rural setting with uneven terrain and natural obstacles. The format will include unmarked and marked rounds Recurve, Compound and Barebow divisions.
- The Junior Olympic Archery Development (JOAD) Target Nationals is open to youth archers in the recurve, compound and barebow divisions.
- USA Archery 3D Collegiate Nationals for members of the USA Archery Collegiate Archery Program, run in partnership with the Archery Shooters Association, with competitive divisions for Recurve, Compound, Fixed Pins and Barebow archers.

SHOOTING



Like archery, shooting is a popular sport in South Carolina, with broad popularity among all age groups.

Shooting is an Olympic sport that has many sponsoring organizations beyond USA Shooting, the National Governing Body, including the 4H, Scholastic Shooting Sports Foundation, and the NRA. This provides opportunities for instructional, recreational, and competitive programs at a Beaufort County site.

Like archery, shooting has multiple disciplines, including shotgun, smallbore, air rifle and pistol, trap, and skeet. There is a strong Junior Olympic program across four disciplines: air pistol, sport pistol, air rifle, and smallbore. At this time, South Carolina High School League does not sponsor shooting as a competitive sport at the high school level.

At the collegiate level, the NCAA sponsors "rifle" through a national championship tournament with men and women competing equally. There are currently 22 collegiate programs operating under NCAA auspices, with many more competing within other sanctioning bodies.

As a sport that does not have differentiation by gender, or size, or strength, shooting is an excellent activity for training individuals about safe gun practices. With widespread programming conducted under the auspices of various state and national organizations, it appears that there could be a substantial opportunity to advance the sport in Beaufort County.

BEACH / SAND VOLLEYBALL



Beach volleyball has been an official Olympic sport since the 1996 Atlanta Olympic Games, and it enjoys great popularity worldwide, and in particular, throughout the Southeast.

Court dimensions and competitive elements:

- Beach volleyball is played on sand courts instead of hard courts as in indoor volleyball. The softer sand makes it more difficult for players to move and jump, but also reduces the likelihood of injuries. Footwear is not required, and players usually play barefoot or with "sand socks."
- Court size: A beach volleyball court is 8m x 16m (26.2 ft x 52.5 ft), slightly smaller than the 9m x 18m (29.5 ft x 59.1 ft) indoor court.
- Beach volleyball balls are water-resistant and slightly larger than indoor balls, with a rougher external texture and a lower internal pressure to better suit the outdoor playing conditions.

The NCAA sponsors a women's national championship tournament as a sport played in the spring, with great popularity. Key elements include:

- Approximately 90 colleges and universities in NCAA Division 1, 2, and 3 sponsor women's beach volleyball.
- National championships have been conducted since 2015.
- Training camps for collegiate teams outside of the competition season are viable targets for tourism

Every summer, the USA Volleyball Beach Tour culminates with the USA Volleyball Beach National Championship. This tournament provides young beach athletes an opportunity to compete for a national championship. Four divisions currently compete at the national championship: 12U, 14U, 16U and 18U.

SPORT CLIMBING



Sport climbing has three competitive disciplines: lead climbing, speed climbing, and bouldering.

In lead, athletes attempt to climb as high as possible on a wall measuring more than 15m in height and 6m overhanging within a fixed time. In bouldering, the objective is to overcome the most problems on a climbing route in the least number of attempts on 4.5m-high structures over an established time period. The ranking is decided by the number of problems overcome.

Climbing was a new Olympic sport in Tokyo in 2021, and it is on the program for the Paris Olympic Games in 2024. As a result of its Olympic status and organizational affiliation with the United States Olympic and Paralympic Committee, the number of competitive climbers has surged in recent years.

In the early 1990s, it was decreed that international events would take place on purposely designed infrastructures only, leaving the natural environment without impact. One of the sport's core values is the preservation of the environment, with climbers bearing responsibility for the upkeep of the settings in which they climb. The development of climbing walls has contributed to sport climbing's popularity, making it accessible to all.

USA Climbing is the national governing body of the sport of competition climbing in the United States. It promotes competition climbing in the United States in the three disciplines in elite, youth, and collegiate formats. It has nine divisions, or territories, nationwide, with South Carolina in Region 72 and Division 7.

There are numerous events conducted throughout the United States, and Beaufort County would be well-positioned to host competitions and championship events.

SKATEBOARDING



Skateboarding is now an Olympic sport and made its debut at the Tokyo Olympic Games in 2021. The National Governing Body, USA Skateboarding, is affiliated with the United States Olympic and Paralympic Committee and is headquartered in California. Additionally, the Professional Skateboard Association sponsors events, with some professional athletes earning as much as \$3 million in prize money annually.

There is a wide range of skateboard events conducted each year, with important sponsors like Red Bull, Vans, and Mountain Dew taking prominent positions. There is a broad offering of youth and adult competitions available to host communities, and the competition calendar is not fully developed at this time, providing a significant opportunity to enter the marketplace to bid for prime events.

Skateboarding has demonstrated a significant increase in participation nationally as reported by SFIA, and this is leading to an increased number of competitive events. Global events like the X Games have popularized action sports like skateboarding through broadcast transmission worldwide.

While there are no high school sport associations that have adopted skateboarding, there are two collegiate organizations that are making efforts to expand competitive opportunities, specifically through Collegiate Skate Tour and Collegiate Skateboarding Education Foundation.

With no regional competitors for skateboarding events, this niche could become very productive for Beaufort County. Combining skateboarding with other action sport disciplines could provide opportunities for large-scale multi-discipline action sports events.

BMX & ROAD CYCLING



USA Cycling is the National Governing Body for cycling in the United States, and two of its multiple disciplines are BMX and road cycling. While very different in terms of venue utilized for competition, each has merit for consideration by Beaufort County Parks and Recreation. Both disciplines are contested at the Olympic level and have wide popularity nationally and statewide.

For BMX, the venue site needs at minimum 2 acres of land, but 4 to 5 acres is preferable. The track is a compact, closed looped design, forming a circuit 300m to 400m long. The track is a minimum of 10m wide at the start and cannot taper to a width less than 5m at any point along the track.

Riders launch themselves from a gate atop an 8m-high, 35-degree start hill, and an approximately 400m-long course at the Olympic level. No two tracks are identical. The lengths of tracks will vary as much as the size and arrangement of obstacles. Some are flat, while other have faster downhill sections. Some shorter tracks are 900 feet long, while others can be as long as 1,300 feet.

A road race is any race that has a mass start, where riders will begin at the same time and race over a certain distance. The length of road races can vary greatly and can be point-to-point, large loop, or over several laps. Road racing is the most popular professional form of bicycle racing, in terms of numbers of competitors, events and spectators. The two most common competition formats are mass start events, where riders start simultaneously (though sometimes with a handicap) and race to a set finish point; and time trials, where individual riders or teams race a course alone against the clock. Stage races or "tours" take multiple days and consist of several mass-start or time-trial stages ridden consecutively.

For both disciplines, there are multiple events for riders of various ages, experience levels, and place of residence. As an example, at the collegiate level, there are annual championship events, with more than 200 colleges and universities currently sponsoring cycling teams or programs.

6.9

ECONOMIC IMPACT OF THE SPECIALTY / INDIVIDUAL SPORTS

With the variety of variables noted previously, it is not possible to provide a fully verifiable economic impact projection for Beaufort County Parks and Recreation. However, to provide an estimate of a viable economic scenario, it is possible to provide an approximation of direct economic impact. This information can be used as a starting point in determining the practicality of new or re-purposed facilities.

The spread sheet below anticipates sequential addition of tournaments and championship events over a five-year period. Its focus is primarily on the youth sports genre, as this is the fastest-growing segment of the sports tourism landscape, and it has proven to be relatively recession-proof, even during the pandemic.

NUMBER OF EVENTS PER YEAR

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Archery	1	1	2	3	3
Shooting	1	1	2	3	3
Beach / Sand Volleyball	2	2	2	2	2
Sport Climbing	1	1	2	2	2
Skateboarding	1	2	2	2	2
BMX	1	2	2	2	2
Cycling (Road)	1	1	2	2	2
Total Events Per Year	8	10	14	16	16

PER PERSON PER DAY SPENDING ASSUMPTIONS

	AMOUNT	% OF TOTAL
Lodging / Accommodations	\$40.00	33%
Dining / Groceries	\$30.00	25%
Transportation	\$10.00	8%
Entertainment / Attractions	\$5.00	4%
Retail	\$25.00	21%
Miscellaneous	\$10.00	8%
Total Spending	\$120.00	100%

ECONOMIC IMPACT DRIVERS

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Total Non-Local Days in Market	6,480	8,100	11,340	12,960	12,960	\$1,840
Total Room Nights	2,400	3,000	4,200	4,800	4,800	19,200

ECONOMIC IMPACT

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Total Direct Spending	\$777,600.00	\$972,000.00	\$1,360,800.00	\$1,555,200.00	\$1,555,200.00	\$6,220,800.00
Total Indirect Spending - (2x)	\$1,555,200.00	\$1,944,000.00	\$2,721,600.00	\$3,110,400.00	\$3,110,400.00	\$12,441,600.00
Total Economic Impact	\$2,332,800.00	\$2,916,000.00	\$4,082,400.00	\$4,665,600.00	\$4,665,600.00	\$18,662,400.00

CALCULATIONS:

Number of Events Per Year

- This chart represents approximately how many tournaments per sport could potentially be held in Beaufort County over the next five years.

Per Person Per Day Spending Assumptions

- The chart represents an assumed break-down of spending costs per person, per day.

Economic Impact Drivers

- The Total-Non Local Days in Market is found by multiplying the "total events" for one year by the assumptions of 2.7 persons (participant + accompanying persons) and the assumption of 300 room nights (per sport event).
- The Total Room Nights is found by multiplying the "total events" for a given year by 300 room nights.

Economic Impact

- The Total Direct Spending was calculated for a given by multiplying the "Total Non-Local Days in Market" for that specific year by the "Total Spending Amount" of \$120.00
- The Total Indirect Spending was calculated a two times the "Total Direct Spending" for that specific year.

Assumptions:

- Individual / Specialty Sport Event = 300 room nights
- Participant + Accompanying Persons = 2.7 / event day

6.10

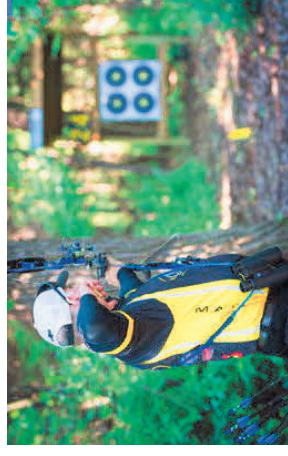
COMPARABLE SITES IN OTHER AREAS OF THE UNITED STATES

Inherent in decision-making about potential strategies for event attraction is the recognition of other comparable facilities in the state and region. This is done primarily for three reasons:

- Understand operational realities at other comparable facilities
- Evaluate opportunities for successfully bidding for prominent events
- Utilize economic impact statistical information to extrapolate potential local outcomes

Further, it is recognized that each of the comparable facilities included in this section have differences form the realities of Beaufort County, i.e., acreage of the site, capital investment, population density, and other similar variables. However, the comparable facilities selected have a single commonality: successful operations that have produced multiple large-scale competitive events. To make valid comparisons, the sites selected for inclusion are solely outdoor locations.

EAST YANKTON ARCHERY CENTER (YANKTON, MD)



Yankton is the home of the National Field Archery Association Foundation and is located on 100 acres of land. In the last three years, Yankton has hosted the World Archery World Championships and numerous US national championship events. Including its indoor facility, Yankton has the largest archery competition and training center in the world.

Amenities include:

- 3 Outdoor Field Ranges
- 3d Range
- 2 World Archery (International Federation) Competition Ranges

NORTH HOUSTON SKATE PARK (HOUSTON, TX)



The North Houston Skate Park is one of the largest skate parks in North America and the second largest in the world. The skate park features a Texas-shaped bowl with a 20-foot full pipe, a 12' foot vertical ramp, a 10-foot-deep bowl, and a "snake run" pathway.

Amenities include:

- 10 Acres Of Bowls, Pipes, Ramps, and Street Skating Obstacles
- 78,000 SF of Skate Surface
- Built for all Phases of Instruction, Recreation, and Competition

NATIONAL SHOOTING COMPLEX (SAN ANTONIO, TX)



The National Shooting Complex is an all-purpose outdoor shooting range that has regularly hosted championships events. It also maintains a substantial educational component, and it works collaboratively with law enforcement and public safety personnel for training.

Amenities include:

- 45 Skeet Fields
- 47 Trap Fields
- 2 NCSA 5-Stand Sporting Fields
- Lighted Stadium Accommodating 1000 Spectators
- Clubhouse with Patio

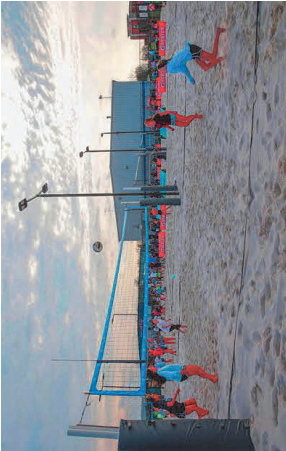
PIONEER PARK (SALT LAKE CITY, UT)



Pioneer Park is in downtown Salt Lake City and has a variety of park amenities, but for World Cup competition, the Department of Parks and Recreation constructed a temporary climbing wall that was the much-acclaimed venue for international competition. While this structure was erected on a temporary basis for the competition, a similar permanent structure could be built that would attract recreational use and ongoing competitive events.

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IBeach31 (WESTFIELD, IN)



This facility is built in a suburban community to Indianapolis, without an actual beach within 150 miles. It contains seven outdoor courts and is adjacent to an indoor center with indoor volleyball capability.

07

CAPITAL IMPROVEMENTS RECOMMENDATIONS

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The capital improvements plan reflects community needs identified through the public input process, staff input, demographics, prioritized facility and program needs analysis and physical analysis. It focuses on two distinct types of capital costs: those associated with new construction to satisfy recommended Levels of Service shortfalls; and those associated with improvements or additions to existing parks and facilities. Costs reflected in the plan are based on itemized costs contained in **Appendix J: Park Prototype Costs** and **Appendix K: Facility Prototype Costs**. The itemized costs provided allow any given portion of a park or facility to be analyzed. Through a quick review of the estimate, individual line-item costs can be identified, evaluated and modified or removed as needed. All costs identified herein and in the Appendices that follow are based on 2022 costs and reflect the cost of new construction. It should be noted that some park prototype costs have been supplemented with additional facilities to meet facility level of service shortfalls or adjusted to reflect needed improvements to existing facilities. Costs are based on general bidding and due to a volatile construction bidding climate, costs should be reassessed as individual projects are considered for development.

7.2

PROPOSED PARK LEVEL OF SERVICE IMPROVEMENTS

The proposed levels of service for Neighborhood Parks and Regional Parks are shown in the Level of Service matrix as meeting the standard. For that reason, development of new Neighborhood Parks and Regional Parks have not been recommended or estimated. Recommended improvements or additions have been made to address facility level of service shortfalls and needed improvements to existing Neighborhood and Regional parks. The improvement recommendations will follow in this section.

While showing an existing need, Natural Resource Parks are planned for improvement and their costs managed by the Passive Parks Department. For that reason, Natural Resource Parks (and their passive use amenities) should continue to be supported but are not estimated in this report.

Community Parks indicate a need, both currently and in 2027 and 2032 projections and have been estimated accordingly. Community Park level of service shortfalls can be overcome through renovation or expansion of existing Community Parks. This includes significant reinvestment in the expansion and renovation of Coursen-Tate Memorial Park to serve the greater Lady's Island area; and the expansion and renovation of Wesley Felix/St. Helena Park to serve the greater St. Helena Island area. Recommendations for both park sites include the addition of new recreation buildings (gymnasium, senior space and indoor walking) as well as plans for new outdoor swimming pools. When completed, these improvements combined with recommendations for improvements to other existing Community Parks will address level of service shortfalls through 2032. See improvements recommendations that follow.

7.3

PROPOSED IMPROVEMENTS / RENOVATIONS TO UPGRADE EXISTING PARKS / FACILITIES

Based on input received from the public input survey, (77%) of respondents were either somewhat supportive or very supportive of improving existing parks and (70%) of respondents were either somewhat supportive or very supportive of improving existing park buildings and centers. In addition, (69%) of respondents were either somewhat supportive or very supportive of developing new indoor recreation centers and replacing smaller outdated recreation centers. This portion of the study focuses on coupling recommended level of service improvements/upgrades with proposed improvements to those existing resources. Recommendations for improvements are based on the park and facility inventory conducted, and their rating of "good", "fair" or "poor". Recommendations were considered for all existing parks and facilities that were rated "Fair" or "Poor". The estimated cost provided is intended to upgrade those parks or facilities to a "Good" condition and to address system-wide observations. Unless recommended as level of service improvements, those facilities receiving a "Good" rating were not recommended for improvement. Renovation costs are based on the cost of constructing a new park, times an improvement multiplier shown below for each category. For budgeting purposes, dollar amounts have been rounded (i.e. Neighborhood Park estimate of \$1,997,968 has been rounded to \$2,000,000). The multipliers used are:

- 25% to improve "Fair" rated parks or facilities to "Good"
- 35% to improve "Poor" rated parks or facilities to "Good"

Of note regarding Indoor Aquatic Space and Outdoor Pools: While there is currently a level of service need and a high (PIR) Priority Investment Rating (139) for indoor aquatic/swimming facilities, additional study is recommended. Due to capital, staffing, operational and maintenance costs associated with such a facility, a feasibility study is recommended prior to pursuance. This approach would allow for adjustment of facilities and design to ensure the optimum return on investment. The facility may also be combined with other needed indoor recreation spaces to offer a multi-generational center.

7.4

SYSTEM-WIDE ADDITIONS

These recommendations are associated with enhancements to improve ADA accessibility; placemaking and aesthetics; and branding/recognition of parks or facilities. They are explained in more detail in System-Wide Observations and Recommendations, Section 4.4 of this report. Items include improved walks and ADA accessibility; additional landscaping and irrigation; addition of shade for playgrounds and other gathering areas; and signage. The capital costs to address these items have been accounted for in the improvement recommendations estimates for parks and facilities.

7.5

RECOMMENDATIONS BY PARK / FACILITY & COMBINED CAPITAL COSTS

Recommended improvements are for renovation or expansion/improvement of existing parks and facilities, overcoming existing and anticipated level of service shortfalls as well as to addressing system-wide recommendations. Recommendations follow and are listed by park type. Improvements have also been recommended to upgrade the condition of a park or facility from fair or poor to good.

The total proposed level of service recommendations; renovation/expansion/improvements to existing parks; and system-wide recommendations are estimated to be approximately \$93,000,000 to \$94,500,000* over the next 10 years. This variance depends on decisions to improve Broomfield and Scott Recreation or not. Improvement/renovation priorities should focus on addressing the parks or facilities receiving the heaviest use and receiving the lowest ratings first.

*Capital Cost Footnotes:

The capital costs provided do not include land acquisition costs nor costs to extend infrastructure to new sites. They also exclude soft costs such as accessibility (ADA) or safety audits, detailed building audits/assessments, testing, surveying, engineering, permitting or legal and design fees, etc. Once priorities are determined, the proposed figures should be refined to reflect the specifics of the individual project and confirmed through detailed design. Planning should also consider variations in development costs which may occur due to inflation, market fluctuations or unusual natural or man-made conditions. The capital costs have been prepared in 2022 dollars and are based on general bid costs. If in-house labor and resources are used, costs could potentially be reduced.

NEIGHBORHOOD PARKS (11)

\$9,915,000 without Broomfield & Scott | \$11,315,000 with Broomfield & Scott

AGNES MAJOR CENTER

- County owns this center; but leases to Boys & Girls Club. County does repairs.
- Center is in poor condition and in need of renovation
- New septic tank was just installed
- Replacement playground to be completed by July 1
- Roof was recently replaced
- Recommend new improvements to change park rating to fair as County leases out

BOOKER T. WASHINGTON

- Owned by community trust - County currently leases. If agreement can be ironed out, general improvements currently under consideration should be completed.
- Center is in poor condition and needs significant renovation
- Replacement playground is needed

BROOMFIELD CENTER

- Improve or consider removal from inventory. Consolidation at Coursen Tate Park would address these needs.
- Center in poor condition and needs significant renovation
- Replacement playground is needed along with safety surface and barriers
- Add lights, replace dugouts and backstop at ballfields
- Pave parking

BRUCE EDGERLY FIELD & PORT ROYAL CENTER

- Center and facilities are in fair condition
- Port Royal Center renovations to kitchen planned by July 1. Renovations to restrooms are underway.
- Add lights, new dugouts, and replace fencing and backstop at ballfield
- New playground currently being added
- Add paved parking

CHARLES LIND BROWN CENTER

- Center is in poor condition. Perform renovations in near term. \$500,000 building improvements underway.
- As Center continues to age, consider a tear down and rebuild of the Center (16,000 SF x \$350 = \$5,600,000), retaining existing outdoor pool
- Consider acquiring land and adding parking across Greene Street
- Playground was recently replaced

DALE CENTER

- County does not own, but maintains this property and has lease agreement through 2050
- Center is in fair condition
- Improve outdoor restrooms and install coded lock or tear down and replace
- Add new picnic shelter
- Add paved parking
- Update backstop, fencing, and dugouts in long-term

DAVID SMITH / COOSAW CENTER

- Currently a leased facility. Recommend not renewing lease in 2023 as this is an underutilized facility.

FRANCES JONES PARK, DAUFUSKIE ISLAND

- Currently adding a dog park and a new basketball backstop

GLORIA POTTS / SEASIDE CENTER

- Center is in fair condition
- Recently renovated restrooms and kitchen
- Playground replacement to be completed by July 1
- Improve parking

SCOTT RECREATION CENTER

- Lease agreement is currently under negotiation. Resolve agreement prior to making any improvements. Consider three options:
 - Do not renew lease. Provide improvements at St. Helena / Wesley Felix to provide services for this area;
 - Improve and operate Scott Center, playground, basketball, and tennis and relinquish playing fields which are replaced at St. Helena / Wesley Felix; or
 - Improve and operate Scott Center, playground, basketball, tennis and (1) ballfield on Scott Center side of road. Relinquish (1) ballfield and (1) rectangular field in lieu of replacement fields at St. Helena / Wesley Felix
- Park is in poor condition
- Playground replacement is needed
- Demolish scorer's / concession building at baseball field
- Tennis court and basketball court have been resurfaced

SHELL POINT PARK

- Park is in fair condition
- Playground replacement is to be completed by July 1.
- Add fence between park and adjacent residential developments
- Dog park has been completed since inventory

COMMUNITY PARKS (5) \$37,917,974

BASIL GREEN BALLFIELDS

- Fields are in poor condition
- Remove and replace (2) ballfields & (1) multi-purpose field with lights
- Remove and replace restroom / concession building
- Eliminate (1) ballfield to add additional off-street paved parking
- Add new playground
- Add new picnic pavilion

BLUFFTON CENTER

- Park is in fair condition.
- Recreation building (9,400 SF) is in fair condition - replace elevator; replace carpet, updated restrooms and kitchen
- Gym building (12,000 SF) is in fair condition
 - update concessions
- Playground is to be replaced by July 1
- Add new splashpad
- Pave parking lot including piping ditches
- Add picnic shelter
- Renovate (2) ballfields
- Long Term - consider converting rectangular field to artificial turf for extended play (this would be an additional \$850,000 to total)

COURSEN-TATE MEMORIAL PARK (Serves the Greater Lady's Island Area)

- Acquire additional property and add (2) dedicated rectangular fields with lights
- Park is in good condition
- Lights being added to (2) existing ballfields. Add pressbox and storage
- Add new 30,000 SF recreation building with gymnasium, senior space, and indoor walking track
- Expand with paved parking to support new amenities
- Add new dog park
- Add new outdoor pool

MC RILEY PARK

- Park is in fair condition and heavily used
- Remove and replace (3) ballfields with lights around new central pressbox / restroom building
- Improve parking
- Add new playground
- Add new 10'x10' picnic pavilion

WESLEY FELIX / ST. HELENA PARK (Serves the Greater St. Helena Island Area)

- Acquire additional property and add (1) dedicated rectangular fields with lights
- Park is in fair condition
- pave entry road and parking
- Playground has been updated
- Add new 30,000 SF recreation building with gymnasium, senior space, and indoor walking track
- Add perimeter walking trail
- Add new outdoor pool

REGIONAL PARKS (3) \$38,030,089

BUCKWALTER PARK

- Park is in good condition and is heavily used
- Complete (2) new artificial turf rectangular fields with lights
- Grade and provide drainage prep for (2) new unplayable grass fields (and convert tot artificial turf with lights in the future)
- Renovate existing restroom building to add concessions
- Add future maintenance facility (at completion time of (2) extra turf fields)
- Expand paved parking
- Long Term - Complete master plan improvements to include tennis facility and disc golf course (this adds an additional \$8,836,075)

BURTON WELLS PARK

- Park is in good condition and is heavily used
- (8) pickleball courts underway
- Improve drainage of front (2) rectangular fields. Convert to artificial turf in future (this adds an additional \$1,700,000)
- Renovate (2) old ballfields and add (1) new ballfield with new pressbox / restroom building
- Replace playground at ballfields
- Upgrade irrigation and irrigation well
- Improve dog park
- Construct new RV park with tent camping
- Add new splash pad
- Add 18-hole mini golf
- Add new BMX biking trail
- Complete amphitheater
- Add competitive climbing wall / high ropes / zip-line facility
- Add (2) new gymnasiums with indoor walking and indoor batting cages
- Consider a location for indoor shooting and archery facility
- Add maintenance facility

OSCAR FRAZIER PARK

- Park is in good condition and is heavily used
- Add turf to dog park
- Add artificial turf to existing soccer field
- Add maintenance facility
- Renovate pressbox / concession / restroom / storage to three story building

NATURAL RESOURCE PARKS (14) & UNDEVELOPED NATURAL RESOURCE PARKS (7)

Natural resource parks and undeveloped natural resource park improvements are to be funded through other means. While a listing of proposed improvements is included, the costs associated with those improvements have not been included, with the exception of Arthur Horne Nature Park. The improvements costs have been included in the total.

