

Fiscal Year 2025

Affiliated Agency Grant Application

Organization Name: Hilton Head Island Recreation Association

Project Name: Island Rec Budget

Executive Summary

An Effectiveness Measurement spreadsheet has been attached to this application.

The Association has greatly appreciated the 40-plus year relationship with the Town. The partnership has helped the Association and the Town thrive while serving the community. In 2023, we provided 200 plus programs and events for community members of all ages, and managed the scheduling of the Island Recreation and Senior Center, also while coordinating the scheduling of Town owned parks.

The Board of Directors believed that the request for FY 25 has anticipated growth through the Association's programs. The funding request to the Town in FY25 is a (4.0%) increase from FY24. The program (9%) and event/other income (12%) are budgeted for increases. The overall FY 25 budget has a (8%) increase.

In the NRPA Performance review for both 2022 and 2023, the Association provides programs and events that are similar to communities of the same size.

The Board is anticipating several headwinds, including the continued recruiting and maintaining quality employees—the additional cost of doing business. The Board has a Human Resource Committee working with the staff to tackle employment issues.

We appreciate the opportunity to come before the F & A Committee to outline our services and funding request for FY 25.

Fiscal Year 2025

Affiliated Agency Grant Application

Date Received: 01/29/2024

Time Received: 01:46 PM

By: Online Submittal

Applications will not be accepted if submitted after 4 pm on January 31, 2024

A. SUMMARY OF GRANT REQUEST:

ORGANIZATION NAME: Hilton Head Island Recreation Association

Project/Event Name: Island Rec Budget

Contact Name: Frank Soule

Title: Executive Parks and Recreation Director

Address: P.O. Box 22593, HILTON HEAD ISLAND, SC 29925

Email Address: frank.soule@islandreccenter.org

Contact Phone: 843-683-7203

Total Budget: \$3,692,995.00

Grant Amount Requested: \$1,167,366.00

Provide a brief summary on the intended use of the grant and how the money would be used.
(100 words or less)

The Association presents this funding request with these objectives; to provide the best in class recreational services to the community, while effectively managing the world-class recreational facilities.

B. DESCRIPTION OF OPERATIONS:

1. For state reporting purposes, give a brief description of the organization. (250 words or less)

The Hilton Head Island Recreation Association is a non-profit organization founded in 1977 to provide recreation programs to the community with the development of the Island Youth Center by the Hilton Head Island Rotary Club. As the Island continued to grow so did the Association. The first MOU with the Town was in 1986 for the development, construction, and program management of the Island Recreation Center which opened in 1988. This long-standing partnership has led to many projects such as the development of Crossings and Chaplin Parks and the Island Recreation Center's enhancement and expansion, which reopened in 2019. In 1992, the Senior Center joined the Association to provide senior programs. Today, there are

over 600 members of the Hilton Head Island Senior Center involved in programs from fitness to social activities. The Association and the Town of Hilton Head Island will renew their MOU in 2024 for another 10 years.

The Association has 17 volunteer board members, 20 volunteer advisory board members, a Town Council member who is an ex-officio member of the Board, and a Town staff member who serves as a liaison to the Island Rec staff.

There are 17 full-time staff members, and 30 part-time (summertime/part-time is 85 plus). The Association provides over 200 programs and community events annually, with 376,432 participant visits. Through the Carmine's Scholarship Foundation, the Association has awarded over \$217,928 to families in need to ensure that no child is denied recreation or education programs at the Island Recreation Center. The main focus of these scholarships is on Preschool and Youth Programs.

Volunteers donate over 19,596 hours to the Association annually.

2. Describe in detail how the grant would be used? *(250 words or less)*

The funding received provides community-wide public recreation programs, community events, and effective management of facilities for the Town of Hilton Head Island and its residents. These efforts promote health, and wellness and build a sense of community through parks and recreation programs.

The Island Recreation Center is open seven days a week. Monday-Friday 5:30 am – 9:00 pm, Saturday 8:00 am to 3:00 pm, and Sunday 11:00 am to 3:00 pm. Hours vary and will be extended depending on programs and program times. The Hilton Head Island Senior Center hours are Monday-Friday 8:30 am to 4:00 pm. There are times when usage starts early or goes beyond normal hours of operation.

The Association staff coordinates the scheduling of Town-owned parks including the following: Bristol Sports Rink, Crossings Park, Chaplin Community Park, Shelter Cove Community Park, Barker Field Extention, Barker Field, Lowcountry Celebration Park, Jarvis Creek Park, the Sailing and Rowing Center at Squire Pope Rd and through the extended MOU there will be additional parks to schedule. The scheduling includes athletics, shelter rentals, and community events.

3. What impact would partial funding have on the activities, if full funding were not received? What would the organization change to account for partial funding? *(100 words or less)*

If full funding was not received, there would be an increase in program fees and sponsorships, along with exploring grant and fundraising opportunities. The

Association would also have to look at a reduction in the hours of operations at Island Rec and Senior Centers. Elimination of programs and events in conjunction with cutting staff salary increases, reducing part-time staff hours, and termination of staff positions.

4. What is the expected public benefit to these expenditures to the Island's, citizens, visitors, and/or the Town? (100 words or less)

Here are five statements showcasing the fundamental role played in our community by parks and recreation and the services the Association provides to the residents and visitors.

Promoting Health and Wellness

Programs and educational activities are critical to childhood development

Drives economic opportunities

Strengthens communities and brings people together

Parks Build Community

5. Additional comments. (250 words or less)

The Town's Finance Department prepares bi-weekly the Association's payroll and weekly payable checks. The Town provides a monthly financial statement and general ledger report. The Town and the Association coordinate the production of an annual audit through the contracted firm. Capital Expenditures are reviewed by the Town and the Association is reimbursed for these expenses. All financial records are available to the public.

C. FUNDING:

1. Please describe how the organization is currently funded. (100 words or less)

The Association's funding comes from program fees, sponsorships, community events, annual fundraising, and government support. These resources allow the Association to continue the effective management of recreational facilities, as well as the coordination of recreation programs and community events. The percentage

breakdown is below in the application.

2. Please also estimate, as a percentage, the source of the organization's total annual funding.

<u>31</u>	Government Sources	<u>11</u>	Private Contributions, Donations and Grants
<u>12</u>	Corporate Support, Sponsors	<u>46</u>	Membership, Dues, Subscriptions
<u>0</u>	Ticket Sales, or Sales and Services	<u>0</u>	Other

3. Please provide a summary of previous governmental funding applied for, or received, for fiscal year 2024 and fiscal year 2025. (100 words or less)

The Association anticipates funds totaling \$2,525,607 from program fees, sponsorships, community events, and fundraising.

4. Please provide a summary of other sources of funding or secured for this initiative. (250 words or less)

The Association anticipates funds totaling \$2,525,607 from program fees, sponsorships, community events, and fundraising.

D. FINANCIAL INFORMATION:

Fiscal Year Disclosure: Start Month: July 1 End Month: June 30

Financial Statement Requirements:

1. The upcoming year's **operating budget** for the organization.

An Organization Budget has been attached to this Application.

2. The previous two years and current year **profit and loss reports** for the organization.

A Current Profit & Loss Report has been attached to this Application.

Profit and Loss Years Provided:

Previous Year
FY 21 and FY 22

FY 23

3. The previous two years and current year **balance sheets**.

A Current Balance Sheet has been attached to this Application.

Balance Sheet Years Provided:

FY 21

FY 20

FY 22

FY 23

E. MEASURING EFFECTIVENESS:

1. List any award amounts received in fiscal year 2023 and/or 2024.

2021	\$1,060,707.00	Recreation Programs and facilities management
2022	\$1,087,578.00	Recreation Programs and facilities management
2023	\$1,099,304.00	Recreation Programs and facilities management
2024	\$1,123,766.00	Recreation Programs and facilities management

2. How were those funds used? To what extent were the objectives achieved? (200 words or less)

The funds received were used to implement community-wide recreation programs, and maintain the Island Recreation and Senior Centers, along with schedule coordination of the Town parks.

The participation levels at programs and community events met the expectations set by the Board.

3. What impact did this have on the success of the organization and how did it benefit the community? (200 words or less)

The success of the Association is critical to the well-being of the community. Without positive recreation programs for all ages along with established parks systems, our

community will fail its residents. The partnership with the Town has allowed the Association to create world-class recreation programs and aided in the management of facilities. The residents have had far-reaching benefits from health and wellness to social activities which produce an ongoing sense of community.

4. How does the organization measure the effectiveness of both the overall activity and of individual programs? (200 words or less)

The Association measures the effectiveness of our program through the evaluations of program participants, staff, and volunteers. These evaluations are then reviewed by the Association's Program Review Committee, which reports to the Board of Directors. The Board and Staff address any suggestions or concerns.

The Association surveys the community annually. It addresses facilities' usage, event attendance, and marketing, along with opportunities to suggest improvements and how to receive information for the Association. Survey results are reviewed by the Executive Committee and then by the Board with recommendations being given to the staff for implementation.

The Association also surveys the attendees to make certain that we are providing great community events. The Association works to ensure that the marketing dollars spent to market the events are being spent to attract the most attendees as possible by specifically asking which marketing source drew them to the area and if it was specifically for the event or secondary.

Our program success is also measured by the children's success in our programs, the return of attendees, and parents' responses through program surveys. We could not continue to grow the programs every year without the overwhelming response from families about how their children have thrived and enjoyed the programs and the joy they see in their children during these programs.

F. EXECUTIVE SUMMARY

Provide an executive summary using the Effectiveness Measurement spreadsheet provided or your own format. If creating your own format, please refer to the Effectiveness Measurement sample spreadsheet and use the criteria as a guideline. (1300 words or less)

An Effectiveness Measurement spreadsheet has been attached to this application.

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partnership has helped the Association and the Town thrive while serving the community. In 2023, we provided 200 plus programs and events for community members of all ages, and managed the scheduling of the Island Recreation and Senior Center, also while coordinating the scheduling of Town owned parks.

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Signature: frank soule

Title/Position: executive director

Mailing Address: P.O. Box 22593, HILTON HEAD ISLAND, SC 29926

Email Address: frank.soule@islandreccenter.org

Phone Number: 843-683-7203

Island Rec Association
FY 25 - Revenues

REC CENTER AQUATICS REVENUE	FY 24	FY 25
64401 AQUATICS	\$ 43,000	\$ 45,000
64402 REC SWIM	\$ 65,000	\$ 75,000
64403 SWIM TEAM	\$ 23,700	\$ 25,000
64407 SWIM LESSONS	\$ 26,500	\$ 30,000
TOTAL REC CENTER AQUATICS REVENUE	\$ 158,200	\$ 175,000
REC CENTER SENIOR CITIZEN PR		
64620 MEMBERSHIPS	\$ 12,500	\$ 12,500
64710 CLASSES	\$ 9,500	\$ 9,500
64709 SENIOR TRIPS	\$ 3,500	\$ 7,500
64735 SOCIAL ACTIVITIES	\$ 3,350	\$ 3,350
64750 SENIOR FACILITIES USAGE	\$ 7,840	\$ 7,840
TOTAL REC CENTER SENIOR CITIZENS	\$ 36,690	\$ 40,690
REC CENTER ATHLETIC PROGRAMS		
64504 BASKETBALL CAMP	\$ -	\$ -
ALL SPORTS CAMP		\$ 7,500
64506 YOUTH BASKETBALL	\$ 55,000	\$ 55,000
64507 FLAG FOOTBALL	\$ 12,500	\$ 12,500
64509 ADULT SOCCER LEAGUES	\$ 7,500	\$ 7,500
64511 GOLF SCHOOL		
64513 OPEN GYM PROGRAMS	\$ -	\$ 8,000
64515 OUTDOOR PROGRAMS	\$ 75,000	\$ 125,000
64516 SOCCER CAMP	\$ 5,000	\$ 5,000
64517 YOUTH-TENNIS	\$ 45,000	\$ 30,000
64520 VOLLEYBALL-GIRLS CAMP	\$ 23,000	\$ 17,500
64532 CHEERLEADING CAMP	\$ 10,000	\$ 10,000
64535 YOUTH SOCCER	\$ 105,000	\$ 105,000
64536 SURF CAMP	\$ -	\$ -
64610 KARATE-SHOTOKAN	\$ 35,000	\$ 40,000
64612 ROLLER HOCKEY		
64614 LACROSSE	\$ 5,000	\$ 5,000
FOOTBALL CAMP	\$ 45,000	\$ 45,000
64617 GATOR FOOTBALL		
GIRLS SOFTBALL	\$ -	\$ -

Island Rec Association
FY 25 - Revenues

FENCING	\$ 12,000	\$ 12,000	
64540 YOUTH REC CLASSES	\$ 10,000	\$ 10,000	
PICKLEBALL	\$ 35,000	\$ 90,000	
TOTAL REC CENTER ATHLETIC PROGRAMS	\$ 480,000	\$ 585,000	
FITNESS PROGRAMS			
64541 MEMBERSHIPS	\$ 218,000	\$ 230,000	
64542 CLASSES	\$ 35,000	\$ 40,000	
TOTALS	\$ 253,000	\$ 270,000	
REC CENTER YOUTH/TEEN PROGRAM			
64901 AFTER-SCHOOL CLUB	\$ 225,000	\$ 235,000	
64904 DISCOVERY CLUB	\$ 70,000	\$ 70,000	
64910 SUMMER DAY CAMP	\$ 265,000	\$ 265,000	
64921 CHALLENGE PROGRAM-SUMMER	\$ 62,000	\$ 62,000	
64935 CHILDREN & TEEN ACTIVITIES	\$ 9,500	\$ 9,500	
TOTAL REC CENTER YOUTH/TEEN PROGRAM	\$ 631,500	\$ 641,500	
TOTAL PROGRAM REVENUES	\$ 1,559,390	\$ 1,712,190	
REC CENTER GOVERNMENT INCOME			
64015 TOWN OF HILTON HEAD-MONTHLY	\$ 822,831	\$ 860,033	
64018 GEN FUND REIM-SENIOR PROG	\$ 122,953	\$ 128,512	
Town of Hilton Head-Monthly	\$ 130,000	\$ 130,000	
Town of Hilton Head-Senior Programs	\$ 20,000	\$ 20,000	
ADAPTIVE RECREATION LEADER	\$ 27,982	\$ 28,821	
TOTAL REC CENTER GOVERNMENT INCOME	\$ 1,123,766	\$ 1,167,366	
REC CENTER OTHER INCOME			
64017 BEAUFORT COUNTY POOL	\$ 135,000	\$ 150,000	
64102 FRIENDS DRIVE	\$ 32,000	\$ 37,000	
64104 DONATED SERVICES	\$ 5,000	\$ 5,000	
64107 MISC INCOME	\$ 15,000	\$ 15,000	
64122 VENDING-CONCESSIONS	\$ 17,500	\$ 30,000	
64108 RENTALS REC CENTER	\$ 5,000	\$ 5,000	

Island Rec Association
FY 25 - Revenues

64109 INTEREST	\$ 4,000	\$ 21,000
64110 HERITAGE CONCESSIONS	\$ 27,500	\$ 32,000
64114 RENTAL-PARKS JARVIS/ EVENTS	\$ 25,000	\$ 27,500
64120 DONATIONS EQUIPMENT	-	-
64117 MISCELLANEOUS-SENIOR PROGRAM	500	500
64300 COMMUNITY EVENTS	\$ 430,000	\$ 450,439
COMMUNITY EVENTS-YOUTH	\$ 15,000	\$ 15,000
CREDIT CARD SERVICE FEE		\$ 25,000
TOTAL REC CENTER OTHER INCOME	\$ 711,500	\$ 813,439
BUDGET- REVENUE TOTAL (OPERATING)	\$ 3,394,656	\$ 3,692,995
BUDGET-REVENUE TOTAL	\$ 3,394,656	\$ 3,692,995

Island Rec Association
FY 24 - Expenses

REC CENTER AQUATIC PROGRAM	FY 24	FY 25
75401 AQUATICS	\$ 14,500	\$ 16,000
TOTAL REC CENTER AQUATIC PROGRAM	\$ 14,500	\$ 16,000
REC CENTER SENIOR CITIZEN PROG		
SEMINARS/CLASSES	\$ 5,000	\$ 5,000
75709 SENIOR TRIPS	\$ 10,000	\$ 12,000
75725 ATHLETICS	\$ 500	\$ 500
75735 SOCIAL ACTIVITIES	\$ 1,500	\$ 1,500
TOTAL REC CENTER SENIOR CITIZEN PROG	\$ 17,000	\$ 19,000
REC CENTER ATHLETIC PROGRAMS		
75503 BASKETBALL-YOUTH	\$ 26,000	\$ 26,000
75505 BASKETBALL CAMP	\$ 1,100	\$ 1,100
75507 FLAG FOOTBALL	\$ 6,500	\$ 6,500
75509 ADULT SOCCER LEAGUES	\$ 1,000	\$ 1,000
75511 GOLF SCHOOL	\$ 2,000	\$ 2,000
75513 OPEN GYM PROGRAMS	\$ 100	\$ 100
75515 WATER SPORTS	\$ -	\$ -
75516 SOCCER CAMP	\$ 3,750	\$ 3,750
75517 YOUTH-TENNIS	\$ 33,750	\$ 22,500
75520 VOLLEYBALL-GIRLS CAMP	\$ 17,500	\$ 13,125
75532 CHEERLEADING CAMP	\$ 7,500	\$ 7,500
75535 YOUTH SOCCER	\$ 45,000	\$ 45,000
75536 SURF CAMP		
75610 KARATE-SHOTOKAN	\$ 26,250	\$ 30,000
74613 CLUB SOCCER	\$ -	\$ -
LACROSSE	\$ 3,750	\$ 3,750
FOOTBALL CAMP	\$ 39,750	\$ 39,750
75617 GATOR FOOTBALL	\$ -	\$ -
YOUTH FITNESS	\$ 7,500	\$ 7,500
PICKLEBALL	\$ 11,000	\$ 63,750
Outdoor Recreation	\$ 40,000	\$ 93,750
TOTAL REC CENTER ATHLETIC PROGRAMS	\$ 272,450	\$ 367,075

Island Rec Association
FY 24 - Expenses

FITNESS PROGRAMS			
MEMBERSHIPS	\$ 7,500	\$ 7,500	
CLASSES	\$ 36,000	\$ 36,000	
TOTALS	\$ 43,500	\$ 43,500	
REC CENTER YOUTH/TEEN PROGRAMS			
75901 AFTER-SCHOOL CLUB	\$ 21,000	\$ 21,000	
75904 DISCOVERY CLUB	\$ 12,500	\$ 12,500	
75910 SUMMER DAY CAMP	\$ 35,000	\$ 35,000	
THERAPEUTIC RECREATION EQUIPMENT/SO	\$ -	\$ -	
75921 CHALLENGE/TEEN-SUMMER	\$ 10,000	\$ 9,190	
75935 CHILDREN & TEEN ACTIVITIES	\$ 5,000	\$ 5,000	
TOTAL REC CENTER YOUTH/TEEN PROGRAM	\$ 83,500	\$ 82,690	
Total Program Expenses	\$ 430,950	\$ 528,265	
REC CENTER OTHER INCOME			
75102 FRIENDS DRIVE	\$ 4,500	\$ 4,500	
75107 MISC INCOME	\$ 3,500	\$ 3,500	
75110 HERITAGE CONCESSIONS	\$ 2,500	\$ 2,500	
75313 PARK RENTALS	\$ 3,600	\$ 3,600	
VENDING	\$ 10,000	\$ 15,000	
75300 COMMUNITY EVENTS	\$ 350,000	\$ 290,000	
COMMUNITY EVENTS YOUTH	\$ 12,919	\$ 12,919	
TOTAL REC CENTER OTHER INCOME	\$ 387,019	\$ 332,019	
REC CENTER PAYROLL EXPENSE			
Administrative Staff			
76010 EXECUTIVE DIRECTOR	\$ 108,308	\$ 110,000	
76029 DEPUTY DIRECTOR	\$ 65,000	\$ 75,000	
76045 OFFICE MANAGER	\$ 50,000	\$ 50,000	
FRONT DESK MANAGER/COMMUNITY SERVICE	\$ 50,000	\$ 50,000	
FRONT DESK (part-time)	\$ 60,000	\$ 70,000	
Total	\$ 333,308	\$ 355,000	

Island Rec Association
FY 24 - Expenses

Aquatic Staff			
76070 AQUATICS DIRECTOR	\$ 53,000	\$	53,000
76070 AQUATICS DIRECTOR ASSISTANT		\$	45,000
76072 SEASONAL POOL STAFF	\$ 165,000	\$	125,000
Total	\$ 218,000	\$	223,000
Community Event Staff			
76050 SPECIAL EVENTS/FUND	\$ 47,500	\$	49,000
76049 SPECIAL EVENTS STAFFING	\$ 52,000	\$	52,000
Total	\$ 99,500	\$	101,000
Maintenance Staff			
76073 MAINTENANCE WORKERS	\$ 36,400	\$	40,000
76073 MAINTENANCE WORKERS (PT)	\$ 25,000	\$	25,000
Total	\$ 61,400	\$	65,000
Marketing			
76074 MARKETING DIRECTOR	\$ 47,500	\$	47,500
Total	\$ 47,500	\$	47,500
Senior Program Staff			
76035 S.E./SENIOR CITIZEN DIRECTOR	\$ 47,500	\$	49,000
76037 SENIOR CITIZENS ADMIN.	\$ 7,500	\$	12,500
Total	\$ 55,000	\$	61,500
Youth/Adult Athletic Staff			
76020 RECREATION SUPERINTENDENT	\$ 60,000	\$	63,000
76040 RECREATION SUPERINTENDENT	\$ 58,500	\$	58,500
FITNESS COORDINATOR	\$ 50,000	\$	50,000
76041 ATHLETICS PROGRAMS	\$ 50,000	\$	50,000
76047 PROGRAM SUPERVISORS	\$ 50,000	\$	50,000
76048 FACILITIES SUPERVISOR/FITNESS ATTE	\$ 60,000	\$	60,000
Pickleball Coordinator Part-time		\$	25,000
Outdoor Program Specialist	\$ 48,500	\$	50,000
Outdoor Assistant		\$	38,500

Island Rec Association
FY 24 - Expenses

Total	\$ 377,000	\$ 445,000
Youth Program Staff		
76031 AFTER SCHOOL PROGRAM	\$ 93,266	\$ 93,266
76032 DISCOVERY CLUB	\$ 57,000	\$ 57,000
76033 SUMMER CAMP	\$ 100,000	\$ 100,000
YOUTH/TEEN DIRECTOR	\$ 47,500	\$ 49,000
ASSIST YOUTH/TEEN DIRECTOR	\$ 32,700	\$ 40,000
THERAPEUTIC/YOUTH DIRECTOR	\$ 45,000	\$ 49,000
76034 CHALLENGE/TEEN PROGRAM-SUMME	\$ 27,000	\$ 27,000
Total	\$ 402,466	\$ 415,266
TOTAL REC CENTER PAYROLL EXPENSE	\$ 1,594,174	\$ 1,713,266
REC CENTER PAYROLL TAXES & INS		
76075 PAYROLL TAXES	\$ 106,775	\$ 106,775
76078 WORKMANS COMPENSATION	\$ 15,000	\$ 15,000
76079 UNEMPLOYMENT TAXES	\$ 3,420	\$ 3,420
76080 HEALTH INSURANCE	\$ 100,000	\$ 100,000
76086 LONG TERM DISABILITY INSURANCE	\$ 6,500	\$ 7,500
76087 TENURE INCOME	\$ 11,000	\$ 11,000
76088 EMPLOYEE 401K CONTRIBUTIONS/Adf	\$ 28,000	\$ 30,000
TOTAL REC CENTER PAYROLL TAXES & INS	\$ 270,695	\$ 273,695
REC CENTER GEN ADM EXPENSE		
Administration		
77010 AUDIT/BANK FEES	\$ 53,000	\$ 65,000
77011 LEGAL FEES	\$ 1,000	\$ 1,000
77014 VEHICLES	\$ 25,500	\$ 25,500
77015 COMPUTER SERVICES	\$ 17,000	\$ 30,000
77020 DUES & CERTIFICATIONS	\$ 10,000	\$ 10,000
77050 EDUCATIONAL TRAINING/MEETINGS	\$ 25,000	\$ 25,000
77026 GENERAL LIABILITY	\$ 85,000	\$ 95,000
77075 LEASES-OFFICE EQUIPMENT	\$ 9,500	\$ 9,500
77083 DEPRECIATION	\$ -	\$ -

Island Rec Association
FY 24 - Expenses

77060 POSTAGE & FREIGHT	\$ 3,750	\$ 4,000
77085 SUPPLIES-OFFICE	\$ 14,000	\$ 14,000
77087 SUPPLIES-GENERAL PURPOSE	\$ 16,000	\$ 16,000
77090 TELEPHONE/CELL SERVICES	\$ 30,000	\$ 34,700
Total	\$ 289,750	\$ 329,700
Senior Admin		
77096 SUPPLIES GEN PURPOSE-SENIOR PR	\$ 1,500	\$ 1,500
77097 SUPPLIES-OFFICE-SENIOR PROGRAM	\$ 1,750	\$ 1,750
77098 TELEPHONE-SENIOR PROGRAMS	\$ 2,500	\$ 2,500
78022 COMPUTER SERV-SENIOR PR	\$ 500	\$ 500
78024 POSTAGE-SENIOR PROGRAMS	\$ 250	\$ 250
78029 COPIER MAINT-SENIOR	\$ 1,200	\$ 1,200
Total	\$ 7,700	\$ 7,700
Total Admin	\$ 297,450	\$ 337,400
Marketing		
77012 ADVERTISING	\$ 25,000	\$ 25,000
77055 PRINTING-GENERAL	\$ 5,000	\$ 5,000
77056 PRINTING-NEWSLETTERS	\$ 5,000	\$ 5,000
78021 ADVERTISING-SENIOR PROGRAMS	\$ 500	\$ 500
78025 PRINTING GEN-SENIOR PROGRAMS	\$ 750	\$ 750
Total	\$ 36,250	\$ 36,250
Building/Grounds-Rec Center		
77023 ELECTRICITY-REC CTR	\$ 90,000	\$ 90,000
77028 FIRE ALARM SERVICE/CAMERAS	\$ 3,500	\$ 15,000
77034 TRASH REMOVAL	\$ 5,500	\$ 5,700
77065 REPAIRS-BUILDING	\$ 20,000	\$ 20,000
BASKETBALL GOAL MAINTENANCE		\$ 7,500
PEST CONTROL		\$ 3,500
77088 SUPPLIES-JANITORIAL	\$ 35,000	\$ 35,000
77095 WATER & SEWER	\$ 12,000	\$ 12,000

Island Rec Association
FY 24 - Expenses

78010 HEATING & AC	\$ 23,000	\$ 23,000
78011 GROUNDS MAINTENANCE	\$ 30,000	\$ 33,700
78012 GYM FLOOR	\$ 6,500	\$ 6,500
CLEANING SERVICE (REC CENTER/POOL)	\$ 102,000	\$ 102,000
ELEVATOR MAINTENANCE	\$ 4,500	\$ 4,500
Total	\$ 332,000	\$ 358,400
Parks		
78017 GROUNDS MAINTENANCE-SHELT COV	\$ 500	\$ 500
77025 ELECTRICITY-SHELTER COVE	\$ 1,200	\$ 1,200
Total	\$ 1,700	\$ 1,700
Pool Operating Expenses		
77022 PROPANE	\$ 38,852	\$ 42,000
77066 REPAIRS-SWIM POOL	\$ 23,566	\$ 25,000
77086 SUPPLIES-SWIM POOL	\$ 30,000	\$ 33,000
Total	\$ 92,418	\$ 100,000
Senior Building		
ELECTRICITY	\$ 3,500	\$ 3,500
WATER	\$ 700	\$ 700
CLEANING	\$ 7,800	\$ 7,800
Total	\$ 12,000	\$ 12,000
Total Facilities	\$ 438,118	\$ 472,100
TOTAL REC CENTER GEN ADM EXPENSE	\$ 1,197,936	\$ 1,305,850
BUDGET-EXPENSES TOTAL (OPERATING)	\$ 3,454,656	\$ 3,692,995
BUDGET-EXPENSES TOTAL	\$ 3,454,656	\$ 3,692,995

Island Rec Association
FY 24 - Expenses

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FY 24 Profit-Loss
December 2023

Month Bank	Amount
Statements	FY 24
July	\$ 23,973
August	\$ (57,381)
Sept	\$ (36,098)
Oct	\$ 93,945
Nov	\$ (17,122)
Dec	\$ (135,795)
Jan	
Feb	
Mar	
Apr	
May	
June	
Total	\$ (128,478)

Island Recreation Association

Month Bank	Amount
Statements	FY 23
July	\$ (33,927)
August	\$ 6,384
Sept	\$ 64,993
Oct	\$ 703
Nov	\$ 60,078
Dec	\$ (142,336)
Jan	\$ 40,805
Feb	\$ 15,643
Mar	\$ 155,115
Apr	\$ (58,630)
May	\$ 38,525
June	\$ (30,856)
Total	\$ 116,497

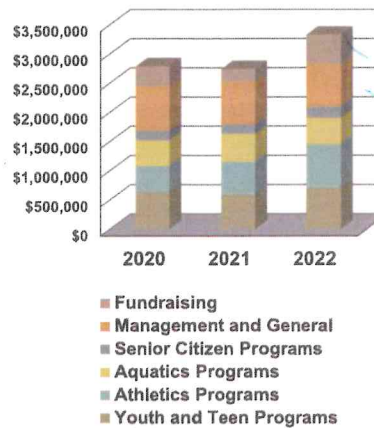


Hilton Head Island Recreation Association 2022 FINANCIAL REVIEW

Expenses and Losses:

- \$3.3 million for 2022:
 - \$712K for Youth and Teen Programs
 - \$733K for Athletics Programs
 - \$458K for Aquatics Programs
 - \$191K for Senior Citizen Programs
 - \$729K for Management and General
 - \$502K for Fundraising
- \$586K (21%) increase from 2021
- \$146K (5%) over budget

EXPENSES AND LOSSES

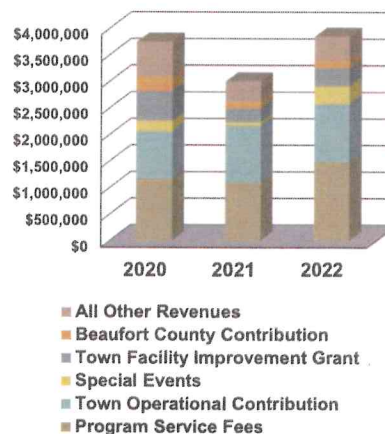


Hilton Head Island Recreation Association 2022 FINANCIAL REVIEW

Revenues:

- \$3.8 million for 2022:
 - \$1.5m from program service fees
 - \$1.1m from Town of Hilton Head
 - \$341K from Town of Hilton Head – Facilities Improvement Grant
 - \$227K from other intergovernmental revenue
 - \$334K from special events
 - \$135K from Beaufort County
 - \$236K from other revenues
- \$847K (28%) increase from 2021
 - Primarily due to a \$382k increase in program service fees due to decreased restrictions from COVID.
 - \$271k increase in special events due to decreased restrictions from COVID.
- \$534K (17%) over budget
 - Primarily due to program service fees being \$254K over budget, special events being \$134k over budget, and \$92k of other intergovernmental revenue which was unbudgeted.

