



# SPRING HILL

Parks, Recreation, and Greenways

MASTER PLAN UPDATE



Kimley»Horn



# SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

## SPECIAL THANKS:

We extend our sincere appreciation and gratitude to the residents of Spring Hill, City staff, elected officials, and stakeholders who assisted in the public surveys, comment forms, meetings, and overall planning process. This guided the development of the Spring Hill Parks, Recreation, and Greenways Master Plan and in turn will have a positive impact on the City of Spring Hill.

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## INTRODUCTION

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### INTRODUCTION

This Master Plan was developed as an update to the Parks, Recreation, and Greenways Plan adopted by the City of Spring Hill in 2012. Initially developed in response to rapid population growth that has been occurring in the region since the 1990s, the 2012 plan was developed to examine the parks and recreation system's existing assets, programming, and maintenance conditions and identify current and future needs. Since that plan was adopted, the City also adopted a Bicycle and Greenway Master Plan and new Comprehensive Plan in 2015 and updated its Major Thoroughfare Plan in 2019.

The goal of this Parks, Recreation, and Greenways Master Plan is to provide updates reflecting changes that have occurred in the community since 2012 and develop a roadmap for the department over the next ten years. Some of the key elements of the Master Plan update include:

- An analysis and review of the City's other planning documents to ensure the updated Master Plan reinforces and coordinates with their goals and objectives.
- A robust community engagement component to identify how the public uses the system's current assets, what additional assets or programming the public would like to see, and the public's overall perception of the parks and recreation system.



- An analysis of the community's demographics and current recreational trends.
- A benchmarking analysis using various metrics to compare the performance of the Spring Hill parks and recreation system relative to other parks and recreation systems in peer cities, both locally and nationally.
- An inventory of the system's current assets and recommendations for the various parks and facilities in the system.
- A high-level assessment of current and future staffing needs.
- An implementation section containing recommendations for the parks and recreation system and identifying short- and long-term strategies to implement those recommendations.

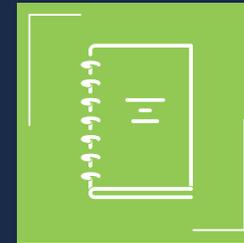
This document is intended to serve as a framework to inform community decision making efforts for the parks and recreation system over the next ten years. It should function as a living document, guiding strategic direction while still providing flexibility to be responsive to changing conditions in the community. Maintaining and enhancing Spring Hill's parks and recreation system is essential to preserving the community's high quality-of-life for generations to come.





## SUMMARY OF EXISTING PLANS

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# SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE



**SUMMARY OF EXISTING PLANS**

This section provides brief summaries of the adopted land use, transportation, parks, greenways, comprehensive, and other related long-range planning documents within the City of Spring Hill to fully understand and coordinate the planning for future recreational and parkland needs.

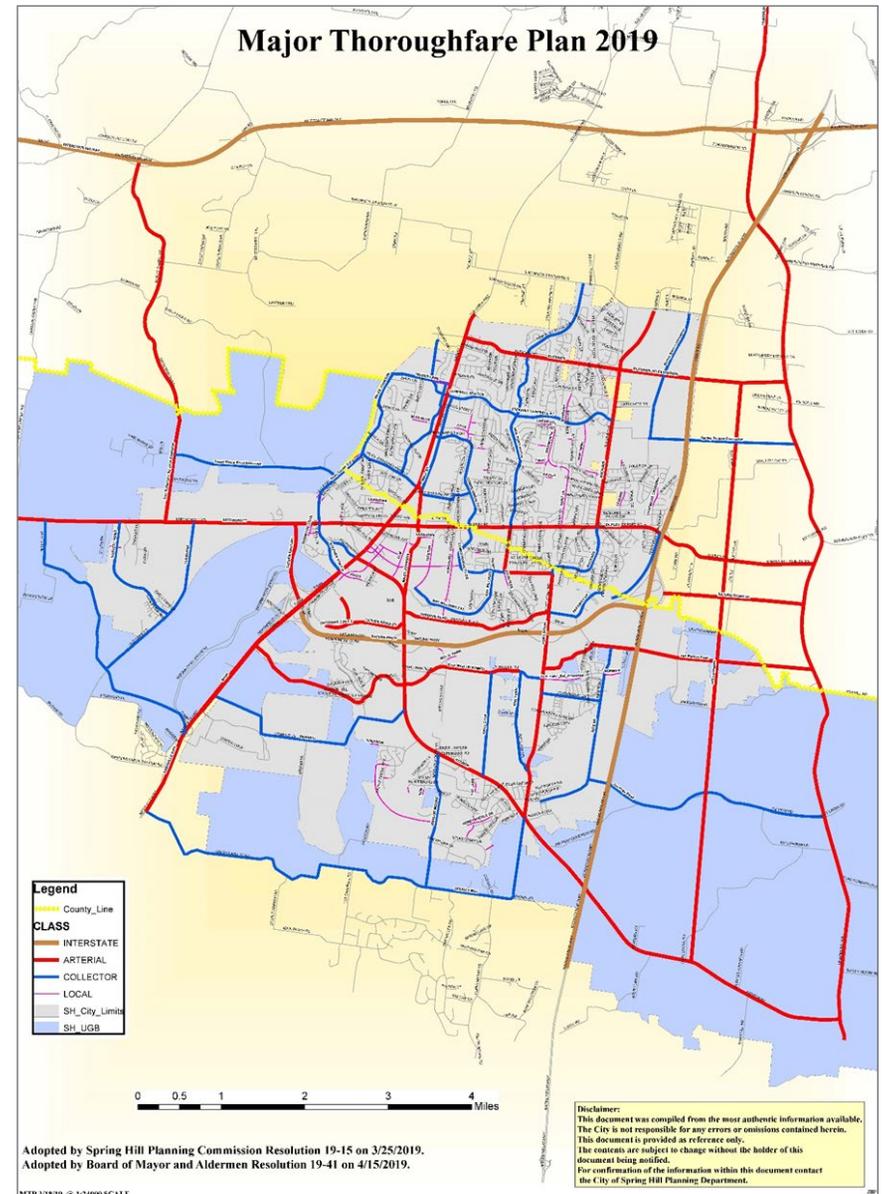




## SPRING HILL MAJOR THOROUGHFARE PLAN (ADOPTED 2019)

In 2019, the City of Spring Hill updated its Major Thoroughfare Plan. The plan provides roadway improvement projects and recommendations through the year 2040. The analysis and information provided in the plan includes baseline data for existing land use, population, employment, and current congestion levels that were evaluated to assess opportunities for improvement to the Spring Hill transportation system. The current transportation network was analyzed to determine recommended future improvements based on analysis of areas in need of improvement, deficient traffic conditions, or other inadequacies.

The recommended roadway improvements were developed based on existing and projected traffic volumes, access to and from key origins and destinations, safety and circulation, and actual observed congestion. The improvements are ranked in three priority levels. High priority includes projects that are existing needs and should be implemented as soon as funding becomes available. Medium priority are projects that are currently experiencing some congestion and/or need additional access and should be implemented once all high priority projects have been fulfilled. Low priority projects would be beneficial and provide improved circulation and traffic flow, but are not urgent based on congestion or existing access and connectivity. The City's Major Thoroughfare Plan includes improvements to Main Street (SR-6/US-31) and new interchanges at I-65 and Buckner Road and I-65 and Kedron Road. The Major Thoroughfare Plan references all bicycle, greenway, and multiuse trail projects, as specified by the Bicycle and Greenways Plan.



**SPRING HILL RISING 2040 (ADOPTED 2015)**

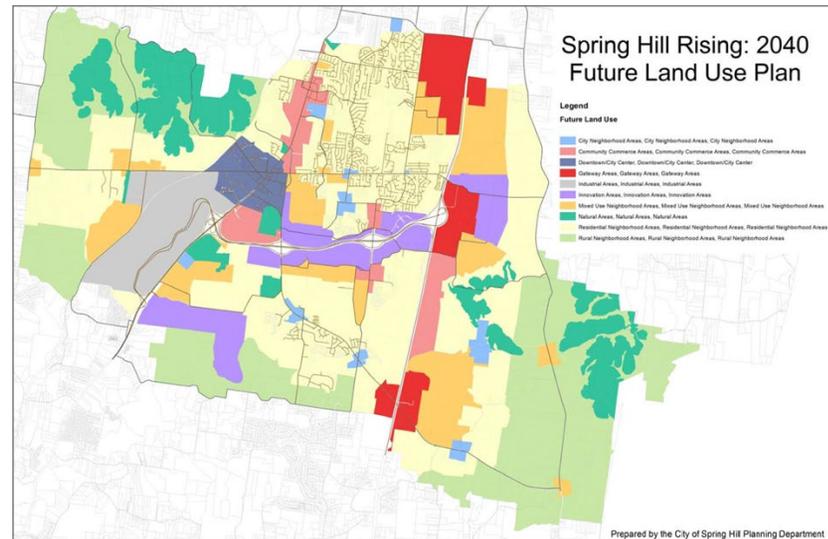
The Spring Hill Comprehensive Plan - Spring Hill Rising 2040 - is the growth and development policy document related to land use utilized by the City. The plan's purpose is to establish a vision for the next 25 years. The plan takes note of Spring Hill's tremendous growth over the over the last 20 years and establishes planning areas, called Character Areas, to guide growth and development throughout the Spring Hill community.

The Plan's framework includes seven goals:

- *Goal One:* Create a balanced transportation network.
- *Goal Two:* Promote a variety of quality housing options.
- *Goal Three:* Invest in our community.
- *Goal Four:* Protect and promote our natural and cultural resources.
- *Goal Five:* Achieve a sustainable and diverse economy.
- *Goal Six:* Promote and engage in partnerships for intergovernmental coordination.
- *Goal Seven:* Grow smarter.

Greenways are specifically noted as an element of the design principals throughout the Character Areas designed to help guide growth throughout Spring Hill, with each Character Area having individual design elements to help achieve the vision of that planning area. The City's parks system also is an important element of the Comprehensive Plan. A key policy goal of the plan is to "enhance existing parks and create new parks." This goal is supported by three strategies:

1. Develop a recreation master plan to assess current facilities, determine future needs, and prioritize short- and long-range capital investments, with a target of 2020-2025 medium-term prioritization;
2. Develop incentives that encourage developers to create publicly-accessible neighborhood parks as part of their development projects, with a target of 2015-2020 short-term prioritization; and
3. Inventory and assess the viability of converting existing private open space into public open space, with a target of 2015-2020 short-term prioritization.





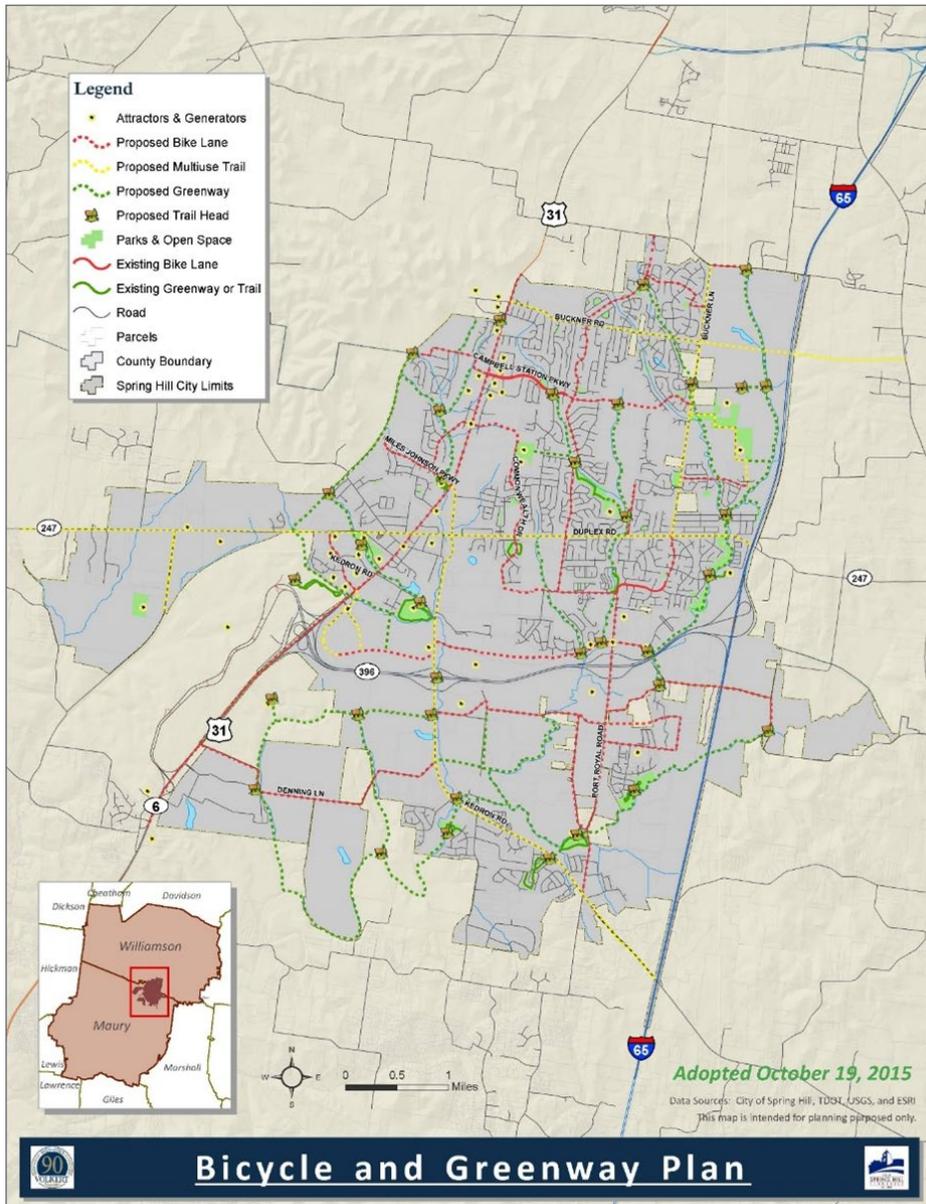
### **SPRING HILL BICYCLE AND GREENWAY PLAN** (ADOPTED 2015)

In September 2015, the Planning Commission adopted the Spring Hill Bicycle and Greenway Plan. This plan, which was awarded the Outstanding Plan Award for 2015 for a Small Jurisdiction by the Tennessee Chapter of the American Planning Association, functions as a key linkage for the City between the Major Thoroughfare Plan and the Parks and Recreation Master Plan. The plan connects attractors and generators throughout the City with interconnected routes for bicycles and pedestrians. The Bicycle and Greenway Plan allows, through private and public investments, the creation of a community-wide greenway, bicycle, and pedestrian network for the citizens of the City of Spring Hill.

The plan also includes a robust set of design guidelines that enable the City to seamlessly integrate, design, and plan for proposed greenways, pedestrian paths, and bicycle routes throughout the City of Spring Hill. The design guidelines are comprehensive in nature and include: unified signage and wayfinding elements, intersection cross-section and street design elements, safety design elements, trail furniture design elements, bridge design elements, bicycle parking design elements, and lighting design elements. These design elements are intended to be easily replicated across the City as well as cost effective for the full build out of the proposed greenway and bicycle network.

The Bicycle and Greenway Plan includes specific project recommendations for 34 bike lane projects, 36 greenway projects and 20 multi-use trail projects, all categorized in priority as short-term, mid-term, and long-term projects. The plan notes that, in order to implement the recommended projects, multiple funding sources will be required, and that it will take a substantial investment of time and effort to acquire such funding. Building on the funding strategies recommended in the Parks Master Plan, suggested funding sources include:

- Non-Profit Groups
- Corporate Sponsorships
- Fundraising/Community Involvement
- Property Tax/Sales Tax Increase
- Partnerships with Maury/Williamson Counties or Neighboring Municipalities
- Grant Funds
- Bond Issue
- Usage Fees
- Adequate Facilities Tax/Impact Fees
- State Street Aid Fund



Mileage  
 Greenway Segment Name



Greenway and Spring Hill Parks and Recreation Logos





### SPRING HILL PARKS, RECREATION, AND GREENWAYS PLAN

(ADOPTED 2012)

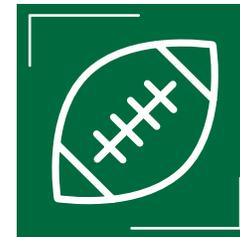
In 2011, the City initiated the planning process for a Parks, Recreation, and Greenways Plan. The plan examines the parks, recreation, and greenway/trail opportunities provided to Spring Hill residents and identifies current and future needs. The City identified the Parks Master Plan as an opportunity to enhance the overall quality of the parks and recreation system, with benefits to its citizens through the promotion of exercise and personal health, community pride, economic development/growth, and environmental enhancement. Parks and recreation opportunities were noted as a critical element to help create an attractive and viable community for current and future generations of Spring Hill citizens. The plan included an existing facilities inventory; a robust public engagement process that included public meetings, stakeholder interviews, and an online survey; future needs identification; and a set of recommendations.

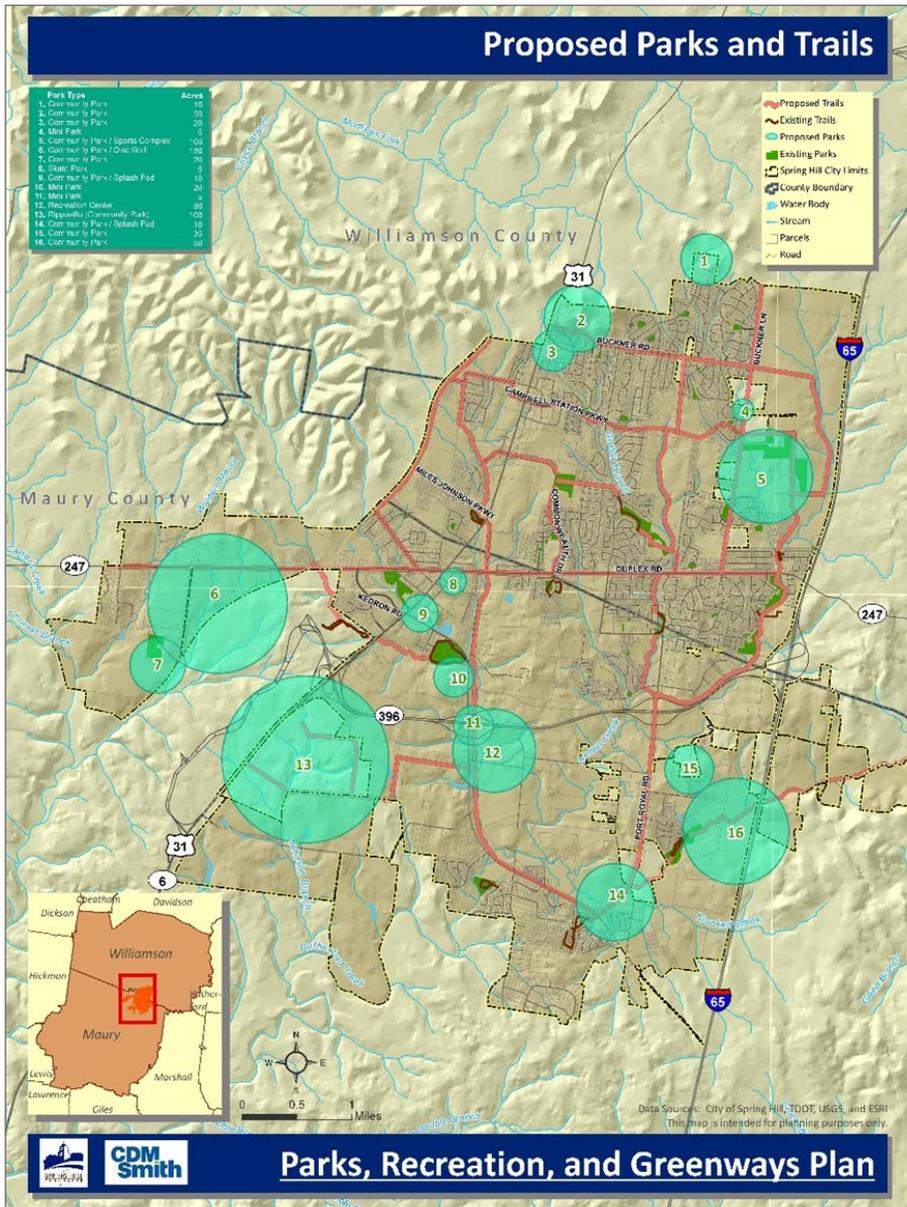
Based on the evaluation of existing facilities and future needs, the Parks Master Plan included comprehensive recommendations for improving the City of Spring Hill's parks and greenways system by filling in the deficiencies that were identified by the Plan.

The plan also included a detailed set of funding strategies that included specific suggestions ranging from partnerships with corporate, governmental, and non-profit groups to tax increases, grants, and bond issues.

It is recommended that the following additional facilities be budgeted for incorporation into the City's parks and greenways system over the next several years:

TYPE OF FACILITY	# OF ADDITIONAL FACILITIES	TYPE OF FACILITY	# OF ADDITIONAL FACILITIES
Mini Parks	3	Youth Baseball/ Softball Fields	2
Community Parks	10	Basketball Courts	6
Recreation Center	1	Picnic Areas	40
Sports Complex	1	Pavilion	1
Soccer Fields	2	Skate Park	1
Football Fields	2	Splash Pads	2
Tennis Courts	2	Disc Golf Course	1
Playgrounds	10	Trails, Linear Feet (Miles)	221,500 (5.08)







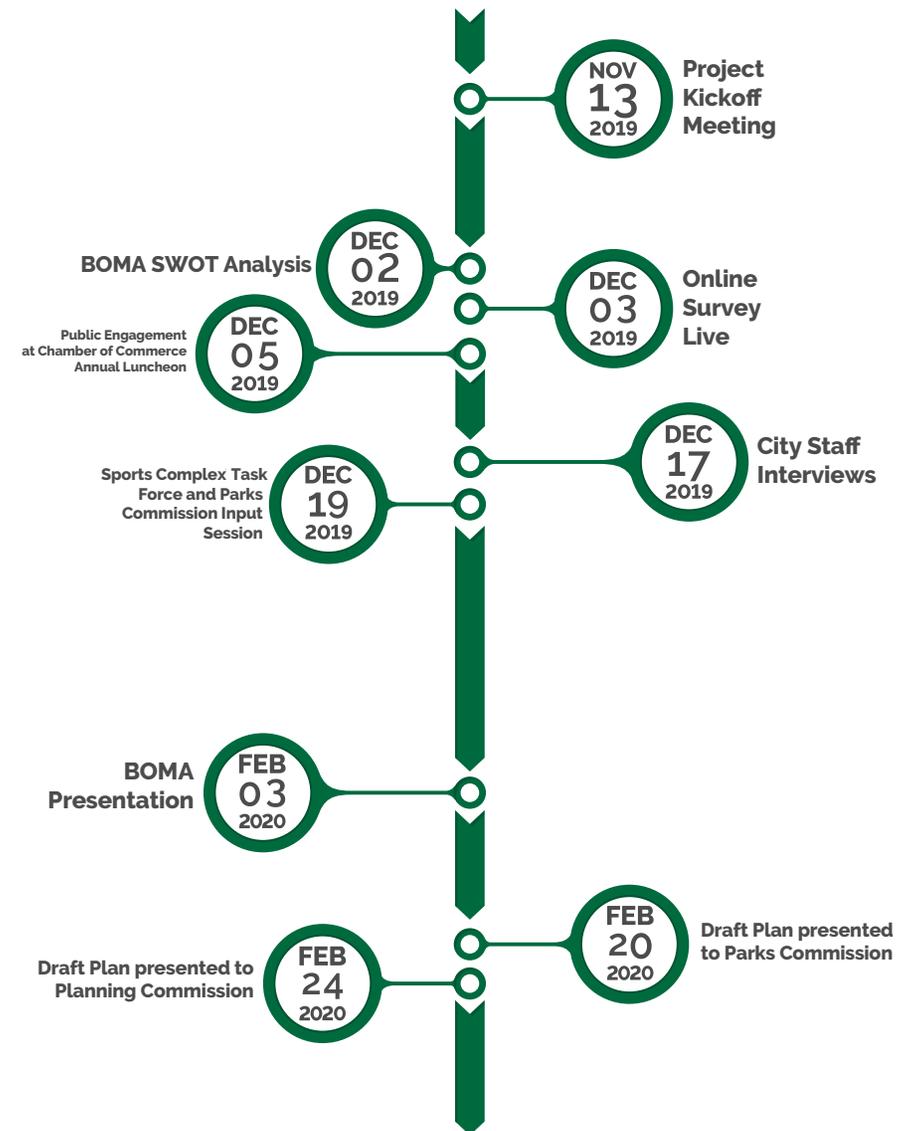
COMMUNITY ENGAGEMENT





## COMMUNITY ENGAGEMENT

Quality community engagement is a cornerstone of any successful planning process. The Spring Hill Parks, Recreation, and Greenways Master Plan is a roadmap for the future of Spring Hill's parks and recreation system, and the guidance and feedback provided by meaningful public participation is essential for the plan to accurately reflect the needs and desires of the community. To gain a broader understanding of those needs and desires, input was gathered from City staff, community stakeholders, and members of the general public through a variety of activities that included a strengths, weaknesses, opportunities, and threats exercise; online survey; assigning value exercises; and staff and stakeholder interviews.







### Project Kickoff

The project began with an initial kickoff meeting on November 13th with City staff and government members. This meeting served to establish direction on a number of key issues, including discussing the visions attendees held for the plan and the goals they wished to see accomplished. The meeting also served to identify key stakeholders, identify opportunities for public input, determine effective strategies for communication and dissemination of information to the community, and coordinate various logistical project details.

### SWOT Analysis

A SWOT (strengths, weaknesses, opportunities, and threats) analysis is a technique used to help an organization or community better understand how they are operating and the greater context within which they are operating. This creates a foundation from which strategies for success can be developed moving forward. The approach requires participants to take an objective look at the organization, identifying both positive and negative aspects. The approach hinges on two main components, an analysis of strengths and weaknesses, which are internal to the organization and over which the organization has some control, and the identification of opportunities and threats, which are

external to the organization and can either be leveraged for success or protected against.



### SWOT Analysis #1

During the master planning process, two separate SWOT analyses of the parks and recreation system were performed, each of them within the context of a public meeting format. The first was held with the City of Spring Hill's Board of Mayor and Alderman (BOMA) on December 2nd, 2019 as the first major element of public engagement for the Master Plan. Key findings identified by their analysis included:

- **Strengths** – The youth programs are well run, demographics point to park users, the City has a splash pad and several new facilities.
- **Weaknesses** – The City has a tendency to hold land without programming it, park locations aren't evenly distributed, specialized amenities (ADA, senior, and children under 3) are lacking, the City does not have a destination sports complex.
- **Opportunities** – Partnership opportunities (schools, UAW/GM), some land is already owned by the City, a foundation of trails exists to build upon, the city can leverage private development.
- **Threats** – Rising prices and reduced availability of land, competition from surrounding communities, a "bedroom community" perception.

Key themes that emerged throughout the BOMA SWOT process included a consensus that the City was doing a good job proactively purchasing and reserving land for future park space, and a general agreement that the City needed to leverage current momentum to invest in additional park facilities. There also was a focus on avenues for partnership, with a desire by the Board to take advantage of potential partnership opportunities wherever possible.

### SWOT Analysis #2

The project team held their second SWOT analysis with Spring Hill's Sports Complex Task Force and Parks Commission at a joint meeting on December 19th, 2019. Items from the second SWOT analysis include:

- **Strengths** – Community demographics support park use, strong staff members and department vision, well maintained park facilities.
- **Weaknesses** – Lack of facilities and recreational opportunities, lack of staff, low funding levels, lack of specialized facilities (ADA, seniors, young children), organized sports lack a centralized location.
- **Opportunities** – There is a need for a sports complex in general region, good partnership opportunities, greenway connections, an ability to diversify amenities across needs.
- **Threats** – Lack of adequate land for parks, competition from surrounding communities, potentially being or falling behind recreational trends.

The Task Force and Commission members identified some similar strengths, weaknesses, opportunities and threats as the BOMA. Additionally, members identified the following differences: the Department is considered a strength, while lack of coordination with the County and surrounding cities as well as private developments lacking quality contribution of amenities were identified as weaknesses. A significant threat is the lack of Capital Improvement projects for parks and recreation, The primary consensus among this group was a desire to expand the City's facilities and programming so as to keep residents engaged in activities within the community rather than neighboring areas.

### Public Survey

One of the key strategies used by the project team was an online public survey used to gather feedback from the community at large. The 18 questions in the survey were developed to gather data regarding perceptions, programming, and usership trends across the community's parks and recreational facilities. The City of Spring Hill promoted awareness and participation for the survey by advertising it across the City's various social media platforms, including Facebook, the project website, and the City's website, as well as sending survey links to various youth organizations affiliated with the city. The project team also attended the Spring Hill Chamber of Commerce Annual Luncheon to promote the survey and the Master Plan project and distributed physical copies of the survey and cards with survey links to the public library. The online survey went live on December 3rd, 2019 and remained active for 6 weeks.

The results summarized in the following exhibits reflect the feedback provided by the 337 participants that completed the survey. Most participants self-identified as residents of Spring Hill, with 123 hailing from Maury County and 191 from Williamson County, with the remaining 23 living outside of the City limits. The input they gave provided critical insights that were used to help the City begin prioritizing future investments and improvements.





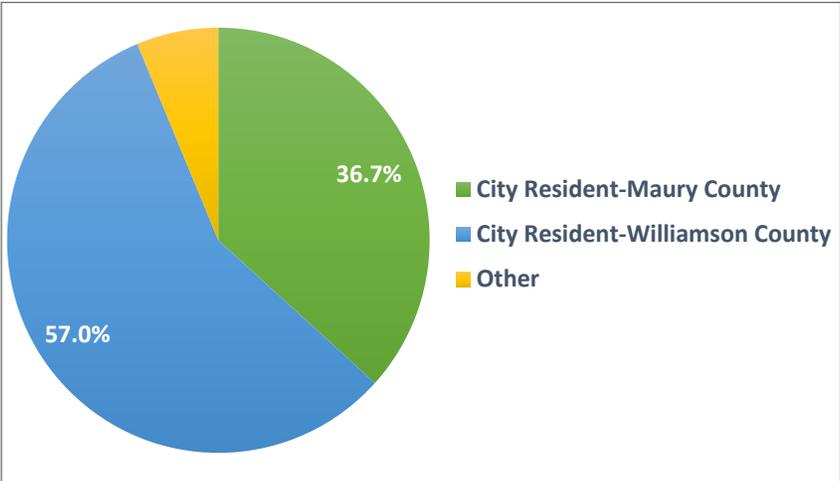
### Survey Questions

The online survey had a total of 18 questions, which could broadly be grouped into 4 categories:

- **Demographic Questions** – These questions gathered data regarding place of residence, age, income, and ethnicity, both to compare the feedback to demographic trends within the community at large and to understand potential differences between the priorities and feedback among different demographic groups.
  - Which best describes you? (City/County resident)
  - Provide the number of people in each age group present in your household.
  - What is your total household income?
  - What ethnicity/race is represented in your household?
  - How do you learn about community events?
- **Facility and Amenity Usage Questions** – These questions gathered feedback from participants about the types of amenities, facilities, and athletic facilities/programming they currently use and how often they visit the City's parks and recreation facilities.
  - How often does your household visit the listed City of Spring Hill parks and greenways?
  - Which programs and events does your household utilize?
  - Which facilities and amenities does your household utilize?
  - What type of athletic facilities/programming does your household utilize?
- **Future Facility and Amenities Questions** – These questions asked participants to provide feedback on the types of programming and facilities they would like to see the City expand or provide that are not already in place.
  - Which activities/programs/events would you like the City of Spring Hill to add?
  - What type of athletic facilities/programming would your household utilize, if available?
  - What type of facilities would you like the City of Spring Hill to add or expand?
- **Facilities and Amenities Perception Questions** – These questions ask participants to identify strengths of the parks and recreation system, how they would rate the system, maintenance concerns, and how they believe the City should focus its resources to improve the system.
  - What attracts you to the parks and/or recreational facilities?
  - What could the City do to increase the number of times you visit a City of Spring Hill park or facility?
  - What are the strengths of the Spring Hill Parks and Recreation Department that we need to build on for this Master Plan?
  - On a scale of 1 to 10 with 10 being superior, how would you rate the City's parks and recreation system?
  - Where should the City focus its resources to improving the City's parks and recreation system?
  - Does the City's parks and recreation system have operational or maintenance issues that need to be addressed and improved upon?

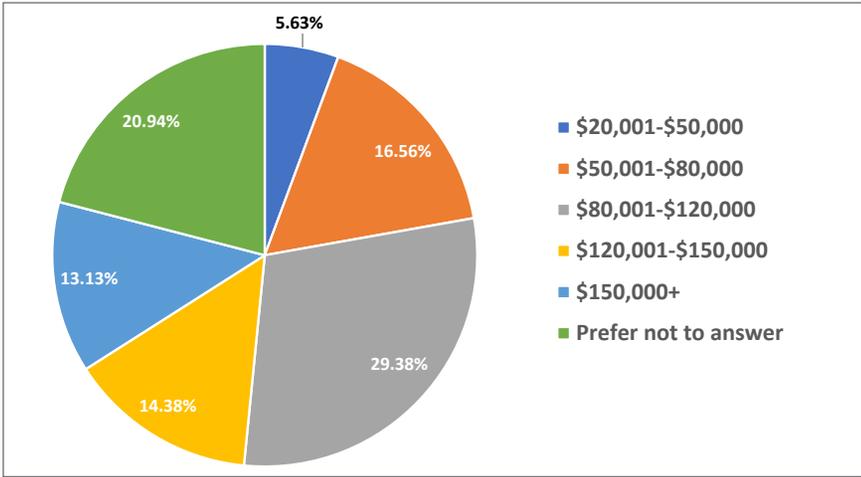
**Which best describes your place of residence?**

Survey participants were asked about their place of residence so the distribution of survey participants could be compared with the distribution of the City's overall population distribution. As shown in the chart below, 93.7% of survey participants were residents of the City of Spring Hill, with 36.7% residing in Maury County, and the remainder residing in Williamson County.



**What is your household income?**

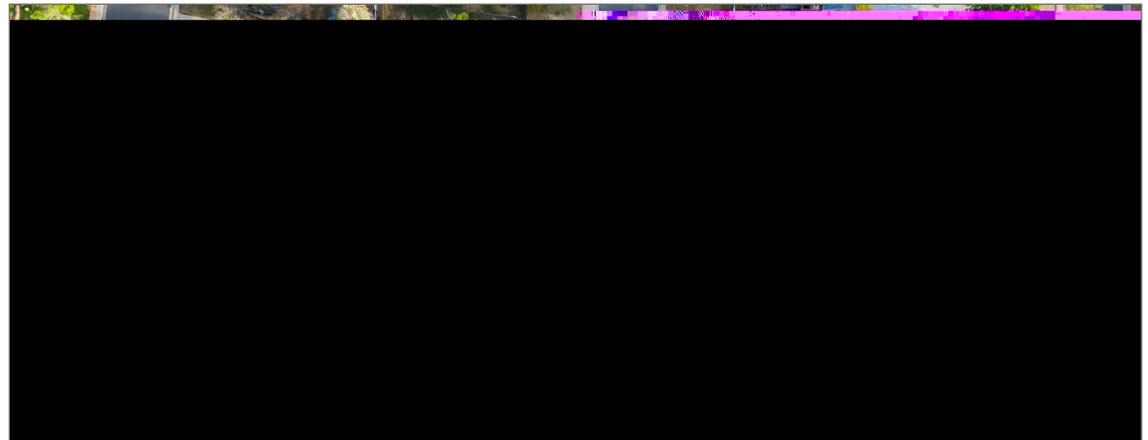
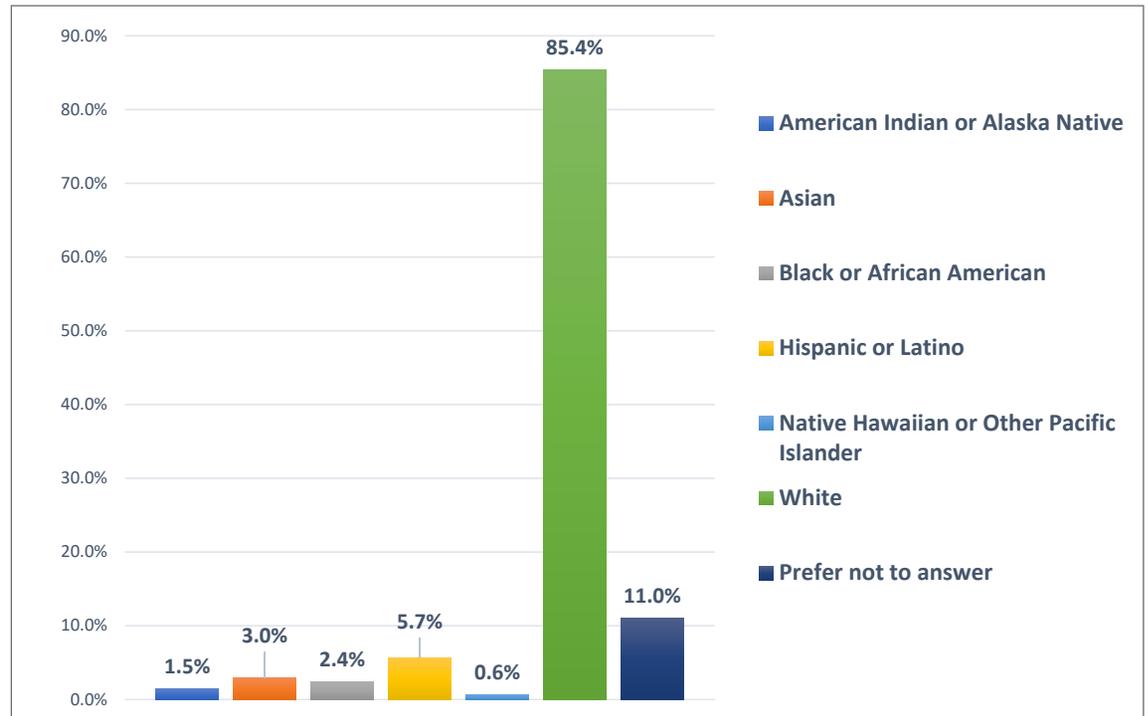
Survey participants were asked to share their household income to compare the demographics of the respondents with the median household income in the country. The 2018 American Community Survey found a median household income of \$54,249 in Maury County, and a median household income of \$109,026 in Williamson County. While the income of the median respondent was well above the median household income in Maury County, the median respondent income was similar to the median reported in Williamson County. These results could reflect that most survey respondents self-reported as residents of Williamson County. Alternatively, they could be due to over 20.94% of respondents leaving the question blank due to its sensitive nature.