NATURAL RESOURCE PARKS

ALTAMAHA TOWN HERITAGE PRESERVE

- No improvements needed

ARTHUR HORNE NATURE PARK

- Rebuild interpretive boardwalk system (approx. 500-1000 LF) to create walking loop trail

BREWER MEMORIAL PARK

- Improvements just completed

CAMP ST. MARY'S

- Park is in poor condition
- Consider developing as a passive use park; or property trade / sell for property that helps meets County's needs
- Dock in good shape

CRYSTAL LAKE PARK

- Park is in good condition

FORT FREDERICK HERITAGE PARK

- Complete Phase 2: Pier / dock and kayak launch

FORT FREEMONT PRESERVE

- Park is in good condition

OYSTER FACTORY PARK

- Park is in good condition

PINKNEY COLONY PRESERVE

- No improvements needed

UNDEVELOPED NATURAL RESOURCE PARKS

BAILEY MEMORIAL PARK

- Complete master plan to include parking, gate, wildlife binds, nature trail

GARVEY HALL PARK

- Complete master plan to include parking, gate, restrooms, pavilion, kayak launch, campsite, and nature trail (unpaved)

NEW RIVERSIDE PARK

- Complete master plan improvements to include entry road and parking, gate, restrooms, pavilion, campsites, and nature trail (unpaved)

NORTH WILLIAM & BUZZARDS ISLANDS

- Preserve property - no action

SPECIAL PURPOSE SITES (6) \$7,134,300

BATTERY CREEK POOL, BEAUFORT POOL, AND BLUFFTON POOL

- Continue to renovate and operate until aquatic center feasibility study is completed

BEAUFORT TENNIS

- Improvements just completed

METZ FIELD

- Facility is rated poor
- Improve multipurpose field and add lights
- Add lights to ballfield
- Add small restroom
- Add paved parallel parking on street
- Replace fencing

PINEVIEW PRESERVE

- Complete master plan improvements to include parking, gate, restroom, wildlife binds, nature trail (unpaved)

OKATIE RIVER PARK

- Improvements to include parking, gate, restrooms, pier / dock, kayak launch, multi-purpose trail, pavilion

FORDS SHELL RING

- Improvements to include parking, gate, nature trail (unpaved) and interpretative sign

SOUTHSIDE TENNIS (Improvements currently underway)

- Planning underway to add (4) new pickleball courts
- Adding (1) basketball court
- Improve parking
- Connect to adjacent trail network
- Renovate restrooms and pavilion

08 IMPLEMENTATION PLAN

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8.1

OVERVIEW

The Implementation Plan represents the combined conclusions of this study. It should serve as a guide for future decisions and actions including the planning, development, and funding of current and future recreation improvements. These recommendations are not an end unto themselves, but the point of beginning in providing enhanced recreation services and planning for the future. The process is ongoing and requires continual re-examination and reassessment to reflect shifts in priorities, recreation trends, user patterns, demographics and availability of land and financial resources.

8.2

PARK & FACILITY RECOMMENDATIONS

FOCUS ON EXISTING PARK AND FACILITY UPGRADES AND IMPROVEMENTS

- Refresh and update parks and facilities to provide optimum service and efficiency. Prioritize parks with “Poor” overall assessment ratings, through implementation of listed recommendations, improvements, and enhancements (See **Chapter Seven: Capital Improvements Recommendations** for additional information.)
- Address parks with “Fair” overall assessment ratings, through implementation of listed recommendations, improvements, and enhancements. (See **Chapter Seven: Capital Improvements Recommendations** for additional information.)

ADDRESS CURRENT PARK FACILITY AND LEVEL OF SERVICE SHORTFALLS

- 33 Acres of Community Parks are needed. Address Community Park level of service shortfalls through recommended renovation and expansion of existing parks.
 - o Renovate and expand Coursen-Tate Memorial Park to serve the greater Lady’s Island area.
 - o Renovate and expand St. Helena / Welsey Felix Park to serve the greater St. Helena’s Island area.
 - o See **Chapter Seven: Capital Improvements Recommendations** for a park by park listing of recommended park and facility improvements.

WHILE 78 ACRES OF NATURAL RESOURCE PARKS ARE NEEDED TO MEET LEVEL OF SERVICE SHORTFALLS, OVER 9,000 ACRES OF UNDEVELOPED NATURAL RESOURCE PARKS ARE CURRENTLY MANAGED BY THE PASSIVE PARKS DEPARTMENTS

- Continue to support the efforts of the Passive Parks Department in providing accessible nature-based passive recreation and environmental education opportunities through their existing and planned Natural Resource Parks.
- Recognize the value that County residents place on experiencing Beaufort County’s natural resources as exhibited by top scoring Priority Investment Ratings (PIR) for:
 - o Natural areas/wildlife habitats (greenspace)- 175
 - o Boat ramps kayak & canoe launches- 172
 - o Paved walking, biking and hiking trails- 171
 - o Nature center/nature trails- 164

ADDRESS CURRENT FACILITY LEVEL OF SERVICE SHORTFALLS

- 7 Pickleball Courts
- 3 Playgrounds
- 6 Picnic Shelters/Pavilions
- 2 Outdoor Swimming Pools
- 2 Splash Pads
- 2 Dog Parks
- Paved Trails- 2.1 Miles
- Unpaved Trails- 5 Miles
- Indoor Aquatic Space- 61,369 SF
- Indoor Recreation Space- 105,614 SF

CREATE A VISUALLY APPEALING PARKS SYSTEM THROUGH SYSTEM-WIDE IMPROVEMENTS / ADDITIONS THAT ENCOURAGE ADDITIONAL PUBLIC USE

- Improve place-making and wayfinding through supplemental landscaping, irrigation and signage improvements.
- Expand branding and public awareness of County facilities through use of the County logo on primary signage.
- Supplement public spaces with additional shade through introduction of tree planting and shade canopies.

ENHANCE A.D.A. ACCESSIBILITY IN THE SYSTEM

- Conduct an accessibility audit for all parks and facilities, addressing recommended improvements

PRIOR TO DEVELOPMENT, COMPLETE AN INDOOR AQUATIC / SWIMMING FACILITY FEASIBILITY STUDY TO DETERMINE THE APPROPRIATE LOCATION, SIZE / FACILITIES, AND STAFFING REQUIRED FOR OPTIMUM RETURN ON INVESTMENT

8.3

RECREATION PROGRAMS RECOMMENDATIONS

CONTINUE TO ENSURE PROGRAMS ARE ALIGNED WITH EVOLVING COMMUNITY NEEDS

- Annually assess recreation programs through Sports and Facility Industry Association data (SFA) to identify new and emerging trends for application in Beaufort County.
- Utilize Mini Business Plans, Program Development & Decision-Making Matrix, and the Program Evaluation Cycle as tools for use in determining the program mix.
- Conduct ongoing surveys online to identify customer needs.
- Administer a statistically valid survey every 5 years to obtain reliable and representative data for community needs.

PROVIDE PROGRAM OFFERINGS TO SERVE THE OVERALL DEMOGRAPHIC

- Ensure program offerings are multi-generational to allow for greater community participation.
- Conduct annual age segment analysis (as discussed in Age Segment Analysis section) to align audience served with Beaufort County’s demographics.

REGULARLY CONDUCT A COST-OF-SERVICE ANALYSIS ON EACH PROGRAM THAT ACCURATELY CALCULATES DIRECT AND INDIRECT COSTS. DOCUMENT AND COMMUNICATE THE TRUE COSTS OF SERVICES PROVIDED.

COMMUNICATE THE TRUE COST OF PROVIDING OFFERINGS INCLUDING MARKETING FOR A SPECIFIC ACTIVITY OR PROGRAM, EVENT, OR FACILITY. The true cost would include all direct costs associated with the activity and indirect / overhead costs such as staff time allocated.

- Utilize the data to track cost recovery as well as benchmark programs provided by the Department between one another; and against other service providers.
- Monitor various pricing strategies employed and adjust pricing as necessary.
- The Department could increase revenue through Weekday/Weekend pricing, Prime/Non-Prime pricing, by location and by Cost Recovery goals.

INVEST IN MARKETING AND COMMUNICATIONS TO REDUCE LACK OF AWARENESS AND INCREASE PARTICIPATION.

BASED ON THE STATISTICALLY VALID SURVEY RESULTS, 54% OF RESPONDENTS DO NOT PARTICIPATE IN COUNTY PROGRAMS OR DIDN'T PARTICIPATE MORE OFTEN BECAUSE THEY "WERE NOT AWARE OF THE OFFERINGS." 32% WERE NOT AWARE OF FACILITY/PARKS/TRAILS LOCATIONS.

UTILIZE THE DEPARTMENT'S WEBSITE TO OBTAIN FEEDBACK ON PROGRAMS, PARKS & FACILITIES, AND CUSTOMER SERVICE.

- Conduct an annual staff workshop to identify ways the website can respond to social media trends.
- Identify popular social media platforms and post in alignment with platform trends. Utilize a Content Calendar to set posting schedules for unique trends on targeted sites.
- Identify priority segments to target for new programs, services and communication tactics.
- Regularly review and adjust the Department's marketing plan including components and strategies identified in this report.
- For additional recommendations see **Chapter 5 – Recreation Program Assessment**.

HARNESS THE BENEFITS OF A PARKS AND RECREATION VOLUNTEER PROGRAM.

- Currently, Beaufort County has no formal volunteer policy nor tracking of hours.
- The Parks and Recreation Department should develop and adopt formal volunteer policies and agreements including creation of a volunteer handbook.
- Provide ongoing listings of volunteer opportunities and allow sign up through the County's website. At present there is no link to allow volunteers to register/volunteer.
- Track volunteer hours and communicate the overall operational cost savings from volunteer hours.

8.4 SPORTS TOURISM OPPORTUNITIES

CONSIDER PRIORITIZING PARK AND FACILITY IMPROVEMENTS THAT SERVE NOT ONLY THE NEEDS OF LOCAL RESIDENTS BUT COULD ALSO BE USED FOR SPORTS TOURISM. (See Section 6.7 Economic Impact Determination for Renovated Sports Facilities.) Those recommended improvements would focus on:

- Buckwalter Athletic Complex
- Burton Wells County Park

EVALUATE THE IDEAL COMPOSITION OF NEW SPORTS AND ADVENTURE OFFERINGS FOR COMMUNITY USE AND ECONOMIC IMPACT IN BEAUFORT COUNTY TO INCLUDE ANY/ALL OF THE FOLLOWING:

- Archery
- Shooting
- Beach/Sand Volleyball
- Sport Climbing
- Skateboarding
- BMX & Road Cycling

FACILITIES SHOULD BE STRATEGICALLY EVALUATED USING THE FIVE GUIDING PRINCIPLES OF:

- Differentiation- Can amenities be provided that are different and superior to competing facilities?
- Distinctiveness- Can non-mainstream sports be pursued?
- Competitiveness- Can use of the venue(s) be priced to enable success?
- Flexibility- Can the facilities be used for community recreation as well as high-level competition?
- Marketing- Can we create a sustainable user base by telling an effective story?

EVALUATION OF NEW FACILITIES SHOULD ALSO INCLUDE ASSESSMENT OF:

- Financial Success- Will the capital investment and ongoing operating expenses be justified by the offsetting economic impact, employment, and generated tax revenue?
- Utilization- Will the facility be regularly used for both recreation and competition?
- Branding- Is Beaufort County's brand strengthened by this facility?
- Quality of Life- Do Beaufort County taxpayers believe the facility enhances the quality of life within the community?

8.5 CONCLUSION

This master plan is a community-values based document that serves as a roadmap for the Parks and Recreation Department's future. It is reflective of the demographics of Beaufort County, local and national trends and demands, and the vision and unmet needs of the community.

This plan is meant to be a dynamic document that can and will change over time based on changes in community values, market conditions and financial realities. By remaining focused on exceptional customer service, fiscal responsibility and building a culture of continuous improvement and innovation the Department can continue providing high quality Parks and Recreation experiences.

09

APPENDIX

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APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

Public Meeting Location: Buckwalter Park

Date: 2/28/22

Time: 6:00 PM

Notes:

- Daufuskie Island? How will it be treated?
- Are rec centers profit centers?
- What about cost recovery?
- What about County fields- with someone showing up to use it & getting run off?
- Daufuskie has +/- 10 acres that they want functional solutions on?
- Can they have their own meeting? – Can we check with the county?
- Pickleball is all about capacity: basketball courts used during after school but not being used during the day. Can these courts be used during the day for pickleball?

What is Beaufort County Parks and Recreation doing well?

- They do the best they can with the facilities they have
- Doing this so the public can provide input (and there is no pre-determined answer)
- Have a lot of offerings county-wide (variety & diversity of offerings)
- This building offers a lot: batting cages, racquetball courts, and at a really low cost
- County is willing to invest in future
- Swimming has been accommodated
- Team sports are great

What can Beaufort Co. Parks and Recreation improve?

- Facilities need to be expanded & updated – adult softball with restrooms and lights
- Bluffton Pool- (7). Kids waiting for swimming lessons
- Control of maintenance- how can it be improved? This is a governance issue
- 50 meter pool is needed in Bluffton area (aquatic facility)
- What about a large meeting space out on HWY 170?
- Look at programs for seniors, youth and young adults
- Needs for Daufuskie Island they would like something...
- Need better access (soccer is going to Jasper Co. to access fields)
- What would Shannon think about having control of maintenance?
 - It would work best for recreation
- Individual non-team sports. There is interest in things like:
 - Off-road biking: would like to see a pump track
- Add a pump track to be installed in one of the parks
- More baseball fields
- New pool for travel swimming (travel team/club)

If there was one thing you would like this plan to address, what would it be?

- Safe place to ride bikes – like pump track (2)
- Pickleball (10) inside and out- tournament quality
- New facility: rec facility in core of Beaufort
- Programs that are affordable and available to all
- Disc Golf
- All kids have access to rec
- Daufuskie Island Line item in County's budget
- Aquatic center (7) indoor
- Implementable plan- not sitting on a shelf
- Sports complex with turf that handles baseball, softball, multi-use field (12)
- E-sports
- Parking- there's never enough
- Maintenance plan

APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

Staff Focus Group Meeting #1

Meeting Location: Buckwalter Park

Attending:

Evan Chiristan - Athletic Manager
Annie Binette - Aquatic Manager
Shannon Loper - Parks & Rec Director
Jack Frapp - Grounds Maintenance Supervisor
Heather Clint - Sr.Admin. Specialist / Admin. Supervisor

Date: 3/1/2022

Time: 9 am

Notes:

What are priorities in staffing gaps?

- Athletic manager for north (vs. Evan doing N&S)
- Having another Jack (to serve the n/s)
- Need "spray guy" for chemical treatment of turf
- Need center manager if they reake the Senior, Afterschool, and Summer Programs
- Don't have a dedicated "fundraising" person. They use their marketing person. Works best to have separate people.
- Data and analytics done by the same (marketing) person. (Recommend having a social media person that is ALSO separate

Training and Development

- Need more, especially on the maintenance side. Need guidelines for each division
 - Day to Day stuff
 - Standard operating procedures - not a novel, but a manual
 - » Jack: with some people you have to "show them"
 - » NB: Are there standards? There are none....
 - » Are there policies, procedures, guidelines?
 - ◊ Athletics and pools (just updated)
 - ◊ Don't have enough staff to implement all the time
 - Looking to add another "Evan" for North Beaufort Co.
 - When onboarding new person: need an onboarding program. Now done by County HR + P&R staff by Heather
 - Training is needed for:
 - Beaufort County overall
 - Park / Region wise
 - Particular job
 - Need to emphasize the importance of human connection and how their contribution to this is important

What is Beaufort County Parks and Recreation doing well?

- Ballfields – get compliments on quality/ conditions of fields. Soccer as well
 - Burton wells
 - Oscar Frazier
- Impressed with this facility
 - \$8 for age group 55+ (monthly charge for membership)
 - \$10 for under 55 (monthly charge for membership)
- Facilities- during basketball season. Size and what they are able to host
- Amount of youth programs offered. Trying to offer as many as possible and now trying to expand on adult programs
- Getting ready to launch e-sports (outside contractor?)
- Did RFP to take back over Senior programs, afterschool and summer programs
 - July they will go back to doing their own
- At pools – friendly staff. Like that its clean but structure isn't great
- Facilities like parks to play baseball, soccer, tennis, pickle ball, swim, lift weights, walk trails, launch boat, fishing and more.

APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

What can Beaufort County Parks and Recreation Improve?

- Staff pay- for maintenance
- Good-benefits package (health insurance, holidays & vacation, covid pay (up to 3x)
- Staffing shortage- have had to cut back hours of operation
- Grass maintenance – (non-playing fields) weeds, need overseeing, cost of sand is triple what it was
- Turf would make things easier

If there was one thing you like this plan to address, what would it be?

- Other Amenities and what they want:
 - Water park – would be heavily used - none in the County
 - Important to preserve trees/green... there needs to be a balance (this is addressed by the Rural/ Critical Lands Program)
 - Baseball fields - numbers are “shooting up” may need to cap the registration this year
 - 6-8 fields... also pressure for adult softball
 - » They currently go to HHI for adult softball (at Barker Field) two days a week
 - Need splash pads
 - Pools are fine, but need an aquatic center
 - SL: one centrally located
 - Jack: staffing help
 - Evan: fields especially for baseball
 - Annie: Bigger pool/Aquatic center + staffing
 - Heather: staffing
 - Shannon: Turf all fields
 - Matt: Baseball / softball complex

APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

Staff Focus Group Meeting #2

Meeting Location: Buckwalter Park

Attending:

Darrell Ketola – Athletic Supervisor- South
James Meddings – Maintenance Tech
Tom Cook – Crew Leader – South
Justin Petock – Athletic Supervisor – South
Ernest Busby – Asst. Maintenance Supervisor
James Groover – Crew Leader/ Spray Tech
Kevin Reynolds – Athletic Supervisor- South
Dallas Mincey – Athletic Supervisor – North
Eva Golis – Admin. Clerk – South

Date: 3/1/22

Time: 10:00 AM

What is Beaufort County Parks and Recreation doing well?

- Parks- how nice they look (Oscar Frazier)
- Nice facility here (Buckwalter). Funds stay here
- Kids under 18 programs if they live here....
- Staff: hardest workers
- New ideas- newer equipment, newer batting cages. Advancements of parks, themselves. \$5/ea. registration is set aside. This helps with funding small items.
- Soccer all in one spot, in Bluffton. Centralized access is a plus
- They ask and get.

What can Beaufort Co. Parks and Recreation improve?

- Parking- although its available if users are willing to walk
- North of the Broad – more centralized location for use. i.e. bigger soccer facility like Buckwalter. Burton Wells is too far from St Helena
- Staffing- South County Maintenance
 - Would like to see specific to baseball, specific to soccer- other guys do rest of mowing
- More training – showing /training on the fly
- Maintenance Shop is over in Beaufort- not on south end. Takes too much time to travel there, now
- Onboarding and irrigation knowledge
 - Field maintenance – specifically
 - No documented procedures for maintenance
 - Policies
- How is technology used in their jobs?
 - When a request is made for a repair- would be nice to have an app that lets you know when the concern is addressed.
 - HappyFeet can do that
- Need more fields baseball/soccer
- Splash pad
- Beaufort side: need indoor gyms – Burton Wells only has (1) currently
 - They need another gym
 - Don't think Burton gets used as much as Bluffton
 - Burton doesn't
 - Burton could use centralized batting cages
- Update existing fields – still utilize, but need update includes structures around it
 - Bluffton Center
 - M C Riley = façade of restrooms, dugout, fencing
- More senior opportunities (beyond pickle ball & softball) they love the Buckwalter walking track

APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

If there was one thing you would like this plan to address, what would it be?

- Have attendance max out
- Having more opportunity for fields & staff to maintain them
- Field space
- Senior activities (ie. Line dancing- not just pickle ball).
- More active offerings especially North of the Broad. Active Adult activities
- More field space. Overuse beats the fields down during playing season
- Frisbee golf
- More fields- can't recuperate so there is no down time.
- Artificial turf fields
- Expanding to other areas of Beaufort Co. - There is a group that had a Rec. Center that was closed but not reopened after COVID
- Facilities (2)
- People are overscheduling kids- change human behavior
- Add fencing to keep people off fields unless they're supposed to be there
- More playgrounds- Buckwalter is missing this

Public Meeting Location: Buckwater Park Daufuskie Island Focus Group -Zoom Meeting

Attending:

Sallie Ann Robinson	David Burnham
Erin Quinn	Nancy Chaffee
Beth MacIntire	Doug Egly, CEO Haig Point
Tracy Johnson	Kim Medley
Don & Jean Newton	Patti Fenzel
Shelly McDermott-Haig Point Foundation	John Schartnier – County Rep
Jennifer Null	R? (?)

Date: 3/11/22

If there was one thing you would like this plan to address, what would it be?

- Playground in place – extra parts coming
- Want to be a line item in County's annual budget
- Multi-use sport court (M C Riley as prototype?). Would also be used for community gatherings. Open air with roof.
- Covered space is important
- The County previously approved a ballfield, but it has not been built
- Multi-purpose space with electricity
- More residents and guests coming to the island
- Greenspace is important
- Maintenance of the park: mowing, restrooms, trash pickup... who will take care of that?
- Picnicking - used it in the past – need maintenance regularly
- Multi-generational, multi-use is a must

APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

Focus Group Meeting w/ Beaufort Area Sports Council- (+Port Royal- Sea Islands)

Meeting Location: Burton Wells Co. Park

Attending:

Wes Kitashima
Rob Wells- President
Jonathan Sullivan

Date: 3/11/22

What can Beaufort Co. Parks and Recreation improve?