REVENUES



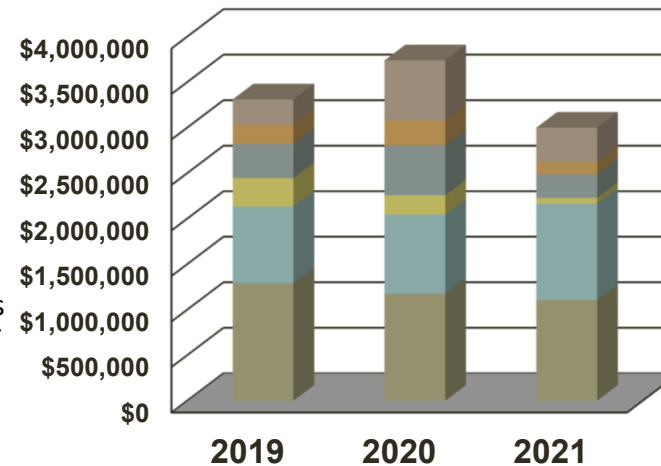


Hilton Head Island Recreation Association 2021 FINANCIAL AUDIT

Revenues:

- \$3.0 million for 2021:
 - \$1.1m from program service fees
 - \$1.1m from Town of Hilton Head
 - \$260K from Town of Hilton Head – Facilities Improvement Grant
 - \$63K from special events
 - \$135K from Beaufort County
 - \$378K from other revenues
- \$739K (20%) decrease from 2020
 - Primarily due to \$335K decrease in contributions received for the playground received in the prior year
 - \$149K decrease in special events due to COVID
 - \$140K decrease contributions received Beaufort County offset by increase in Town contributions
- \$114K (4%) under budget
 - Primarily due to special events being \$137K under budget while contributions were \$31K over budget

REVENUES



- All Other Revenues
- Beaufort County Contribution
- Town Facility Improvement Grant
- Special Events
- Town Operational Contribution
- Program Service Fees

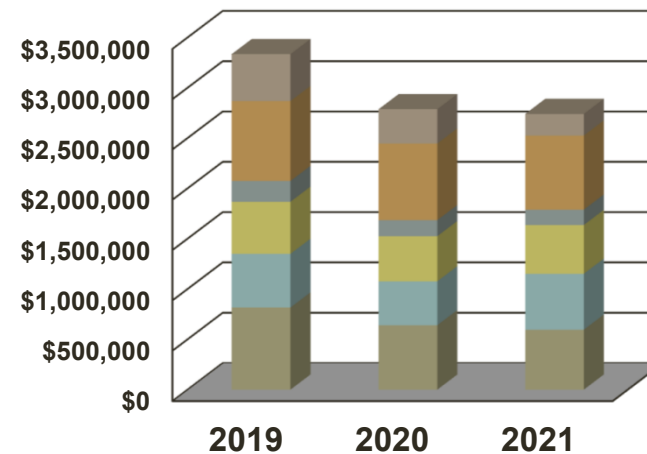


Hilton Head Island Recreation Association 2021 FINANCIAL AUDIT

Expenses and Losses:

- \$2.7 million for 2021:
 - \$596K for Youth and Teen Programs
 - \$556K for Athletics Programs
 - \$484K for Aquatics Programs
 - \$153K for Senior Citizen Programs
 - \$736K for Management and General
 - \$215K for Fundraising
- \$47K (2%) decrease from 2020
- \$374K (12%) under budget due to COVID-19 impacts

EXPENSES AND LOSSES



- Fundraising
- Management and General
- Senior Citizen Programs
- Aquatics Programs
- Athletics Programs
- Youth and Teen Programs

HILTON HEAD ISLAND RECREATION ASSOCIATION, INC
BALANCE SHEET
December 31, 2023

ASSETS

Operating Cash

South State Bank-Operating 537,738.65

Petty Cash

Cash on Hand 375.00

South State Bank-Petty Cash Checking 9,030.88

Sub-Total Petty Cash 9,405.88

Money Market

South State Bank-Money Market 741,763.84

TD Bank-Money Market Plus 2,715.05

744,478.89

Certificate of Deposits & Investments

Community Foundation of the Lowcountry 107,275.64

Morgan Stanley-Reserve Account 546,002.09

Morgan Stanley-Scholarship Endowment Fund 164,134.41

South State Bank-CD's 450,000.00

Sub-Total CD's & Investments 1,267,412.14

Other Current Assets

Accounts Receivable 0.00

Prepaid Expenses 10,934.50

Sub-Total Other Current Assets 10,934.50

Property & Equipment

Machinery & Equipment 307,068.09

Land 15,000.00

Building 102,415.00

Leasehold Improvements 1,582,651.45

Automobiles 317,152.85

Improvements Other Than Building 6,724.00

Sub-Total Property & Equipment 2,331,011.39

Accumulated Depreciation (837,390.77)

Total Property & Equipment, Net 1,493,620.62

TOTAL ASSETS

4,063,590.68

LIABILITIES & EQUITY

Liabilities

Accounts Payable 25,768.81

Deferred Revenue 38,767.76

Smith Barney Plan 4,044.48

Accrued Other -864.87

Due to Other Gov 45.78

Total Liabilities 67,761.96

Equity

Fund Balance 3,801,580.05

Operating Income (Loss) 194,248.67

Total Equity 3,995,828.72

TOTAL LIABILITIES & EQUITY

4,063,590.68

FY 24 Profit-Loss
December 2023

Month Bank	Amount
Statements	FY 24
July	\$ 23,973
August	\$ (57,381)
Sept	\$ (36,098)
Oct	\$ 93,945
Nov	\$ (17,122)
Dec	\$ (135,795)
Jan	
Feb	
Mar	
Apr	
May	
June	
Total	\$ (128,478)

HILTON HEAD ISLAND RECREATION ASSOCIATION, INC
BALANCE SHEET
June 30, 2023

ASSETS

Operating Cash

South State Bank-Operating 671,290.89

Petty Cash

Cash on Hand 375.00

South State Bank-Petty Cash Checking 15,113.27

Sub-Total Petty Cash 15,488.27

Money Market

South State Bank-Money Market 700,819.11

TD Bank-Money Market Plus 2,714.35

703,533.46

Certificate of Deposits & Investments

Community Foundation of the Lowcountry 101,852.22

Morgan Stanley-Reserve Account 528,537.86

Morgan Stanley-Scholarship Endowment Fund 153,639.87

South State Bank-CD's 450,000.00

Sub-Total CD's & Investments 1,234,029.95

Other Current Assets

Accounts Receivable 1,484.11

Prepaid Expenses 43,440.73

Sub-Total Other Current Assets 44,924.84

Property & Equipment

Machinery & Equipment 305,373.09

Land 15,000.00

Building 102,415.00

Leasehold Improvements 1,582,651.45

Automobiles 317,152.85

Improvements Other Than Building 6,724.00

Sub-Total Property & Equipment 2,329,316.39

Accumulated Depreciation (852,149.77)

Total Property & Equipment, Net 1,477,166.62

TOTAL ASSETS

4,146,434.03

LIABILITIES & EQUITY

Liabilities

Accounts Payable 63,500.82

Deferred Revenue 219,717.69

Accrued Salaries 26,729.06

Accrued Other 34,334.51

Due to Other Gov 571.90

Total Liabilities 344,853.98

Equity

Fund Balance 3,439,832.25

Operating Income (Loss) 361,747.80

Total Equity 3,801,580.05

TOTAL LIABILITIES & EQUITY

4,146,434.03

HILTON HEAD ISLAND RECREATION ASSOCIATION, INC
BALANCE SHEET
June 30, 2022

ASSETS

Operating Cash

South State Bank-Operating 1,229,993.00

Petty Cash

Cash on Hand 375.00
 South State Bank-Petty Cash Checking 12,820.36
Sub-Total Petty Cash 13,195.36

Money Market

South State Bank-Money Market 391,970.52
 TD Bank-Money Market Plus 2,712.96
 394,683.48

Certificate of Deposits & Investments

Community Foundation of the Lowcountry 95,496.75
 Morgan Stanley-Reserve Account 521,263.68
 Morgan Stanley-Scholarship Endowment Fund 134,577.34
 South State Bank-CD's 0.00
Sub-Total CD's & Investments 751,337.77

Other Current Assets

Accounts Receivable 1,500.00
 Prepaid Expenses 22,754.41
Sub-Total Other Current Assets 24,254.41

Property & Equipment

Machinery & Equipment 272,475.14
 Land 15,000.00
 Building 102,415.00
 Leasehold Improvements 1,404,037.05
 Automobiles 269,163.53
 Construction in Progress 21,021.50
 Improvements Other Than Building 6,724.00
Sub-Total Property & Equipment 2,090,836.22

 Accumulated Depreciation (701,471.14)
Total Property & Equipment, Net 1,389,365.08

TOTAL ASSETS

3,802,829.10

LIABILITIES & EQUITY

Liabilities

Accounts Payable 38,867.08
 Deferred Revenue 208,475.05
 Employee Payable 0.00
 Smith Barney Plan 3,418.23
 Accrued Salaries 72,779.20
 Accrued Other 24,160.53
 Payroll Taxes Payable 15,165.19
 Due to Other Gov 131.57
 Sales Tax Payable 0.00
Total Liabilities 362,996.85

Equity

Fund Balance 2,984,283.64
 Operating Income (Loss) 455,548.61
Total Equity 3,439,832.25

TOTAL LIABILITIES & EQUITY

3,802,829.10

HILTON HEAD ISLAND RECREATION ASSOCIATION, INC
BALANCE SHEET
June 30, 2021

ASSETS

Operating Cash		
South State Bank-Operating		1,174,198.53
Petty Cash		
Cash on Hand	300.00	
South State Bank-Petty Cash Checking	5,790.45	
Sub-Total Petty Cash		6,090.45
Money Market		
South State Bank-Money Market	10,011.71	
TD Bank-Money Market Plus	2,711.58	
		12,723.29
Certificate of Deposits & Investments		
Community Foundation of the Lowcountry	113,322.66	
Morgan Stanley-Reserve Account	66,659.21	
Morgan Stanley-Scholarship Endowment Fund	161,569.37	
South State Bank-CD's	331,418.22	
Sub-Total CD's & Investments		672,969.46
Other Current Assets		
Accounts Receivable	0.00	
Prepaid Expenses	18,790.34	
Sub-Total Other Current Assets		18,790.34
Property & Equipment		
Machinery & Equipment	171,604.02	
Land	15,000.00	
Building	102,415.00	
Leasehold Improvements	1,267,284.50	
Automobiles	260,770.53	
Improvements Other Than Building	6,724.00	
Sub-Total Property & Equipment		1,823,798.05
Accumulated Depreciation	(553,829.66)	
Total Property & Equipment, Net		1,269,968.39
TOTAL ASSETS		3,154,740.46

LIABILITIES & EQUITY

Liabilities		
Accounts Payable	45,894.48	
Deferred Revenue	182,404.56	
Smith Barney Plan	3,342.85	
Accrued Salaries	47,011.64	
Accrued Other	28,457.50	
Payroll Taxes Payable	13,052.60	
Sales Tax Payable	248.92	
Total Liabilities		320,412.55
Equity		
Fund Balance	2,723,571.70	
Operating Income (Loss)	110,756.21	
Total Equity		2,834,327.91
TOTAL LIABILITIES & EQUITY		3,154,740.46

HILTON HEAD ISLAND RECREATION ASSOCIATION, INC
BALANCE SHEET (POST-AUDIT)
June 30, 2020

ASSETS

Operating Cash

South State Bank-Operating	909,081.07	
Morgan Stanley-Scholarship Endowment Cash	1,231.93	
Morgan Stanley-Reserve Account Cash	8,355.30	
Sub-Total Operating Cash	918,668.30	

Petty Cash

Cash on Hand	300.00	
South State Bank-Petty Cash Checking	11,692.17	
Sub-Total Petty Cash	11,992.17	

Money Market

South State Bank-Money Market	10,005.04	
TD Bank-Money Market Plus	2,709.53	
Sub-Total Money Market	12,714.57	

Total Cash & Cash Equivalents, Unrestricted	943,375.04
--	------------

Certificate of Deposits & Investments

Community Foundation of the Lowcountry	87,636.74	
Morgan Stanley-Reserve Account Investment	56,154.09	
Morgan Stanley-Scholarship Endowment Investment	120,290.10	
South State Bank-CD's	355,000.00	
Sub-Total CD's & Investments	619,080.93	

Other Current Assets

Accounts Receivable	41,450.85	
Prepaid Expenses	24,464.42	
Sub-Total Other Current Assets	65,915.27	

Property & Equipment

Machinery & Equipment	167,897.78	
Land	15,000.00	
Building	102,415.00	
Leasehold Improvements	1,252,443.50	
Automobiles	220,654.46	
Improvements Other Than Building	6,724.00	
Sub-Total Property & Equipment	1,765,134.74	

Accumulated Depreciation	(455,507.64)	
Total Property & Equipment, Net	1,309,627.10	

TOTAL ASSETS	2,937,998.34
---------------------	---------------------

HILTON HEAD ISLAND RECREATION ASSOCIATION, INC
BALANCE SHEET (POST-AUDIT)
June 30, 2020

LIABILITIES & EQUITY

Liabilities

Accounts Payable	25,929.81	
Deferred Revenue	121,745.02	
Smith Barney Plan	2,432.01	
Accrued Salaries	41,949.15	
Accrued Other	8,961.05	
Payroll Taxes Payable	12,743.93	
Sales Tax Payable	665.67	
Total Liabilities	<u> </u>	214,426.64

Equity

Fund Balance	1,771,154.33	
Operating Income (Loss)	952,417.37	
Total Equity	<u> </u>	2,723,571.70

TOTAL LIABILITIES & EQUITY

2,937,998.34



2023

ISLAND RECREATION ASSOCIATION

ANNUAL REPORT

FACILITIES, ATHLETICS, PARTICIPANTS

MISSION STATEMENT

The Hilton Head Island Recreation Association is a non-profit organization dedicated to improving the quality of life for people of all ages. The Association produces, provides, and coordinates public recreation programs, "wellness" activities, and community events. The Association commits itself to monitor the recreation needs of the community and instituting change where appropriate.

A MESSAGE FROM THE PARKS AND RECREATION EXECUTIVE DIRECTOR

Dear Community Members,

On behalf of the Island Recreation Association Staff, I would like to thank the volunteer Board and Advisory Board Members. Their volunteer commitment to the Association is unmeasurable. Secondly, the Town of Hilton Head Island for backing the Association's efforts to provide the "best in class" recreation programs to the residents. Also, the support of the community, between volunteer coaches who provide thousands of hours annually, the participants in the programs, and the donors to the Friends Drive are key elements to the Association's success.

Over the next several pages, you will find the number of participant visits programs, photos, and information outlining what the Associations provide to the residents of Hilton Head Island. I hope you will agree that these numbers are impressive and show just how dedicated the board and staff are to the residents.

Sincerely, Frank Soule, Parks and Recreation Executive Director

HISTORY

The Hilton Head Island Recreation Association is a non-profit organization founded by the Hilton Head Island Rotary Club in 1977 to provide recreation programs to the community. Club members Bob Selton, Charles Perry, and Brian Carmines with others led the efforts to the development of the Island Youth Center (Now the Art League Building on Cordillo Parkway).

As the Island continued to grow so does the Association. The first Memorandum of Understanding with the Town was in 1986 for the development, construction, and program management of the Island Recreation Center, which opened in 1988. This long-standing partnership has led to many projects such as the development of Crossings and Chaplin Parks along with the enhancement and expansion of the Island Recreation Center, which reopened in 2019. Island Rec continues to work with People for Parks, the capital fundraising arm of the Association to furnish and maintain equipment in the Center.

In 1992, the SHARE Senior Center came under the management of Island Rec to provide programs (Another HHI Rotary project) and was later renamed Hilton Head Island Senior Center.

2023 IMPACT

- **170 Total Program and Events**
- **355,981 Total Participant Visits**
- **19,596 Volunteer Hours Donated**
- **92 Total Sponsors**
- **85 Community Partners**
- **\$217,928 Scholarship Dollars Given**
- **17 Full-Time, 30 Part-Time, 55 Seasonal Employees**

MARKETING



200k+ Views
Youtube



19.3k+ Contacts
Email Marketing



4k+ Contacts
Text Message Marketing



290k Web Views*
All Island Rec Websites



1.6k+ Followers
Instagram



8.5k Followers
Facebook



250+ Posters
Rec Events



20+ Info Tables
Community Outreach

CONTINUING ENGAGEMENT



3,471

Pool + Fitness

Total Memberships, 65 Membership options offered



66,228

Participant Fitness Visits

Youth (0-17): 12,881
 Adult (18-49): 17,482
 Senior (50+): 35,865



76,525

Participant Pool Visits

Youth (0-17): 46,121
 Adult (18-49): 11,187
 Senior (50+): 19,217



431

Senior Center
Memberships



156

Volunteers Hours



10,353

Senior Center Program
Participant Visits

SENIOR CENTER + PROGRAMS



20,451
Facility Rentals



419
Park Rentals

Rental Breakdown
Heritage Classic
Foundation Room: 2155
Gym Usage: 18,296

Rental Breakdown
Jarvis Creek: 171
Bristol Sports Arena: 12
Chaplin Park: 15
Lowcountry
Celebration Park: 33
Rowing and
Sailing Center: 81
Shelter Cove
Community Park: 81

PARK/FACILITY RENTALS



12,580 hours

Sport
Volunteers



116,031

Total Participant
Visits



60

Youth Sports
Sponsors

Participant Breakdown



65,911
Youth 0-17



30,620
Adults 18-49



19,500
Senior 50 & Better

ATHLETIC PROGRAMS



27,079

Total Youth
Participant Visits



4,066

Total Adaptive
Rec Participant Visits

AFTERSCHOOL CARE
BIRTHDAY PARTIES
DISCOVERY CLUB
PRESCHOOL
KID'S NIGHT OUT
SUMMER CAMP
VACATION CLUB

CHALLENGE CAMP
POCKETS FULL OF SUNSHINE
ADAPTIVE FAMILY FISH
ADAPTIVE KNO
PEP

YOUTH & ADAPTIVE REC



1,913

Total Participant Visits



26

Watercraft Storage Rentals

Participant Breakdown



1347

Youth 0-17



254

Adults 18-49



312

Senior 50 & Better

OUTDOOR RECREATION



57,747

Total Participant Visits Across 16 Events



32

Event Sponsors



4,000 hours

Event Volunteers



1 out of 3

Children in our programs
are on scholarship



\$217,928

Total Scholarships

Scholarships given for...

AFTER-SCHOOL RECREATION CLUB

CHALLENGE CAMP

DISCOVERY CLUB PRESCHOOL

FITNESS

SPORTS CAMPS

SUMMER CAMP

SWIMMING LESSONS

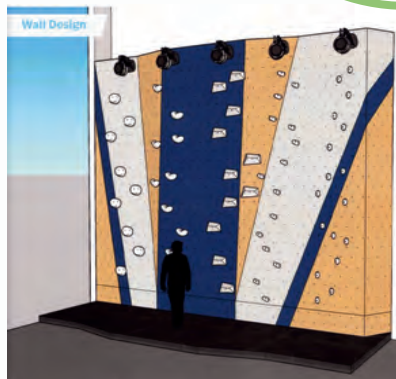
VACATION CLUB

YOUTH SPORTS

SCHOLARSHIPS

- Americas Boating Club
- Bargain Box
- Beaufort County Council
- Beaufort County Parks and Recreation
- Beaufort County School District
- Boy Scouts of America
- Breedlove Fund
- Camera Club
- Celebration of Gullah
- Central Church
- Children's Center
- Children's Relief Fund
- Community Foundation of the Lowcountry
- CRAB Group Staff Party
- Culture HHI
- Culture HHI Events Crescendo
- David M Carmines Foundation
- First Tee of the Lowcountry
- Fish and Grits
- Friends of Callawassie
- Gator Cheer & Football
- Girl Scouts
- Go Tri Sports Half Marathon
- Greater Island Committee
- H2A Swim
- Heritage Academy
- Heritage Classic Foundation
- HH Humane Society
- HH Symphony
- HHI Wine and Food Festival
- HHHS Athletics
- Hilton Head Baseball Association
- Hilton Head Community Market
- Hilton Head Firefighter's Association
- Hilton Head Island Boys & Girls Club
- Hilton Head Island Chamber of Commerce
- Hilton Head Island Computer Club
- Hilton Head Island Hospital Auxiliary
- Hilton Head Island Pickleball Association
- Hilton Head Island Wine and Food
- Hilton Head Plantation Property Owner's Association
- Hilton Head Preparatory School
- Island Academy
- Island Writers Network
- Italian American Club
- Kiwanis Club of Hilton Head
- La Isla Sabor Latino
- Liberal Ladies of the Lowcountry
- Lifelong Learning
- Long Cove Endowment Fund
- Lowcountry Fencers
- Mariners Cove
- Moss Creek Charitable Fund
- Mt. Calvary Baptist Church
- One Blood-Blood Drive
- Outside Brand and Outside Foundation
- Palmetto Dunes Cares
- Pedal HHI
- People for Parks
- Pockets Full of Sunshine
- Poona Food SOAR Day
- Programs for Exceptional People
- Public Tennis Registry
- Rhythm and Brews
- Rotary Club of Hilton Head
- Rowing Club of HH
- Sea Pines Montessori Academy
- Sea Turtle Patrol Turtle Talks
- SOAR – Special Recreation
- St. Francis Catholic School
- St. Patrick's Day Parade - Irish Fest
- SWEAT Bootcamp
- Symphony Under the Stars
- Tormenta FC/STORM SA
- Town of HHI 360/40 Festival
- Town of HHI Jam Fest
- Town of HHI Tree Lighting
- Town of Hilton Head
- University of South Carolina - Beaufort
- Vanlandingham Rotary Club
- VIM Latinos Unidos
- Volunteers in Medicine
- Wexford Foundation
- Women in Philanthropy
- Women's Association of Hilton Head
- World Affairs Council of Hilton Head
- Zonta Club of Hilton Head

COMMUNITY PARTNERS



People for Parks (PFP) was formed to advance the development of parks and recreation amenities in the community. PFP is led by the Island Recreation Association’s Board Members and serves as the Association's capital arm for facilities and park enhancements. PFP along with other community groups such as Hilton Head Baseball Association, Public Tennis Inc., Vanlandingham Rotary, and Kiwanis Clubs to name a few, have raised millions of dollars to support the construction and advancement of play fields and recreation areas throughout the Island.

Projects include amenities at Crossings, Chaplin, and Shelter Cove Parks, along with the current undertaking of the up-fitting of the Island Recreation Center, which includes the Adaptive Playground.

PFP receives ongoing support from the David M. Carmines Foundation and the Crab Group. These funds will help with the installation of a Climbing Wall at the Rec Center.

Community Partners-2023

1. Americas Boating Club
2. Bargain Box
3. Beaufort County Council
4. Beaufort County Parks and Recreation
5. Beaufort County School District
6. Boy Scouts of America
7. Breedlove Fund
8. Camera Club
9. Children's Center
10. Children's Relief Fund
11. Community Foundation of the Lowcountry
12. Culture HHI
13. David M Carmines Foundation
14. First Tee of the Lowcountry
15. Friends of Callawassie
16. Gator Cheer & Football
17. Girl Scouts
18. Greater Island Committee
19. Heritage Classic Foundation
20. Heritage Academy
21. H2A Swim
22. HHIHS Athletics
23. Hilton Head Baseball Association
24. Hilton Head Community Market
25. Hilton Head Firefighter's Association
26. Hilton Head Preparatory School
27. Hilton Head Island Boys & Girls Club
28. Hilton Head Island Chamber of Commerce
29. Hilton Head Island Computer Club
30. Hilton Head Island Hospital Auxiliary
31. Hilton Head Island Pickleball Association
32. Hilton Head Island Wine and Food
33. Hilton Head Plantation Property Owner's Association
34. Island Academy
35. Kiwanis Club of Hilton Head
36. Long Cove Endowment Fund
37. Lowcountry Fencers
38. Moss Creek Chartable Fund
39. Mt. Calvary Baptist Church
40. One Blood-Blood Drive
41. Outside Foundation of Hilton Head
42. Palmetto Dunes Cares

43. People for Parks
44. Pockets Full of Sunshine
45. Programs for Exceptional People
46. Public Tennis Registry
47. Rotary Club of Hilton Head
48. Rowing Club of HH
49. Sea Pines Montessori Academy
50. St. Francis Catholic School
51. SOAR – Special Recreation
52. Tormenta FC/STORM SA
53. Town of Hilton Head
54. University of South Carolina - Beaufort
55. Vanlandingham Rotary Club
56. Volunteers in Medicine
57. Wexford Foundation
58. Women in Philanthropy
59. Women’s Association of Hilton Head
60. World Affairs Council of Hilton Head
61. Zonta Club of Hilton Head

2023 Program Numbers

Total Number of Participants		
Youth (0-17)	162,978	145,706
Adult (18-49)	101,286	68,186
Senior (50 & Better)	91,717	81,916
Total:	355,981	Total 2022 295,808

Total Number of Participants		
Fitness	66,228	45,296
Outdoor Recreation	1,913	1,351
Athletics	116,031	109,939
Aquatics	76,525	67,169
Community Events	57,747	37,696
Programs, Classes & Child Care	37,537	34,357
Total:	355,981	Total 2022 295,808

Facility Rentals	# of People
Heritage Classic Foundation Room	2,155.00
Gym Usage- Community Events	18,296.00

Total:	376,432
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Memberships	# of People
65 Memberships offered	3,471

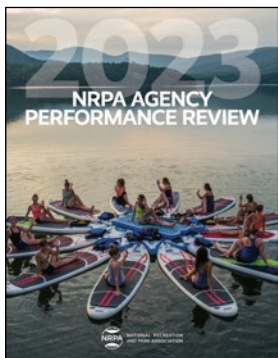
Park Rentals	# of Rentals
Barker Extension	8
Bristol Sports Arena	12
Chaplin Park	15
Crossings Park	8
Jarvis Creek	171
Lowcountry Celebration Park	33
Rowing and Sailing Center	91
Shelter Cove Community Park	81

2023

NRPA AGENCY PERFORMANCE REVIEW



NATIONAL RECREATION
AND PARK ASSOCIATION



Cover image: Participants enjoy the sunset during a stand-up paddle board yoga class at Carvins Cove Natural Reserve in Roanoke, Virginia.

Photo courtesy of Roanoke Parks and Recreation

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PHOTO COURTESY OF CLARKSVILLE PARKS AND RECREATION

A child plays during Riverfest, an arts and recreation festival, at McGregor Park in Clarksville, Tennessee.

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EXECUTIVE SUMMARY



PHOTO COURTESY OF MICHAEL LEE

Gallery Park residents enjoy the annual Fourth of July fireworks show in Glenview, Illinois.

Local parks and recreation shape our landscapes; more importantly, they shape our lives. Throughout the past year, more than 275 million people in the United States visited a local park or recreation facility. Proximity to high-quality parks and recreation opportunities consistently is an important factor in people's decision regarding where to live. Nine in 10 U.S. adults agree that parks and recreation is an important service provided by their local government. The value of parks and recreation happens thanks to the tireless and dedicated efforts of the more than 160,000 full-time and hundreds of thousands of part-time, seasonal and volunteer workers at agencies across the nation.

