

LAKEVIEW PARK MASTER PLAN

FEBRUARY 2022



FRANKLIN COUNTY FISCAL COURT
FRANKFORT, KENTUCKY

Prepared for
Franklin County Fiscal Court
Frankfort, Kentucky

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ACKNOWLEDGMENTS

The following individuals played an integral role in the
Lakeview Park Master Plan

Lakeview Park Committee

- **Judge Huston Wells**, Franklin County Judge/Executive
- **Squire Michael Mueller**, 3rd District Magistrate
- **Squire Scotty Tracy**, 4th District Magistrate
- **Robert Hewitt**, Director of Planning & Building Codes Dept.
- **Charlie Lewis**, Director of Lakeview Park
- **Ann Northcutt**, Community Development/Grants Administrator
- **Tambra Harrod**, Deputy Judge Executive

Contents

	Executive Summary
1	Introduction
5	Analyze
6	Site Analysis
21	Community Assessment & Need
31	Connect
42	Park Program
45	Envision
46	Master Plan
65	Opinion of Cost + Implementation Strategy
69	Operational & Funding Fiscal Analysis
75	Action Plan
	Appendix
	01 - Environmental Report
	02 - Community Engagement Summary
	03 - Lakeview Park Master Plan & Feasibility Report
	04 - Lakeview Park Civil Narrative
	05 - Amenity Index



EXECUTIVE SUMMARY

The 2022 Lakeview Park Master Plan establishes a guiding vision for the development and improvements at Lakeview Park in Frankfort, Kentucky. Historically, amenities have been added at Lakeview Park when the need and/or funds arose. As community needs and wants continue to grow and develop, it is the desire of the Franklin County Fiscal Court to prepare a Master Plan documenting the best and highest use for new improvements to Lakeview Park. The 132-acre site provides several unique uses to the Franklin County residents and as it is currently the only park operated by Franklin County Parks and Recreation, select improvements to the Park could have a significant impact on the local residents, regional draw, and overall economic impact of the area. The recommended improvements, once all complete, envision a park centered around the users, both local and regional, providing year-round capabilities for several types of user groups, all while maintaining the beautiful, rolling, green landscape that Lakeview Park is known for.

This document should be used as a reference to inform prioritized implementation and retrofitting projects throughout the site in order to create a cohesive park. The 2022 Lakeview Park Master Plan should be considered a flexible document and revised as projects are completed and unforeseen conditions occur.

The design process consisted of a three-step process that was completed with guidance from the Lakeview Park Committee, community stakeholders, and additional public input - totalling over 1,200 Franklin County residents. The Master Plan Report details the processes and results from each of the following phases in more detail:

Analyze | Connect | Envision

The Master Plan and associated feasibility study's goals directly align with the Guiding Principles set forth in the Connect Phase of the planning process and are as follows:

- Opportunities should be taken to update the park to accommodate tourism that will increase revenues and **economic impact**.
- Use a wide range of **available funding** and explore alternative revenue sources.
- **Local needs** are to be determined and incorporated into the project to maximize the use of the park.
- **Regional draw** is important to increase economic development and the economic impact that comes from creating destinations.
- **Revenue generation** is vital to the sustainability of Lakeview Park and its future vision.
- **Year-round programming** capabilities should be incorporated into the park.

The following report is a culmination of several months of research, analysis, schematic design, estimating and operations and maintenance analysis broken down into three sections - coordinating with the phase in which the scope of work aligns: Analyze, Connect, and Envision. Though several concepts and scenarios were explored, the data-driven final concept presented in the Master Plan recommends the highest and best use of Park improvements that align with the guiding principles and analysis conducted by the design team.

It is our pleasure to present this Master Plan Report to the Franklin County Fiscal Court on behalf of the design team of Hitchcock Design Group, PROS Consulting, and Bacon Farmer Workman Engineering & Testing.



Introduction

PLANNING PROCESS

The planning process covers three key phases: Analyze, Connect, and Envision. This Master Plan compiles the results of these phases in order to accomplish the implementation of the overall plan. The planning process for the Lakeview Park Master Plan began in Spring of 2021 with the Analyze Phase involving an in-depth look of the inventory and analysis of Lakeview Park's existing conditions including current assets, facilities, amenities, and community context. An analysis of the current programs gave insight into the services provided by the County. Next, the Connect Phase consisted of staff, stakeholder, and community input through stakeholder meetings, an online survey, and a community open house. Input was gathered on the park's facilities, programs, and needs. The efforts put forth in the first two phases combined with all the input gathered from the staff, stakeholders, and community guided the development of the core program for the Lakeview Park Master Plan. The core program and its recommended amenities drove the development of the concept plan. Upon completion of the Analyze and Connect Phases, the planning team coordinated to develop new and refine existing strategies to present an overall master plan that met the amenities and opportunities laid out in the program.