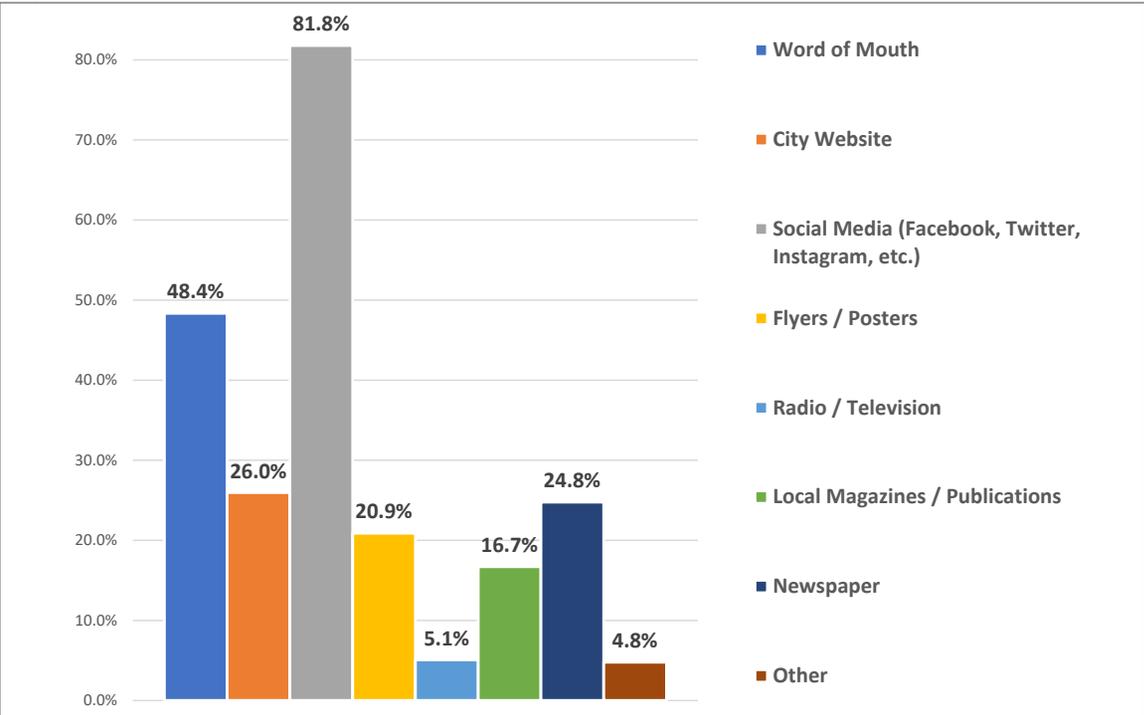
## What races/ethnicities are represented in your household?

The ethnic distribution of survey participants' households were roughly similar to the ethnic and racial demographics of Maury and Williamson Counties. The only demographic group whose numbers were considerably under-represented relative to their percentage of the county populations was Black or African American. This could be due to 11% of respondents declining to share their ethnic identification, though it is also possible that African American responses were under-represented as a share of the county population. The total percentages in the chart have a sum greater than 100%, presumably due to some households having multiple races/ethnicities present.



**How do you learn about community events?**

This question asked participants about the ways they generally learn about various events and activities going on in the community. The largest response was social media, which was identified as an information source with 81.8% of respondents, while word of mouth was second with 48.4% of responses. Other sources of media that were referenced include the City's website, newspapers, local magazines, and flyers/posters. Traditional electronic media sources such as radio and television garnered the fewest responses, with less than 6% of respondents identifying this as a source of information for community events and activities.



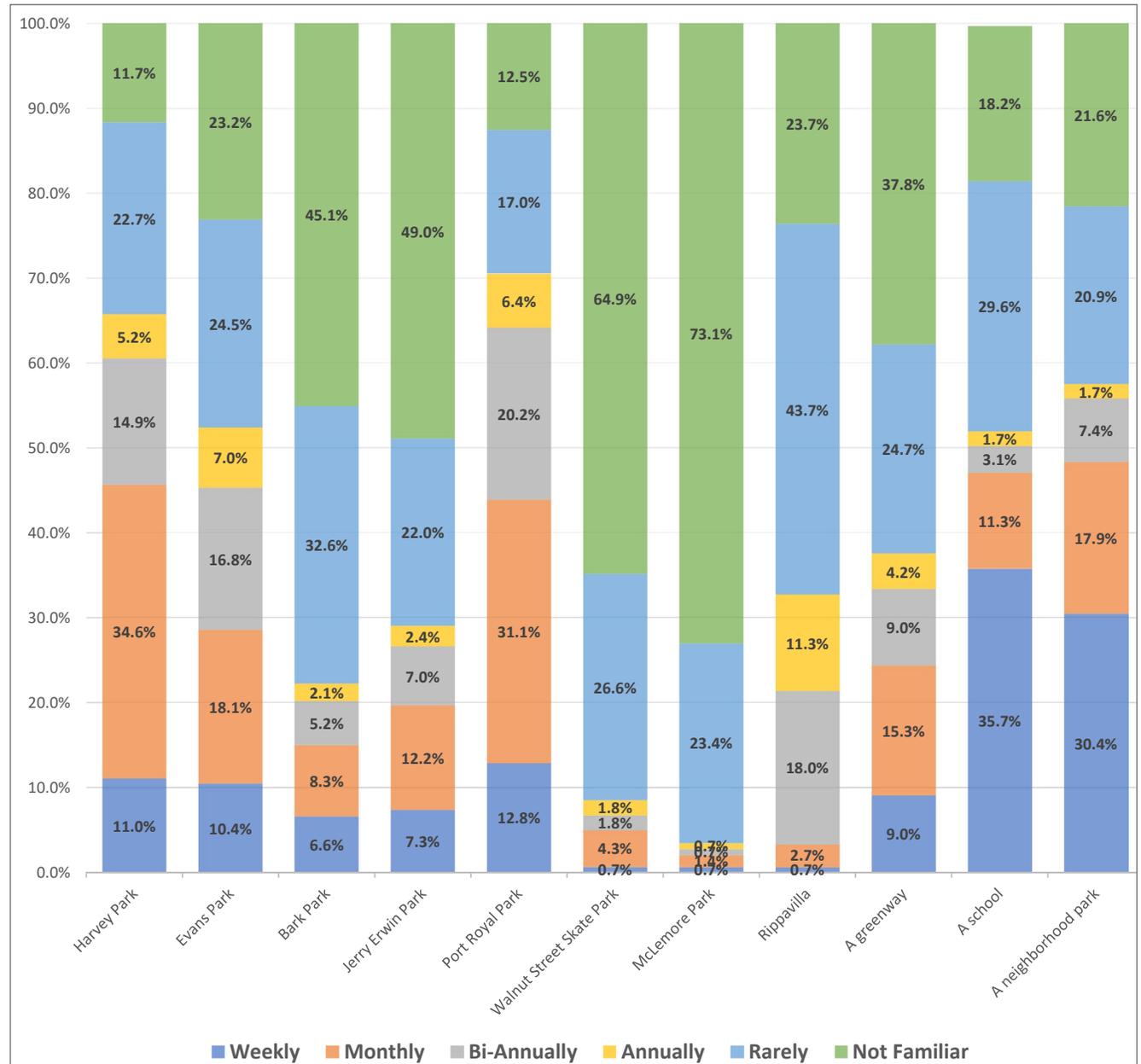


## SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

### How often does your household visit the park?

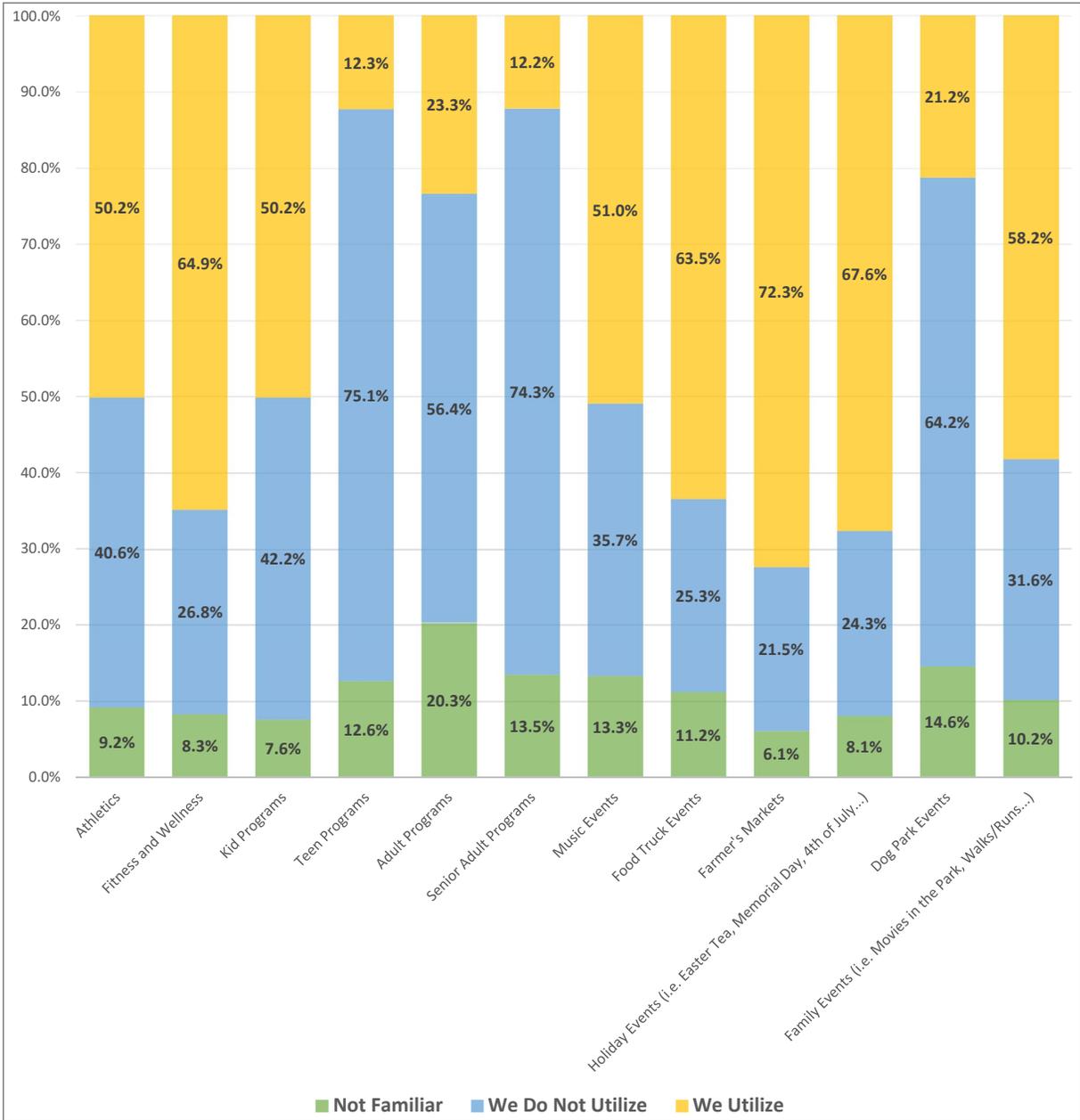
When participants were asked how often they visit the various parks in Spring Hill, the most frequently visited parks were schools and neighborhood parks, with 35.7% and 30.4% of respondents, respectively, attending on a weekly basis. When monthly attendance was also considered, however, Harvey Park and Port Royal Park, and to a lesser degree Evans Park, also stood out as popular locations.

One striking observation that can be made from the data is the high level of unfamiliarity respondents had with many of the community's parks and recreational assets. The Bark Park, Jerry Irwin Park, and Walnut Street Skate Park were unfamiliar to over 45% of respondents, and nearly three-quarters of respondents were unfamiliar with McLemore Park.



**Which programs and events does your household utilize?**

Spring Hill has high participation rates for many of the community's special events and programming. Some of the most popular and well attended events reported by survey takers include farmers markets, food truck events, fitness and wellness programs, and community holiday celebrations, with utilization rates for each of these programs or events above 63%. The least attended program/event types included teen, adult, and senior programming, as well as dog park events. Most respondents were at least familiar with the various program and events in the community, regardless of whether they take advantage of them. Adult programming had by far the highest rate of unfamiliarity response with 20.3%, most likely due to adults' busy schedules and already full calendars as well as these events being less-advertised programming than things like special events and athletics.

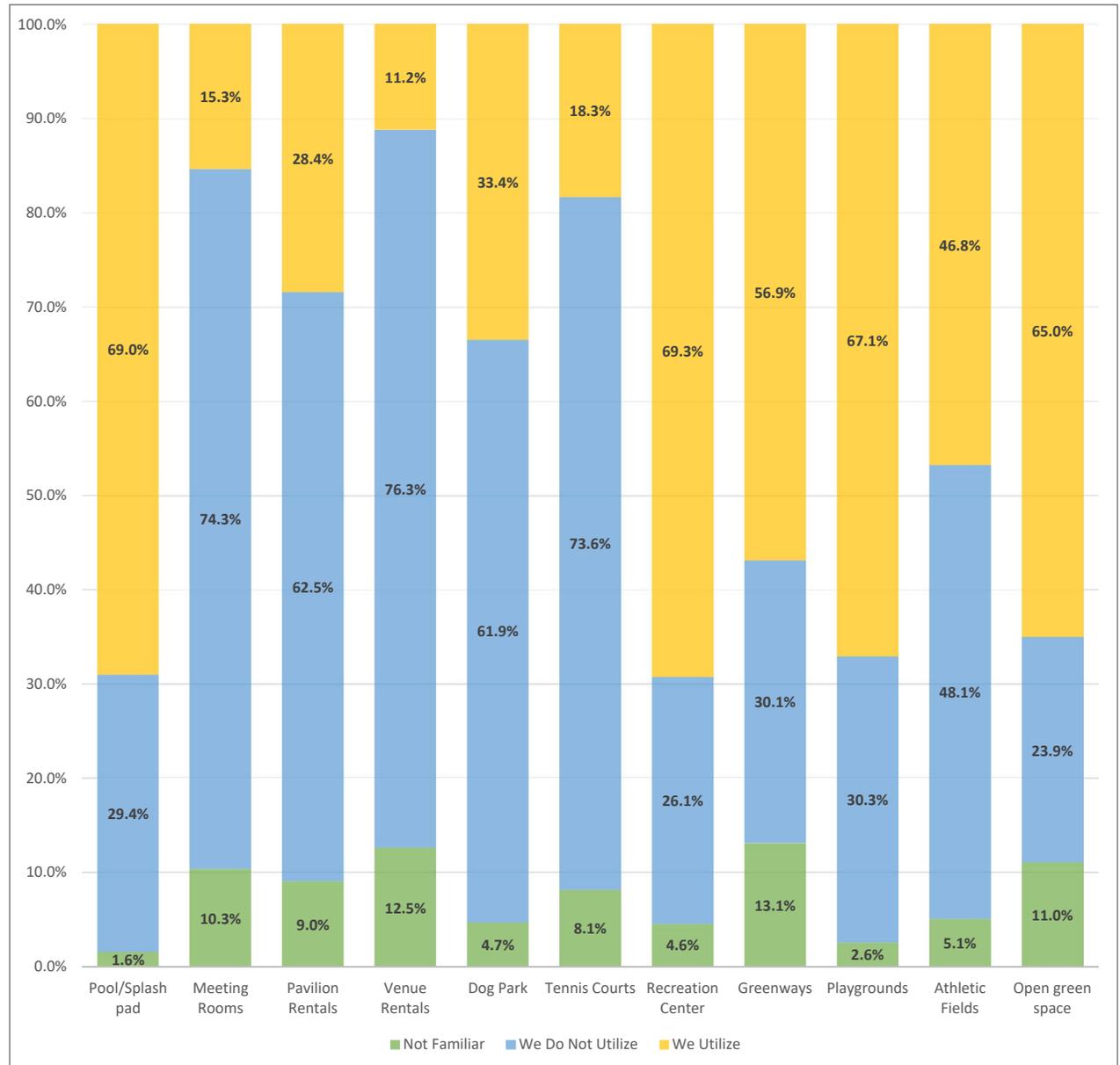




## Which facilities and amenities does your household utilize?

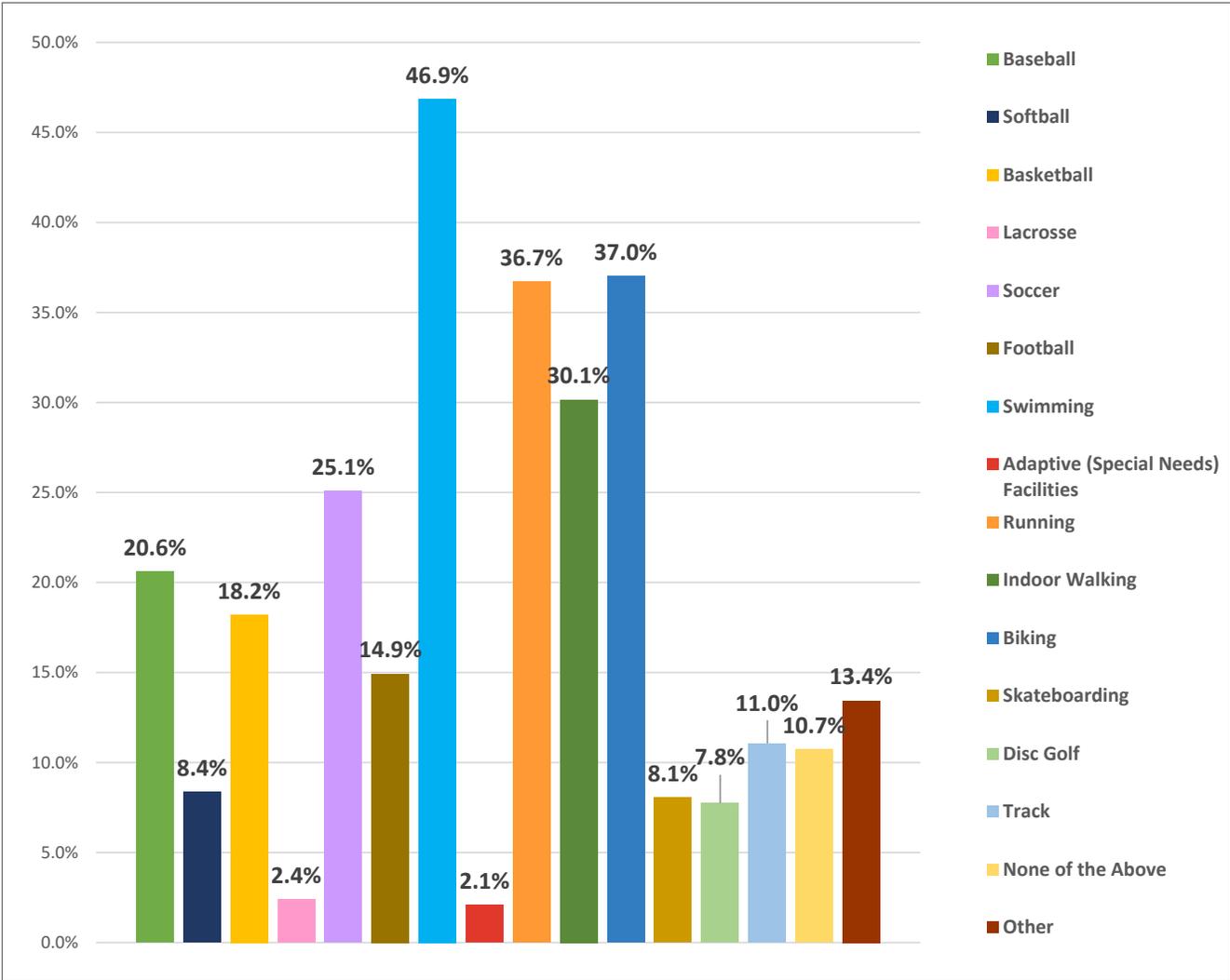
When participants were asked which community parks and facilities they use, the Longview Recreation Center and community pool/splash pad were identified as the most utilized facilities, with just over 68% of respondents saying they used them. Playgrounds, open green space, and greenways were also highly utilized by the community, with reported utilization rates of 67.1%, 65%, and 56.9%, respectively. Conversely, the least utilized facilities in the community included venue rentals, meeting rooms, and tennis courts.

Interestingly, the facilities that the community reported the highest rates of unfamiliarity with included both the relatively unused venue rentals and meeting rooms and the well-utilized greenways and open green space. This suggests that improving awareness of the various facilities available within the community could potentially boost their utilization, particularly for popular facilities like greenways.



**What type of athletic facilities and programming does your household utilize?**

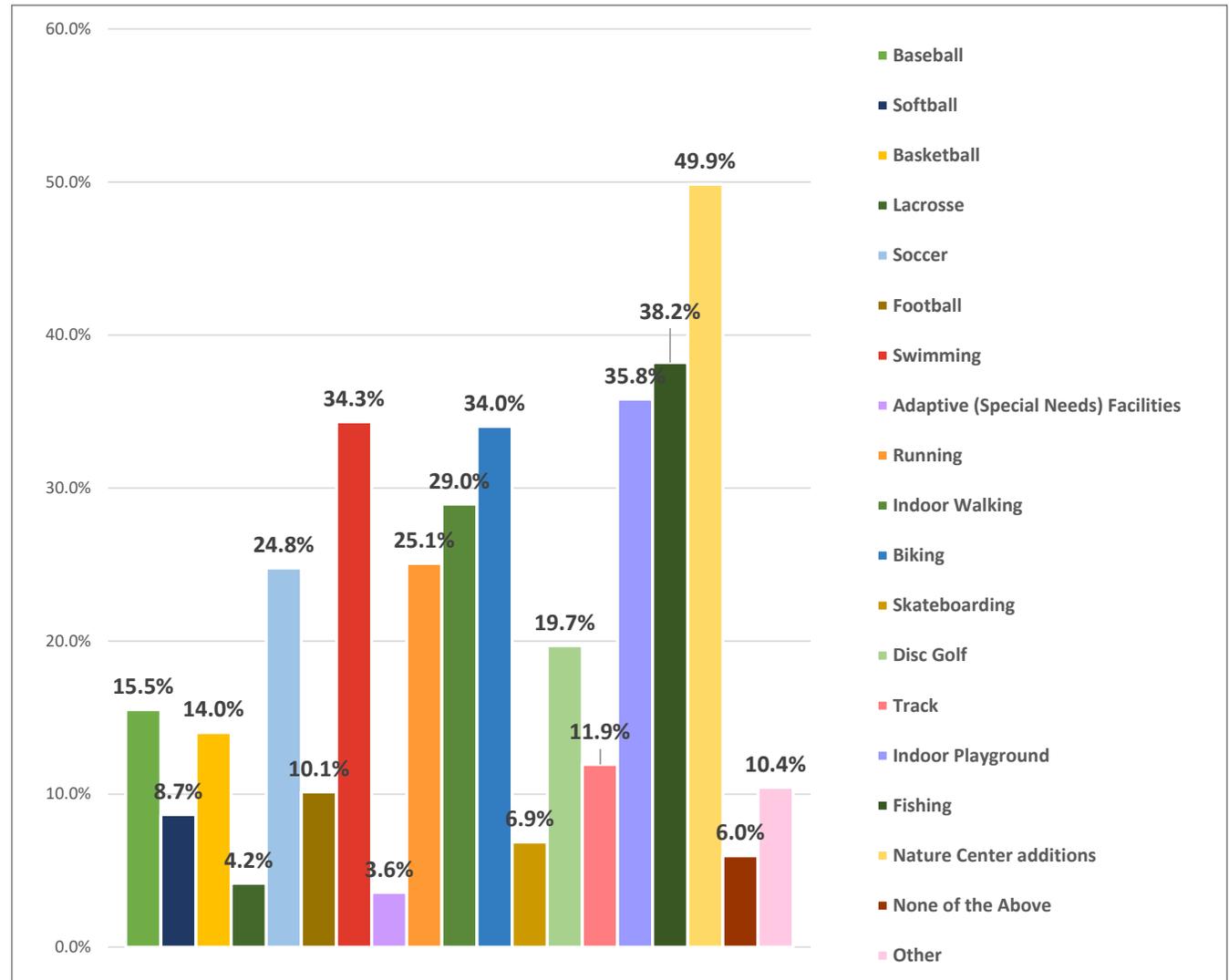
This question asked survey respondents to identify the athletic facilities and programs they use, with the table to the right showing the percentage of respondents that reported using each of the facility types. Swimming, biking, and running had the highest usage among survey takers, while 10.7% of respondent reported not using any facilities or programming. Adaptive (special needs) facilities and lacrosse were the only two categories to garner less than 3% from respondents.





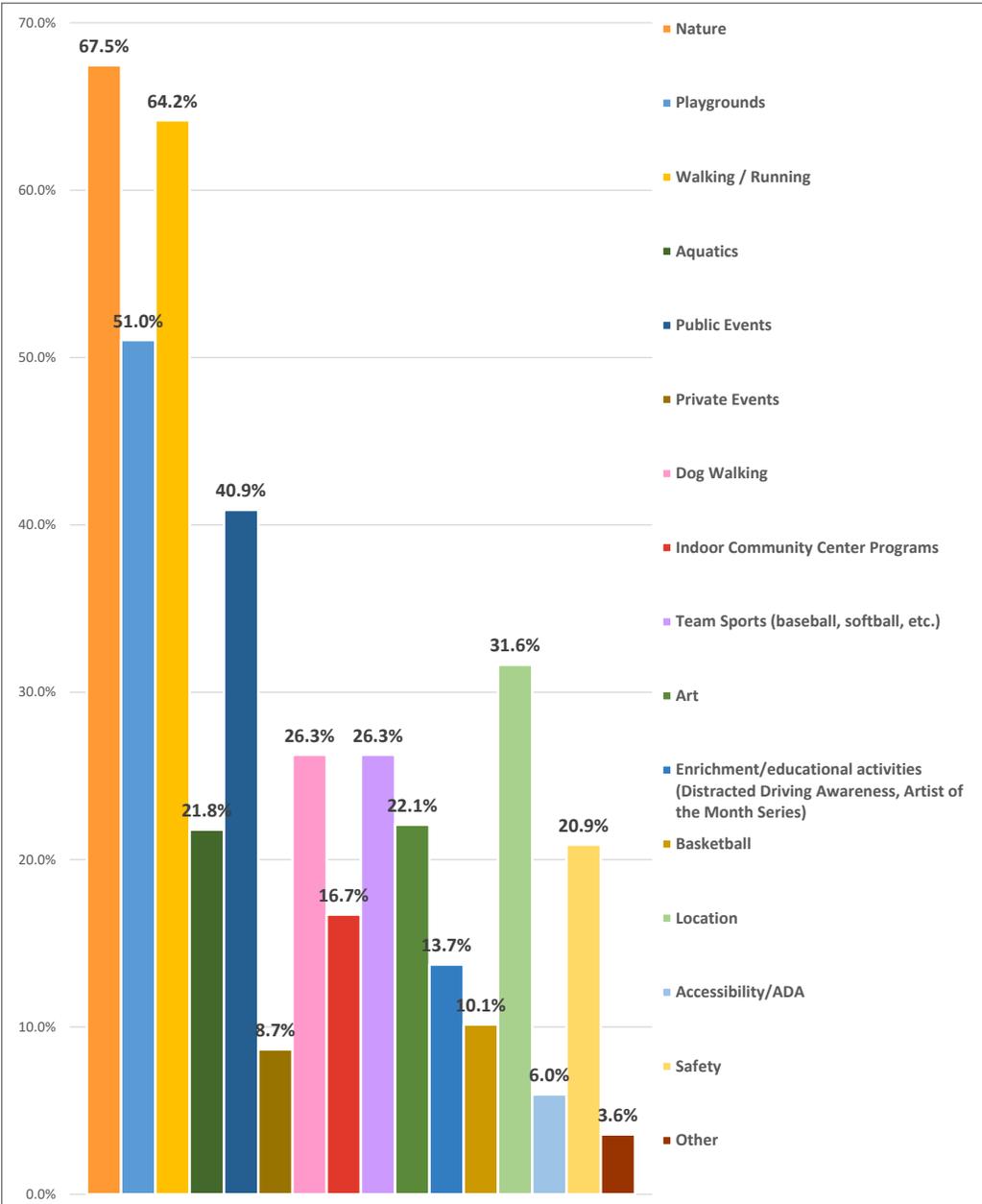
## What type of athletic facilities would your household utilize if available?

In contrast to the previous question, this item asked participants to identify the athletic facilities and programming that they would use if it were available to them. Nearly 50% of respondents identified additions to the nature center, the highest of any item. The next highest response rates included fishing and an indoor playground at 38.2% and 35.8%, respectively. Swimming and biking, which were identified as two of the most used frequently used types of facilities/programming earlier in the survey, also received responses from over 1/3 of respondents. Similarly, adaptive (special needs) facilities and lacrosse once again received the fewest responses. Some "Other" responses of note were hiking and tennis.



**What attracts you to the parks and/or recreational facilities?**

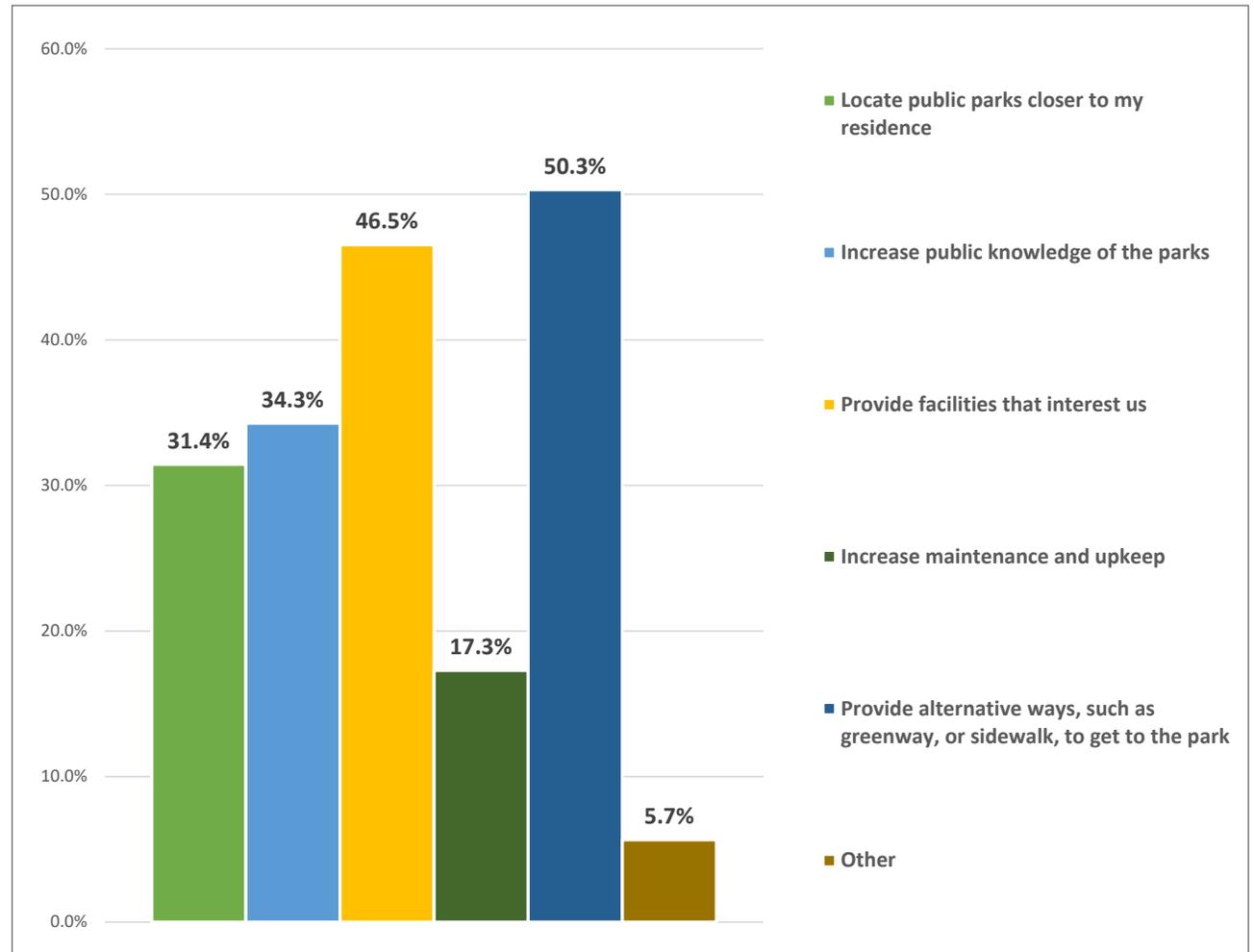
Survey respondents cited a wide variety of elements that attracted them to the parks and recreational facilities in Spring Hill. Access to nature was the most frequently cited reason, with responses from two thirds of participants, followed closely by walking/running at 64.2%, while playgrounds were referenced by just over half of respondents. The least frequently referenced attractions were accessibility/ADA, private events, and other.





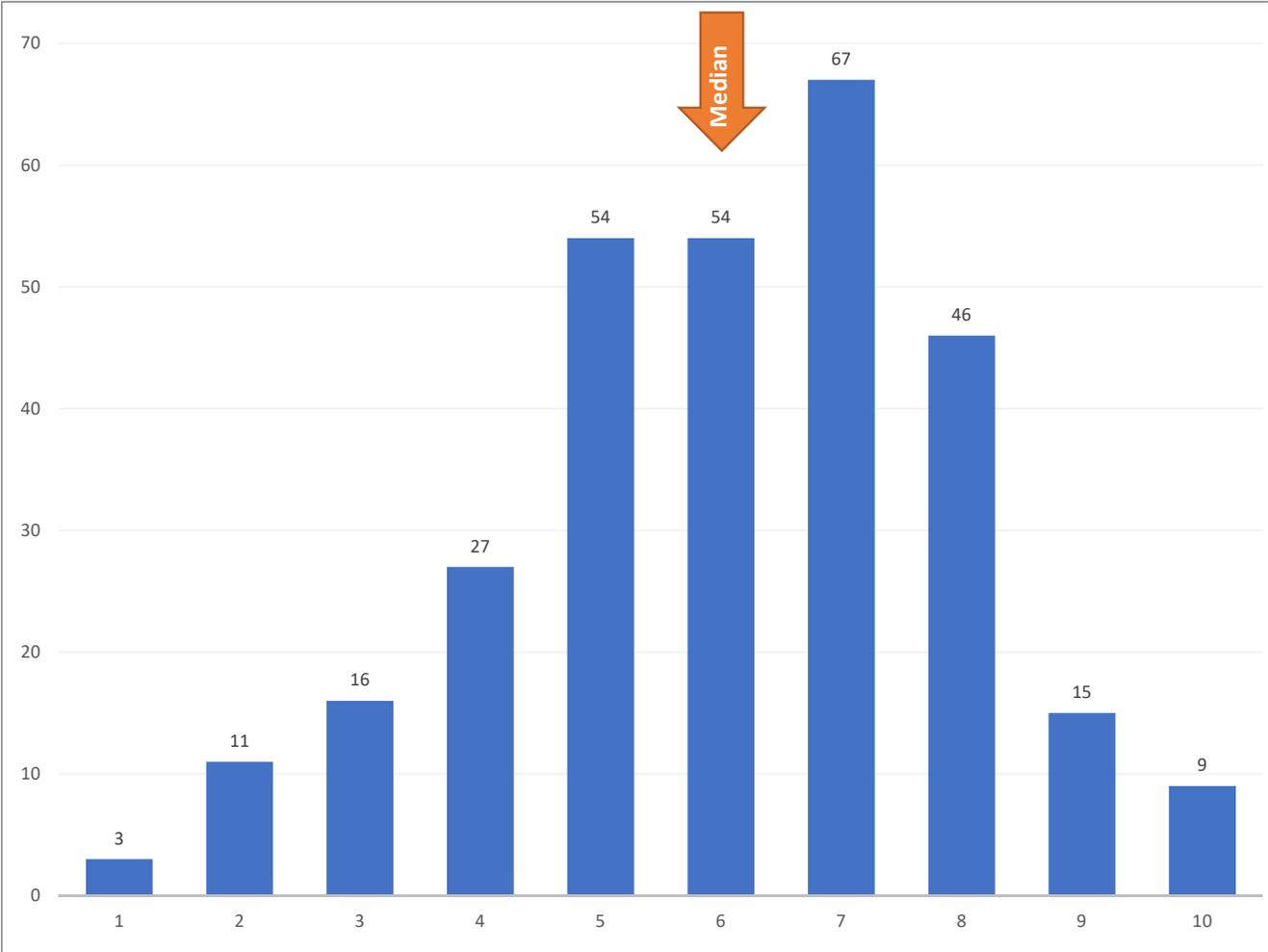
## What could the City do to increase the number of times you visit a City of Spring Hill park or facility?