The National Recreation and Park Association (NRPA) provides park and recreation professionals across the

United States with the most up-to-date data that inform current and future decisions and equip leaders with insights that help those professionals make the case to key stakeholders and elected officials for greater, more sustainable funding. The *2023 NRPA Agency Performance Review* summarizes the key findings from NRPA Park Metrics — the benchmarking resource that assists park and recreation professionals in the effective management and planning of their operating resources and capital facilities. Taken together, the *2023 NRPA Agency Performance Review* and NRPA Park Metrics deliver the most comprehensive collection of park and recreation-related benchmarks and insights that apprise professionals, key stakeholders and the public about the state of the park and recreation industry.

Data is a powerful tool, but does not, by itself, provide final answers to the question of what is best for your individual park and recreation agency. The *2023 NRPA Agency Performance Review* and NRPA Park Metrics help inform conversations among internal colleagues, external consultants, partners and policymakers about the role of parks and recreation in your community. The combination of insights from this report, along with information about your community's specific needs and experiences, will help you craft the optimal mix of facilities and programming your agency should deliver.

The *2023 NRPA Agency Performance Review* does not present park and recreation “standards,” nor do the benchmarks represent any standards against which every individual park and recreation agency should measure itself. In fact, NRPA does not have a set of specific standards. The reason for this is simple: there is not one single set of standards for parks and recreation because different agencies serve different communities that have unique needs, desires and challenges. For instance, if your agency has more workers per 10,000 residents relative to the “typical” agency, it does not necessarily mean you should shed staff to meet that benchmark. An agency with a larger staff may offer more hands-on programming because of the unique needs of the population it serves. Communities differ; so too should the amenities and programs offered by their park and recreation agencies. A park and recreation agency may serve a small town, a large city or an entire county. It may be a department of its local jurisdiction's government or its own governmental entity. While most agencies deliver both park and recreation amenities and programming, some focus solely on maintaining parks and green spaces while others only offer recreational programming. Agencies also have diverse funding mechanisms, drawing from such sources as general tax funding, dedicated taxes, generated income and grants.

Truly successful agencies tailor their offerings to meet the needs and demands of all members of their communities. To be successful, it is essential that park and recreation professionals know the characteristics of the residents who use their agencies' resources — including residents' age, race and income trends — as well as the types of programming, facilities and amenities

those residents look for from their local parks. It also is vital to recognize the characteristics of those who may use those resources in the future when shaping the optimal mix of facilities and services your agency will offer going forward.

Park and recreation professionals should use the *2023 NRPA Agency Performance Review* with other resources, including those that may be proprietary to their specific agency, those from NRPA and others from external sources. This report also provides a list of additional NRPA resources.

How to Use the 2023 NRPA Agency Performance Review and NRPA Park Metrics

The first step in using the *2023 NRPA Agency Performance Review* is to look at the available data. Most of the data presented in the report feature medians and data responses at the lower quartile (lowest 25 percent) and upper quartile (highest 25 percent). The data allow for insights into where your agency stands compared to “typical” agencies (i.e., those at the median values), as well as the full spectrum of agencies at both the high and low quartiles. Many metrics include the top-line figures and certain cross-tabulations by jurisdiction population or population density. More comprehensive cross-tabulations are available as interactive tables at nrpa.org/Metrics.

The next step is to build a customized benchmark report based on your preferred peer group. Go into NRPA Park Metrics (nrpa.org/ParkMetrics) to filter the data by agency type, size and geographic region. You can enhance this experience even further by entering your agency's data into NRPA Park Metrics, after which you can generate reports that compare your agency's data against the key metrics of agencies throughout the United States.

The *2023 NRPA Agency Performance Review* presents data from more than 1,000 unique park and recreation agencies across the United States as reported between 2020 and 2022.

Note: Not all agencies answered every survey question.

INFOGRAPHIC

2023 NRPA Agency Performance Review Key Findings

Residents per park:

2,287



Acres of parkland
per 1,000 residents:

10.8



Residents per
playground:

3,759



Full-time equivalent employees
(FTEs) per 10,000 residents:

8.9



Percentage of full-time staff dedicated
to operations/maintenance:

46%



Operating expenditures
per capita:

\$94.77



Revenue to operating
expenditures:

24.6%



INDEX OF FIGURES

The 2023 NRPA Agency Performance Review highlights characteristics of America’s local public park agencies with graphics categorized into seven sections: park facilities, programming, responsibilities of park and recreation agencies, staffing, budget, agency funding and policies.

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Figure 3: Outdoor Park and Recreation Facilities — Prevalence and Population per Facility	An overwhelming majority of park and recreation agencies have playgrounds (95 percent) and basketball courts (86 percent) in their portfolio of outdoor assets.	9
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PARK FACILITIES



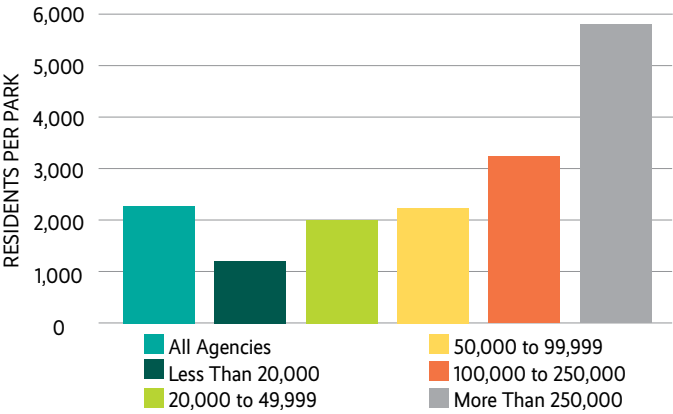
PHOTO COURTESY OF KATE PHOTOGRAPHY

Local and regional park and recreation agencies differ significantly in size and the types of facilities they offer. Of the more than 10,000 local park and recreation agencies across the United States, many serve areas comprised of a few hundred people; others are the park and recreation resource for millions. The typical agency participating in NRPA Park Metrics serves a jurisdiction — a town, city, county and/or region — of 45,000 people.

The typical park and recreation agency manages 22 parks encompassing 571 acres. After adding in non-park sites (including open spaces that an agency may manage — such as city hall lawns or roadway medians), the median number increases to 30 sites encompassing 676 acres.

The typical agency has one park for every 2,287 residents. The number of residents per park rises as the population of the town, city, county or region served by an agency increases. For those agencies serving jurisdictions of less than 20,000 residents, there is one park for every 1,225 residents. The ratio increases to one park for every 2,240 residents in jurisdictions with populations between 50,000 and 99,999, and then rises further to one park for every 5,791 people at agencies serving areas with a population of more than 250,000.

FIGURE 1: RESIDENTS PER PARK (BY JURISDICTION POPULATION)



	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	2,287	1,225	2,014	2,240	3,240	5,791
Lower Quartile	1,296	666	1,203	1,461	2,067	3,050
Upper Quartile	4,609	2,042	3,162	3,655	6,197	15,900

The typical park and recreation agency manages 10.8 acres of parkland for every 1,000 residents in its jurisdiction. The smallest agencies — those serving less than 20,000 residents — typically manage 13 acres of parkland per 1,000 residents. That ratio narrows to 10.1 acres per 1,000 residents for agencies that serve

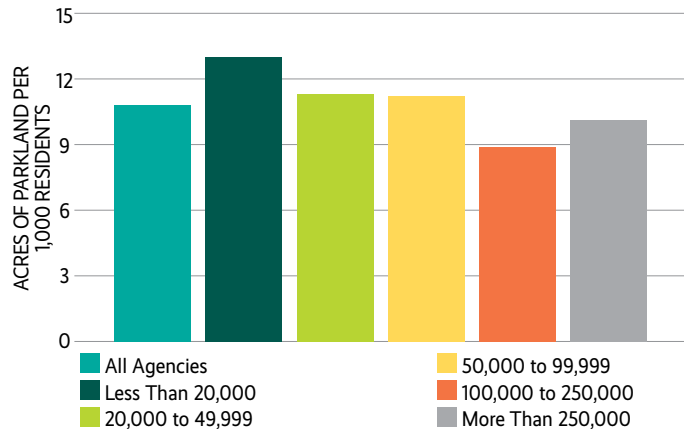
A young child slides down a slide in Miami, Florida.



PHOTO COURTESY OF MIAMI-DADE PARKS AND RECREATION

a population of more than 250,000 people. Agencies serving jurisdictions with populations between 100,000 and 250,000 manage 8.9 acres of parkland per 1,000 residents. Parkland refers to both maintained parks and open space areas, such as green spaces and courtyards.

FIGURE 2: ACRES OF PARKLAND PER 1,000 RESIDENTS (BY JURISDICTION POPULATION)



	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	10.8	13.0	11.3	11.2	8.9	10.1
Lower Quartile	5.3	6.0	5.9	5.0	4.5	5.2
Upper Quartile	18.4	21.1	17.9	17.3	17.1	17.4

Park and recreation professionals oversee a wide range of facilities and features for which their agencies have responsibility. In addition, the number of amenities and facilities managed by park and recreation agencies varies. Ninety-five percent of park and recreation agencies provide playground facilities for their communities, typically managing 14 playgrounds. At least half of agencies have basketball courts, diamond fields for baseball and/or softball, tennis courts, multi-purpose and/or youth soccer rectangular fields, dog parks, community gardens and outdoor swimming pools.

The typical park and recreation agency has:

- One playground for every 3,759 residents
- One basketball court for every 7,404 residents
- One outdoor tennis court for every 5,860 residents
- One dog park for every 43,532 residents

FIGURE 3: OUTDOOR PARK AND RECREATION FACILITIES – POPULATION PER FACILITY
(BY PREVALENCE AND POPULATION PER FACILITY)

Types of Facilities	Median Number of Residents per Facility						
	Percent of Agencies	All Agencies	Population of Jurisdiction				
			Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Playgrounds	95%	3,759	2,014	3,028	3,779	5,024	10,811
Basketball courts	86	7,404	3,729	7,117	8,790	8,792	15,214
Diamond fields: baseball field – youth	79	6,863	3,114	5,033	7,237	14,564	26,826
Tennis courts (outdoor)	76	5,860	2,805	5,815	5,577	7,797	12,033
Rectangular fields: multi-purpose	69	9,177	3,859	7,674	13,244	14,471	23,771
Dog parks	68	43,532	11,100	28,000	54,119	78,526	131,943
Diamond fields: softball field – adult	63	15,345	5,800	11,802	17,078	26,508	39,652
Diamond fields: softball field – youth	62	11,384	5,079	9,060	12,716	26,313	44,265
Diamond fields: baseball field – youth	55	20,228	7,627	19,556	27,566	45,257	54,004
Community gardens	52	31,395	8,178	26,741	52,906	56,297	114,666
Swimming pools (outdoor)	51	38,635	9,745	25,191	43,100	67,267	108,245
Rectangular fields: soccer field – youth	50	7,228	3,600	4,947	7,207	12,875	47,204
Multiuse courts – basketball, volleyball	49	17,475	5,093	14,800	22,960	40,667	62,018
Totlots	48	11,649	5,816	11,195	11,641	17,703	37,441
Rectangular fields: soccer field – adult	42	13,692	6,955	10,775	17,741	18,215	42,136
Skate parks	41	53,144	10,726	32,000	62,927	110,000	235,209
Rectangular fields: football field	35	26,780	8,637	18,785	29,374	50,837	73,556
Pickleball (outdoor)	31	13,922	3,252	9,257	11,150	29,836	46,801
Regulation 18-hole courses	29	94,109	9,587	32,990	69,374	114,842	239,241
Multiuse courts – tennis, pickleball (outdoor)	27	15,948	4,868	9,667	16,556	36,876	45,455
Multipurpose synthetic field	25	36,884	9,518	25,330	34,814	57,011	144,306
Ice rinks (outdoor)	18	17,741	8,045	13,247	33,214	108,000	543,242
Rectangular fields: cricket field	14	139,248	ISD	34,706	62,943	118,709	362,153
Rectangular fields: lacrosse field	11	26,411	9,786	16,584	49,348	56,000	126,912
Overlay fields	9	14,763	8,707	9,468	16,398	25,452	27,737
Rectangular fields: field hockey field	4	20,909	18,000	17,292	44,292	53,895	ISD

*ISD = Insufficient Data

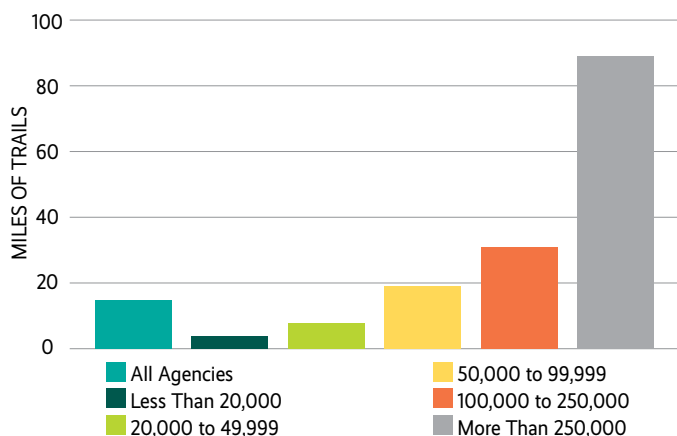
In addition, 84 percent of park and recreation agencies have trails, greenways and/or blueways as part of their outdoor infrastructure. The typical park and recreation agency that manages or maintains trails for walking, hiking, running and/or biking has 15 miles of trails in its network. Agencies serving jurisdictions of more than 250,000 residents have a median of 89 miles of trails under their purview.

Geography also plays a role in the number of trail miles managed by park and recreation agencies. Agencies in a city locale have a median of 16 miles of trails, while county-based agencies typically have approximately 36 miles of trails.

The typical park and recreation agency operates seven buildings. Agencies serving populations of less than 20,000 often operate three buildings, while those serving populations between 100,000 and 250,000 oversee 13 buildings. Agencies serving a population of more than 250,000 typically have 43 buildings under their purview.

Park and recreation agencies also offer many indoor facilities to their residents. Three in five have recreation centers and community centers. Also commonly offered are senior centers, performance amphitheatres and nature centers. The typical agency that offers rec-

**FIGURE 4: MILES OF TRAIL
(BY JURISDICTION POPULATION)**



	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	15	4	8	19	31	89
Lower Quartile	5	2	5	8	16	36
Upper Quartile	44	10	20	33	58	176

recreation centers has one facility for every 31,215 residents, while those agencies with community centers have one such facility for every 29,494 residents. A little more than two in five agencies offer senior centers, with one such facility for every 59,727 residents in their jurisdictions.



A participant receives an award upon completion of a race in North Port, Florida.

Teammates pose after a basketball game in Henderson, Nevada.



PHOTO COURTESY OF CITY OF HENDERSON PARKS AND RECREATION DEPARTMENT

FIGURE 5: INDOOR PARK AND RECREATION FACILITIES – POPULATION PER FACILITY (BY PREVALENCE AND POPULATION PER FACILITY)

Types of Facilities	Median Number of Residents per Facility						
	Percent of Agencies	All Agencies	Population of Jurisdiction				
			Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Recreation centers (including gyms)	63%	31,215	9,745	24,380	38,018	54,125	65,909
Community centers	59	29,494	8,829	26,696	53,331	54,354	109,710
Senior centers	41	59,727	14,000	31,199	67,139	123,882	294,394
Performance amphitheaters	37	67,862	11,100	30,283	60,495	121,000	298,416
Nature centers	33	120,000	10,633	32,000	71,360	129,859	358,431
Aquatics centers	28	53,950	11,650	31,645	60,116	108,843	273,914
Stadiums	20	79,866	9,250	31,000	64,150	156,798	432,000
Teen centers	13	55,494	14,593	31,645	58,174	127,301	426,501
Indoor ice rinks	12	53,224	8,000	24,838	53,224	102,132	395,699
Arenas	8	79,828	5,531	24,626	68,208	104,774	578,231

PROGRAMMING



A group of children play at a community center in Lexington, Massachusetts.

PHOTO COURTESY OF LEXINGTON RECREATION AND COMMUNITY PROGRAMS

The 275 million people who visited a local park or recreation facility last year were able to select from a wide variety of offerings that met their needs and desires. Each of those people represents a touchpoint or “contact” for parks and recreation. “Contacts” include many different types of interactions with a park and recreation agency, such as visits to a local park, running or biking on a local trail, visits to a local recreation center or other interactions with any park and recreation facility operated by an agency. Moreover, a person can have more than one contact with parks and recreation. Someone who swims at their local agency’s aquatics center 10 times a year and bikes along a local trail five times a year would have 15 contacts.

The typical park and recreation agency registers approximately 341,000 contacts every year. The number of contacts varies dramatically from agency to agency. For example, the typical agency at the 75th percentile has more than 1.3 million annual contacts. Engage-

ment between *large* park and recreation agencies and visitors is even more frequent — the typical agency serving a population of more than 250,000 has nearly 1.9 million contacts per year, with those at the 75th percentile serving more than 4.1 million people annually.

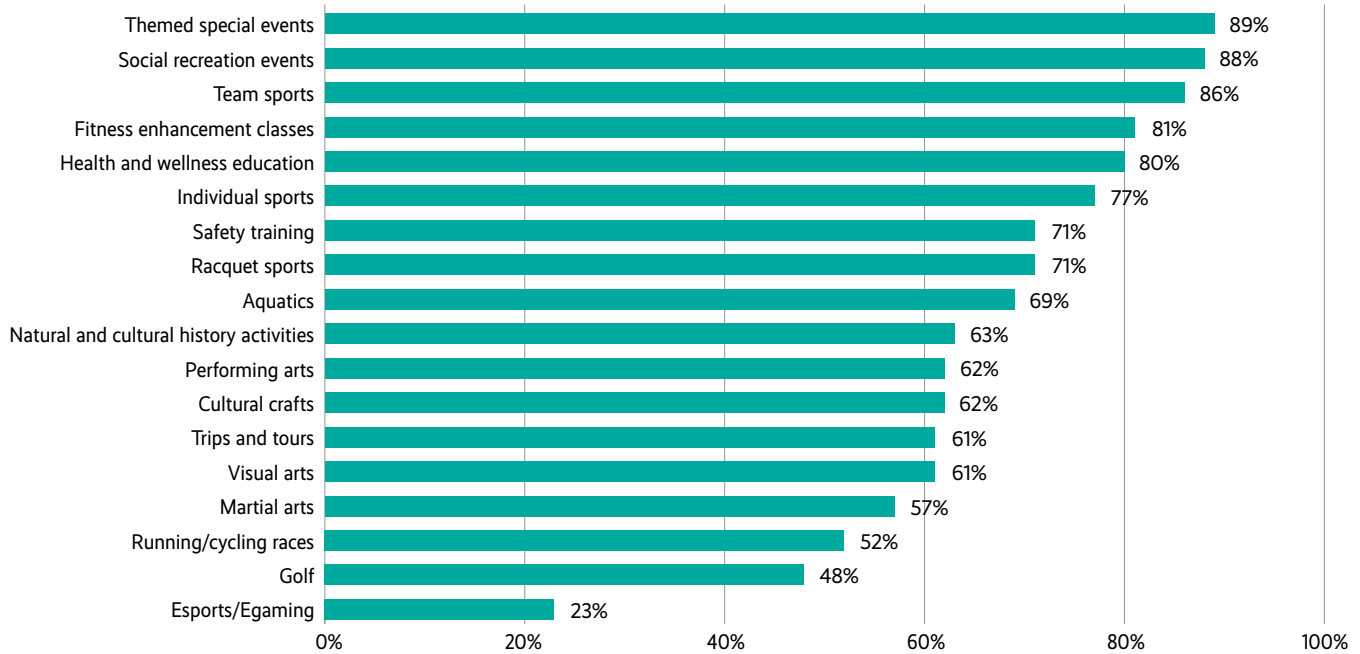
Programming is a crucial driver of engagement with parks and recreation. The typical park and recreation agency generates more than 20,000 contacts through its programs alone. Those agencies serving more than 250,000 residents may have more than two-and-a-half times the number of contacts compared with agencies overall.

Registration fees for special programming are the largest source of non-tax revenue for most agencies. The typical agency offers 200 programs each year; 141 of those programs are fee-based events. Agencies serving a population of less than 20,000 typically hold 30 fee-based programs per year, while those serving more than 250,000 residents offer 400 fee-based programs annually.

Programming provided by agencies spans a variety of park and recreation activities — many of which touch on one or more of NRPA’s Three Pillars: Health and Wellness, Equity, and Conservation. Key programming activities offered by at least seven in 10 park and recreation agencies include:

- Themed special events (offered by 89 percent of agencies)
- Social recreation events (88 percent)
- Team sports (86 percent)
- Fitness enhancement classes (81 percent)
- Health and wellness education (80 percent)
- Individual sports (77 percent)
- Safety training (71 percent)
- Racquet sports (71 percent)
- Aquatics (69 percent)

**FIGURE 6: PROGRAMMING OFFERED BY PARK AND RECREATION AGENCIES
(PERCENT OF AGENCIES)**



The “prime directive” for all park and recreation agencies is to serve the public. Delivering high-quality services to all community members is a key commitment of park and recreation professionals. That promise includes those professionals being leaders in providing services and programming for children, older adults and people with disabilities. Eighty-two percent of park and recreation agencies offer summer camp programs for their communities’ children. A majority also delivers programs for teens and after-school care as parts of their out-of-school time (OST) offerings. Fewer agencies include preschool, before-school care or all-day childcare as a part of their program offerings.

In addition, most park and recreation agencies offer specific programming for other segments of their communities including older adults (77 percent), teens (65 percent) and people with disabilities (63 percent). Agencies in larger communities are most likely to offer these types of programming. For example, 78 percent of park and recreation agencies in jurisdictions serving 100,000 to 250,000 residents offer programming designed for people with disabilities. In comparison, 34 percent of agencies that serve populations of less than 20,000 residents offer such programs. More than half of park and recreation agencies provide science, technology, engineering and mathematics (STEM)-specific programs to community members.

**FIGURE 7: TARGETED PROGRAMS FOR CHILDREN, OLDER ADULTS
AND PEOPLE WITH DISABILITIES
(PERCENT OF AGENCIES BY JURISDICTION POPULATION)**

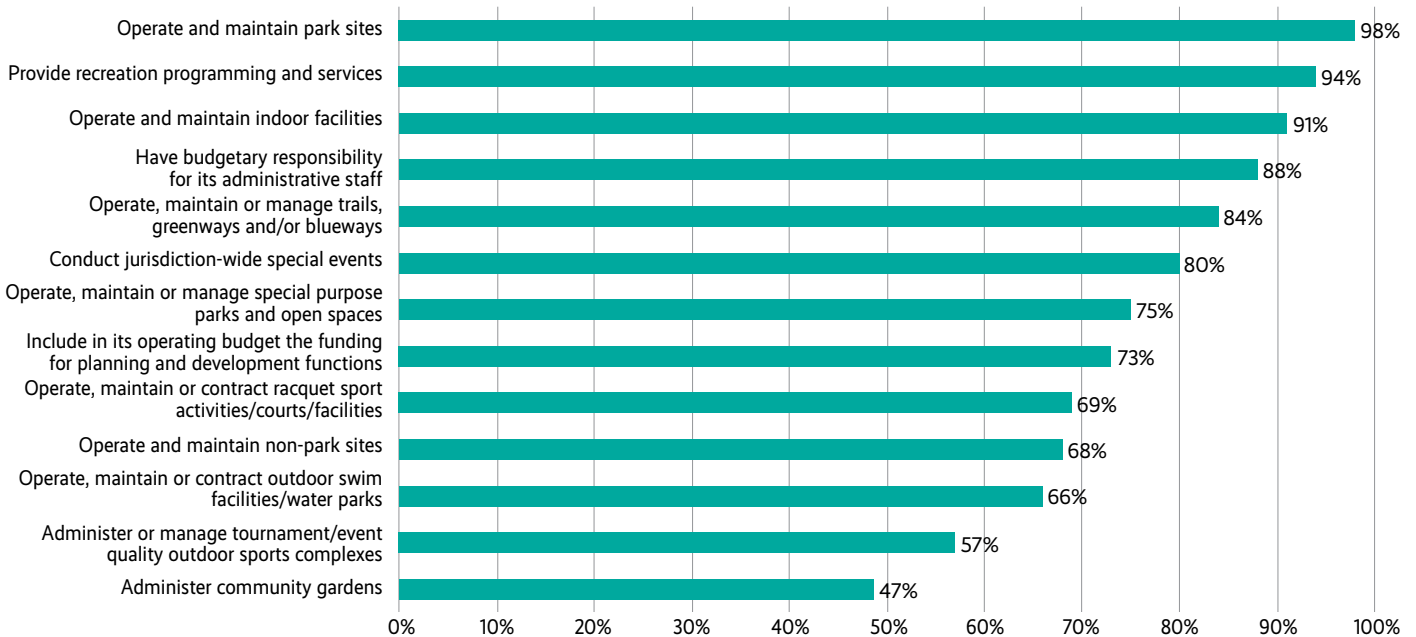
	Percent of Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Summer camp	82%	60%	86%	93%	86%	90%
Specific senior programs	77	61	77	87	84	77
Specific teen programs	65	43	61	77	77	78
Programs for people with disabilities	63	34	55	80	78	81
Science, technology, engineering and mathematics (STEM) programs	58	42	49	68	64	71
After-school programs	53	45	47	53	57	69
Preschool	33	24	32	44	34	33
Before-school programs	19	16	19	21	17	18
Full daycare	7	5	6	11	4	12

RESPONSIBILITIES OF PARK AND RECREATION AGENCIES

At its core, parks and recreation is responsible for just that: parks and recreation. But park and recreation professionals oversee myriad services and facilities in their communities beyond their “traditional” roles of operating parks and related facilities (98 percent) and providing recreation programming and services (94 percent). In addition to those two core functions, the top responsibilities for park and recreation professionals are to:

- Operate and maintain indoor facilities (91 percent of agencies)
- Have budgetary responsibility for their administrative staff (88 percent)
- Operate, maintain or manage trails, greenways and/or blueways (84 percent)
- Conduct major jurisdiction-wide special events (80 percent)
- Operate, maintain or manage special-purpose parks and open spaces (75 percent)
- Operate, maintain or contract racquet sport activities/courts/facilities (69 percent)
- Operate and maintain non-park sites (68 percent)
- Operate, maintain or contract outdoor swim facilities/water parks (66 percent)
- Administer or manage tournament/event-quality outdoor sports complexes (57 percent)
- Administer community gardens (47 percent)

FIGURE 8: KEY RESPONSIBILITIES OF PARK AND RECREATION AGENCIES (PERCENT OF AGENCIES)



**FIGURE 9: OTHER RESPONSIBILITIES OF PARK AND RECREATION AGENCIES
(PERCENT OF AGENCIES)**

Operate, maintain or contract tourism attractions	38%
Manage large performance outdoor amphitheaters	37
Operate, maintain or contract golf courses	35
Operate, maintain or contract indoor swim facilities/water parks	31
Maintain or manage beaches (inclusive of all waterbody types)	25
Administer or manage farmers markets	22
Maintain, manage or lease indoor performing arts center	20
Administer or manage tournament/event quality indoor sports complexes	20
Operate, maintain or contract campgrounds	19
Operate, maintain or contract marinas	12
Administer or manage professional or college-type stadium/arena/racetrack	10
Manage or maintain fairgrounds	6



PHOTO COURTESY OF NATCHEZ PARKS AND RECREATION

STAFFING



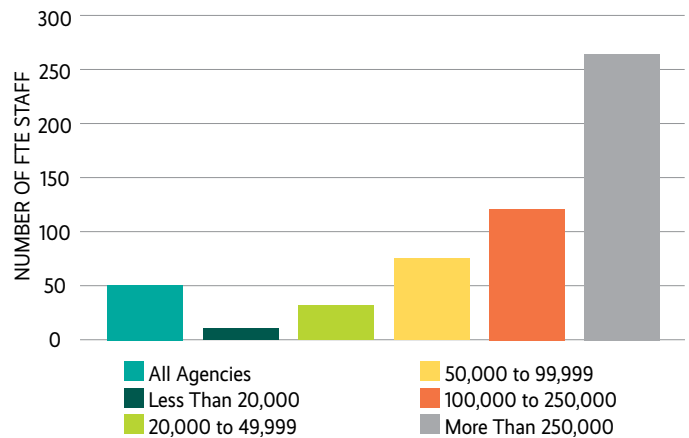
A summer camper shows off her mermaid art in Kettering, Ohio.