PURPOSE

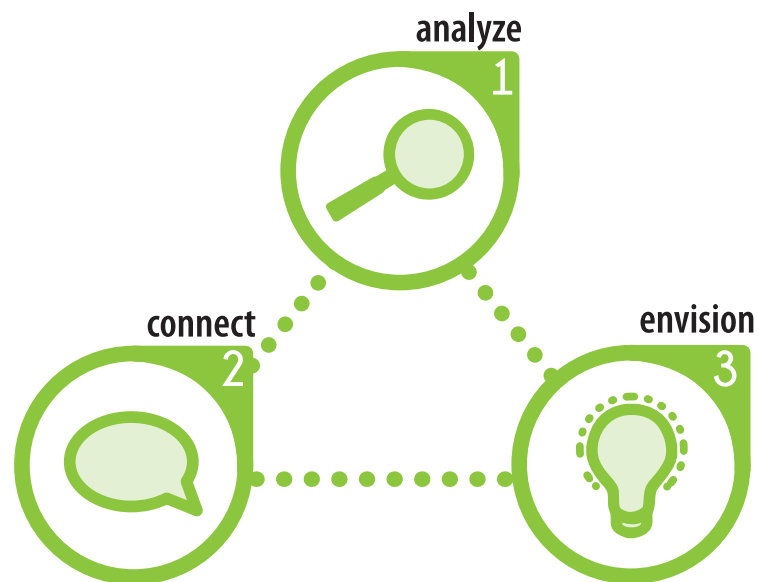
The purpose of this master plan is to provide the Franklin County Fiscal Court with:

- **ASSESSMENT** OF EXISTING PARK USES, FACILITIES, AND PROGRAMS
- **OBTAIN** FEEDBACK FROM COMMUNITY AND STAKEHOLDERS ABOUT SENTIMENT OF EXISTING SERVICES AND FACILITIES
- **IDENTIFY** COMMUNITY NEEDS AND ASSETS
- **RECOGNIZE** STRATEGIC AND MEASURABLE GOALS AND OBJECTIVES FOR PARK IMPROVEMENTS
- **DEVELOP** ACTION PLAN TO IMPLEMENT THESE STRATEGIES

How to Use the Plan

- This Master Plan document will be used by the Franklin County Fiscal Court as a guide to implement the proposed improvements defined by the data collected during the entire process. The implementation plan provides several routes of progressing the plan forward into development. This plan should be thought of as a "working document" that will need to be updated annually as goals are achieved and refined as the County refines their decided route of implementation.

STRUCTURE OF THE DOCUMENT



ANALYZE: INVENTORY & ANALYSIS

This section provides a detailed inventory of park facilities and amenities, community assets and needs, and relevant adjacent land uses. Data collected from this phase directly impacts the final design as the design team will take into account opportunities that were highlighted from this phase.

CONNECT: COMMUNITY ENGAGEMENT

Community engagement includes summaries of the stakeholder input, community surveys, and community open house. This section also includes the core program that was created by the needs that were outlined during the analyze and connect phase. It provides the background of those needs, synthesizing the results into justification and background for future action items.

ENVISION: MASTER PLAN & FEASIBILITY STUDY

This section provides the overall master plan that implements the amenities and strategies to achieve the goals laid out in the program.



PARK PROFILE

Lakeview Park covers approximately 132 acres and serves a population of about 51,365 people in Franklin County, KY. Located on the Northwest boundary of the City of Frankfort, the Park maintains a 9-hole golf course and driving range, athletic fields, 1.6 miles of walking/jogging trails, a skate park, splash pad, playground, dog park, disc golf course, pickleball courts, sand volleyball courts and pavilions.

Lakeview Park was developed in 1991 when the Franklin County Fiscal Court (FCFC), led by Bob Arnold, purchased the land. Less than five miles from historic downtown Frankfort, the Park has been an added value for the east side of Frankfort and surrounding community. Since the Park's induction, the FCFC has continued to add amenities, committing to transitioning the land-use as the community needs and wants have required. In addition to the several park amenities provided at Lakeview Park, the County Parks and Recreation Department also maintains the Carter House, an historic home available for event rentals, on site.

The City of Frankfort has nine additional community parks overseen by Frankfort Parks and Recreation Department. Lakeview Park is the only county park and is overseen by the Franklin County Parks and Recreation Department.

There are several other comprehensive plans throughout the City of Frankfort and Franklin County that were referenced as a resource to provide guidance in decisions laid out in this Master Plan. Partnerships and coordination options from these plans and the organizations that led these efforts are described in the Partnership Opportunities (p. 62) and should be explored to combine assets, utilize land, and share amenities for the betterment of the community and to serve a larger network of residents and users.