Survey respondents cited providing alternative ways to get to the park, such as greenways and sidewalks, as the number one thing the City could do to increase the frequency of their visits to parks and recreational facilities. This was followed closely by providing facilities that interest us, while increasing maintenance and upkeep and other were the least frequently cited items. This suggests that respondents are relatively satisfied with the condition of the facilities in the community, but desire both more diversity in the types of facilities and greater connectivity to access the parks and facilities. The most frequent "Other" responses were to make the park amenities more accessible for those with disabilities and provide connectivity between the parks.



**On a scale of 1 to 10, with 10 being superior, how would you rate the City's parks and recreation system?**

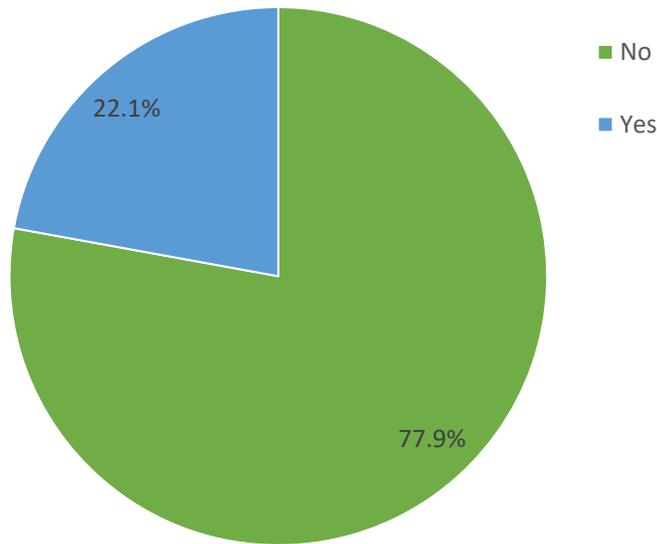
When asked to rate the City's park system on a scale of 1 to 10, over 72% of responses were clustered between 5 and 8, with over 80% of respondents giving the City a rating of 5 or better. The median rating assigned was 6 out of 10, just above average, suggesting that most respondents feel the parks and recreation system is acceptable, but has room for improvement.





### Does the City's parks and recreation system have operational or maintenance issues that need to be addressed and improved upon?

Nearly 4 in 5 respondents felt that the parks and recreation system does not have any significant operational or maintenance issues to address. This reflects a feeling among respondents that the department keeps the system in a general state of good repair.



### Public Survey Key Findings

The public park survey revealed several useful findings and trends regarding the parks and recreation facilities in Spring Hill, summarized below:

- While many of the community's parks receive regular visits, there is a lack of familiarity with many of Spring Hill's park assets, particularly the Bark Park, Jerry Erwin Park, the Walnut Street Skate Park, McLemore Park, and the community's greenways. A concerted marketing campaign to build awareness of the community's many park assets could boost awareness and use of under-utilized resources. A social media push highlighting individual park facilities could be particularly effective, given the high percentage of residents using social media as an information source for community events.
- Most residents are aware of the various programs and events held by the City, with the exception of adult programs. This suggests that the department is effective at building awareness of programming occurring in the community.
- Most of the City's facilities are fairly well utilized by the community, particularly the pool/splash pad and recreation center as well as greenspace, greenways, and playgrounds. This is mirrored in the high number of residents reporting participation in swimming, running, walking, and biking. However, when participants were asked which facilities they would use if available, swimming, running, walking, biking, and playgrounds were again among the most frequent responses, along with fishing and additions to the nature center.

- Respondents cited access to nature, walking and running, and playgrounds as the most important factors attracting them to Spring Hill's parks and recreation system. These results, coupled with the high number of responses suggesting the City increase alternative access to facilities via greenways or sidewalks reveal a strong desire in the community to expand the City's greenways and trails system.

### Chamber of Commerce Annual Luncheon

The Spring Hill Chamber of Commerce Luncheon provided the project team with an opportunity to engage the Spring Hill business community early on in the master planning process. The project team used the opportunity to build awareness about the master planning effort, as well as advertise the recently launched survey and answer questions from participants. Conversations with attendees also provided the project team with additional insights into the community, with the business community expressing their belief in the value of parks and their potential to catalyze development and support local business. Attendees also expressed their view that members of the general community were too quick to leave town to utilize parks in Williamson County and Franklin, rather than advocating for parks in Spring Hill.

### Interviews

Interviews with key staff members were an important part of the planning process. These informal interviews provided the project team with critical insights into the parks and recreation department, including existing assets, department successes and challenges, funding concerns, day-to-day processes, and participants' vision for the future of Spring Hill's parks and recreation system.

Interviews with key staff members were an **important** part of the planning process.

One of the primary takeaways from the interviews was overall excitement with the department's accomplishments over the previous ten years. The construction of Port Royal Park and the splash pad were major achievements, and interviewees felt staff had been successful in using existing resources to support a broad range of programming at the City's facilities. However, another consistent theme was a recognition that the community urgently needs additional athletic facilities and spaces for active recreation. This includes more sports fields, an indoor recreation facility, and additions to Spring Hill's greenway system. Staff members also identified a need for facilities and activities to support seniors and teens, two underserved yet rapidly growing demographics in the community. City staff expressed a belief that expanding recreational opportunities in the community would be necessary to elevate the parks and recreation system to the next level and provide the quality of life its residents deserve.



## SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

Another frequent topic in the interviews was the potential benefits from partnerships with other organizations. Expanding upon the City's existing partnership with GM was identified as a major opportunity for the community. New partnerships with the school system, places of worship, and residential community centers were also identified as potential opportunities to build stronger connections and leverage limited resources to expand community facilities and programming.

Funding was another key issue that was addressed as part of the interview process. Staff felt that given the department's limited funding, there was a greater need to organize and vet department priorities, and several staff members discussed the importance of prioritizing facility needs based upon feedback received from the community. There was also a desire for a stronger strategy basis for both long- and short-term decision making to ensure the best allocation of available funding and resources. Interviewees also discussed various strategies to generate additional revenue for the City, including impact fees, private development fees/donations, and other tactics to take advantage of current development trends.

Among the takeaways from the staff interviews was a consensus that the Parks Department has good staff and equipment, and generally does a lot with a little, accomplishing large goals with limited resources. However, there was also feeling among some staff that the department could be more proactive in forecasting future needs. Some interviewees also expressed concern that the department is underfunded, voicing a need for additional resources to maintain adequate maintenance and expand the department's facilities moving forward. City staff believed

that the Spring Hill Parks Commission is forward-thinking and would like to see them follow through on this vision established by the master plan.

### **Input Session with the Parks Commission and the Sports Complex Task Force**

During the Parks Commission meeting on December 19th, 2019, members of the Parks Commission and Sports Complex Task Force were asked to participate in several exercises to gather feedback about the parks and recreation system. Participants were first guided through the online survey, while those who had completed the survey beforehand were asked to share the survey link with others via social media platforms. Following the survey activity, the participants were each asked to complete a priority pyramid and an assigning value exercise, followed by a SWOT exercise.



**Priority Pyramid Exercise**

A priority pyramid is a simple exercise designed to clarify the desires and priorities of participants. For this exercise, elements of the parks and recreation system were broken into 6 broad categories that each participant was asked to rank in order of importance, with their lowest priorities at the bottom of the pyramid and highest priorities at the top. The six categories included in the exercise were:

- Aquatics
- Pavilions
- Playgrounds
- Programming
- Sports Fields
- Walking Trails

While the Parks Commission and Sports Complex Task Force participants were asked to create their own pyramid ranking, the priority rankings that emerged were remarkably similar. The top three priorities among participants were sports fields, playgrounds, and walking trails, with sports fields clearly the consensus number one priority.

**Assigning Value Exercise**

The assigning value exercise is also designed to clarify priorities and build consensus. For this exercise, participants were asked to assign a relative value for each of the identified categories. Each participant was given a finite number of "coins" representing the limited resources of the department, which they were then asked to distribute among six buckets of spending including:

- Equipment
- Maintenance
- Additional Staff
- Programming
- New Parks
- Facility Renovations

The results for this activity were also relatively similar between the participants from the Parks Commission and Sports Complex Task Force. New parks were given the highest priority by a large margin,

receiving 40% of participants "coins." Equipment was a distant second with 17%.

**BOMA Update**

On February 3rd, the project team led a draft Master Plan update presentation to the members of BOMA on the benchmarking and existing facility information the team gathered.

**Draft Plan Presentation, Parks Commission - February 20, 2020**

The project team presented highlights of the draft Master Plan to the Parks Commission and asked for feedback on the findings presented. The Commission members in attendance agreed with much of the draft but voiced concerns regarding how the quantity of park amenities were presented. The elements within HOA-owned, school, and other non-City-owned facilities do indeed provide some recreational opportunities, and thus are in the plan. However, Commission members commented that they should be clearly identified as not open to the public.

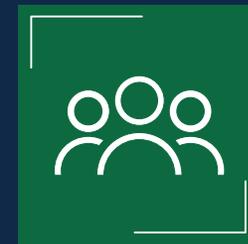
**Draft Plan Presentation, Planning Commission - February 24, 2020**

The draft plan highlights were also presented to the Planning Commission, which included a public hearing. While members of the Planning Commission agreed with the plan's findings, they also shared the concerns of limited scholastic swimming needs due to the lack of facilities. Other discussion included concerns regarding the lack of athletic fields for organized sports. Leagues are unfortunately turning away children who want to play due to the limited fields available currently. Public comment included an echo for pools to be added as well as the desire for green space in the City to be used for parks.



## DEMOGRAPHICS AND TRENDS

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## DEMOGRAPHICS & RECREATIONAL TRENDS ANALYSIS

### INTRODUCTION

A key component of the Master Plan is a demographics and recreational trends analysis that helps provide a thorough understanding of the demographic makeup of residents within the City, assesses key economic factors, and identifies national, regional, and local recreational trends.

The City hired Dempsey, Dilling & Associates, P.C. to pull a 2018 special City-wide census report dated March 1, 2018. This report was used as a reference tool and supplemented our demographic analysis research. Details of this report can be found here: <https://www.springhilltn.org/DocumentCenter/View/4388/2018-SH-Census-Summary>.

### DEMOGRAPHIC ANALYSIS

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

### CITY DEMOGRAPHIC OVERVIEW

#### Population:

- 43,372 people live in Spring Hill
- City is expected to grow to 65,347 residents by 2034

#### Age:

- Median age: 33.4
- By 2034, the 55+ age segment will encompass 19% of the population

#### Race:

- 85% of the population is White Alone
- Slowly diversifying over the next 15 years

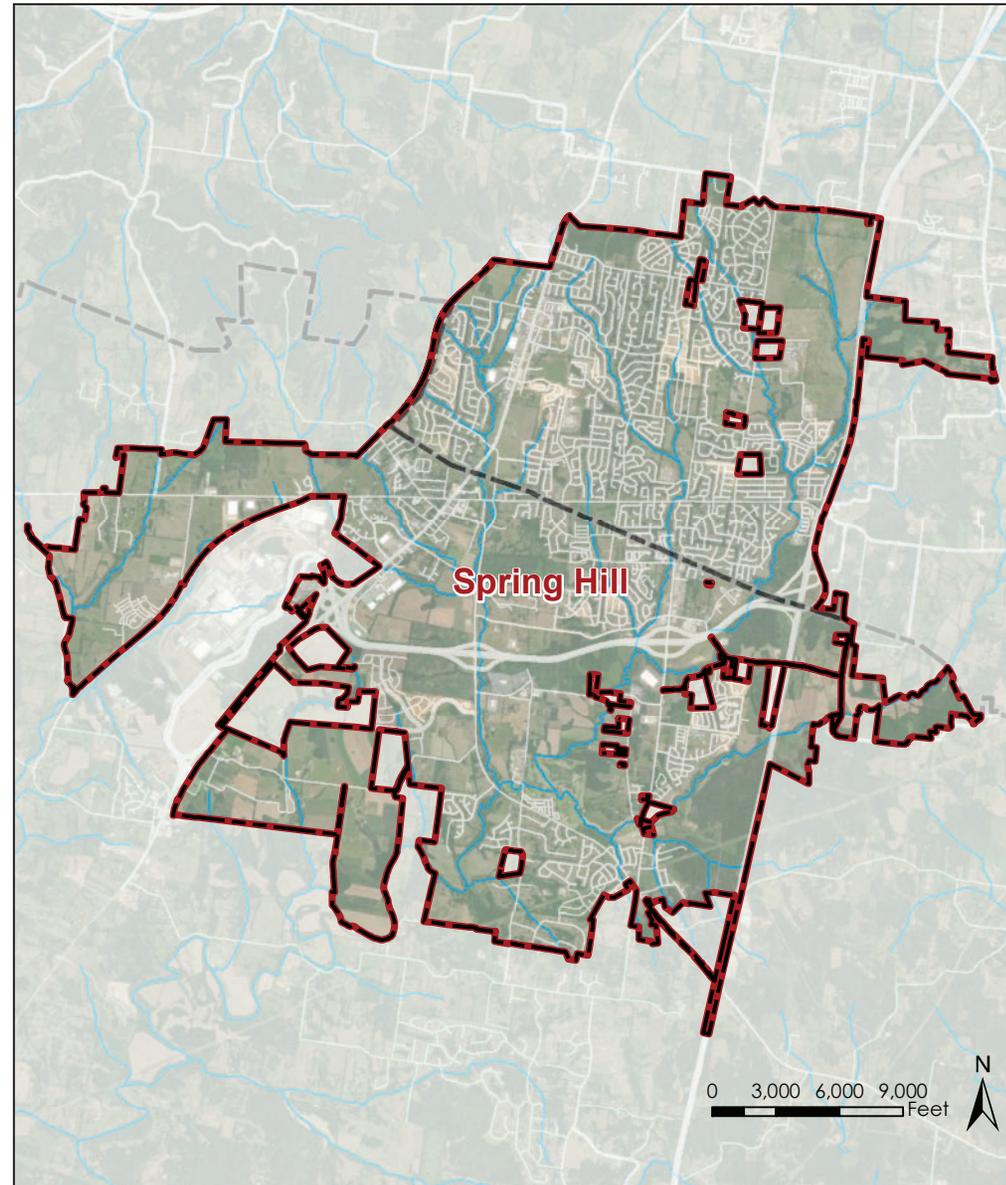
#### Income:

- Median household income: \$83,515
- Median household income is higher than state and national averages



**METHODOLOGY**

Demographic data used for the analysis was obtained from the U.S. Census Bureau and Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in December 2019 and reflects actual numbers as reported in the 2010 Census as well as estimates for 2019 and 2024 as obtained by ESRI. Straight line linear regression was utilized for 2029 and 2034 projections. The City of Spring Hill's boundaries shown to the right were used for the demographic analysis.





## POPULATION

The City's population experienced a significant growing trend in recent years. Currently, the population is estimated at 43,372 individuals living within 14,897 households. Projecting ahead, the total population and total number of households are both expected to continue growing rapidly over the next 15 years. Based on 2034 predictions, Spring Hill is expected to have 65,347 residents living within 22,448 households.

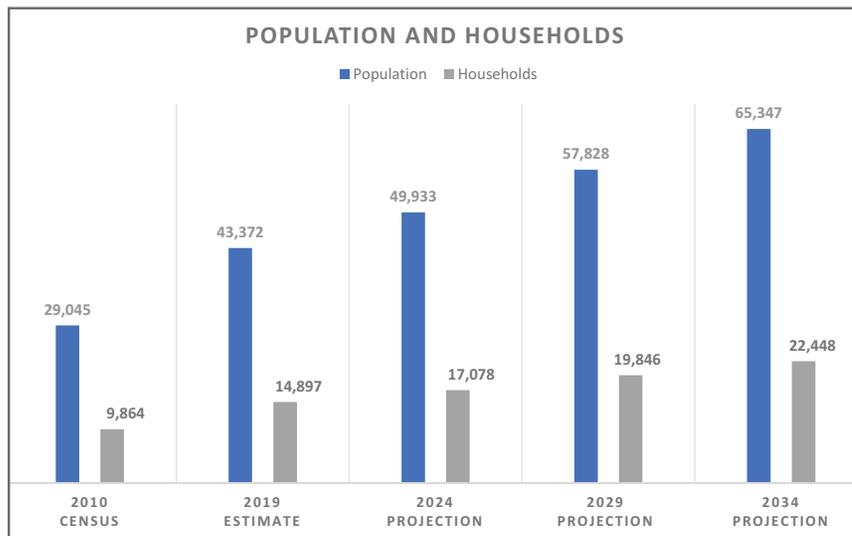
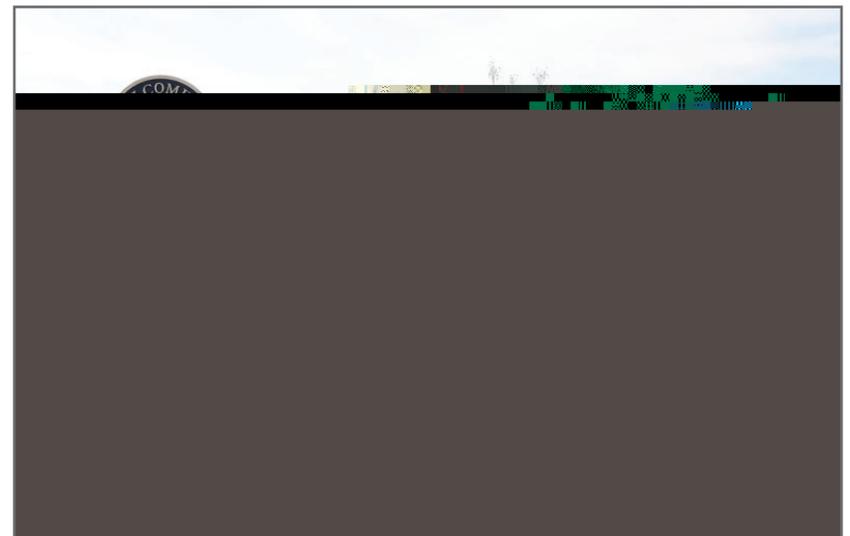


Figure 1: Total Population and Households



### AGE SEGMENT

Evaluating the City by age segments, Spring Hill exhibits a rather young population, with over 50% of its residents under the age of 35. The City has a median age of 33.4 years old, which is significantly younger than the U.S. median age of 38.5 years old. With the Tennessee College of Applied Technology located in Spring Hill and being near other large colleges and universities, it is expected for the young adult (18-34) population to be significantly higher than the national average.

Assessing the current population as a whole; the City has experienced a slight aging trend since 2010. Over the next 15 years, although the City will experience a large population growth, the age segment compositions are expected to remain consistent.

As the Baby Boomer generation ages, the population of the United States over the age of 55 will continue to grow. Due to the continued growth of the older age segments, it is useful to further segment the "Senior" population beyond the traditional 55+ designation. Within the field of parks and recreation, there are two commonly used ways to partition this age segment. One is to simply segment by age: 55-64, 65-74, and 75+. However, as these age segments are engaged in programming, the variability of health and wellness can be a more relevant factor. For example, a 55-year-old may be struggling with rheumatoid arthritis and need different recreational opportunities than a healthy 65-year old who is running marathons once a year. Therefore, it may be more useful to divide this age segment into "Active," "Low-Impact," and/or "Social" Seniors.

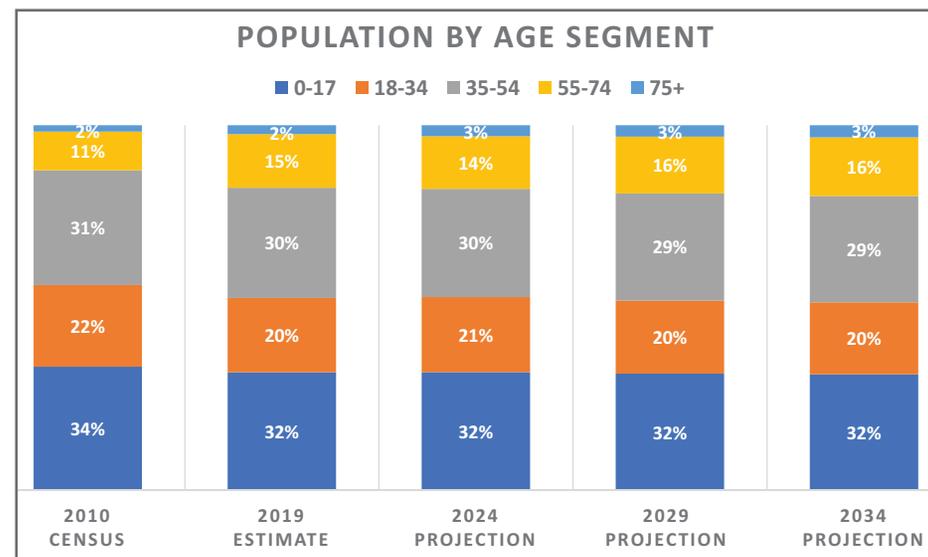


Figure 2: Population by Age Segments



### RACE AND ETHNICITY DEFINITIONS

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

- **American Indian** – This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment
- **Asian** – This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam
- **Black** – This includes a person having origins in any of the black racial groups of Africa

- **Native Hawaiian or Other Pacific Islander** – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands
- **White** – This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa
- **Hispanic or Latino** – This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race

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

**RACE**

Analyzing race, Spring Hill's current population is primarily White Alone. The 2019 estimate shows that 85% of the population falls into the White Alone category, while the Black or African American Alone (6%) category represents the largest minority. The racial diversification of Spring Hill is less diverse than the national population, which is approximately 70% White Alone, 13% Black Alone, and 7% Some Other Race. The predictions for 2034 expect the City's population to continue to grow, but with little impact to diversification. The White Alone population is projected to decrease (-3%) and the minority categories are expected to experience slight increases. This is consistent with the Nashville Metropolitan Statistical Area.

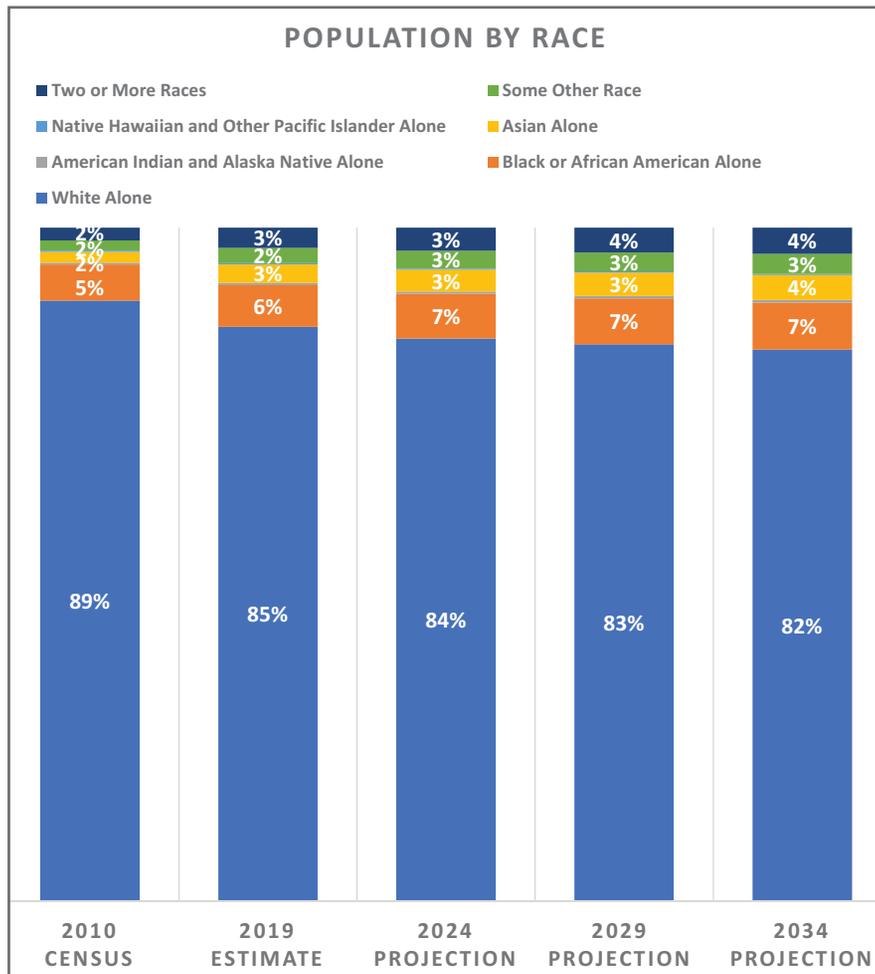


Figure 3: Population by Race

The predictions for **2034** expect the City's population to continue diversifying



### ETHNICITY

Spring Hill's population was also assessed based on Hispanic/Latino ethnicity, which by the Census Bureau definition is viewed independently from race. It is important to note that individuals who are Hispanic / Latino in ethnicity can also identify with any of the racial categories from above. Based on the 2019 current estimate, those of Hispanic/Latino origin represent 8% of the City's current population, which is significantly lower than the national average (18% Hispanic/Latino). The Hispanic/Latino population is expected to grow slightly over the next 15 years, increasing to 10% of the City's total population by 2034. This trend mirrors the demographic trends of the Nashville Metropolitan Statistical Area.

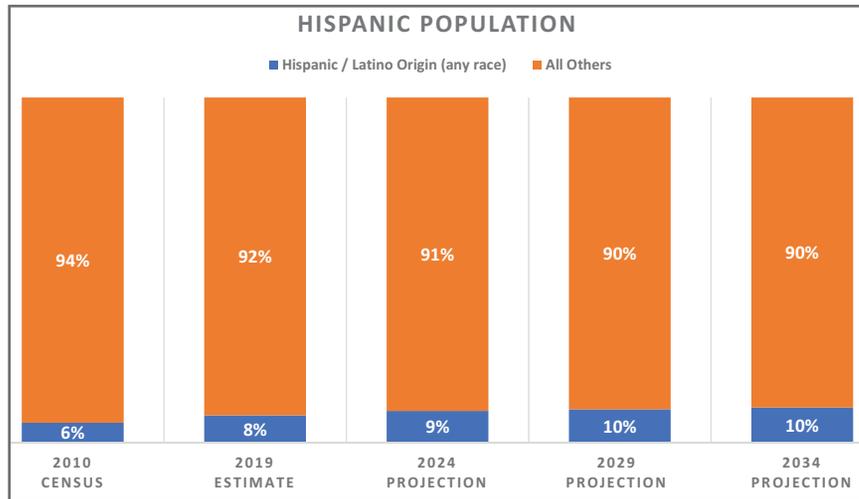


Figure 4: Service Area's Population by Ethnicity

### HOUSEHOLD INCOME

The City's per capita income (\$33,454) and median household income (\$83,515) are both significantly higher than current state (\$27,277 & \$48,708) and national averages (\$31,177 & \$57,652). Additionally, both Spring Hill's per capita income and median household income are expected to continue growing over the next 15 years reaching \$45,202 & \$111,328, respectively, by 2034.



Figure 5: Income Characteristics

## MARKET PROFILE

In addition to demographic characteristics, ESRI also provides a market profile that analyzes key economic factors, including educational attainment, unemployment rate, and percent of population below the poverty line.

### EDUCATION

Based on the 2019 population, approximately 45% of Spring Hill's residents (25+ years old) have attained a bachelor's or graduate degree, which is significantly higher than the national average (30%). While an estimated 3% of the population never attained a high school diploma. This rate of education attainment is not expected to change significantly over the next 15 years.

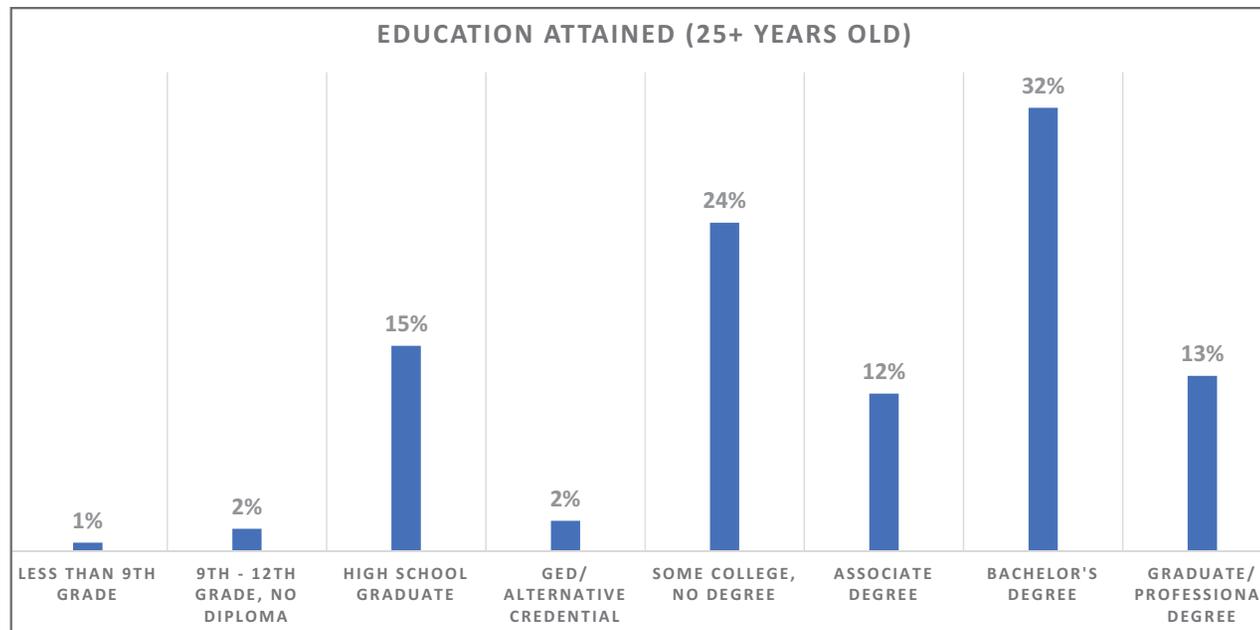


Figure 6: Income Characteristics



### UNEMPLOYMENT

In assessing the civilian labor force (16+ years old), currently 98% of residents hold a full or part-time position, while the remaining 2% of the City's (civilian) population are deem unemployed. This equates to approximately 610 residents being currently employed.

*Note: The unemployment rate excludes individuals who are currently in institutions such as prisons, mental hospitals, or nursing homes.*

### POVERTY

Only 3% of Spring Hill's residents live below the poverty line, which is significantly lower than state (16.7%) and national averages (14.6%).

*Note: Poverty level percentages were found through the United State Census 2013-2017 American Community Survey 5-Year Estimates.*

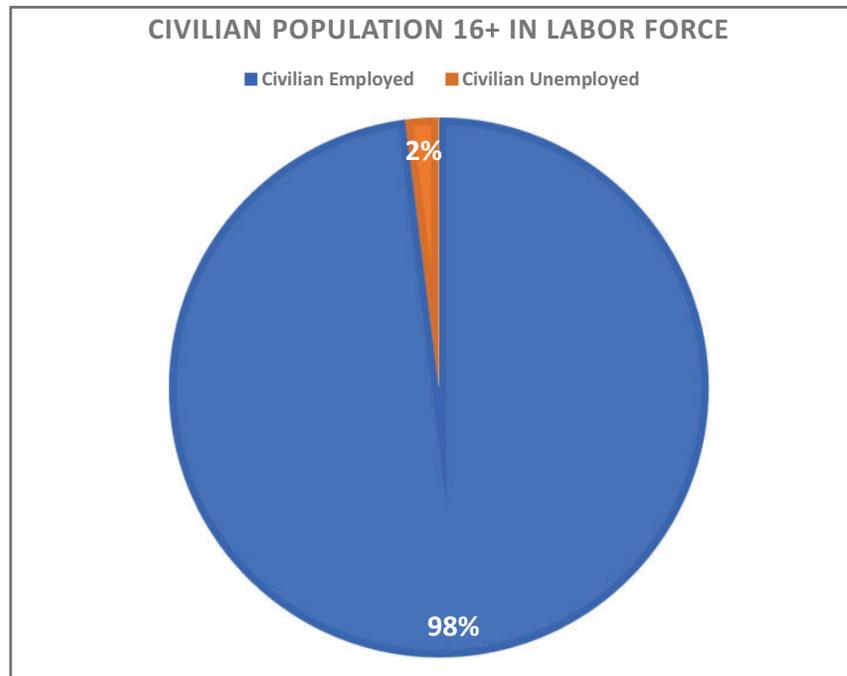


Figure 7: Unemployment Rate

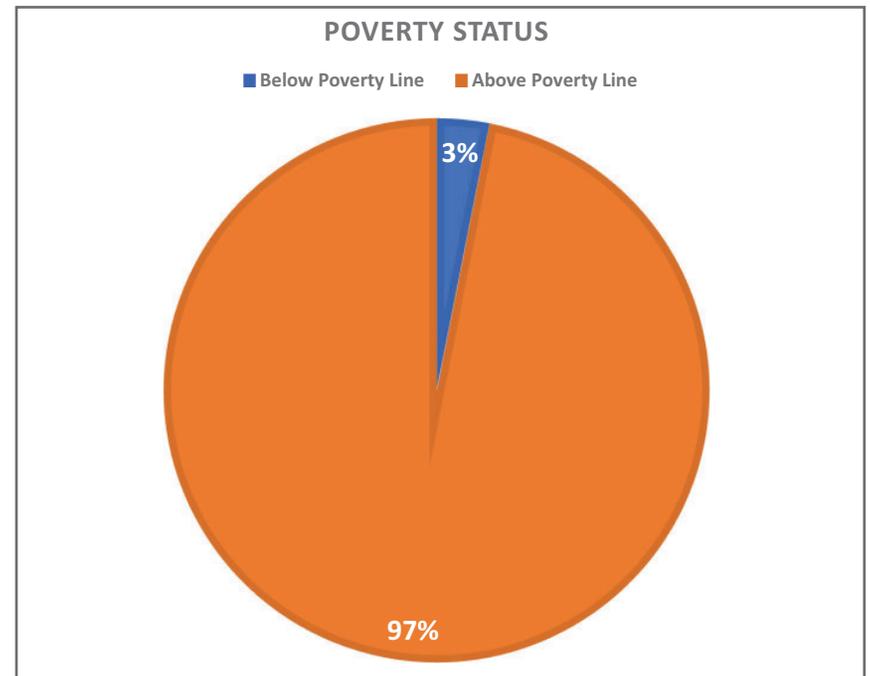


Figure 8: Poverty Status

## RECREATION TRENDS ANALYSIS

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



### NATIONAL TRENDS IN RECREATION

#### METHODOLOGY

The SFIA's Sports, Fitness & Recreational Activities Topline Participation Report 2019 was utilized in evaluating the following trends:

- National Sport and Fitness Participatory Trends
- Core vs. Casual Participation Trends
- Participation by Generation
- Non-Participant Interest by Age Segment

The study is based on findings from surveys carried out in 2018 by the Physical Activity Council (PAC), resulting in a total of 20,069 online interviews. Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population. A sample size of 20,069 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of 5% has a confidence interval of

plus or minus 0.31 percentage points at a 95% confidence interval. Using a weighting technique, survey results are applied to the total U.S. population figure of 300,652,039 people (ages six and older). The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S.

#### CORE VS. CASUAL PARTICIPATION

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

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



**NATIONAL TRENDS IN GENERAL SPORTS**

**PARTICIPATION LEVELS**

The most heavily participated in sports in the United States were Basketball (24.2 million) and Golf (23.8 million in 2017). These have participation figures well in excess of the other activities within the general sports category and were followed by Tennis (17.8 million), Baseball (15.9 million), and Soccer (11.4 million).

Even though Golf has experienced a recent decrease in participation, it still continues to benefit from its wide age segment appeal and is considered a life-long sport. Basketball's success can be attributed to the minimum amount of equipment needed to participate and the limited space requirements necessary. These factors make basketball the only traditional sport that can be played at most American dwellings as a drive-way pickup game.

*FIVE-YEAR TREND*

Since 2013, Roller Hockey (33.6%) and Rugby (31.9%) have emerged as the overall fastest growing sports. During the last five years, Baseball (19.5%), Cheerleading (18.7%), and Flag Football (17.1%) have

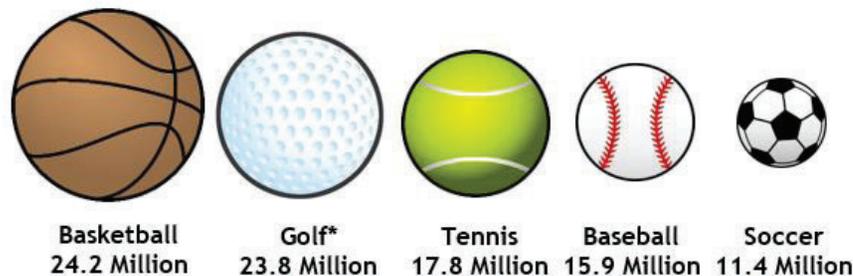
also experienced significant growth. Based on the five-year trend, the sports that are most rapidly declining include Ultimate Frisbee (-46.6%), Touch Football (-22.7%), Tackle Football (-16.4%), Badminton (-11.4%), and Outdoor Soccer (-10.4%).

*ONE-YEAR TREND*

In general, the most recent year shares a similar pattern with the five-year trends: Pickleball (5.4%), Basketball (3.5%), and Baseball (1.5%) are experiencing the greatest increases in participation this past year. However, some sports that increased rapidly over the past five years have experienced recent decreases in participation such as Roller Hockey (-5.5%). Other sports including Squash (-13.9%) and Ultimate Frisbee (-13.3%) have also seen a significant decrease in participants over the last year.