PHOTO COURTESY OF CITY OF KETTERING PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT

Because park and recreation agencies differ by size and jurisdiction served, so too do staffing levels. Staffing at the typical park and recreation agency includes 51.5 full-time equivalent employees (FTEs) with a mix of both full-time and part-time staff. Staff size, however, expands rapidly as the size of the population served by an agency increases. Park and recreation agencies serving jurisdictions of less than 20,000 residents have a median of 11.3 FTEs on staff. Agencies serving areas with 50,000 to 99,999 people have a median of 75.8 FTEs, while those in jurisdictions of more than 250,000 residents have a median of 264.1 FTEs on staff. The median number of FTEs on staff also positively correlates with:

- **Number of acres maintained:** 250 or fewer acres — 20.4 FTEs; more than 3,500 acres — 263.0 FTEs
- **Number of parks maintained:** Less than 10 parks — 13.8 FTEs; 50 or more parks — 218.2 FTEs
- **Operating expenditures:** Less than \$500,000 — 4.1 FTEs; more than \$10 million — 184.5 FTEs
- **Population served by the agency:** Less than 500 people per square mile — 22.3 FTEs; more than 2,500 people per square mile — 95.8 FTEs

FIGURE 10: PARK AND RECREATION AGENCY STAFFING: FULL-TIME EQUIVALENTS (FTEs) (BY JURISDICTION POPULATION)

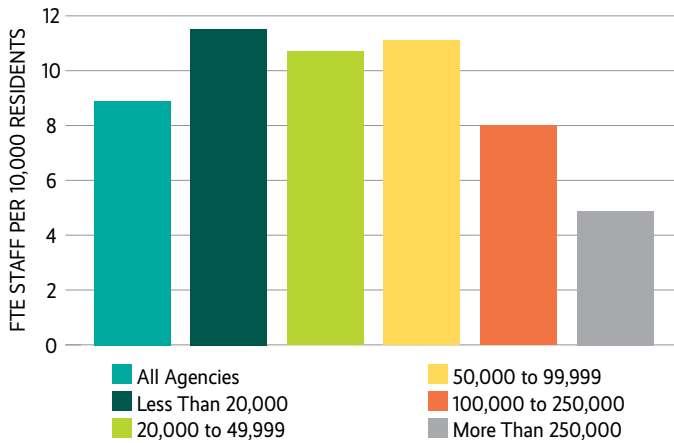


	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	51.5	11.3	32.3	75.8	121.5	264.1
Lower Quartile	17.3	6.0	17.0	46.0	72.8	103.9
Upper Quartile	134.7	22.0	67.8	127.5	198.3	533.0

One way to view agency staffing is to measure it relative to the population that an agency serves. The typical park and recreation agency has 8.9 FTEs on staff for every 10,000 residents in the jurisdiction served by that agency. Agencies in more populated areas tend to have fewer FTEs on staff per population. Agencies serving jurisdictions of less than 20,000 people have 11.5 FTEs for every 10,000 residents; this measure decreases to 4.9 FTEs for 10,000 residents in areas with more than 250,000 people.

Agencies that serve areas with greater population density tend to have more FTEs per number of residents. Those operating in jurisdictions of less than 500 people per square mile have 5.8 FTEs per 10,000 people served compared to 10.2 FTEs per 10,000 residents in areas with more than 2,500 people per square mile.

FIGURE 11: PARK AND RECREATION FULL-TIME EQUIVALENTS (FTEs) PER 10,000 RESIDENTS (BY JURISDICTION POPULATION)



	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	8.9	11.5	10.7	11.1	8.0	4.9
Lower Quartile	4.8	6.5	5.6	6.6	4.8	1.9
Upper Quartile	15.5	20.1	19.7	18.1	12.3	8.0

Operations and maintenance are the primary work responsibility of park and recreation professionals. But staff also devote their energies to other areas. On average, an agency’s full-time staff dedicate their time to the following general activities:

- Operations/Maintenance (46 percent of staff time)
- Programming (30 percent)
- Administration (17 percent)
- Capital development (3 percent)
- Other (4 percent)

Thirty-nine percent of park and recreation agency professionals are covered by collective bargaining agreements. Those professionals covered by such agreements are more likely to work at agencies that:

- **Have a larger staff:** 24 percent of agencies with a staff of fewer than 10 FTEs compared to 55 percent of agencies with 100 or more FTEs
- **Serve larger populations:** 23 percent of agencies in jurisdictions of less than 20,000 people com-

A runner crosses the finish line at a race in City of North Port, Florida.

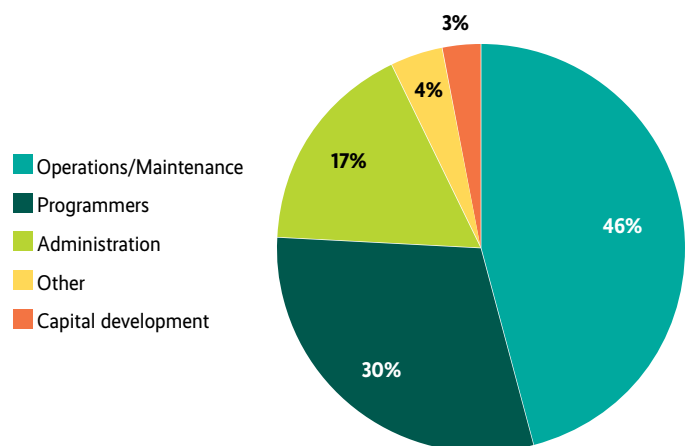
PHOTO COURTESY OF CITY OF NORTH PORT PARKS AND RECREATION



pared to 61 percent of agencies in jurisdictions of more than 250,000 people

- **Have more parks:** 19 percent of agencies with less than 10 parks compared to 61 percent of agencies with at least 50 parks
- **Maintain more parkland:** 28 percent of agencies that maintain 250 acres or less of parkland compared to 62 percent of agencies that maintain more than 3,500 acres of parkland

FIGURE 12: RESPONSIBILITIES OF PARK AND RECREATION STAFF (AVERAGE PERCENTAGE DISTRIBUTION OF AGENCY FULL-TIME EQUIVALENTS (FTEs))



Operations/Maintenance	46%
Programmers	30
Administration	17
Other	4
Capital development	3

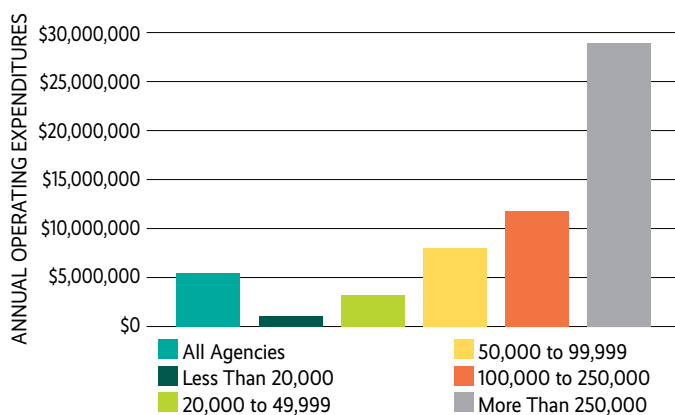
BUDGET



Attendees of the reopening of Belmont Park in Clearwater, Florida, boast shovels and assist with planting shrubs.

PHOTO COURTESY OF CLEARWATER PARKS AND RECREATION DEPARTMENT

FIGURE 13: ANNUAL OPERATING EXPENDITURES (BY JURISDICTION POPULATION)



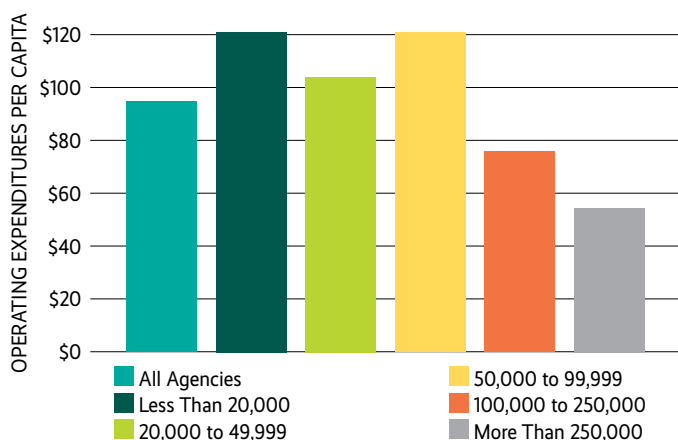
	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	\$5,500,000	\$1,200,000	\$3,255,771	\$8,005,757	\$11,834,432	\$28,878,054
Lower Quartile	\$2,045,100	\$573,150	\$1,996,538	\$5,338,200	\$6,147,332	\$14,735,128
Upper Quartile	\$14,841,451	\$2,482,403	\$6,279,749	\$13,413,924	\$21,753,741	\$53,898,865

U.S. Census Bureau data indicate that local park and recreation agencies' operating expenditures totaled \$45 billion in 2020 (most recent data available). Per NRPA Park Metrics data, the typical park and recreation agency has current annual operating expenditures of \$5.5 million, although budget size varies widely depending on a number of factors (including population served, services offered).

Normalizing operating expenditure data by population served by an agency is a more meaningful way of articulating and comparing spending. By this measure, the typical park and recreation agency has annual operating expenses of \$94.77 on a per capita basis. The denser the population served by an agency, the higher the per capita operating expenses: the typical agency serving a jurisdiction of less than 500 people per square mile has per capita operating expenses of \$60.73, while one serving a jurisdiction of more than 2,500 people per square mile has a median of \$116.01 per resident.

At the same time, per capita operations spending is inversely related to the population of the area served. Agencies serving less than 20,000 people have a median operating expenditure of \$120.79 per resident. That figure declines to \$54.62 per resident for agencies serving jurisdictions of more than 250,000 people, declining further to \$41.67 in jurisdictions of more than 500,000 residents.

FIGURE 14: OPERATING EXPENDITURES PER CAPITA (BY JURISDICTION POPULATION)

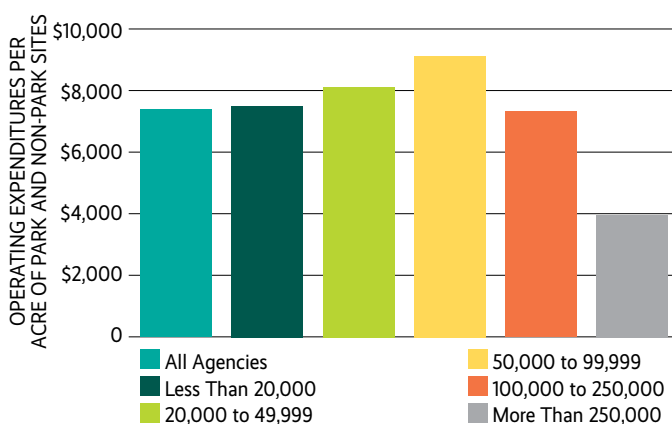


	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	\$94.77	\$120.79	\$103.95	\$120.70	\$75.88	\$54.62
Lower Quartile	\$53.23	\$69.65	\$64.04	\$73.64	\$47.07	\$22.04
Upper Quartile	\$173.05	\$229.61	\$197.61	\$197.47	\$155.62	\$93.16

One can normalize operating expenditures by the amount of parkland managed by an agency. The median operating expenditure is \$7,388 per acre of park and non-park sites managed by the typical agency. (Note: Non-park sites are public spaces — such as lawns at a city hall — not designated as parks, but whose maintenance and/or operation costs are part of the park and recreation agency’s budget.) The typical operating expenditure per acre of parkland increases with population density. The typical agency serving a jurisdiction of fewer than 500 people per square mile spends \$4,359 per acre of park and non-park sites. The median rises to \$13,048 per acre at agencies serving a jurisdiction with a population density greater than 2,500 residents per square mile.

Park and recreation agencies serving larger populations tend to have lower operating expenditures than do agencies serving small- and medium-sized jurisdictions. The typical park and recreation agency serving a jurisdiction of less than 20,000 people spends a median of \$7,495 per acre of park and non-park sites. The median increases to \$8,106 per acre for agencies serving jurisdictions with populations between 20,000 and 49,999, but then declines to \$3,970 per acre managed by agencies serving more than 250,000 people.

FIGURE 15: OPERATING EXPENDITURES PER ACRE OF PARK AND NON-PARK SITES (BY JURISDICTION POPULATION)

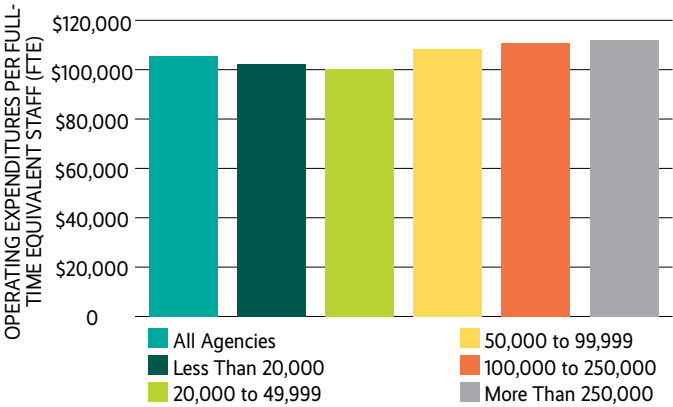


	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	\$7,388	\$7,495	\$8,106	\$9,108	\$7,323	\$3,970
Lower Quartile	\$3,521	\$3,692	\$4,250	\$5,434	\$3,082	\$1,601
Upper Quartile	\$17,668	\$23,506	\$20,047	\$20,564	\$14,045	\$10,629

The typical park and recreation agency has \$105,484 in annual operating expenditures for each employee (as measured by full-time equivalent (FTE) employees). The denser the population an agency serves, the higher the operating expenditures for each FTE. Agencies serving less than 500 residents per square mile have median operating expenditures of \$97,861 for each FTE. The median rises to \$113,888 per FTE for agencies serving areas with more than 2,500 residents per square mile.

As is the case for most nonprofit/government entities, personnel services account for the largest share of the operations budget at the typical park and recreation agency.

FIGURE 16: OPERATING EXPENDITURES PER FULL-TIME EQUIVALENT STAFF (FTE) (BY JURISDICTION POPULATION)

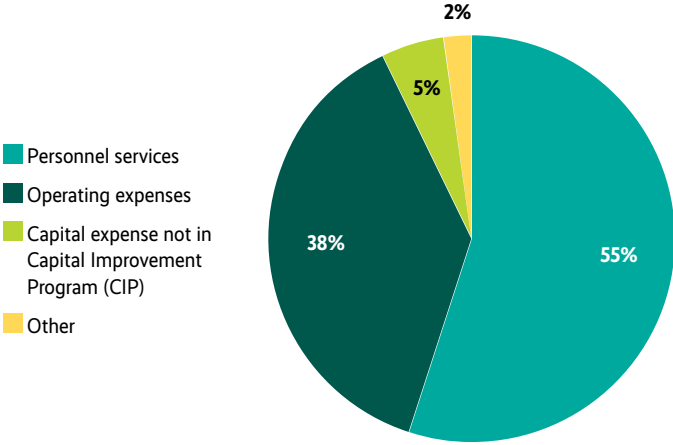


	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	\$105,484	\$102,135	\$99,944	\$108,035	\$110,707	\$111,770
Lower Quartile	\$78,258	\$73,560	\$76,360	\$81,301	\$76,332	\$83,477
Upper Quartile	\$144,945	\$152,404	\$140,221	\$140,257	\$145,048	\$150,000

- Personnel services (55 percent of the operating budget) include salaries, wages and benefits for full-time and non-full-time personnel and contracted individuals.
- Operating expenditures (38 percent of the operating budget) fund agency operations.
- Capital funds repay the operating budget, all enterprise funds, interdepartmental transfers and, in some cases, the capital debt service. This is five percent of the operating budget. A portion of the operations spending includes capital expenses that are not part of an agency’s capital improvement plan, such as expenditures for capital equipment (e.g., computers, vehicles, large-area mowers, tractors, boats), some periodic cyclical maintenance (e.g., carpets, conference chairs, push mowers) and perhaps debt services paid from the agency’s operating funds.

The typical park and recreation agency dedicates 46 percent of its annual operating budget to managing and maintaining parks and open spaces. Agencies spend a median 41 percent of their annual operating

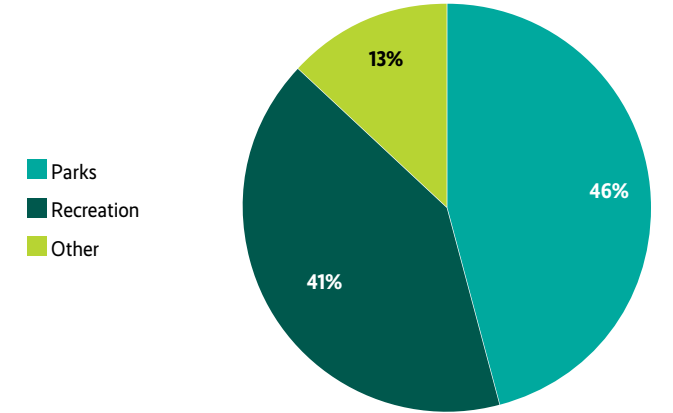
FIGURE 17: DISTRIBUTION OF OPERATING EXPENDITURES (AVERAGE PERCENTAGE DISTRIBUTION OF OPERATING EXPENDITURES)



Personnel services	55%
Operating expenses	38%
Capital expense not in CIP	5%
Other	2%

expenditures to support recreation offerings, including programming (e.g., out-of-school time activities, sports leagues, health and wellness programs) and the facilities for such activities.

FIGURE 18: OPERATING EXPENDITURES DEDICATED TO PARKS OR RECREATION (AVERAGE PERCENTAGE DISTRIBUTION OF OPERATING EXPENDITURES)



Parks	46%
Recreation	41%
Other	13%

AGENCY FUNDING

PHOTO COURTESY OF HOPEWELL RECREATION AND PARKS



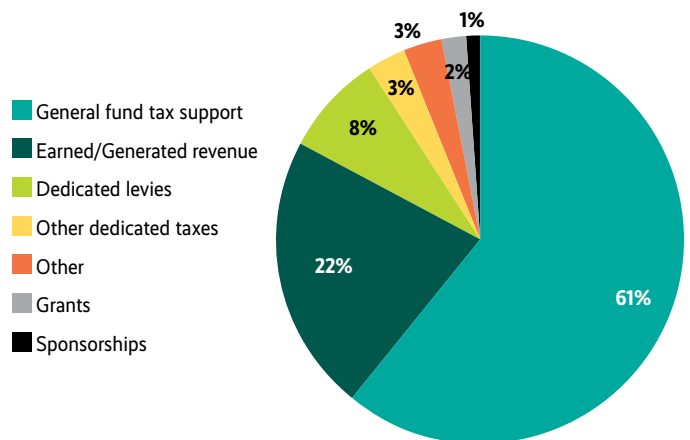
Funding sources for park and recreation operations vary greatly by agency; however, support from the local jurisdiction’s general fund tax base is common. On average, park and recreation agencies derive slightly more than three-fifths of their operating expenditures from general fund tax support. However, the percentage of funding from general fund tax support tends to be lower for those agencies with larger operating budgets.

The second-largest source of funding for most agencies is earned/generated revenue, accounting for an average of 22 percent of operating expenditures. In addition, many agencies have access to special, dedicated taxes that cover a part of their budgets, while others obtain much of their funding from tax levies dedicated to park and recreation purposes approved by citizen referenda.

But as mentioned previously, many agencies generate funding from non-tax revenue (such as fees for special programming). The typical park and recreation agency generates nearly \$1.3 million in non-tax revenues annually, although this amount can vary significantly based on agency size, the services and facilities offered by an agency and the mandate from agency leadership and policymakers. Agencies with annual operating budgets of less than \$500,000 typically generate nearly \$44,000 in non-tax revenues. In comparison, those

with annual budgets greater than \$10 million generate a median of slightly more than \$5.9 million from non-tax revenue sources.

FIGURE 19: SOURCES OF OPERATING EXPENDITURES
(AVERAGE PERCENTAGE DISTRIBUTION OF OPERATING EXPENDITURES)

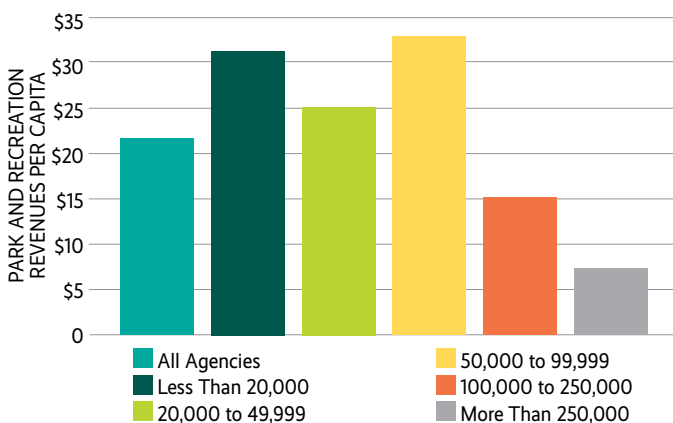


General fund tax support	61%
Earned/Generated revenue	22
Dedicated levies	8
Other dedicated taxes	3
Other	3
Grants	2
Sponsorships	1

The typical park and recreation agency generates \$21.71 in revenue annually per each resident in the jurisdiction it serves. Agencies operating in less densely populated areas generate less revenue than do those with a greater population density. The typical agency — serving a jurisdiction of fewer than 500 people per square mile — realizes \$12.93 in revenue on a per capita basis per year compared to a median of \$27.71 for agencies serving a jurisdiction of greater than 2,500 people per square mile.

Small- and medium-sized park and recreation agencies generate more revenue per capita compared to large-sized ones. Agencies serving jurisdictions of less than 20,000 people generate \$31.31 in per capita revenue per resident — nearly matching that generated by agencies serving jurisdictions with populations between 50,000 and 99,999, with a median of \$32.91 in revenue per resident each year. In comparison, agencies serving populations of more than 250,000 generate \$7.39 per capita in revenue, with the amount declining to \$6.66 in jurisdictions with populations of more than 500,000 residents, matching the lower quartile amount for agencies overall.

FIGURE 20: PARK AND RECREATION REVENUES PER CAPITA (BY JURISDICTION POPULATION)

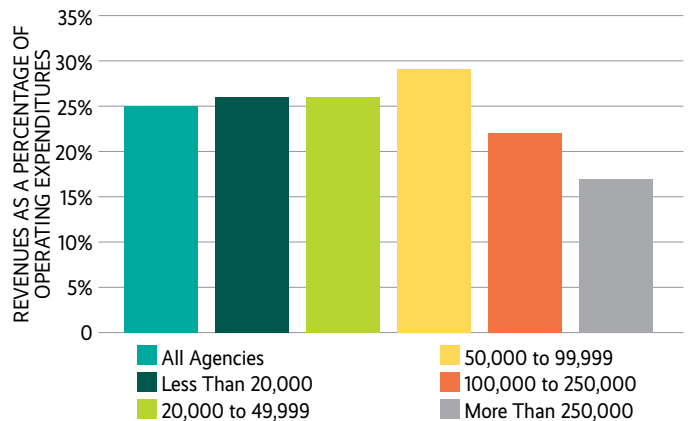


	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	\$21.71	\$31.31	\$25.14	\$32.91	\$15.20	\$7.39
Lower Quartile	\$6.66	\$8.18	\$9.13	\$12.85	\$5.14	\$2.59
Upper Quartile	\$57.51	\$83.28	\$69.84	\$77.41	\$46.71	\$21.78

Another way to look at revenue generation is by examining cost recovery as a percentage of operating expenditures. The typical agency recovers 24.6 percent of its operating expenditures from non-tax revenues. The amount of cost recovery differs significantly among agencies based on an agency’s portfolio of facilities and programming, the demographics of the populace it serves, the agency’s mission and possible revenue mandates from the agency’s governing authorities.

Agencies serving less than 500 people per square mile have a median percentage cost recovery of 25 percent. Cost recovery dips slightly to 22.1 percent of operating expenditures for agencies serving jurisdictions of between 1,000 and 2,500 people per square mile.

FIGURE 21: REVENUES AS A PERCENTAGE OF OPERATING EXPENDITURES (COST RECOVERY) (PERCENTAGE OF OPERATING EXPENDITURES BY JURISDICTION POPULATION)



	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	24.6%	25.9%	25.7%	28.5%	22.0%	16.7%
Lower Quartile	11.6	10.9	12.0	14.7	11.5	7.4
Upper Quartile	44.5	50.9	48.1	51.9	38.4	31.4

Beyond day-to-day operations, park and recreation agencies have a median of \$10 million in capital expenditures budgeted for the next five years. Not surprisingly, the larger the agency, the larger its five-year capital budget. The typical park and recreation agency serving a population of less than 20,000 has a median five-year capital budget of \$1.5 million. Five-year capital budgets

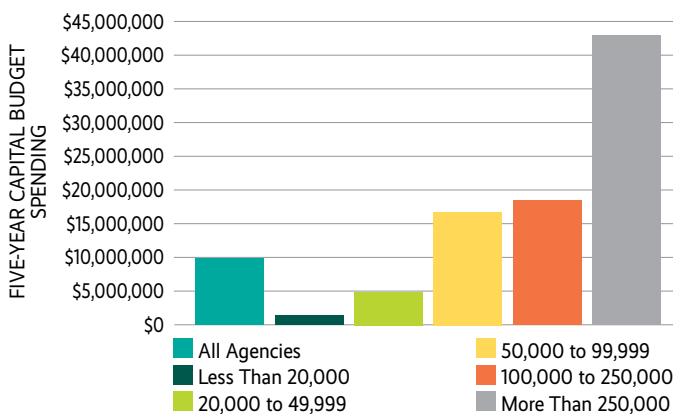
increase greatly as the population served increases — to more than \$16.8 million at agencies serving jurisdictions of 50,000 to 99,999 residents and nearly \$43 million at agencies in areas with more than 250,000 residents. In addition, factors that are positively related to the size of the five-year capital budget include:

- **The number of parks maintained:** Less than 10 parks — \$1.7 million; 50 or more parks — \$35.1 million
- **Acres of parks maintained:** 250 or fewer acres — \$2.6 million; more than 3,500 acres — \$42 million
- **Operating budgets:** Annual operating budgets less than \$500,000 to \$350,000; annual operating budgets greater than \$10 million to \$32.9 million
- **Population density:** Less than 500 people per square mile — \$3.3 million; more than 2,500 people per square mile — \$16.3 million



PHOTO COURTESY OF HOWARD COUNTY RECREATION AND PARKS

FIGURE 22: FIVE-YEAR CAPITAL BUDGET SPENDING (BY JURISDICTION POPULATION)

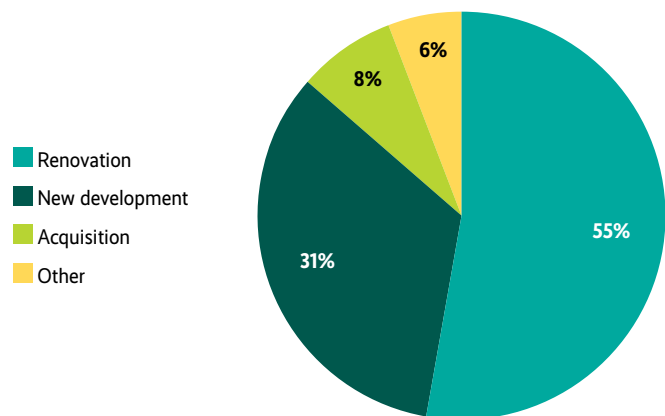


	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	\$10,000,000	\$1,500,000	\$5,000,000	\$16,815,000	\$18,560,000	\$42,888,140
Lower Quartile	\$1,844,875	\$500,000	\$1,500,000	\$6,000,000	\$8,000,000	\$15,000,000
Upper Quartile	\$30,509,975	\$4,118,785	\$15,000,000	\$28,012,500	\$43,448,361	\$125,000,000

Park and recreation agencies designate their capital expenditures to a variety of areas. On average, agencies designate 55 percent of their capital budget for renovation and 31 percent toward new development.

Agencies serving jurisdictions of 50,000 to 99,999 residents focus 36 percent of their capital budget on new development, while agencies serving jurisdictions of less than 20,000 residents designate a quarter of their capital budget on new development. Agencies serving jurisdictions of less than 20,000 people focus 61 percent of their capital budgets on renovation.

FIGURE 23: TARGETS FOR CAPITAL EXPENDITURES (AVERAGE PERCENTAGE DISTRIBUTION OF CAPITAL EXPENDITURES)



Renovation	55%
New development	31
Acquisition	8
Other	6



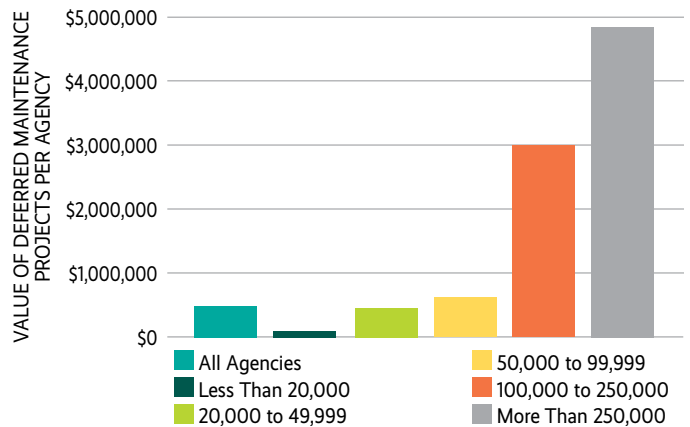
A group of teens hike through the woods in Castle Rock, Colorado.