- They lack "scale" to host tournaments/special events
 - Looking for economic impact/development
- Parris Island has +/-45 graduations/ year
 - Travel league tournaments – kids are leaving town for these
 - Keep the \$ and the families in town
- How can they diversify/ attract other things to town?
 - To attract here (as a destination), quality of life is critical and this includes parks and recreation
- Economic impact should support the day to day sporting activities
- Ken from HHL Represents Beaufort County & the region in the SC Sports Alliance
 - Goal: to attract new businesses within the state and share them around
- Need to promote/sell ballfields/ soccer and what are the limitations?
 - Want to supplement "quality of life" with "economic impact" elements
- Need more baseball fields (3)
- Need more soccer fields (2)
- Would like to have more consolidated sports at one location
- Prioritize best chance for positioning:
 - What is the minimum number of fields/facilities to attract visitors?
 - Improve existing soccer fields to serve existing needs and allow for attracting in addition
 - Don't add a "little of this and a little of that". That still won't attract tournaments in the end.
- Do things in a way that's "scalable" for tournaments
- If you use ATAX – it means the facility must be accessible for tournament use

If there was one thing you would like this plan to address, what would it be?

- Areas of opportunities: what is unique?
 - E-sports- high speed internet is needed. (Lind Brown Center as location?)
 - Beauty of E-sports is that it can be used for other functions
 - » Friday night e-sports competition
- Unique Opportunities:
 - Pickleball
 - E-sports (inclusive/accessible)
- Basil Greene: has a land plan done there
 - Searching for a place for their collegiate field
- Tatum Field?
- NB: what about a triathlon/ running events?
- Jonathan Sullivan will provide us with the MP that was done

APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

Public Meeting Location: Burton Wells

Date: 3/1/22

Time: 5:30 PM

What is Beaufort County Parks and Recreation doing well?

- Catering to the older population
- Do well for public children sports and rec offerings
- Good to have a transparent sounding board- open process
- Upgrading River access
- Public boat landings improvements
- Setting aside land for rec activities

What can Beaufort Co. Parks and Recreation improve?

- Public pickle ball courts – need more and together at least (12)
- Tennis for tournaments – (min. 7 courts)
- Shell Point park need to be revitalized – replace playground equipment
 - o Homelessness; drug use, donuts done in parking lot
 - o Make it a priority
- Mountain biking
- A lot of things cater to older crowd, need to include all ages and need to publicize better about programs that are going on (Now: social media, word of mouth)
- Revise the “core facility of Beaufort” would like something like Burton Wells
- Sheldon area – needs outreach
- Many amenities within easy walking distance
 - o Bocce, Pickleball
 - o Indoor and outdoor
- Golf- municipal golf course that helps grow a love of golf in youth

If there was one thing you’d like this plan to address, what would it be?

- Pickleball (48)
- Mini-golf
- Tennis (5)
- More things that are all-inclusive
- Activities for kids, computers for seniors
- More walking, biking, safe connected bike activities
- More focus on the arts, music, crocheting, cultural arts offerings for kids, chess
- Comparable facilities to Buckwalter
- Need something for 18+ like walking, biking, mountain biking, trails
- Charles Lind Brown improvements
- Make sure facilities are available to all (not cost prohibitive vs. private facilities)
- Can Beaufort County collect impact fees?
- Look at services, not just facilities
- Make Buckwalter Recreation Center a pickleball venue

APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

Public Meeting Location: Dale Community

Date: 3/1/22

Time: 7:30 PM

What is Beaufort County Park and Recreation doing well?

- Pools that have been put in- can be used by all ages

What can Beaufort County Parks and Recreation improve?

- Beaufort County has taken out “the rural” -which is a strength for the suburbs- but not for the rural people.
- There is a 6 AC. parcel that the county has had. What can be done with it?
- Have a building & it isn’t programmed
- Staffing- programs that benefit the community
- There is 6 AC parcel & some available land in the area
 - o There is an opportunity for improving the rural area
- Heard about this meeting through email, but elderly do not have emails.
- Programmatic not sure what happens here
- Need activities for all ages- not just the kids
- There should be a pool at the high school- can this be addressed?
 - o There is land set aside at the school
- There is a 25 year contract on pools that is getting ready to expire...People get confused that the pool is “owned by the school” – so they are reluctant to use it.
- Rural area need walking track and exercise equipment as well..
- Maintenance is needed
- Center is a leased piece of property. Can the property be purchased?
- Be more transparent on funding. How are monies divided amongst the centers?
- Messaging for participants is important. Called for swim lessons, told it was only for children by the person answering the phone.

If there was one thing you would like this plan to address, what would it be?

- More safe haven for children to keep them out of trouble
- Want the process to improve the building for the elderly especially w/ fitness- need to feel safe
- Games that they can come play in all communities (2)
 - o Jenkins area- begging for stuff to provide for children, afterschool, Booker T. Washington Center
- Need more land so there is more to do. Not enough parking to support what goes on there. They currently park on the road during games, etc.
- Looking for rowing for kids north of the Broad. They lost the dock they are using and can’t find a dock that is reasonable to rent. They already have shells- just need to get under the umbrella of the County.
 - o Rowing is a year round sport for any age. It’s a title 9 sport. We have the water already- just need a dock
- Tired of all talk and no action. More action, less talk (2)
- Opportunities that are offered in other areas should be offered here too.
- At end of process- each rec center should have similar offerings
- Want equity and like distribution
- Community based programs that are equitable
- Want to have what Buckwalter has here...
- Want access and equality as in other area of the county
- Each community has its own “fit”. Don’t just talk- need action
- Implementation – community members need to have a voice for the smaller rural communities- to ensure implementation
- Community wants access to centers. Our team should help them achieve access – arts, quilting access to exercise equipment
- There is a lack of maintenance being talked about at all meetings. Won’t be surprised that this isn’t also indicating new facilities. Need to maintain what they have.

APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

Public Meeting Location: Scott Community

Date: 3/2/22

Time: 6:00 PM

What is Beaufort County Park and Recreation doing well?

- Does well south of the Broad
- Free Tennis for Children

What can Beaufort County Parks and Recreation improve?

- When school is out, there is no summer program at the center
- Open up the facilities and make them accessible
- Put restrooms near tennis courts and in parks
- Have reps from each community in planning
- Build youth and community center in St. Helena. Like Buckwalter
- Rec. leagues for youth; baseball, soccer, football, basketball, computers
- Send info home with school kids about upcoming registration
- Equal basis for distribution of funds
- Basketball courts, state park
- Fairness and equity- everyone in attendance was in favor
- Want to provide volunteers services using existing facilities
- Kids have requested playground equipment, lighting, picnic and meeting space, drinking fountain, trash cans, better restrooms, benches
- More access to facilities; more programs
- Readjust fees on existing facilities- one size doesn't fit all
- Baseball draft doesn't work well, now- kids need to stay in their community
- Better bathrooms
- Where are little league teams? There's none on St. Helena Island.
- There are new federal funds available- why aren't we using those here? ESSER funds (for elementary and secondary schools)?
- There is a huge vacuum in sports – offer prize money to up the game
- This area needs major updates. Need more amenities. It's a 1 compared to a 10
- Better management of facilities
- Get the money and play fair
- Center doesn't have enough space for meeting/computers, NO WIFI

If there was one thing you would like this plan to address, what would it be?

- A lot of people don't know how to swim – need access to lessons and a pool
- Build a state of the art center with pool, computers, etc.
- Look at need for children, young adult, seniors and facilities for them
- Pair up with other agencies that supplement and act as mentors
- Buckwalter here – everything they have
- Money in the budget for St. Helena and Lady's Island.
- Want facilities like Burton Wells/ Buckwalter – centralized
- Facilities management
- Focus on youth with computers, WIFI
- Progress
- Swimming and tennis
- Work with the kids, but support seniors. Seniors programming- i.e. help them with taxes
- In interim, fix up now to include WIFI
- Open this center. When will it be open?
- This center isn't safe for children – want small community center
- Representatives from this community need to be included
- Upgrade facilities here
- Need more access to water through docks
- Hire more people from the community
- Equality for everyone
- Set up a way to keep things up, continual funding
- Twenty-four pickleball courts are needed

APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

- Access to water for rowing, boating, etc.
- An outdoor swimming pool (2)– centralized
- Access to water
- Recognize that south of the Broad is more urban; north is more rural – maybe there are different approaches to each area
- Off-road bicycling – could be built by volunteers; no fees, no charges on this
- Need improved maintenance- additional staffing
- Want this to not be "just a process"
- After-school program/ wrap-around services
- All communities are asking for access to facilities- costs are an issue the County should restructure fees.
- Can there be a focus group formed to help with this project?

APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

Public Meeting Location: Lind Brown Center (Downtown Beaufort)

Date: 3/10/22

Time: 6:00 PM

Notes:

- USTA Tennis courts (near Lind Brown) = bad subgrade. Need to be redone
- Concerns about tennis courts:
 - Do well with having courts but they are not usable
 - The after-hours working crowd can't play
 - Went to County Council, previously got some improvements, but only got light bulbs for 7 of 12 courts
 - USTA has matching funds available – but the County hasn't provided those initial funds to get the match.
 - » Please designate someone to represent the tennis crowd
- Creating indicators of disparity with different centers
- Everybody isn't going to get what others have – spend money on getting what we can
- County has hired people to come in and facilitate talking with tax money

What is Beaufort County Parks and Recreation doing well?

- Youth athletics/ sports
- Good to have an open dialogue
- Motor boats- DNR does good job with boat ramps in ACE basin
- Scholarship opportunities are good so kids can participate
 - Not a lot know about it
 - Same with free programs: tennis/ golf
- Spanish Moss trail
- HHI and Bluffton have done well we want it here
- Water festival (this is by City of Beaufort)
- Protecting of water quality
- Rural and critical lands program is important

What can Beaufort County Parks and Recreation improve?

- Post hours when people can use the facilities
- This facility (tonight) – have facility but it's not being maintained. This is an opportunity where people who live near here could have a nice facility
- Preserve water quality
- On St. Helena – need great P&R facility
- Concerned about children and young adults. Rec centers need to be open after school. When there is nothing for the children, they get into trouble
- Tennis: go to Florence where they have 30-40 courts and it produces revenue. Maybe we could do that in Beaufort (hosting tournaments)
- Volleyball: there are 2 gyms that have been closed for almost year
 - Go to Myrtle Beach – they have full courts
 - There are 29 different teams in Beaufort County
- When the center is "open" it needs to be more than just "open" – need more
- Why can't the City & County come together here in this facility?
- One size doesn't fit all. This center used to have programs in it, but no longer. Maybe everyone could come together to make things happen. Focus community by community
- The county is short staffed, they need help. Tell critics to go fill out applications- apply for a job. The County can use the help.
- Lind Brown was all about youth.
- Remember the culture by who Lind Brown was. We are losing our identity
- Can no longer get to the tressel. It has been cut off to access. Still need to have access to fishing – those types of things are happening. Keep this in mind
- This gym looks the same that it did when she grew up here (she is now bringing her children here). Make upgrades so they have the same things as other communities
- Beaufort Co. can help make our kids feel adequate; we should be encouraging them & lifting them up. Broadband is failing. All buildings should have WiFi.
- County P&R- want to get it back to what it was – for the kids and for the seniors
- County has systematically let facilities deteriorate – especially in rural areas

APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

- City has some responsibility for this facility, both should come together
- If this facility could be used at better hours, it would serve the community better
- Get volunteers and encourage more programming
- Equity- including rural areas
- City and county have an obligation to look at upgrading these facilities
- Need a committee
- There is an opportunity to bridge the gap with representatives from all different areas
- There is opportunity to get programs going (he is volunteering)
- Children need to learn about tennis. It is important for children to look up to adults. Need someone sanctioned by the County.
- Opportunity for pickleball – let active adults mentor/ teach the youth
- Tennis volunteer- has no place to play now
 - 3300 tennis players in the County
 - Larry "is the man"
- She has a grandson on St. Helena Island who plays basketball and is too far from Burton Wells
- They don't have anything on St. Helena- state of the art facility is needed.
- Need P&R – need things for kids and adults. There is available money through the various organization. The county needs to step up.

If there was one thing you would like this plan to address, what would it be?

- Pickleball: think big, then bigger. Build a world class pickleball complex with over 26 courts
- Our children deserve:
 - Safe, up-to-date place in the heart of Beaufort
 - This will help our children's problems subside
 - Need access to the center for programming
 - This will help pull the community together
- Pickleball- just got (4) courts that they have outgrown
 - More courts at Shell Point and Southside
- Action
- Organizations meeting here at an affordable price
- Don't take their property through gentrification
- Afterschool and summer programs for the youth
- Need courts for children to play tennis (smaller scale) & day courts for seniors
- Tennis is very inclusive- but frustrating that they have locked gates and play has not started yet
- Address human needs – what do kids, adults need to be successful
- What can P&R do to support all ages
- Just recognized Beaufort as most desirable community- let's live up to that. Come up with a facility that is equivalent to Buckwater, maintain this facility until that can be done.
- There are 5 questions he will pass along to be addressed. (See list at end of memo)
- Fishing, boating, and outdoor things from the demographic data, would indicate a camping site would go over well. Can we do this in Beaufort County so we can enjoy the natural environment. Call: Richard Surrett – 843.476.0633.
- Zumba, jazzercise, aerobics, fitness classes in nice workout room
- This plan was to take a year- when does the "work" begin when the facility is shuttered?
- Better access to water (fishing, crabbing, rowboats, kayaking)
- Access to water, place to store and access is a problem
- Inequality has always been around, so make sure it's all equal
- Don't need new tennis courts- just fix what they have now
- There are a lot of needs, so how will we pay for them?
 - Beaufort County, Port Royal, and City of Beaufort need to come together and enact an impact fee that is dedicated to P&R
- North of Broad would like to be heard and served
- Planning commission isn't mentioned in contract- it's important for this plan to go through the planning commission
- \$37 million in funds are coming to the County ... from the American Rescue Act
- World-class recreation facility on St. Helena Island.
- Transparency- get a couple people from each area of the County. When is the next County P&R meeting...?
- Kids in downtown (sat. night) don't have anything to do.
 - In past: the friends of Charles Lind Brown committee has gotten the doors to this center open. Want a new center here. "Don't put lipstick on a pig"

APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

- A message for the decision-makers of P&R – take back that they are being watched
- Would like the County to provide responses
- Mountain biking and BMX facilities (see handouts, provided)

Five questions posed:

- Will civic organizations be allowed to hold monthly recurring meetings on site?
- What is the monthly cost to utilize the meeting/conference room?
- Can 501-3(c) Non- profit organizations apply for waiver to be exempt from a monthly charge? If so, what is the process by which this may be done?
- What is the maximum number of attendees allowed in the meeting rooms?
- Who is the point of contact?

Focus Group Meeting with Parks & Recreation Advisory Board

Meeting Location: Zoom Meeting

Attending:

Kenny Mack
Bruce Yeager, Chairman
Phil Kiser
Shannon Loper
Eric Priestner

Date: 3/16/22

Notes:

- The County has put its foot down on spending monies in some of the outlying areas that they don't own. This includes:
 - Scott Center
 - Booker T.Washington
 - Dale Center
 - Coosaw
- Pull comp plan recommendations: Shannon has recommended turning centers back over to their owners; then building new facilities to replace them in centralized locations
 - Each of the properties in question have a "group" that could step up, operate and maintain them.
- If the County doesn't own properties, and can't improve them, they should provide new centralized recreation facilities.

What is Beaufort County Parks and Recreation doing well?

- Buckwalter and Burton Wells parks
- Partnering with other organizations like Bluffton Youth Sports, for example. They also work with other groups to provide additional programs.
- Good variety of sports and other programs
- Agree about partnerships
- Youth sports

What can Beaufort Co. Parks and Recreation improve?

- Aquatic facility
- Aquatic facilities are needed County-wide
- Facilities are tight right now. Examples:
 - Basketball
 - Soccer (is being addressed)
 - Baseball- they will have to limit registration numbers in Bluffton
- North of the Broad there are "single fields" scattered all over the County and this doesn't work well.
- Trying to address and reach out to communities like St. Helena to address their concerns, but there are no easy answers.

APPENDIX A: COMPREHENSIVE LIST OF COMMENTS

- Because of facility locations, sometimes there are people that can't get to the programs.
- Outlying areas are being underserved.
- Dixie Youth: needs equal drafts so that things are fair. Kids were disinterested because the teams were so imbalanced.
- In St. Helena people are disenfranchised.
- Could there be a development league to help improve skills so they can re-enter rec league play?
- Relationship between School District and County P&R isn't working. It doesn't make sense to build new facilities in rural areas. The School District needs to be more willing to have their facilities utilized where it is needed.
- Generally, facilities need to be used by the public first.
- The final master plan needs to address that people request use of public facilities for private groups and travel teams. How should the County handle these groups?
 - The P&R Board's mission is to serve the general public community.
- In the northern part of the County there are facilities that exist and should be leveraged to provide needed services to the community.
- Don't hear much complaining at the Board level.

If there was one thing you would like this plan to address, what would it be?

- Two centrally located aquatic facilities (not on school campus) that could "carry their weight" to provide programs. They currently "bleed" because of current aquatic facilities. This is needed for swimming lessons, etc. Look into Splash in the Boro (Statesboro, GA). Their splash facilities help fund swimming & diving as well as some of their baseball.
- Indoor facilities in St. Helena/Lady's Island area for seniors where they can walk. Include an aquatic facility for swimming- many cannot swim.
- Find funding for all the things that are needed. Not sure about this unless there is a County-wide referendum.
- Doing a good job keeping up with new growth, but would like to see improvement in maintenance and upkeep. There should be a reserve fund for replacements/upkeep/maintenance.
- Hope to take study results and take it to affect change. It is needed.

Beaufort County Parks and Recreation Needs Assessment

Let your voice be heard today!

The Beaufort County Parks and Recreation Department would like your input to help determine parks and recreation priorities for our community. Since this survey will inform a long-term plan, **please answer the questions in pre-COVID conditions.** This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. If you prefer, you can complete the survey online at BeaufortCountySurvey.org. We greatly appreciate and value your time!



1. Have you or any member of your household visited any parks or facilities offered by Beaufort County during the past 2 years (including the time before the COVID-19 Pandemic)?
 ____ (1) Yes [Answer Q1a-b.] ____ (2) No [Answer Q1c.]

- 1a. How often have you visited Beaufort County parks and/or facilities during the past 2 years?
 ____ (1) 5 or more times a week ____ (3) Once a week ____ (5) Less than once a month
 ____ (2) 2-4 times a week ____ (4) 1-3 times a month ____ (9) Don't know

- 1b. Overall, how would you rate the physical condition of ALL Beaufort County parks and/or facilities you have visited during the last 2 years?
 ____ (1) Excellent ____ (2) Good ____ (3) Fair ____ (4) Poor

- 1c. If your household has NOT visited any Beaufort County parks or facilities during the past 2 years, please CHECK ALL of the following reasons you have NOT visited, before the COVID-19 Pandemic.

____ (01) Use facilities/parks/trails in other counties ____ (11) Lack of parking to access parks/trails
 ____ (02) Too far from home ____ (12) Do not feel safe using parks/trails
 ____ (03) Parks/trails are not well maintained ____ (13) Lack of handicap accessibility
 ____ (04) Facilities are not well maintained ____ (14) Not aware of facility locations
 ____ (05) Facilities do not have the right equipment ____ (15) Not aware of parks' or trails' locations
 ____ (06) Facility operating hours are not convenient ____ (16) Lack of transportation
 ____ (07) Not interested ____ (17) Lack of restrooms
 ____ (08) Too busy ____ (18) Lack of trust in government
 ____ (09) Use facilities of other organizations ____ (19) Language/cultural barriers
 ____ (10) Lack of features we want to use ____ (20) Other: _____

3. From the following list, please CHECK ALL of the ways you learn about Beaufort County Parks and Recreation programs and activities.

____ (01) Beaufort County program guide ____ (09) E-mail notifications from the County
 ____ (02) County website ____ (10) Facebook
 ____ (03) Materials at parks/recreation facilities ____ (11) Twitter
 ____ (04) Conversations with recreation staff ____ (12) Instagram
 ____ (05) Newspaper ____ (13) Flyers
 ____ (06) Friends and neighbors ____ (14) Schools, churches, other non-profit organizations
 ____ (07) Promotions at special events ____ (15) Health clubs or gyms
 ____ (08) Banners at parks or county facilities ____ (16) Other: _____

4. From the list in Question 3, which THREE methods of communication would you MOST PREFER the County use to communicate with you about recreation programs and activities? [Write in your answers below using the numbers from the list in Question 3, or circle "NONE"]

1st: ____ 2nd: ____ 3rd: ____ NONE

5. Has your household participated in any recreation programs offered by Beaufort County Parks and Recreation during the past 2 years?
 ____ (1) Yes [Answer Q5a-b.] ____ (2) No [Answer Q5c.]

- 5a. How many programs offered by Beaufort County Parks and Recreation have you or members of your household participated in during the past 2 years?
 ____ (1) One ____ (2) 2-3 ____ (3) 4-6 ____ (4) 7 or more

- 5b. How would you rate the overall quality of the Beaufort County Parks and Recreation programs in which your household has participated?
 ____ (1) Excellent ____ (2) Good ____ (3) Fair ____ (4) Poor

- 5c. If your household has NOT participated in any Beaufort County Parks and Recreation Department programs during the last 2 years, please CHECK ALL of the following reasons why you may have NOT participated, before the COVID-19 Pandemic.

____ (01) Lack of quality programs ____ (11) Not interested in the programs offered
 ____ (02) Lack of quality instructors ____ (12) Registration is difficult
 ____ (03) Old and outdated facilities ____ (13) Poor customer service by staff
 ____ (04) Use programs of other agencies ____ (14) Lack of transportation
 ____ (05) Not aware of what programs are offered ____ (15) Lack of the right program equipment
 ____ (06) Not aware of facility locations ____ (16) Too busy to participate in programs/events
 ____ (07) Fees are too high ____ (17) Lack of trust in government
 ____ (08) Too far from home ____ (18) Language/cultural barriers
 ____ (09) Program times are not convenient ____ (19) Security is insufficient
 ____ (10) Classes are full ____ (20) Other: _____

6. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and sports activities during the past 2 years.

____ (01) Beaufort County recreation programs ____ (08) Private summer camps
 ____ (02) Neighboring counties ____ (09) Private workout facilities
 ____ (03) City of Beaufort ____ (10) Private clubs (tennis, health, swim, fitness)
 ____ (04) Island Recreation Association ____ (11) YMCA programs
 ____ (05) Public/private schools ____ (12) Homeowners Association (HOA)
 ____ (06) Places of worship (e.g., synagogues, churches) ____ (13) Other: _____
 ____ (07) Private and non-profit youth sports leagues ____ (14) None, do not use any organizations

7. Please rate your level of agreement with the following statements about some potential benefits of Beaufort County parks and recreation services by circling the corresponding number.

Parks and recreation services in Beaufort County...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01. Helps to attract new residents and businesses	5	4	3	2	1	9
02. Helps to reduce crime in my neighborhood and keep kids out of trouble	5	4	3	2	1	9
03. Improves my (my household's) mental health and reduces stress	5	4	3	2	1	9
04. Improves my (my household's) physical health and fitness	5	4	3	2	1	9
05. Increases my (my household's) property value	5	4	3	2	1	9
06. Is age-friendly and accessible to all age groups	5	4	3	2	1	9
07. Makes Beaufort County a more desirable place to live	5	4	3	2	1	9
08. Positively impacts economic/business development	5	4	3	2	1	9
09. Preserves open space and protects the environment/cultural resources	5	4	3	2	1	9
10. Promotes tourism to the County and the region	5	4	3	2	1	9
11. Provides jobs/professional development for youth	5	4	3	2	1	9
12. Provides positive social interactions for me (my household/family)	5	4	3	2	1	9
13. Provides volunteer opportunities for the community	5	4	3	2	1	9

APPENDIX B: SURVEY INSTRUMENT

8. Please indicate if you or any member of your household has a need for each of the parks and recreation facilities/amenities in Beaufort County listed below by circling either "Yes" or "No." If "Yes," please rate how well your needs for facilities/amenities of this type are being met using a scale of 1 to 5, where 5 means they are "100% Met" and 1 means "0% Met."