*CORE VS. CASUAL TRENDS IN GENERAL SPORTS*

Highly participated in sports, such as Basketball, Baseball, and Slow Pitch Softball, have a larger core participant base (participation at 13+ times per year) than casual participant base (participation at 1 to 12 times per year). While less mainstream sports, such as Ultimate Frisbee, Roller Hockey, Squash, and Boxing for Competition have larger casual participation base. These participants may be more inclined to switch to other sports or fitness activities, which is likely why they have all experienced a decline in participation this past year.



National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2013	2017	2018	5-Year Trend	1-Year Trend
Basketball	23,669	23,401	24,225	2.3%	3.5%
Golf (9 or 18-Hole Course)*	25,349	23,815	23,829	-6.0%	0.1%
Tennis	17,678	17,683	17,841	0.9%	0.9%
Baseball	13,284	15,642	15,877	19.5%	1.5%
Soccer (Outdoor)	12,726	11,924	11,405	-10.4%	-4.4%
Softball (Slow Pitch)	6,868	7,283	7,386	7.5%	1.4%
Football, Flag	5,610	6,551	6,572	17.1%	0.3%
Badminton	7,150	6,430	6,337	-11.4%	-1.4%
Volleyball (Court)	6,433	6,317	6,317	-1.8%	0.0%
Football, Touch	7,140	5,629	5,517	-22.7%	-2.0%
Soccer (Indoor)	4,803	5,399	5,233	9.0%	-3.1%
Football, Tackle	6,165	5,224	5,157	-16.4%	-1.3%
Volleyball (Sand/Beach)	4,769	4,947	4,770	0.0%	-3.6%
Gymnastics	4,972	4,805	4,770	-4.1%	-0.7%
Track and Field	4,071	4,161	4,143	1.8%	-0.4%
Cheerleading	3,235	3,816	3,841	18.7%	0.7%
Racquetball	3,824	3,526	3,480	-9.0%	-1.3%
Pickleball	N/A	3,132	3,301	N/A	5.4%
Ultimate Frisbee	5,077	3,126	2,710	-46.6%	-13.3%
Ice Hockey	2,393	2,544	2,447	2.3%	-3.8%
Softball (Fast Pitch)	2,498	2,309	2,303	-7.8%	-0.3%
Lacrosse	1,813	2,171	2,098	15.7%	-3.4%
Wrestling	1,829	1,896	1,908	4.3%	0.6%
Roller Hockey	1,298	1,834	1,734	33.6%	-5.5%
Rugby	1,183	1,621	1,560	31.9%	-3.8%
Squash	1,414	1,492	1,285	-9.1%	-13.9%
Boxing for Competition	1,134	1,368	1,310	15.5%	-4.2%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

\*2018 information not available for Golf; therefore, participation figures above are outdated by one year and reflect 2012, 2016, and 2017 data.





## NATIONAL TRENDS IN GENERAL FITNESS

### **PARTICIPATION LEVELS**

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance their quality of life by engaging in an active lifestyle. These activities also have very few barriers to restrict a participant's entry. This provides a variety of options that are relatively inexpensive to participate in and can be performed by most individuals. The most popular general fitness activities amongst the U.S. population include: Fitness Walking (111.1 million), Treadmill (53.7 million), Free Weights (51.3 million), Running/Jogging (49.5 million), and Stationary Cycling (36.7 million).

### *FIVE-YEAR TREND*

Over the last five years (2013-2018), the activities growing most rapidly are Trail Running (47.4%), Aerobics (24.8%), Barre (21.8%), Stair Climbing Machine (18.8%), and Yoga (18.2%). Over the same time frame, the activities that have undergone the biggest decline include: Dumbbell Free Weights (-12.0%), Running/Jogging (-8.7%), Fitness Walking (-5.3%), Traditional Triathlon (-4.2%), and Boot Camps Style Cross Training (-3.1%).

### *ONE-YEAR TREND*

In the last year, activities with the largest gains in participation were Trail Running (9.4%), Yoga (5.1%), and Elliptical Motion Trainer (3.0%). From 2017-2018, the activities that had the largest decline in participation were Non-Traditional Triathlon (-15.5%), Running/Jogging (-2.6%), and Cross-Training Style Workout (-2.1%).

### *CORE VS. CASUAL TRENDS IN GENERAL FITNESS*

It should be noted that many of the activities rapidly growing have a relatively low user base. This allows for more drastic shifts in terms of percentage indication, especially for five-year trends. Increasing casual participants may also explain the rapid growth in some activities. All of the top trending fitness activities, for the one-year and five-year trend, consist primarily of casual users. This is significant, since casual users are much more likely to switch to alternative activities compared to a core user.



**Fitness Walking**  
111.1 Million



**Treadmill**  
53.7 Million



**Dumbbell Free Weights**  
51.3 Million



**Running/Jogging**  
49.5 Million



**Stationary Cycling**  
36.7 Million

National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2013	2017	2018	5-Year Trend	1-Year Trend
Fitness Walking	117,351	110,805	111,101	-5.3%	0.3%
Treadmill	48,166	52,966	53,737	11.6%	1.5%
Free Weights (Dumbbells/Hand Weights)	58,267	52,217	51,291	-12.0%	-1.8%
Running/Jogging	54,188	50,770	49,459	-8.7%	-2.6%
Stationary Cycling (Recumbent/Upright)	35,247	36,035	36,668	4.0%	1.8%
Weight/Resistant Machines	36,267	36,291	36,372	0.3%	0.2%
Elliptical Motion Trainer	30,410	32,283	33,238	9.3%	3.0%
Yoga	24,310	27,354	28,745	18.2%	5.1%
Free Weights (Barbells)	25,641	27,444	27,834	8.6%	1.4%
Bodyweight Exercise	N/A	24,454	24,183	N/A	-1.1%
Dance, Step, & Choreographed Exercise	N/A	22,616	22,391	N/A	-1.0%
Aerobics (High Impact)	17,323	21,476	21,611	24.8%	0.6%
Stair Climbing Machine	12,642	14,948	15,025	18.8%	0.5%
Cross-Training Style Workout	N/A	13,622	13,338	N/A	-2.1%
Trail Running	6,792	9,149	10,010	47.4%	9.4%
Stationary Cycling (Group)	8,309	9,409	9,434	13.5%	0.3%
Pilates Training	8,069	9,047	9,084	12.6%	0.4%
Cardio Kickboxing	6,311	6,693	6,838	8.4%	2.2%
Boot Camp Style Cross-Training	6,911	6,651	6,695	-3.1%	0.7%
Martial Arts	5,314	5,838	5,821	9.5%	-0.3%
Boxing for Fitness	5,251	5,157	5,166	-1.6%	0.2%
Tai Chi	3,469	3,787	3,761	8.4%	-0.7%
Barre	2,901	3,436	3,532	21.8%	2.8%
Triathlon (Traditional/Road)	2,262	2,162	2,168	-4.2%	0.3%
Triathlon (Non-Traditional/Off Road)	1,390	1,878	1,589	14.3%	-15.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

\*Cardio Cross Trainer is merged to Elliptical Motion Trainer



## NATIONAL TRENDS IN OUTDOOR RECREATION

### PARTICIPATION LEVELS

Results from the SFIA report demonstrate a contrast of growth and decline in participation regarding outdoor/adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or within a group, and are not as limited by time constraints. In 2018, the most popular activities in terms of total participants from the outdoor/adventure recreation category include: Day Hiking (47.9 million), Road Bicycling (39.0 million), Freshwater Fishing (39.0 million), and Camping within ¼ mile of Vehicle/Home (27.4 million), and Recreational Vehicle Camping (16.0 million).

### FIVE-YEAR TREND

From 2013-2018, BMX Bicycling (58.6%), Day Hiking (39.2%), Fly Fishing (18.1%), Backpacking Overnight (16.2%), and Recreational Vehicle Camping (9.8%) have undergone the largest increases in participation. The five-year trend also shows activities such as In-Line Roller Skating (-17.8%), Birdwatching (-12.8%), Camping within ¼ mile of Home/Vehicle (-6.3%), and Road Bicycling (-4.5%) experiencing the largest decreases in participation.

### ONE-YEAR TREND

The one-year trend shows activities growing most rapidly being Day Hiking (6.6%), Camping within ¼ mile of Home/Vehicle (4.4%), and Fly Fishing (2.2%). Over the last year, activities that underwent the largest decreases in participation include: Adventure Racing (-12.4%), In-Line Roller Skating (-4.3%), and Overnight Backpacking (-4.0).

### CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION

A large majority of outdoor activities have experienced participation growth in the last five years. These include: In-Line Roller Skating, Birdwatching, Camping within ¼ mile of Home/Vehicle, and Road Bicycling being the only activities decreasing in participation. Although this a positive trend for outdoor activities, it should be noted that a large majority of participation growth came from an increase in casual users. This is likely why we see a lot more activities experiencing decreases in participation when assessing the one-year trend, as the casual users likely found alternative activities to participate in.



**Hiking**  
(Day)  
**47.9 Million**



**Bicycling**  
(Road)  
**39.0 Million**



**Fishing**  
(Freshwater)  
**39.0 Million**



**Camping**  
(<¼mi. of Car/Home)  
**27.4 Million**



**Camping**  
(Recreational Vehicle)  
**16.0 Million**

National Participatory Trends - Outdoor / Adventure Recreation					
Activity	Participation Levels			% Change	
	2013	2017	2018	5-Year Trend	1-Year Trend
Hiking (Day)	34,378	44,900	47,860	39.2%	6.6%
Bicycling (Road)	40,888	38,866	39,041	-4.5%	0.5%
Fishing (Freshwater)	37,796	38,346	38,998	3.2%	1.7%
Camping (< 1/4 Mile of Vehicle/Home)	29,269	26,262	27,416	-6.3%	4.4%
Camping (Recreational Vehicle)	14,556	16,159	15,980	9.8%	-1.1%
Fishing (Saltwater)	11,790	13,062	12,830	8.8%	-1.8%
Birdwatching (>1/4 mile of Vehicle/Home)	14,152	12,296	12,344	-12.8%	0.4%
Backpacking Overnight	9,069	10,975	10,540	16.2%	-4.0%
Bicycling (Mountain)	8,542	8,609	8,690	1.7%	0.9%
Archery	7,647	7,769	7,654	0.1%	-1.5%
Fishing (Fly)	5,878	6,791	6,939	18.1%	2.2%
Skateboarding	6,350	6,382	6,500	2.4%	1.8%
Roller Skating, In-Line	6,129	5,268	5,040	-17.8%	-4.3%
Bicycling (BMX)	2,168	3,413	3,439	58.6%	0.8%
Climbing (Traditional/Ice/Mountaineering)	2,319	2,527	2,541	9.6%	0.6%
Adventure Racing	2,095	2,529	2,215	5.7%	-12.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	



**NATIONAL TRENDS IN AQUATICS**

**PARTICIPATION LEVELS**

Swimming is deemed as a lifetime activity and is most likely why it continues to have such strong participation. In 2018, Fitness Swimming was the absolute leader in overall participation (27.6 million) amongst aquatic activities and is largely due to its broad, multigenerational appeal.



*FIVE-YEAR TREND*

Assessing the five-year trend, all aquatic activities have experienced growth. Aquatic Exercise stands out due to an increase of 24.0% from 2013-2018. This is most likely due to the ongoing research demonstrating the activity's great therapeutic benefit and followed by Competitive Swimming (15.4%) and Fitness Swimming (4.6%).

*ONE-YEAR TREND*

Similar to the five-year trend, all aquatic activities also experienced growth regarding the one-year trend. Fitness Swimming (1.6%) had the largest increase in 2018, with Competitive Swimming (1.3%) and Aquatic Exercise (0.6%) not far behind.

*CORE VS. CASUAL TRENDS IN AQUATICS*

All aquatic activities have undergone increases in participation over the last five years, primarily due to large increases in casual participation (1-49 times per year). From 2013 to 2018, casual participants of Competition Swimming increased by 15.5%, Aquatic Exercise by 24.0%, and Fitness Swimming by 4.6%. However, all core participation (50+ times per year) for aquatic activities have decreased over the last five-years.

National Participatory Trends - Aquatics					
Activity	Participation Levels			% Change	
	2013	2017	2018	5-Year Trend	1-Year Trend
Swimming (Fitness)	26,354	27,135	27,575	4.6%	1.6%
Aquatic Exercise	8,483	10,459	10,518	24.0%	0.6%
Swimming (Competition)	2,638	3,007	3,045	15.4%	1.3%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

**NATIONAL TRENDS IN WATER SPORTS/ACTIVITIES**

**PARTICIPATION LEVELS**

The most popular water sports/activities based on total participants in 2018 were Recreational Kayaking (11.0 million), Canoeing (9.1 million), and Snorkeling (7.8 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has long winter seasons or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can greatly influence water activity participation.

*FIVE-YEAR TREND*

Over the last five years, Stand-Up Paddling (73.3%) was by far the fastest growing water activity, followed by Recreational Kayaking (26.4%), White Water Kayaking (19.4%), Boardsailing/Windsurfing (17.5%), and Sea/Tour Kayaking (4.1%). From 2013-2018, activities declining in participation most rapidly were Surfing (-21.4%), Water Skiing (-20.0%), Jet Skiing (-17.0%), Wakeboarding (-15.7%), and Rafting (-11.3%).

*ONE-YEAR TREND*

Contradicting the five-year trend, Surfing was the fastest growing of all water sports/activities increasing 7.2% in 2018. Recreational Kayaking (4.6%) and Stand-Up Paddling (3.8%) also had a spike in participation this past year. Activities which experienced the largest decreases in participation in the most recent year include: Wakeboarding (-7.0%), Snorkeling (-6.8), and Water Skiing (-5.9%)

*CORE VS. CASUAL TRENDS IN WATER SPORTS/ACTIVITIES*

As mentioned previously, regional, seasonal, and environmental limiting factors may influence the participation rate of water sport and activities. These factors may also explain why all water-based activities have drastically more casual participants than core participants, since frequencies of activities may be constrained by uncontrollable factors. These high casual user numbers are likely why a majority of water sports/activities have experienced decreases in participation in recent years.



**Kayaking**  
11.0 Million



**Canoeing**  
9.1 Million



**Snorkeling**  
7.8 Million



**Jet Skiing**  
5.3 Million



**Sailing**  
3.8 Million



National Participatory Trends - Water Sports / Activities					
Activity	Participation Levels			% Change	
	2013	2017	2018	5-Year Trend	1-Year Trend
Kayaking (Recreational)	8,716	10,533	11,017	26.4%	4.6%
Canoeing	10,153	9,220	9,129	-10.1%	-1.0%
Snorkeling	8,700	8,384	7,815	-10.2%	-6.8%
Jet Skiing	6,413	5,418	5,324	-17.0%	-1.7%
Sailing	3,915	3,974	3,754	-4.1%	-5.5%
Stand-Up Paddling	1,993	3,325	3,453	73.3%	3.8%
Rafting	3,836	3,479	3,404	-11.3%	-2.2%
Water Skiing	4,202	3,572	3,363	-20.0%	-5.9%
Surfing	3,658	2,680	2,874	-21.4%	7.2%
Scuba Diving	3,174	2,874	2,849	-10.2%	-0.9%
Kayaking (Sea/Touring)	2,694	2,955	2,805	4.1%	-5.1%
Wakeboarding	3,316	3,005	2,796	-15.7%	-7.0%
Kayaking (White Water)	2,146	2,500	2,562	19.4%	2.5%
Boardsailing/Windsurfing	1,324	1,573	1,556	17.5%	-1.1%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Over the last five years, **Stand-Up Paddling** (73.3%) was by far the fastest growing water activity.

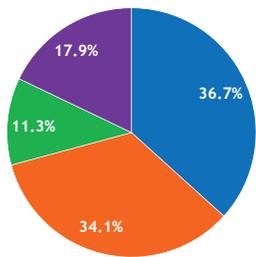


**PARTICIPATION BY GENERATION**

Analyzing participation by age for recreational activities reveals that fitness and outdoor sports were the most common activities across all generations. Breaking down activity levels by generation shows a converse correlation between age and healthy activity rates.

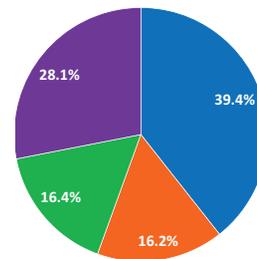
**2018 PARTICIPATION RATES BY GENERATION**

U.S. population, Ages 6+



*Generation Z (born 2000+)*

Generation Z are the most active, with only 17.9% of the population identifying as inactive. Approximately 81% of individuals within this generation were deemed high calorie burning participants in 2018. There are 36.7% active high calorie participants and 34.1% being casual high calorie participants.

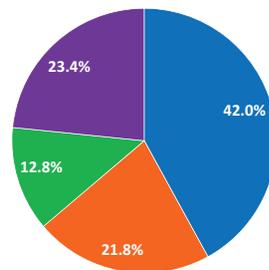


*Generation X (born 1965-1979)*

Generation X has the second highest active to a healthy level rate (35.0%) among all generations at 0.4% less than Millennials. At the same time, they also have the second highest inactive rate, with 28.1% that are not active at all.

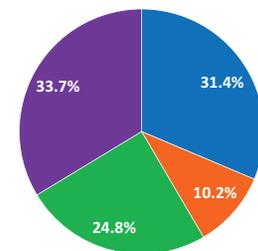
*Millennials (born 1980-1999)*

Almost half (42.0%) of millennials were active high calorie participants, while 23.4% claimed they were inactive. Even though this inactive rate is much higher than Generation Z's (17.9%), it is still below the national inactive rate (28%).



*The Boomers (born 1945-1964)*

The Boomers were the least active generation with an inactive rate of 33.7%. This age group tends to participate in less intensive activities. Approximately 34% claimed to engage in casual high (10.2%) along with low/medium (24.8%) calorie participants.





## NON-PARTICIPANT INTEREST BY AGE SEGMENT

In addition to participation rates by generation, SFIA also tracks non-participant interest. These are activities that the U.S. population currently does not participate in due to physical or monetary barriers, but they do have an interest to participate. Below are the top five activities that each age segment would be most likely to participate in, if they were readily available.

Overall, the activities most age segments are interested in include: Camping, Bicycling, Fishing, and Swimming for Fitness. All of which are deemed as low-impact activities, making them obtainable for any age segment to enjoy.



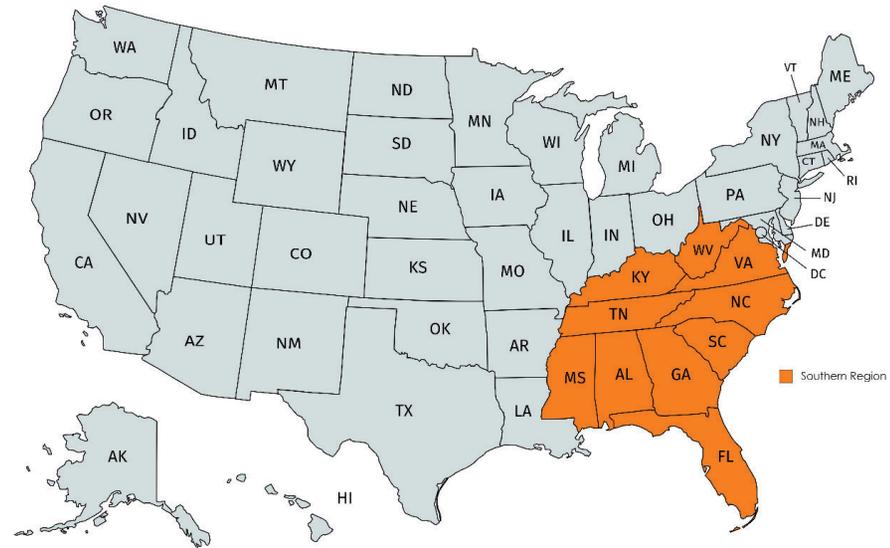
**NATIONAL AND REGIONAL PROGRAMMING TRENDS**

**PROGRAMS OFFERED BY PARK AND RECREATION AGENCIES  
(SOUTHERN REGION)**

NRPA's Agency Performance Review 2019 summarizes key findings from NRPA Park Metrics, which is a benchmark tool that compares the management and planning of operating resources and capital facilities of park and recreation agencies. The report contains data from 1,075 parks and recreation agencies across the U.S. as reported between 2016 and 2018.

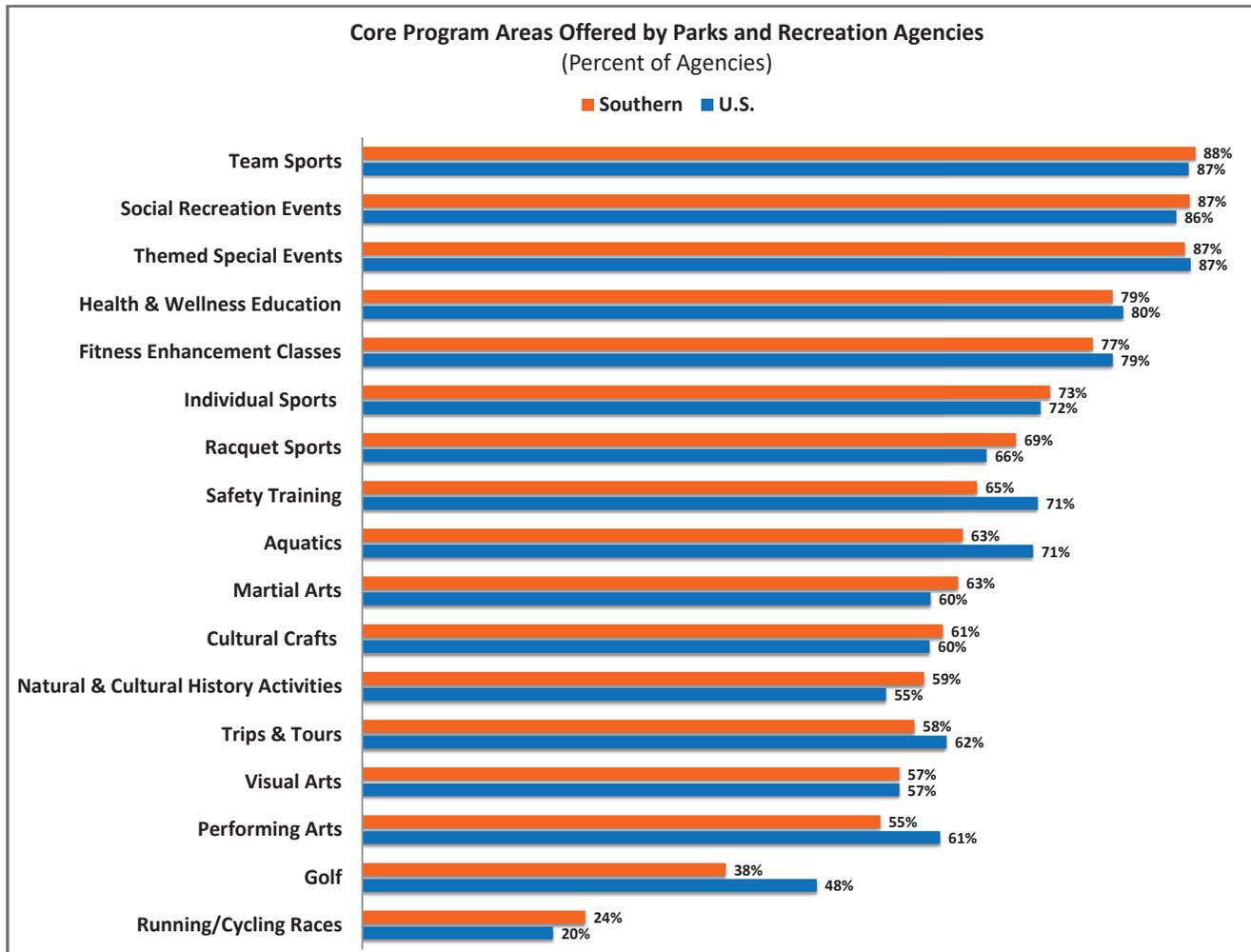
Based on this year's report, the typical agency (i.e., those at the median values) offers 175 programs annually, with roughly 63% of those programs being fee-based activities/events.

According to the information reported to the NRPA, the top five programming activities most frequently offered by parks and recreation agencies, both in the U.S. and regionally, are described in the table below. A complete comparison of regional and national programs offered by agencies can be found in the figure on the following page.



When comparing Southern Region agencies to the U.S. average, team sports, social recreation events, themed special events, health and wellness education, and fitness enhancement classes were all identified in top five most commonly provided program areas offered regionally and nationally.

Top 5 Most Offered Core Program Areas (Offered by Parks and Recreation Agencies)	
Southern (% of agencies offering)	U.S. (% of agencies offering)
<ul style="list-style-type: none"> <li>Team Sports (88%)</li> </ul>	<ul style="list-style-type: none"> <li>Themed Special Events (87%)</li> </ul>
<ul style="list-style-type: none"> <li>Social Recreation Events (87%)</li> </ul>	<ul style="list-style-type: none"> <li>Team Sports (87%)</li> </ul>
<ul style="list-style-type: none"> <li>Themed Special Events (87%)</li> </ul>	<ul style="list-style-type: none"> <li>Social Recreation Events (86%)</li> </ul>
<ul style="list-style-type: none"> <li>Health &amp; Wellness Education (80%)</li> </ul>	<ul style="list-style-type: none"> <li>Health &amp; Wellness Education (79%)</li> </ul>
<ul style="list-style-type: none"> <li>Fitness Enhancement Classes (79%)</li> </ul>	<ul style="list-style-type: none"> <li>Fitness Enhancement Classes (77%)</li> </ul>



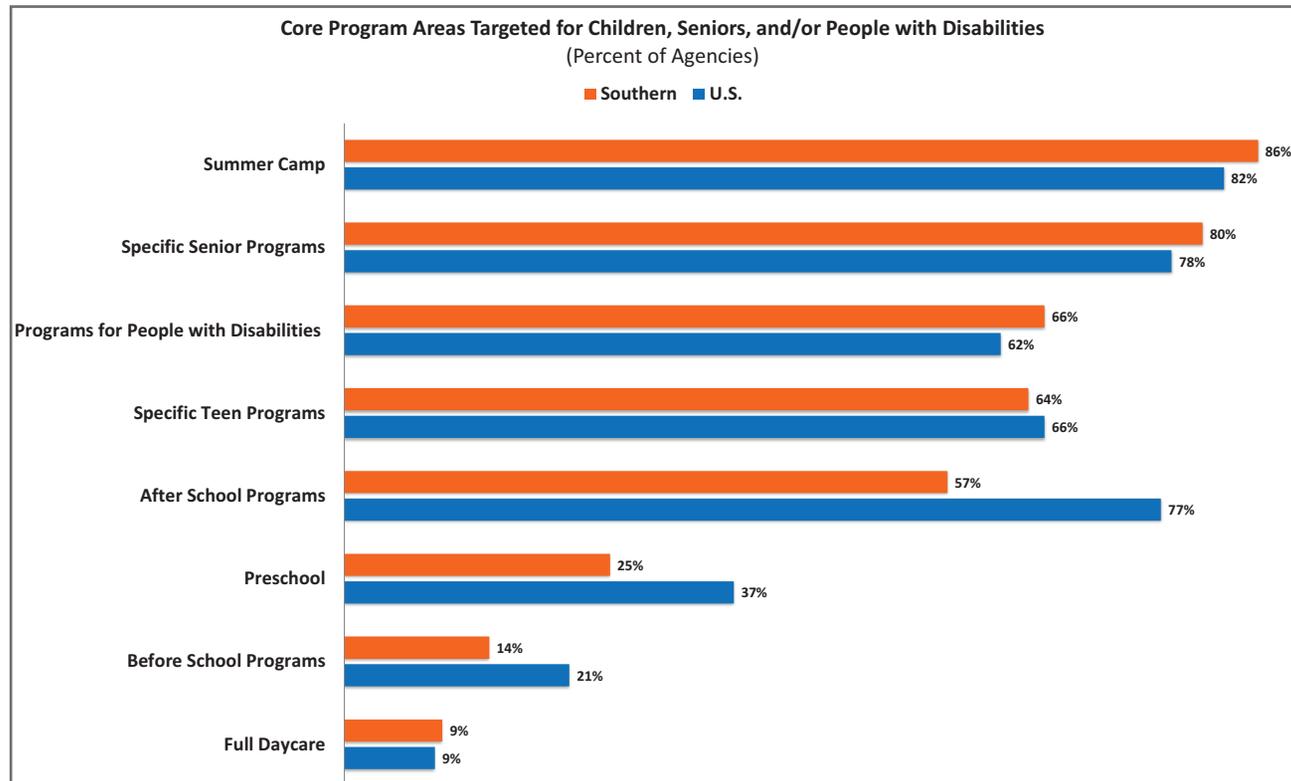
Overall, Southern Region parks and recreation agencies are very similar to the U.S. average regarding program offerings. However, utilizing a discrepancy threshold of +/-5% (or more), Southern agencies are currently offering Safety Training, Aquatics, Performing Arts, and Golf programs at a lesser rate than the national average.

**TARGETED PROGRAMS FOR CHILDREN, SENIORS, AND PEOPLE WITH DISABILITIES**

For a better understanding of targeted programs (programs that cater to a specific age segment, demographic, etc.), NRPA also tracks program offerings that are dedicated specifically to children, seniors, and people with disabilities. This allows for further analysis of these commonly targeted populations on a national and regional basis.

Based on information reported to NRPA, the top three targeted programs offered by parks and recreation agencies, nationally and regionally, are described in the table below. A complete comparison of regional and national targeted program offerings can be found in the figure to the right.

Agencies in the Southern Region tend to offer targeted programs at a lower rate than the national average. Southern agencies are currently offering After School Programs, Preschool Programs, and Before School Programs at a significantly lower rate than the national average.



Top 3 Most Offered Core Program Areas (Targeting Children, Seniors, and/or People with Disabilities)	
Southern (% of agencies offering)	U.S. (% of agencies offering)
<ul style="list-style-type: none"> <li>Summer Camp (86%)</li> </ul>	<ul style="list-style-type: none"> <li>Summer Camp (82%)</li> </ul>
<ul style="list-style-type: none"> <li>Senior Programs (80%)</li> </ul>	<ul style="list-style-type: none"> <li>Senior Programs (78%)</li> </ul>
<ul style="list-style-type: none"> <li>Disability Programs (66%)</li> </ul>	<ul style="list-style-type: none"> <li>After School Programs (77%)</li> </ul>



## LOCAL SPORT AND LEISURE MARKET POTENTIAL

### MARKET POTENTIAL INDEX (MPI)

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

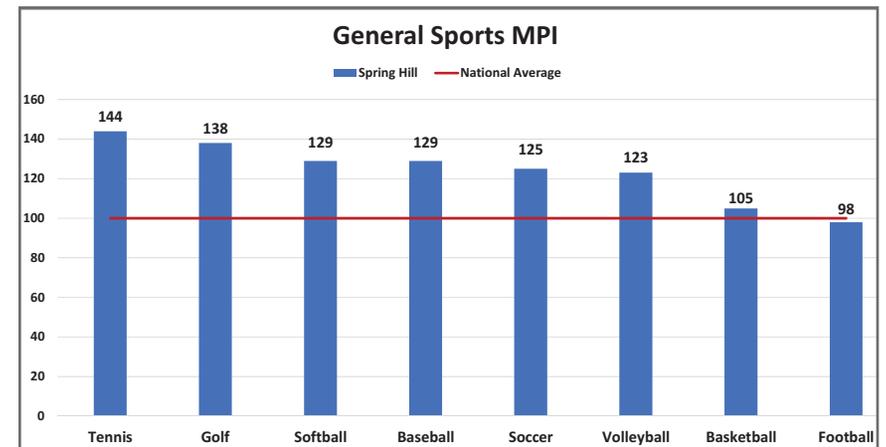
Overall, the City demonstrates extremely high MPI numbers in every category. These overall high MPI scores show that Spring Hill residents are very active and have a rather strong participation presence when it comes to recreational activities. This becomes significant when Spring Hill considers starting up new programs or building new facilities, giving them a strong tool to estimate resident attendance and participation.

As seen in the charts, the following sport and leisure trends are most prevalent for residents within Spring Hill: tennis, weight lifting, pilates, jogging and running, and power boating. The activities are listed in descending order, from highest to lowest MPI score. High index

numbers (100+) are significant because they demonstrate that there is a greater potential that residents within the service area will actively participate in offerings provided by the department.

### GENERAL SPORTS MARKET POTENTIAL

When analyzing the general sports MPI chart, tennis (144 MPI), golf (138 MPI), softball (129 MPI), and baseball (129 MPI) are the most popular sports currently amongst Spring Hill residents when compared to the national average.

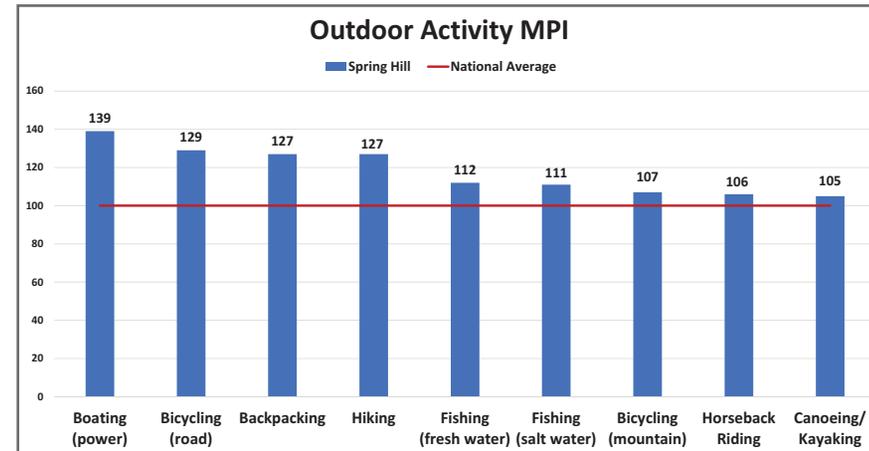
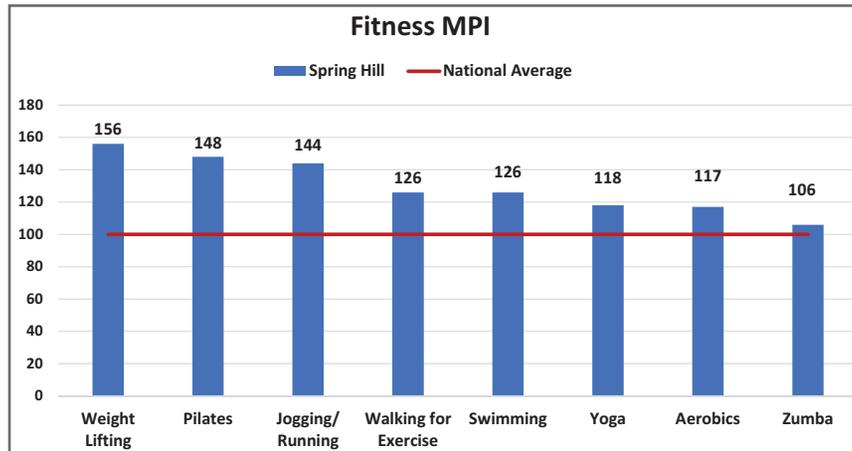


**FITNESS MARKET POTENTIAL**

The fitness MPI chart shows weightlifting (156 MPI), Pilates (148 MPI), and jogging/running (144 MPI) as the most popular activities currently amongst Spring Hill residents when compared to the national average.