PHOTO COURTESY OF TOWN OF CASTLE ROCK PARKS AND RECREATION

- **Serve larger populations:** \$1.2 million at agencies in jurisdictions with less than 20,000 people compared to \$57.8 million at agencies serving jurisdictions of more than 250,000 people
- **Have more parks:** \$1.4 million at agencies with less than 10 parks compared to nearly \$47.6 million at agencies with 50 or more parks
- **Maintain more parkland:** \$3.5 million at agencies that maintain 250 acres or less of parkland compared to \$62 million at agencies that maintain more than 3,500 acres of parkland

Further, jurisdiction type plays a prominent role in the value of deferred maintenance projects found in park and recreation agencies. Agencies located in towns have deferred maintenance totaling an average of \$1.4 million, while the average deferred maintenance at city-based agencies is \$19.8 million. County park and recreation agencies have an average of \$26.9 million in deferred maintenance projects. In comparison, independent park districts/authorities and special park districts have an average of \$9 million and \$6.6 million, respectively, in deferred maintenance projects.

FIGURE 24: VALUE OF DEFERRED MAINTENANCE PROJECTS PER AGENCY (BY JURISDICTION POPULATION)



On average, park and recreation agencies report having \$16.5 million of deferred maintenance projects on their books. Agencies operating in less densely populated areas have fewer deferred projects than do those operating in areas with a greater population density. Agencies serving a jurisdiction of fewer than 500 people per square mile have an average of \$9.8 million in deferred maintenance projects compared to \$27 million for agencies serving a jurisdiction of more than 2,500 people per square mile. Average deferred maintenance balances rise at agencies that:

- **Have higher operating budgets:** \$368,833 at agencies with operating budgets less than \$500,000 compared to \$38.4 million at agencies with operating budgets that exceed \$10 million
- **Have a larger staff:** \$1.8 million at agencies with a staff of fewer than 10 FTEs compared to \$38.5 million at agencies with 100 or more FTEs

	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	\$500,000	\$117,500	\$475,000	\$636,000	\$3,000,000	\$4,835,000
Lower Quartile	\$0	\$0	\$0	\$0	\$0	\$0
Upper Quartile	\$6,050,000	\$750,000	\$5,000,000	\$6,460,559	\$12,500,000	\$50,350,000
Average	\$16,520,514	\$1,240,479	\$8,055,043	\$7,448,720	\$13,591,214	\$57,844,879

POLICIES

Park and recreation agencies have various policies that address how residents enjoy amenities and programming in their communities. Many policies align with an agency’s mission to increase a community’s overall health and wellness, such as banning tobacco products, limiting the consumption of alcohol and ensuring the availability of healthy food options. Other policies address the collection of fees that help agencies with park upkeep and staffing challenges.

More than four in five park and recreation agencies have policies that prohibit the use of tobacco products in their parks, at their facilities and on their grounds. Fifty-five percent of agencies ban the use of tobacco at all agency parks and facilities, while another 26 percent make exceptions for certain facilities (e.g., golf courses).

Three in four park and recreation agencies allow the consumption of alcohol by legal-age adults on at least some of their premises. Seventeen percent of agencies have a policy that allows the consumption of alcohol at all park and recreation agency locations in their jurisdiction. Agencies are more likely to permit the consumption of alcohol at only a few select locations rather than at all facilities. Further, 49 percent of agencies allow the sale of alcohol on their premises — mainly at select locations and by either the agencies themselves or authorized concessionaires.

Park and recreation agencies promote health and wellness by offering healthy food options at their vending machines and concessions. At least two-thirds of agencies offer healthy food options in vending machines and/or concession stands at their facilities.

Relatively few park and recreation agencies charge an admission fee to enter or park a vehicle at their facilities. Eighteen percent of agencies charge fees to enter some of their parks and 16 percent of agencies have parking fees at some of their facilities. In both cases, the agencies that charge either admission or parking fees do so only at a limited number of facilities.



PHOTO COURTESY OF BLUE ISLAND PARK DISTRICT

A child waits to step up to the plate at a baseball game in Blue Island Park District, Blue Island, Illinois.

FIGURE 25: PARK AND RECREATION AGENCY POLICIES (PERCENT OF AGENCIES)

	Yes, at all locations	Yes, at select locations	No
Has a policy barring the use of all tobacco products in its parks and at its facilities and grounds	55%	26%	19%
Has a policy that allows the consumption of alcohol by legal-aged adults on its premises	17	58	24
Agency sells alcoholic beverages to legal-aged adults on its premises (sold either by the agency or by a concessionaire authorized by the agency)	3	49	48
Agency provides healthy food options in its vending machines	25	40	35
Agency provides healthy food options at its concession stands	25	47	29
Agency charges a parking fee at its parks or facilities	1	16	83
Agency charges an admission fee to enter its parks	1	18	81

Summer camp at City of Los Angeles' EXPO Center includes sports, technology, activities and weekly field trips.



PHOTO COURTESY OF GAIL PARKER

Park and recreation professionals and their agencies are essential in the promotion and advancement of community health, resiliency and overall well-being. Given their mission to make communities better places to live, learn, work and play, park and recreation agencies also are in a unique position to champion efforts that advance diversity, equity and inclusion (DEI).

Among the implemented DEI practices are:

- Eighty percent of park and recreation agencies have an expressed commitment to DEI in their foundational documents (e.g., vision, mission and strategic plan documents).
- Ninety percent of park and recreation agencies have hiring practices and policies that promote a diverse workforce.

FIGURE 26: PERCENT OF AGENCIES WITH AN EXPRESSED COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION (DEI) IN THEIR FOUNDATIONAL DOCUMENTS (PERCENTAGE DISTRIBUTION)

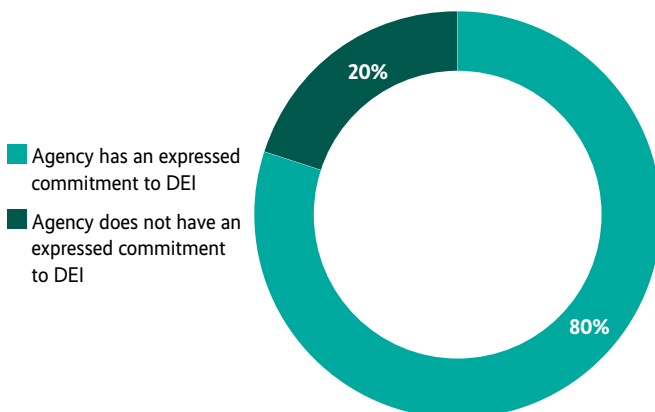
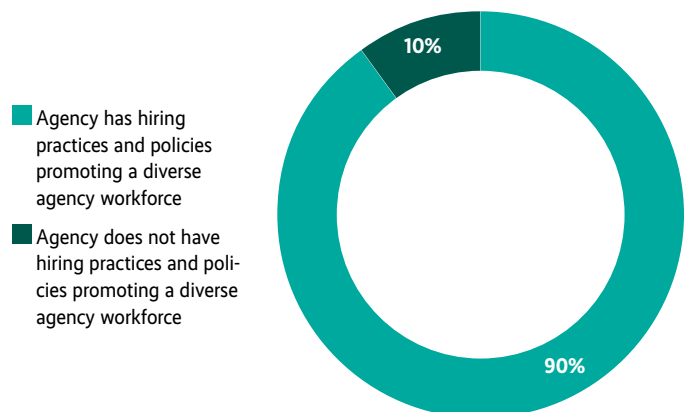


FIGURE 27: PERCENT OF AGENCIES WITH HIRING PRACTICES AND POLICIES THAT PROMOTE A DIVERSE WORKFORCE (PERCENTAGE DISTRIBUTION)



ADDITIONAL NRPA RESOURCES

Athletes compete in the Bluegrass 10,000 race on the Fourth of July, which has taken place for more than 30 years in downtown Lexington, Kentucky.



PHOTO COURTESY OF AMY WALLLOT

The *2023 NRPA Agency Performance Review* and *NRPA Park Metrics* are just two tools offered by NRPA that champion the work of park and recreation professionals across the United States. The NRPA Research team focuses its efforts on two major areas:

- Collecting and analyzing data to help park and recreation professionals make optimal decisions on operations, programming and spending
- Developing data to help park and recreation professionals make the case for greater and more sustainable funding

Included in the vast suite of NRPA Research resources are:

- **Engagement With Parks Report:** This annual NRPA research survey probes the public's use of parks, the key reasons that drive their use and the greatest challenges preventing greater

usage. Each year, the study examines the importance of public parks in our lives, including how parks compare to other services and offerings of local governments. Recent findings show that 275 million people accessed their local parks or recreation facilities during the past year; nine in 10 U.S. adults agree that parks and recreation is an important local government service; and 84 percent of people consider high-quality park and recreation amenities as a principal factor when choosing a place to live.

- **NRPA Park Pulse Polls:** Each month, the NRPA Research team polls 1,000 U.S. adults ages 18 and older representing a cross-section of the population to explore their views on topics related to the park and recreation field. Questions span from the serious to the more lighthearted — but all demonstrate the power of parks and recreation.

- **2022 NRPA Park and Recreation Salary Survey:** Having access to comprehensive compensation data informs park and recreation agency leaders about how to attract the best staff. This report features detailed base salary and bonus data for 10 park and recreation leadership positions. When released in the summer, the *2023 Salary Survey* report will feature compensation data for 13 park and recreation leadership positions.
- **Sustainability in Parks and Recreation Report:** This report highlights how park and recreation professionals are working to make their agencies and their communities more sustainable through such actions as protecting natural habitat, embracing park infrastructure, managing stormwater effectively and lowering agency water usage. Park and recreation professionals continually review and update their plans to address communities' specific needs and goals while leveraging the latest knowledge, best practices and technology to advance sustainable efforts. This report showcases park and recreation agencies' innate role as sustainability leaders in their communities.
- **Diversity, Equity and Inclusion in Parks and Recreation Report:** Given their mission to make communities better places to live, learn, work and play, park and recreation agencies are in a unique position to champion efforts that advance diversity, equity and inclusion (DEI). This report takes inventory of the DEI activities, if any, agencies have established, the professional development opportunities provided to staff and the challenges organizations face in promoting DEI practices.
- **Parks and Recreation: Advancing Community Health and Well-Being Report:** To meet the public's emerging health and wellness needs, parks and recreation is evolving into Community Wellness Hubs. These hubs are trusted gathering places that allow every community member to connect with essential programs, services and spaces that advance health equity, improve health outcomes and enhance the quality of life. This report focuses on how park and recreation professionals tackle their communities' ever-expanding health and wellness needs, including programming, education, innovations and health equity.
- **NRPA Out-of-School Time Report:** More than four in five park and recreation agencies offer out-of-school time (OST) programs that serve millions of children throughout the United States. These before-school, after-school and/or summer programs provide physical activity opportunities, safe spaces for children, childcare for parents and caregivers, and social connections with peers. This report looks at those offerings and benefits of OST programs provided by local parks and recreation, and the innovations to OST programs brought about by the coronavirus (COVID-19) pandemic.
- **The Economic Impact of Parks Report:** Thanks to the efforts of park and recreation professionals throughout the United States, local park and recreation agencies generated \$218 billion in economic activity and supported 1.3 million jobs in 2019. Beyond the nationwide impact, this report also shows the economic contribution of parks and recreation on the state level. The estimates of total economic impacts include the direct, indirect and induced effects of operations and capital spending by local park and recreation agencies in each state and the District of Columbia.
- **Youth Sports at Park and Recreation Agencies Report:** This study explores youth sports offerings, partnerships, fees and registration, and equitable access. Key findings include: five in six park and recreation agencies collaborate with partners to deliver youth sports activities; 86 percent of park and recreation professionals agree that they and their peers contribute to a fair and just future for youth sports by identifying inequities in access to organized sports offerings; and two in three agencies offer reduced or discounted fees for lower-income residents.
- **Workforce Development and Career Exploration in Parks and Recreation Report:** Workforce development and career exploration programs are critical contributors to the future success of parks and recreation. Key findings include: a third of agencies currently have a workforce development/career exploration program; nearly nine in 10 agencies collaborate with partners on these programs; and the top program goal is to develop future park and recreation leaders.

- **Park and Recreation Agency-Foundation Relationships: Partnering for the Future Report:** This study shares evidence-based best practices that optimize agency-foundation relationships and detailed snapshots of the benefits and challenges between these relationships.
- **Data and Mapping Resource Library:** A wealth of more than 30 free data and mapping resources are available to assist your agency in broadening its impact on the community and operate more efficiently. The Data and Mapping Resource Library offers a collection of relevant, publicly available databases and visualizations curated for park and recreation professionals and advocates.
- **Evaluation Resource Hub:** The NRPA Research team has created several tools that help park and recreation professionals collect and use data to identify new opportunities for amenities and services and pinpoint areas for improvement. The hub includes:
 - o **Health Impact Evaluation Framework:** This framework helps local park and recreation agencies better measure the impact of their health and wellness programs and initiatives, by connecting agencies to a multitude of existing evaluation tools, data sources, data analysis, data collection tools and other resources.
 - o **Green Infrastructure Evaluation Framework:** This resource helps local governments and park advocates measure the many benefits of green infrastructure in parks. Follow the framework's three simple steps — define benefits and measures, collect data and use data — to improve green infrastructure projects and share the message about project benefits.
 - o **Customer Feedback Surveys:** Obtaining customer feedback is challenging for many park and recreation agencies, especially those with resource constraints. This guide outlines fundamental principles of conducting effective customer satisfaction surveys, focusing on acting on the results while keeping your agency's time, money, staffing and current survey skills in mind.



PHOTO COURTESY OF MARILYN SKLAR, MONTGOMERY PARKS, MARYLAND NATIONAL CAPITAL PARK AND PLANNING COMMISSION

A child sleds during a snow day at Tilden Woods Local Park in Montgomery County, Maryland.

- o **Community Needs Assessments:** This resource guides park and recreation professionals through the entire community needs assessment lifecycle — from deciding clear goals to eliciting a high response rate from your community. Most importantly, it demonstrates how to use the survey data to strengthen your agency in both the short and long term.
- **Parks and Recreation Is Essential:** A collection of five statements with supporting research that showcases the fundamental role of parks and recreation:
 - o Parks and recreation promotes health and wellness.
 - o Parks and recreation drives economic opportunity.
 - o Parks and recreation's programming and education activities are critical to childhood development.
 - o Parks and recreation is everywhere, uniting people and strengthening communities.
 - o Parks and recreation is essential and adaptable infrastructure that makes our communities resilient in the face of natural disasters and climate change.

CONCLUSIONS

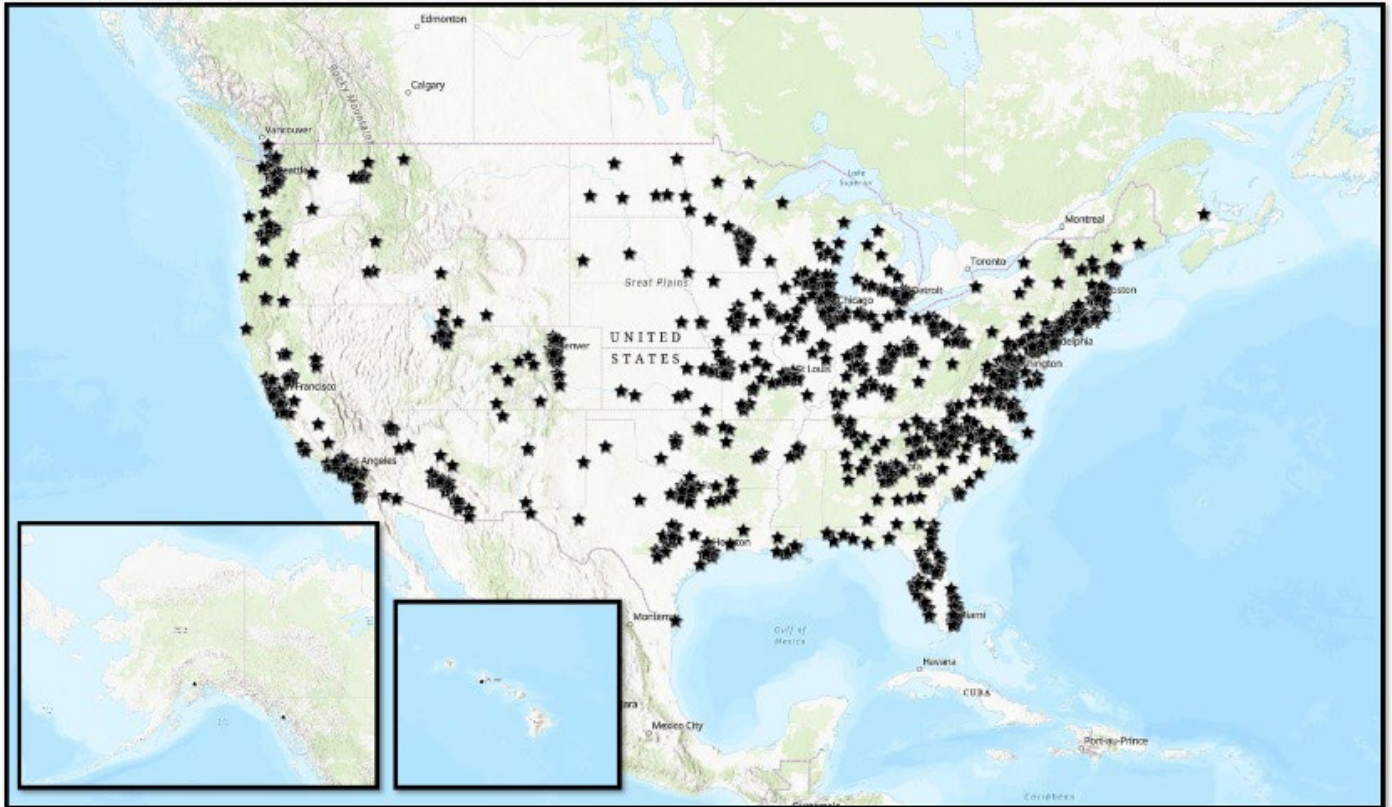
The *2023 NRPA Agency Performance Review* and NRPA Park Metrics comprise the most comprehensive park and recreation-related data, benchmarks and insights that inform park and recreation agency professionals, key stakeholders and the public about the state of the park and recreation industry. These resources provide all those who care about quality parks and recreation with various tools.

1. **Guidance on the resources dedicated to and performance of parks and recreation.** How does your local park and recreation agency measure up in terms of providing open spaces, recreation opportunities and programming relative to your peer agencies? Is your agency properly staffed or sufficiently funded compared to others?
2. **Data that enable informed decisions on the optimal set of service and facility offerings.** Park and recreation agency leaders do not make decisions based on a one-size-fits-all standard that does not reflect individual communities' unique circumstances and needs. Instead, these metrics enable park and recreation professionals to compare their agencies with others they view as peers.
3. **Comprehensive data demonstrating the broad offerings and programming that represent the full definition of parks and recreation.** The information in this report helps demonstrate to policymakers, key stakeholders, the media and the general public the full breadth of service offerings and responsibilities of park and recreation professionals and their agencies throughout the United States.

Park and recreation professionals can use the *2023 NRPA Agency Performance Review* and NRPA Park Metrics in conjunction with NRPA's other research resources and tools to ensure all members of their community have access to high-quality park and recreation amenities and services.

ACKNOWLEDGEMENTS

NRPA is grateful to all the park and recreation professionals and their agencies that completed the Agency Performance Survey in NRPA Park Metrics. Thank you to Kevin Roth, Melissa May, Danielle Doll, Lindsay Collins, Vitisia Paynich, Kim Mabon, Greg Manns and Kate Anderson for making this report possible.



**The map indicates the locations of agencies that participated in Park Metrics, whose data are the basis of this report.*

ABOUT NRPA

The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this vision by investing in and championing the work of park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being.

NRPA brings strength to our message by partnering with like-minded organizations, including those in the federal government, nonprofits and commercial enterprises. Funded through dues, grants, registrations and charitable contributions, NRPA produces research, education and policy initiatives for our members that ultimately enrich the communities they serve.

NRPA places immense importance on research and data to raise the status of parks and recreation. We conduct research with two goals: First, NRPA creates and analyzes data to help park and recreation agencies make optimal decisions on operations, programming and spending. Second, NRPA develops data and insights that support park and recreation professionals making the case for greater and more stable funding to policymakers, key stakeholders, the media and the general public.

The NRPA Research team works closely with internal subject matter experts, respected industry consultants and the academic community to develop its reports and data resources. Learn more about NRPA research reports and resources at nrpa.org/Research.



PHOTO COURTESY OF THE VILLAGES RECREATION AND PARKS DEPARTMENT

A hot air balloon lands with passengers in The Villages, Florida.



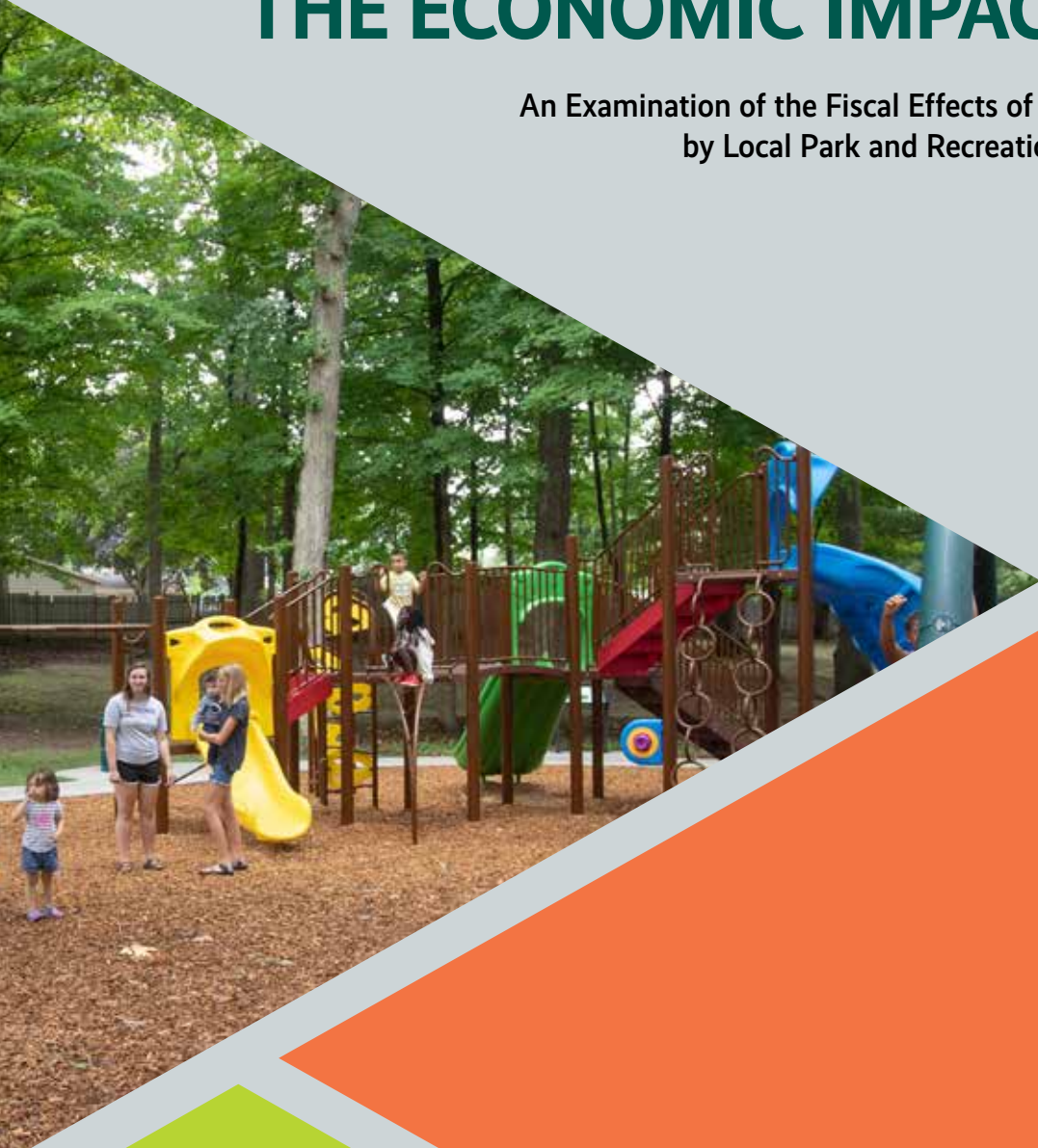
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THE ECONOMIC IMPACT OF PARKS

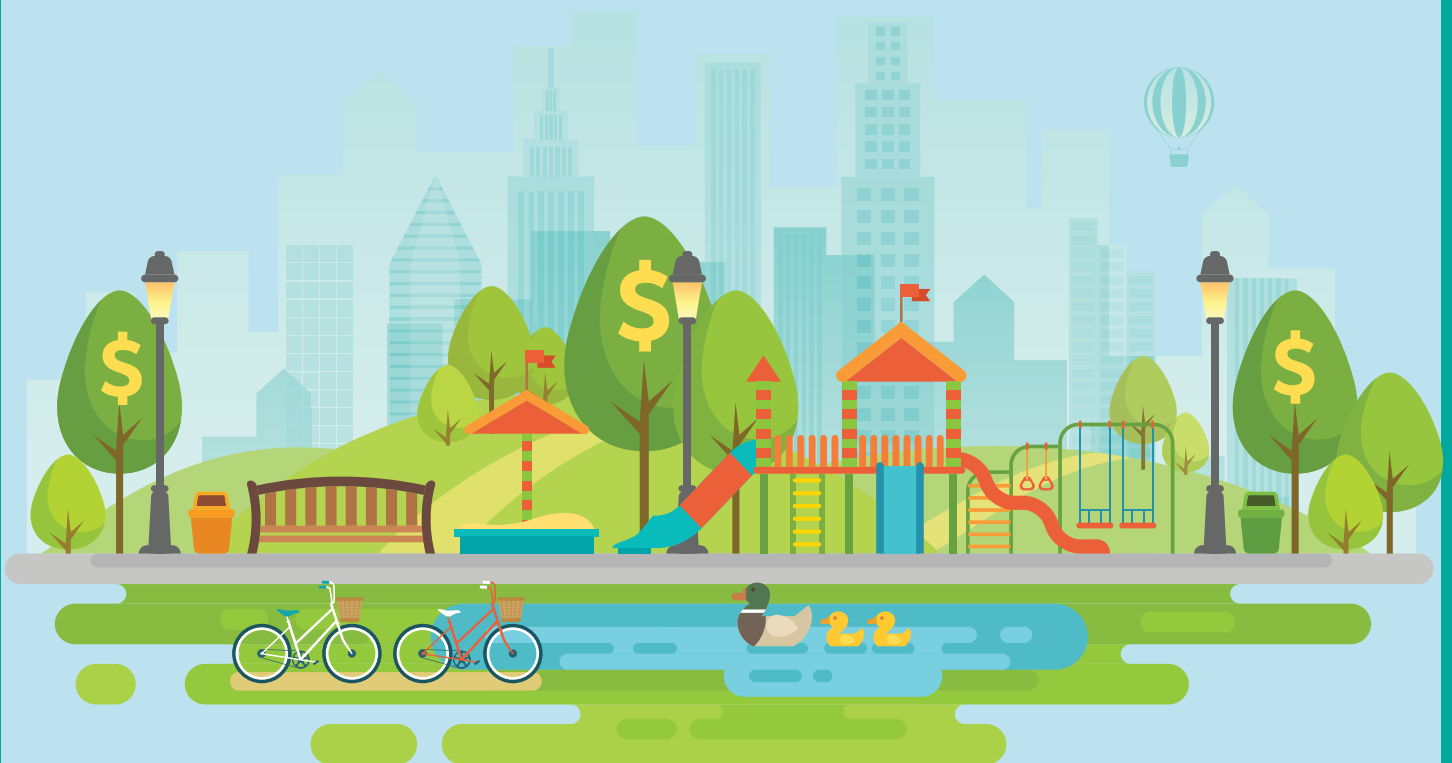
An Examination of the Fiscal Effects of Operations and Capital Spending
by Local Park and Recreation Agencies on the U.S. Economy



NATIONAL RECREATION
AND PARK ASSOCIATION

KEY FINDINGS

Local public park and recreation agencies in the United States generated more than \$201 billion in economic activity and supported almost 1.1 million jobs that boosted labor income by more than \$63 billion from their operations and capital spending in 2021.



Impact of Local Park and Recreation Agencies on the U.S. Economy – 2021

	Economic Activity	Employment
Total Impact	\$201.4 billion	1,065,832 jobs
Operations Spending	\$102.1 billion	609,093 jobs
Capital Spending	\$99.3 billion	456,739 jobs

Sources: IMPLAN and Center for Regional Analysis – George Mason University for NRPA, U.S. Census Bureau

Parks and recreation is essential infrastructure in healthy, vibrant and resilient communities. Through the tireless efforts of hundreds of thousands of full-time, part-time and seasonal workers — and supported by countless volunteers and advocates — local park and recreation agencies have a positive impact on the lives of millions of people. Park and recreation facilities, amenities and programming are diverse; they range from no- or low-cost fitness opportunities (such as a walking trail or a fitness class at a community center) and access to nutritious meals at out-of-school time programs for youth to providing our cities, towns and counties with cleaner air and water thanks to preserved open spaces.