Type of Facility/Amenity (Listed Alphabetically)	Do you have a need for this facility/amenity?					If "Yes," how well are your needs being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met			
01. Baseball/softball fields	Yes	No	5	4	3	2	1			
02. Boat ramps, kayak, and canoe launches	Yes	No	5	4	3	2	1			
03. Climbing walls	Yes	No	5	4	3	2	1			
04. Community gardens	Yes	No	5	4	3	2	1			
05. Community/recreation center based parks	Yes	No	5	4	3	2	1			
06. Disc golf courses	Yes	No	5	4	3	2	1			
07. Dog parks (off-leash)	Yes	No	5	4	3	2	1			
08. Fishing areas	Yes	No	5	4	3	2	1			
09. Golf courses	Yes	No	5	4	3	2	1			
10. Ice skating and hockey facilities	Yes	No	5	4	3	2	1			
11. Indoor aquatic/swimming facilities	Yes	No	5	4	3	2	1			
12. Indoor gym/multi-purpose recreation center	Yes	No	5	4	3	2	1			
13. Indoor sports complex (indoor sports fields)	Yes	No	5	4	3	2	1			
14. Indoor walking/jogging tracks	Yes	No	5	4	3	2	1			
15. Large multi-use athletic fields	Yes	No	5	4	3	2	1			
16. Mountain bike trails	Yes	No	5	4	3	2	1			
17. Multi-purpose outdoor courts (basketball, volleyball, lacrosse fields, etc.)	Yes	No	5	4	3	2	1			
18. Natural areas/wildlife habitats (greenspace)	Yes	No	5	4	3	2	1			
20. Nature center/nature trails	Yes	No	5	4	3	2	1			
21. Outdoor amphitheater	Yes	No	5	4	3	2	1			
22. Outdoor aquatic/swimming facilities	Yes	No	5	4	3	2	1			
23. Outdoor basketball courts	Yes	No	5	4	3	2	1			
24. Outdoor tennis courts	Yes	No	5	4	3	2	1			
25. Paved walking, biking, and hiking trails	Yes	No	5	4	3	2	1			
26. Pickleball courts	Yes	No	5	4	3	2	1			
27. Picnic shelters	Yes	No	5	4	3	2	1			
28. Playgrounds	Yes	No	5	4	3	2	1			
29. Practice fields for baseball and soccer	Yes	No	5	4	3	2	1			
30. Senior centers	Yes	No	5	4	3	2	1			
31. Shooting ranges for guns and archery	Yes	No	5	4	3	2	1			
32. Skateboard parks	Yes	No	5	4	3	2	1			
33. Splash park/pad	Yes	No	5	4	3	2	1			
34. Unique cultural areas	Yes	No	5	4	3	2	1			
35. Unpaved hiking, walking, biking trails	Yes	No	5	4	3	2	1			
36. Water access for crewfrowing	Yes	No	5	4	3	2	1			
37. Other _____	Yes	No	5	4	3	2	1			

9. Which FOUR facilities/amenities from the list in Question 8 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 8, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

APPENDIX B: SURVEY INSTRUMENT

10. Please indicate if you or any member of your household has a need for each of the recreation programs and/or events in Beaufort County listed below by circling either "Yes" or "No." If "Yes," please rate how well your needs for programs of this type are being met using a scale of 1 to 5, where 5 means they are "100% Met" and 1 means "0% Met."

Type of Program/Event (Listed Alphabetically)	Do you have a need for this program?					If "Yes," how well are your needs being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met			
01. Adult arts, dance, performing arts	Yes	No	5	4	3	2	1			
02. Adult continuing education programs	Yes	No	5	4	3	2	1			
03. Adult fitness and wellness programs	Yes	No	5	4	3	2	1			
04. Adult sports programs	Yes	No	5	4	3	2	1			
05. After school programs for children and youth	Yes	No	5	4	3	2	1			
06. Baseball programs	Yes	No	5	4	3	2	1			
07. Basketball programs	Yes	No	5	4	3	2	1			
08. Cheerleading programs	Yes	No	5	4	3	2	1			
09. Cultural enrichment programs	Yes	No	5	4	3	2	1			
10. Day trips/tours	Yes	No	5	4	3	2	1			
11. Environmental education programs	Yes	No	5	4	3	2	1			
12. E-sports/video gaming	Yes	No	5	4	3	2	1			
13. Football programs	Yes	No	5	4	3	2	1			
14. Golf lessons and/or leagues	Yes	No	5	4	3	2	1			
15. Gymnastics programs	Yes	No	5	4	3	2	1			
16. Lacrosse programs	Yes	No	5	4	3	2	1			
17. Martial Arts	Yes	No	5	4	3	2	1			
18. Pickleball programs	Yes	No	5	4	3	2	1			
19. Preschool programs	Yes	No	5	4	3	2	1			
20. Programs for people with special needs or disabilities	Yes	No	5	4	3	2	1			
21. Senior programs (cards, computer classes, etc.)	Yes	No	5	4	3	2	1			
22. Senior recreational programs	Yes	No	5	4	3	2	1			
23. Soccer programs	Yes	No	5	4	3	2	1			
24. Softball programs	Yes	No	5	4	3	2	1			
25. Special events	Yes	No	5	4	3	2	1			
26. Summer camps for children and youth	Yes	No	5	4	3	2	1			
27. Swim lessons	Yes	No	5	4	3	2	1			
28. Teen/tween programs	Yes	No	5	4	3	2	1			
29. Tennis programs	Yes	No	5	4	3	2	1			
30. Volleyball programs	Yes	No	5	4	3	2	1			
31. Water fitness programs	Yes	No	5	4	3	2	1			
32. Youth arts, dance, performing arts	Yes	No	5	4	3	2	1			
33. Youth fitness and wellness programs	Yes	No	5	4	3	2	1			
34. Youth sports programs	Yes	No	5	4	3	2	1			
35. Other _____	Yes	No	5	4	3	2	1			

11. Which FOUR programs from the list in Question 10 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

12. Please rate your level of support for each of the following actions Beaufort County could take to improve the parks and recreation system.

Types of Improvements	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
01. Develop a new outdoor exercise/fitness area	4	3	2	1
02. Develop new areas for leisure games/activities (e.g., disc golf, horseshoes, table tennis)	4	3	2	1
03. Develop new indoor recreation centers with gymnasiums, fitness facilities, indoor walking/running tracks, etc. and replace smaller outdated recreation centers with newer, larger ones	4	3	2	1
04. Develop new athletic complex	4	3	2	1
05. Develop new family aquatic center with slides, sprays, etc.	4	3	2	1
06. Develop new swimming pools	4	3	2	1
07. Develop new programs/activities at existing facilities	4	3	2	1
08. Develop new trails and connect existing trails	4	3	2	1
09. Develop walking/biking trails and parks	4	3	2	1
10. Improve existing neighborhood and community center parks	4	3	2	1
11. Improve existing park buildings/centers	4	3	2	1
12. Improve existing playground areas	4	3	2	1
13. Improve existing sport courts (e.g., basketball, tennis, multi-sport)	4	3	2	1
14. Improve existing youth/adult athletic fields	4	3	2	1
15. Improve connectivity/accessibility of trails	4	3	2	1
16. Purchase land for additional athletic fields and larger recreational areas	4	3	2	1
17. Purchase land for additional trails or bikeways	4	3	2	1
18. Purchase land to develop new parks	4	3	2	1
19. Utilize school facilities for County recreation programs	4	3	2	1
20. Wi-Fi in parks	4	3	2	1
21. Other _____	4	3	2	1

13. Which FOUR actions from the list in Question 12 would you be MOST WILLING to fund? [Write in your answers below using the numbers from the list in Question 12, or circle "NONE"]

1st. ____ 2nd. ____ 3rd. ____ 4th. ____ NONE

14. If you had an additional \$100, how would you allocate the funds among the parks and recreation categories listed below? [Please be sure your total adds up to \$100.]

\$ _____ Improvements/maintenance of existing parks and recreation facilities
 \$ _____ Acquisition of new park land and open space
 \$ _____ Construction of new sports fields (softball, soccer, baseball, etc.)
 \$ _____ Develop new indoor recreation facility (indoor walking track, fitness centers, gyms, sport courts, etc.)
 \$ _____ Develop new indoor pool/aquatic facility
 \$ _____ Develop new community center
 \$ _____ Renovate existing community centers
 \$ _____ Other _____

\$100 total

15. How important do you think it is for Beaufort County to provide high quality parks and recreation programs, parks, trails, and facilities?

____ (1) Very important ____ (3) Neutral ____ (5) Not at all important
 ____ (2) Important ____ (4) Not important

16. Please rate your level of satisfaction with the overall value that your household receives from Beaufort County Parks and Recreation.

____ (1) Very satisfied ____ (3) Neutral ____ (5) Very dissatisfied
 ____ (2) Satisfied ____ (4) Dissatisfied ____ (6) Don't know

17. Given the recent COVID-19 Pandemic, how has your and your household's perception of the value of parks, trails, open spaces and recreation changed?

____ (1) Value has significantly increased ____ (4) Value has somewhat decreased
 ____ (2) Value has somewhat increased ____ (5) Value has significantly decreased
 ____ (3) No change

18. Based on your perception of value, how would you want Beaufort County to fund future parks, recreation, trails, and open space needs?

____ (1) Increase funding ____ (2) Maintain existing funding levels ____ (3) Reduce funding ____ (4) Not sure

Demographics

19. Your gender:

____ (1) Male ____ (3) Non-binary ____ (5) Prefer to self-describe: _____
 ____ (2) Female ____ (4) Prefer not to answer

20. Including yourself, how many people in your household are...

Under age 5: ____ Ages 15-19: ____ Ages 35-44: ____ Ages 65-74: ____
 Ages 5-9: ____ Ages 20-24: ____ Ages 45-54: ____ Ages 75-84: ____
 Ages 10-14: ____ Ages 25-34: ____ Ages 55-64: ____ Ages 85+: ____

21. Your age: ____ years

22. How many years have you lived in Beaufort County? ____ years

23. Which of the following best describes your race/ethnicity?

____ (1) Asian/Pacific Islander ____ (3) Native American ____ (5) Hispanic
 ____ (2) Black/African American ____ (4) White/Caucasian ____ (6) Other: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information to the right will ONLY be used to help identify the level of need in your area. Thank you!

APPENDIX C: CORE VS. CASUAL PARTICIPATION TRENDS

GENERAL SPORTS

National Core vs Casual Participatory Trends - General Sports											
Activity	Participation Levels						% Change				
	2015		2019		2020		5-Year Trend	1-Year Trend			
Basketball	#	%	#	%	#	%					
	23,410	100%	24,917	100%	27,753	100%	18.6%	11.4%			
	Casual (1-12 times)	7,774	33%	9,669	39%	11,962	43%	53.9%	23.7%		
Core (13+ times)	15,636	67%	15,248	61%	15,791	57%	1.0%	3.6%			
	24,120	100%	24,771	100%	24,804	100%	2.8%	2.2%			
	Golf (9 or 18-Hole Course)	17,963	100%	17,684	100%	21,642	100%	20.5%	22.4%		
Tennis	13,711	100%	15,804	100%	15,731	100%	14.7%	-0.5%			
	Casual (1-12 times)	4,803	35%	6,655	42%	8,089	51%	68.4%	21.5%		
	Core (13+ times)	8,908	65%	9,149	58%	7,643	49%	-14.2%	-16.5%		
Soccer (Outdoor)	12,646	100%	11,913	100%	12,444	100%	-1.6%	4.5%			
	Casual (1-25 times)	6,698	53%	8,664	58%	8,360	67%	24.8%	21.8%		
	Core (26+ times)	5,949	47%	5,050	42%	4,084	33%	-31.3%	-19.1%		
Football (Flag)	5,829	100%	6,783	100%	7,001	100%	20.1%	3.2%			
	Casual (1-12 times)	3,105	53%	3,794	56%	4,287	61%	38.1%	13.0%		
	Core (13+ times)	2,724	47%	2,989	44%	2,714	39%	-0.4%	-9.2%		
Core Age 6 to 17 (13+ times)	1,276	53%	1,590	56%	1,446	61%	13.3%	-9.1%			
	Softball (Slow Pitch)	7,114	100%	7,071	100%	6,349	100%	-10.8%	-10.2%		
	Casual (1-12 times)	3,004	42%	3,023	43%	2,753	43%	-8.4%	-8.9%		
Core (13+ times)	4,110	58%	4,048	57%	3,596	57%	-12.5%	-11.2%			
	Badminton	7,198	100%	6,095	100%	5,862	100%	-18.6%	-3.8%		
	Casual (1-12 times)	5,032	70%	4,338	71%	4,129	70%	-17.9%	-4.8%		
Core (13+ times)	2,166	30%	1,756	29%	1,733	30%	-20.0%	-1.3%			
	Soccer (Indoor)	4,813	100%	5,336	100%	5,440	100%	13.0%	1.9%		
	Casual (1-12 times)	2,157	45%	2,581	48%	3,377	62%	56.6%	30.8%		
Core (13+ times)	2,656	55%	2,755	52%	2,063	38%	-22.3%	-25.1%			
	Volleyball (Court)	6,423	100%	6,487	100%	5,410	100%	-15.8%	-16.6%		
	Casual (1-12 times)	2,849	44%	2,962	46%	2,204	41%	-22.6%	-25.6%		
Core (13+ times)	3,575	56%	3,525	54%	3,206	59%	-10.3%	-9.0%			
	Football (Tackle)	6,222	100%	5,107	100%	5,054	100%	-18.8%	-1.0%		
	Casual (1-25 times)	2,842	46%	2,413	47%	2,390	47%	-15.9%	-1.0%		
Core (26+ times)	3,380	54%	2,694	53%	2,665	53%	-21.2%	-1.1%			
	Core Age 6 to 17 (26+ times)	2,539	46%	2,311	47%	2,226	47%	-12.3%	-3.7%		
	Football (Trough)	6,487	100%	5,171	100%	4,846	100%	-25.3%	-6.3%		
Casual (1-12 times)	3,809	59%	3,065	59%	2,990	62%	-21.5%	-2.4%			
	Core (13+ times)	2,678	41%	2,105	41%	1,856	38%	-30.7%	-11.8%		
	Volleyball (Sand/Beach)	4,785	100%	4,400	100%	4,320	100%	-9.7%	-1.8%		
Casual (1-12 times)	3,348	70%	2,907	66%	3,105	72%	6.8%	7.3%			
	Core (13+ times)	1,438	30%	1,493	34%	1,215	28%	-15.5%	-18.6%		
	NOTE: Participation figures are in 000's for the US population ages 6 and over										
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)				
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (60-74%)		Evenly Divided (40-60% Core and Casual)		More Casual Participants (greater than 75%)				

APPENDIX C: CORE VS. CASUAL PARTICIPATION TRENDS

GENERAL SPORTS (CONTINUED)

National Core vs Casual Participatory Trends - General Sports											
Activity	Participation Levels						% Change				
	2015		2019		2020		5-Year Trend	1-Year Trend			
Pickleball	#	%	#	%	#	%					
	2,506	100%	3,460	100%	4,199	100%	67.6%	21.4%			
Casual (1-12 times) Core (13+ times)	2,628	105%	2,207	64%	2,835	68%	7.9%	28.5%			
	1,048	-5%	1,253	36%	1,364	32%	30.2%	8.9%			
Gymnastics	4,679	100%	4,669	100%	3,848	100%	-17.8%	-17.6%			
	3,061	65%	3,004	64%	2,438	63%	-20.4%	-18.5%			
Core (50+ times)	1,618	35%	1,695	36%	1,410	37%	-12.9%	-16.8%			
	4,222	100%	4,139	100%	3,636	100%	-13.9%	-12.2%			
Track and Field	1,973	47%	2,069	50%	1,589	44%	-19.5%	-23.2%			
	2,249	53%	2,070	50%	2,045	56%	-9.0%	-1.2%			
Racquetball	3,883	100%	3,453	100%	3,426	100%	-11.8%	-0.8%			
	2,628	68%	2,398	69%	2,476	72%	-5.8%	3.3%			
Core (13+ times)	1,255	32%	1,055	31%	950	28%	-24.3%	-10.0%			
	3,608	100%	3,752	100%	3,308	100%	-8.3%	-11.8%			
Cheerleading	1,968	55%	1,934	52%	1,931	58%	-1.9%	-0.2%			
	1,640	45%	1,817	48%	1,377	42%	-16.0%	-24.2%			
Ultimate Frisbee	4,409	100%	2,290	100%	2,325	100%	-47.3%	1.5%			
	3,371	76%	1,491	65%	1,476	63%	-56.2%	-1.0%			
Core (13+ times)	1,038	24%	799	35%	849	37%	-18.2%	6.3%			
	2,546	100%	2,357	100%	2,270	100%	-10.8%	-3.7%			
Ice Hockey	1,219	48%	1,040	44%	1,165	51%	-4.4%	12.0%			
	1,326	52%	1,317	56%	1,105	49%	-16.7%	-16.1%			
Wrestling	1,978	100%	1,944	100%	1,931	100%	-2.4%	-0.7%			
	1,094	55%	1,189	61%	1,239	64%	13.3%	4.2%			
Core (26+ times)	885	45%	755	39%	692	36%	-21.8%	-8.3%			
	2,094	100%	2,115	100%	1,984	100%	-10.0%	-10.9%			
Lacrosse	1,146	55%	1,021	48%	902	48%	-21.3%	-11.7%			
	947	45%	1,094	52%	982	52%	3.7%	-10.2%			
Softball (Fast Pitch)	2,460	100%	2,242	100%	1,811	100%	-26.4%	-19.2%			
	1,187	48%	993	44%	650	36%	-45.2%	-34.3%			
Core (13+ times)	1,273	52%	1,250	56%	1,162	64%	-8.7%	-7.0%			
	1,907	100%	1,616	100%	1,500	100%	-21.3%	-7.2%			
Roller Hockey	1,382	72%	1,179	73%	1,129	75%	-18.3%	-4.2%			
	525	28%	436	27%	371	25%	-29.3%	-14.9%			
Rugby	1,349	100%	1,392	100%	1,242	100%	-7.9%	-10.8%			
	918	68%	835	60%	807	65%	-12.1%	-3.4%			
Core (8+ times)	431	32%	557	40%	435	35%	0.9%	-21.9%			
	1,710	100%	1,222	100%	1,163	100%	-32.0%	-4.8%			
Squash	1,293	76%	747	61%	669	58%	-48.3%	-10.3%			
	417	24%	476	39%	495	42%	18.7%	4.0%			
NOTE: Participation figures are in 000's for the US population ages 6 and over											
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)				
	Mostly Core Participants (greater than 75%)		More Core Participants (60-74%)		More Casual Participants (60-74%)		Mostly Casual Participants (greater than 75%)				
Core vs Casual Distribution											

APPENDIX C: CORE VS. CASUAL PARTICIPATION TRENDS

GENERAL FITNESS

National Core vs Casual Participatory Trends - General Fitness											
Activity	Participation Levels						% Change				
	2015		2019		2020		5-Year Trend		1-Year Trend		
Activity	#	%	#	%	#	%					
Fitness Walking	109,829	100%	111,439	100%	114,044	100%	3.8%		2.3%		
Casual (1-49 times)	35,563	32%	34,742	33%	34,742	30%	-2.3%		-4.2%		
Core (50+ times)	74,266	68%	75,185	67%	79,302	70%	6.8%		5.5%		
Free Weights (Dumbbells/Hand Weights)	54,716	100%	51,450	100%	53,256	100%	-2.7%		3.5%		
Casual (1-49 times)	18,491	34%	19,762	38%	20,070	38%	8.5%		1.6%		
Core (50+ times)	36,225	66%	31,688	62%	33,186	62%	-8.4%		4.7%		
Running/Jogging	48,496	100%	50,052	100%	50,652	100%	4.4%		1.2%		
Casual (1-49 times)	22,337	46%	24,972	50%	24,438	48%	9.4%		-2.1%		
Core (50+ times)	26,158	54%	25,081	50%	26,214	52%	0.2%		4.5%		
Treadmill	50,398	100%	56,823	100%	49,832	100%	-1.1%		-12.3%		
Casual (1-49 times)	23,136	46%	28,473	50%	19,549	39%	-15.5%				
Core (50+ times)	27,262	54%	28,349	50%	30,283	61%	11.1%		6.8%		
Yoga	25,289	100%	30,456	100%	32,808	100%	29.7%		7.7%		
Casual (1-49 times)	14,947	59%	18,953	62%	19,337	59%	29.4%		2.0%		
Core (50+ times)	10,341	41%	11,503	38%	13,471	41%	30.3%		17.1%		
Stationary Cycling (Recumbent/Upright)	35,553	100%	37,085	100%	31,287	100%	-12.0%		-15.6%		
Casual (1-49 times)	18,512	52%	19,451	52%	13,249	42%	-28.4%		-31.9%		
Core (50+ times)	17,042	48%	17,634	48%	18,038	58%	5.8%		2.3%		
Weight/Resistant Machines	35,310	100%	36,181	100%	30,651	100%	-13.2%		-15.3%		
Casual (1-49 times)	14,654	42%	14,668	41%	10,940	36%	-25.3%		-25.4%		
Core (50+ times)	20,655	58%	21,513	59%	19,711	64%	-4.6%		-8.4%		
Free Weights (Barbells)	25,381	100%	28,379	100%	28,790	100%	13.4%		1.4%		
Casual (1-49 times)	9,860	39%	11,806	42%	13,428	47%	36.7%		13.7%		
Core (50+ times)	15,521	61%	16,573	58%	15,363	53%	-1.0%		-7.3%		
Elliptical Motion/Cross Trainer	32,321	100%	33,056	100%	27,920	100%	-13.6%		-15.5%		
Casual (1-49 times)	15,729	49%	17,175	52%	14,403	52%	-8.4%		-16.1%		
Core (50+ times)	16,593	51%	15,880	48%	13,517	48%	-18.5%		-14.9%		
Dance, Step, Choreographed Exercise	21,487	100%	23,957	100%	25,160	100%	17.1%		5.0%		
Casual (1-49 times)	14,137	66%	16,047	67%	16,652	66%	17.6%		3.8%		
Core (50+ times)	7,350	34%	7,910	33%	8,507	34%	15.7%		7.5%		
Bodyweight Exercise	22,146	100%	23,504	100%	22,845	100%	3.2%		0.9%		
Casual (1-49 times)	9,346	42%	9,492	40%	9,581	42%	2.5%				
Core (50+ times)	12,800	58%	14,012	60%	13,264	58%	3.6%		-5.3%		
NOTE: Participation figures are in 000's for the US population ages 6 and over											
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Modest Decrease (0% to 25%)		Legal Decrease (less than -25%)				
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (66-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (65-74%)		Mostly Casual Participants (greater than 75%)		

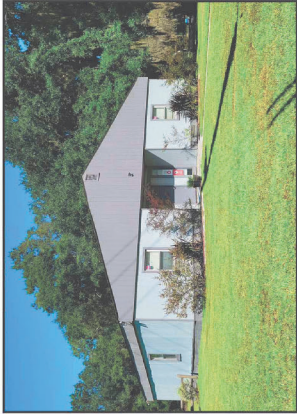
APPENDIX C: CORE VS. CASUAL PARTICIPATION TRENDS

GENERAL FITNESS (CONTINUED)

National Core vs Casual Participatory Trends - General Fitness											
Activity	Participation Levels						% Change				
	2015		2019		2020		5-Year Trend		1-Year Trend		
Activity	#	%	#	%	#	%					
Aerobics (High Impact/Intensity Training)	20,464	100%	22,044	100%	22,487	100%	9.9%		2.0%		
Casual (1-49 times)	11,723	57%	12,380	56%	12,743	57%	8.7%		2.9%		
Core (50+ times)	8,742	43%	9,665	44%	9,744	43%	11.5%		0.8%		
Trail Running	8,139	100%	10,997	100%	11,854	100%	45.6%		7.8%		
Stair-Climbing Machine	13,234	100%	15,359	100%	11,261	100%	-14.9%		-26.7%		
Casual (1-49 times)	7,960	60%	10,059	65%	6,339	56%	-20.4%		-37.0%		
Core (50+ times)	5,275	40%	5,301	35%	4,922	44%	-6.7%		-7.1%		
Pilates Training	8,594	100%	9,243	100%	9,905	100%	15.3%		7.2%		
Casual (1-49 times)	5,201	61%	6,074	66%	6,668	67%	28.2%		9.8%		
Core (50+ times)	3,394	39%	3,168	34%	3,237	33%	-4.6%		2.2%		
Cross-Training Style Workout	11,710	100%	13,142	100%	9,179	100%	-21.6%		-32.2%		
Casual (1-49 times)	6,038	52%	7,100	52%	3,476	38%	-42.4%		-51.0%		
Core (50+ times)	5,672	48%	6,442	48%	5,704	62%	0.6%		-11.5%		
Martial Arts	5,507	100%	6,068	100%	6,064	100%	10.1%		-0.1%		
Casual (1-12 times)	1,793	33%	2,178	36%	2,679	44%	49.4%		23.0%		
Core (13+ times)	3,714	67%	3,890	64%	3,385	56%	-8.9%		-13.0%		
Stationary Cycling (Group)	8,677	100%	9,930	100%	6,054	100%	-30.2%		-39.0%		
Casual (1-49 times)	3,116	64%	6,583	66%	3,134	52%	-43.6%		-52.4%		
Core (50+ times)	5,561	36%	3,347	34%	2,920	48%	-6.3%		-12.8%		
Cardio Kickboxing	6,708	100%	7,026	100%	5,295	100%	-21.1%		-24.6%		
Casual (1-49 times)	4,579	68%	4,990	71%	3,438	65%	-24.9%		-31.1%		
Core (50+ times)	2,129	32%	2,037	29%	1,857	35%	-12.8%		-8.8%		
Boxing for Fitness	5,419	100%	5,198	100%	5,230	100%	-3.5%		0.6%		
Casual (1-12 times)	2,787	51%	2,738	53%	2,962	57%	6.3%		8.2%		
Core (13+ times)	2,633	49%	2,460	47%	2,268	43%	-13.9%		-7.8%		
Boot Camp Style Training	6,722	100%	6,830	100%	4,969	100%	-26.1%		-27.2%		
Casual (1-49 times)	4,468	67%	4,951	72%	3,204	64%	-28.6%		-35.3%		
Core (50+ times)	2,234	33%	1,880	28%	1,765	36%	-21.0%		-6.1%		
Tai Chi	3,651	100%	3,783	100%	3,300	100%	-9.6%		-13.0%		
Casual (1-49 times)	2,237	61%	2,379	63%	1,858	56%	-16.9%		-21.9%		
Core (50+ times)	1,415	39%	1,414	37%	1,442	44%	1.9%		2.0%		
Barre	3,583	100%	3,665	100%	3,579	100%	-0.1%		-2.3%		
Casual (1-49 times)	2,881	80%	2,868	78%	2,721	76%	-5.6%		-5.1%		
Core (50+ times)	703	20%	797	22%	858	24%	22.0%		7.7%		
Triathlon (Traditional/Road)	2,498	100%	2,001	100%	1,846	100%	-26.1%		-7.7%		
Triathlon (Non-Traditional/Off Road)	1,744	100%	1,472	100%	1,363	100%	-21.8%		-7.4%		
NOTE: Participation figures are in 000's for the US population ages 6 and over											
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Modest Decrease (0% to 25%)		Legal Decrease (less than -25%)				
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (66-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (65-74%)		Mostly Casual Participants (greater than 75%)		

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

AGNES A. MAJOR CENTER
21 Agnes Major Road
Spartanburg, SC 29940



PARK DESCRIPTION:

- This building is currently leased by the Boys and Girls Club for after school and summer camp use.
- County owns it, but leased to Boys & Girls Club for 81 years.
- County does all the repairs, etc.