RELATED PLANS

- 2016 Frankfort/Franklin County Comprehensive Plan Update
- 2016 City of Frankfort & Franklin County Pedestrian & Bicycle Master Plan
- 2017 Lakeview Park Master Plan
- 2018 Downtown Frankfort Community Engagement/ Master Planning Process
- 2020 Parks, Recreation & Historic Sites Master Plan
- 2021 Frankfort Parks, Recreation, and Historic Sites Master Plan





ANALYZE

The Analyze: Inventory and Analysis phase of the report describes and illustrates the existing conditions of Lakeview Park. The information in this section aims to develop a baseline understanding of the Park's current assets and programs.

PURPOSE

This section documents the inventory and analysis accomplished during the Analyze Phase of the comprehensive master planning process. During this initial phase, the design team reviewed current programming and existing conditions of the park while determining the needs of the community and the surrounding recreation market. This phase describes the context in which the Franklin County Parks and Recreation Department operates, the recreation services it provides, and the environmental and contextual assets of the park land.

Included in this section are maps that identify parks, trails, and other relevant land uses. This information provides insight into potential surpluses or deficiencies Lakeview Park has in terms of uses, open space, facilities, and amenities.

Steps in the Analyze Phase included:

- Collecting available site information for the project site and immediate surroundings.
- Preparing base drawings using the inventoried data.
- Conducting an on-site kick-off meeting and site tour documenting existing conditions.

- Reviewing existing site conditions and preparing site analysis to identify
 - opportunities and constraints
 - natural resources
 - infrastructure
 - adjacent influences
- Performing a market analysis to define the target market and quantify the associated needs of the existing market surrounding the Park. Following quantification and definition of the market needs, an analysis of the competition was performed to project potential market capture and assist in deriving the core service offerings at the site as well as price points for each. From this review, the team provided the core market program plan including:
 - Existing recreational plan review
 - Service Provider Analysis
 - Market Definition

The final objective of the Analyze Phase is to confirm the opportunities and constraints of existing property, characteristics of the existing resources, owner/user and stakeholder interests, and development of a program summary that will be the basis for further design.

Contextual Inventory

Figure 2.0 represents the combined layers provided by the City of Frankfort depicting land uses and distances used to determine opportunities and constraints of the surrounding community.



Lakeview Park is a beautiful plot of land, perfectly reflecting the rolling hills and open space that Kentucky is known for. Located on the east side of the capitol city of Frankfort, Kentucky, Lakeview Park is a community park surrounded by several neighborhoods and abutting the Franklin County School Property. Currently serving local needs with various amenities offered throughout the space, Lakeview Park is ideally located to further reach regional users. Within a five-mile radius of the Park is an interstate exchange, access to the Elkhorn Creek, Kentucky State University Campus, Historic Downtown Frankfort, and the Buffalo Trace Distillery. Collaboration among other County businesses and organizations will be necessary to draw regional/national events.

Along with the aforementioned amenities within close distance to Lakeview Park, several other city-owned parks are located within a five-mile radius. This allows for opportunities to partner and share resources for amenities and programming. The

City of Frankfort ("City") and the County will need to continue to partner in hosting local events and activities, such as the County Fair.

To further reach regional users and full potential of revenue generation for the Park, ancillary services are needed nearby - family attractions, hotels, restaurants, etc. It is worth noting that there is a limited inventory of hotels within the Frankfort/Franklin County Jurisdictions. In addition, there are only a handful of campgrounds within the area to help serve the overnight accommodation needs. There is a full inventory by accommodations including bed and breakfast facilities in the Lakeview Park Master Plan and Feasibility Report (Appendix 03 - Section 4.1.5). With Lexington and other communities within a 30-minute drive, there is a greater possibility that people will stay, play, and spend their money in these communities. If ancillary issue is not addressed, Franklin County will not capture the full potential of revenue or economic impact from the park and proposed uses.

Legend

-  City Boundary
-  Educational Institutions
-  City Property
-  Federal Property
-  Lakeview Park
-  Parks
-  Railroad
-  Roads

Distance to key areas:

Downtown:

3 miles

Kentucky State University:

2 miles

Lodging:

2 within 2 miles

3 within 3 miles

6 within 4 miles

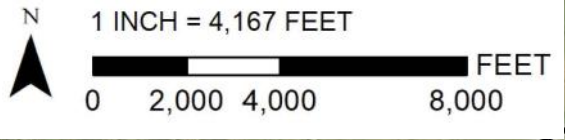
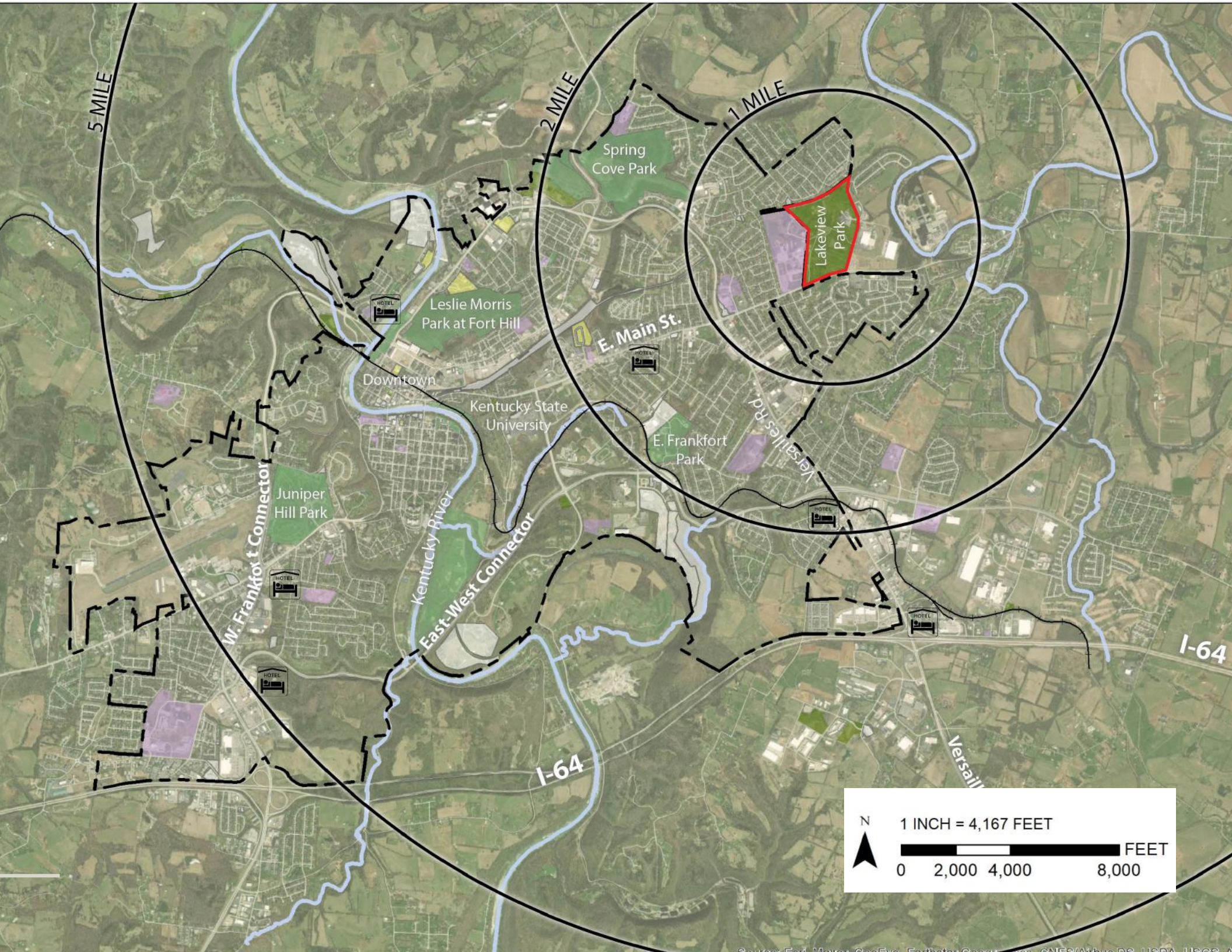
10 within 7 miles

Interstate 64:

3.25 miles

Contextual Inventory

Figure 2.0



SITE INVENTORY

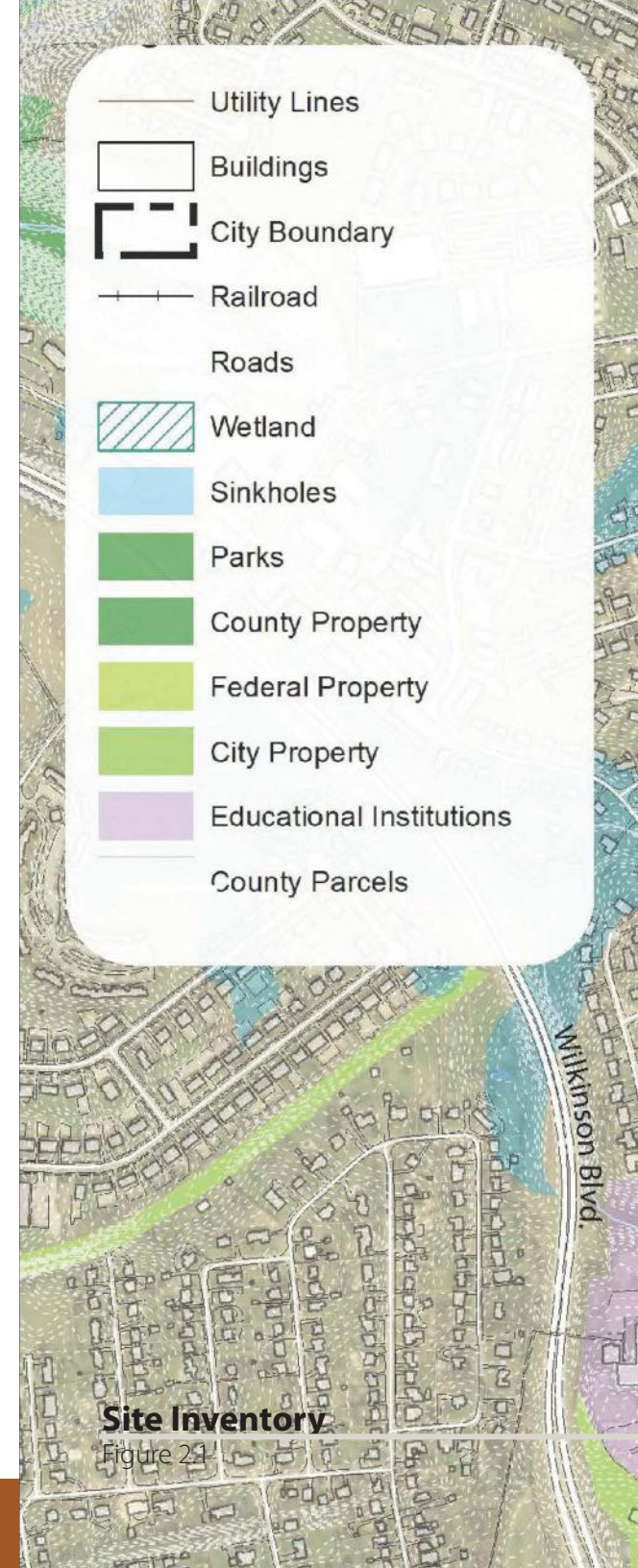
Figure 2.1 is an enlarged version of the Contextual Inventory Map (Figure 2.0) zooming into the neighborhood scale of Lakeview Park. A better understanding of the surrounding context provides insight to the Park's opportunities and constraints.