**OUTDOOR ACTIVITY MARKET POTENTIAL**

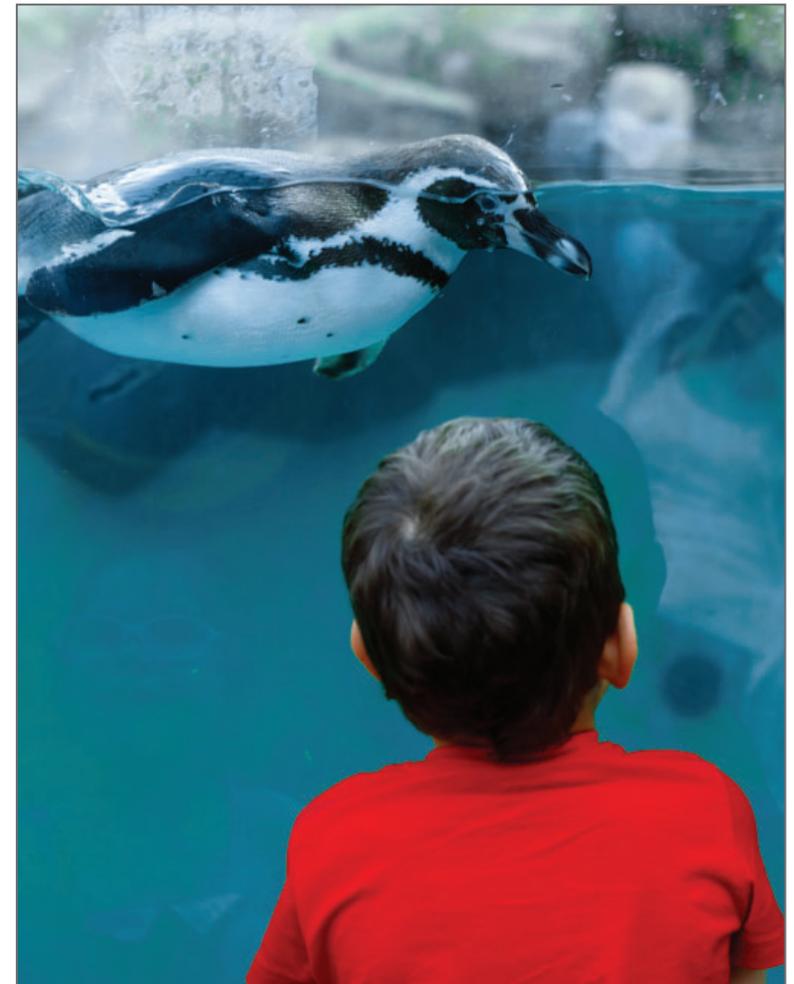
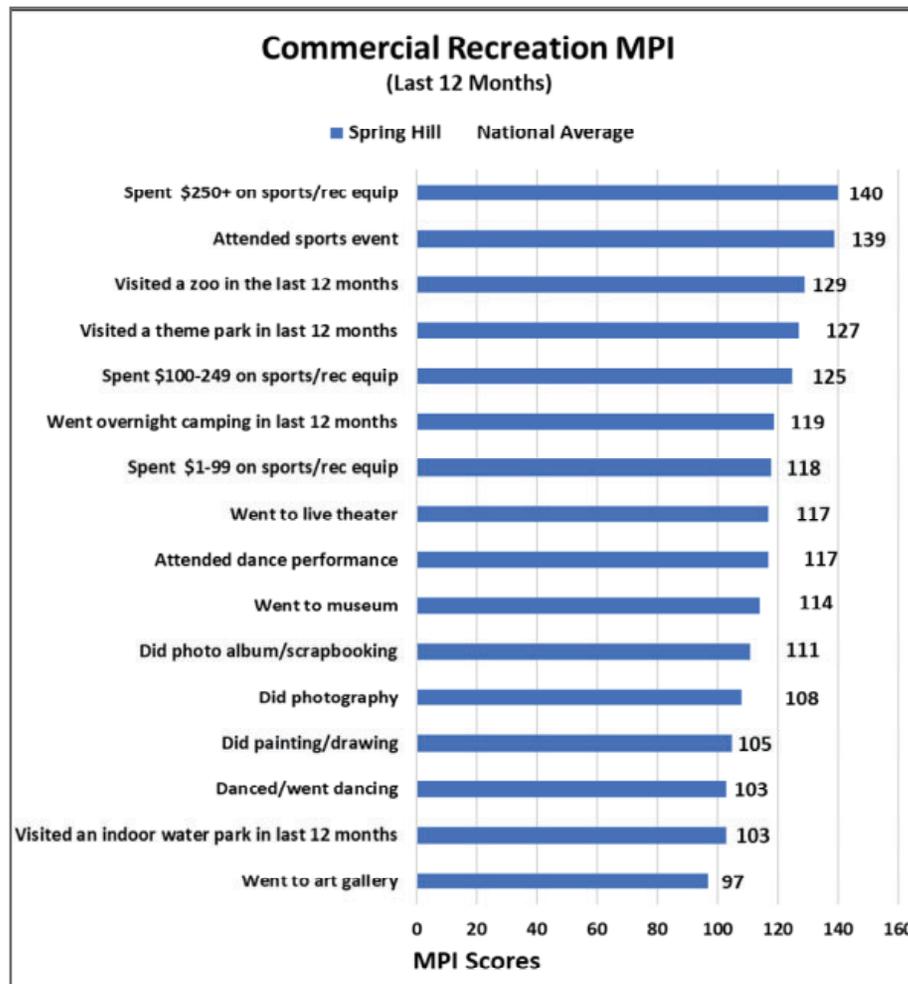
When analyzing the outdoor activity MPI chart, power boating (139 MPI), road biking (129 MPI), backpacking (127 MPI), and hiking (127 MPI) are the most popular activities currently amongst Spring Hill residents when compared to the national average.





## COMMERCIAL RECREATION MARKET POTENTIAL

The commercial recreation MPI chart shows residents spent \$250+ on sports/rec equipment (140 MPI), attended sports event (139), and visited a zoo (129 MPI) as the most popular activities currently amongst Spring Hill residents when compared to the national average.



**CORE VS. CASUAL PARTICIPATION TRENDS**  
**GENERAL SPORTS**

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2013		2017		2018		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Basketball</b>	<b>23,669</b>	<b>100%</b>	<b>23,401</b>	<b>100%</b>	<b>24,225</b>	<b>100%</b>	<b>2.3%</b>	<b>3.5%</b>
<i>Casual (1-12 times)</i>	6,998	30%	8,546	37%	9,335	39%	33.4%	9.2%
<i>Core(13+ times)</i>	16,671	70%	14,856	63%	14,890	61%	-10.7%	0.2%
<b>Baseball</b>	<b>13,284</b>	<b>100%</b>	<b>15,642</b>	<b>100%</b>	<b>15,877</b>	<b>100%</b>	<b>19.5%</b>	<b>1.5%</b>
<i>Casual (1-12 times)</i>	4,201	32%	6,405	41%	6,563	41%	56.2%	2.5%
<i>Core (13+ times)</i>	9,083	68%	9,238	59%	9,314	59%	2.5%	0.8%
<b>Soccer (Outdoor)</b>	<b>12,726</b>	<b>100%</b>	<b>11,924</b>	<b>100%</b>	<b>11,405</b>	<b>100%</b>	<b>-10.4%</b>	<b>-4.4%</b>
<i>Casual (1-25 times)</i>	6,532	51%	6,665	56%	6,430	56%	-1.6%	-3.5%
<i>Core (26+ times)</i>	6,194	49%	5,259	44%	4,975	44%	-19.7%	-5.4%
<b>Softball (Slow Pitch)</b>	<b>6,868</b>	<b>100%</b>	<b>7,283</b>	<b>100%</b>	<b>7,386</b>	<b>100%</b>	<b>7.5%</b>	<b>1.4%</b>
<i>Casual (1-12 times)</i>	2,685	39%	3,060	42%	3,281	44%	22.2%	7.2%
<i>Core(13+ times)</i>	4,183	61%	4,223	58%	4,105	56%	-1.9%	-2.8%
<b>Badminton</b>	<b>7,150</b>	<b>100%</b>	<b>6,430</b>	<b>100%</b>	<b>6,337</b>	<b>100%</b>	<b>-11.4%</b>	<b>-1.4%</b>
<i>Casual (1-12 times)</i>	4,834	68%	4,564	71%	4,555	72%	-5.8%	-0.2%
<i>Core(13+ times)</i>	2,316	32%	1,867	29%	1,782	28%	-23.1%	-4.6%
<b>Volleyball (Court)</b>	<b>6,433</b>	<b>100%</b>	<b>6,317</b>	<b>100%</b>	<b>6,317</b>	<b>100%</b>	<b>-1.8%</b>	<b>0.0%</b>
<i>Casual (1-12 times)</i>	2,715	42%	2,939	47%	2,867	45%	5.6%	-2.4%
<i>Core(13+ times)</i>	3,718	58%	3,378	53%	3,450	55%	-7.2%	2.1%
<b>Football, Flag</b>	<b>5,610</b>	<b>100%</b>	<b>6,551</b>	<b>100%</b>	<b>6,572</b>	<b>100%</b>	<b>17.1%</b>	<b>0.3%</b>
<i>Casual (1-12 times)</i>	2,813	50%	3,572	55%	3,573	54%	27.0%	0.0%
<i>Core(13+ times)</i>	2,797	50%	2,979	45%	2,999	46%	7.2%	0.7%
<i>Core Age 6 to 17 (13+ times)</i>	1,363	50%	1,565	55%	1,578	54%	15.8%	0.8%
<b>Football, Touch</b>	<b>7,140</b>	<b>100%</b>	<b>5,629</b>	<b>100%</b>	<b>5,517</b>	<b>100%</b>	<b>-22.7%</b>	<b>-2.0%</b>
<i>Casual (1-12 times)</i>	3,952	55%	3,332	59%	3,313	60%	-16.2%	-0.6%
<i>Core(13+ times)</i>	3,188	45%	2,297	41%	2,204	40%	-30.9%	-4.0%
<b>Volleyball (Sand/Beach)</b>	<b>4,769</b>	<b>100%</b>	<b>4,947</b>	<b>100%</b>	<b>4,770</b>	<b>100%</b>	<b>0.0%</b>	<b>-3.6%</b>
<i>Casual (1-12 times)</i>	3,261	68%	3,544	72%	3,261	68%	0.0%	-8.0%
<i>Core(13+ times)</i>	1,509	32%	1,403	28%	1,509	32%	0.0%	7.6%
<b>Football, Tackle</b>	<b>6,165</b>	<b>100%</b>	<b>5,224</b>	<b>100%</b>	<b>5,157</b>	<b>100%</b>	<b>-16.4%</b>	<b>-1.3%</b>
<i>Casual (1-25 times)</i>	2,601	42%	2,145	41%	2,258	44%	-13.2%	5.3%
<i>Core(26+ times)</i>	3,564	58%	3,078	59%	2,898	56%	-18.7%	-5.8%
<i>Core Age 6 to 17 (26+ times)</i>	2,586	42%	2,427	41%	2,353	44%	-9.0%	-3.0%
<b>Gymnastics</b>	<b>4,972</b>	<b>100%</b>	<b>4,805</b>	<b>100%</b>	<b>4,770</b>	<b>100%</b>	<b>-4.1%</b>	<b>-0.7%</b>
<i>Casual (1-49 times)</i>	3,209	65%	3,139	65%	3,047	64%	-5.0%	-2.9%
<i>Core(50+ times)</i>	1,763	35%	1,666	35%	1,723	36%	-2.3%	3.4%
<b>Soccer (Indoor)</b>	<b>4,803</b>	<b>100%</b>	<b>5,399</b>	<b>100%</b>	<b>5,233</b>	<b>100%</b>	<b>9.0%</b>	<b>-3.1%</b>
<i>Casual (1-12 times)</i>	1,967	41%	2,657	49%	2,452	47%	24.7%	-7.7%
<i>Core(13+ times)</i>	2,836	59%	2,742	51%	2,782	53%	-1.9%	1.5%
<b>Track and Field</b>	<b>4,071</b>	<b>100%</b>	<b>4,161</b>	<b>100%</b>	<b>4,143</b>	<b>100%</b>	<b>1.8%</b>	<b>-0.4%</b>
<i>Casual (1-25 times)</i>	1,808	44%	2,040	49%	2,071	50%	14.5%	1.5%
<i>Core(26+ times)</i>	2,263	56%	2,121	51%	2,072	50%	-8.4%	-2.3%
<b>Cheerleading</b>	<b>3,235</b>	<b>100%</b>	<b>3,816</b>	<b>100%</b>	<b>3,841</b>	<b>100%</b>	<b>18.7%</b>	<b>0.7%</b>
<i>Casual (1-25 times)</i>	1,669	52%	2,164	57%	2,039	53%	22.2%	-5.8%
<i>Core(26+ times)</i>	1,566	48%	1,653	43%	1,802	47%	15.1%	9.0%

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

<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	Mostly Core Participants (greater than 75%)	More Core Participants (56-74%)	Evenly Divided (45-55% Core and Casual)	More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)





# SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2013		2017		2018		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Ultimate Frisbee</b>	<b>5,077</b>	<b>100%</b>	<b>3,126</b>	<b>100%</b>	<b>2,710</b>	<b>100%</b>	<b>-46.6%</b>	<b>-13.3%</b>
<i>Casual (1-12 times)</i>	3,715	73%	2,270	73%	1,852	68%	-50.1%	-18.4%
<i>Core(13+ times)</i>	1,363	27%	856	27%	858	32%	-37.1%	0.2%
<b>Racquetball</b>	<b>3,824</b>	<b>100%</b>	<b>3,526</b>	<b>100%</b>	<b>3,480</b>	<b>100%</b>	<b>-9.0%</b>	<b>-1.3%</b>
<i>Casual (1-12 times)</i>	2,569	67%	2,451	70%	2,407	69%	-6.3%	-1.8%
<i>Core(13+ times)</i>	1,255	33%	1,075	30%	1,073	31%	-14.5%	-0.2%
<b>Pickleball</b>	<b>N/A</b>	<b>100%</b>	<b>3,132</b>	<b>100%</b>	<b>3,301</b>	<b>100%</b>	<b>N/A</b>	<b>5.4%</b>
<b>Ice Hockey</b>	<b>2,393</b>	<b>100%</b>	<b>2,544</b>	<b>100%</b>	<b>2,447</b>	<b>100%</b>	<b>2.3%</b>	<b>-3.8%</b>
<i>Casual (1-12 times)</i>	1,093	46%	1,227	48%	1,105	45%	1.1%	-9.9%
<i>Core(13+ times)</i>	1,300	54%	1,317	52%	1,342	55%	3.2%	1.9%
<b>Softball (Fast Pitch)</b>	<b>2,498</b>	<b>100%</b>	<b>2,309</b>	<b>100%</b>	<b>2,303</b>	<b>100%</b>	<b>-7.8%</b>	<b>-0.3%</b>
<i>Casual (1-25 times)</i>	1,117	45%	1,077	47%	1,084	47%	-3.0%	0.6%
<i>Core(26+ times)</i>	1,381	55%	1,232	53%	1,219	53%	-11.7%	-1.1%
<b>Lacrosse</b>	<b>1,813</b>	<b>100%</b>	<b>2,171</b>	<b>100%</b>	<b>2,098</b>	<b>100%</b>	<b>15.7%</b>	<b>-3.4%</b>
<i>Casual (1-12 times)</i>	914	50%	1,142	53%	1,036	49%	13.3%	-9.3%
<i>Core(13+ times)</i>	899	50%	1,030	47%	1,061	51%	18.0%	3.0%
<b>Roller Hockey</b>	<b>1,298</b>	<b>100%</b>	<b>1,834</b>	<b>100%</b>	<b>1,734</b>	<b>100%</b>	<b>33.6%</b>	<b>-5.5%</b>
<i>Casual (1-12 times)</i>	841	65%	1,419	77%	1,296	75%	54.1%	-8.7%
<i>Core(13+ times)</i>	457	35%	415	23%	437	25%	-4.4%	5.3%
<b>Wrestling</b>	<b>1,829</b>	<b>100%</b>	<b>1,896</b>	<b>100%</b>	<b>1,908</b>	<b>100%</b>	<b>4.3%</b>	<b>0.6%</b>
<i>Casual (1-25 times)</i>	948	52%	1,179	62%	1,160	61%	22.4%	-1.6%
<i>Core(26+ times)</i>	881	48%	717	38%	748	39%	-15.1%	4.3%
<b>Rugby</b>	<b>1,183</b>	<b>100%</b>	<b>1,621</b>	<b>100%</b>	<b>1,560</b>	<b>100%</b>	<b>31.9%</b>	<b>-3.8%</b>
<i>Casual (1-7 times)</i>	756	64%	1,097	68%	998	64%	32.0%	-9.0%
<i>Core(8+ times)</i>	427	36%	524	32%	562	36%	31.6%	7.3%
<b>Squash</b>	<b>1,414</b>	<b>100%</b>	<b>1,492</b>	<b>100%</b>	<b>1,285</b>	<b>100%</b>	<b>-9.1%</b>	<b>-13.9%</b>
<i>Casual (1-7 times)</i>	1,082	77%	1,044	70%	796	62%	-26.4%	-23.8%
<i>Core(8+ times)</i>	332	23%	447	30%	489	38%	47.3%	9.4%
<b>Boxing for Competition</b>	<b>1,134</b>	<b>100%</b>	<b>1,368</b>	<b>100%</b>	<b>1,310</b>	<b>100%</b>	<b>15.5%</b>	<b>-4.2%</b>
<i>Casual (1-12 times)</i>	982	87%	1,168	85%	1,118	85%	13.8%	-4.3%
<i>Core(13+ times)</i>	152	13%	199	15%	192	15%	26.3%	-3.5%

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

<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	Mostly Core Participants (greater than 75%)	More Core Participants (56-74%)	Evenly Divided (45-55% Core and Casual)	More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

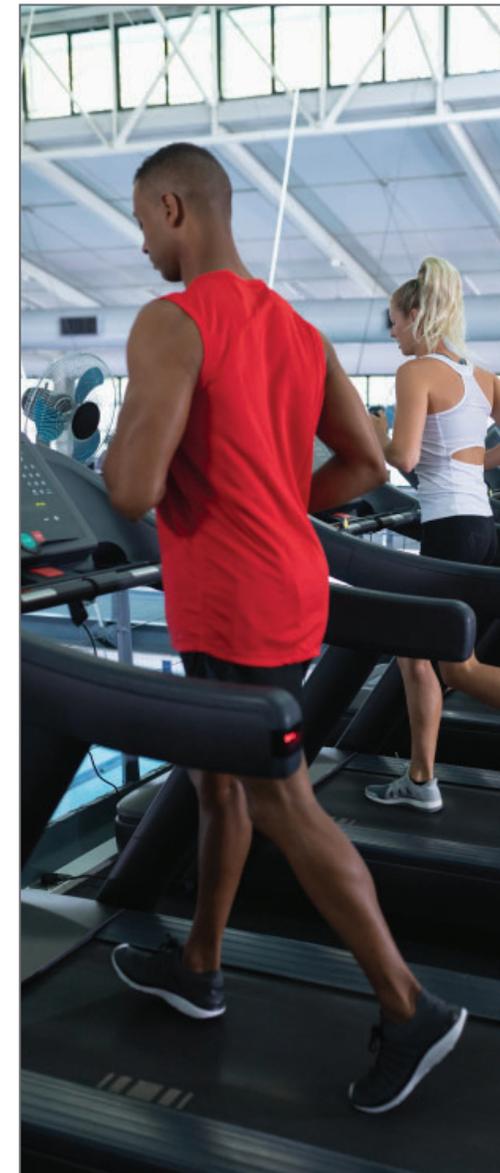


National Core vs Casual Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2013		2017		2018		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Fitness Walking</b>	<b>117,351</b>	<b>100%</b>	<b>110,805</b>	<b>100%</b>	<b>111,001</b>	<b>100%</b>	<b>-5.4%</b>	<b>0.2%</b>
<i>Casual (1-49 times)</i>	37,538	32%	35,326	32%	36,139	33%	-3.7%	2.3%
<i>Core(50+ times)</i>	79,813	68%	75,479	68%	74,862	67%	-6.2%	-0.8%
<b>Treadmill</b>	<b>48,166</b>	<b>100%</b>	<b>52,966</b>	<b>100%</b>	<b>53,737</b>	<b>100%</b>	<b>11.6%</b>	<b>1.5%</b>
<i>Casual (1-49 times)</i>	21,747	45%	24,444	46%	25,826	48%	18.8%	5.7%
<i>Core(50+ times)</i>	26,419	55%	28,523	54%	27,911	52%	5.6%	-2.1%
<b>Free Weights (Dumbbells/Hand Weights)</b>	<b>58,267</b>	<b>100%</b>	<b>52,217</b>	<b>100%</b>	<b>51,291</b>	<b>100%</b>	<b>-12.0%</b>	<b>-1.8%</b>
<i>Casual (1-49 times)</i>	18,891	32%	18,866	36%	18,702	36%	-1.0%	-0.9%
<i>Core(50+ times)</i>	39,376	68%	33,351	64%	32,589	64%	-17.2%	-2.3%
<b>Running/Jogging</b>	<b>54,188</b>	<b>100%</b>	<b>50,770</b>	<b>100%</b>	<b>49,459</b>	<b>100%</b>	<b>-8.7%</b>	<b>-2.6%</b>
<i>Casual (1-49 times)</i>	24,345	45%	24,004	47%	24,399	49%	0.2%	1.6%
<i>Core(50+ times)</i>	29,843	55%	26,766	53%	25,061	51%	-16.0%	-6.4%
<b>Stationary Cycling (Recumbent/Upright)</b>	<b>35,247</b>	<b>100%</b>	<b>36,035</b>	<b>100%</b>	<b>36,668</b>	<b>100%</b>	<b>4.0%</b>	<b>1.8%</b>
<i>Casual (1-49 times)</i>	18,311	52%	18,447	51%	19,282	53%	5.3%	4.5%
<i>Core(50+ times)</i>	16,936	48%	17,588	49%	17,387	47%	2.7%	-1.1%
<b>Weight/Resistant Machines</b>	<b>36,267</b>	<b>100%</b>	<b>36,291</b>	<b>100%</b>	<b>36,372</b>	<b>100%</b>	<b>0.3%</b>	<b>0.2%</b>
<i>Casual (1-49 times)</i>	14,857	41%	14,496	40%	14,893	41%	0.2%	2.7%
<i>Core(50+ times)</i>	21,410	59%	21,795	60%	21,479	59%	0.3%	-1.4%
<b>Stretching</b>	<b>N/A</b>	<b>N/A</b>	<b>33,195</b>	<b>100%</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<i>Casual (1-49 times)</i>	N/A	N/A	10,095	30%	N/A	N/A	N/A	N/A
<i>Core(50+ times)</i>	N/A	N/A	23,100	70%	N/A	N/A	N/A	N/A
<b>Elliptical Motion Trainer*</b>	<b>30,410</b>	<b>100%</b>	<b>32,283</b>	<b>100%</b>	<b>33,238</b>	<b>100%</b>	<b>9.3%</b>	<b>3.0%</b>
<i>Casual (1-49 times)</i>	14,770	49%	15,854	49%	16,889	51%	14.3%	6.5%
<i>Core(50+ times)</i>	15,640	51%	16,430	51%	16,349	49%	4.5%	-0.5%
<b>Free Weights (Barbells)</b>	<b>25,641</b>	<b>100%</b>	<b>27,444</b>	<b>100%</b>	<b>27,834</b>	<b>100%</b>	<b>8.6%</b>	<b>1.4%</b>
<i>Casual (1-49 times)</i>	9,613	37%	10,868	40%	11,355	41%	18.1%	4.5%
<i>Core(50+ times)</i>	16,028	63%	16,576	60%	16,479	59%	2.8%	-0.6%
<b>Yoga</b>	<b>24,310</b>	<b>100%</b>	<b>27,354</b>	<b>100%</b>	<b>28,745</b>	<b>100%</b>	<b>18.2%</b>	<b>5.1%</b>
<i>Casual (1-49 times)</i>	14,129	58%	16,454	60%	17,553	61%	24.2%	6.7%
<i>Core(50+ times)</i>	10,182	42%	10,900	40%	11,193	39%	9.9%	2.7%
<b>Calisthenics/Bodyweight Exercise</b>	<b>N/A</b>	<b>N/A</b>	<b>24,454</b>	<b>100%</b>	<b>24,183</b>	<b>100%</b>	<b>N/A</b>	<b>-1.1%</b>
<i>Casual (1-49 times)</i>	N/A	N/A	10,095	41%	9,674	40%	N/A	-4.2%
<i>Core(50+ times)</i>	N/A	N/A	14,359	59%	14,509	60%	N/A	1.0%
<b>Choreographed Exercise</b>	<b>N/A</b>	<b>N/A</b>	<b>22,616</b>	<b>100%</b>	<b>22,391</b>	<b>100%</b>	<b>N/A</b>	<b>-1.0%</b>
<i>Casual (1-49 times)</i>	N/A	N/A	14,867	66%	14,503	65%	N/A	-2.4%
<i>Core(50+ times)</i>	N/A	N/A	7,748	34%	7,888	35%	N/A	1.8%
<b>Aerobics (High Impact)</b>	<b>17,323</b>	<b>100%</b>	<b>21,476</b>	<b>100%</b>	<b>21,611</b>	<b>100%</b>	<b>24.8%</b>	<b>0.6%</b>
<i>Casual (1-49 times)</i>	8,986	52%	12,105	56%	11,828	55%	31.6%	-2.3%
<i>Core(50+ times)</i>	8,337	48%	9,370	44%	9,783	45%	17.3%	4.4%
<b>Stair Climbing Machine</b>	<b>12,642</b>	<b>100%</b>	<b>14,948</b>	<b>100%</b>	<b>15,025</b>	<b>100%</b>	<b>18.8%</b>	<b>0.5%</b>
<i>Casual (1-49 times)</i>	7,365	58%	9,501	64%	9,643	64%	30.9%	1.5%
<i>Core(50+ times)</i>	5,277	42%	5,447	36%	5,382	36%	2.0%	-1.2%
<b>Cross-Training Style Workout</b>	<b>N/A</b>	<b>100%</b>	<b>13,622</b>	<b>100%</b>	<b>13,338</b>	<b>100%</b>	<b>N/A</b>	<b>-2.1%</b>
<i>Casual (1-49 times)</i>	N/A	N/A	6,890	51%	6,594	49%	N/A	-4.3%
<i>Core(50+ times)</i>	N/A	N/A	6,732	49%	6,744	51%	N/A	0.2%

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

<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	Mostly Core Participants (greater than 75%)	More Core Participants (56-74%)	Evenly Divided (45-55% Core and Casual)	More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

GENERAL FITNESS





# SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

National Core vs Casual Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2013		2017		2018		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Stationary Cycling (Group)</b>	8,309	100%	9,409	100%	9,434	100%	13.5%	0.3%
<i>Casual (1-49 times)</i>	5,253	63%	6,023	64%	6,097	65%	16.1%	1.2%
<i>Core(50+ times)</i>	3,056	37%	3,386	36%	3,337	35%	9.2%	-1.4%
<b>Pilates Training</b>	8,069	100%	9,047	100%	9,084	100%	12.6%	0.4%
<i>Casual (1-49 times)</i>	4,782	59%	5,698	63%	5,845	64%	22.2%	2.6%
<i>Core(50+ times)</i>	3,287	41%	3,348	37%	3,238	36%	-1.5%	-3.3%
<b>Trail Running</b>	6,792	100%	9,149	100%	10,010	100%	47.4%	9.4%
<b>Cardio Kickboxing</b>	6,311	100%	6,693	100%	6,838	100%	8.4%	2.2%
<i>Casual (1-49 times)</i>	4,088	65%	4,671	70%	4,712	69%	15.3%	0.9%
<i>Core(50+ times)</i>	2,223	35%	2,022	30%	2,126	31%	-4.4%	5.1%
<b>Boot Camp Style Training</b>	6,911	100%	6,651	100%	6,695	100%	-3.1%	0.7%
<i>Casual (1-49 times)</i>	4,490	65%	4,637	70%	4,780	71%	6.5%	3.1%
<i>Core(50+ times)</i>	2,421	35%	2,014	30%	1,915	29%	-20.9%	-4.9%
<b>Martial Arts</b>	5,314	100%	5,838	100%	5,821	100%	9.5%	-0.3%
<i>Casual (1-12 times)</i>	1,533	29%	2,021	35%	1,991	34%	29.9%	-1.5%
<i>Core(13+ times)</i>	3,781	71%	3,816	65%	3,830	66%	1.3%	0.4%
<b>Boxing for Fitness</b>	5,251	100%	5,157	100%	5,166	100%	-1.6%	0.2%
<i>Casual (1-12 times)</i>	2,538	48%	2,738	53%	2,714	53%	6.9%	-0.9%
<i>Core(13+ times)</i>	2,713	52%	2,419	47%	2,452	47%	-9.6%	1.4%
<b>Tai Chi</b>	3,469	100%	3,787	100%	3,761	100%	8.4%	-0.7%
<i>Casual (1-49 times)</i>	2,019	58%	2,329	61%	2,360	63%	16.9%	1.3%
<i>Core(50+ times)</i>	1,450	42%	1,458	39%	1,400	37%	-3.4%	-4.0%
<b>Barre</b>	2,901	100%	3,436	100%	3,532	100%	21.8%	2.8%
<i>Casual (1-49 times)</i>	2,276	78%	2,701	79%	2,750	78%	20.8%	1.8%
<i>Core(50+ times)</i>	625	22%	735	21%	782	22%	25.1%	6.4%
<b>Triathlon (Traditional/Road)</b>	2,262	100%	2,162	100%	2,168	100%	-4.2%	0.3%
<b>Triathlon (Non-Traditional/Off Road)</b>	1,390	100%	1,878	100%	1,589	100%	14.3%	-15.4%

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

<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	Mostly Core Participants (greater than 75%)	More Core Participants (56-74%)	Evenly Divided (45-55% Core and Casual)	More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

\*Cardio Cross Trainer is merged to Elliptical Motion Trainer



OUTDOOR/ADVENTURE RECREATION

National Core vs Casual Participatory Trends - Outdoor / Adventure Recreation								
Activity	Participation Levels						% Change	
	2013		2017		2018		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Hiking (Day)	34,378	100%	44,900	100%	47,860	100%	39.2%	6.6%
Bicycling (Road)	40,888	100%	38,866	100%	39,041	100%	-4.5%	0.5%
<i>Casual (1-25 times)</i>	19,470	48%	20,212	52%	20,777	53%	6.7%	2.8%
<i>Core(26+ times)</i>	21,417	52%	18,654	48%	18,264	47%	-14.7%	-2.1%
Fishing (Freshwater)	37,796	100%	38,346	100%	38,998	100%	3.2%	1.7%
<i>Casual (1-7 times)</i>	20,067	53%	19,977	52%	21,099	54%	5.1%	5.6%
<i>Core(8+ times)</i>	17,729	47%	18,369	48%	17,899	46%	1.0%	-2.6%
Camping (< 1/4 Mile of Vehicle/Home)	29,269	100%	26,262	100%	27,416	100%	-6.3%	4.4%
Camping (Recreational Vehicle)	14,556	100%	16,159	100%	15,980	100%	9.8%	-1.1%
<i>Casual (1-7 times)</i>	7,895	54%	9,332	58%	9,103	57%	15.3%	-2.5%
<i>Core(8+ times)</i>	6,661	46%	6,826	42%	6,877	43%	3.2%	0.7%
Fishing (Saltwater)	11,790	100%	13,062	100%	12,830	100%	8.8%	-1.8%
<i>Casual (1-7 times)</i>	7,060	60%	7,625	58%	7,636	60%	8.2%	0.1%
<i>Core(8+ times)</i>	4,730	40%	5,437	42%	5,194	40%	9.8%	-4.5%
Birdwatching (>1/4 mile of Vehicle/Home)	14,152	100%	12,296	100%	12,344	100%	-12.8%	0.4%
Backpacking Overnight	9,069	100%	10,975	100%	10,540	100%	16.2%	-4.0%
Bicycling (Mountain)	8,542	100%	8,609	100%	8,690	100%	1.7%	0.9%
<i>Casual (1-12 times)</i>	3,751	44%	4,389	51%	4,294	49%	14.5%	-2.2%
<i>Core(13+ times)</i>	4,791	56%	4,220	49%	4,396	51%	-8.2%	4.2%
Archery	7,647	100%	7,769	100%	7,654	100%	0.1%	-1.5%
<i>Casual (1-25 times)</i>	6,337	83%	6,602	85%	6,514	85%	2.8%	-1.3%
<i>Core(26+ times)</i>	1,310	17%	1,167	15%	1,140	15%	-13.0%	-2.3%
Fishing (Fly)	5,878	100%	6,791	100%	6,939	100%	18.1%	2.2%
<i>Casual (1-7 times)</i>	3,761	64%	4,448	65%	4,460	64%	18.6%	0.3%
<i>Core(8+ times)</i>	2,117	36%	2,344	35%	2,479	36%	17.1%	5.8%
Skateboarding	6,350	100%	6,382	100%	6,500	100%	2.4%	1.8%
<i>Casual (1-25 times)</i>	3,702	58%	3,970	62%	3,989	61%	7.8%	0.5%
<i>Core(26+ times)</i>	2,648	42%	2,411	38%	2,511	39%	-5.2%	4.1%
Roller Skating (In-Line)	6,129	100%	5,268	100%	5,040	100%	-17.8%	-4.3%
<i>Casual (1-12 times)</i>	4,249	69%	3,853	73%	3,680	73%	-13.4%	-4.5%
<i>Core(13+ times)</i>	1,880	31%	1,415	27%	1,359	27%	-27.7%	-4.0%
Bicycling (BMX)	2,168	100%	3,413	100%	3,439	100%	58.6%	0.8%
<i>Casual (1-12 times)</i>	1,129	52%	2,039	60%	2,052	60%	81.8%	0.6%
<i>Core(13+ times)</i>	1,039	48%	1,374	40%	1,387	40%	33.5%	0.9%
Adventure Racing	2,095	100%	2,529	100%	2,215	100%	5.7%	-12.4%
<i>Casual (1 times)</i>	901	43%	899	36%	581	26%	-35.5%	-35.4%
<i>Core(2+ times)</i>	1,194	57%	1,630	64%	1,634	74%	36.9%	0.2%
Climbing (Traditional/Ice/Mountaineering)	2,319	100%	2,527	100%	2,541	100%	9.6%	0.6%

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

Participation Growth/Decline	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)	More Core Participants (56-74%)	Evenly Divided (45-55% Core and Casual)	More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)





# SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

## WATER SPORTS/ACTIVITIES

National Core vs Casual Participatory Trends - Water Sports / Activities								
Activity	Participation Levels						% Change	
	2013		2017		2018		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Canoeing</b>	10,153	100%	9,220	100%	9,129	100%	-10.1%	-1.0%
<b>Kayaking (Recreational)</b>	8,716	100%	10,533	100%	11,017	100%	26.4%	4.6%
<b>Snorkeling</b>	8,700	100%	8,384	100%	7,815	100%	-10.2%	-6.8%
<i>Casual (1-7 times)</i>	6,893	79%	6,721	80%	6,321	81%	-8.3%	-6.0%
<i>Core(8+ times)</i>	1,807	21%	1,663	20%	1,493	19%	-17.4%	-10.2%
<b>Jet Skiing</b>	6,413	100%	5,418	100%	5,324	100%	-17.0%	-1.7%
<i>Casual (1-7 times)</i>	4,407	69%	3,928	72%	3,900	73%	-11.5%	-0.7%
<i>Core(8+ times)</i>	2,006	31%	1,490	28%	1,425	27%	-29.0%	-4.4%
<b>Sailing</b>	3,915	100%	3,974	100%	3,754	100%	-4.1%	-5.5%
<i>Casual (1-7 times)</i>	2,682	69%	2,720	68%	2,596	69%	-3.2%	-4.6%
<i>Core(8+ times)</i>	1,233	31%	1,254	32%	1,159	31%	-6.0%	-7.6%
<b>Water Skiing</b>	4,202	100%	3,572	100%	3,363	100%	-20.0%	-5.9%
<i>Casual (1-7 times)</i>	3,069	73%	2,575	72%	2,499	74%	-18.6%	-3.0%
<i>Core(8+ times)</i>	1,133	27%	997	28%	863	26%	-23.8%	-13.4%
<b>Rafting</b>	3,836	100%	3,479	100%	3,754	100%	-2.1%	7.9%
<b>Stand-Up Paddling</b>	1,993	100%	3,325	100%	3,453	100%	73.3%	3.8%
<b>Kayaking (Sea/Touring)</b>	2,694	100%	2,955	100%	2,805	100%	4.1%	-5.1%
<b>Scuba Diving</b>	3,174	100%	2,874	100%	2,849	100%	-10.2%	-0.9%
<i>Casual (1-7 times)</i>	2,351	74%	2,113	74%	2,133	75%	-9.3%	0.9%
<i>Core(8+ times)</i>	823	26%	761	26%	716	25%	-13.0%	-5.9%
<b>Wakeboarding</b>	3,316	100%	3,005	100%	2,796	100%	-15.7%	-7.0%
<i>Casual (1-7 times)</i>	2,306	70%	2,101	70%	1,900	68%	-17.6%	-9.6%
<i>Core(8+ times)</i>	1,010	30%	903	30%	896	32%	-11.3%	-0.8%
<b>Surfing</b>	2,658	100%	2,680	100%	2,874	100%	8.1%	7.2%
<i>Casual (1-7 times)</i>	1,629	61%	1,705	64%	1,971	69%	21.0%	15.6%
<i>Core(8+ times)</i>	1,029	39%	975	36%	904	31%	-12.1%	-7.3%
<b>Kayaking (White Water)</b>	2,146	100%	2,500	100%	2,562	100%	19.4%	2.5%
<b>Boardsailing/Windsurfing</b>	1,324	100%	1,573	100%	1,556	100%	17.5%	-1.1%
<i>Casual (1-7 times)</i>	10,960	828%	1,289	82%	1,245	80%	-88.6%	-3.4%
<i>Core(8+ times)</i>	234	-728%	284	18%	310	20%	32.5%	9.2%

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

<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	Mostly Core Participants (greater than 75%)	More Core Participants (56-74%)	Evenly Divided (45-55% Core and Casual)	More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

AQUATICS

National Core vs Casual Participatory Trends - Aquatics								
Activity	Participation Levels						% Change	
	2013		2017		2018		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Swimming (Fitness)</b>	<b>26,354</b>	<b>100%</b>	<b>27,135</b>	<b>100%</b>	<b>27,575</b>	<b>100%</b>	<b>4.6%</b>	<b>1.6%</b>
<i>Casual (1-49 times)</i>	16,912	64%	18,319	68%	18,728	68%	10.7%	2.2%
<i>Core(50+ times)</i>	9,442	36%	8,815	32%	8,847	32%	-6.3%	0.4%
<b>Aquatic Exercise</b>	<b>8,483</b>	<b>100%</b>	<b>10,459</b>	<b>100%</b>	<b>10,518</b>	<b>100%</b>	<b>24.0%</b>	<b>0.6%</b>
<i>Casual (1-49 times)</i>	5,281	62%	7,222	69%	7,391	70%	40.0%	2.3%
<i>Core(50+ times)</i>	3,202	38%	3,237	31%	3,127	30%	-2.3%	-3.4%
<b>Swimming (Competition)</b>	<b>2,638</b>	<b>100%</b>	<b>3,007</b>	<b>100%</b>	<b>3,045</b>	<b>100%</b>	<b>15.4%</b>	<b>1.3%</b>
<i>Casual (1-49 times)</i>	1,153	44%	1,664	55%	1,678	55%	45.5%	0.8%
<i>Core(50+ times)</i>	1,485	56%	1,343	45%	1,367	45%	-7.9%	1.8%

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

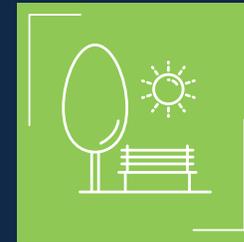
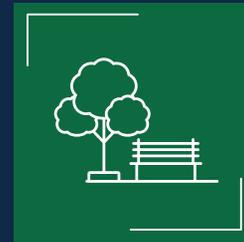
<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	Mostly Core Participants (greater than 75%)	More Core Participants (56-74%)	Evenly Divided (45-55% Core and Casual)	More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)





## BENCHMARKING

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### BENCHMARKING

#### Overview

Benchmarking is a data-driven comparative analysis process used to measure the Spring Hill parks system against other park and recreation systems in peer cities. The process is intended to provide a more thorough understanding of the existing parks system and an objective measure of its performance relative to parks and recreation systems in other communities. Some of the metrics that have been analyzed include budget, population size, types of facilities and amenities available, and programs offered.