USAGE: LIGHT MEDIUM HEAVY

ACREAGE: 4.2

PARK TYPE: Neighborhood Park

OVERALL RATING: Poor

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Large Open Room				✓
Small Room				✓
Office				✓
Women's Restroom	1			✓
Men's Restroom				✓
Playground (w/ Sand)	2			✓
Outdoor Basketball Court w/ Lights		✓		
Open Multi-Purpose Field w/ Backstop			✓	

- CURRENT FACILITY STRENGTH:**
- Large open areas
 - Tree canopy
 - Basketball soon to be resurfaces - has lights

- CURRENT FACILITY WEAKNESS:**
- The entire facility is in poor condition
 - No ADA parking
 - No outdoor restrooms

- POSSIBLE IMPROVEMENTS:**
- Restrooms are needed.
 - New septic tank is needed.
 - Playground needs to be upgraded w/ new equipment, barriers, and playground surface.

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

BOOKER T. WASHINGTON
182 Booker T. Washington Circle
Yemassee, SC 29945



PARK DESCRIPTION:

Community center with a playground and outdoor basketball court. Facility not owned by the County. Currently in a lease.

Owned by Community / Maintained by County

USAGE: LIGHT MEDIUM HEAVY

ACREAGE: 0.8

PARK TYPE: Neighborhood Park

OVERALL RATING: Poor

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Metal Building	1			✓
Women's Restroom (not accessible)	1			✓
Men's Restroom (not accessible)	1			✓
Small Kitchen	1			✓
Playground (sand surface)	1			✓
Outdoor Basketball Court (with lights)	1	✓		

- CURRENT FACILITY STRENGTH:**
- Large open rooms in center
 - Nice oak at playground

- CURRENT FACILITY WEAKNESS:**
- Lacks adequate parking
 - Building needs to be upgraded (restrooms, kitchen, etc)
 - Playground needs to be upgraded

- POSSIBLE IMPROVEMENTS:**
- Building Renovation
 - Playground needs new equipment, barriers, and safety surface
 - Internet access
 - Water had a problem - took water samples to Council

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

BROOMFIELD CENTER
205 Brickyard Point Road North
Beaufort, SC 29907



Photo source: Wood + Partners

PARK DESCRIPTION:

Community center with a baseball/softball field, multi-purpose field, outdoor basketball court, and playground.

Split rail fence across front of building to protect from cars

USAGE: LIGHT MEDIUM HEAVY

ACREAGE: 2

PARK TYPE: Neighborhood Park

OVERALL RATING: Poor

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Community Center- Meal Building	1			✓
Women's Restroom	1			✓
Men's Restroom	1			✓
Large Kitchen	1			✓
Large Open Room	1			✓
Multi-Purpose Field	1		✓	
Playground- no surfacing	1			✓
Outdoor Basketball Court w/ Lights	1	✓		
Baseball/Softball Field- no lights	1			

CURRENT FACILITY STRENGTH:

- Basketball court with lights planned to be resurfaced
- Multi-outdoor amenities
- Large Oak Trees

CURRENT FACILITY WEAKNESS:

- Lacks adequate parking
- Building needs to be upgraded (restrooms, kitchen, etc)
- Playground needs to be upgraded

POSSIBLE IMPROVEMENTS:

- Pave parking area, replace grills
- Upgrade existing center - replace windows
- Playground needs new equipment, barriers, and safety surface.
- Ballfield needs lights, new dugouts, and new backstop

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

BRUCE EDGERLEY BALLFIELD & PORT ROYAL CENTER
1514 Richmond Ave.
Port Royal, SC 29935



Photo source: Wood + Partners

PARK DESCRIPTION:

Multi-Purpose field with two dugouts adjacent to Port Royal Center. Center is used for after-school, summer camp and seniors.

USAGE: LIGHT MEDIUM HEAVY

ACREAGE: 3.1

PARK TYPE: Neighborhood Park

OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Multi-Purpose Field	1		✓	
Block Building	1		✓	
Large Open Rooms	2		✓	
Kitchen	1		✓	✓
Offices	4		✓	
Women's Restroom	1		✓	✓
Men's Restroom	1		✓	✓

CURRENT FACILITY STRENGTH:

- Used for multiple sports
- Location
- Center has brick facade

CURRENT FACILITY WEAKNESS:

- No outdoor restrooms
- Dugouts needs to be upgrades.
- No playground
- Little parking

POSSIBLE IMPROVEMENTS:

- Construct new outdoor restroom / storage building. During renovation: convert existing to "lockouts" to support field & playground
- Build new dugouts / replace fencing & backstop, add lighting
- Renovate kitchen (stove, refrigerator, sink, bar)

CHARLES 'LIND' BROWN CENTER
1001 Hamar Street
Beaufort, SC 29902



Photo source: Beaufort County Parks and Recreation

PARK DESCRIPTION:

Community center with one gym and multi-purposes room. Has outdoor pool located next to it.

USAGE: LIGHT MEDIUM **HEAVY**

ACREAGE: 1.8

PARK TYPE: Neighborhood Park

OVERALL RATING: Poor

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Offices	5		✓	
Multi-Purpose Rooms	4		✓	
Basketball Gym	1		✓	
Playground w/ sand	1			✓
Locker Rooms	2			✓
Outdoor Basketball Court	1	✓		
Small Kitchen	1			✓
Storage Room	1			✓
Women's Restrooms	3			✓
Men's Restrooms	3			✓
Outdoor Pool	1	✓		
Weight Room	1		✓	

CURRENT FACILITY STRENGTH:

- Location
- Large outdoor pool w/ slides & shade structures
- New roof on locker rooms at pool and just painted

CURRENT FACILITY WEAKNESS:

- Community center amenities are outdated
- Small parking area (no parking on pool side)
- Bathrooms not ADA

POSSIBLE IMPROVEMENTS:

- Gym needs to be upgraded: to provide wood floor, curtain = manual, goals are not adjustable, CMU bubbling in gym
- Playground equipment needs to be updated / potential site for splashpad!
- Bathrooms need a major upgrade to be ADA compliant and pipes from rust / pool entrance needs ADA entry
- Ceiling needs painted in weight room
- Pool slide needs DHEC approval

DALE COMMUNITY CENTER
15 Community Center Road
Sabrook, SC 29940



Photo source: Wood + Partners

PARK DESCRIPTION:

Small community center and park located in the Dale Community County does not own this property, but maintains it.

USAGE: LIGHT MEDIUM **HEAVY**

ACREAGE: 6.0

PARK TYPE: Neighborhood Park

OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Brick Building			✓	
Indoor Women's / Men's Restroom	1		✓	
Offices	1		✓	
Small Kitchen	1		✓	
Large Open Room	1		✓	
Baseball Field w/ lights	1		✓	
Large Playground w/ sand	1			✓
Small Playground w/ sand	1			✓
Outdoor Basketball Court w/ lights	1	✓		
Outdoor Women's / Men's Restroom	1			✓
Storage Room	1		✓	

CURRENT FACILITY STRENGTH:

- Multi-use park
- Small shelter cove kiosk, onsite

CURRENT FACILITY WEAKNESS:

- Outdoor bathrooms needed
- Location
- Playground not accessible

POSSIBLE IMPROVEMENTS:

- Pave Parking
- Improve restrooms- could existing restrooms become "lockout"?
- Update backstop, dugouts, fencing
- New playground with safety surfacing

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

DAVID SMITH / COOSAW CENTER
140 Coosaw River Drive
Beaufort, SC 29907



Photo source: Wood + Partners

PARK DESCRIPTION:
This is a park that is never used except for voting. The County entered into a lease that expires in 2023.

USAGE: LIGHT MEDIUM HEAVY
ACREAGE: 1.2

PARK TYPE: Neighborhood Park
OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Block Building	1		✓	
Women's Restroom	1		✓	
Men's Restroom	1		✓	
Large Open Room	1		✓	
Small Kitchen	1		✓	
Small Playground w/o Surfacing	1			✓

CURRENT FACILITY STRENGTH: - Nice tree canopy on playground - Playground designed with split rails and chain wire fence enclosure - ADA parking stall provided	CURRENT FACILITY WEAKNESS: - Location- also no park sign - General Parking- not designed/paved - Playground - no surfacing
---	---

POSSIBLE IMPROVEMENTS: - Playground and surfacing - Recommend turn over to community

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

FRANCES JONES PARK
50 Church Road
Daulakie Island, SC 29915



Photo source: Wood + Partners

PARK DESCRIPTION:
Neighborhood park, no neighborhood center

USAGE: LIGHT MEDIUM HEAVY
ACREAGE: 3

PARK TYPE: Neighborhood Park
OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Picnic Pavilion	1		✓	
Playground	1		✓	
Unpaved Trail	0.2 miles		✓	

CURRENT FACILITY STRENGTH: - Beautiful setting - New playground - New Pavilion	CURRENT FACILITY WEAKNESS: N/A
---	---

POSSIBLE IMPROVEMENTS: N/A

GLORIA POTTS / SEASIDE CENTER
130 Seaside Road
St. Helena, SC 29920



Photo source: Wood + Pines

PARK DESCRIPTION:
Community center with outdoor court and playground.

USAGE: LIGHT MEDIUM HEAVY
ACREAGE: 6.2

PARK TYPE: Neighborhood Park
OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Metal Building	1		✓	
Small Kitchen	1		✓	
Large Open Room	1		✓	
Outdoor Basketball Court w/ Lights in Trees	1	✓		
Men's Restroom	1		✓	
Women's Restroom	1		✓	
Playground (No Surfacing)				✓

CURRENT FACILITY STRENGTH:

- Lights on Basketball Court
- Large open room
- Community center restrooms serve center and are lockout

CURRENT FACILITY WEAKNESS:

- Parking
- Small playground without surfacing

POSSIBLE IMPROVEMENTS:

- More defined parking
- Playground with surfacing

SCOTT RECREATION CENTER
742 Scott Hill Road
St. Helena, SC 29920



Photo source: Beaufort County Parks and Recreation

PARK DESCRIPTION:

- Neighborhood Park split by road.
- Large oak tree at the rec center.
- Ball field across street.
- County operates, community can use when they want to.
- Dirt/gravel parking

USAGE: LIGHT MEDIUM HEAVY
ACREAGE: 5

PARK TYPE: Neighborhood Park
OVERALL RATING: Poor

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Block Building	1		✓	✓
Large Open Rooms	2		✓	
Small Kitchen	1		✓	
Office	1		✓	
Baseball Fields w/ Lights	2		✓	✓
Soccer Field- open play	1			✓
Tennis Court	1			✓
Outdoor Basketball Court	1			✓
Outdoor Sand Volleyball Court	1		✓	
Playground	1			✓
Concession Stand	1			✓
Women's & Men's Restrooms			✓	

CURRENT FACILITY STRENGTH:

- Basketball court planned for resurfacing
- Large room used by afterschool & senior club
- Beautiful oak tree at entry to building

CURRENT FACILITY WEAKNESS:

- Old playground lacks adequate surfacing. Need access to restrooms for playground, other activities (have port-o-potty, now)
- Scorers/Concession building roof needs replacement from Matthew damage
- Tennis Court needs resurfacing/cracked asphalt

POSSIBLE IMPROVEMENTS:

- Replace damaged scorers/concession roof at baseball field
- Replace playground & add safety surfacing and restroom access
- Resurface tennis court
- More defined parking

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

SHELL POINT PARK
381 Broad River Road
Beaufort, SC 29906



Photo source: Beaufort County Parks and Recreation

PARK DESCRIPTION:

- Large open community park.
- Small playground next to open space.
- Walking park with tennis & pickleball courts

USAGE: LIGHT **MEDIUM** **HEAVY**

ACREAGE: 10.8

PARK TYPE: Neighborhood Park

OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Tennis Court (no lights)	1	✓		
Pickleball Courts (no lights)	2	✓		
Paved Walking Path	1		✓	
Soccer Field	1	✓		
Women's & Men's Restroom	1		✓	
Playground (Sand)	1			✓
Open Field	1	✓		
Adding Dog Park	1			

CURRENT FACILITY STRENGTH:	CURRENT FACILITY WEAKNESS:
• Large open park • New pickleball courts • Paved trail	• Neighbors complaining when people use the park • Playground used by nearby school (Montessori) • Don't want lights. Parking-lacking on playground side • Homeless problem

POSSIBLE IMPROVEMENTS:
• Replace playground • Dog park • Add fence between park and adjacent residential development • Parking

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

BASIL GREEN BALLFIELDS
1500 Rodgers Street
Beaufort, SC 29902



Photo source: Beaufort County Parks and Recreation

PARK DESCRIPTION:

- Baseball is most used
- Not adequate delineated parking.
- One field has knee walls in outfield.

USAGE: LIGHT **MEDIUM** **HEAVY**

ACREAGE: 12.5

PARK TYPE: Community Park

OVERALL RATING: Poor

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Baseball Fields	3			✓
Large Soccer Field	1			✓
Concession Stand	1		✓	
Women's Restroom	1		✓	
Men's Restroom	1		✓	

CURRENT FACILITY STRENGTH:	CURRENT FACILITY WEAKNESS:
• Large multi-purpose field area with lights • 3 baseball/softball fields with lights • Great location	• Minimal parking. Need parking! • Fencing is in very bad condition. • Fields need to be graded for better playing surface. • Replace bleachers. Walls need painted.

POSSIBLE IMPROVEMENTS:
• Park needs an overhaul to maximize the use of the facility. • Fields need to be laser graded to improve playing surface. Uneven- overlaps in baseball field. • Fencing needs to be replaced. Additional parking needs to be added. • Could give up baseball field #1 & convert to parking

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

BLUFFTON CENTER
618 Ulmer Road
Bluffton, SC 29910

PARK DESCRIPTION:

Heavily used park located in Bluffton. There is land behind the fields.



Photo source: Wood + Partners

USAGE: LIGHT MEDIUM **HEAVY**

ACREAGE: 24.7

PARK TYPE: Community Park

OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Playground - Shredded Rubber	1		✓	
Football / Soccer (well drained)	1	✓		
Outdoor Basketball	1		✓	
Sand Volleyball Courts	2	✓		
Tennis w/ Lights	1	✓		
Pickleball w/ Lights	2	✓		
Recreation Center Building	1		✓	
Separate Gym Building w/ Concession	1		✓	
Ballfield w/ Lights	2		✓	

CURRENT FACILITY STRENGTH:

- Just replaced fencing
- New tennis/pickleball courts
- Has lockout restrooms/locker rooms in decent shape

CURRENT FACILITY WEAKNESS:

- Unpaved parking lot- ditch on one side is safety concern for distracted drivers, back-up
- Restrooms in rec building
- Non-working elevator

POSSIBLE IMPROVEMENTS:

- Replace playground & basketball court
- Rec building - replace elevator, new carpet, update restrooms
- Gym building- update concessions, Pave/fix parking lot & ditches.

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

COURSEN-TATE MEMORIAL PARK
9 Springfield Road
Beaufort, SC 29907

PARK DESCRIPTION:

Most popular practice fields for baseball.

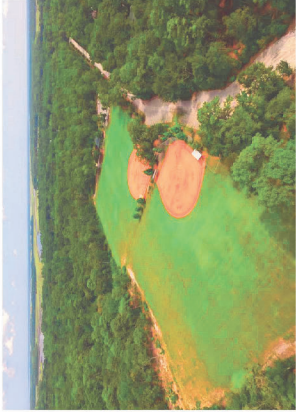


Photo source: Beaufort County Parks and Recreation

USAGE: LIGHT MEDIUM **HEAVY**

ACREAGE: 8.3

PARK TYPE: Community Park

OVERALL RATING: Good

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Baseball Fields	2		✓	
Football/Soccer Fields no lights	2		✓	
Playground	1	✓		
Picnic Pavilion w/ Restrooms	1	✓		
Women's Restroom	1	✓		
Men's Restroom	1	✓		
Batting cage	1		✓	

CURRENT FACILITY STRENGTH:

- 2 Large multi-purpose fields used for soccer & football.
- No lights
- Playground has rubber mulch surfacing.
- Pavilion with restrooms
- New batting cage

CURRENT FACILITY WEAKNESS:

- No lights
- No pressbox
- Parking is gravel with wheelstops

POSSIBLE IMPROVEMENTS:

- Add lights
- Pressbox / Storage
- Paved entrance and parking, info kiosk
- Possible expansion?

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

M.C. RILEY COMPLEX
181 Goethe Road
Bluffton, SC 29910



Photo source: Beaufort County Parks and Recreation

PARK DESCRIPTION:

- Active park with three baseball fields, concessions, and a covered basketball court.
- Ballfields just re-clayed.
- Town of Bluffton wants to redo (master plan) park.
- Bluffton wants soccer field in this park but it would be a conflict with Baseball used year round.

USAGE: LIGHT MEDIUM **HEAVY**

ACREAGE: 14.0

PARK TYPE: Community Park

OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Baseball Fields w/ Lights	3	✓		
Covered (lit) Outdoor Basketball Court	1	✓		
Batting Cages	2			✓
Men's Restrooms / Women's Restrooms	1 / 1		✓	
Concessions			✓	✓

CURRENT FACILITY STRENGTH:

- Lighted, covered outdoor basketball courts
- 3 lighted baseball/softball fields
- Location

CURRENT FACILITY WEAKNESS:

- Parking
- Fencing
- Need to renovate restrooms
- Concessions not used - too far away from fields

POSSIBLE IMPROVEMENTS:

- Playground
- Parking - more needed. (maybe where dog park was proposed)
- New fencing
- Upgrade/renovate restrooms.
- Could add more parking to serve park on corner
- Add dog park in wooded area

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

WESLEY FELIX / ST. HELENA PARK
179 Ballpark Road
St. Helena, SC 29920



Photo source: Beaufort County Parks & Recreation

PARK DESCRIPTION:

Large park with multiple facilities

USAGE: LIGHT **MEDIUM** HEAVY

ACREAGE: 24.9

PARK TYPE: Community Park

OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Baseball Fields	2	✓		
Outdoor Basketball Court w/ Lights	1			✓
Covered/lit Batting Cage	1	✓		
Tennis Court - No Lights	1			✓
Large Playground	1	✓		
Small Playground	1			
Women's & Men's Restrooms	2	✓	✓	
Concessions	1	✓	✓	
Storage Building	1	✓		

CURRENT FACILITY STRENGTH:

- Many amenities
- Nice tree canopy
- Basketball Court & Tennis Court resurfacing to be completed

CURRENT FACILITY WEAKNESS:

- People hang out after hours and break the fences down
- Unpaved entry and parking
- Need to upgrade playground- just tot swing, now
- Need new primary ID sign

POSSIBLE IMPROVEMENTS:

- Paved entry and parking
- New ID sign needed- remove PALS
- Upgrade small playground (tot swings)
- Redo basketball & tennis courts
- Remove old playground that is still up

BUCKWALTER COMMUNITY PARK
905 Buckwalter Parkway
Bluffton, SC 29910



Photo source: Wood + Partners

PARK DESCRIPTION:
Park that includes a recreation center, soccer complex, and skate park. Plans call for addition of (4) soccer fields and (16) tennis courts + tennis center.