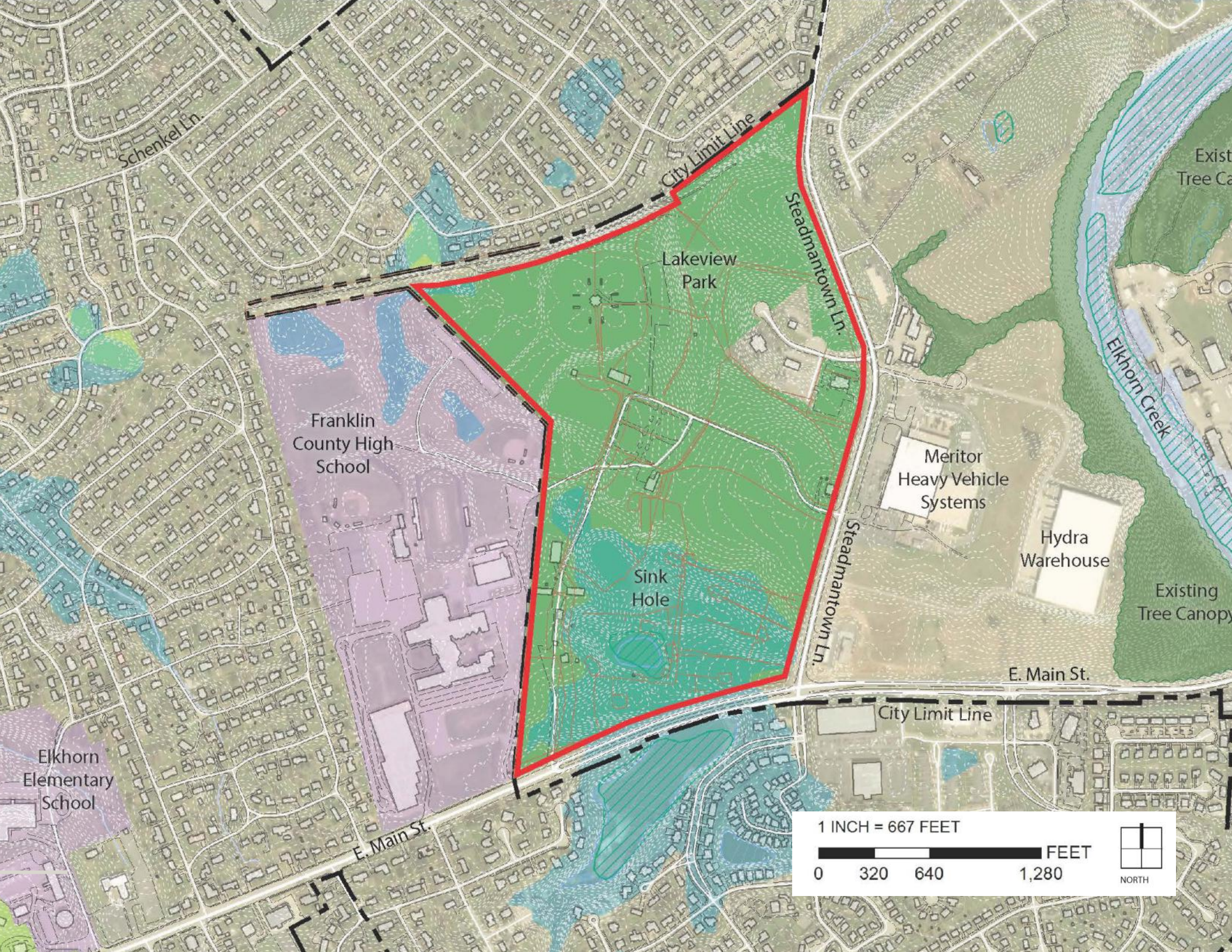
OPPORTUNITIES

- Connections to the surrounding neighborhoods, providing both pedestrian and vehicular access to the Park, should be explored.
- Partnership with the Franklin County School Campus provides several amenity opportunities, especially if there are some non-permanent options explored in the expansion area to the north.
- East Main Street is a major east to west thoroughfare and provides great views into the site. Directional signage should be provided along E. Main Street guiding users to the main entrance along Steadmantown Lane.
- Elkhorn Creek is an asset to the community and any opportunity to provide a connection should be explored.
- Existing parks amenities are valued and should remain in the park, if benefits to the community are realized and people support the amenity by utilizing it regularly.
- Preserve the history of the property and park, using interpretive signs to celebrate it.

CONSTRAINTS

- The south portion of the site, currently inhabiting the Lakeview Springs Golf Complex, is built entirely on areas noted as sinkholes. Further soil bearings and testings should be taken before any impacts to this area is made to fully understand the hazard. Any infracture proposed within these boundaries will need be aware of this obstacle and take all precautions necessary.
- City and County infrastructure improvements are need to accommodate improvements made to draw regional events.
- Although various amenties have been provided throughout the Park, there is no cohesive feel or circulation connecting the uses.
- A traffic study is recommended to fully understand the projected traffic volumes and identifying the improvements required for any suggested improvement.





EXISTING CONDITIONS



BASE LAYERS

Figure 2.2

With information provided by the City of Frankfort, existing park data, and available resources online, the design team was able to create a base map consisting of existing conditions. Highlighted on the Base Layers Plan (Figure 2.2) are:

- Existing Canopy
- Current Uses
- Current Circulation
- Topography
- Utilities

These separate layers were combined to create an overall Base Map (Figure 2.3) which provided an existing base to develop the plan moving forward.

Items of note from the Base Map (Figure 2.3) that carried through into the development of the Master Plan include:

- Maintain as much of the existing canopy as possible. Protecting the canopy will help to keep the overall feel as a park and open space environment.
- Many programmatic elements are included in the park, but appear to have been located randomly throughout the park with no connectivity or relation to each other.
- Several of the existing elements are in need of an upgrade or repair.
- With the location of the park so close to several neighborhoods, connection to the surrounding uses needs to be explored.
- In order to keep additional costs at a minimum, use existing topography for terracing and/or play features.
- Beautiful rolling landscape should be celebrated.
- Improve vehicular and pedestrian circulation throughout park.
- Any development will need to be able to work with existing utilities or will need to have updated utilities in order to function to full potential.



BACKGROUND

This data was collected as part of a preliminary environmental review for the Franklin County Fiscal Court (FCFC) to review Lakeview Park located in Frankfort, Kentucky. This 132-acre tract of land lies to the north of East Main Street. For a full report on the environmental data collected, see Environmental Report (Appendix 01).

PROJECT LOCATION

On Interstate 64, proceed east to Exit 58, then turn left and proceed north on US-60/Versailles Road for approximately 4.1 miles. Turn right onto East Main Street and the Park will be located on the left (North). Turn left onto Steadmantown Lane and left onto Park Avenue to enter Lakeview Park.

PROJECT DESCRIPTION

Currently the park has four (4) youth softball fields, an instructional league baseball field, seven (7) soccer fields, city/county tree nursery, skate park, horse show arena, horseshoe pits, a 9-hole golf course/driving range, a 1.6-mile walking/jogging trail, and picnic areas. The property contains one (1) pond. The topography of the site varies from elevation 714 to 750.