To gather the data necessary to perform the benchmark analysis, data collection surveys were sent to parks and recreation departments identified as peer agencies by the City of Spring Hill. These peer agencies were organized into two groups: local agencies within the state of Tennessee, and the NRPA's 3 most recent Gold Medal Award winners in Spring Hill's population bracket. Data requested from each agency included elements such as basic demographic data and park acreage, staffing, programming, operating and capital budgets, and funding sources. Because the data was provided directly by the agencies themselves, some slight variations and discrepancies may be present as a result of different tracking and collection methods used by each agency. In some instances, data was either omitted or not available, and any review of the benchmarking should be done with this caveat in mind.

In addition to the information provided by peer agencies, data was also gathered from NRPA, which collects data and performance measures from various agencies and parks departments across the United States. The benchmarking used the 2019 NRPA Performance Review Data, the most recent figures available. Like the peer agency data, the information provided to NRPA is also self-reported, and thus may also have some variations and discrepancies due to tracking methods.

To create a useful comparison for Spring Hill's parks and recreation system, two primary metrics were used to identify relevant NRPA data for the benchmarking analysis: population and budget. The most recent estimate from the U.S. Census Bureau showed Spring Hill with a population of 41,464 in 2018, an increase of 42.4% from the 2010 population of 29,036. As a result, the benchmarking used jurisdictions with populations between 20,000 and 49,999 for comparisons with Spring Hill. For budget comparisons, Spring Hill was compared to communities with budgets between one million and five million dollars, a reflection of the City's \$1.34 million dollar parks and recreation budget in 2019. Finally, comparisons were also made with other communities located in the Southern Region of the United States, a region with similar climatic, ecological, and socio-economic conditions.

**Parks / Acreage and Greenways**

The benchmark analysis measured park acreage and miles of greenway for each of the peer agencies included in the benchmarking process, finding a large variation in the level of service provided by the various communities. Spring Hill has significantly fewer acres of parks and miles of greenway when compared to the Gold Medal agencies referenced in the table below, with 4 acres of parkland per 1,000 residents. When compared to local peer agencies, Spring Hill still has the fewest acres of parkland per resident by a wide margin, but the City does have more miles of greenways than last place Hendersonville. Among local peer agencies, Brentwood has the highest level of service among peer agencies with 22 acres of parkland per 1,000 residents and 17 miles of managed greenways.

**Gold Medal Status**

Agency	Population	Total Number of Parks	Total Acres Owned or Managed	Total Miles of Greenways Owned or Managed	Acres of Parkland Per 1,000 Residents
Castle Rock Parks & Recreation	71,927	50	4,602	89	64
Bismark Parks & Recreation	72,865	63	3,438	80	47
Westerville Parks & Recreation	39,737	34	665	55	17
Spring Hill Parks & Recreation	43,372	7	189	6	4

**Local Status**

Agency	Population	Total Number of Parks	Total Acres Owned or Managed	Total Miles of Greenways Owned or Managed	Acres of Parkland Per 1,000 Residents
Brentwood Parks & Recreation	43,889	12	985	17	22
Smyrna Parks & Recreation	50,183	12	826	14	16
Hendersonville Parks & Recreation	60,000	9	800	4	13
Spring Hill Parks & Recreation	43,372	7	189	6	4

**Jurisdictions with Populations between 20,000-49,000**  
 NRPA Median 9.6 Acres per 1,000 Residents  
 NRPA Lower Quartile 5.5 Acres per 1,000 Residents  
 NRPA Upper Quartile 15.9 Acres per 1,000

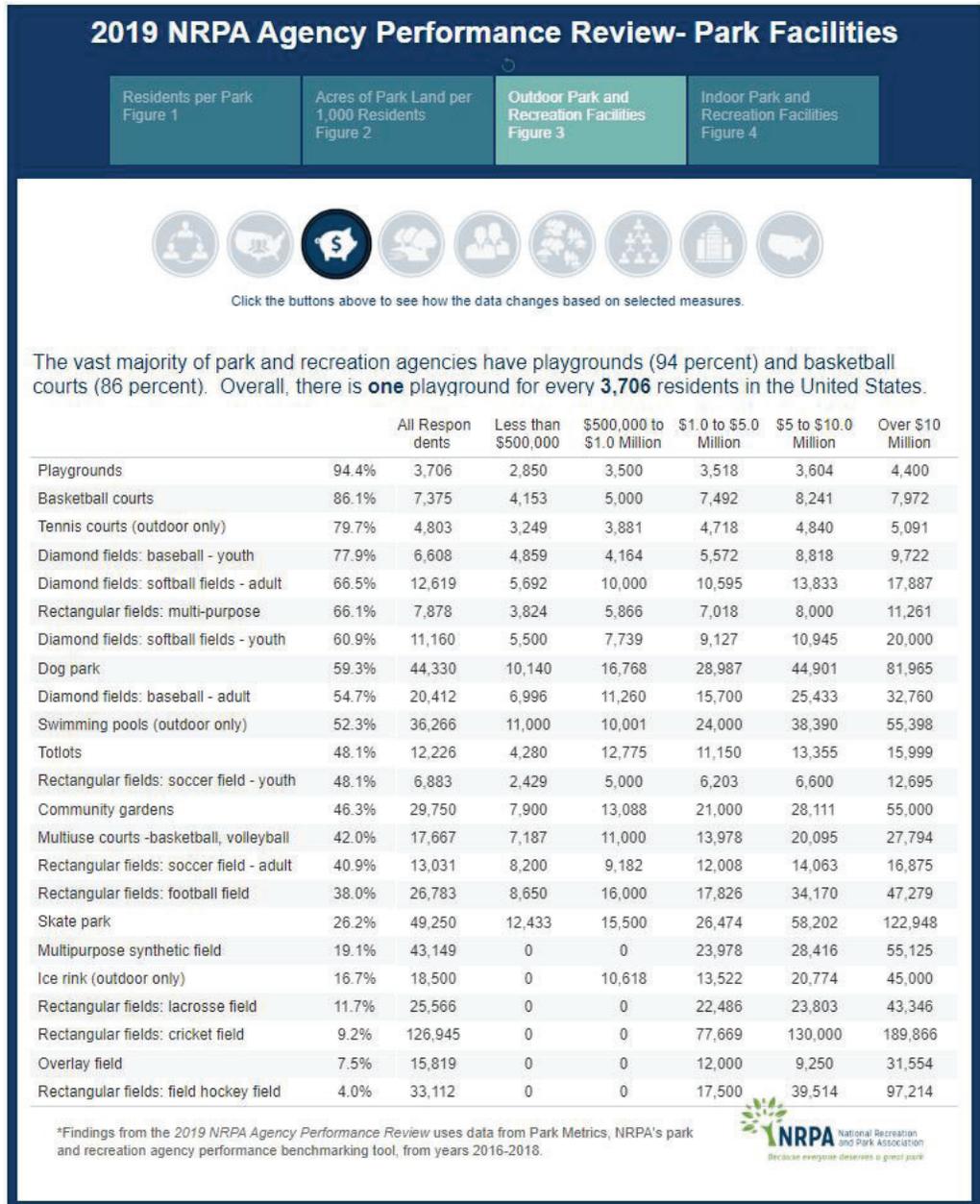
**Jurisdictions with Budgets between \$1 Million - \$5 Million**  
 NRPA Median 9.5 Acres per 1,000 Residents  
 NRPA Lower Quartile 5.2 Acres per 1,000 Residents  
 NRPA Upper Quartile 16.6 Acres per 1,000



# SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

## Level of Service

The number of recreational facilities per person and the type of facilities offered within a jurisdiction can be used as another metric to determine a parks and recreation agency's level of service. Generally, the larger the budget or population served by an agency, the greater the variety of facility types the agency can offer. As jurisdictions increase in resources, they are generally able to support facility types that are either used by smaller subsets of the population or are only useable for very specific events or times of year. The tables on these pages are an overview of the level of service provided by various parks and recreation agencies for a variety of different facility and amenity types. The tables, provided by the NRPA, break the facility types into two broad categories: outdoor facilities and indoor facilities. These facility categories are then further broken down based upon agency budgets and jurisdictional population. The first two columns illustrate the type of facility and the percentage of agencies offering the facility type within their jurisdiction, while the remaining columns illustrate the average number of residents per facility type, broken out by jurisdictional budget or population size.



**Outdoor Parks & Recreational Facilities by Agency Budget Size**

### 2019 NRPA Agency Performance Review- Park Facilities

Residents per Park Figure 1      Acres of Park Land per 1,000 Residents Figure 2      Outdoor Park and Recreation Facilities Figure 3      Indoor Park and Recreation Facilities Figure 4



Click the buttons above to see how the data changes based on selected measures.

Over half of all agencies offer recreation centers and community centers. Overall, there is **one** recreation center for every **30,470** residents in the United States.

		All Respondents	Less than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 to 499,999	500,000 or more
Recreation centers	56.9%	30,470	9,250	27,086	44,310	50,880	61,991	59,824
Community centers	57.9%	28,750	10,000	26,742	50,578	54,443	99,966	82,136
Senior centers	39.9%	58,092	13,237	31,000	69,125	123,272	172,549	420,971
Performance amphitheater	32.9%	54,111	10,430	31,866	62,588	127,500	301,000	581,938
Nature centers	27.5%	104,180	9,924	33,108	65,000	132,249	300,907	595,351
Stadiums	18.0%	73,826	7,898	25,000	62,475	131,999	275,795	538,419
Ice rink	16.3%	40,613	7,984	25,416	58,183	98,223	270,500	507,309
Teen centers	13.3%	56,115	13,892	25,500	60,870	135,868	262,186	573,300
Arena	8.7%	48,000	8,786	26,977	58,000	86,072	0	606,893

\*Findings from the 2019 NRPA Agency Performance Review uses data from Park Metrics, NRPA's park and recreation agency performance benchmarking tool, from years 2016-2018.



Outdoor Parks & Recreational Facilities by Jurisdictional Population



# SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE



## 2019 NRPA Agency Performance Review- Park Facilities

Residents per Park  
Figure 1

Acres of Park Land per  
1,000 Residents  
Figure 2

Outdoor Park and  
Recreation Facilities  
Figure 3

Indoor Park and  
Recreation Facilities  
Figure 4



Click the buttons above to see how the data changes based on selected measures.

Over half of all agencies offer recreation centers and community centers. Overall, there is **one** recreation center for every **30,470** residents in the United States.

		All Respondents	Less than \$500,000	\$500,000 to \$1.0 Million	\$1.0 to \$5.0 Million	\$5 to \$10.0 Million	Over \$10 Million
Recreation centers	56.9%	30,470	7,187	11,581	22,300	32,025	45,211
Community centers	57.9%	28,750	9,440	17,000	22,496	33,837	48,467
Senior centers	39.9%	58,092	6,880	14,000	27,500	61,803	115,186
Performance amphitheater	32.9%	54,111	11,034	11,581	30,000	50,351	115,186
Nature centers	27.5%	104,180	0	0	39,646	85,071	187,860
Stadiums	18.0%	73,826	3,345	14,353	29,276	62,475	217,521
Ice rink	16.3%	40,613	0	10,618	25,337	32,159	92,799
Teen centers	13.3%	56,115	0	0	24,000	55,730	91,500
Arena	8.7%	48,000	0	19,295	35,349	39,794	78,395

\*Findings from the 2019 NRPA Agency Performance Review uses data from Park Metrics, NRPA's park and recreation agency performance benchmarking tool, from years 2016-2018.



Indoor Parks & Recreational Facilities by Agency Budget Size

## 2019 NRPA Agency Performance Review- Park Facilities

Residents per Park Figure 1      Acres of Park Land per 1,000 Residents Figure 2      Outdoor Park and Recreation Facilities Figure 3      Indoor Park and Recreation Facilities Figure 4



Click the buttons above to see how the data changes based on selected measures.

Over half of all agencies offer recreation centers and community centers. Overall, there is **one** recreation center for every **30,470** residents in the United States.

		All Respondents	Less than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 to 499,999	500,000 or more
Recreation centers	56.9%	30,470	9,250	27,086	44,310	50,880	61,991	59,824
Community centers	57.9%	28,750	10,000	26,742	50,578	54,443	99,966	82,136
Senior centers	39.9%	58,092	13,237	31,000	69,125	123,272	172,549	420,971
Performance amphitheater	32.9%	54,111	10,430	31,866	62,588	127,500	301,000	581,938
Nature centers	27.5%	104,180	9,924	33,108	65,000	132,249	300,907	595,351
Stadiums	18.0%	73,826	7,898	25,000	62,475	131,999	275,795	538,419
Ice rink	16.3%	40,613	7,984	25,416	58,183	98,223	270,500	507,309
Teen centers	13.3%	56,115	13,892	25,500	60,870	135,868	262,186	573,300
Arena	8.7%	48,000	8,786	26,977	58,000	86,072	0	606,893

\*Findings from the 2019 NRPA Agency Performance Review uses data from Park Metrics, NRPA's park and recreation agency performance benchmarking tool, from years 2016-2018.



Indoor Parks & Recreational Facilities by Jurisdictional Population



**Programming Availability**

The types of programs and activities offered by parks and recreation agencies can vary widely between individual communities, with agency structures, budgets, and the needs and priorities of the community generally dictating what types of services are offered. For the purposes of this benchmarking analysis, the comparison was limited to the top five most common programming designations as identified by NRPA. The percentage jurisdictions with populations and budgets similar to Spring Hill is illustrated in the table to the right:

**Contacts**

One key metrics that can be used to measure parks systems, utilization is the number of time residents in the community interact with the amenities, facilities, and programs in their park and recreation system in a year. These interactions, or "contacts", can include many types of interactions, such as a visit to a park, swimming at the local pool, or playing on the playground. Each visit or interaction is counted as a separate "contact". Due to the difficulty in tracking this kind of metric, those peer agencies that did report a number generally provided data representing participation in sports leagues, various special events, or admissions to community recreational facilities.

**Local Status**

Top 5 Most Commonly Offered Programs*					
Agency	Themed Special Events	Team Sports	Social Recreational Events	Health and Wellness Education	Fitness Enhancement Classes
Hendersonville Parks & Recreation	Yes	Yes			Yes
Smyrna Parks & Recreation		Yes	Yes	Yes	Yes
Brentwood Parks & Recreation	Yes		Yes		
Spring Hill Parks & Recreation	Yes	Yes	Yes	Yes	Yes

\* As determined by NRPA2019 Survey

**NRPA Guidelines**

Percentage of Jurisdictions Offering Programming (Top 5 Most Offered)				
Agency	Offered in Spring Hill	Jurisdictions with Populations between 20,000 - 49,999	Jurisdictions with Budgets between \$1 Million to \$5 Million	Jurisdictions in the Southern Region
Themed Special Events	Yes	88.1%	90.1%	86.7%
Team Sports	Yes	92.1%	89.0%	87.8%
Social Recreational Events	Yes	87.6%	86.3%	87.2%
Health and Wellness Education	Yes	87.6%	76.1%	79.1%
Fitness Enhancement Classes	Yes	87.6%	78.3%	77.0%

**Gold Medal Status**

Agency	Contacts Annually	Population	Contacts per Capita
Westerville Parks & Recreation	325,000	39,737	8.2
Castle Rock Parks & Recreation	517,940	71,927	7.2
Spring Hill Parks & Recreation	16,935	43,372	0.4
Bismark Parks & Recreation		72,865	

**Local Status**

Agency	Contacts Annually	Population	Contacts per Capita
Smyrna Parks & Recreation	1,725,342	50,183	34.4
Hendersonville Parks & Recreation	97,000	60,000	1.6
Spring Hill Parks & Recreation	16,935	43,372	0.4
Brentwood Parks & Recreation		43,889	

**Targeted Programing for Children, Seniors, and People with Disabilities**

In addition to general programming, many parks and recreation agencies maintain programs specifically targeted towards disadvantaged or at-risk populations. The table below shows the percentage of jurisdictions offering these types of programs, as identified by NRPA.

**NRPA Guidelines**

Percentage of Jurisdictions with Targeted Programming				
Agency	Offered in Spring Hill	Jurisdictions with Populations between 20,000 - 49,999	Jurisdictions with Budgets between \$1 Million to \$5 Million	Jurisdictions in the Southern Region
Summer Camp	Yes	89.5%	82.6%	85.6%
Senior Specific Programs	No	78.2%	72.8%	80.4%
Teen Specific Programs	Yes	65.8%	59.9%	64.1%
Programs for those with Disabilities	No	60.5%	54.2%	65.6%
After School Programs	Yes	45.6%	48.3%	56.5%
Preschool	Yes	39.2%	37.0%	24.9%
Before School Programs	No	21.0%	15.4%	13.6%
Full Daycare	No	10.5%	6.3%	9.2%





**Key Agency Responsibilities**

The number and types of responsibilities assigned to a park and recreation agency has an immense impact on the quality and level of service that can be provided by that agency within a fixed budget. As such, it is important to track the types of responsibilities that are typically assigned to these agencies to provide a more accurate picture of how the services offered by Spring Hill compare. The percentages of agencies offering various services identified by the NRPA are illustrated in the following table:

**NRPA Guidelines**

Key Responsibilities of Park and Recreation Agencies				
Responsibility Type	Offered in Spring Hill?	Jurisdictions with Populations between 20,000 – 49,999	Jurisdictions with Budgets between \$1 to \$5 Million	Jurisdictions in the Southern Region
Operate and Maintain park Sites?	Yes	95.10%	96.20%	95.30%
Provide Recreation Programming and Services?	Yes	96.00%	93.40%	94.90%
Operate and Maintain Indoor Facilities?	Yes	87.40%	87.50%	89.70%
Maintain Budget Responsibility for its' Administrative Staff?	Yes	86.90%	87.20%	84.60%
Operate, maintain, or manage trails, greenways, and/or blueways (TGB)?	Yes	77.90%	77.20%	78.00%
Conduct major jurisdiction wide special events?	Yes	78.40%	75.80%	76.60%
Operate, maintain, or manage special purpose parks and open spaces?	Yes	69.80%	69.20%	68.70%
Include in its operating budget the funding for planning and dev. functions?	Yes	66.70%	64.40%	66.40%
Operate and maintain non-park sites?	No	68.50%	64.40%	58.90%
Operate, maintain, or contract outdoor swim facilities/water parks?	No	58.10%	55.70%	55.60%
Administer or manage tournament/event quality outdoor sports complexes?	Yes	54.10%	50.50%	60.30%
Operate, maintain, or contract tennis center facilities?	No	46.00%	49.80%	62.20%

**Park Staffing**

The table to the right compares the staffing for peer agencies included in the benchmarking analysis by converting the hours worked by staff to a measure called FTE, or full-time equivalent, to provide a uniform metric for the analysis. FTE is calculated by summing the number of total hours worked by all department employees and then dividing that total by the number of hours typically worked by one full-time employee in a calendar year (2080 is the number generally used for this calculation).

The number of FTE's per 10,000 residents is a performance metric that can be used as an indicator to determine how well an agency is staffed, and thus how well it is equipped to meet the jurisdiction's needs. The table to the right illustrates how Spring Hill's staffing levels compare to other peer agencies.

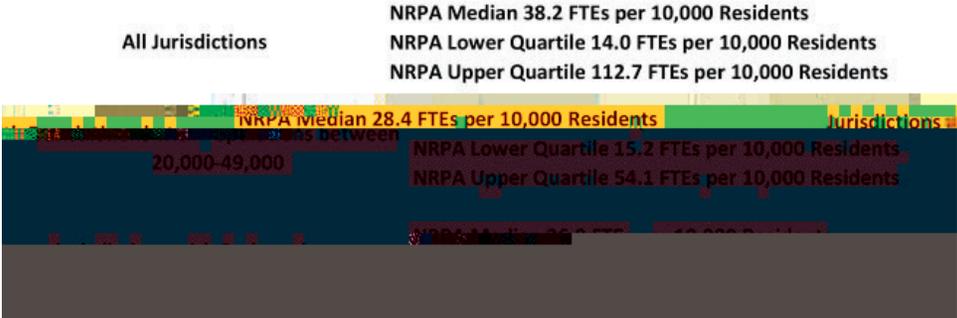
**Spring Hill, with an FTE of 4, has the lowest staffing level when compared to local benchmark agencies, only slightly behind Smyrna's FTE of 6.** However, while there is a large variation in the FTE's of the various Gold Medal Agencies, they all have FTE's far higher than Spring Hill.

**Gold Medal Status**

Agency	Population	Total FTEs	FTEs per 10,000 Residents
Bismark Parks & Recreation	72,865	192	26.4
Westerville Parks & Recreation	39,737	52	13.1
Castle Rock Parks & Recreation	71,927	65	9.0
Spring Hill Parks & Recreation	43,372	4	0.9

**Local Status**

Agency	Population	Total FTEs	FTEs per 10,000 Residents
Smyrna Parks & Recreation	50,183	30	6.0
Brentwood Parks & Recreation	43,889	16	3.6
Hendersonville Parks & Recreation	60,000	20	3.4
Spring Hill Parks & Recreation	43,372	4	0.9





**Operating Budget**

A wide range of annual budget and operating expenses were reported by the various benchmarking agencies. Among Gold Medal Agencies, operating expenditures range from a low of \$13.59 million in Westerville to a high of \$23.76 million in Castle Rock. The operating expenditures of the local peer agencies range from a low of \$2.47 million in Hendersonville to a high of nearly \$4 million in the Town of Smyrna. However, even with the smallest budget among all benchmarking agencies, the City of Hendersonville still has annual departmental operating expenses nearly 85% larger than the City of Spring Hill, despite Spring Hill having the largest total operating budget of any of the local agencies.

To account for variations in population size between various agencies, the analysis also compared the annual operating budget per resident for each agency by dividing the total agency budget by the number of residents in the agency's service area. This metric serves to illustrate the relative resources devoted by each agency to its parks and recreation system. As shown in the table on the adjoining page, Spring Hill ranks last in this metric, devoting the least resources per resident of all peer agencies. Smyrna devotes the most resources per resident of the local benchmarking agencies and Hendersonville the least, with per capita expenditures of \$79.62 and \$41.22, respectively, though this is still significantly more than Spring Hill's \$30.90 per resident. The operating expense per resident of all Gold Medal Agencies are much larger, ranging from a low of \$237.59 to a high of \$342.04.

**Spring Hill fares poorly in both total budget and budget per resident when compared with other agencies of similar size in the NRPA index, with a budget per resident 43% lower than the 25th percentile and 67% lower than the median.**

**Gold Medal Status**

Agency	Dedicated Funding Source other than General Fund	How is this Structured?
Bismark Parks & Recreation	No	-
Castle Rock Parks & Recreation	Yes	\$6,726 avg impact fee on new development
Westerville Parks & Recreation	Yes	.25% Income Tax
Spring Hill Parks & Recreation	No	-

**Local Status**

Agency	Dedicated Funding Source other than General Fund	How is this Structured?
Hendersonville Parks & Recreation	Yes	Park Sponsorship program - individuals can donate directly to the department
Smyrna Parks & Recreation	Yes	Impact fees on new single-family units
Brentwood Parks & Recreation	No	-
Spring Hill Parks & Recreation	No	-

**Gold Medal Status**

Agency	Population	Total City Operating Budget (2020)	Total Department Operating Expense (2020)	Operating Expense per Resident
Westerville Parks & Recreation	39,737	\$204,193,720	\$13,591,641	\$342.04
Castle Rock Parks & Recreation	71,927	\$228,000,000	\$23,757,362	\$330.30
Bismark Parks & Recreation	72,865	\$233,378,725	\$17,312,150	\$237.59
Spring Hill Parks & Recreation	43,372	\$28,240,678	\$1,340,330	\$30.90

**Local Status**

Agency	Population	Total City Operating Budget (2020)	Total Department Operating Expense (2020)	Operating Expense per Resident
Smyrna Parks & Recreation	50,183	\$46,344,094	\$3,995,574	\$79.62
Brentwood Parks & Recreation	43,889	\$40,000,000	\$2,600,000	\$59.24
Hendersonville Parks & Recreation	60,000	\$58,000,000	\$2,473,250	\$41.22
Spring Hill Parks & Recreation	43,372	\$28,240,678	\$1,340,330	\$30.90

<b>All Jurisdictions</b>	<p><b>Total Annual Operating Expenditures</b>                  NRPA Median \$3,830,000                  NRPA Lower Quartile \$1,380,000                  NRPA Higher Quartile \$10,630,000</p>
<b>Jurisdictions with Populations between 20,000-49,000</b>	<p><b>Total Annual Operating Expenditures</b>                  NRPA Median \$2,830,000                  NRPA Lower Quartile \$1,550,000                  NRPA Higher Quartile \$5,350,000</p>
<b>Jurisdictions with Budgets between \$1 Million - \$5 Million</b>	<p><b>Total Annual Operating Expenditures</b>                  NRPA Median \$2,230,000                  NRPA Lower Quartile \$1,540,000                  NRPA Higher Quartile \$3,420,000</p>

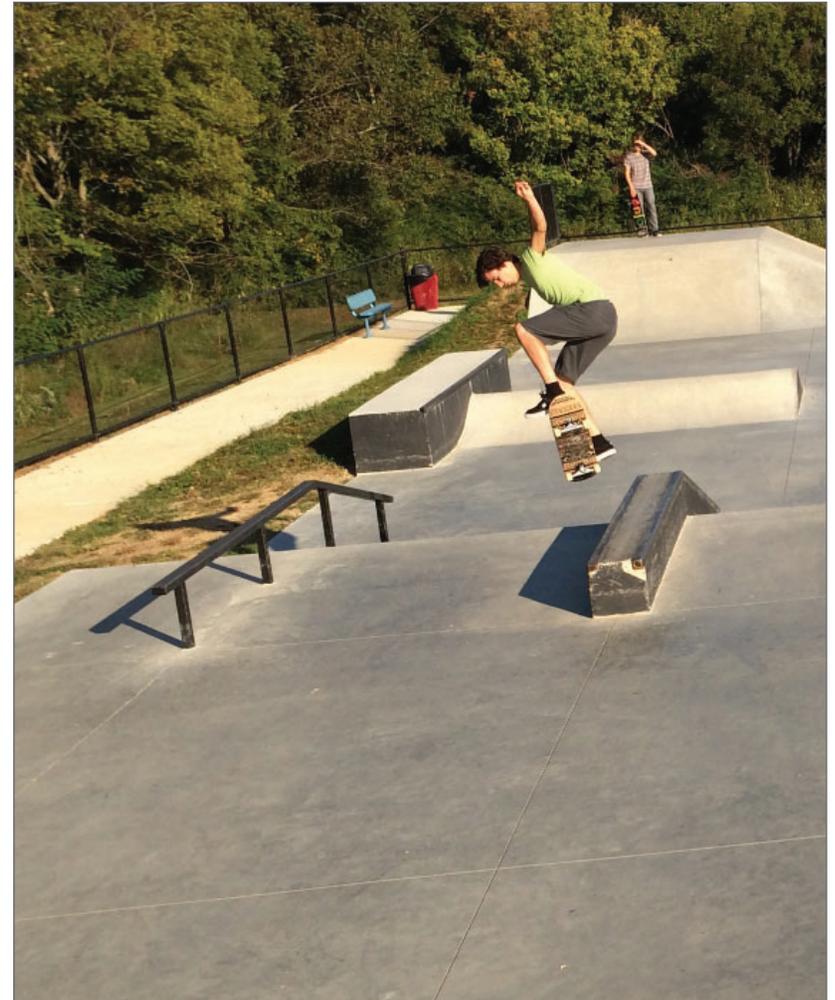




### **Parks and Recreation Revenues and Cost Recovery**

The annual non-tax revenue of an agency can be determined by dividing the total non-tax revenue by the population within the agency's jurisdiction. While several of the peer agencies chose not to provide a breakout of tax versus non-tax revenues, the data from the agencies that did provide this information show a large discrepancy in the revenue generating capabilities of each jurisdiction. As seen in the tables to the right, the Gold Medal Agencies have relatively large revenue generating capabilities, ranging from \$5.4 million to \$9.4 million, with per capita revenues ranging between \$95.92 and \$136.49. Both total revenue and revenue per capita was much higher for the Gold Medal Agencies than the local agencies or the City of Spring Hill.

Another key performance indicator that can be determined from the non-tax revenues is the operational cost recovery. This percentage is arrived at by dividing non-tax revenues by total operating expense. This percentage illustrates how much of the department's total cost of operations is covered by department revenues. The tables to the right illustrate the relatively high operation cost recovery ratios of the Gold Medal Agencies, with all three hovering near 40% recovery. The City of Hendersonville was the only local agency to share their revenue numbers, which at 5.26% is much lower than any of the Gold Medal Agencies.



**Gold Medal Status**

Agency	General Fund Tax Support	Population	Earned / Generated Revenue	Revenue per Resident	Total Department Operating Expense (2020)	Operational Cost Recovery
Bismark Parks & Recreation	\$8,734,100	72,865	\$6,988,950	\$95.92	\$17,312,150	40.37%
Castle Rock Parks & Recreation	\$42,153,271	71,927	\$9,438,449	\$131.22	\$23,757,362	39.73%
Westerville Parks & Recreation	\$4,400,000	39,737	\$5,423,635	\$136.49	\$13,591,641	39.90%
Spring Hill Parks & Recreation	\$1,340,330	43,372	\$1,000	\$0.02	\$1,340,330	0.07%

**Local Status**

Agency	General Fund Tax Support	Population	Earned / Generated Revenue	Revenue per Resident	Total Department Operating Expense (2020)	Operational Cost Recovery
Hendersonville Parks & Recreation	\$2,750,000	60,000	\$130,000	\$2.17	\$2,473,250	5.26%
Smyrna Parks & Recreation	\$416,500	50,183	\$0	\$0.00	\$3,995,574	N/A
Brentwood Parks & Recreation	\$0	43,889	\$0	\$0.00	\$2,600,000	N/A
Spring Hill Parks & Recreation	\$1,340,330	43,372	\$1,000	\$0.02	\$1,340,330	0.07%

<b>All Jurisdictions</b>	<b>Total Annual Revenues Per Capita</b>	<b>Revenue as a Percentage of Operating Expenditures</b>
	NRPA Median \$20.11	NRPA Median 27.3%
	NRPA Lower Quartile \$6.67	NRPA Lower Quartile 13%
	NRPA Higher Quartile \$51.36	NRPA Higher Quartile 44.9%
<b>Jurisdictions with Populations between 20,000-49,000</b>	<b>Total Annual Revenues Per Capita</b>	<b>Revenue as a Percentage of Operating Expenditures</b>
	NRPA Median \$24.09	NRPA Median 28.8%
	NRPA Lower Quartile \$7.98	NRPA Lower Quartile 14.2%
	NRPA Higher Quartile \$63.06	NRPA Higher Quartile 44.5%
<b>Jurisdictions with Budgets between \$1 Million - \$5 Million</b>	<b>Total Annual Revenues Per Capita</b>	<b>Revenue as a Percentage of Operating Expenditures</b>
	NRPA Median \$17.10	NRPA Median 25.7%
	NRPA Lower Quartile \$6.41	NRPA Lower Quartile 11.7%
	NRPA Higher Quartile \$44.29	NRPA Higher Quartile 45.0%



**Capital Budget**

Capital Improvement Programs (CIP) are a key indicator of long-term investments being made to preserve or expand the facilities and assets within a parks and recreation system. The investments being made today will determine the quantity and the quality of the future facilities and programming an agency can offer and are therefore an important metric for analyzing an agency's long-term health.

The tables to the right illustrates the annual capital budgets for each of the peer agencies studied in the benchmark analysis. Among Gold Medal Agencies, Westerville has the largest average CIP budget over the last three years at \$15.86 million. This is heavily weighted, however, by large expenditures in 2018. The average budget for the other 2 agencies ranges between 3 and 4 million. While the range of CIP budget outlays for the local agencies is lower on average, the City of Brentwood has a relatively large 3-year capital budget average. At over \$6.3 million, Brentwood's average annual CIP budget is nearly twice that of Gold Medal winners Bismark and Castle Rock.

Relative to other local agencies, the capital budgets in Spring Hill have been relatively low until fiscal year 2020. The large investment made in the CIP in budget year 2020, however, has raised the community's 3 year rolling average to \$286,376. Although still lower than all local and national benchmarked agencies, \$759,000 in 2020 is a significant investment in the future of Spring Hill's parks and a marked improvement from prior years.

**Gold Medal Status**

Agency	CIP Budget 2020	CIP Budget 2019	CIP Budget 2018	Avg Annual CIP Budget 2018-2020
Westerville Parks & Recreation	\$ 2,913,000	\$ 3,156,950	\$ 25,648,836	\$ 15,859,393
Castle Rock Parks & Recreation	\$ 5,375,000	\$ 4,986,460	\$ 1,067,950	\$ 3,809,803
Bismark Parks & Recreation	\$ 2,946,750	\$ 2,966,600	\$ 3,106,650	\$ 3,006,667
Spring Hill Parks & Recreation	\$ 759,000*	\$ 26,120	\$ 74,008	\$ 286,376

**Local Status**

Agency	CIP Budget 2020	CIP Budget 2019	CIP Budget 2018	Avg Annual CIP Budget 2018-2020
Smyrna Parks & Recreation	\$ 6,315,307	\$ 8,088,498	\$ 4,512,264	\$ 6,305,356
Brentwood Parks & Recreation	\$ 1,800,000	\$ 1,300,000	\$ -	\$ 1,550,000
Hendersonville Parks & Recreation	\$ 630,000	\$ 410,000	\$ 230,000	\$ 423,333
Spring Hill Parks & Recreation	\$ 759,000*	\$ 26,120	\$ 74,008	\$ 286,376

\*This includes the allocation of funding for the Harvey Park Greenway.



## Conclusions

The benchmarking analysis provides a useful analysis of Spring Hill's parks and recreation system's assets and performance relative to other park and recreation systems in peer cities, as well as an aspiration benchmark with comparisons to Gold Medal Agencies around the country. **The number one take-away from this analysis is Spring Hill generally has fewer assets and provides fewer facilities to its residents relative to peer communities.** The City manages fewer acres of parkland, especially on a per capita basis, than other cities with similar populations and budgets. However, the agency does provide all of the most popular programming types identified by NRPA, and generally offers more of the top programming types than its local peer agencies. **However, the community does not have targeted programming for seniors and those with disabilities, programming types that are provided by a majority of peer cities across the country. The agency also has significantly lower staffing levels per resident than its peer cities.**

**An opportunity exists for the community to increase investment in its parks and recreation system, as the current department budget is significantly lower than similar cities and is in fact significantly below even the budget cutoff for the bottom 25th percentile of all systems.**

Additional funding could come from various sources, such as grants, user fees, impact fees on new development, or dedicated tax sources. While the City's general fund tax support is low relative to most peer agencies, operational cost recovery is one of the largest deficiencies.

Generating more revenue through earned income (non-tax revenue) sources should be a goal for the department, which will provide additional resources to invest back into the system.

**Additionally, the City should consider increasing resources for the CIP.**

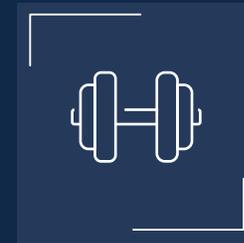
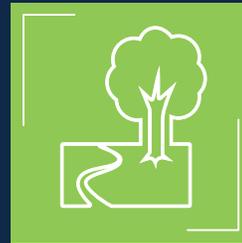
There is a direct link between CIP funding and the number of facilities and amenities that can be provided to the community and the current level of investment is well below that of peer agencies and national best practices. This is especially relevant given the comprehensive trail system that the community would like to implement, as this system will require more funding for build out. The City may also look to external sources of funding to supplement the CIP budget as well, as there are various grants and other funding mechanisms available for which the department may be able to apply. While the results of additional CIP funding may only be realized over long time horizons, it is important for the City to continue investing in the future of its parks system to maintain the community's desirability and high quality of life.

The benchmarking index has identified a number of areas for improvement, but it should be noted that the City has a strong core of assets upon which to build. Increasing the agency's funding, assets, and programming relative to other communities will take additional investments over long -ime horizons, but the end result, a city with more recreational opportunities for everyone, will be well worth the effort.