USAGE: LIGHT MEDIUM **HEAVY**

ACREAGE: 142.7

PARK TYPE: Regional Park

OVERALL RATING: Good

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Offices	6	✓		
Soccer Fields	3	✓		
Outdoor Skate Park	1	✓		
Indoor Track	1	✓		
Indoor Batting Cages	3	✓		
Indoor Basketball Courts / Indoor Racquetball Courts	4 / 2	✓		
Weight Room	1	✓		
Indoor Concessions	1	✓		
Large Classrooms	2	✓		
Showers & Lockers	3	✓		
Men's / Women's / Family Restrooms	2 / 2 / 1	✓		
Outdoor Restrooms at Soccer	1	✓		

- CURRENT FACILITY STRENGTH:**
- State of the art recreation center
 - Indoor batting cages and walking track
 - State of the art skate park

- CURRENT FACILITY WEAKNESS:**
- Wetland encroachment
 - No generator in times of power outage
 - Lighting in outdoor restrooms

POSSIBLE IMPROVEMENTS:

- Install generator
- Complete master plan. Planned to add 4 soccer fields, 16 tennis courts with tennis center, and disc golf
- Roof leaks and needs to be repaired / replaced
- Add maintenance building

BURTON WELLS REGIONAL PARK
64 Burton Wells Rd.
Beaufort, SC 29902

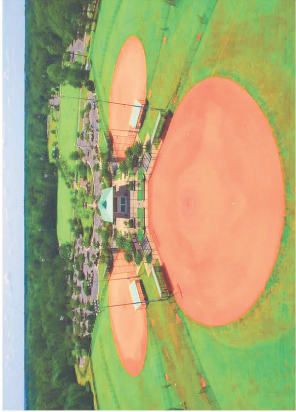


Photo source: Beaufort County Parks and Recreation

PARK DESCRIPTION:
Park that includes a recreation center, senior center, (4) multi-purpose fields, (5) baseball/softball fields, dog park, and pond with kayak launch & walking trail. Pickleball (6) planned to be added. Soccer fields drainage has "disappeared" - football is better as they added drainage there. Ballfields- (3) newer infields were redone & work ok. Grass areas don't drain well, (2) old fields need rework

USAGE: LIGHT MEDIUM **HEAVY**

ACREAGE: 306.6

PARK TYPE: Regional Park

OVERALL RATING: Good

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Offices (10) & Lg. Classrooms (2)		✓		
Basketball Gym	1	✓		
Racquetball Courts	2	✓		
Fitness Room	1	✓		
Outdoor Basketball	1	✓		
Dog Park- has erosion	1		✓	✓
Concession Stands	2		✓	
Football Field (1 w/ lights)	2	✓		
Baseball/Softball Fields	5	✓		
Soccer Fields	2		✓	
Men's / Women's / Family Restrooms	4 / 4 / 2	✓		
Playground w/ Sand	2		✓	✓
Locker / Shower Rooms	2	✓		
Amphitheater	1			✓
Small Kitchen	2	✓		

- CURRENT FACILITY STRENGTH:**
- Lots of recreation amenities at the park
 - Lake area is attractive.
 - Field lighting

- CURRENT FACILITY WEAKNESS:**
- Location
 - Needs additional gym(s)
 - Storage space
 - Drainage issues on fields - especially on (2) soccer fields

POSSIBLE IMPROVEMENTS:

- Add additional gym(s)
- Fix drainage issues at the ballfields
- Field irrigation system and well need to be upgraded
- Amphitheater needs work
- Dog park has bad erosion
- New playground - needs safety surface
- Could use lights & drainage at multi-use fields by Rec. Center
- Redo old ballfields - add batting cages & replace old playground
- Turf soccer fields?
- Host ball tournaments?

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

OSCAR FRAZIER PARK
10 Recreation Court
Bluffton, SC 29910



Photo source: Beaufort County Parks and Recreation

PARK DESCRIPTION:

3 baseball fields, a soccer field, and dog park maintained by the County and owned by the Town of Bluffton

USAGE: LIGHT MEDIUM **HEAVY**

ACREAGE: 25

PARK TYPE: Regional Park

OVERALL RATING: Good

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Baseball Fields w/ Lights	3	✓		
Batting Cages	5	✓		
Soccer Field	1		✓	
Women's Restroom	1		✓	
Men's Restroom	1		✓	
Concessions	1		✓	
Dog park	1		✓	
Picnic Pavilion w/ restrooms	1	✓		
Playground (artificial turf)		✓		
Town added Public Works building				

CURRENT FACILITY STRENGTH:

- 3 lighted baseball/softball fields with shade structures and metal roofed dugouts
- New batting cages
- Dog park tree canopy provides shade

CURRENT FACILITY WEAKNESS:

- Parking
- Dog Park needs surfacing improvement
- Primary ID/entry sign is outdated

POSSIBLE IMPROVEMENTS:

- Need new entry sign (says Parks and Leisure Services)
- Turf for dog park
- Not possible with land constraints
- Consider artificial turf on existing soccer field
- Consider on site maintenance facility
- Renovate press-box

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

ALTAMAHA TOWN HERITAGE PRESERVE
141 Old Bailey Road
Olathe, SC 29909



PARK DESCRIPTION:

- Gravel parking, trail, picnic table at end of trail.
- Small one rail fence at gravel parking area.
- No motor vehicles on trails.

USAGE: **LIGHT** MEDIUM HEAVY

ACREAGE: 100

PARK TYPE: Natural Resource Park

OVERALL RATING: Good

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Picnic Table at Parking	1	✓		
Unpaved Trails		✓		
Picnic Table	1	✓		
Info Kiosk	1		✓	

CURRENT FACILITY STRENGTH:

- Beautiful tree covered site.
- Info kiosk

CURRENT FACILITY WEAKNESS:

- Sign needs to be cleaned
- No restrooms

POSSIBLE IMPROVEMENTS:

- N/A

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

CAMP ST. MARY'S PARK
119 Camp St. Mary's Rd.
Olathe, SC 29909



Photo source: Wood + Partners

PARK DESCRIPTION:
Passive use park on Colleton River.

USAGE: LIGHT MEDIUM HEAVY

ACREAGE: 10

PARK TYPE: Natural Resource Park

OVERALL RATING: Poor

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Residential Building	1			✓
Block Building	1			✓
Chapel	1			✓
Sheds	2		✓	
Gangway with floating dock	1	✓		
Cafeteria with asbestos				✓

CURRENT FACILITY STRENGTH:

- Location on Colleton River
- Floating Dock
- Beautiful tree canopy / site

CURRENT FACILITY WEAKNESS:

- Not maintained
- Buildings need serious renovations/demo

POSSIBLE IMPROVEMENTS:

- N/A

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

CRYSTAL LAKE PARK
174 Lady's Island Dr.
Beaufort, SC 29907



Photo source: Wood + Partners

PARK DESCRIPTION:
Parking, Restrooms, Butler building (shared with Beaufort Soil & Water Conservation District office), solar panels on covered walkway near entry, pier, boardwalk, trail.

USAGE: LIGHT MEDIUM HEAVY

ACREAGE: 25

PARK TYPE: Natural Resource Park

OVERALL RATING: Good

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Restroom Building	1	✓		
Boardwalk & Pier	1	✓		
Unpaved Trail Around Lake	1	✓		
Picnic Shelter / Pavilion	1	✓		

CURRENT FACILITY STRENGTH:

- Nice building and shared use
- Nice lake walk
- Permeable concrete parking area

CURRENT FACILITY WEAKNESS:

- N/A

POSSIBLE IMPROVEMENTS:

- N/A

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

FORT FREDERICK HERITAGE PRESERVE
601 Old Fort Rd.
Port Royal, SC 29935

PARK DESCRIPTION:

Tabby 1/2 = owned and operated by SCDNR's Heritage Trust; Other 1/2 = Beaufort County



Photo source: Wood + Partners

USAGE: **LIGHT** MEDIUM HEAVY
ACREAGE: 6

PARK TYPE: Natural Resource Park

OVERALL RATING: Good

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Picnic Pavilion w/ Tables	1	✓		
Interpretive Signs		✓		
Dog Station	1		✓	

CURRENT FACILITY STRENGTH:

- Beautiful water views
- Nice pavilion
- Controlled entry with gate, gravel parking with wheelstops & ADA parking stall

CURRENT FACILITY WEAKNESS:

- Drive in - screen adjacent to properties for privacy
- Could use benches for viewing water

POSSIBLE IMPROVEMENTS:

- Add screening along entry
- Benches for viewing
- Pier / dock with kayak launch

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

FORT FREEMONT PRESERVE
1124 Lands End Rd.
St. Helena, SC 29920

PARK DESCRIPTION:

Historic ruins park with history center



Photo source: Wood + Partners

USAGE: **LIGHT** MEDIUM HEAVY
ACREAGE: 18

PARK TYPE: Natural Resource Park

OVERALL RATING: Good

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Beach Access	1			✓
Walks & Unpaved Trails		✓		
Picnic Pavilion	1	✓		
History Center	1	✓		
Fort Structure		✓		
Men's Restroom	1	✓		
Women's Restroom	1	✓		

CURRENT FACILITY STRENGTH:

- Beautiful setting
- Historically significant
- Entry walls and gating are attractive

CURRENT FACILITY WEAKNESS:

- Parking location- far from activity areas
- Beach access is not easy to use

POSSIBLE IMPROVEMENTS:

- N/A

OYSTER FACTORY PARK
63 Wharf St.
Bluffton, SC 29910



Photo source: Wood + Partners

PARK DESCRIPTION:

- Joint Park- owned by County / operated and improved by Town of Bluffton
- Riverfront park with scenic views, parking, restrooms, boat ramp/ dock, picnic pavilion, oyster roast facilities, picnicking and historic Garvin House
- Maintained by town of Bluffton

USAGE: LIGHT MEDIUM **HEAVY**

ACREAGE: 9

PARK TYPE: Natural Resource Park

OVERALL RATING: Good

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Picnic / Oyster Roast Pavilion	1	✓		
Restrooms	1		✓	
Historic Garvin House	1	✓		
Walks & Unpaved Trail		✓		

CURRENT FACILITY STRENGTH:

- Town of Bluffton upgraded the parking
- Upgraded restrooms
- Dock improvements by Town

CURRENT FACILITY WEAKNESS:

- Lack of parking to support boat ramp & special events such as community oyster roasts

POSSIBLE IMPROVEMENTS:

- Not possible with land constraints

PINCKNEY COLONY PRESERVE
7 Pinckney Colony Road
Bluffton, SC 29910



Photo source: Beaufort County Parks and Recreation

PARK DESCRIPTION:

- Passive Use Park that County maintains
- Tabby sign, columns, wood gates
- Small building is a pumpthouse

USAGE: **LIGHT** MEDIUM HEAVY

ACREAGE: 38

PARK TYPE: Natural Resource Park

OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Picnic Tables	3		✓	
Trash Cans	4		✓	
Pumphouse Building	1		✓	

CURRENT FACILITY STRENGTH:

- Location

CURRENT FACILITY WEAKNESS:

- Not developed
- No restrooms

POSSIBLE IMPROVEMENTS:

- N/A

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

PORT ROYAL BATTLEFIELD
3076 Trash Parkway
Beaufort, SC 29906



PARK DESCRIPTION:

- Jointly owned by the County and MCAS
- A conservation easement between the County and the Battleground Trust also details the only use of the property as an interpretive site

USAGE: LIGHT MEDIUM HEAVY

ACREAGE: 14

PARK TYPE: Natural Resource Park

OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Interpretive Signage			✓	

CURRENT FACILITY STRENGTH: N/A	CURRENT FACILITY WEAKNESS: N/A
POSSIBLE IMPROVEMENTS: N/A	

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

THE GREEN
107 Laurens Street
Beaufort, SC 29902



PARK DESCRIPTION:

Open space

USAGE: LIGHT MEDIUM HEAVY

ACREAGE: 1

PARK TYPE: Natural Resource Park

OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR

CURRENT FACILITY STRENGTH: N/A	CURRENT FACILITY WEAKNESS: N/A
POSSIBLE IMPROVEMENTS: N/A	

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

WHITEHALL PARK
9 Whitehall Drive
Beaufort, SC



Photo source: Wood + Partners

PARK DESCRIPTION:
Just beginning construction. City of Beaufort will operate & maintain when construction is complete

USAGE: LIGHT **MEDIUM** HEAVY

ACREAGE: 10

PARK TYPE: Natural Resource Park

OVERALL RATING: Good

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Pavilion w/ Restrooms	1	✓		
Walking Trails		✓		

CURRENT FACILITY STRENGTH: - Beautiful waterfront property - Live oak canopy - Location	CURRENT FACILITY WEAKNESS: N/A
POSSIBLE IMPROVEMENTS: Calls for future observation pier / dock	

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

WIDGEON POINT PRESERVE
43 Okatie Hwy
Beaufort, SC 29909

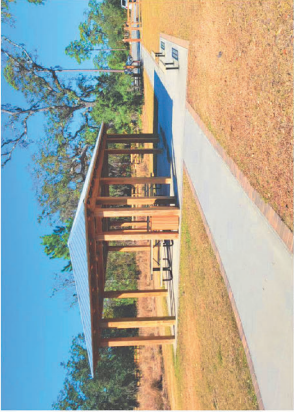


Photo source: Wood + Partners

PARK DESCRIPTION:

- County maintains off of Hwy 170
- Gated entry w/ tabby stucco columns
- Bald Eagle nesting areas/ signs

USAGE: LIGHT **MEDIUM** HEAVY

ACREAGE: 162.2

PARK TYPE: Natural Resource Park

OVERALL RATING: Good

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Picnic Shelter	1	✓		
Restroom Shelter	1	✓		
Observation Blind / Outdoor Classroom	1	✓		
Paved Walk (ADA Access) to Structures	1	✓		
Barn	1	✓		
Unpaved Trail		✓		

CURRENT FACILITY STRENGTH: - Paver lined- pervious concrete walks; parking area is asphalt with concrete header edging & wheel stops - Shelters- metal roofs and heavy timber framing - Overlooks pond with observation structure	CURRENT FACILITY WEAKNESS: N/A
POSSIBLE IMPROVEMENTS: None	

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

WRIGHT FAMILY PARK & CALHOUN ST. DOCK
111 Calhoun St.
Bluffton, SC 29910

- Town of Bluffton manages and maintains.
- Restrooms, benches, walking path, warming

USAGE: LIGHT MEDIUM **HEAVY**

ACREAGE: 51

PARK TYPE: Natural Resource Park

OVERALL RATING: Good



Photo source: Wood + Partners

[illegible]

CURRENT FACILITY STRENGTH:

- Beautiful waterfront property
- Just completed
- Heavily used for strolling

CURRENT FACILITY WEAKNESS:

- Not a lot of parking

POSSIBLE IMPROVEMENTS:

- N/A

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

BAILEY MEMORIAL PARK
75 Confederate Avenue
Bluffton, SC 29910

PARK DESCRIPTION:

Undeveloped and currently being planned

USAGE: LIGHT MEDIUM HEAVY

ACREAGE:54

PARK TYPE: Undeveloped Natural Resource Park

OVERALL RATING: N/A

[illegible]

CURRENT FACILITY STRENGTH:

- N/A

CURRENT FACILITY WEAKNESS:

- N/A

POSSIBLE IMPROVEMENTS:

- Complete master plan improvements

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

NORTH WILLIMAN & BUZZARD ISLANDS
Beaufort County, SC



Photo source: Beaufort County

PARK DESCRIPTION:

- Undeveloped Park sites
- North Williman = 8,000 Ac
- Buzzard Island = 120 Ac
- Management Agreement; between County & SCDNR
- Parks = Part of St. Helena Sound Wildlife Management Area.

USAGE:	LIGHT	MEDIUM	HEAVY

ACREAGE: 8120

PARK TYPE: Undeveloped Natural Resource Park

OVERALL RATING: N/A

[illegible]

CURRENT FACILITY STRENGTH:

- N/A

CURRENT FACILITY WEAKNESS:

- N/A

POSSIBLE IMPROVEMENTS:

- N/A

PINEVIEW PRESERVE
Sams Point Road
Lady's Island, SC



Photo source: Beaufort County Rural and Critical Land Preservation Program

PARK DESCRIPTION:

Undeveloped park site, currently being planned

	USAGE:	LIGHT	MEDIUM	HEAVY
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ACREAGE: 110

PARK TYPE: Undeveloped Natural Resource Park

OVERALL RATING: N/A

[illegible]

CURRENT FACILITY STRENGTH:

- N/A

CURRENT FACILITY WEAKNESS:

- N/A

POSSIBLE IMPROVEMENTS:

- Implement proposed master plan

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

BATTERY CREEK POOL
1 Blue Dolphin Drive
Beaufort, SC 29906

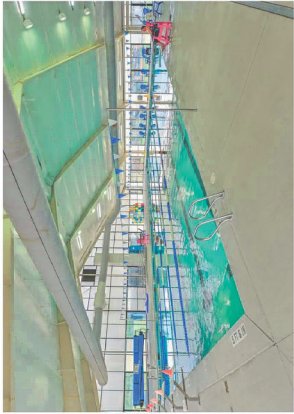


Photo source: Beaufort County Parks and Recreation

PARK DESCRIPTION:
Indoor pool facility adjacent to High School with a six lane, 25 yard pool. Also includes mens & women's restroom/shower areas, lobby area with front desk area, manager's office, and pump room.

USAGE: LIGHT **MEDIUM** **HEAVY**
ACREAGE: N/A

PARK TYPE: Special Purpose Site
OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
25-yard pool	6 Lanes		✓	✓
Men's Locker Room Showers / Urinals / Toilets / Sinks	4 / 2 / 2 / 2		✓	
Women's Locker Room Showers / Toilets / Sinks	4 / 4 / 2		✓	
Manager Office	1		✓	
Lifeguard Office	1		✓	
Pump Room	1		✓	
Electric Water Heaters for Pool Water	2		✓	
Propane Heater for Pool Water	1		✓	
Electric Water Heater for Showers and Sinks	1		✓	
Metal Roof			✓	
Sliding Glass Doors				✓

- CURRENT FACILITY STRENGTH:**
- Close to Battery Creek High School
 - Parking separated from school

- CURRENT FACILITY WEAKNESS:**
- Interior pool cover needs to be replaced.
 - Windows & doors need to be replaced. Using plexiglas to stop break-ins.
 - A/C and ventilation system is outdated- chlorine smell. Using portable fans to cool.

- POSSIBLE IMPROVEMENTS:**
- A/C and ventilation system needs to be upgraded.
 - Pool cover needs to be replaced.
 - New sinks needed.
 - Rust on roof beams (like Beaufort & Bluffton)
 - Doors (slider doors too) /windows etc. need to be replaced.
 - Poor flooring condition in office

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

BEAUFORT POOL
35 State Rd. S-7-766
Lady's Island, SC 29907



Photo source: Beaufort County Parks and Recreation

PARK DESCRIPTION:
Indoor pool facility with a six lane, 25 yard pool. Also includes men's & women's restroom/shower areas, lobby area with front desk area, manager's office, and pump room.

USAGE: LIGHT **MEDIUM** **HEAVY**
ACREAGE: N/A

PARK TYPE: Special Purpose Site
OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
25-yard pool	6 Lanes		✓	✓
Men's Locker Room Showers / Urinals / Toilets / Sinks	4 / 2 / 2 / 2		✓	
Women's Locker Room Showers / Toilets / Sinks	4 / 4 / 2		✓	
Manager Office	1		✓	
Lifeguard Office	1		✓	
Pump Room	1		✓	
Electric Water Heaters for Pool Water	2		✓	
Propane Heater for Pool Water	1		✓	
Electric Water Heater for Showers and Sinks	1		✓	
Metal Roof			✓	
Sliding Glass Doors				✓

- CURRENT FACILITY STRENGTH:**
- Adjacent to school

- CURRENT FACILITY WEAKNESS:**
- Interior pool cover needs to be replaced.
 - Vandalism a problem with glass, rusting roof structure (no insulation)
 - A/C and ventilation system is outdated.

- POSSIBLE IMPROVEMENTS:**
- A/C and ventilation system needs to be upgraded.
 - Pool cover needs to be replaced.
 - Cameras needed because of vandalism w/ glass windows and plexiglass
 - Roof needs to be replaced
 - Restrooms need partial upgrade (sinks)

BEAUFORT TENNIS
1105 Bladen Street
Beaufort, SC 29902



Photo source: Beaufort County Parks and Recreation

PARK DESCRIPTION:
Tennis facility with seven tennis courts and a restroom building.
Current plans in place to be reconstructed.

USAGE: LIGHT MEDIUM **HEAVY**

ACREAGE: 3

PARK TYPE: Special Purpose Site

OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Tennis Courts w/ Lights	7		✓	✓
Men's Restroom	1		✓	
Women's Restroom	1		✓	

CURRENT FACILITY STRENGTH: Location	CURRENT FACILITY WEAKNESS: - Drainage issues - Minimal parking
--	---

POSSIBLE IMPROVEMENTS: - Current plans in place to be reconstructed - Lighted tennis courts - When re-done, will need additional parking / may end up with 6 courts
--

BLUFFTON POOL
55 Pritchard Street
Bluffton, SC 29910



Photo source: Beaufort County Parks and Recreation

PARK DESCRIPTION:
Indoor pool facility with a six lane, 25 yard pool. Also includes man's & women's restroom/shower areas, lobby area with front desk area, manager's office, and pump room.

USAGE: LIGHT MEDIUM **HEAVY**

ACREAGE: N/A

PARK TYPE: Special Purpose Site

OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
25-yard pool	6 Lanes		✓	✓
Men's Locker Room Showers / Urinals / Toilets / Sinks	4 / 2 / 2 / 2		✓	
Women's Locker Room Showers / Toilets / Sinks	4 / 4 / 2		✓	
Manager Office	1		✓	
Lifeguard Office	1		✓	
Pump Room	1		✓	
Electric Water Heaters for Pool Water	2		✓	
Propane Heater for Pool Water	1		✓	
Electric Water Heater for Showers and Sinks	1		✓	
Metal Roof			✓	
Sliding Glass Doors				✓
				✓

CURRENT FACILITY STRENGTH: - Most used pool that County Owns - Bathing suit dryer is useful	CURRENT FACILITY WEAKNESS: - Interior pool cover needs to be replaced. - Rusting roof beams, not insulated - A/C and ventilation is outdated, windows and doors need replacement
--	---

POSSIBLE IMPROVEMENTS: - A/C and ventilation system needs to be upgraded. - Pool cover needs to be replaced. - New sinks needed. - Windows and doors need to be replaced - Roofing needs to be replaced
--

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

METZ FIELD
1812 National Street
Beaufort, SC 29902



Photo source: Wood + Partners

PARK DESCRIPTION:

- Baseball/softball field that can be used for multi-purpose sports
- City gave them field. City maintains adjacent playground (Annette Bryant Memorial Park)

USAGE: LIGHT

MEDIUM

HEAVY

ACREAGE: 2.3

PARK TYPE: Special Purpose Facility

OVERALL RATING: Poor

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Baseball Field	1		✓	
Multi-Purpose Field	1		✓	
Bleachers	1		✓	

CURRENT FACILITY STRENGTH:

- Location & Size

CURRENT FACILITY WEAKNESS:

- No restrooms
- Parking is not adequate, ill defined
- Fencing needs to be replaced
- Need new park sign

POSSIBLE IMPROVEMENTS:

- Add restrooms
- Define / provide parking
- Lights for both fields

APPENDIX D: COUNTY OWNED PARK & FACILITY INVENTORY AND ANALYSIS

SOUTHSIDETENNIS
1415 Battery Creek Road
Beaufort, SC 29902



Photo source: Wood + Partners

PARK DESCRIPTION:

- Small open park with tennis/pickleball courts and picnic shelters and restrooms
- New split-rail fence installed at parking

USAGE: LIGHT

MEDIUM

HEAVY

ACREAGE: 4.1

PARK TYPE: Special Facilities Park

OVERALL RATING: Fair

FACILITY	# / SIZE	CONDITION		
		GOOD	FAIR	POOR
Tennis Court	1	✓		
Pickleball Courts	2	✓		
Large Open Field	1		✓	
Picnic Area	1		✓	
Women's & Men's Restrooms	1		✓	✓
Picnic Pavilion			✓	✓

CURRENT FACILITY STRENGTH:

- New pickleball courts
- Restrooms on site

CURRENT FACILITY WEAKNESS:

- Parking - Unpaved w/ trees
- Pavilion needs repair

POSSIBLE IMPROVEMENTS:

- Parking - new split rail fence is going in + parking lots needs improvement
- Southside Park planning underway for adjacent City park
- Upgrade restrooms (wood partitions) and pavilion
- New pickleball courts (4) and basketball court (1) being planned

PARK MODELS

SUMMARY

Upon completion of park / facility inventory and analysis visits, a customized series of park categories were developed that are unique to Beaufort County. These categories were developed based on observations of existing parks and types of uses that could be commonly found within them.

PARK CATEGORY GUIDELINES

This park category system includes five park types: Neighborhood Park, Community Park, Regional Park, Natural / Cultural Resource Park, and Special Purpose Site.

The following lists all park types including their recommended size, level of service, potential locations, and types of facilities most commonly found within them. This park category system should be considered a guidelines for future park development. It is not uncommon for adjustments to be made to park guidelines based on priority ranking, availability of land, and financial resources. The actual number of parks recommended for the County has been adjusted based on a number of factors. When made, these adjustments made include adjustments to optimum size, acreage range, location, and facilities included in the park.

NEIGHBORHOOD PARK

Optimum Range:

5 Acres

Acreage Range:

1/4 Acre to 10 Acres

Location:

Ideally located at a site convenient to the population served

Facilities and Use:

Should service a community or recreational need; or take advantage of a unique opportunity. Not intended for programmed athletic activities. May include a picnic shelter, playground, sport court (i.e. basketball, tennis/ pickleball, volleyball, etc.), benches, walks, restrooms and open space. May also include a multi-purpose field or open space for pickup or practice games; or a neighborhood center/small community center where appropriate.