It is the intent of FCFC to review this location for Feasibility and Master Planning activities based on existing site conditions and proposed capital improvements. This property was reviewed for:

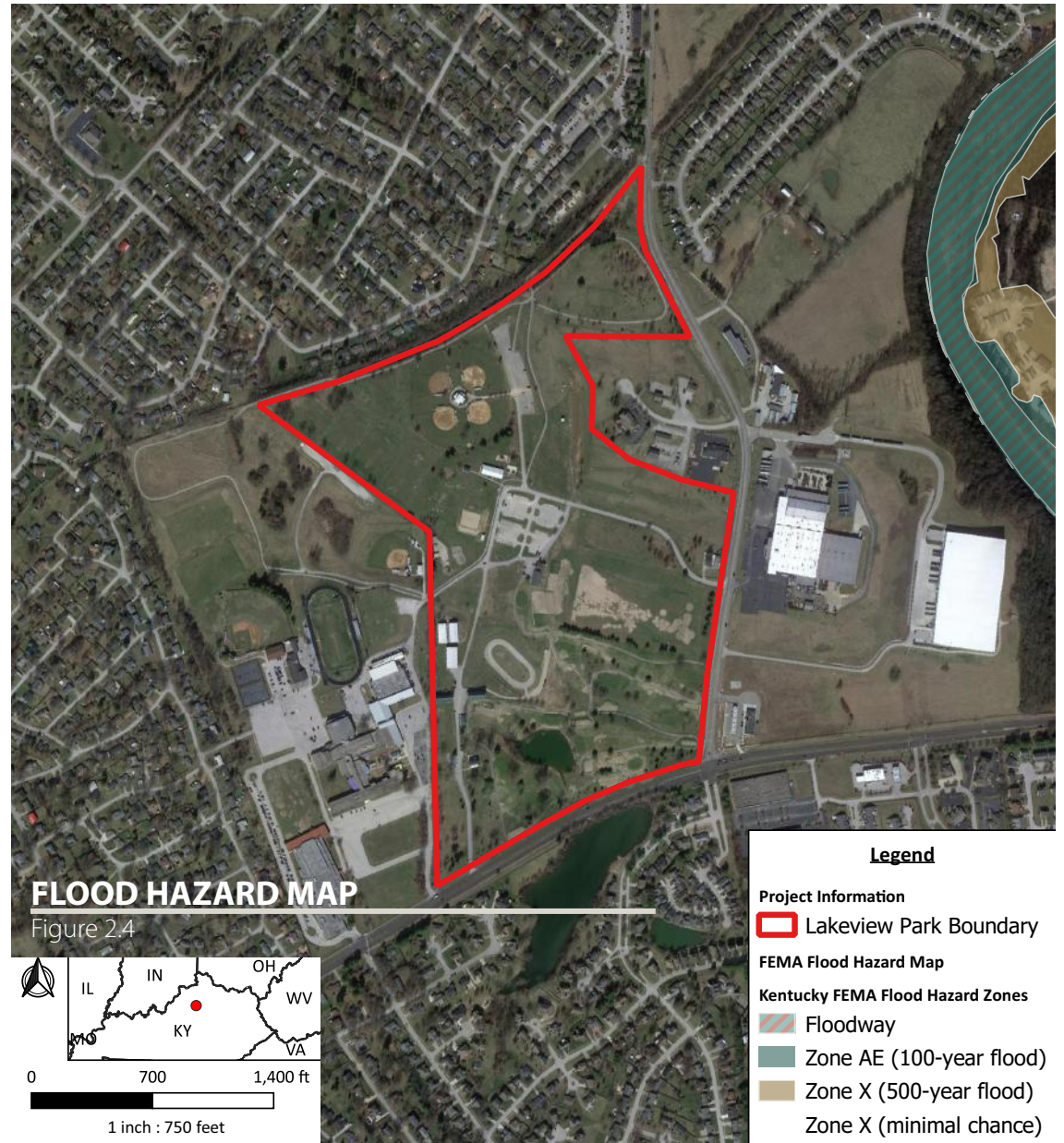
- Flood Plains
- Soils
- Wetlands and Streams
- Threatened & Endangered Species
- Geology
- Utilities
- Historic Significance / Archaeologic Factors

NATURAL RESOURCES

This section outlines the existing natural features present within the Park. This includes utilities, archaeological factors, soils, and wetlands. These have been identified to provide a baseline of information and data for long-term decision-making.

FLOOD PLAINS

The project site lies within the Federal Emergency Management Act (FEMA) map, 21073C0129D (eff. Date 6/18/2013). According to this mapped area (Flood Hazard Map - Figure 2.4), the project site is not located within a designated flood plain area.