## FACILITY RECOMMENDATIONS

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## SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE



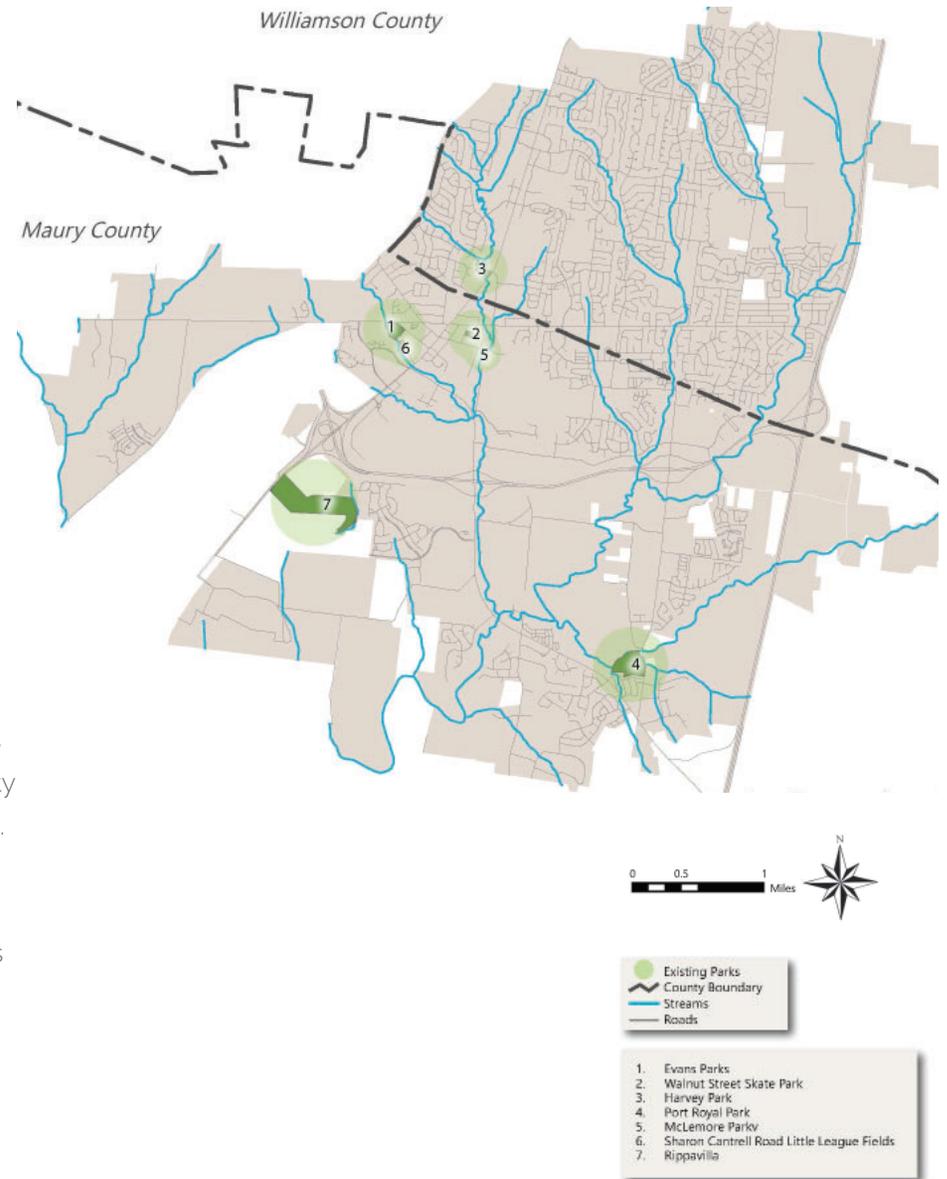
### FACILITY RECOMMENDATIONS

#### Introduction

The City has a few established park and greenway facilities that make up the parks and recreation system the community uses and enjoys today. As the population in Spring Hill continues to grow rapidly, additional facilities should be added to keep up with the demand as well as national best practices. This chapter identifies both the existing facilities provided, improvements needed to those existing facilities, as well as additional facilities needed to meet the needs of the community currently, as well as in the next 5 years and the within the next 10 years.

The needs identified in this chapter were identified based on the multiple sources of data collected during this master planning process including:

- Community engagement
- Key stakeholder and staff input
- Demographic and trends analysis
- Review of and comparison with benchmark cities



**NRPA Guidelines/Standards**

The NRPA is a national, non-profit service organization dedicated to the advancement of parks, recreation, and environmental efforts that enhance the quality of life for all people. In 1995, NRPA published Park, Open Space, and Greenway Guidelines by James Mertes, Ph.D., CLP and James R. Hall, CLP. The book outlined a template for typical park size classifications, numbers of acres a system should have, and recommended service levels based on population. This book, along with the Tourism and Recreation Handbook of Planning and Design, written by Manuel Baudbovy and Fred Lawson, will be used to assist with an evaluation of the parks and recreation amenities for the City of Spring Hill.

These books only act as a guideline. They don't take in to account the unique character of a community. Local trends and popularity of facilities and programming will dictate actual size and need. The NRPA standards outlined in these books serve as a baseline for determining a minimum standard. These guidelines, along with input received from the community through the surveys, analysis of participation numbers for the various activities, and comparisons to similar communities, were used to develop service standards for Spring Hill.

These standards can be used as a guide to specific number(s) and size of the amenities within a park site. In his book, Mertes (1995) suggests that public park providers, "in their park system, at a minimum, should be comprised of a core system of park lands, with a total of 6.25 to 10.5 acres of developed open space per 1000 population." It is also suggested that the delivery system of any department provide parks that meet the basic park categories: mini, neighborhood, community and regional. Each of these park types are defined differently based on size and amenities offered.





## Mini Parks

This park can also be called a "pocket park" and is basically a site that is less than five acres. It is usually designed to attract residents that live within a short walking distance of the park. Generally, this park would not have parking facilities at the site. Because of the size of the Mini Park, they are usually passive parks with limited activities. Many times, these parks will have playgrounds, landscaping with tables and benches.

Spring Hill Parks & Recreation has two parks that fit this category:

Park No.	Park Name	Size (Acres)	Open to the Public?	Basketball Courts	Pavillion or Shelter	Playground Equipment	Picnic Area	Open Play Area
2	Walnut Street Skate Park	3.44	Yes					
5	McLemore Park	0.4	Yes	1	1	1	1	1



**Community Parks**

A community park is usually 20 to 50 acres and it would assure that a variety of recreational needs and interests are addressed and included. This park would be more centrally located and would be used by residents of several neighborhoods of the City. A community park should include a mix of active and passive recreational activities and attract users of all ages. From a community center to active sports fields, the park should serve as many people as possible.

Day and night activities would be in this size park to ensure that a variety of interests of the citizens are addressed. A community park would be a good size park to place a community center. A center, or a group of sports fields linked together, commonly known as a

complex, can be placed in such a park because of the amount of space available and the ability to buffer the activities from neighboring subdivisions. Typically, the service area of a community park will vary based upon the size and scope of the activities offered; however, a park of this type may serve a larger population. In some communities, it could serve 50,000 to 80,000 people, or 5 to 8 acres per 1000 people.

Spring Hill Parks & Recreation has three current parks and two planned future parks that fit this category. However, it should be noted that Jerry Erwin Park, while located within Spring Hill, is managed and maintained by Maury County.

Spring Hill Parks & Recreation has four parks that fit this category:

Park No.	Park Name	Size (Acres)	Basketball Courts	Volleyball Courts	Tennis Courts	Playground Equipment	Picnic Area	Open Play Area	Shelters or Pavilions	Dog Park	Walking Trail	Baseball/ Softball Fields	Football Field	Splashpad
1	Evans Park	10.5	1			1	3	1	2	2	1	3		
3	Harvey Park	5.36				1	4	1	2		1			
4	Port Royal Park	22.53	2		2	1	3	2	3	2	1		3	1
5	Sharon Cantrell Road	3.44					1					2		
	*Jerry Erwin Park	20					3	1			1			

\*Park managed by Maury County



**Special-Use Parks**

Based on the needs of the population and the location of the park, one would find a golf course, a zoo, special event site, amphitheater, or some other special use facility. In some cases, special-use parks can be revenue generators for the park and recreation system.

Park No.	Park Name	Size (Acres)	Event Facilities	Ampitheater	Open Play Area
7	Rippavilla	99.44	1	1	1

The City acquired Rippavilla Plantation from Rippavilla Inc. in May 2017 and hired a consulting team that is currently working on a master plan that will identify appropriate additional future uses. Future recreation opportunities for passive uses should be consistent with the conservation easement adopted in April 2017 and highlight the unique historical and cultural significance of this site.

**Recreation Centers**

A recreation center is a facility that is open to the public that provides space to hold meetings, play sports, and engage in activities for all ages. Recreation centers provide an opportunity for education, promote an active and healthy community, and offer programming year-around which is important during seasons when park usage declines due to weather. Recreation centers typically require user fees be paid for the amenities it provides. The Spring Hill community is fortunate in having access to two different recreation centers, Winchester Community Center and Longview Recreation Center. The Winchester Community Center is operated by the City of Spring Hill but does not offer recreational activities, rather focuses more on meeting space for groups like senior citizens. Longview Recreation Center is located within Spring Hill but is operated by Williamson County. It is open to Spring Hill citizens and is very popular, often overcrowded.

Park No.	Park Name	Size (Acres)	Basketball Courts	Volleyball Courts	Tennis Courts	Swimming Pool	Meeting Space
4	Longview Recreation Center	N/A	2	1	4	2	Yes
5	Winchester Community Center	N/A					Yes



**Non-Public Facilities**

Many communities have facilities that are not owned or operated by the Parks Department, but still provide recreational opportunities for residents. School playground and athletic fields fall under this category as they are secured with fencing and have limited access to the public, if at all. Another category is private parks which is a large component of the City of Spring Hill's facilities. These are owned and maintained by neighborhoods and homeowner associations. Although they provide recreational opportunities for residents in that neighborhood, they are not available for use by the general public. A map of these non-public facilities can be found on page 100.

**School Parks**

In many cases, a community will develop a public park within the confines of a public-school facility to get extra value from developmental money. A school/ park facility could ultimately save construction money by joint ownership. The City/County Government and School Board would need to set up a Memorandum of Understanding to direct the path of use of the facility during school hours and when school is not in session.

Park No.	Facility Name	Size (Acres)	Tennis Courts	Playground Equipment	Open Play Area	Baseball /Softball Field	Football Field	Soccer Field
1	Spring Hill Elementary School	N/A		1		2		
2	Chapman's Retreat	N/A		1				
3	Longview Elementary School	N/A		1	1			
6	Spring Hill Middle School	N/A				2	1	
7	Spring Station Middle School	N/A				2		
8	Allendale Elementary School	N/A		1				
9	Summit High School	N/A	4			2	2	1





# SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

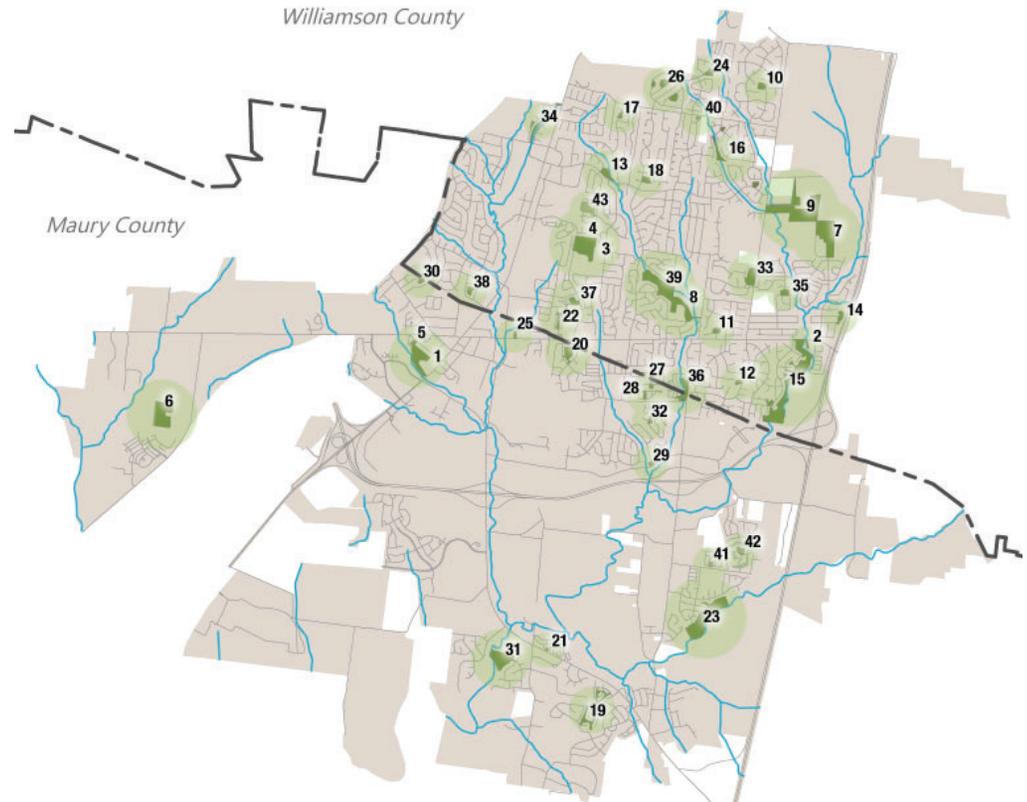
## Neighborhood Parks

A parks facility is considered a neighborhood park when it serves the population living within a half mile of the park. In Spring Hill, these range in size from 1/2 acre to almost 34 acres. This type of park will concentrate several activities and facilities into a limited amount of space. The typical facilities in this type of park will include:

- Playing Field
- Playgrounds
- Shelters
- Walking Paths
- Swimming Pool
- Parking Facilities
- Restrooms

Parking for this type of park is necessary based on the facilities within the park. Typically, a standard of seven spaces for the first ten acres and one additional space for each additional acre. However, this will vary based on the activities within the park and the appeal of the programs. If the activities with the park include an athletic field, a community center or an aquatic facility, then parking spaces within the range of 40 per field/activity, will be needed.

Although this size park is classified as a neighborhood park, the scope of people served will vary based on the activities within the park. Also, the number of users will change based on population densities and the number of parks available. Typically, a park system should have one neighborhood park per 10,000 to 20,000 residents, or



● Existing Parks  
 County Boundary  
— Streams  
 Roads



1. Spring Hill Elementary	16. Cherry Grove Subdivision	31. Rutherford Place Subdivision
2. Chapman's Retreat	17. Churchhill Farms Subdivision	32. Somerset Springs Subdivision
3. Longview Elementary	18. Crowne Point Subdivision	33. Spring Hill Place Subdivision
4. Logview Recreation Center	19. Golfview Estates Subdivision	34. Tanyard Springs Subdivision
5. Winchester Community Center	20. Hardings Landing Subdivision	35. Wades Grove Subdivision
6. Spring Hill Middle School	21. Kings Creek Subdivision	36. Waldon Creek Appartments
7. Spring Station Middle School	22. Lexington Farms Subdivision	37. WakeField Subdivision
8. Allendale Elementary	23. Meadowbrook Subdivision	38. Wilt Hill Subdivision
9. Summit High School	24. Newport Crossing Subdivision	39. Wyngate Subdivision
10. Cameron Farms Subdivision	25. Newtown Area	40. Brixworth Subdivision
11. Benevento Subdivision	26. Picketts Ridge Subdivision	41. Woodland Trace Subdivision
12. Burtonwood Subdivision	27. Port Royal Estates	42. Worthington Glen Subdivision
13. Campbell Station Subdivision	28. Port Royal Estates Townhomes	43. Woodside Subdivision Trail
14. Chapman's Crossing Subdivision	29. Reserves of Port Royal	
15. Chapman's Retreat Subdivision	30. Rubens Landing Subdivision	

## CHAPTER 5 - FACILITY RECOMMENDATIONS

one to two acres per 1,000 people. A service area of a neighborhood park is ¼ to ½ mile.

In the City's Unified Development Code, single family neighborhoods are required to provide 10% of their acreage dedicated to open space. As a part of this Master Plan, it is recommended that these open spaces would be located such that they front onto a public street rather than being used as the left over space or unsuitable land for building. Also, these open spaces should be amenitized for the community use and priority should be given on the amenities that are most lacking as identified in this plan. Multifamily developments are also required to provide amenities for residents. Developers should provide amenities in line with this plan including pools splash pads, and sports courts, rather than amenities that do not bring much value to the community like tot-lots.



Park No.	Park Name	Size (Acres)	Basketball Courts	Volleyball Courts	Tennis Courts	Swimming Pool	Playground Equipment	Picnic Area	Open Play Area	Shelters or Pavilions	Dog Park	Walking Trail
40	Brixworth Neighborhood Park	0.92				1				2		1
11	Benevento Subdivision	5						1	4			
12	Burtonwood Subdivision	3.5				1			2			
9	Cameron Farms Subdivision	2.01		1		1	1		1			
13	Campbell Station Subdivision	3.13				2			1			
14	Chapman's Crossing Subdivision	5.8					1		1			1
15	Chapman's Retreat Subdivision	33.78				3	2					
16	Cherry Grove Subdivision	5.4				2			2			
17	Churchill Farms Subdivision	0.63				1						
18	Crowne Point Subdivision	2				1						
19	Derryberry Estates	11.02					1		2			1
20	Golfview Estates Subdivision	5							3			1
21	Hardins Landing Subdivision	3.65					1					1
22	Kings Creek Subdivision	0.5				1						
23	Lexington Farms Subdivision	1.9							1			1
24	Meadowbrook Subdivision	29					1	2	1			1
25	Newport Crossing Subdivision	1.84			2	1	1					
26	Newtown Area	0.43					1					
27	Picketts Ridge Subdivision	3.75							3			
28	Port Royal Estates	0.75				1	1					
29	Port Royal Estates Townhomes	0.59				1	1					
30	Reserves of Port Royal	0.65				1	1					
31	Rubens Landing Subdivision	0.9					1		1			
32	Rutherford Place Subdivision	12.62							1			1
33	Somerset Springs Subdivision	0.63				1	1					
34	Spring Hill Place Subdivision	5.5				1			1			
35	Tanyard Springs Subdivision	1.37							3			
36	Wades Grove Subdivision	0.96				1						
37	Walden Creek Apartments	6.4		1		1	1		1			
38	Wakefield Subdivision	3.46				1	1		3			
39	Witt Hill Subdivision	1.5	1			1	1		1			
40	Woodland Trace Neighborhood Park	0.65					1					
41	Woodside Walking Trail	0.44						1				1
42	Worthington Glen Neighborhood Park	2		1		1	1	1		1	1	
43	Wyngate Estates Subdivision	17				1			1			



### Existing Park Improvements

The City provides an existing network of park facilities that provide recreational amenities for the community. As with any capital, these parks require regular maintenance and upgrades to ensure the users remain safe and enjoy the facilities provided. This page includes a list of suggested improvements to be made to the existing park facilities within the next five years of the City's budget.

#### *Evans Park*

- Relocate the existing road, parking lot, restrooms, concessions, and playground
- Provide additional parking areas
- Construct a new baseball field quadplex
- Construct and install a dedicated pickleball court
- Provide additional horseshoe, bocce ball, and corn hole courts

#### *Harvey Park*

- Provide new small pavilion shelters with picnic seating options

#### *Port Royal Park*

- Provide new bleachers for the existing football fields
- Install small pavilion shelters on existing concrete pads
- Construct and install a dedicated basketball court
- Resurface the existing tennis courts to include pickleball
- Construct and install a sand volleyball court

#### *Walnut Street Skate Park*

- Construct and install a new concrete skating bowl
- Add a pump track in the adjacent wooded area



### Current & Future Facility Needs

It is useful for a community to have a benchmark against which it can measure the quantity and variety of recreational facilities it offers to its residents. While the needs for each community will vary based on demographics and community tastes and preferences, the standards developed by the NRPA set a useful baseline for the number of facilities per capita that are generally sufficient to support a community's needs. The tables on this page and the next outline the recommended number of facilities per number of residents, along with recommendations for the additional number of facilities that may be necessary to sufficiently meet community demand. Additionally, the tables below show the number of facilities that will be required to meet the Spring Hill's needs based upon 2024 and 2029 population projections. This is useful because it allows the community to adequately plan for future demand.



### Current Indoor Facility Needs

Indoor Recreation Facilities	Recommended Standard: 1 Per Population	Existing Inventory (# of Facilities Public and Private)	Existing Inventory (City Facility Open to the Public)	Current City Owned Open to the Public Facility Deficit
Recreation centers	27,086	1	0	2
Multi-purpose Room	30,470	4	3	0
Senior centers	31,000	0	0	1
Performance amphitheater	31,866	1	1	0
Nature centers	33,108	0	0	1
Ice rinks	25,416	0	0	2
Teen centers	25,500	0	0	2
<b>Spring Hill Population: 43,373</b>				

### Current Outdoor Facility Needs

Outdoor Recreation Facilities	Recommended Standard: 1 Per Population	Existing Inventory (# of Facilities Public and Private)	Existing Inventory (City Facility Open to the Public)	Current City Owned Open to the Public Facility Deficit
Playgrounds	3,019	26	4	10
Basketball courts	7,056	7	2.5	4
Tennis courts	4,320	12	2	8
Baseball / Softball Fields	5,000	10	4	5
Rectangular fields: multi-purpose (includes soccer and football)	7,315	3	3	3
Swimming pools	26,474	25	0	2
Totlots	11,451	0	0	4
Community gardens	7,300	1	1	5
Multiuse courts- basketball, volleyball	24,775	2	2	0
Skate parks	28,400	1	1	1
Multipurpose synthetic fields	20,748	0	0	2
Rectangular fields: lacrosse fields	17,083	0	0	3
Rectangular fields: cricket fields	32,966	0	0	1
<b>Spring Hill Population: 43,373</b>				



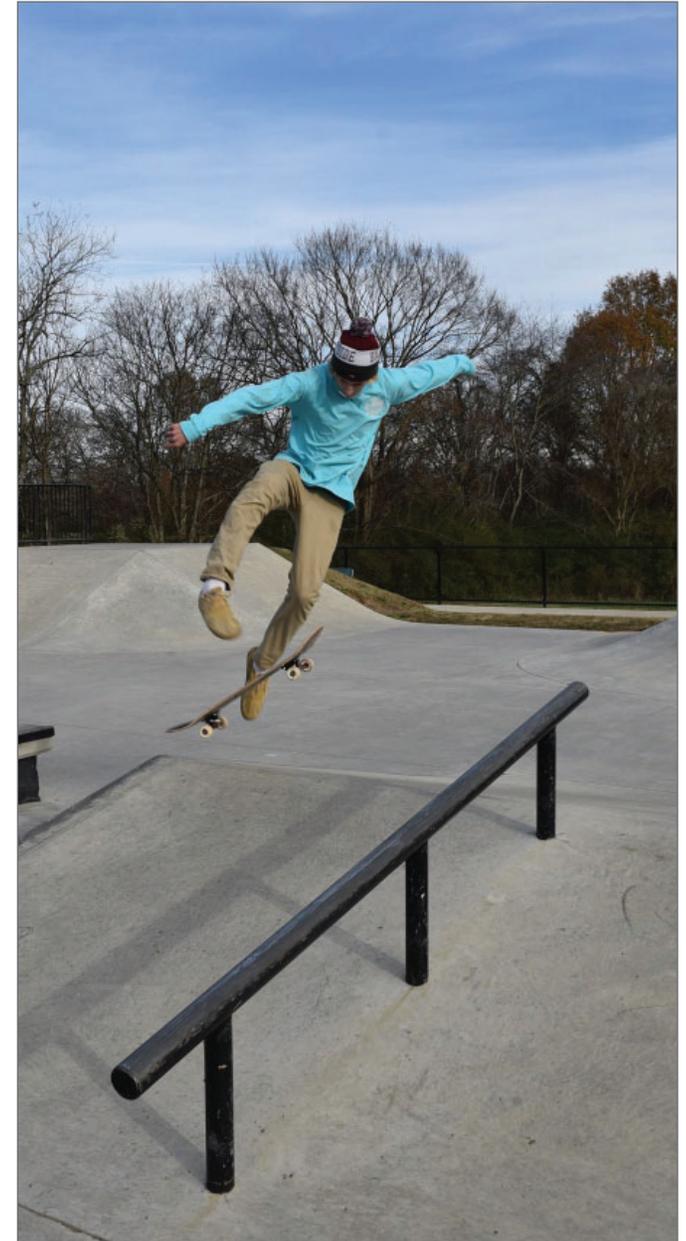
# SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

## Future Indoor Facility Needs (2024)

Indoor Recreation Facilities	Recommended Standards: (1 Per Population)	Existing Inventory (# of Facilities Public and Private)	Existing Inventory (City Facility Open to the Public)	Required Inventory	Future City Owned Open to Public Facility Deficit
Recreation centers	27,086	1	0	2	2
Multi-purpose Room	30,470	4	3	2	0
Senior centers	31,000	0	0	2	2
Performance amphitheater	31,866	1	1	2	1
Nature centers	33,108	0	0	2	2
Ice rinks	25,416	0	0	2	2
Teen centers	25,500	0	0	2	2
<b>2024 Spring Hill Population: 49,933</b>					

## Future Indoor Facility Needs (2029)

Indoor Recreation Facilities	Recommended Standards: (1 Per Population)	Existing Inventory (# of Facilities Public and Private)	Existing Inventory (City Facility Open to the Public)	Required Inventory	Future City Owned Open to Public Facility Deficit
Recreation centers	27,086	1	0	2	2
Multi-purpose Room	30,470	4	3	2	0
Senior centers	31,000	0	0	2	2
Performance amphitheater	31,866	1	1	2	1
Nature centers	33,108	0	0	2	2
Ice rinks	25,416	0	0	2	2
Teen centers	25,500	0	0	2	2
<b>2029 Spring Hill Population: 57,828</b>					



**Future Outdoor Facility Needs (2024)**

Outdoor Recreation Facilities	Recommended Standards: (1 Per Population)	Existing Inventory (# of Facilities Public and Private)	Existing Inventory (City Facility Open to the Public)	Required Inventory	Future City Owned Open to Public Facility Deficit
Playgrounds	3,019	26	4	17	13
Basketball courts	7,056	7	2.5	7	5
Tennis courts	4,320	12	2	12	10
Baseball / Softball Fields	5,000	10	4	10	6
Rectangular fields: multi-purpose (includes soccer and football)	7,315	2	3	7	4
Swimming pools	26,474	25	0	2	2
Totlots	11,451	0	0	4	4
Community gardens	7,300	1	1	7	6
Multiuse courts- basketball, volleyball	24,775	2	2	2	0
Skate parks	28,400	1	1	2	1
Multipurpose synthetic fields	20,748	0	0	2	2
Rectangular fields: lacrosse fields	17,083	0	0	3	3
Rectangular fields: cricket fields	32,966	0	0	2	2

**2024 Spring Hill Population: 49,933**



**Future Outdoor Facility Needs (2029)**

Outdoor Recreation Facilities	Recommended Standards: (1 Per Population)	Existing Inventory (# of Facilities Public and Private)	Existing Inventory (City Facility Open to the Public)	Required Inventory	Future City Owned Open to Public Facility Deficit
Playgrounds	3,019	26	4	20	16
Basketball courts	7,056	7	2.5	9	7
Tennis courts	4,320	12	2	14	12
Baseball / Softball Fields	5,000	10	4	12	8
Rectangular fields: multi-purpose (includes soccer and football)	7,315	2	3	8	5
Swimming pools	26,474	25	0	3	3
Totlots	11,451	0	0	6	6
Community gardens	7,300	1	1	8	7
Multiuse courts- basketball, volleyball	24,775	2	2	3	1
Skate parks	28,400	1	1	3	2
Multipurpose synthetic fields	20,748	0	0	3	3
Rectangular fields: lacrosse fields	17,083	0	0	4	4
Rectangular fields: cricket fields	32,966	0	0	2	2

**2029 Spring Hill Population: 57,828**



### Greenways and Trails

#### *Policy Framework in Place*

The City has spent much time and effort in planning for the future and outlining policies in documents like their Unified Development Code (UDC), Bicycle and Greenways Plan, Major Thoroughfare Plan, and others. This Parks, Recreation, and Greenways Master Plan Update does not replace these important documents, rather these other plans should be used in concert with this Master Plan Update.

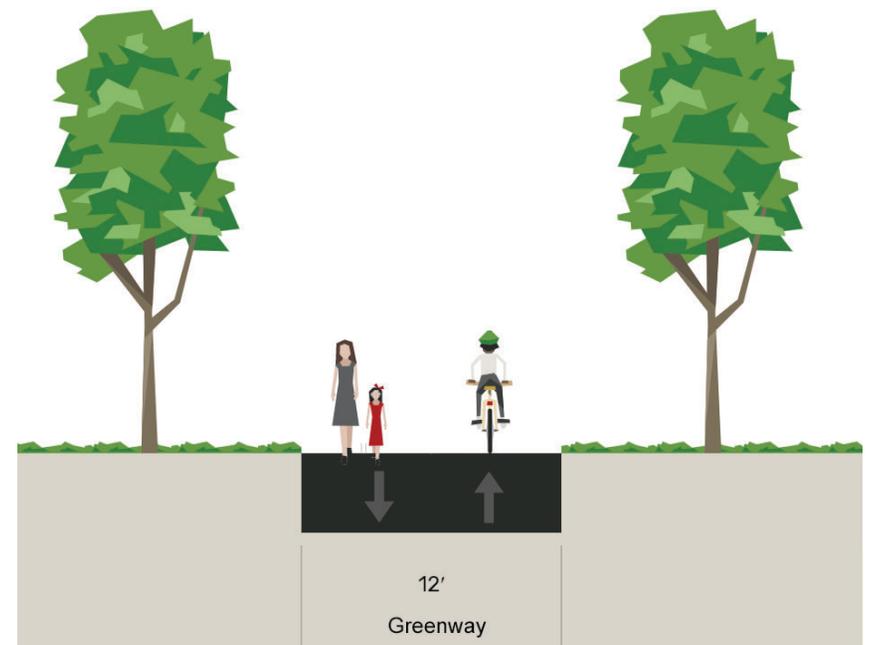
For example, the UDC outlines standards for construction and connectivity. The Subdivision Regulations provide right-of-way recommendations. The Bicycle and Greenways Plan also has many great details regarding greenway and trail design, implementation, and funding. A major piece of that plan includes signage details on page 23 of that document as well as additional details in the appendix which allows for a consistent and cohesive identity for the larger citywide system. All new trails and greenways should be constructed with these signage standards in place.

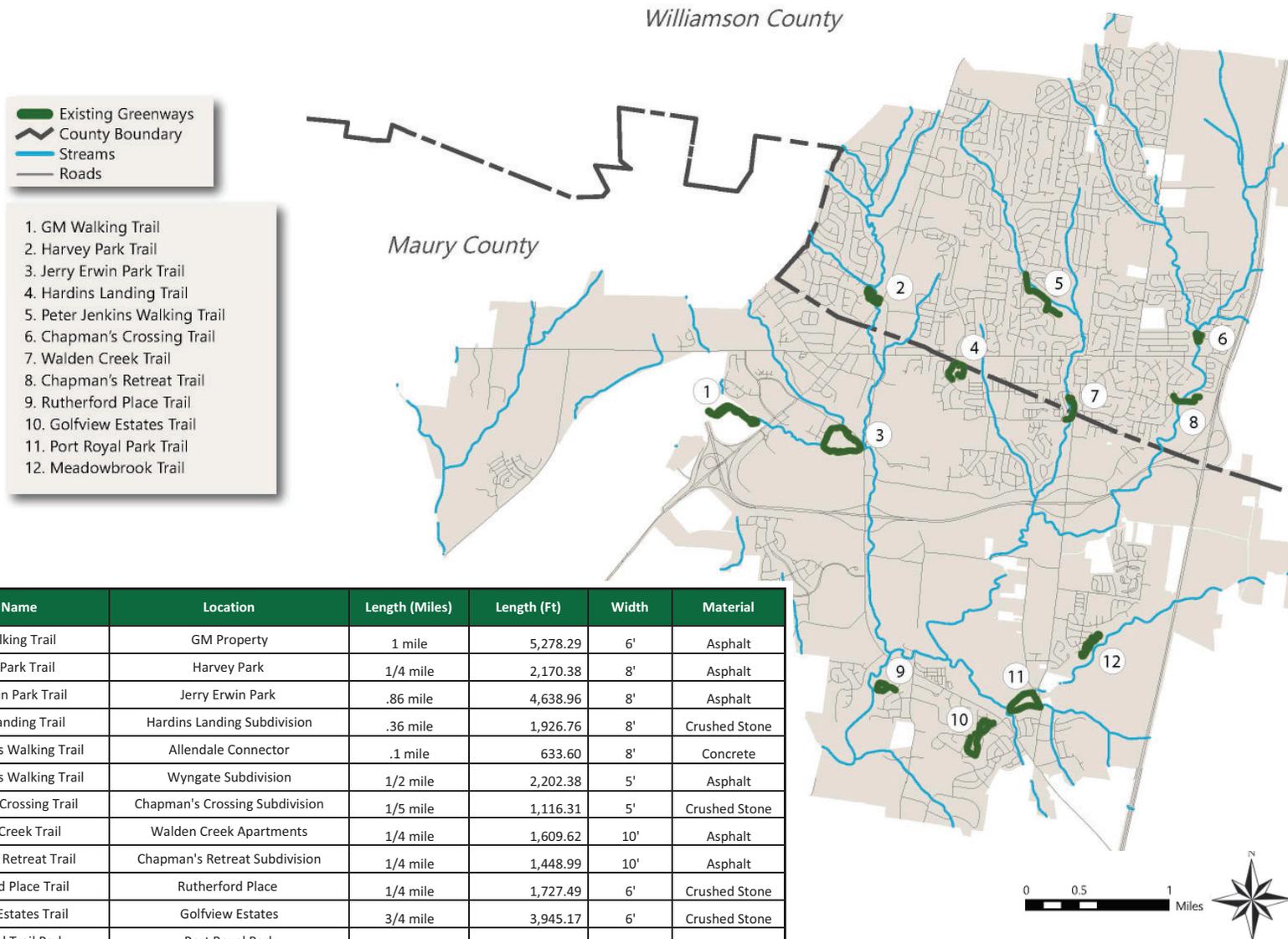
#### *Greenway Design*

The proposed greenway design details are outlined in section 16-6 in the UDC, "12 feet in width and be accommodated within a dedicated common open space or an easement with the exception of lots within residential districts". They must also "be constructed to City construction standards and specifications and the regulations of [the Unified Development] Code, as well as any ADA requirements". Greenways should be implemented in a minimum of 20' wide easement wherever possible.

#### *Trail Side of the Road*

Building off the Bicycle and Greenways Plan, this Plan suggests which side of the road a trail should be located as guidance in order to create consistency in this important pedestrian connectivity network, rather than a fractured implementation if left up to individual developments operating in a vacuum. Tables on the follow pages identify the preferred side of the road for the specific trail sections. However, during specific site plan reviews, City staff has the right to require it to be constructed on a different side of the road, depending on site conditions, pedestrian safety, and other potential impacts.





Trail No.	Trail Name	Location	Length (Miles)	Length (Ft)	Width	Material
1	GM Walking Trail	GM Property	1 mile	5,278.29	6'	Asphalt
2	Harvey Park Trail	Harvey Park	1/4 mile	2,170.38	8'	Asphalt
3	Jerry Erwin Park Trail	Jerry Erwin Park	.86 mile	4,638.96	8'	Asphalt
4	Hardins Landing Trail	Hardins Landing Subdivision	.36 mile	1,926.76	8'	Crushed Stone
5	Peter Jenkins Walking Trail	Allendale Connector	.1 mile	633.60	8'	Concrete
5	Peter Jenkins Walking Trail	Wyngate Subdivision	1/2 mile	2,202.38	5'	Asphalt
6	Chapman's Crossing Trail	Chapman's Crossing Subdivision	1/5 mile	1,116.31	5'	Crushed Stone
7	Walden Creek Trail	Walden Creek Apartments	1/4 mile	1,609.62	10'	Asphalt
8	Chapman's Retreat Trail	Chapman's Retreat Subdivision	1/4 mile	1,448.99	10'	Asphalt
9	Rutherford Place Trail	Rutherford Place	1/4 mile	1,727.49	6'	Crushed Stone
10	Golfview Estates Trail	Golfview Estates	3/4 mile	3,945.17	6'	Crushed Stone
11	Port Royal Trail Park	Port Royal Park	.65 mile	3,502.93	8'	Asphalt
12	Meadowbrook Trail	Meadowbrook Subdivision	1/2 mile	3,018.37	6'	Crushed Stone
<b>Total Length in Feet</b>				<b>33,219.24</b>		
<b>Total Length in Miles</b>				<b>6.3</b>		

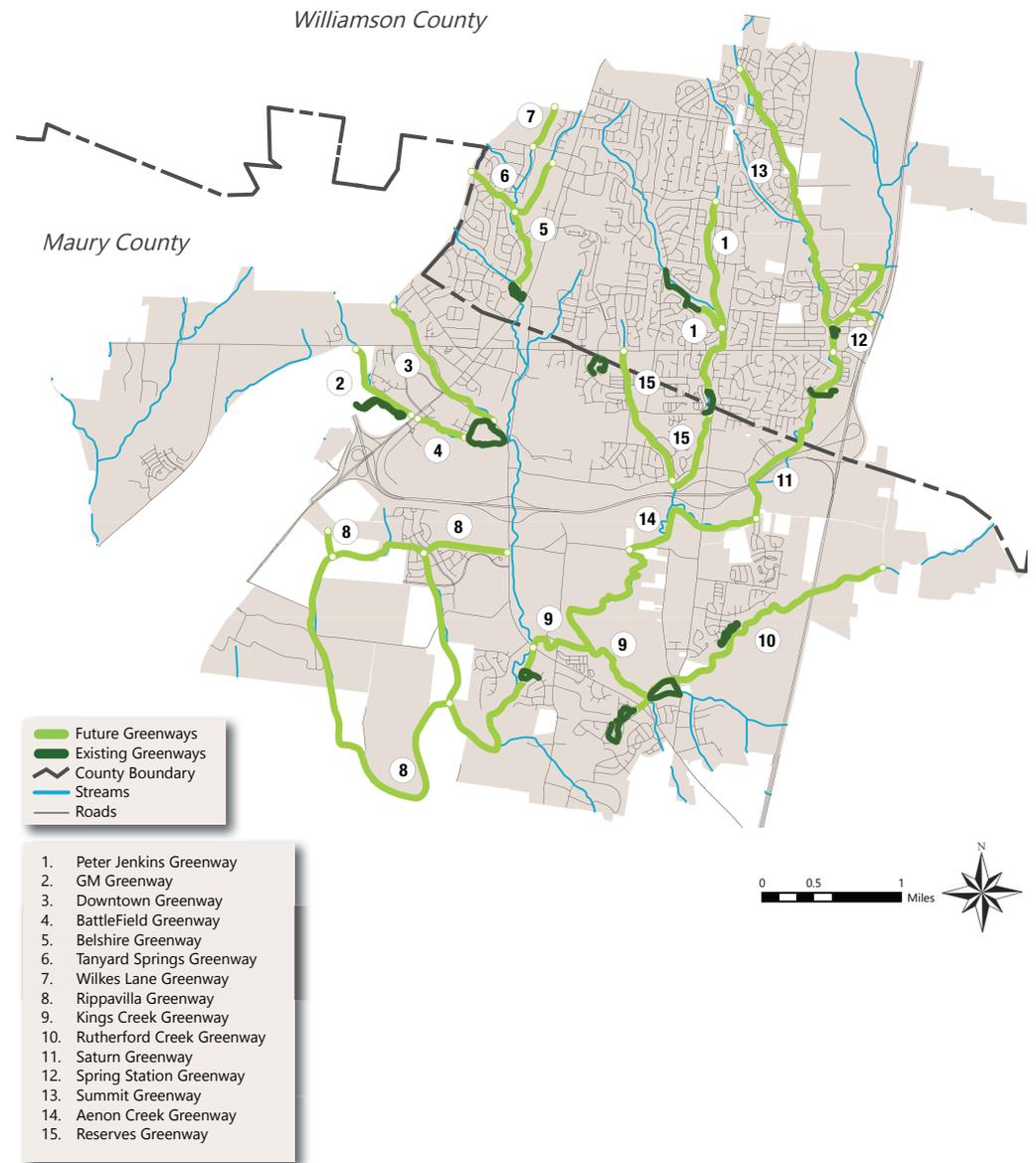


## SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

### Future Greenway Network

The proposed Greenway system looks to further build on and emphasize the importance of providing residents of Spring Hill with a safe, connected, and a enjoyable network.