Primary Facilities:

- I Playground
- Picnic Area (Shelter Optional)
- Benches
- Restrooms

Optional Facilities:

- I Sport Court
- I Neighborhood / Small Community Center
- I Multi-Purpose Field / Ballfield
- I Trail

Includes:

- Agnes A. Major Center
- Booker T. Washington
- Broomfield Center
- Bruce Edgerly Field & Port Royal Center
- Charles "Lind" Brown Center
- Dale Community Center
- David Smith / Coosaw Center
- Frances Jones Park
- Gloria Potts / Seaside Center
- Scott Recreation Center
- Shell Point Park

APPENDIX E: PARK MODELS

COMMUNITY PARK

Optimum Range:

35 Acres

Acreage Range:

10 to 50 Acres

Location:

Ideally focuses on meeting recreation needs of several neighborhoods or sections of the County as well as preserving unique open spaces. Well connected / serviced by arterial or collector roads and strategically located. May be located adjacent to natural resources, trail systems and / or greenways.

Facilities and Use:

Provides a mix of active and passive use activities geared to a variety of age groups. Includes facilities for programmed / scheduled league play. Facilities include multiple athletic fields, sports courts, restrooms picnic areas, leisure trails, playground, informal spaces for play. May include concessions as needed. may also included a larger recreation center, indoor / outdoor pool, and / or gymnasium where appropriate.

Primary Facilities:

- I Playground
- Restrooms
- 2-5 Multi-Purpose Fields
- 1-2 Sports Courts (Basketball, Tennis, Pickleball, Volleyball, etc.)
- Benches
- I Leisure Trail
- Picnic Areas (Shelter Optional)

Optional Facilities:

- Recreation Center
- Indoor / Outdoor Pool
- Gymnasium

Includes:

- Basil Green Ballfields
- Bluffton Center
- Coursen - Tate Memorial Park
- M.C. Riley Complex
- Wesley Felix / St. Helena Park

APPENDIX E: PARK MODELS

REGIONAL PARK

Optimum Range:	50+ Acres
Acreage Range:	50 to 100+ Acres
Location:	Ideally consolidates heavily programmed athletic facilities at fewer sites strategically located throughout the County. Located within a reasonable driving distance from populations served. Accessible from major thoroughfares. May draw visitors from outside the County.
Facilities and Use:	Highly active facility that should contain areas for active games, such as athletic fields used for tournaments and league play. Should include community / recreation center and / or gymnasium; public gathering spaces, such as concert or wedding venues; as well as sport courts, playgrounds and passive and use areas for activities such as walking, sitting, and picnicking with adequate landscaping and paved parking. May also include a dog park, water access / swimming facility, or senior facility where appropriate.
Primary Facilities:	4-8+ Athletic Fields - Community/Recreation Center - Gymnasium 1 Playground 1-3 Sport Courts (i.e. Basketball, Tennis, Pickleball, Volleyball, etc.) - Benches - Gathering Venue 1 Paved Leisure Trail 1 Unpaved Leisure Trail - Picnic Areas (Shelter Optional)
Optional Facilities:	- Dog Park - Water Access / Splash Pad / Swimming Pool - Senior Center - Mini Golf - RV & Tent Camping - Ropes / Zipline - Sand Volleyball - Mountain Bike Trails - Gun & Archery Range (Indoor) - BMX / Pump Track - Disc Golf
Includes:	- Buckwalter Park - Burton Wells Park - Oscar Frazier Park

APPENDIX E: PARK MODELS

NATURAL / CULTURAL RESOURCE PARK

Optimum Range:	Site and Resource Driven
Acreage Range:	Varies
Location:	Ideally has adjacency to other park system components, most notably trail system and / or greenways
Facilities and Use:	Should focus on unique natural or cultural components not commonly found such as historic or archeological sites, water access, wetlands or unusual open spaces. May function as a mechanism to protect irreplaceable cultural or natural resources. Predominantly passive use in nature, but may include limited active facilities such as trails, informal open spaces, picnic areas, restrooms, boardwalks, observation blinds, and canoe/kayak launches or boat ramps. These parks are under the purview of the Passive Parks Department and are recognized, but not forecasted in this plan.
Primary Facilities:	- Picnic Areas (Shelter / Pavilion Optional) - Leisure Trails - Restrooms (as appropriate)
Optional Facilities:	1 Playground / Play Structure - Amphitheater - Interpretative Building
Developed:	- Altamaha Town Heritage Preserve - Arthur Horne Nature Park - Brewer Memorial Park - Camp St. Mary's Park - Crystal Lake Park - Fort Frederick Heritage Preserve - Fort Freemont Preserve - Oyster Factory Park - Pinckney Colony Preserve - Port Royal Battlefield - The Green - Whitehall Park - Widgeon Point Preserve - Wright Family Park & Calhoun Street Dock
Undeveloped:	- Bailey Memorial Park - Garvey Hall Park - New Riverside Park - North William & Buzzard Islands - Pineview Preserve
SPECIAL PURPOSE SITE	This classification refers to facilities that do not fall into one of the above-mentioned categories and primarily provides a single purpose or specialized facility. Possible examples include senior centers, golf courses, pool / aquatic facilities, tennis centers, dog parks, etc. The service radius for the facilities is County wide.
Includes:	- Battery Creek Pool - Beaufort Pool - Beaufort Tennis - Bluffton Pool - Metz Field - Southside Tennis

APPENDIX F: PROGRAM CLASSIFICATION

CORE PROGRAM AREAS			
Athletics	Aquatics	60 & Better Programming	Youth Programming
			70/30 Programming

ESSENTIAL SERVICES				
Youth Basketball	Youth Baseball	Youth Cheerleading	Youth Flag Football	Youth Lacrosse
Youth Soccer	Youth Softball	Adult Baseball	Adult Kickball	Adult Softball
Adult Volleyball	Lifeguard Certification	School Swim Lessons	Youth Swim Lessons	Adult Swim Lessons
Stroke Improvement	School Swim Team	Water Aerobics	BOGA Fit	Splash & Splash
Congregation of Seniors	Transportation	Meal Delivery	Summer Camp	

VALUE ADDED				
Adult Gaelic Football	Youth Tennis Clinics	Youth Cheer Camp	Youth Gaelic Football	Youth Lacrosse Camp
Scuba Certification	Personal Training	Yoga	Zumba	Rec. Center Memberships
Line Dancing	Soccer Camp	Lacrosse Camp	Cleer Camp	Jungle Body
Water Aerobics				

APPENDIX G: SIMILAR PROVIDERS

NAME OF AGENCY	LOCATION IN THE CITY / COUNTY	OPERATOR (PUBLIC / PRIVATE / NOT-FOR-PROFIT)	GENERAL DESCRIPTION	PRICE COMPARISON WITH YOUR SERVICES (SAME / LOWER / HIGHER)	DISTANCE IN MINUTES FROM YOUR PRIME FACILITY
Island Recreation	20 Wilford Road Hilton Head Island, SC 29926 (P): 843-681-7273	Not-for-Profit	Offer recreation programs for those on the island, along with membership at their center	N/A	15 Minutes
Beaufort-Jasper YMCA of the Lowcountry	1801 Richmond Ave Port Royal, SC 29915 (P): 843-522-9622	Not-for-Profit	Offer recreation programs for those in the Beaufort area along with membership at their center	N/A	15 Minutes
Hardenville Parks & Recreation	285 John Smith Road Hardenville, SC 29927 (p): 843-727-0089	Public	Offer recreation programs for those in Hardenville and surrounding areas along with membership at their center	N/A	20 Minutes
Planet Fitness	50 Burnt Church Road Bluffton, SC 29910 (P): 843-500-1919	Private	Offer gym memberships for those in Bluffton and surrounding areas	N/A	8 Minutes
Cynergy Fitness	102 Buckwelder Parkway Bluffton, SC 29910 (P): 843-837-2940	Private	Offer gym memberships for those in Bluffton and surrounding areas	N/A	5 Minutes
eFIClub	137 Towers Drive Bluffton, SC 29910 (P): 843-707-5771	Private	Offer fitness programs and gym memberships for those in Bluffton and surrounding areas	N/A	8 Minutes
Private Living Community Leagues	N/A	Private	Retirement communities that have their own leagues within the community	N/A	Multiple within 15 Minutes
Travel Athletic Teams	N/A	Private	Growing number of travel baseball, soccer, and basketball organizations in the area	N/A	N/A

Program Area: _____

Completed By: _____ Date: _____

General Description of Core Program Area

Department Vision Statement

Department Mission Statement

Core Program Area Outcomes

Service Area Profile

Service Area Description:

Key Demographic Trends:

Target Markets

Primary Markets

Secondary Markets

Age Segment Appeal

Program/ Amenity	Length of Experience	Age Segments									
		Under 5	6-8	9- 12	13- 18	19- 30	31- 45	46- 60	61- 75	76+	

Participation/Attendance Trends

Program/ Amenity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

S.W.O.T. Analysis

Strengths	Weaknesses
Opportunities	Threats

RECOMMENDED PRACTICES IN VOLUNTEER MANAGEMENT

In developing a volunteer policy, some recommended practices that the Department should be aware of include:

- Involve volunteers in cross-training to expose them to various organizational functions and increase their skill. This can also increase their utility, allowing for more flexibility in making work assignments, and can increase their appreciation and understanding of the Department.

- Ensure a Volunteer Coordinator (a designated program staff member with volunteer management responsibility) and associated staff stay fully informed about the strategic direction of the agency overall, including strategic initiatives for all divisions. Periodically identify, evaluate, or revise specific tactics the volunteer services program should undertake to support the larger organizational mission.
- A key part of maintaining the desirability of volunteerism in the agency is developing a good reward and recognition system. The consultant team recommends using tactics similar to those found in frequent flier programs, wherein volunteers can use their volunteer hours to obtain early registration at programs, or discounted pricing at certain programs, rentals or events, or any other Department function. Identify and summarize volunteer recognition policies in a Volunteer Policy document. The Department should ensure that it is compliant with State Board of Accounts' requirements as the volunteer program and recognition is developed.
- Create and then regularly review and update volunteer position descriptions, as needed. Include an overview of the volunteer position lifecycle in the Volunteer Manual, including the procedure for creating a new position.
- Make the Volunteer Manual available on the Volunteer webpage for users to review.
- Add end-of-lifecycle process steps to the Volunteer Manual to ensure that there is formal documentation of resignation or termination of volunteers. Also include ways to monitor and track reasons for resignation/termination and perform exit interviews with outgoing volunteers when able.

In addition to number of volunteers and volunteer hours, categorization and tracking volunteerism by type and extent of work, is important:

- **Regular Volunteers:** Those volunteers whose work is continuous, provided their work performance is satisfactory and there is a continuing need for their services.
- **Special Event Volunteers:** Volunteers who help with a particular event with no expectation that they will return after the event is complete.
- **Episodic Volunteers:** Volunteers who help with a particular project type on a recurring or irregular basis with no expectation that they will return for other duties.
- **Volunteer Interns:** Volunteers who have committed to work for the agency to fulfill a specific higher-level educational learning requirement.
- **Community Service Volunteers:** Volunteers who are volunteering over a specified period to fulfill a community service requirement.
- The full list of NRPA Recommended Guidelines for Credentialing Volunteers can be found at https://www.nrpa.org/uploadedFiles/nrpaorg/Membership/Endorsed_Business_Provider/NRPA%20recommended%20guidelines%20-%20Final.pdf.

The Department should encourage employees to volunteer in the community. Exposure of staff to the community in different roles (including those not related to parks and recreation) will raise awareness of the agency and its volunteer program. It also helps staff understand the role and expectations of a volunteer if they can experience it for themselves.

Cost of Service Analysis

Program/ Amenity	Expenditures		Participants/ Attendance	Revenue		Net Income (Subsidy)		Cost per Participant		Cost Recovery	
	Direct	Total				Direct	Total	Direct	Total	Direct	Total

Marketing & Pricing Tactics

Tactic	Responsible	Timeline

Performance Measures

Outcome (from pp.)	Performance Measure	Result

Approved By: _____ Date: _____

APPENDIX I: VOLUNTEER / PARTNERSHIP RECOMMENDED PRACTICES

RECOMMENDED PRACTICE FOR ALL PARTNERSHIPS

- All partnerships developed and maintained by the Department should adhere to common policy requirements. These include:
- Each partner will meet with or report to the Department staff on a regular basis to plan and share activity-based costs and equity invested.
- Partners will establish measurable outcomes and work through key issues to focus on for the coming year to meet the desired outcomes.
- Each partner will focus on meeting a balance of equity agreed to and track investment costs accordingly.
- Measurable outcomes will be reviewed quarterly and shared with each partner; with adjustments made as needed.
- A working partnership agreement will be developed and monitored together on a quarterly or as-needed basis.
- Each partner will assign a liaison to serve each partnership agency for communication and planning purposes.

POLICY RECOMMENDATIONS FOR PUBLIC/PRIVATE PARTNERSHIPS

The recommended policies and practices for public/private partnerships that may include businesses, private groups, private associations, or individuals who desire to make a profit from use of the Department's facilities or programs are detailed below. These can also apply to partnerships where a private party wishes to develop a facility on park property, to provide a service on publicly owned property, or who has a contract with the agency to provide a task or service on the agency's behalf at public facilities. These unique partnership principles are as follows:

- Upon entering into an agreement with a private business, group, association or individual, the Department staff and political leadership must recognize that they must allow the private entity to meet their financial objectives within reasonable parameters that protect the mission, goals, and integrity of the Department.
- As an outcome of the partnership, the Department must receive a designated fee that may include a percentage of gross revenue dollars less sales tax on a regular basis, as outlined in the contract agreement.
- The working agreement of the partnership must establish a set of measurable outcomes to be achieved, as well as the tracking method of how those outcomes will be monitored by the agency. The outcomes will include standards of quality, financial reports, customer satisfaction, payments to the agency, and overall coordination with the Department for the services rendered.
- Depending on the level of investment made by the private contractor, the partnership agreement can be limited to months, a year, or multiple years.
- If applicable, the private contractor will provide a working management plan annually that they will follow to ensure the outcomes desired by the Department. The management plan can and will be negotiated, if necessary. Monitoring the management plan will be the responsibility of both partners. The agency must allow the contractor to operate freely in their best interest, as long as the outcomes are achieved, and the terms of the partnership agreement are adhered to.
- The private contractor cannot lobby agency advisory or governing boards for renewal of a contract. Any such action will be cause for termination. All negotiations must be with the Department Director or their designee.
- The agency has the right to advertise for private contracted partnership services or negotiate on an individual basis with a bid process based on the professional level of the service to be provided.
- If conflicts arise between both partners, the highest-ranking officers from both sides will try to resolve the issue before going to each partner's legal counsels. If none can be achieved, the partnership shall be dissolved.

APPENDIX I: VOLUNTEER / PARTNERSHIP RECOMMENDED PRACTICES

PARTNERSHIP OPPORTUNITIES

The Department currently has a strong network of recreation program partners. Therefore, the following recommendations are both an overview of existing partnership opportunities available to the Department, as well as a suggested approach to organizing partnership pursuits. This is not an exhaustive list of all potential partnerships that can be developed, but this list can be used as a reference tool for the agency to develop its own priorities in partnership development. The following five areas of focus are recommended:

1. **Operational Partners:** Other entities and organizations that can support the efforts of the Department to maintain facilities and assets, promote amenities and park usage, support site needs, provide programs and events, and/or maintain the integrity of natural/cultural resources through in-kind labor, equipment, or materials.
2. **Vendor Partners:** Service providers and/or contractors that can gain brand association and notoriety as a preferred vendor or supporter of the Department or Department in exchange for reduced rates, services, or some other agreed upon benefit.
3. **Service Partners:** Nonprofit organizations and/or friends' groups that support the efforts of the agency to provide programs and events, and/or serve specific constituents in the community collaboratively.
4. **Co-Branding Partners:** Private, for-profit organizations that can gain brand association and notoriety as a supporter of the Department in exchange for sponsorship or co-branded programs, events, marketing, and promotional campaigns, and/or advertising opportunities.
5. **Resource Development Partners:** A private, nonprofit organization with the primary purpose to leverage private sector resources, grants, other public funding opportunities, and resources from individuals and groups within the community to support the goals and objectives of the agency on mutually agreed strategic initiatives.

APPENDIX J: PARK PROTOTYPE COST ANALYSIS

Neighborhood Park Range: 1/4 - 10 Acres; Optimum Size: 5 Acres

NO.	DESCRIPTION	QUANTITY	UNIT	UNIT COST	SUBTOTAL
1 Sitework					
A	Clearing & Grubbing	3	AC @	\$10,000	\$30,000
B	Erosion Control	1	LS @	\$22,500	\$22,500
C	Earthwork (Cut to Fill, Grading, Soil Import)	3	AC @	\$85,000	\$255,000
	Subtotal				\$307,500
2 Utilities					
A	Storm Drainage	1	LS @	\$300,000	\$300,000
B	Water Service	1	LS @	\$80,000	\$80,000
C	Power Service	1	LS @	\$20,000	\$20,000
	Subtotal				\$400,000
3 Paving					
A	Walks - concrete	20000	SF @	\$6	\$120,000
B	Parking - asphalt; 30 spaces; 500 sf per space	1667	SY @	\$32	\$53,344
	Subtotal				\$173,344
4 Landscaping					
A	Grassing - Seed	220000	SF @	\$0.15	\$33,000
B	Trees & Shrubs	1	LS @	\$75,000	\$75,000
C	Irrigation	1	LS @	\$24,750	\$24,750
	Subtotal				\$132,750
5 Site Furnishings					
A	Bench	8	EA @	\$2,300	\$18,400
B	Trash Receptacle	5	EA @	\$1,500	\$7,500
C	Bicycle Rack	6	EA @	\$2,400	\$14,400
D	Drinking Fountain	2	EA @	\$5,300	\$10,600
	Subtotal				\$50,900
6 Security Lighting					
A	Light Standard	8	EA @	\$3,500	\$28,000
B	Equipment & Pedestal	1	LS @	\$10,000	\$10,000
C	50% for Trenching, Wiring, Equip & Misc.	1	LS @	\$19,000	\$19,000
	Subtotal				\$57,000
7 Signage					
A	Park Identification Signage	1	LS @	\$10,000	\$10,000
B	Traffic Signage	1	LS @	\$5,000	\$5,000
	Subtotal				\$15,000

APPENDIX J: PARK PROTOTYPE COST ANALYSIS

8 Primary Facilities					
A	Playground	1	EA @	\$305,000	\$305,000
D	Restroom Building	1	EA @	\$325,000	\$325,000
E	Picnic Areas	1	EA @	\$25,000	\$25,000
F	Picnic Shelter - 10' x 10'	1	EA @	\$36,000	\$36,000
	Subtotal				\$691,000
9 Contingency					
A	15% Contingency (excludes Park Amenities)	1	LS		\$170,474
	Subtotal				\$170,474
Neighborhood Park Summary -					
1	Sitework				\$307,500
2	Utilities				\$400,000
3	Paving				\$173,344
4	Landscaping				\$132,750
5	Site Furnishings				\$50,900
6	Lighting				\$57,000
7	Signage				\$15,000
8	Primary Facilities				\$691,000
9	Contingency				\$170,474
	Total Cost - Neighborhood Park				\$1,997,968

APPENDIX J: PARK PROTOTYPE COST ANALYSIS

Community Park					
Range: 10 - 50 Acres; Optimum Size: 35 Acres					
NO.	DESCRIPTION	QUANTITY	UNIT	UNIT COST	SUBTOTAL
1 Sitework					
A	Clearing & Grubbing	10	AC @	\$10,000	\$100,000
B	Erosion Control	1	LS @	\$75,000	\$75,000
C	Earthwork (Cut to Fill, Grading, Soil Import)	10	AC @	\$85,000	\$850,000
	Subtotal				\$1,025,000
2 Utilities					
A	Storm Drainage	1	LS @	\$450,000	\$450,000
B	Water Service	1	LS @	\$120,000	\$120,000
C	Power Service	1	LS @	\$30,000	\$30,000
	Subtotal				\$600,000
3 Paving					
A	Walks - concrete	20000	SF @	\$6	\$120,000
B	Parking - Asphalt, 100 Spaces; 500 sf per space	5556	SY @	\$32	\$177,792
	Subtotal				\$297,792
4 Landscaping					
A	Grassing - Seed	330000	SF @	\$0.15	\$49,500
B	Trees & Shrubs	1	LS @	\$112,500	\$112,500
C	Irrigation	1	LS @	\$37,125	\$37,125
	Subtotal				\$199,125
5 Site Furnishings					
A	Bench	15	EA @	\$2,300	\$34,500
B	Trash Receptacle	8	EA @	\$1,500	\$12,000
C	Bicycle Rack	8	EA @	\$2,400	\$19,200
D	Drinking Fountain	3	EA @	\$5,300	\$15,900
	Subtotal				\$81,600
6 Lighting					
A	Light Standard	14	EA @	\$3,500	\$49,000
B	Equipment & Pedestal	1	LS @	\$15,000	\$15,000
C	50% for Trenching, Wiring, Equip & Misc.	1	LS @	\$32,000	\$32,000
	Subtotal				\$96,000
7 Signage					
A	Park Identification Signage	1	LS @	\$10,000	\$10,000
B	Traffic Signage	1	LS @	\$7,500	\$7,500
	Subtotal				\$17,500

APPENDIX J: PARK PROTOTYPE COST ANALYSIS

8 Primary Facilities					
A	Playground	1	EA @	\$305,000	\$305,000
B	Open Space for multi-use pickup recreation	1	EA @	\$100,000	\$100,000
C	Multi-Purpose Field	1	EA @	\$700,000	\$700,000
D	Picnic Areas	1	EA @	\$25,000	\$25,000
E	Picnic Shelter - 20' x 20'	1	EA @	\$80,000	\$80,000
F	Logging/ walking trails - one mile; paved	1	EA @	\$175,000	\$175,000
G	Restroom Building	1	EA @	\$325,000	\$325,000
H	Sport Court (Tennis)	1	EA @	\$90,000	\$90,000
	Subtotal				\$1,800,000
9 Contingency					
A	15% Contingency (excludes Park Amenities)	1	LS		\$617,553
	Subtotal				\$617,553
Summary - Community Park					
1	Sitework				\$1,025,000
2	Utilities				\$600,000
3	Paving				\$297,792
4	Landscaping				\$199,125
5	Site Furnishings				\$81,600
6	Lighting				\$96,000
7	Signage				\$17,500
8	Primary Facilities				\$1,800,000
9	Contingency				\$617,553
	Total Cost - Community Park				\$4,734,570

APPENDIX J: PARK PROTOTYPE COST ANALYSIS

Regional Park

Range: 50 - 100 Acres; Optimum Size: 50+ Acres

NO.	DESCRIPTION	QUANTITY	UNIT	UNIT COST	SUBTOTAL
1 Sitework					
A	Clearing & Grubbing	30	AC @	\$10,000	\$300,000
B	Erosion Control	1	LS @	\$225,000	\$225,000
C	Earthwork (Cut to Fill; Grading Soil Import)	30	AC @	\$85,000	\$2,550,000
	Subtotal				\$3,075,000
2 Utilities					
A	Storm Drainage	1	LS @	\$450,000	\$450,000
B	Water Service	1	LS @	\$120,000	\$120,000
C	Power Service	1	LS @	\$30,000	\$30,000
	Subtotal				\$600,000
3 Paving					
A	Walks - concrete	40000	SF @	\$6	\$240,000
B	Parking - Asphalt; 300 Spaces; 500 sf per space	16667	SY @	\$32	\$533,344
	Subtotal				\$773,344
4 Landscaping					
A	Grassing - Seed	440000	SF @	\$0.15	\$66,000
B	Trees & Shrubs	1	LS @	\$150,000	\$150,000
C	Irrigation	1	LS @	\$49,500	\$49,500
	Subtotal				\$265,500
5 Site Furnishings					
A	Bench	20	EA @	\$2,300	\$46,000
B	Trash Receptacle	10	EA @	\$1,500	\$15,000
C	Bicycle Rack	12	EA @	\$2,400	\$28,800
D	Drinking Fountain	4	EA @	\$5,300	\$21,200
	Subtotal				\$111,000
6 Lighting					
A	Light Standard	32	EA @	\$3,500	\$112,000
B	Equipment & Pedestal	1	LS @	\$20,000	\$20,000
C	50% for Trenching, Wiring, Equip & Misc.	1	LS @	\$66,000	\$66,000
	Subtotal				\$198,000