Park and recreation professionals and their agencies make critical contributions to their communities as highlighted by the National Recreation and Park Association's (NRPA) Three Pillars:

- **Health and Wellness** – Local park and recreation agencies provide spaces, programs and services that are essential to a community's vitality. They also serve as key factors in advancing health equity, improving individual and community-level health outcomes, and enhancing quality of life. Park and recreation professionals are uniquely positioned to create — in partnership with the community, public health leaders and other local organizations — upstream solutions that catalyze and transform park and recreation agencies into holistic and people-centered Community Wellness Hubs.
- **Equity** – Every person in every community deserves to benefit from the power of parks and recreation. The very philosophy behind public parks and recreation is the idea that all people — regardless of race, ethnicity, age, income level, identity or ability — have access to programs, facilities, places and spaces that improve quality of life and build healthy communities. Parks and recreation truly builds communities — communities for all.
- **Conservation** – Creating resilient and climate-ready communities depends on parks and recreation. Park and recreation professionals are champions in addressing our most pressing environmental challenges; the parks and open spaces they manage maximize the benefits of nature to achieve positive and equitable health and economic impacts at the community level.

Park and recreation professionals and their agencies make another valuable contribution: promoting economic activity that makes our cities, towns and counties more prosperous. Just how significant is the impact of local park and recreation agencies on the U.S. economy?

To answer this question, NRPA joined forces with the Center for Regional Analysis at George Mason University in 2015, to conduct the first nationwide study on the economic impact of local park and recreation agencies' operations and capital spending. Since then, NRPA and the Center for Regional Analysis have partnered twice more to update that landmark 2015 research: in 2018, 2020, 2022 and 2023. Each of the studies focuses exclusively on the direct, indirect and induced effects local park and recreation agencies' spending have on economic activity using U.S. Census Bureau data compiled for the analysis. This report summarizes the key findings of the 2023 research.

U.S. ECONOMIC IMPACT

Local park and recreation agencies employed nearly 326,000 full-time and part-time employees in 2021, according to the U.S. Census Bureau. This includes almost 161,000 full-time park and recreation professionals. That translates to more than \$41 billion of operations spending by the nation’s more than 10,000 local park and recreation agencies. This spending — combined with capital expenditures — ripples through the national, regional and local economies as park and recreation employees spend their paychecks, park and recreation agency vendors hire workers, and both agencies and their vendors purchase products and services to serve their clients.

The result of park and recreation expenditures on the nation’s economy is immense. The shared impact of operations and capital spending by U.S. local park and recreation agencies in 2021 resulted in more than \$201 billion in economic activity and nearly \$97 billion in added gross domestic product (GDP) and supported nearly 1.1 million jobs that paid salaries, wages and benefits totaling \$63 billion.



Local park and recreation agencies generated more than \$201 billion in economic activity and supported nearly 1.1 million jobs in 2021.

People attend the 32nd Annual Independence Day Parade in Farragut, Tennessee.
Photo by Carisa Ownby.

Impacts of Local Park and Recreation Agency Spending on the U.S. Economy – 2021

	Total Impact of Local Park and Recreation Agencies' Spending
Economic activity (transactions)	\$201.39 billion
Value added (gross domestic product)	\$96.82 billion
Labor income (salaries, wages, benefits)	\$63.03 billion
Employment (jobs)	1,065,832 jobs

Sources: IMPLAN, Center for Regional Analysis – George Mason University for the National Recreation and Park Association, U.S. Census Bureau

STATE-LEVEL ANALYSIS

This study also examined the economic impact of local park and recreation agencies' spending in all 50 states and the District of Columbia. The methodology used in the state-level analysis mirrored that for the national study. The estimates of total economic impacts include the direct, indirect and induced effects of operations and capital spending by local park and recreation agencies in each state and the District of Columbia.

Impact of Local Park and Recreation Agency Spending on State Economies – 2021

State	Employment	Labor Income	Value Added	Output
Alabama	9,798	\$398,704,487	\$570,702,548	\$1,309,907,431
Alaska	1,537	\$82,455,209	\$126,856,456	\$264,175,941
Arizona	16,144	\$842,530,384	\$1,229,479,203	\$2,611,583,243
Arkansas	5,412	\$231,508,840	\$337,779,912	\$812,108,830
California	105,185	\$7,015,817,289	\$9,852,445,969	\$20,610,171,288
Colorado	39,666	\$2,289,009,753	\$3,373,686,516	\$7,412,567,838
Connecticut	4,647	\$207,123,013	\$301,891,489	\$542,528,518
Delaware	711	\$34,019,865	\$47,120,297	\$97,396,913
District of Columbia	3,166	\$265,576,281	\$347,723,530	\$846,038,307
Florida	82,175	\$4,235,872,315	\$6,627,002,141	\$15,204,744,352
Georgia	21,321	\$1,009,936,445	\$1,559,049,716	\$3,412,751,970
Hawaii	6,268	\$346,881,667	\$494,130,828	\$922,757,607
Idaho	3,898	\$142,695,442	\$218,568,328	\$587,289,523
Illinois	50,116	\$2,618,156,004	\$3,857,814,811	\$7,719,590,054
Indiana	9,422	\$318,649,774	\$543,058,517	\$1,269,172,310
Iowa	6,501	\$246,902,422	\$400,057,101	\$936,465,472
Kansas	8,341	\$340,007,723	\$482,982,394	\$1,054,388,638
Kentucky	5,057	\$192,529,258	\$267,231,646	\$772,561,017
Louisiana	8,748	\$352,020,886	\$551,029,980	\$1,260,213,280
Maine	1,887	\$71,301,968	\$106,220,231	\$213,746,212
Maryland	18,336	\$1,054,928,798	\$1,539,157,747	\$3,090,438,029
Massachusetts	8,462	\$564,270,832	\$757,906,719	\$1,422,694,593
Michigan	17,094	\$857,517,869	\$1,281,006,934	\$3,019,862,866
Minnesota	21,645	\$1,313,220,147	\$1,942,746,032	\$4,233,369,257
Mississippi	4,967	\$199,452,694	\$296,239,547	\$772,874,085
Missouri	15,970	\$691,649,606	\$1,042,371,522	\$2,187,473,188

Impact of Local Park and Recreation Agency Spending on State Economies – 2021 (cont.)

Montana	1,646	\$67,521,983	\$94,580,651	\$230,669,752
Nebraska	5,577	\$276,019,493	\$416,952,138	\$984,900,955
Nevada	14,122	\$768,177,531	\$1,308,670,952	\$2,684,109,240
New Hampshire	1,286	\$50,177,976	\$74,285,761	\$150,279,811
New Jersey	10,913	\$531,555,264	\$696,409,460	\$1,171,593,908
New Mexico	4,995	\$190,548,003	\$270,234,178	\$577,786,899
New York	49,565	\$3,568,361,982	\$5,212,213,153	\$10,127,185,662
North Carolina	25,384	\$1,248,318,025	\$1,861,717,329	\$4,140,349,212
North Dakota	5,083	\$178,576,529	\$259,217,469	\$667,742,465
Ohio	33,567	\$1,733,786,369	\$2,563,841,528	\$5,499,400,171
Oklahoma	9,197	\$447,366,134	\$681,849,607	\$1,753,213,809
Oregon	13,237	\$693,613,577	\$1,008,293,802	\$2,037,032,443
Pennsylvania	14,606	\$886,365,375	\$1,303,968,438	\$2,800,882,729
Rhode Island	1,063	\$57,651,215	\$78,385,103	\$148,300,764
South Carolina	12,705	\$546,478,992	\$803,372,743	\$1,799,386,345
South Dakota	2,447	\$88,430,728	\$122,585,910	\$306,467,307
Tennessee	11,256	\$529,233,512	\$759,322,617	\$1,506,053,763
Texas	74,722	\$4,298,709,928	\$6,246,759,900	\$13,756,542,099
Utah	15,960	\$583,774,292	\$882,830,752	\$1,961,890,359
Vermont	854	\$35,615,430	\$51,787,857	\$118,470,769
Virginia	23,057	\$1,082,581,591	\$1,646,102,520	\$3,356,202,188
Washington	23,475	\$1,703,928,040	\$2,637,557,108	\$5,092,555,395
West Virginia	1,745	\$60,317,087	\$103,781,471	\$245,121,969
Wisconsin	15,258	\$826,673,253	\$1,195,523,909	\$2,758,529,235
Wyoming	3,705	\$165,161,863	\$253,205,824	\$543,010,454

Sources: IMPLAN, Center for Regional Analysis – George Mason University for the National Recreation and Park Association, U.S. Census Bureau

NOTE: The sum of the state-level impacts presented in this table does not equal the national-level economic impact estimates presented in the previous section. The difference reflects how the full economic impact of local park and recreation agency spending is not confined within state borders. For example, if the playground equipment installed at a park in Kalispell, Montana, came from a manufacturer located in Florida, the value of that product production would not count as an impact on the Montana economy, nor does the study include such an impact in the estimates for Florida.



Children play in the water in front of a fire truck in the park. Photo courtesy of Ginger Clark, Centreville-Washington Park District.

These estimates of the economic impact generated from park and recreation agency spending come from an input-output model that estimates direct, indirect and induced effects of those expenditures.

- **Direct effects** reflect the spending by local park and recreation agencies — whether for operations or capital programs — and include wages and benefits for agency employees and spending on equipment, utilities, goods and services.
- **Indirect effects** capture the spending associated with local park and recreation agencies' vendors. An example is an agency contracting with a local landscaping company to mow ballfields. The landscaping company hires employees, purchases mowers and contracts with a bookkeeping service; in turn, the bookkeeping service leases office space, employs workers, purchases office supplies and so forth.
- **Induced effects** track the impact of consumer spending (from wages) by park and recreation agency employees and employees working for the agency's vendors.

The model estimates the total effects on output, employment, labor income and value added resulting from park and recreation agencies' operations and capital spending:

- **Output** measures the value of the resulting transactions
- **Employment** is the number of headcount jobs, both full and part time
- **Labor income** includes salaries, wages and fringe benefits
- **Value added** is the measure most equivalent to GDP and includes property income, dividends, corporate profits and other measures

Your Local Park and Recreation Agency Generates Additional Economic Benefits

While the figures presented in this report are significant, they represent only one aspect of the economic benefits of public parks. Indeed, the conclusions of this report are conservative estimates of parks and recreation's full economic benefits.

Beyond the impact of local park and recreation agency spending, other critical economic impacts from public parks include:

- **Health and wellness:** Parks and recreation promotes improved physical and mental health. This not only helps people feel better, but it also can help lower medical and insurance costs for those people taking advantage of those facilities and activities. [NRPA-commissioned research resources](#) demonstrate how parks and recreation supports healthy, productive lives and resilient, cohesive communities. Eighty-three percent of U.S. adults responding to a [June 2023 NRPA Park Pulse](#) agreed that it is important to have access to indoor and outdoor recreational areas, classes and activities in order to lead a healthy lifestyle. Ninety-three percent of U.S. adults responding to the [June 2021 NRPA Park Pulse](#) poll indicated that their mental health was improved by services offered by local park and recreation professionals and agencies.
- **Conservation and resiliency:** Park and recreation agencies' protection of land, water, trees, open spaces and wildlife improves air and water quality in communities. Through effective land management methods and green infrastructure investments, parks and recreation makes communities more resilient to natural disasters, reducing disaster recovery and insurance costs. Ninety-three percent of respondents to NRPA's [2019 Engagement With Parks](#) survey indicated it is essential that their local government acquire, construct and maintain local parks, trails and green spaces near bodies of water to protect natural resources in their community. Six in seven U.S. adults responding to an [April 2023 NRPA Park Pulse](#) poll expressed support for their local park and recreation agency's environmental initiatives.
- **Property values:** Economic research has demonstrated consistently that homes and properties located near parklands have higher values than those located farther away. Higher home values not only benefit the owners of these properties, but also add to the tax base of local governments. Six in seven respondents to the [2023 Engagement With Parks](#) survey indicated that they seek high-quality parks and recreation amenities when choosing a place to live.
- **Economic development:** Parks and recreation improves the quality of life in communities and benefits the local economic development of a region. Eighty-seven percent of corporate executives responding to a [2023 Area Development](#) survey rated quality-of-life features as an important factor when choosing a location for a headquarters, factory or other company facility. Further, 94 percent of adults responding to the [March 2020 NRPA Park Pulse](#) poll expressed support for their local government investing in infrastructure improvements that promote economic activity in their community.
- **Visitor spending:** Many local park and recreation agency amenities spur tourism to their respective locales, generating significant economic activity, including (but not limited to) increased sales at local restaurants/bars and hotels. An [August 2017 NRPA Park Pulse](#) poll found that people seek out park and recreation amenities — such as beaches, parks, trails and secluded and relaxing places — when choosing a vacation destination. An [August 2021 NRPA Park Pulse](#) poll noted that more than nine in 10 U.S. adults find park and recreation summer activities create fond memories.

KEY CONCLUSIONS



Ashland Park along the Ohio River in Clarksville, Indiana, overlooking the Louisville, Kentucky Skyline. *Photo courtesy of Ken Conklin.*

Park and recreation professionals at the more than 10,000 agencies across the United States positively contribute to their communities in many different ways. Not only are parks leading the way in terms of health and wellness, equity, and conservation, but they also drive significant economic activity.

Local park and recreation agencies generated more than \$201 billion in U.S. economic activity and supported nearly 1.1 million jobs from their operations and capital spending alone in 2021. These results, combined with studies on the state and [national](#) park systems, are proof that public parks are robust engines of economic activity.

Parks and recreation is a part of a broader outdoor recreation economy. The [Bureau of Economic Analysis](#) estimates that the outdoor recreation economy represents \$563.7 billion of gross domestic product (GDP) — or 2.2 percent of the U.S. economy.

Beyond the impact of their expenditures, park and recreation agencies generate even more economic value through their promotion of health and wellness, as well as conservation and resiliency that foster higher property values and increase tourism. Critically, park and recreation amenities are the cornerstones to improving a locality's or region's quality of life — a significant factor in attracting employers and workers to an area.

When combined with the ability to deliver healthier and happier communities, the powerful impact parks and recreation has on economic activity highlights the fact that park and recreation agency offerings are not merely a “nice-to-have” luxury government service. Instead, parks and recreation transforms our cities, towns and counties into vibrant and prosperous communities for all.

Policymakers and elected officials at all levels of government should take notice and support greater and more stable taxpayer funding of parks and recreation. Local park and recreation agencies not only help raise the standard of living in our neighborhoods, towns and cities, but they also spark economic activity that can have ripple effects well beyond any initial expenditure in creating jobs and prosperity throughout our nation.

METHODOLOGY

This study uses data from the U.S. Census Bureau to estimate operational spending by local park systems. The [Survey of Public Employment & Payroll](#) offers estimates of agency employment and payrolls, while the [Annual Survey of State and Local Government Finances](#) provides agency operations spending data. Researchers at the Center for Regional Analysis at George Mason University (GMU) derived its capital spending estimates from reports available from the National Recreation and Park Association (NRPA) and a review of budget records for dozens of park systems selected to reflect a diverse range of localities and park operating characteristics.

The GMU researchers used the IMPLAN economic input-output model to estimate the total economic impacts, often called “economic contributions,” generated by park system operating expenditures and capital spending. Consistent with previous studies prepared for NRPA, the researchers categorized park agency spending as if it were private-sector businesses operating parks, recreation and similar entertainment venues. In their judgment, this is more accurate than treating the expenditure as general local government spending (i.e., park and recreation agency spending patterns are much more like a privately-run entertainment venue than a local tax office).

The researchers adjusted the model inputs to reflect actual compensation paid to park system employees, which is often different than what private-sector firms pay their employees. The IMPLAN model is the most widely used tool for estimating economic impacts. This model is updated frequently to reflect shifts in the structure of the economy; therefore, the results reported here are not directly comparable to the findings of previous analyses.



More than 100 people (kids and adults) came together to create the largest community painted mural in Minnesota. The mural is 30'x30' and represents elements that the children found beautiful in the city. The majority of the mural was painted with one-inch brushes or smaller. *Photo courtesy of Jennifer Fink, City of New Brighton, Minnesota.*



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Ashburn, VA 20148-4501

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Shelter Cove Community Park

SWEAT Bootcamp – 7 days/week

HHI Community Market- 47 Saturdays

Snow Day

PRC Track Night

HH Humane Society

Easter Eggstravaganza

Central Church Picnic

Italian American Bocce Ball Tournament

HHI Bluffton Chamber Food Truck Friday

La Isla Sabor Latino

Outside Brand Staff Mtg

Boys Scout Bridge Ceremony

Summer Jams – 11 Tuesdays

SCTC Movie Night- 10 Thursdays

SCTC Sunset Celebration- 10 Fridays

Poona Food SOAR Day

Outside Foundation Keep the Broad Creek Clean

Duncan Wedding Rehearsal

Crescendo Opening Night

Pumpkin Patch

Southern Charm Wedding

Friday Night Oyster Festival

Herman and Davis Pie Giveaway

Winter Wonderfestival

Lowcountry Celebration Park

Irish Fest

St. Patricks Day Parade

Wingfest

HHI Wine and Food Festival

Symphony Under the Stars

PRC – 5K Plaid

MVC Celebration of Life

Sandbox Children’s Museum Truck Night

Pedal HHI

Sea Turtle Patrol Turtle Talks

Jazz in the Park – 6 Tuesdays

Party in the Park – 10 Thursdays

Town of HHI – 360/40 Celebration

CRAB Group Staff Party

Celebration of Gullah

Beer Mile

Town of HHI – Jamfest

VIM Latinos Unidos

Fish and Grits

Crescendo – Singer Songwriter – 6 Thursdays

HH Symphony

Rhythm and Brews

Go Tri Sports Half Marathon

Oyster Festival

Town of HHI Tree Lighting

NIBCAA Holiday Market

Town of HHI Hanukkah Celebration

TOWN OF HILTON HEAD ISLAND

One Town Center Court, Hilton Head Island, S.C. 29928
(843) 341-4600 Fax (843) 842-7728
www.hiltonheadislandsc.gov

Alan R. Perry
Mayor

David Ames
Mayor Pro Tem

January 27, 2024

Council Members

Alexander Brown, Jr.
Patsy Brison
Tamara Becker
Steve Alfred
Glenn Stanford

Island Recreation Center
Attn: Frank Soule
20 Wilborn Road
Hilton Head Island, SC 29926

RE: FY2025 Affiliated Agency Grant Application – FY2023 Audit Status

Marc Orlando
Town Manager

Dear Frank:

The FY2025 Affiliated Agency Grant Application includes the requirement that copies of the prior two fiscal years audited financial statements must be provided. As we have discussed the FY2023 audit for the Island Recreation Center has not been completed as of January 27, 2024.

Historically the Town of Hilton Head Island and the Island Recreation Center engage the same independent Certified Public Accountant (“CPA”) firm to complete the audit of the Town and the Audit or Review of the Island Recreation Center each year. Starting with the FY2023 audit, a new firm, Mauldin & Jenkins, LLC CPAs was engaged for both the Town’s and Island Recreation Center audit.

The reason that the FY2023 audit for the Island Recreation Center has not been completed is the Town’s Director of Finance, John Troyer, retired unexpectedly in October 2023. This was in the middle of the Town’s FY2023 audit. The Town is required to have their audit completed and submitted to the Government Finance Officers Association by December 31 each year. Due to the Director of Finance’s retirement, Mauldin & Jenkins, CPAs had to focus exclusively on the Town’s audit and the Town’s audit was completed on December 20, 2023.

Once the Town’s audit was completed in December, Mauldin & Jenkins, CPAs was able to start work on the Island Recreation Center audit; however, with other audit work already scheduled for January 2024, Mauldin & Jenkins, has not been able to complete the Island Recreation Center’s audit as of January 27, 2024. The CPA firm expects to complete the audit soon and the FY2023 audit financial statements will be submitted as part of the Affiliated Agency Grant Application at that time.

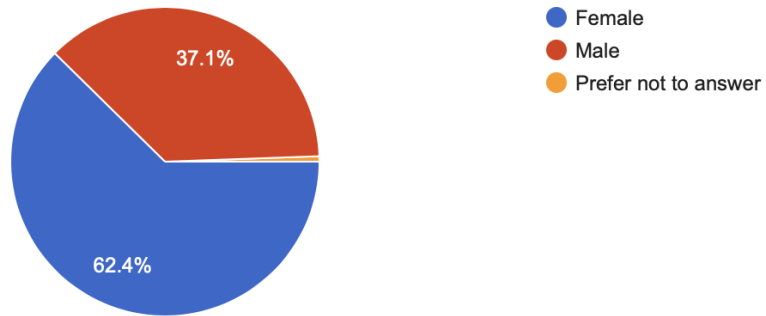
Sincerely,

A handwritten signature in blue ink that reads "Jeff Herriman". The signature is fluid and cursive, with the first letter "J" being particularly large and stylized.

Jeff Herriman
Interim Finance Director
Town of Hilton Head Island
jeffhe@hiltonheadislandsc.gov
843.341.4627

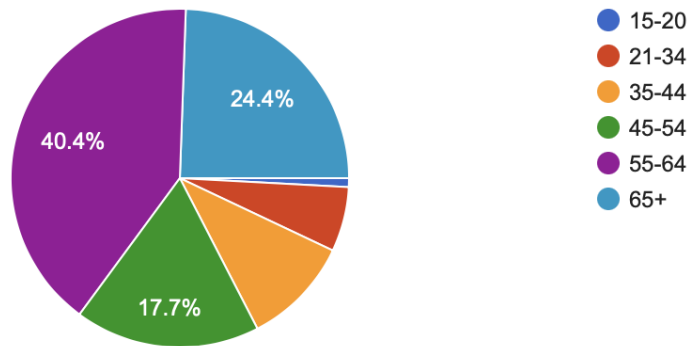
What is your gender?

356 responses



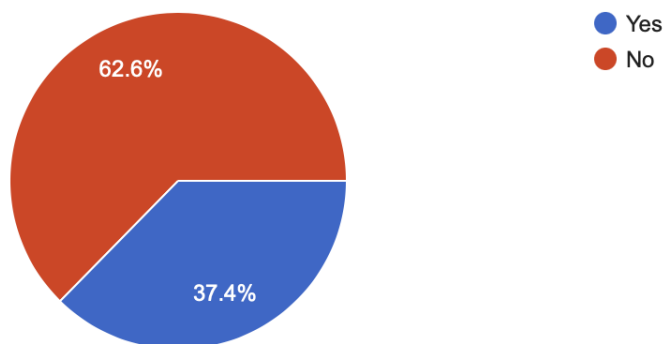
What is your age?

356 responses



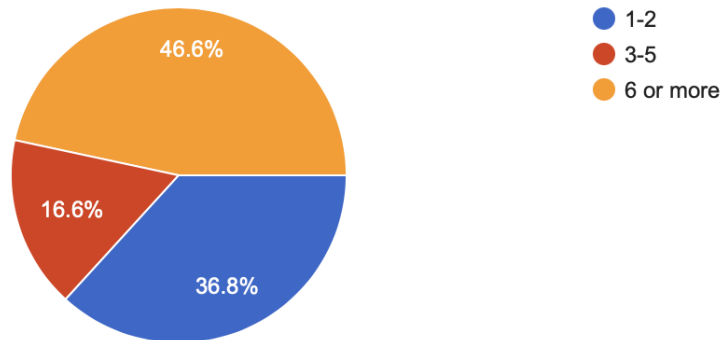
Do you live in the Hilton Head/Bluffton Area?

356 responses



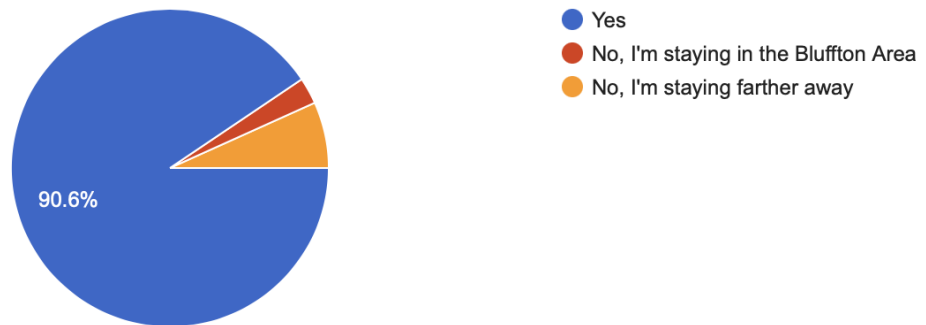
Including this visit, how many trips have you taken to Hilton Head?

223 responses



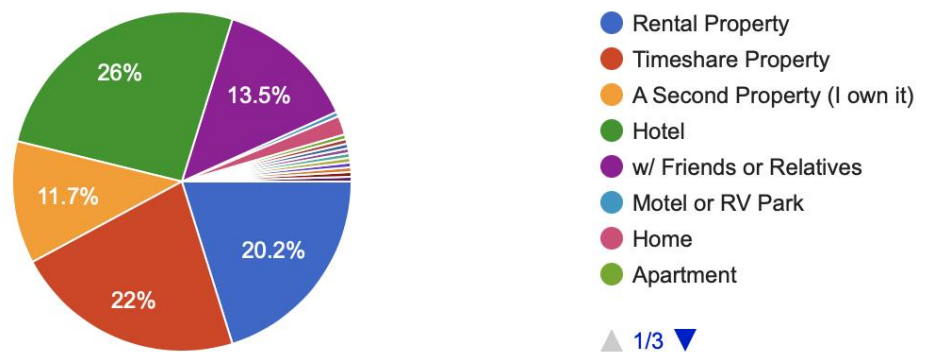
Are you staying on the Island on your trip?

223 responses



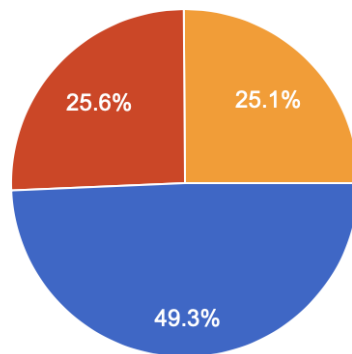
What type of lodging are you staying in?

223 responses



How influential was Oyster Festival when planning your trip?

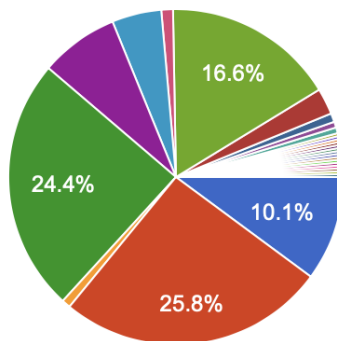
223 responses



- Very Influential
- Somewhat Influential
- Not Influential

How did you first learn about Oyster Festival?

356 responses

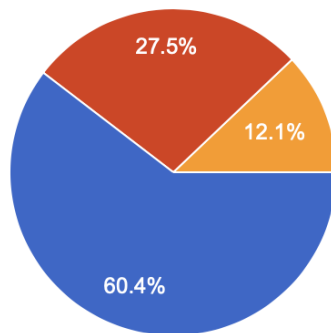


- Walk Up
- I've come a previous year
- News Coverage
- Social Media
- Online Search
- Online Advertisement
- Email Marketing
- Word of Mouth

▲ 1/4 ▼

Was this your first time at Oyster Festival?

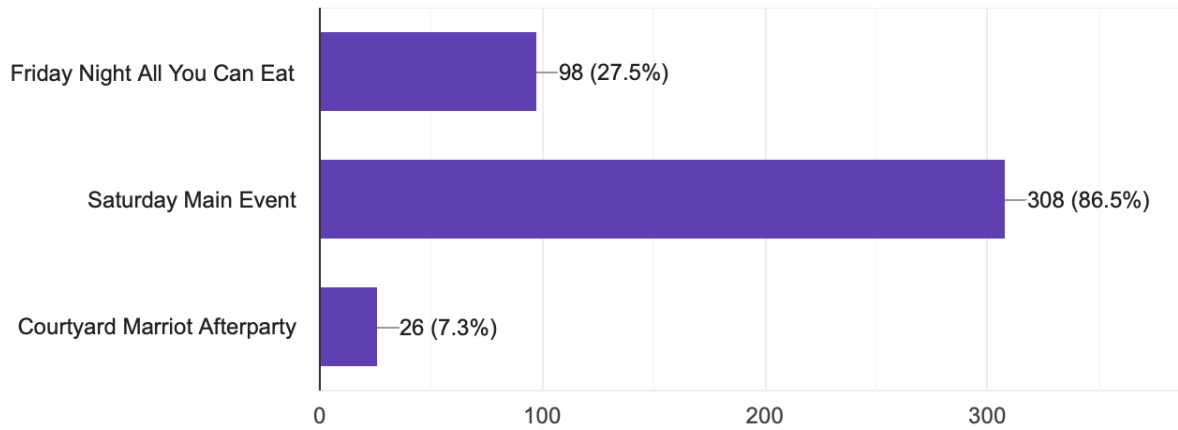
356 responses



- Yes
- No, I've attended 1-4 times before
- No, I've attended 5+ times

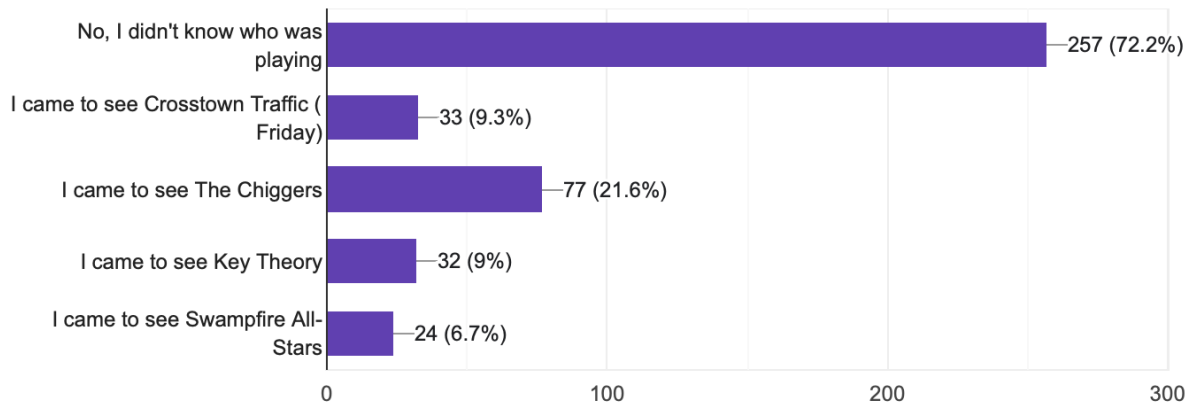
What event(s) did/are you attending?