- Utilize land along stream and river corridors to limit the impact of existing development and reduce the need of future land acquisition.
- Provide greater connectivity throughout the system and minimize the amount of dead-end routes that currently exist.
- Look to connect landmark destinations and facilities within the City, such as parks, natural areas, schools, libraries, and other attractions around the City.
- Connect existing and future neighborhood developments to encourage a more healthy and active lifestyle.



## CHAPTER 5 - FACILITY RECOMMENDATIONS

Greenway Project	Terminus	Total Length in Feet	Priority
<b>1. Peter Jenkins Greenway</b>			
Peter Jenkins Greenway Phase 1	From current Peter Jenkins trail eastern terminus to Duplex Road	2,900	Short Term
Peter Jenkins Greenway Phase 2	From Duplex Road to Rutherford Creek Greenway. Southern path exists from Walden Creek apts to Port Royal Road (east side of Grassy Branch).	1,890	Short Term
Peter Jenkins Greenway Phase 3	From southern terminus of Rutherford Creek Greenway to Reserves Boulevard	2,755	Short Term
Peter Jenkins Greenway Phase 4	From eastern midpoint of Peter Jenkins Greenway Phase 1 to Campbell Station Parkway Extension	6,100	Mid Term
<b>2. GM Greenway</b>			
GM Greenway	From GM Greenway to Beechcroft Road	2,100	Mid Term
<b>3. Downtown Greenway</b>			
Downtown Greenway	From Belle Drive to Jerry Erwin Park	7,500	Mid Term
<b>4. Battlefield Greenway</b>			
Battlefield Greenway	From Jerry Erwin Park to GM walking trail including US 31 underpass	2,700	Short Term
<b>5. Belshire Greenway</b>			
Belshire Greenway	From Campbell Station Parkway to Harvey Park.	7,100	Short Term
<b>6. Tanyard Springs Greenway</b>			
Tanyard Springs Greenway	From terminus of Wilkes Lane Greenway to CSX Greenway Phase 2	2,800	Mid Term
<b>7. Wilkes Lane Greenway</b>			
Wilkes Lane Greenway	From Wilkes Lane to City Limits	2,050	Long Term
<b>8. Rippavilla Greenway</b>			
Rippavilla Greenway Phase 1	From Kedron Road to northern loop of Rippavilla Greenway	4,000	Short Term
Rippavilla Greenway Phase 2	From Rippavilla Greenway Phase 1 western terminus to Rippavilla property	5,700	Long Term
Rippavilla Greenway Phase 3	From Rippavilla Greenway Phase 1 western terminus to Denning Lane	3,200	Long Term
Rippavilla Greenway Phase 4	From Kedron Road through Rutherford Place Trail to Denning Lane	12,295	Long Term
Rippavilla Greenway Phase 5	From Rippavilla Greenway Phase 4 midpoint to Rippavilla Greenway Phase 2 terminus	19,260	Long Term
<b>9. Kings Creek Greenway</b>			
Kings Creek Greenway Phase 2	From Kings Creek Greenway Phase 1 to Rutherford Creek	2,025	Long Term
Kings Creek Greenway Phase 3	From Kedron Road to Rutherford Creek Greenway Phase 1	7,400	Long Term
<b>10. Rutherford Creek Greenway</b>			
Rutherford Creek Greenway Phase 1	From Port Royal Park to Kedron Road	1,550	Short Term
Rutherford Creek Greenway Phase 2	From Meadowbrook Park to Port Royal Park	5,840	Short Term
Rutherford Creek Greenway Phase 3	From Rutherford Creek Greenway Phase 2 terminus to Jim Warren Road including I-65 underpass	6,900	Long Term
<b>11. Saturn Greenway</b>			
Saturn Greenway Phase 1	From Duplex Road to Chapmans Retreat Trail	8,700	Mid Term
Saturn Greenway Phase 2	From Old Port Royal Road to Jim Warren Road including Saturn Parkway underpass	1,900	Long Term
<b>12. Spring Station Greenway</b>			
Spring Station Greenway	From Chapman's Crossing Trail to Spring Station Drive, connection to Chapman's Crossing Park and Middle School	6,200	Mid Term
<b>13. Summit Greenway</b>			
Summit Greenway Phase 1	From south side of Chapman's Crossing Trail to Duplex Road	575	Mid Term
Summit Greenway Phase 2	From Buckner Road to Spring Station Greenway	6,500	Mid Term
Summit Greenway Phase 3	From Buckner Lane to Buckner Road	3,350	Long Term
Summit Greenway Phase 4	From Buckner Road to New Port Royal Road	3,400	Long Term
<b>14. Aenon Creek Greenway</b>			
Aenon Creek Greenway	From John Lunn Road to Jim Warren Road	6,480	Long Term
<b>15. Reserves Greenway</b>			
Reserves Greenway	From Reserves Boulevard to Duplex Road	6,650	Mid Term

Disclaimer: While the table depicts which side of the road the Greenway must go, the City Staff has the ability to change that in the future and should highly consider traffic counts, road speeds, and pedestrian activity when choosing the side.

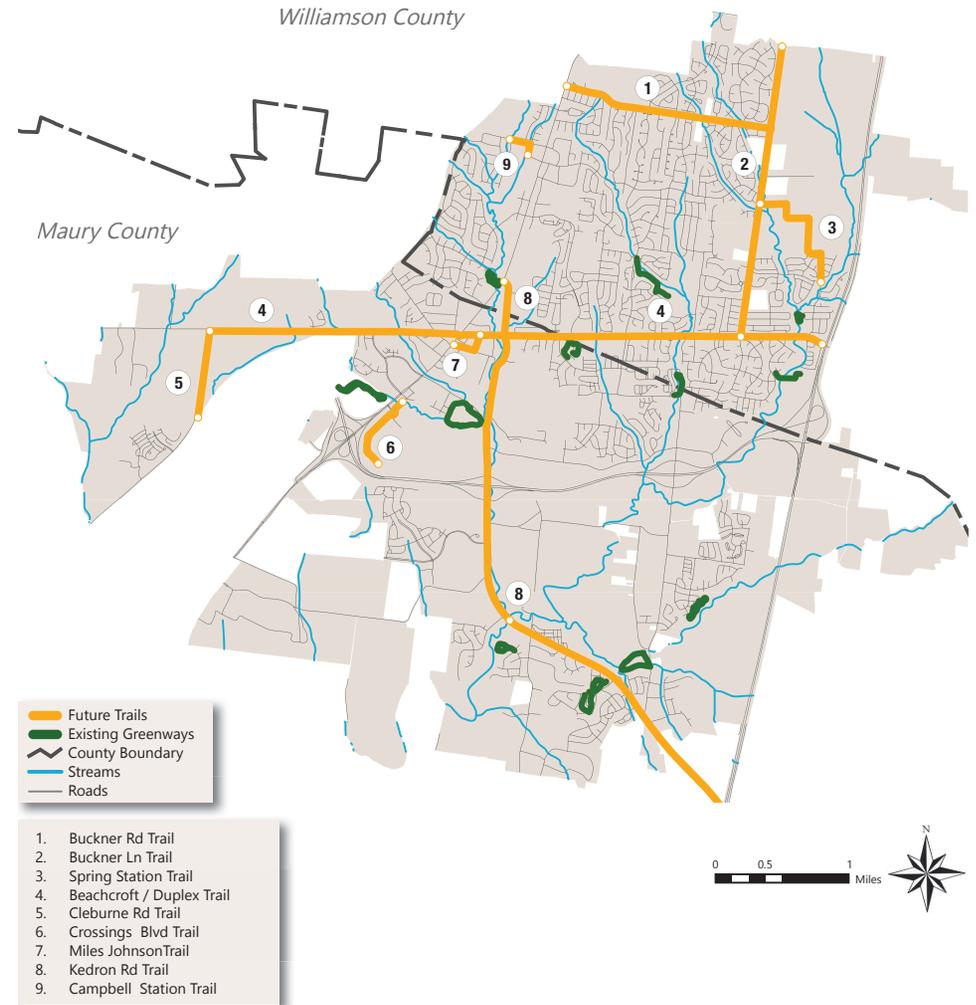
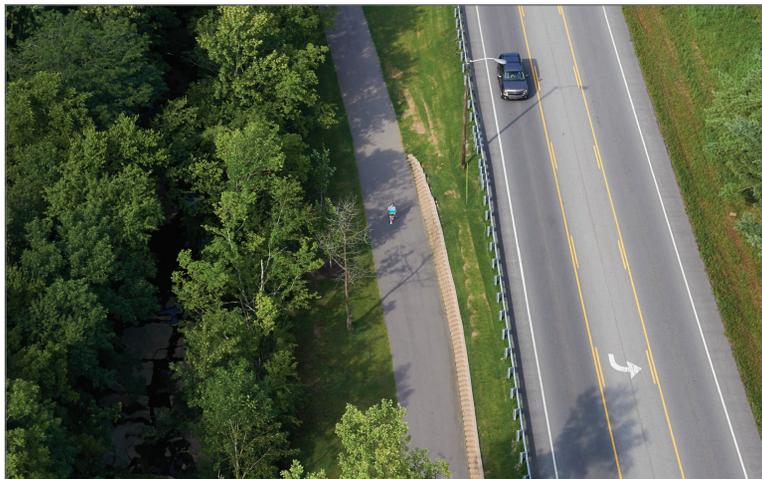


## SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

### Future Trail Network

The proposed trail system will work together with the City's current and future greenway system looks to further connect the residents of Spring Hill to each other and to important destinations throughout the community. Like the greenways, trails will be at least 10-12 ft wide, but instead of utilizing primarily natural corridors, will be located adjacent to roads and thoroughfares throughout the City.

- Serve as a trunk system connecting the various greenways and trails throughout the City into a unified system.
- Utilize right-of-way along important thoroughfares to provide alternatives to vehicular access to important destinations.
- Coordinated with traffic signals and roadway geometries to provide safe, convenient transportation routes across the community.



Trail Project	Terminus	Total Length in Feet	Priority	Side of the Road
<b>1. Buckner Road Trail</b>				
Buckner Road Trail Phase 1	From U.S. 31 (Main Street) to New Port Royal Road	4,202	Mid Term	north side
Buckner Road Trail Phase 2	From New Port Royal Road to Buckner Lane	5,889	Mid Term	north side
<b>2. Buckner Lane Trail</b>				
Buckner Lane Trail Phase 1	From Thompson's Station Road to Buckner Road	3,986	Mid Term	east side
Buckner Lane Trail Phase 2	From Buckner Road to Spring Station Road	3,680	Mid Term	east side
Buckner Lane Trail Phase 3	From Spring Station Road to Duplex Road	6,339	Mid Term	east side
<b>3. Spring Station Trail</b>				
Spring Station Trail	From Buckner Lane to Wades Crossing	6,453	Short Term	undetermined
<b>4. Beechcroft / Duplex Trail</b>				
Duplex Trail	From U.S. 31 (Main Street) to I-65	17500	Short Term	north side
Beechcroft Trail Phase 1	From Town Center Parkway to Cleburne Road	7,954	Short Term	north side
Beechcroft Trail Phase 2	From U.S. 31 (Main Street) to Town Center Parkway	4,161	Mid Term	undetermined
<b>5. Cleburne Road Trail</b>				
Cleburne Trail	From Beechcroft Road to Spring Hill Middle School	4267	Short Term	west side
<b>6. Crossings Boulevard Trail</b>				
The Crossings Trail Phase 1	From U.S. 31 (Main Street) to movie theater	4,385	Mid Term	undetermined
<b>7. Miles Johnson Trail</b>				
Miles Johnson Trail Phase 1	From U.S. 31 (Main Street) to Duplex Road	2,620	Short Term	west side
Miles Johnson Trail Phase 2	From Duplex Road to Kedron Road	4,573	Short Term	undetermined
<b>8. Kedron Rd. Trail</b>				
Kedron Road Trail Phase 1	From Miles Johnson Parkway to Saturn Parkway	2,912	Short Term	west side
Kedron Road Trail Phase 2	From Saturn Parkway to Mahlon Moore Road	8,048	Mid Term	west side
Kedron Road Trail Phase 3	From Mahlon Moore Road to Port Royal Road	6,887	Mid Term	west side
Kedron Road Trail Phase 4	From Port Royal Road to I-65	5,846	Long Term	west side
<b>9. Campbell Station</b>				
Campbell Station Trail	Along Wilks Land and Campbell Station Parkway	1,500	Mid Term	Undetermined

Disclaimer: While the table depicts which side of the road the Greenway must go, the City Staff has the ability to change that in the future and should highly consider traffic counts, road speeds, and pedestrian activity when choosing the side.



# SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

## Future Trail and Greenway Network

Williamson County



## STAFFING ASSESSMENT

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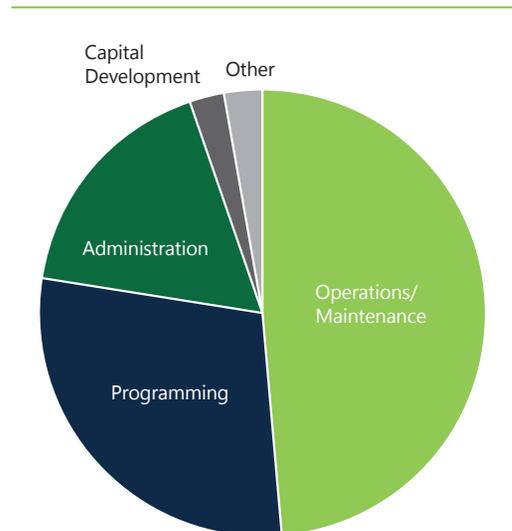


## STAFFING ASSESSMENT

### Introduction

The typical parks and recreation agency is tasked with a variety of responsibilities in the community, and the agency's professionals must often wear many hats to keep the various facilities, assets, and programming functioning and in good repair. NRPA organizes these responsibilities into several key focus areas, which include operations and maintenance, programming, administration, capital development, and other as a catch all for other responsibilities. The following chart outlines the average breakdown of staff time spent on various responsibility types for jurisdictions between 20,000-49,900 in population:

- Operations/Maintenance (49.9%)
- Capital Development (2.4%)
- Programming (29.4%)
- Other (2.4%)
- Administration (16%)



The City of Spring Hill Parks Department has a dedicated staff tasked with managing, operating, and maintaining its parks and facilities. The parks and greenways in Spring Hill require consistent investment and maintenance to keep them in a state of good repair and safe for community use, which would not be possible without adequate personnel and staff. Staff is also required for strategic planning purposes and community programming, allowing the community to offer various events and programs to the public and adequately plan for the future.

### Current Operations

Spring Hill's Parks Department is responsible for the operation and maintenance of 7 existing parks totaling 144 acres. These parks contain a variety of facilities, including bathrooms, pavilions and shelters, playgrounds, athletic fields and courts, parking infrastructure, and various other types of amenities. The department also maintains over 6 miles of greenways in the community, a number that will increase as the city implements its Greenway Plan, which will expand the greenway network to over 36 miles.

The department currently has a full time equivalent, or FTE, staff level of 4, with a total of seven part-time and seasonal employees. This is significantly lower than is typical for a community of Spring Hill's size and resources. According to NRPA's 2019 Field Report, the median parks and recreation agency in communities with populations between 20,000-49,900 has 9.1 FTEs on staff for every 10,000 residents in the

jurisdiction. Based on Spring Hill's current population of 43,373, the department would need 39 full time employees, or nearly ten times its current staffing level, to achieve this median ratio.

With additional staff, the City's Parks Department would be able to offer additional services to the community. This could include additional programming types, such as programs tailored specifically to seniors, teens, youth, or those with disabilities. Additional staff would also allow the department to increase special-events programming or offer more robust youth or adult athletic programs.

**Future Needs**

As the City of Spring Hill's population continues to grow and the community adds more parks, greenways, and recreational amenities, the City will need to increase its staffing levels to maintain the community's current level of service. Two additional parks are already programmed for the immediate future, with the Derryberry properties providing 44 acres of additional parks space. Additional staff will be required for maintenance, as well as for any potential additional facility types that may require staffing, such as nature centers, pools, or event

spaces. As the City grows larger, residents will desire a greater number and diversity of amenities and services, which will all require additional staffing to be fun and properly maintained.

**Conclusions**

The Parks Department received positive reviews regarding maintenance from the public in the facilities survey sent out to the community in December 2019. Beyond the community survey, many positive remarks were received by stakeholders on how well the current staff does to keep the facilities in good shape, commending their resourcefulness and efficiency. However, the City currently has a small number of parks and facilities relative to its population. As the City's population continues to rapidly grow and the City continues to add new greenways, parks, and amenities, Spring Hill will have to invest additional resources and funding in the department to add the additional staff that will be required to adequately maintain community facilities. Additional staff investments will also be needed if the City decides to add additional programming types or expand its recreational athletic offerings.

Population	Current FTE's	Current FTE's per 10,000 residents	Additional FTE's Needed to Reach NRPA Median
Current Population: 43,372	4	0.92	35.5
Projected Population in 2024: 49,993	4	0.80	41.4
Projected Population in 2029: 57,828	4	0.69	48.6



## IMPLEMENTATION

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### IMPLEMENTATION

Recommendations paired with a realistic strategy to implement them are the most important components of the Master Plan. The Implementation plan lays out strategies to improve the Spring Hill park and recreation system by first summarizing recommendations for the various parks, facilities, greenways, programming, and staffing, followed by potential funding sources and opportunities. Finally, these recommendations are organized based on priority, scope, and potential budget impacts to help the department approach the implementation plan methodically. The number of facilities is not static and will need to increase as Spring Hill's population continues to grow.



Implementation of this plan will require more than recommendations and funding strategies, it will also require buy-in from the community and community leaders. One of the recurring themes heard throughout the Master Plan update process was a belief in the community that the time to invest in and expand upon the parks and recreation system is now. The City of Spring Hill should capitalize on this by investing in a few key "early wins" to build momentum for continued investment. Key stakeholders and the general public should be engaged at every step in the planning of these new facilities to ensure the facilities reflect the needs of the public and to increase buy-in and ownership from the greater community.

### Recommendations

The recommendations in this section are intended first and foremost to address facility shortages and deficiencies based on population levels. The overarching goal is to increase the number of facilities to provide a per-capita level-of-service in line with NRPA averages for communities similar to Spring Hill. The number of facilities is not static and will increase as Spring Hill's population continues to grow.

#### *Existing Parks Recommendations*

Most of the feedback received from the community through events and the public survey revealed a desire for additional connectivity to parks and recreational facilities and more passive recreational opportunities, such as walking, biking, running, and swimming. There was also a desire for more playgrounds and community programs. At the same time, most community members felt that existing community facilities were receiving adequate maintenance. As such, the primary recommendations for the City of Spring Hill should center on creating additional opportunities for recreation at existing parks and siting new facilities to ensure maximum accessibility to neighborhoods throughout the City. Spring Hill would also benefit by renewing its focus on implementing the community's 2015 Bicycle and Greenways Plan to provide multi-access connecting residents to parks throughout the City.

### *New Park Recommendations*

Spring Hill has a critical shortfall in the number of various parks and recreational facility types compared to other similar communities. This can be partially attributed to the community's rapid population growth over the past several decades, which can put a strain on existing resources that grows faster than the funding available to increase those resources. However, to maintain the community's high quality of life, additional investments will need to be made to develop additional parks and build more recreational infrastructure.

As the City continues to grow, it will be important for the City to continue purchasing land to develop additional parks to meet the community's needs. While the City already has some land parcels

available and ready for development as parks, the City should continue to look for opportunities to locate and set aside land for additional parks before those areas are under imminent development pressure, as land prices can be prohibitively expensive once development has already occurred. As seen in the map on page 94, the majority of the City's existing parks are located in the Maury County portion of the City, while only one is on the Williamson County side. The City should prioritize new land acquisition in the northern half of the City as well as the south central area. Based on the future facility needs outlined on pages 104 - 105, the City should prioritize acquisition for rectangular fields, playgrounds, and multiple indoor facilities.





### **Recreation Centers**

Based on a projected population of 57,828 by 2029, the City will need two recreational centers to keep up with demand. The Longview Recreational Center is not owned by the City and is extremely popular and suffers from crowding, a situation that will get worse if more centers are not developed to provide additional facilities to community members. Ideally, the location will be such that it serves a different area of the community from Longview.

### **Nature Center**

The City of Spring Hill does not currently have a dedicated nature center, but the public indicated that this was a desired asset for the community. The City should consider purchasing land to create a nature center that could be linked to the City's growing greenway and trail system, providing educational and relaxation opportunities to the public. The site identified for this use should be unique and provide a variety of ecologies and diverse user experiences and could include wetlands, restored prairies, forest, and other natural settings. The addition of a nature center would also diversify the types of recreational amenities the City is providing for the community.

### **Sports Complex**

The community has a shortfall for a number of athletic facility types, particularly baseball/softball fields and multi-use fields. By 2029, there will also be a shortfall of basketball, volleyball, and tennis facilities. The development of a large, comprehensive sports complex could allow for the incorporation of many of these facility types. It is likely that this facility will not be free of charge for usage, rather will require user fees in order to offset this large capital investment and the greater operation

and maintenance costs for this type of facility. This type of facility could provide a centralized location for citizens to access these amenities, and potentially provide a venue for various athletic tournaments or other community events.

### **Baseball/Softball**

The City currently has a deficit of 5 youth baseball/softball fields to meet community demand, and could benefit from 3 additional fields over the next ten years. These could be located at a new sports complex to provide efficiencies of scale and geometry.

### **Basketball Courts**

Basketball is one of the most popular youth sports in America. Since the opening of Port Royal Park, the number of publicly accessible basketball courts in the community is four less than the NRPA average. The City could consider adding as many as 7 additional basketball courts by 2029 to maintain this ratio with projected population growth.



***Playgrounds***

There are a large number of playgrounds in the community, but most of them are located in specific HOA and neighborhood facilities that are not open to the public. Based on NRPA's recommended ratio of 1 playground per 3,019 residents, Spring Hill should consider adding additional playgrounds open to the public by 2029 to provide for both current residents and expected population growth. The City could revise the current HOA requirement to provide playgrounds and request dedicated funds or other alternatives in order to provide additional playgrounds for public benefit rather than just the local neighbors.

***Tennis Courts***

The opening of Port Royal Park provided the City additional tennis court offerings, but as the City's population continues to grow, 12 additional tennis courts may be necessary by 2029.

***Multi-Purpose Rectangular Fields***

Multi-use and overlay fields can be an effective strategy for a community to provide a variety of recreational and athletic offerings within the same facility. Examples include designing fields large enough to support both soccer or football, depending on the need, or fields that can serve as both football and baseball fields, since these sports generally occur during different parts of the year. The City currently has 3 of these at Port Royal and should add 5 more in the next 10 years.

***Community Gardens***

Spring Hill currently has one community garden, the Late Bloomers Community Garden, which provides opportunities for personal, social, and educational enrichment. The NRPA recommendations for 1 community garden per 7,300 residents indicate that Spring Hill could support 7 additional community gardens by 2029. These could be located on public property or supported by various non-profit or faith-based entities.

***Teen Center***

Teen centers provide opportunities for community youth to develop their physical, emotional, and social abilities in a safe environment. They offer both structured and unstructured activities, such as dance, theater, sports, games, and socializing, in a supervised space. Spring Hill does not currently have any teen centers, and based on the larger than average size of this demographic in the community, the City could benefit from the addition of at least one in the next ten years.





### Greenway Recommendations

The City currently has around 6.3 miles of existing greenways in various locations throughout the community. The proposed greenway expansions in this plan will greatly expand upon this network to create an interconnected, multimodal transportation network connecting key assets and locations around the City. The City should continue development of this multi-use trail system as an integral part of the network of pedestrian connections to recreational opportunities. Priority should be given to creating linkages between existing parks and recreational assets and the greenway network, and care should be taken when siting future parks and recreational facilities to ensure they are also connected to this network.

Public feedback indicated that providing alternative ways to access community parks and facilities, such as greenways and sidewalks, was the most important strategy the City could undertake to increase park utilization. The public survey revealed that biking, running, walking, and access to nature are some of the biggest attractions to the parks and recreation system, further emphasizing the importance of greenways to support these activities. Completing the greenways and trails recommended by this plan should be a high priority given their importance in enhancing usage of the community's other parks and recreational infrastructure.



### Programming Recommendations

The City of Spring Hill currently offers a variety of programming types to the community, many of which are well-utilized and almost all of which are familiar to community members. The community currently offers all of the top 5 most commonly offered programming types as identified by NRPA:

- Themed special events
- Team sports
- Social recreational events
- Health and wellness education
- Fitness enhancement classes

There are several types of targeted programming that are not available in Spring Hill, in contrast to most other communities with similar populations and department budgets. These include senior-specific programs and programs for those with disabilities. The department should consider adding these programs to their offerings, especially considering the senior population is growing more rapidly than the overall population.

To increase programming offerings, the City should consider increasing departmental funding to support staff expansion. Compared to peer agencies, Spring Hill has the fewest number of interactions, or contacts, with members of the community on a per-capita basis. Athletics and other programming are generally the largest drivers of contacts; increasing the size and number of programs offered would provide more opportunities for members of the community to use Spring Hill's parks and recreation system.

### **Maintenance, Operations, and Staffing Recommendations**

The parks staff has received generally high reviews from the community for their maintenance and operations of the parks and facilities. Responses from the community survey indicated that 4 in 5 respondents felt there are no significant maintenance or operational issues to address, and interviews with stakeholders and staff revealed satisfaction with the good condition of community facilities.

As the community builds new parks and recreational facilities to catch up with Spring Hill's rapid population growth, however, additional staff and funding will be necessary to support adequate maintenance of the

expanded system. While community members feel the department has excellent staff and equipment, current staffing levels are significantly lower than those of peer communities, and the planned addition of several new parks and greenways will put pressure on the department's ability to continue providing high quality service. The number of staff would need to increase by a factor of ten to reach median staffing levels reported by NRPA for other communities of a similar size. Also, as the City adds new park locations to their system, a minimum of one staff per 10 acres should be added. The department should also consider creating a stronger process to prioritize the department's goals and objectives to ensure the best use of the department's limited staff time and resources.





### **Funding Strategies and Opportunities**

A considerable investment in parks and facility expansions will be necessary to bring the level of service provided by Spring Hill in line with the average service level of other similarly sized communities. These needs become even more acute when considering the continued population growth projected for the community. While the costs associated with purchasing parkland and developing facilities is significant, these projects become more feasible when multiple funding sources are considered. Developing a long-term capital improvements plan to prioritize funding for short- and long-term needs for the various projects will allow costs to be spread over longer time horizons, further enhancing funding feasibility.

#### *Bond Funding*

Bond funding has been used by many communities to finance investments in parks and recreational infrastructure. In today's low interest rate climate, these can be a particularly cost-effective strategy for capital improvements that are then repaid from a dedicated funding source, such as a hotel-tax or portion of local property taxes. These can also be funded through the creation of special taxing authorities, or TIFs, which leverage the value created for adjacent properties by assessing a tax on the increase in value of those properties after the parks and recreational improvements are built.

#### *Corporate Sponsorships*

Local businesses in the community can also play a role in supporting community park facilities. These businesses are often interested

in giving back to the community in the form of funding or in-kind donations (labor, materials, land), and may be interested in positive media attention generated by these partnerships. Additionally, some businesses may also be willing to pay for naming rights or signage for advertising.

#### *Developer Contributions*

Encouraging developers to donate land or easements for parks or greenways can also be a successful strategy, particularly if the new recreational infrastructure will be located near or adjacent to the rest of the new development, enhancing the value of the development. Spring Hill is currently doing this but has some lessons learned and should evaluate revising some details of their requirements to better suite the City's parks system.



### *Grant Funding*

There are a variety of state and federal grant programs that can be used to fund recreational infrastructure. Sometimes, paring recreational enhancements as a component of other project types can also open up additional avenues for funding. Some examples of grants may include:

- STP (Surface Transportation Program)
- Land and Water Conservation Funds
- Active Living Grants

### *Fund Raising / Community Activism*

A successful fundraising strategy in many communities around the country is the implementation of adopt-a-trail or adopt-a-park programs, where community groups or corporate entities can

commit to donations of time or money to maintain specific pieces of park and recreation infrastructure. Other options for fundraising can include community events to raise funds, or the ability to pay for names to be included on park equipment, benches, bricks, or other items.

### *Partnerships*

Partnerships can play a key role in leveraging the resources of the community together with other public or non-profit entities to accomplish larger projects or more complex goals than might otherwise be impossible by the City alone. Partnerships with other governmental units, such as Williamson or Maury Counties or local school systems, can be particularly effective strategies.





## SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

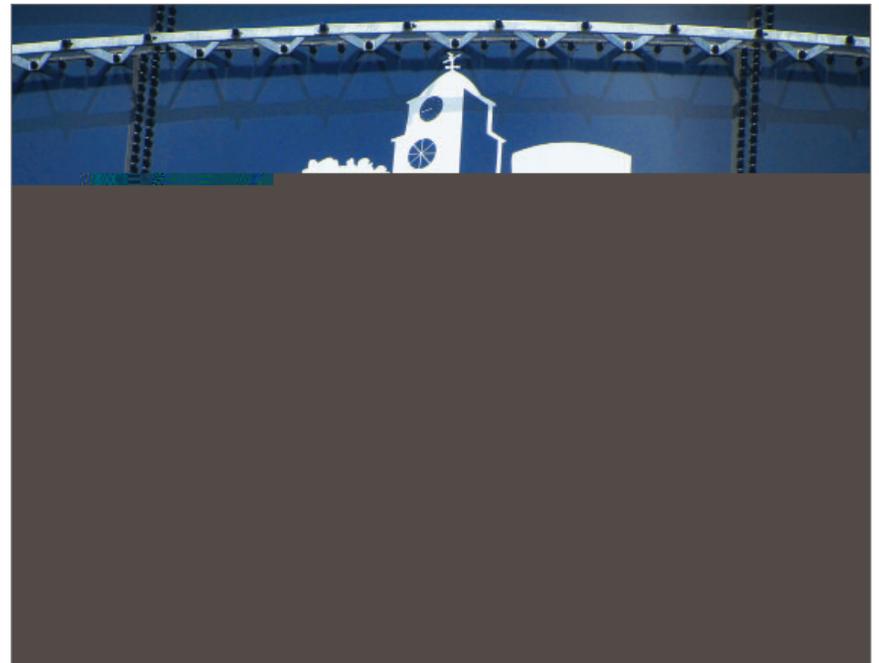
The City also has a history of partnership with non-profit agencies to accomplish common goals. Specific partners that should be considered are those groups whose goals are furthered by investments to the parks and recreation system. Such partners could include the various sports leagues in the community, such as the Heritage Community Recreation Association, Lions Club, Spring Hill Little League, and various other youth and adult leagues. These organizations have direct ties to community members impacted by funding levels and the quality of park infrastructure and are in a strong position to advocate and fundraise for these facilities.

### *Tax Strategies*

Tax strategies can be an effective way to create a dedicated revenue stream. The City of Spring Hill already has an adequate facilities tax that is used to raise revenue from new developments in the City, which is used to offset the burden that new development places on public services and facilities. A portion of that tax could be earmarked specifically to pay for the new parks and recreation infrastructure. The City could also consider dedicating a portion of other taxes, such as property taxes or local sales tax, to create dedicated revenue streams for parks and recreational opportunities. This approach has been used for various funding priorities in communities across the state and allowing citizens the option to vote on dedicating a portion of their tax dollars to a specific cause, like parks and recreation, could allow the public to take greater ownership of the funding decision.

### *Usage Fees*

While it should be a priority to provide recreational opportunities free of charge where possible so all members of the community can participate, it may be necessary in some instances to charge usage fees to pay for maintenance or prevent over-use of facilities. Longview Recreation Center is one recent example, where residents can buy annual passes to use the facilities, while non-residents pay a larger fee to account for the portion of the facility paid through local tax dollars.



Implementation Matrix

Recommendation	Priority	Scope	Short Term (2024)	Long Term (2029)	Potential Budget Impact	Potential Funding Sources
<b>Existing Parks</b>						
Walnut Street Skate Park	1	Restroom (Single Stall) / Skate Bowl / Bike Trail			\$710,000.00	LPRF
Evans Park	2	Baseball Quad / Parking / Additional Courts (Horseshoe, Bocce Ball, etc.)			\$4,000,000.00	LPRF
Port Royal Park	2	Bleachers / Mini-shelters / Basketball Court / Re-stripe Tennis Court / Sand Volleyball Court			\$500,000.00	
Harvey Park	3	2 Mini-Shelters			\$60,000.00	Corporate sponsorship
Little League Fields	-	No Renovations Desired			-	
McLemore Park	-	No Renovations Desired			-	
<b>Indoor Facility Needs</b>						
Recreation centers	1		1	1	\$4,000,000.00	
Nature centers	1		1	1	\$2,000,000.00	LPRF
Teen centers	2		1	1	\$4,000,000.00	LPRF, corporate sponsorships
Senior centers	3		1	1	\$4,000,000.00	LPRF, corporate sponsorships
Performance amphitheater	3		0	1	\$500,000.00	LPRF, corporate sponsorships
<b>Outdoor Facility Needs</b>						
Playgrounds	1		13	3	\$4,800,000.00	LPRF, Blue Cross Blue Shield Healthy Place Program
Tennis courts	1		10	2	\$1,080,000.00	LPRF
Baseball / Softball fields	1		6	2	\$4,800,000.00	LPRF, corporate sponsorships
Basketball courts	2		5	2	\$658,000.00	LPRF
Community gardens	2		4	3	\$350,000.00	LPRF
Totlots	2		4	2	\$1,500,000.00	LPRF
Rectangular fields: multi-purpose (includes soccer and football)	2		4	1	\$1,250,000.00	LPRF
Rectangular fields: lacrosse fields	2		2	2	\$1,400,000.00	LPRF
Swimming pools	3		1	2	\$3,000,000.00	LPRF, corporate sponsorships
Multipurpose synthetic fields	3		2	1	\$900,000.00	LPRF, corporate sponsorships
Skate parks	3		1	1	\$600,000.00	LPRF
Rectangular fields: cricket fields	3		1	1	\$120,000.00	LPRF
Multiuse courts: basketball/volleyball	3		0	1	\$100,000.00	LPRF



# SPRING HILL PARKS, RECREATION, AND GREENWAY MASTER PLAN UPDATE

## Implementation Matrix Continued

Recommendation	Priority	Scope	Short Term (2024)	Long Term (2029)	Potential Budget Impact	Potential Funding Sources
<b>Staffing Needs</b>						
Additional FTEs	1		8	12	\$800,000.00	Annual budget
<b>New Park Needs</b>						
Sports Complex	1		1	0	\$25,000,000.00	CIP, TIF, hotel/motel tax
<b>Greenway and Trail Needs</b>						
Proposed Greenways and Trails	1		14 miles	33 miles	\$47,000,000.00	TAP, ATP, RTP, Multimodal grants
<b>Programming Needs</b>						
Additional Programs	2		Programming for seniors, inclusive programming	New programming based on changing demographics and community needs	\$1,000.00	Annual budget
<b>Maintenance and Operations Needs</b>						
Equipment	2		1	1	\$200,000.00	Annual budget, CIP



## CONCLUSION

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### CONCLUSION

Spring Hill is a desirable place to live that continues to grow rapidly. As the City continues to expand, however, the demands and expectations placed on the community's parks and recreation system will also continue to grow. The purpose of this plan is to provide a comprehensive understanding of the community's existing assets and programming and provide a road map for future investments in those assets. Due to rapid population growth, the community currently has a smaller budget and staff and fewer acres of parks and recreational assets than most other cities of a similar size. However, by developing this plan, the City has recognized the need to make key investments to support additional facilities and increase staffing to remain competitive with peer communities, both locally and across the country.

This plan provides recommendations for how and where to focus those investments, which will allow the City to strategically expand and improve its parks and recreation system. This expansion holds the potential to materially enhance the quality of life of Spring Hill's citizens, making the City a more active, attractive, and livable community for people of all walks of life.