APPENDIX J: PARK PROTOTYPE COST ANALYSIS

7	Signage					
	A	Park Identification Signage	2	EA @	\$10,000	\$20,000
	B	Traffic Signage	1	LS @	\$10,000	\$10,000
		Subtotal				\$30,000
8	Primary Facilities					
	A	Athletic Fields (Multi-Purpose for Tournament)	4	EA @	\$700,000	\$2,800,000
	B	Sports Courts (Tennis)	3	EA @	\$90,000	\$270,000
	C	Playground	1	EA @	\$305,000	\$305,000
	D	Community Rec Center with gym, meeting, & Senior Space	1	EA @	\$12,500,000	\$12,500,000
	E	Picnic Areas	2	EA @	\$25,000	\$50,000
	F	Picnic Shelters - 20' x 20'	2	EA @	\$80,000	\$160,000
	G	Logging/ walking trails - one mile paved; one mile unpaved	2	EA @	\$175,000	\$350,000
		Subtotal				\$16,435,000
	Contingency					
	A	15% Contingency (excludes Park Amenities)	1	LS		\$3,223,177
		Subtotal				\$3,223,177
Summary - Regional Park						
1	Sitework					\$3,075,000
2	Utilities					\$600,000
3	Paving					\$773,344
4	Landscaping					\$265,500
5	Site Furnishings					\$111,000
6	Lighting					\$198,000
7	Signage					\$30,000
8	Primary Facilities					\$16,435,000
9	Contingency					\$3,223,177
	Total Cost - Regional Park					\$24,711,021

APPENDIX J: PARK PROTOTYPE COST ANALYSIS

Natural Resource Park Range and Size: Sufficient size to protect resources

NO.	DESCRIPTION	QUANTITY	UNIT	UNIT COST	SUBTOTAL
1 Sitework					
A	Clearing & Grubbing	1	AC @	\$10,000	\$10,000
B	Erosion Control	1	LS @	\$50,000	\$50,000
C	Earthwork (Cut to Fill, Grading, Soil Import)	1	AC @	\$85,000	\$85,000
	Subtotal				\$145,000
2 Utilities					
A	Storm Drainage	1	LS @	\$150,000	\$150,000
B	Water Service	1	LS @	\$40,000	\$40,000
C	Power Service	1	LS @	\$10,000	\$10,000
	Subtotal				\$200,000
3 Paving					
A	Walks - concrete	20000	SF @	\$6	\$120,000
B	Parking - Asphalt, 10 Spaces, 500 sf per space	556	SY @	\$32	\$17,792
	Subtotal				\$137,792
4 Landscaping					
A	Grassing - Seed	20000	SF @	\$0.15	\$3,000
B	Trees & Shrubs	1	LS @	\$35,000	\$35,000
C	Irrigation	1	LS @	\$11,550	\$11,550
	Subtotal				\$49,550
5 Site Furnishings					
A	Bench	6	EA @	\$2,300	\$13,800
B	Trash Receptacle	3	EA @	\$1,500	\$4,500
C	Bicycle Rack	6	EA @	\$2,400	\$14,400
D	Drinking Fountain	1	EA @	\$5,300	\$5,300
	Subtotal				\$38,000

APPENDIX J: PARK PROTOTYPE COST ANALYSIS

6 Lighting					
A	Light Standard	3	EA @	\$3,500	\$10,500
B	Equipment & Pedestal	1	LS @	\$5,000	\$5,000
C	50% for Trenching, Wiring, Equip & Misc.	1	LS @	\$7,750	\$7,750
	Subtotal				\$23,250
7 Signage					
A	Park Identification Signage	1	LS @	\$10,000	\$10,000
B	Traffic Signage	1	LS @	\$5,000	\$5,000
	Subtotal				\$15,000
8 Primary Facilities					
A	Restroom Building	1	EA @	\$325,000	\$325,000
B	Picnic Areas	2	EA @	\$25,000	\$50,000
C	Picnic Shelter - 10' x 10'	1	EA @	\$36,000	\$36,000
D	Picnic Shelters - 20' x 20'	1	EA @	\$80,000	\$80,000
E	Nature trails - one mile paved (ADA)	1	EA @	\$175,000	\$175,000
	Subtotal				\$886,000
9 Contingency					
A	15% Contingency (excludes Park Amenities)	1	LS		\$224,189
	Subtotal				\$224,189
Summary - Natural Resource Park					
1	Sitework				\$145,000
2	Utilities				\$200,000
3	Paving				\$137,792
4	Landscaping				\$49,550
5	Site Furnishings				\$38,000
6	Lighting				\$23,250
7	Signage				\$15,000
8	Primary Facilities				\$886,000
9	Contingency				\$224,189
	Total Cost - Natural Resource Park				\$1,718,781

APPENDIX K: FACILITY PROTOTYPE COST ANALYSIS

NO.	DESCRIPTION	QUANTITY	UNIT	UNIT COST	SUBTOTAL
1	ATHLETIC DIAMOND FIELD				
1	Grassing - Sprigs	110000	SF @	\$0.50	\$55,000
2	Rootzone Material - 4" Thick; Sand/Organics Mix; Laser Graded	2017	TON @	\$86.00	\$173,462
3	Surfacing - Sand clay infield	300	CY @	\$40.00	\$12,000
4	Irrigation	110000	SF @	\$0.80	\$88,000
5	Lighting	1	LS @	\$175,000.00	\$175,000
6	Fencing and Gates, 6' Vinyl Coated Chain Link	1050	LF @	\$35.00	\$36,750
7	Backstop (30'back, 10' wings, w/ hood)	130	LF @	\$20.00	\$2,600
8	Field Equip. (bags, bone plate, rubber)	1	LS @	\$2,000.00	\$2,000
9	Goal line markers	1	PR @	\$3,300.00	\$3,300
10	Players Bench	2	EA @	\$1,700.00	\$3,400
11	Dugout Shelter	2	EA @	\$16,000.00	\$33,200
12	Bleachers - 5 row, 50 seats	2	EA @	\$7,300.00	\$14,600
	15% Contingency				\$93,796.80
	Subtotal				\$719,109
	PROPOSED BUDGET AMOUNT				\$725,000

2	BASKETBALL COURT (OUTDOOR)				
1	Surfacing (2.5" thick asphalt, incl. base)	800	SY @	\$32.00	\$25,600
2	Painted Court Markings	1	LS @	\$1,100.00	\$1,100
3	Goal, Backboard & Post	1	PR @	\$6,000.00	\$6,000
4	Fencing and Gates - 10' High Chain Link, vinyl coat	348	LF @	\$60.00	\$20,880
5	Lighting	1	LS @	\$21,000.00	\$21,000
	15% Contingency				\$11,187
	Subtotal				\$85,767
	PROPOSED BUDGET AMOUNT				\$90,000

3	BATTING CAGE				
1	Battling Cage	1	LS @	\$5,500.00	\$5,500
	15% Contingency				\$825
	Subtotal				\$6,325
	PROPOSED BUDGET AMOUNT				\$6,500

4	RECREATION CENTER w/ GYMNASIUM, MEETING & SENIOR SPACE				
1	Building	30000	GSF @	\$350.00	\$10,500,000
	(Face Brick w/ Concrete Block Backup & Steel Frame)				\$1,575,000
	15% Contingency				\$12,075,000
	Subtotal				\$12,500,000
	PROPOSED BUDGET AMOUNT				\$12,500,000

5	CONCESSION STAND (No hood or restrms, single story, split face block)				
1	Concession Stand (no grill or restrooms)	400	SF @	\$400.00	\$160,000
	15% Contingency				\$24,000
	Subtotal				\$184,000
	PROPOSED BUDGET AMOUNT				\$190,000

APPENDIX K: FACILITY PROTOTYPE COST ANALYSIS

NO.	DESCRIPTION	QUANTITY	UNIT	UNIT COST	SUBTOTAL
6	DOG PARK - With Small Dog Area: 100' x 75'; Large Dog Area: 100' x 150'				
1	Artificial Turf	9000	SF @	\$20.00	\$180,000
2	"Park Park" Facilities	1	LS @	\$20,000.00	\$20,000
3	Small Shelter- 10' x 10'	1	LS @	\$16,000.00	\$16,000
4	Pet Waste Stations	2	EA @	\$750.00	\$1,500
5	Water Service	1	LS @	\$9,500.00	\$9,500
6	Drinking Fountains (pet friendly)	2	EA @	\$7,500.00	\$15,000
7	Fence and Gates - 4' ht. chain link vinyl coated	750	LF @	\$30.00	\$22,500
8	Bench	4	EA @	\$2,300.00	\$9,200
	15% Contingency				\$41,055.00
	Subtotal				\$314,755
	PROPOSED BUDGET AMOUNT				\$325,000

7	GRILL				
1	Outdoor Grill	1	EA @	\$1,500.00	\$1,500
	15% Contingency				\$225
	Subtotal				\$1,725
	PROPOSED BUDGET AMOUNT				\$1,800

8	MULTI-PURPOSE FIELD (225' X 360')				
1	Grassing - Sprig	81000	SF @	\$0.50	\$40,500
2	Rootzone Material - 4" Thick; Sand/Organics Mix; Laser Graded	1485	TON @	\$86.00	\$127,710
3	Irrigation	81000	SF @	\$0.80	\$64,800
4	Lighting	1	LS @	\$350,000.00	\$350,000
5	Bleachers- 5 Row 50 Seats	2	EA @	\$7,300.00	\$14,600
6	Goal	1	PR @	\$3,500.00	\$3,500
	15% Contingency				\$90,167
	Subtotal				\$601,277
	PROPOSED BUDGET AMOUNT				\$700,000

9	MULTI-USE OPEN SPACE				
1	Grassing - Sprig	65000	SF @	\$0.50	\$32,500
2	Irrigation	65000	SF @	\$0.80	\$52,000
	15% Contingency				\$12,675
	Subtotal				\$97,175
	PROPOSED BUDGET AMOUNT				\$100,000

10	LOW IMPACT RECREATION AREAS - BOCCE, CORNHOLE, ETC.				
1	Grassing - Sprig	10890	SF @	\$0.50	\$5,445
2	Irrigation	10890	SF @	\$0.80	\$8,712
	15% Contingency				\$2,124
	Subtotal				\$16,281
	PROPOSED BUDGET AMOUNT				\$17,000

APPENDIX K: FACILITY PROTOTYPE COST ANALYSIS

NO. DESCRIPTION		QUANTITY	UNIT	UNIT COST	SUBTOTAL
11 PICKLEBALL COURT (34' X 64')					
1	Surfacing - Asphalt w/ Color Coat	242	SY @	\$70.00	\$16,940
2	Fencing and Gates - 10' High, vinyl coated	196	LF @	\$60.00	\$11,760
3	Lighting	1	LS @	\$23,000.00	\$23,000
4	Net & End Poles	1	SET @	\$2,000.00	\$2,000
5	Bench	1	E/A @	\$2,500.00	\$2,500
15% Contingency					\$8,430
Subtotal					\$64,630
PROPOSED BUDGET AMOUNT					\$65,000
12 PICNIC AREA					
1	Picnic Table - 6' vinyl coated	4	E/A @	\$2,800.00	\$11,200
2	Trash Receptacles	2	E/A @	\$1,500.00	\$3,000
3	Mulch	1	LS @	\$6,000.00	\$6,000
15% Contingency					\$3,030
Subtotal					\$23,230
PROPOSED BUDGET AMOUNT					\$25,000
13 PICNIC SHELTER (10' X 10')					
1	Concrete pad (4" thick with base)	100	SF @	\$7.00	\$700
2	Shelter 10' x 10' metal, prefabricated	1	LS @	\$30,000.00	\$30,000
15% Contingency					\$4,605
Subtotal					\$35,305
PROPOSED BUDGET AMOUNT					\$36,000
14 PICNIC SHELTER (20' X 20')					
1	Concrete pad (4" thick with base)	400	SF @	\$7.00	\$2,800
2	Shelter 20' x 20' metal, prefabricated	1	LS @	\$65,000.00	\$65,000
15% Contingency					\$10,170
Subtotal					\$77,970
PROPOSED BUDGET AMOUNT					\$80,000
15 PLAYGROUND					
1	Modular Play Structure (Small Structure)	1	LS @	\$150,000.00	\$150,000
2	ADA Surfacing (poured in place)	2500	SF @	\$30.00	\$75,000
3	Playground Edging	200	LF @	\$20.00	\$4,000
4	Bench	4	E/A @	\$2,300.00	\$9,200
5	Trash Receptacle	2	E/A @	\$1,500.00	\$3,000
6	Shade Structure	1	E/A @	\$20,000.00	\$20,000
15% Contingency					\$39,180
Subtotal					\$300,380
PROPOSED BUDGET AMOUNT					\$305,000
16 RESTROOM BUILDING					
1	Restrooms (Single mens and womens)	800	SF @	\$350.00	\$280,000
15% Contingency					\$42,000
Subtotal					\$322,000
PROPOSED BUDGET AMOUNT					\$325,000

APPENDIX K: FACILITY PROTOTYPE COST ANALYSIS

NO. DESCRIPTION		QUANTITY	UNIT	UNIT COST	SUBTOTAL
17 SKATE PARK					
1	Walks (750 LF @ 5' wide)	3750	SF @	\$6.00	\$22,500
2	Concrete Skate Pad	8000	SF @	\$10.00	\$80,000
3	Skate Pad Equipment	1	LS @	\$200,000.00	\$200,000
4	Benches	2	E/A @	\$2,300.00	\$4,600
5	Trash Receptacles	2	E/A @	\$1,500.00	\$3,000
15% Contingency					\$46,515
Subtotal					\$356,615
PROPOSED BUDGET AMOUNT					\$360,000
18 SWIMMING POOL (Outdoor - 25 Meter, 45' x 80')					
1	Pool construction: sitework, excavation & equipment	3600	SF @	\$11,500	\$414,000
2	Coated Concrete Decking	7200	SF @	\$9.00	\$64,800
3	Bathroom & Equip. (w/ single mens/ womens restroom/shower)	800	SF @	\$400.00	\$320,000
4	Lifeguard Stations	2	E/A @	\$2,000.00	\$4,000
5	Fencing & gates - 6' High vinyl chain link	460	LF @	\$35.00	\$16,100
6	Benches	4	E/A @	\$2,300.00	\$9,200
7	Trash Receptacles	2	E/A @	\$1,500.00	\$3,000
15% Contingency					\$124,665
Subtotal					\$955,765
PROPOSED BUDGET AMOUNT					\$1,000,000
19 TENNIS COURT					
1	Surfacing - Asphalt w/ Color Coat	775	SY @	\$40.00	\$31,000
2	Fencing and Gates - 10' High, vinyl coated	360	LF @	\$60.00	\$21,600
3	Net & End Poles	1	E/A @	\$2,200.00	\$2,200
4	Lighting	1	LS @	\$21,000.00	\$21,000
15% Contingency					\$11,370
Subtotal					\$87,170
PROPOSED BUDGET AMOUNT					\$90,000
20 VOLLEYBALL COURT (OUTDOOR SAND)					
1	Surfacing- Sand 6" Deep	33	CY @	\$80.00	\$2,640
2	Wood Edging	260	LF @	\$10.00	\$2,600
3	Net & Poles	1	E/A @	\$2,800.00	\$2,800
15% Contingency					\$1,206
Subtotal					\$9,246
PROPOSED BUDGET AMOUNT					\$10,000
21 PAVED NATURE OR LEISURE TRAIL - 1 MILE X 8' WIDE					
1	Asphalt Trail (2.5" thick with base)	4700	SY @	\$32.00	\$150,400
15% Contingency					\$22,560
Subtotal					\$172,960
PROPOSED BUDGET AMOUNT					\$175,000
22 UNPAVED NATURE OR LEISURE TRAIL - 1 MILE X 8' WIDE					
1	Sitework - Clearing, Erosion Control, Earthwork	4700	SY @	\$20.00	\$94,000
15% Contingency					\$14,100
Subtotal					\$108,100
PROPOSED BUDGET AMOUNT					\$110,000

APPENDIX K: FACILITY PROTOTYPE COST ANALYSIS

NO.	DESCRIPTION	QUANTITY	UNIT	UNIT COST	SUBTOTAL
23 SPLASHPAD					
1	Splashpad surfacing (colored, textured concrete)	3000	SF @	\$12.00	\$36,000
2	Splashpad equipment	1	LS @	\$250,000.00	\$250,000
3	Fence and Gates - 4" hi chain link vinyl coat	500	LF @	\$35.00	\$17,500
4	Deck Drain @ Shower	1	E/A @	\$500.00	\$500
5	Shade Sails	1	LS @	\$20,000.00	\$20,000
6	Shower	1	E/A @	\$3,500.00	\$3,500
7	Signage	1	LS @	\$7,000.00	\$7,000
	15% Contingency				\$50,175
	Subtotal				\$384,675
	PROPOSED BUDGET AMOUNT				\$400,000
24 SENIOR CENTER					
1	Building	4500	G/SF @	\$450.00	\$2,025,000
	(Face Brick w/ Concrete Block Backup & Steel Frame)				
	15% Contingency				\$303,750
	Subtotal				\$2,328,750
	PROPOSED BUDGET AMOUNT				\$2,500,000
25 SCORING BUILDING/ PRESSBOX					
1	Building (Prefabricated)	1	LS @	\$50,000.00	\$50,000
	15% Contingency				\$7,500
	Subtotal				\$57,500
	PROPOSED BUDGET AMOUNT				\$60,000
26 BOARDWALK TRAIL - 1/4 MILE X 6' WIDE					
1	Wood Trail w/ handrails	7920	SF @	\$50.00	\$396,000
	15% Contingency				\$59,400
	Subtotal				\$455,400
	PROPOSED BUDGET AMOUNT				\$460,000
27 HIGH ROPES / ZIPLINE FACILITY					
1	Facility	1	LS @	\$2,000,000.00	\$2,000,000
	15% Contingency				\$300,000
	Subtotal				\$2,300,000
	PROPOSED BUDGET AMOUNT				\$2,300,000
28 GUN AND ARCHERY RANGE - INDOOR					
1	Building - 100 feet x 100 feet x 12 feet ceiling height	10000	SF @	\$200.00	\$2,000,000
2	Walks - concrete	5000	SF @	\$6.00	\$30,000
3	Parking - asphalt, 60 spaces, 500 sf per space	3333	SY @	\$32.00	\$106,656
	15% Contingency				\$320,498.40
	Subtotal				\$2,457,154
	PROPOSED BUDGET AMOUNT				\$2,500,000
29 BMX / PUMP TRACK					
1	Scoring Pavilion	400	SF @	\$150.00	\$60,000
2	Walks - concrete	5000	SF @	\$6.00	\$30,000
3	Pump Track - Asphalt	2500	SY @	\$50.00	\$125,000
	15% Contingency				\$32,250
	Subtotal				\$247,250

APPENDIX K: FACILITY PROTOTYPE COST ANALYSIS

NO.	DESCRIPTION	QUANTITY	UNIT	UNIT COST	SUBTOTAL
PROPOSED BUDGET AMOUNT					
\$250,000					
30 DISC GOLF (8 HOLES)					
1	Site Prep/Clearing Stakeout	1	LS @	\$16,500.00	\$16,500
2	Disc Golf Baskets, Rules Sign, Hole Signs	1	LS @	\$17,500.00	\$17,500
3	Tee Boxes (Metal Edge with Aggregate)	1	LS @	\$16,500.00	\$16,500
	15% Contingency				\$7,575
	Subtotal				\$58,075
	PROPOSED BUDGET AMOUNT				\$60,000
31 MINI GOLF (8 HOLES- No Specialty Features)					
1	Sitework including concrete pavement and artificial turf	1	LS @	\$150,000.00	\$150,000
2	Open Air Shelter (10'x 10' with storage)	1	LS @	\$50,000.00	\$50,000
	15% Contingency				\$30,000
	Subtotal				\$230,000
	PROPOSED BUDGET AMOUNT				\$235,000
32 RV PARK & TENT PADS					
1	Sitework, grading, layout (includes 10 tent pads)	15	AC @	\$10,000.00	\$150,000
2	RV Park (+/- 58 spaces) w/ water, elec, gatehouse & RR/showers	58	E/A @	\$20,000.00	\$1,160,000
3	Playground area	1	LS @	\$305,000.00	\$305,000
4	Freight	1	LS @	\$12,000.00	\$12,000
	15% Contingency				\$244,050
	Subtotal				\$1,871,050
	PROPOSED BUDGET AMOUNT				\$2,000,000
33 MOUNTAIN BIKE TRAIL - 5 Miles x 6 Feet					
1	Sitework - Clearing, Erosion Control, Earthwork	17600	SY @	\$20.00	\$352,000
	15% Contingency				\$52,800
	Subtotal				\$404,800
	PROPOSED BUDGET AMOUNT				\$410,000

APPENDIX K: FACILITY PROTOTYPE COST ANALYSIS

NO.	DESCRIPTION	QUANTITY	UNIT	UNIT COST	SUBTOTAL
SUMMARY- FACILITY PROTOTYPE COSTS ANALYSIS					
1	ATHLETIC DIAMOND FIELD				\$725,000
2	BASKETBALL COURT (OUTDOOR)				\$90,000
3	BATTING CAGE				\$6,500
4	RECREATION CENTER w/ GYMNASIUM, MEETING & SENIOR SPACE				\$12,500,000
5	CONCESSION STAND (No hood or restrms, single story, split face block)				\$190,000
6	DOG PARK - With Small Dog Area: 100' x 75'; Large Dog Area: 100' x 150'				\$325,000
7	GRILL				\$1,800
8	MULTI-PURPOSE FIELD (225' X 360') (To replace grass with artificial turf add \$850,000)				\$700,000
9	MULTI-USE OPEN SPACE				\$100,000
10	LOW IMPACT RECREATION AREAS - BOCCIE, CORNHOLE, ETC.				\$17,000
11	PICKLEBALL COURT (34' X 64')				\$65,000
12	PICNIC AREA				\$25,000
13	PICNIC SHELTER (10' X 10')				\$36,000
14	PICNIC SHELTER (20' X 20')				\$80,000
15	PLAYGROUND				\$305,000
16	RESTROOM BUILDING (To add warming kitchen, add \$75,000)				\$325,000
17	SKATE PARK				\$360,000

APPENDIX K: FACILITY PROTOTYPE COST ANALYSIS

NO.	DESCRIPTION	QUANTITY	UNIT	UNIT COST	SUBTOTAL
18	SWIMMING POOL (Outdoor - 25 Meter 45' x 80')				\$1,000,000
19	TENNIS COURT				\$90,000
20	VOLLEYBALL COURT (OUTDOOR SAND)				\$10,000
21	PAVED NATURE OR LEISURE TRAIL - 1 MILE X 8' WIDE				\$175,000
22	UNPAVED NATURE OR LEISURE TRAIL - 1 MILE X 8' WIDE				\$110,000
23	SPLASHPAD				\$400,000
24	SENIOR CENTER				\$2,500,000
25	SCORING BUILDING/ PRESSBOX				\$60,000
26	BOARDWALK TRAIL - 1/4 MILE X 6' WIDE				\$460,000
27	HIGH ROPES / ZIPLINE FACILITY				\$2,300,000
28	GUN AND ARCHERY RANGE - INDOOR				\$2,500,000
29	BMX/ PUMP TRACK				\$250,000
30	DISC GOLF (18 HOLES)				\$60,000
31	MINI GOLF (18 HOLES- No Specialty Features)				\$235,000
32	RV PARK & TENT PADS				\$2,000,000
33	MOUNTAIN BIKE TRAIL - 5 Miles x 6 Feet				\$410,000

NOTE: Costs do not include property acquisition, utility/infrastructure extensions to site; lighting (unless otherwise noted); fixtures; furnishings & equipment (unless otherwise noted); surveying; design fees or permitting.