356 responses



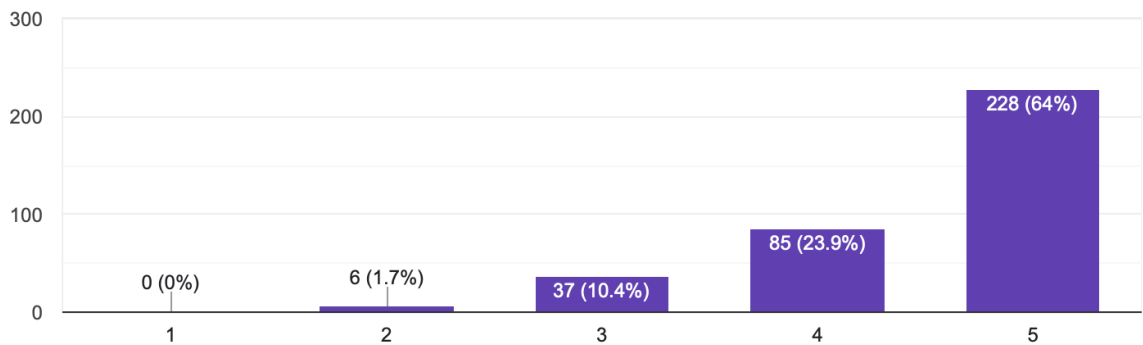
Did you come to see any of the bands?

356 responses



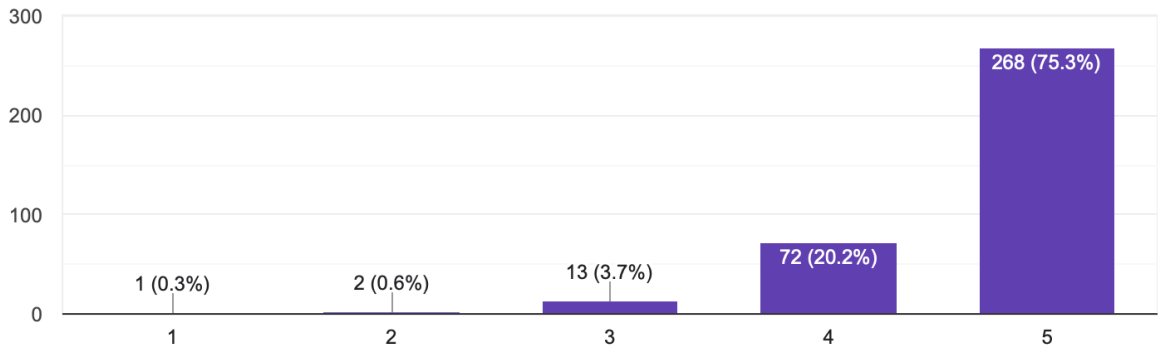
How would you rate the music at Oyster Festival?

356 responses



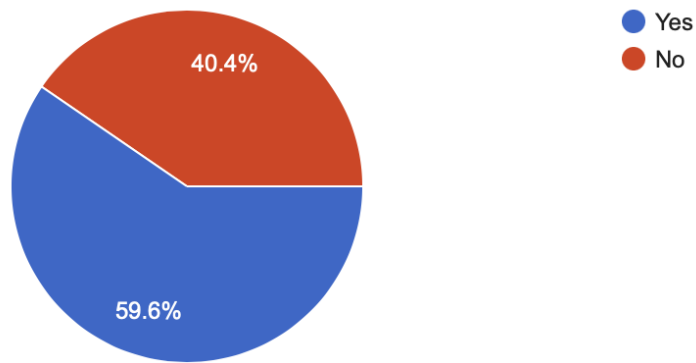
How would you rate the ambiance/location(s) of Oyster Festival?

356 responses



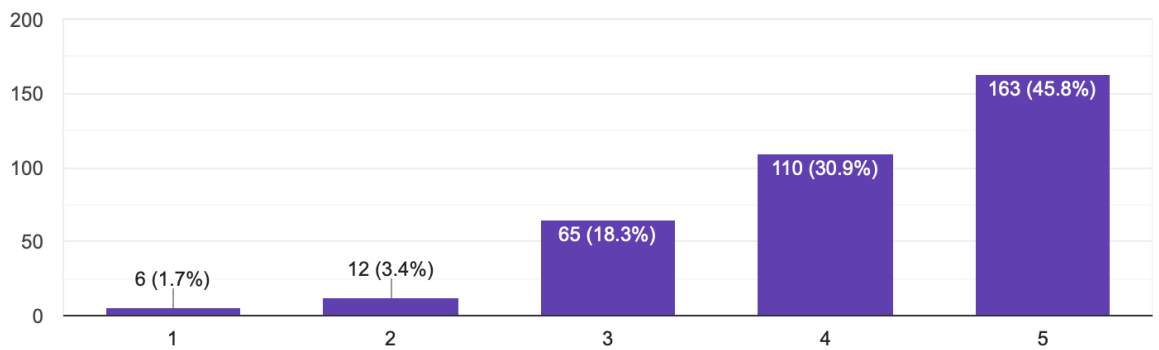
Did you know Oyster Festival is a fundraiser for the Island Rec Children's Scholarship Fund?

356 responses



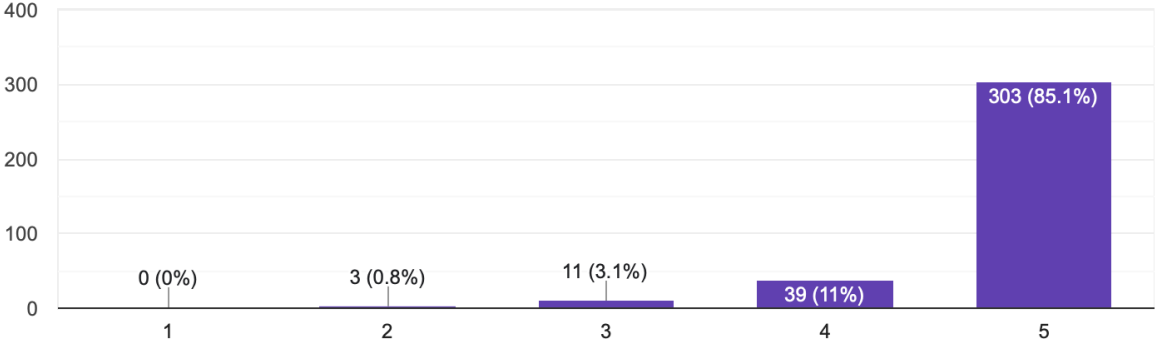
How would you rate the cost/pricing of Oyster Festival?

356 responses



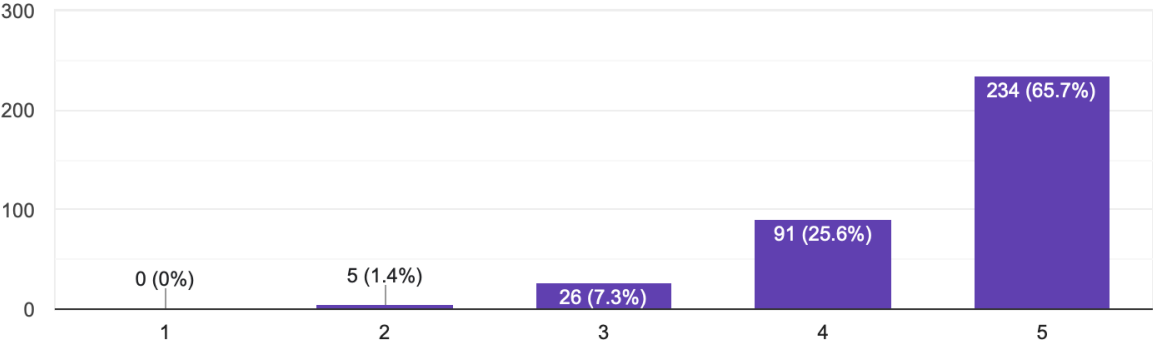
How would you rate the staff friendliness of Oyster Festival?

356 responses



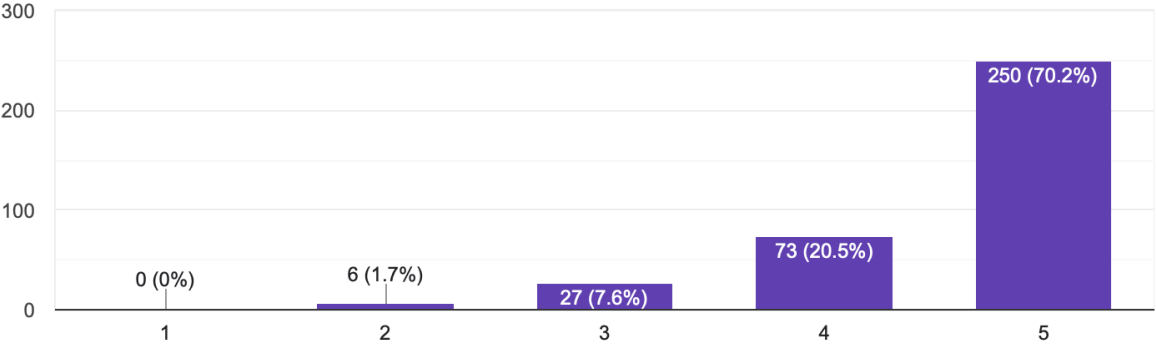
How would you rate the quality of the food of Oyster Festival?

356 responses



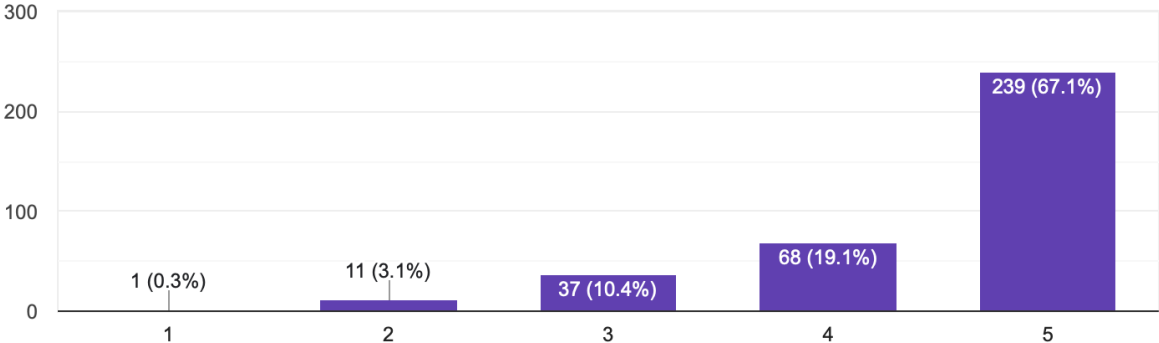
How would you rate the parking of Oyster Festival?

356 responses



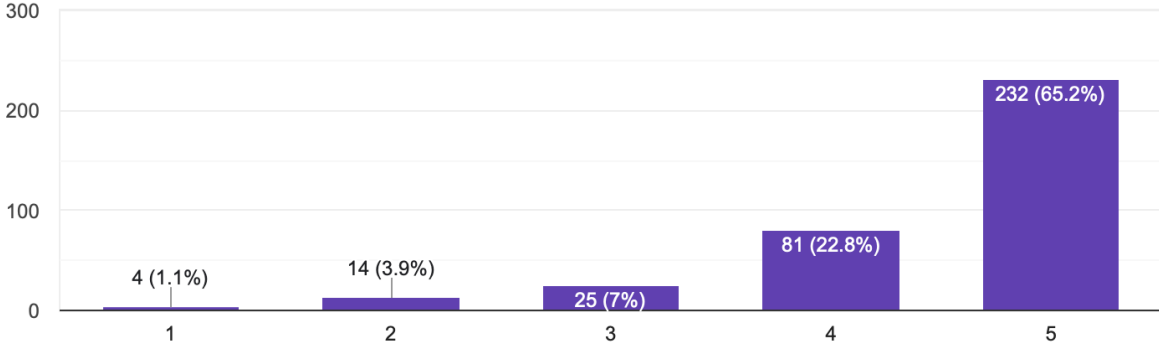
How would you rate the seating and layout of Oyster Festival?

356 responses



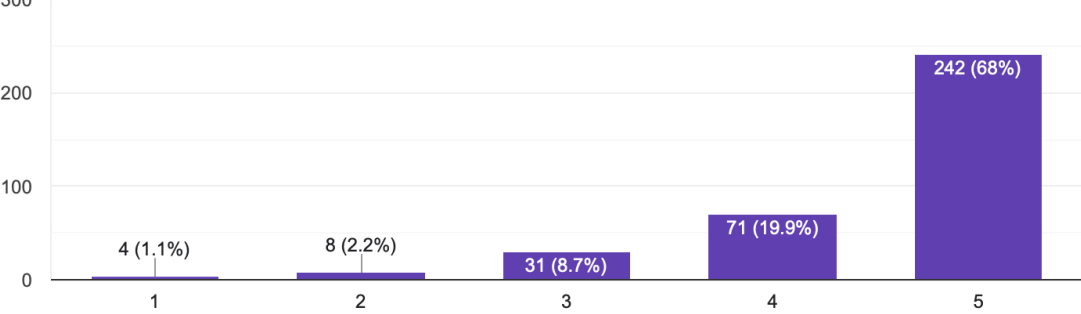
How would you rate the crowdfow of Oyster Festival?

356 responses



How would you rate the OVERALL VALUE of Oyster Festival?

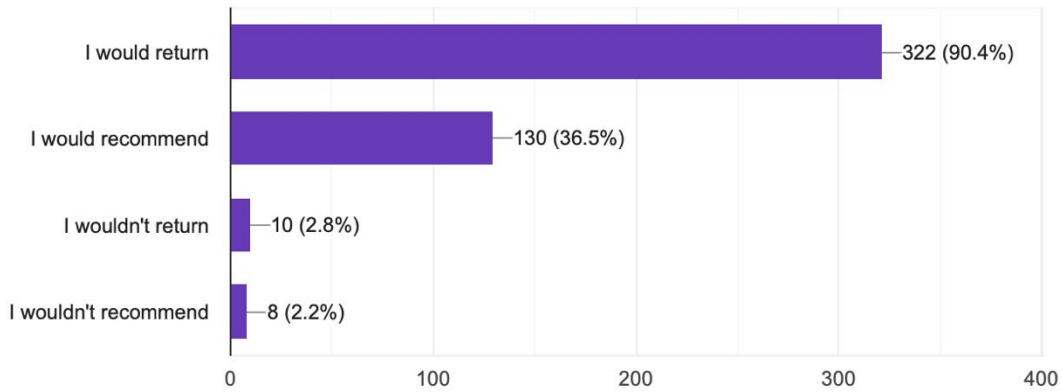
356 responses



Would you recommend or return to Oyster Festival?



356 responses



Any final thoughts or comments?
It was Amazing!!
Great staff
Great event
Great
Always a great event.
One of my favorite events
Great event as usual by the Rec Center
Great event
Thank you
Great event
Great weather
Love it
Great event
Beautiful setting. Fantastic quality and quantity of artists/ vendors.
Already have 8 friends coming next year
Overall very good
No comment
Great atmosphere like the pop up shops
Love it!!!!
A great event
Love Oyster Fest
This is great,

We love this festival we come every year
Keep doing it,
Will return to the Saturday event with friends
Greattime
Love it
Great
Love it
We attended last year and had a great time, we planned our trip based upon this event. We are from Indiana.
Too expensive
Nice festival and venue
I am having so much fun
Need more seating and lighting on Friday night!
Great atmosphere
Fun
Great time
Nice setup
Good
Great time thanks!
This is great
Need more seating
Great event!
Love it
No comments
Island Rec does a wonderful job with this event!
Great
Friendly environment and support staff
Oyster clusters last night had a couple bad ones
Thanks
Great event
Great
Nice event
Awesome
Great event!
Great
Great

Love this festival
Love coming!
Great
Great
All good
Awesome festival!,
Loved it
All good
Great event
It could be a little warmer
Great
This is very fun looking forward to
I really enjoyed the festival
Great event
It was great
I really enjoyed the festival.
More entertainment like line dancing added
Great job on set up and keeping everything clean
Great atmosphere and hospitality
It is awesome
I love the f Great events at the park
Well organized festival
So fun!
Wonderful event
Awesome event
Awesome
Great event
Great festival and venues
Great event!!
Fun
Amazing
Love it. Island rec is the best
Everything is good
So fun,
Enjoyably

Very fun
Fantastic
Free entry
Nice job
Love it here
Great event
Will return
Very friendly
Great event
Enjoyed it
CHIGGERS!!!!
Great event
Fun event
Hand washing stations, especially for Friday night all you can eat
Great event
Great event
Great!
Great time
Everything is fine
Great event
None thanks for great day
This is great! Would recommend to anyone planning a visit to HHI
Lots of fun
Fun event
Love it
Amazing. Friends out of town loved
Very friendly people
Excellent experience
Great event
Great
Great event
Need hand washing stations
Great event
Great time to spend with friends and family,
The festival has become a yearly tradition for visiting family. It is an easy drive from Charlotte.
Love it

Pachage deals would be great. Ex: 4 people discounted
Good stuff
Great job!
Good
Love it
Please have oyster fest and lantern parade on same day again
Liked when kite parade was the same day
Nice job
It's so fun,love the music
Great ambiance and organization! Txs!
First time, music is a nice feature
Very nice
Great event!
Excellent
It is really well organized
Great place
Great festival
Thank you!
loving it here
Awesome
Love island rec
Nice
Fun
Absolutely love the food
It is amazing the music is great
Great event
Love the vibe.
Food seemed overpriced
Good event
Very nicely put together
Fun
Very nice
Excellent
Great time with excellent food
Great

Great even Nt
Nice
Love this festival
Excellent festival
Love my first time here. Celebration park excellent location!
I enjoyed myself today
I would reduce the entrance to \$5 and increase the number of food vendors
Reduce price to \$5 and increase vendors
Well done for a great cause
Great time,
Amazing production
Great event
Great time
Great atmosphere!
Very nice event
Fun Event
Nice event
More vendors & better food for GF participants
:)
Great
Fun times
Cool event
Fun times
Great venue
Great festival
Thank you
Oyster fest is great
Great
Fun event
Great job
More food vendors
More food vendors
Great event
Great fun!
Ahhhhhmzzimg

Had fun
Loved the oysters
Great for the family
More non seafood options
Great event
Fun
Great event
Nice event
All good
Let's go
Awesome
Great time
It's a great event
Great event!
Enjoyed this
Great event,
Love oysters,
Have fun
Cool festival
Great
Thanks
Had fun
Love oysterfest
Love it
Lovely
Great event!
There's no where with cover from rain
Sorry the weather turned cold on Saturday. In the past its been warm & sunny. Mexican booth had some of the best food
Quality and amount of oysters for the cost could be better. Realize this is a fundraiser, but a dozen oysters for \$31 is high.
Water and some alcoholic drink tickets should be provided for as much as it costs
Splitting the Oyster and The Boil lines was over due and very successful.
The line for oysters was way too long and the quantity actually in the bucket supplied was very poor
The line to pick up oysters was way too long. Also there were not enough tables.
Very good
Need more lighting and tables with chairs. Seriously lacking in both those areas.

Food cost seemed expensive
Loved the way that the previous purchase of tickets was handled at the gate! Much better than last year!!!
Excellent event.
The smallest oysters ever eaten. Terrible value.
Food was a little pricey. Cranford is mediocre, other musicians much better. Layout was awesome, unfortunately weather was dreary and damp. Overall good event 4/5
We had been looking online about off-site event parking but could not find anything. Due to the less than perfect weather there was not a problem and we did park at USCB HHI after seeing the signs, but it would be great to get the information out there as parking is sometimes the one thing that can ruin an event for attendees. We had a wonderful time - food was great and the bands were awesome. Thank you for chairing such a great event!
More setting at both
You needed more seating, signage and some crowd/line control, more people serving to move the lines along and more drink options.
Food lines way too long and slow - more servers needed. More seating needed.
2 trips for oysters and 2 for low country boil for my table, I spent more than an hour just standing in line. Seems like if the #of attendees is known this could be handled better. Lighting after dark not adequate to continue shucking (we used flashlights)--still an enjoyable event.
Very busy at 6:00, 30 minute wait for oysters, at 7:00 no wait, at 7:30 they stopped cooking oysters.
More variety of beer choices
Ticket pricing and value was great. Refreshing not feeling like I was being "Nicked and dimes to death". I hope the event raised some good funds even though the weather was iffy.
Maybe have some tables that seat 4-6 people
We love the oyster fest!
Next year some island style music and blues
Please provide hand towels for shucking oysters next year and also more napkins available around the event....and drinks...like water and coke/pepsi...and more lighting. GREAT EVENT!
Music was soooo loud for tables beyond half of the field.
It was fun time, just wish it had been warmer!
First batch was over cooked and line moved a little slow. Not sure how to improve that flow.
Need to improve oyster line 2 maybe and if you advertise from 5 to 8 should not run out of oysters and be half packed up at 7:15. Had plenty of other food .Maybe bring back mac &cheese or another dish with out shrimp. Cornbread. .Will see you next year from Florida as soon as i see tics on sale.. Great time THANKS
The oyster line needs to be improved. I waited in line for 30 minutes. There needs to be more tables as well.
Oysters needed to be steamed more. They were difficult to open
Thank you for all the hard work that goes into the festival! We enjoyed the Friday evening event and also glad to support the children's charity!
Just a wonderful evening all around! Also, the food was cooked perfectly and never ran out!
No non alcoholic beverages available???
We used to love this festival but the glaring stadium lights, the loud rock band, complete lack of communication about lines for food, and the obvious dirth of available seating and the cut off park did

not make sense to us. The oysters were amazing but everything else was just average for us. We hope the magic of the festival can return because it was just not there for us this year.

Need more than 1 oyster station - spread out a little; ditto for drink station

Great job

The environment was nice, the music was good, the food was of good quality. BUT we got there about 6:00, and we were only able to get one pail of oysters and they were out. I was told they were going to get more. We waited only to be told they couldn't find any. 85.00 for a pail of oysters is ridiculous. The staff was rude also. Also the length of lines and how long we waited was AWFUL. Why wouldn't an oyster festival have more than one spot giving out oysters, and how does it give out of oysters so early. Someone does not know how to plan or organize. Will never go back.

The oyster/ Lowcountry boil line need to be better marked.

lines too long Friday night for food

Consider having stand alone (I've seen these with port-a-potty stations) hand washing stations around. And more paper towels at shucking stations!!!

no lemon or tabasco long wait in line for oysters should offer single in addition to cluster oysters. Band was not professional. Did not seem to take their job seriously.

It was a great day!

Good Job

everything was great

Arrived 5:00 left 6:30

Oyster clusters are very difficult to open and to eat. Low country boil and pull pork sandwich was excellent. Oyster and low country boil lines were way toooo long. Soup forgetabout

T-shirt quality was see thru.

Liked the graphics but would not wear the t-shirt.

Oyster buckets were small as well as the oysters

Two lines for the food should be changed to maybe 4. The lines should be labeled which is which as far as oysters vs low country boil. The oysters were over steamed. The bands were awesome.

I think the ticket prices of shrimp, oysters, etc. should be listed in the registration material so that you can buy the number of tickets you want up front. 50 tickets got us 1/2 lb of shrimp and 1 bucket of oysters with 5 tickets left over. Had we known the prices we would have bought more tickets to make it a 1 lb of shrimp, 1 bucket and two drinks.

The weather which you can not control was cool and rain was coming when we left the oyster fest. I think the big screen TV televising college football was awesome and kept some people entertained.

I've been attending with my elderly father for some years now. He has a handicap parking permit, as he can't walk long distances. I pre-purchased a packet and was aware of the special entrance for that - unfortunatly, your security was NOT. They wouldn't let me park in a handicap space (as they were being used for "vendors") so you really need to correct that! They directed me to drop him off at the main entrance - told me I had to find parking, and enter that way. Needless to say, I was pretty annoyed, since I then had to explain to the friendly people at that entrance, that I had to walk over to the "Pre-paid" tent to get my tickets and would they stamp my dad in when I came back with my stamp/tickets, so he didn't have to walk so far. They graciously did so, but what an extra hassle, when legally he should be able to park in a handicap spot. Not sure we'll make it next year because of this.

I attended 2 years ago and loved it. I bought 8 tickets this year and invited friends. It didn't seem to run nearly as smoothly this year. Did you sell more tickets this year?? Lines were too long and slow, and because of that wasn't really all you could eat!! Also there were no soft drinks available and water was \$4!! Oysters were delicious however. Towels should also be provided along with oyster knives. I will probably return, especially if I felt it wouldn't be as crowded-why did you sell tickets at the door this year? That may have been the difference!

We had a great time.

Great festival

Event was well organized and we had a great time. Very good good and vendors.

We enjoy this so much that we brought another couple from our full time home in MD to the festival this. They loved it too but we were disappointed that the Beach Lantern Parade was not scheduled for the same Saturday as it has been the last 2 years. We would like the events to be aligned to make it a fun weekend for both events. It is a simple walk across the street to do both and an additional attraction to come down for a long weekend.

Finally, the entrance and admission ran much smoother this year compared to last year when they had to scan our cell phone for entrance. Thank you for that change. Hopefully the weather will be better next year, but we still enjoyed it.

Add signage so first timers know which lines to get in. Have beverage stand near food so you could get a drink while waiting in the long lines.

Staff weee so friendly and helpful. One of the women at the soup/chili station was welcoming and encouraged us to come back for she-soup. When she saw us later, she reminded us to stop by. Also, we had never shocked oysters and I was concerned about what to do. We didn't want to wast oysters so didn't go up u til the very end. Staff at the tables were so friendly and told me how to shock them as well as what to eat. One of the women even told me to come back for help if needed, AHCU I took advantage of. In the end, it was an easy process and I regretted not going up sooner and only taking half a bucket. It was a great venue, food was delicious, and staff were exceptional. I'll definitely return.

Thought it was well thought out and organized

Nice event, no changes to recommend

Not enough seats for Friday night event. I was told people were there at 4 pm. If we/people were listed on the roster there should be enough seats.



HILTON HEAD ISLAND REC

SCHOLARSHIPS 2023

YOUTH SPORTS	\$4,841
SWIMMING LESSONS	\$1,164
SPORTS CAMPS	\$228
TOTAL PROGRAMS	\$6,233
SUMMER CAMP	\$31,830
CHALLENGE CAMP	\$80,000
AFTER SCHOOL RECREATION CLUB	\$62,040
VACATION CLUB	\$7,995
DISCOVERY CLUB PRESCHOOL	\$21,020
TOTAL PRESCHOOL & YOUTH	\$202,885
FITNESS	\$8,810
TOTAL FITNESS	\$8,810
TOTAL SCHOLARSHIPS FOR 2023	\$217,928

Volunteer Hours

Youth Sports

Gator Flag Football (4 coaches) @ 72 hours each = 288 hours

Box Lacrosse (3 coaches) @ 48 hours each = 144 hours

Boys Fall Lacrosse (4 coaches) @ 24 hours each = 96 hours

Boys "Turf" Lacrosse (3 coaches) @ 18 hours each = 54 hours

Boys Spring Lax (2 coaches) @ 21 hours each = 42 hours

Girls "Turf" Lacrosse (1 coach) @ 18 hours each = 18 hours

Girls Fall Lax (10 coaches) 8.5 hours each = 85 hours

Girls Spring Lacrosse (8 girls) @ 11 hours each = 88 hours

NFL Flag football (25 coaches) @ 32 hours each = 800 hours

Youth Basketball (65 coaches) @ 33 hours each = 2,145 hours

Youth Soccer (185 coaches) @ 30 hours each = 5,940 hours

Total Youth Sports Volunteer Hours = 9,700 hours

Adult Sports

Pickleball (5 volunteers) @ 576 hours each = 2,880 hours

Total Adult Sports Volunteer Hours = 2,880 hours

Community Events

8 Community Events (100 volunteers) @ 4 hours each = 4,000

Total Community Event Volunteer Hours = 4,000 hours

Board

17 Board Members @ 92 hours each annually = 1,564

27 Advisory Board Members @ 48 hours each annually = 1,296

Total Board Volunteer Hours = 2,860 hours

Senior Center

4 Volunteers @ 39 hours each = 156

Total Senior Center Volunteer Hours = 156 hours

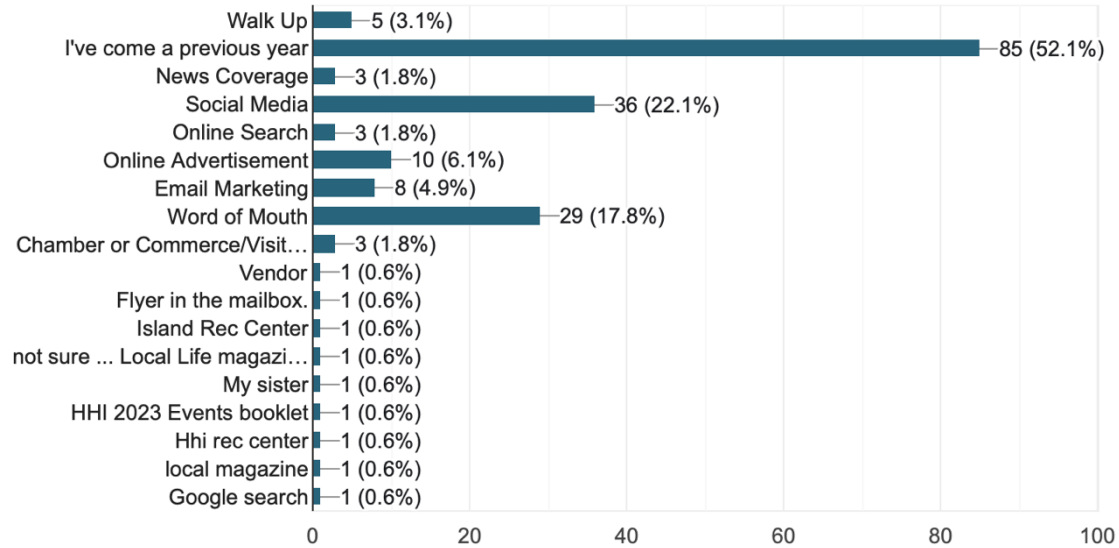
Total Volunteer Hours = 19,596 * \$29.95 = \$586,900

\$29.95 Independent Sector with the University of Maryland Do Good Institute

How did you learn about Wingfest?

[Copy](#)

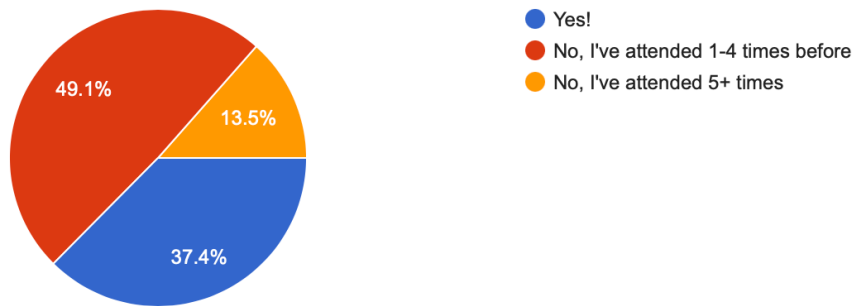
163 responses



Was this your first Wingfest?

[Copy](#)

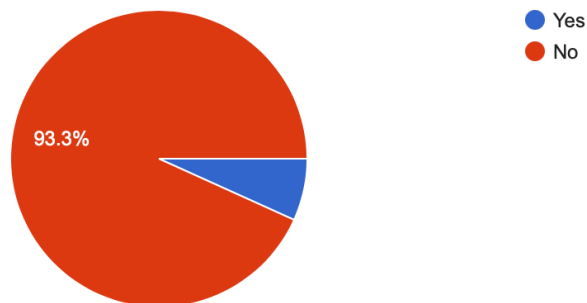
163 responses



Did you take the shuttle?

[Copy](#)

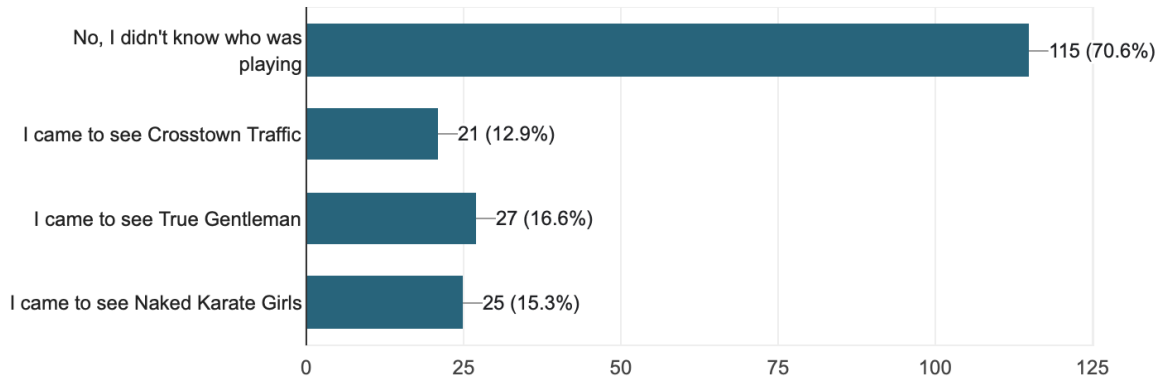
163 responses



Did you come to see any of the bands? (check all that apply)

[Copy](#)

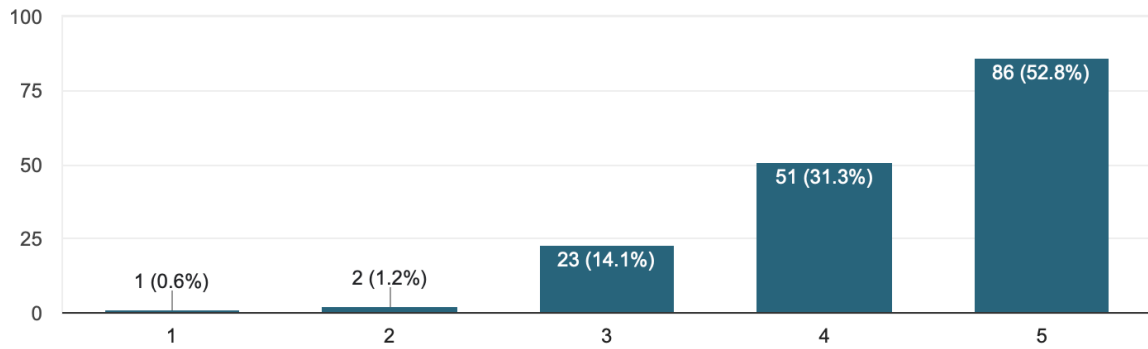
163 responses



How would you rate the music at Wingfest?

[Copy](#)

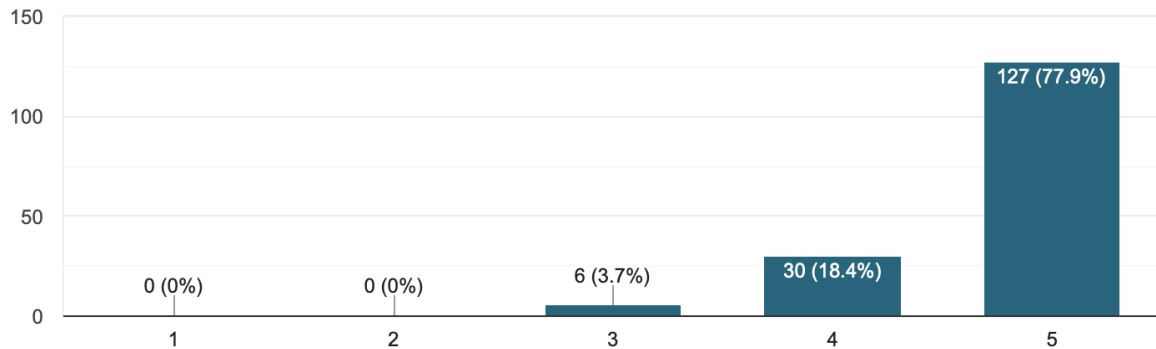
163 responses



How would you rate the ambiance/location at Wingfest?

[Copy](#)

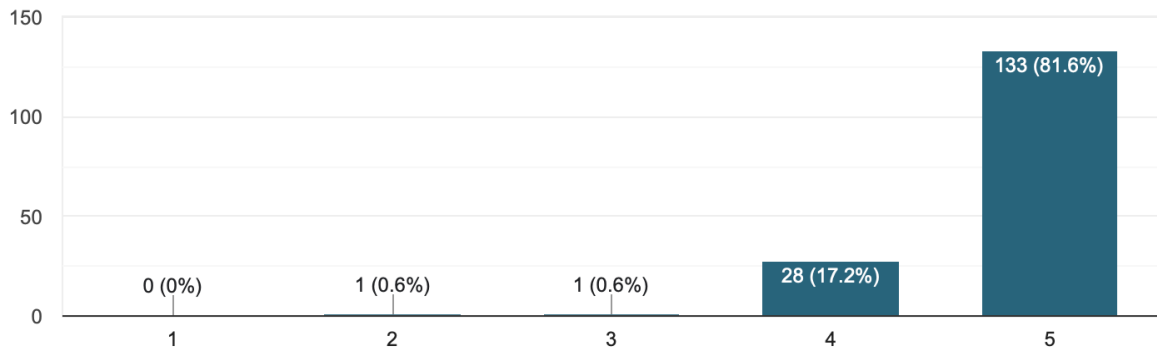
163 responses



How would you rate the staff friendliness at Wingfest?

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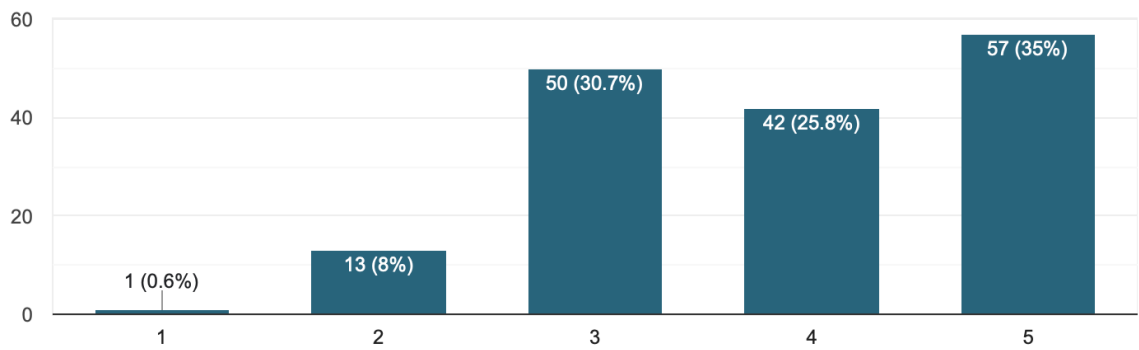
163 responses



How would you rate the cost/pricing at Wingfest?

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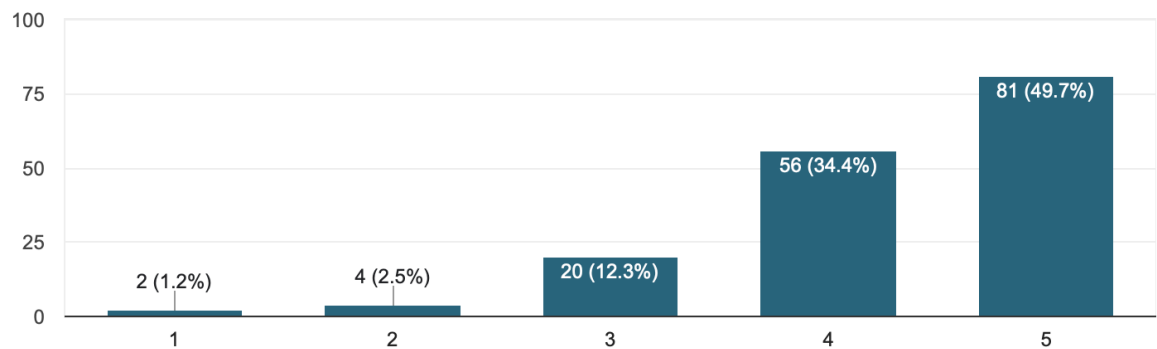
163 responses



How would you rate the parking at Wingfest?

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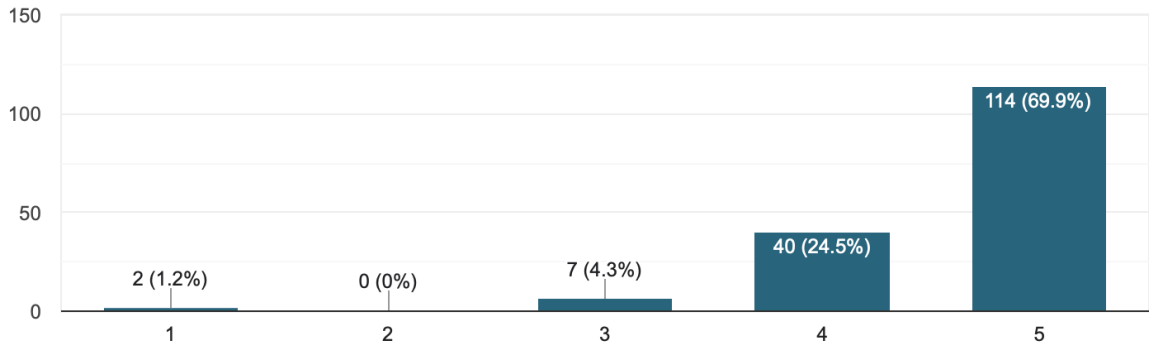
163 responses



How would you rate the quality of food at Wingfest?

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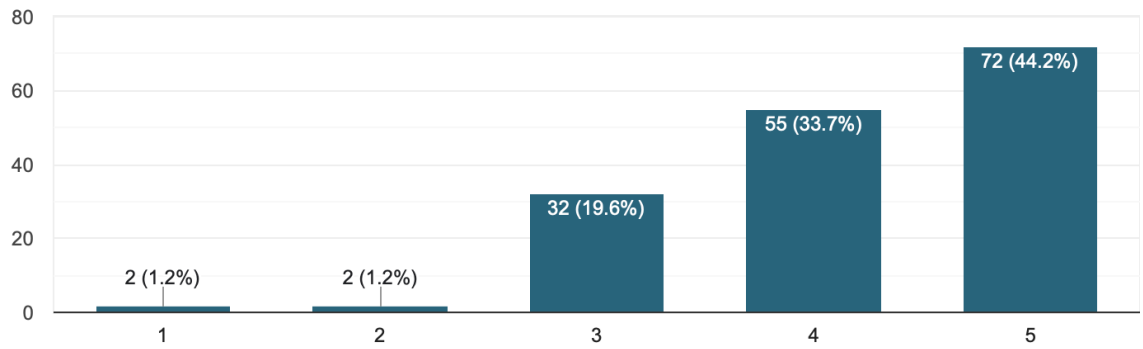
163 responses



How would you rate the seating and layout at Wingfest?

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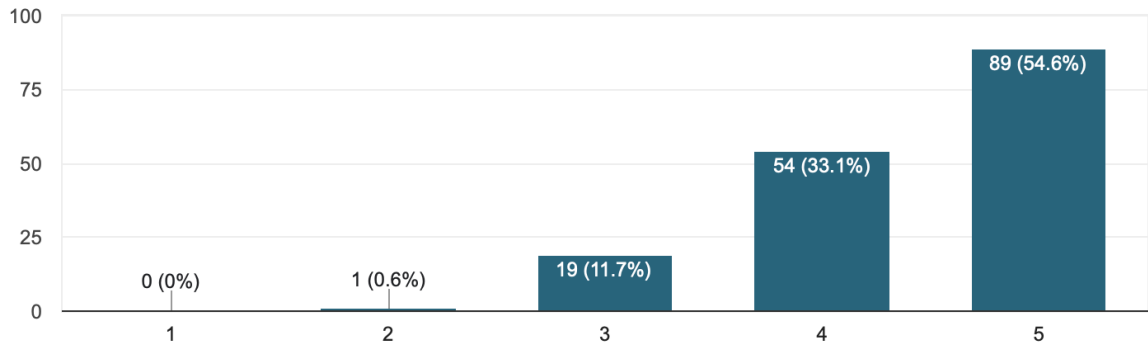
163 responses



How would you rate the crowd flow at Wingfest?

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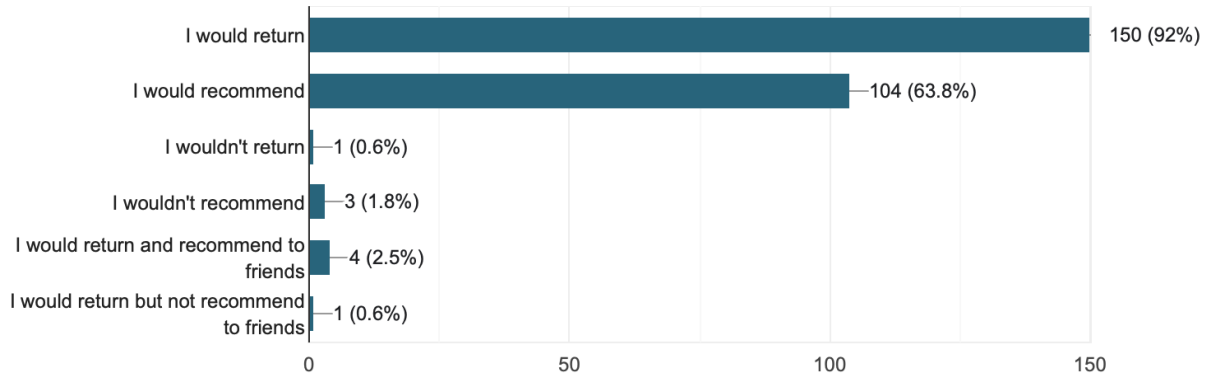
163 responses



Would you recommend or return? (Check all the apply)

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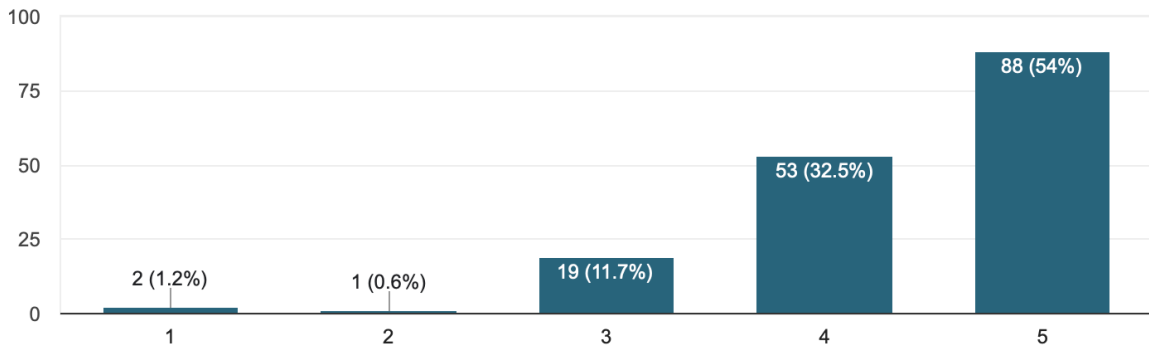
163 responses



How would you rate the OVERALL VALUE of Wingfest?

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163 responses



Comments

Great time, hoping to come back next year!
Amazing
It was an awesome experience can't wait to share it with others!
I REALLY ENJOY THE WING
Prices of drinks was a little high, but all around, we always have a wonderful time and definitely one of our favorite festivals in the area!
I would like to be able to vote for more than 1 wing.. maybe be able to vote for my top 3
Hopefully some of the vendors will have spicier options next year, it was a lot of fun!
Awesome job
Great festival again this year, just wish the weather had been better. Some of the vendors could work on crowd control better.
Keep it coming! Get Hickory Tavern to participate.

Better signage to direct attendees to prepaid entrance

For it being the first time visiting Wingfest, it was a great turn out. I did enjoy the variety of wings available and nice to have other options. It would be nice to have more bands and even better value for the festival.

It was different and very fun. Everyone was super friendly.

I ENJOYED IT ALL GREAT TIME

Some people complained about the price especially if you had kids-\$10 to enter and then pay for kids activities might be too much for families

Loved it! Definitely going next year - fingers crossed the Naked Karate Girls will be there again!

Everything is more these days but \$50 for entry and wings for two is a little steep, especially as this is advertising for restaurants.

Had a blast

Love the wings, kids area, and popsicles!

I was in town to visit family, which was how I learned about it.

Overall, it was a great time and fun event to attend.

Perhaps more tables and chairs...I know, it's a trade-off

All of the vendors wings were under cooked except 1.

We had a blast!

Had so much fun as always.

This year was great!

Enjoyed it a lot!

Possibly a list of what wing flavors are being served by the different vendors

Was good

For a good cause too

Good

Wingfest was so fun as usual. Wish it was a little warmer like last year, but I know that's out of anyone's control. Can't wait for next year!

The food was cold!! Could have been more vendors. Mel Mel's was only vendor with HOT food.

Some people I spoke with felt two tickets per wing was too much. However, in some cases the vendor would give us two wings for the same price so it all worked out.

Dollar draft timeframe was awesome though my friends wished there was more than Bud Light. Good thing that's what I drink!

Kinda disconcerting when the wing you loved the most was for a non-restaurant business (i.e. HVAC company) so you'll probably never get to taste that flavor again for a full year. Perfect reason to come back.

Excellent job as always!

I can't wait to come back next year - best activities of the week

Great event always look forward to it

I love the new Celebration Park as the location

One of our favorite festivals of the year. Each year our group of friends gets larger!
it was good
Was good event
Loved it
Well done. Weather turned out fine too. Very good food selections. Thought the beverage prices were a little steep
Great event. Could use more high top tables/stools. Enjoyed tremendously.
Great event and the weather cooperated for us!
We had an enjoyable time. Having more options for where to purchase bottled water (instead of just tickets) would be nice.
\$2/wing is too pricey
Could of used more stand tables for wings. When more people started showing up in the afternoon, needed some more seating.
Great event wmeven if the weather was iffy
So happy to see Kenny B participating the year!
Outstanding. Can't wait for next year.
Way too much for a single wing that were cold
It was a great time
No. Am good.
It was awesome!
Weather was a factor
Like to see more events held here
Adding porta-potties would help. All the restroom lines were long. And maybe one big tent for shelter from rain or sun for those that want it? Loved the Naked Karate Girls - please bring them back.
We would like to see the "no pets" policy enforced at all entrance tents. There were dogs everywhere! Other than that we had an amazing time and will be attending again! We did not just come for the food, we came for the fun and had a lot of that!
I thought \$2 for 1 wing was a little much. Some were small. I do understand the price of chicken is up this year so I'm hoping the price goes back to \$1 next year. Overall it was fun and there were some good wings.
Great Event
Should be more seating in common area.
More seating would be great. A lot of vendors did the same type wings, would be nice to see some variety. Perhaps there could be some prizes to encourage this, i.e. Most Creative Wing, Best Breakfast Wing, Best Lowcountry Wing, etc. Or give the vendors an ingredient (like bacon) and give a prize for best wing with that ingredient. Just some thoughts. This was our second year, we come from Charlotte for Wing and Wine Fest, and we'll be back next year. Thanks to you guys and your volunteers for all you do!
We love it! We have a family of 5 and think it's fun for all. We also love the kid's activities.

No final thoughts
Great event! Congratulations!
Enjoyed it!
We do not like naked karate girls. Did not stay and left not our type of music. The other bands were very good! Thank you! Another wonderful event!
Y'all did a great job! I had a blast
Great event!
Just had a great time
We had a great time
More wing competitors
Need more other food vendors or sides
The location was great. I would only ask that the coordinators ask the participants to list clearly which wings they have for the event through signage you can see in the longer lines. Some didn't have them listed so it made more of a cluster around their tables from people trying to see what they had.
It's not cheap, but fundraisers aren't supposed to be! Fabulous event for a great cause. The highlight of my year.
Great event but have employee look a bit uniform they mixed with crowd it a bit difficult to identify then
The bands were great and I'm glad the weather ended up being good!
Great! Way to spend the weekend!
Most enjoyable, especially since we are from the chicken wing capital- Buffalo!!
Could have used more high top stand up tables. Stick a few near each vendor. Once a few people had one, they were unlikely to give it up so others (my husband and I) had to walk around & eat our wings while trying to hold the paper container. Also--more beverage vendors. Seemed like there should have been a few more locations, and maybe something other than Bud Light products (which is fine, but a bigger selection would have been nice). Maybe some local brews.
More variety of wings, more fried wings rather than grilled wings with rubbery skin. May a map of the layout and what wings are offered at each booth instead of having to walk up to find out what each tent has.
Had a wonderful time.
Great family event
Map of booths. \$1 wings.
The prices could've been cheaper. Have some music for the younger crowd as well.
It was great. Thank you!
Firefighter's Wings were amazing!
It was a good day
Could use more seating
Would love to win package for 2 for 2024
Amazing time!

Need wet naps or stations with wet naps.
Looking forward to the next Festival.
I would love to see few more high tops. Also wish Chiggers played.
Well organized. Love having restrooms instead of porta potties! The bands were great!
Cost- expensive!! \$2 per ticket AND admission is too much. Wings shouldn't be \$2 each. Especially the teeny ones!! That is more than the restaurant. The only way we could go is because we could get discounted tickets. Family of 5. Please keep offering discounted tickets, but maybe even more of a discount! Even 50% off. You know they have to buy more later. Food- great selection, but some were cold sadly. Kinda ruins it. Some lines way too long, to try a wing. Every booth needed signage. Annoying to ask a vendor what they had. Seating- need more seats/tables
Wings/service were great. Music was terrible - except for Crosstown Traffic - very good. The other two bands - talented performers but terrible/painful music - I had to leave when the last band started playing. I came for the wings and was very satisfied with variety of wings. Cost was high - assume for charity - I support but it was too high.
We love this event! We'll be back next year 😊
Great food
Great food great music great time
Loved it!
Maybe have one alternate date (only one) for inclement weather.
Nice time
Thank you
Had a lot of fun. Overall it was a great day
Please allow an option to purchase single tickets in advance. I had to purchase two entrance tickets when I only needed one.
Don't put your popular booths together. Put seating around the venue not in front of the bands. Picnic tables or benches would be much better than folding chairs.
Most of the vendors that sold wings were really good. I would suggest a better variety of food for the kids and better drink options for the adults. But overall a great experience.
I don't tend to go to festivals in the area because they're usually held in the middle of the hot hot summer. I also work on the island and live in Bluffton, so I don't typically head back to the island on the weekends. However, I have a teenage son who absolutely loves wings and so when I heard about this, we figured we would try it. He and my teenage daughter seriously said it was the best thing they have been to in this area since we moved here 10 years ago actually. We Absolutely enjoyed every aspect of it... The music, the vendors, the food selection, the drinks, election, the desert selection... Well done HHI
2 dollars a wing is a little steep, we spent almost 120 bucks for 3 people. We had fun but was kinda pricy.
Sell wet wipes
Wish they offered boneless wings.
I don't know why but the wings weren't up to par this year. We've been coming for a long time and they were always so good. We had wings from at least 8 places and non3 of them compelled us to vote. Many of the wings needed more cooking time. Two were inedible because they weren't done. Coconutz was the absolute worst... I don't know how they won. I'm not bashing them just stating the truth.

Naked Karate Girls were horrible. I heard the F bomb at least twice in the first song. not good for a family event. The other bands were great
Need more local craft (not light) beer and wine selections!
Wasn't that familiar with the Naked Karate Girls but will definitely be keeping an eye out for events for which they'll be performing
Grateful the rain stopped.
We had a blast! I liked how it help support the HH rec programs. I wish there were ticket deals like when paying \$50- get 60 tickets or some type of incentives. More non alcoholic drink stands for my non drinking friends. It was fun and I always found it easy to find me a drink.
Had a great time. Disagreed with voting results but to each his own. Southern Barrels was #1. :-)
Wing prices were high.
thank you to all who make this one of the best events of the island. Maybe alternate each year between shelter cove and celebration park
Move to a larger venue
Sad the weather was not ideal this year. I want to thank all who were involved in the planning and running of the event. I know how much work it takes as I have worked for County Recreation Department in Maryland prior to my retirement. We always enjoy your events. Great job!
Wings could have been better
We had a fun time all the food was good.
I always have a great time
I really enjoyed it. Beer and food prices are a little high, especially when you are there to sample different wing flavors to see which restaurant you may want to try. I have been to many wine and beer festivals (a few BBQ events) and it was cheaper to sample so you could later go to the brewery or restaurant to drop a lot of money on something that you like. The cost for sampling wings is more expensive and you run the risk of getting some that you don't like. The dollar value definitely favors the restaurant trip verses the festival, especially when you add in drink and admission costs. However, the music and the atmosphere is a plus when at the festival, and for that I will return each year. I just wish it was a little more economical so we could enjoy the tastings even more.
I love attending Wingfest every year!
This is a very good event for families!
More non alcoholic beverages such as beer. And it was cold and I was looking for a coffee
I feel there could've been more wing booths as it felt like in years past there were a bit more booths.
It was a lot of fun! Can't wait til next year!
Hand washing stations around the grounds would be a great improvement. Also pot-a-potties.
Great event. Definitely going to attend next year.
Awesome food and accommodating experience!
First time seeing TG play. They were spectacular!
Keep doing what you're doing.
Such a great event and the bands were amazing! Vendors food was delicious!