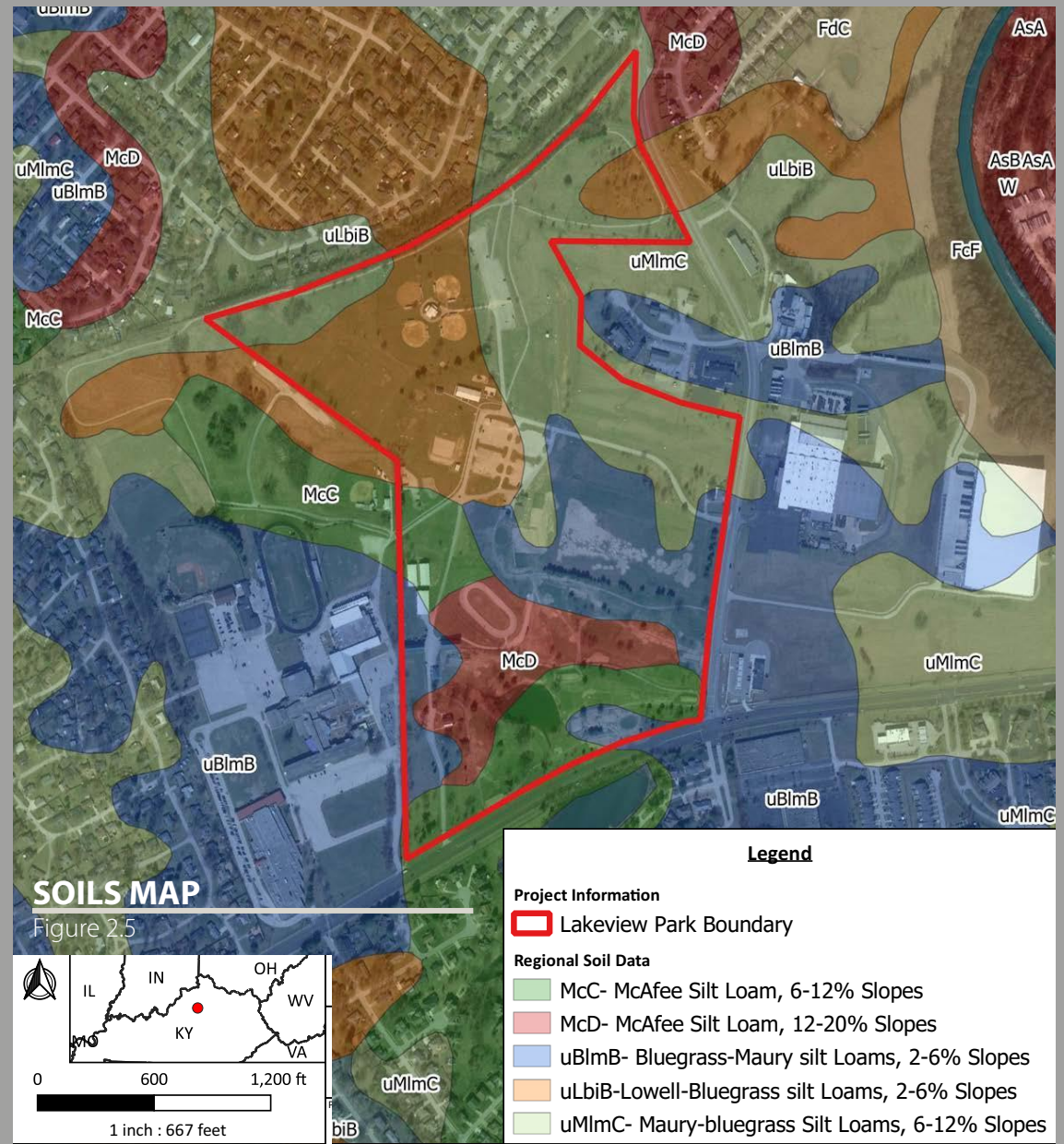


SOILS

According to the United States Department of Agriculture (USDA), there are five (5) soil types located at the Lakeview Park project site (Soils Map - Figure 2.5):

- McAfee silt loam – 6-12% slopes
- McAfee silt loam – 12-20% slopes
- Bluegrass-Maury silt loams – 2-6% slopes
- Lowell-Bluegrass silt loams – 2-6% slopes
- Maury-Bluegrass silt loams – 6-12% slopes

More detailed description of each soil type can be found in the Environmental Report (Appendix 01).





WETLANDS AND STREAMS

Various satellite imagery and databases were reviewed to determine whether wetlands and streams were present. According to aerial photography, the site appears to contain one (1) stream and one (1) pond. The site visit verified that stream denoted in the upper northern portion of the site is not present. The pond serves as a stormwater conveyance off and away from the center of the site. It appears the pond is also connected to the lake which lies south of the site. The pond will require further investigation to determine if there is a jurisdictional connection.

There are several ditches that convey water onto the project site. These include a wet weather conveyance from the High School (west side of project site), connection to the pond from Silver Lake (Lake is on the southside of East Main Street), and two (2) storm drains (along Steadmantown Lane). There is a permitted outfall from the splash pad in the northern portion of the project site. Wetlands Map (Figure 2.6) provides a map from United State Fish and Wildlife (USFWS) which provides an overview of wetland areas. Wetlands Mapper did not denote the presence of wetland areas on-site but did denote the stream in the upper northern portion of the site. However, as stated previously, this stream was not present during field investigations.

THREATENED AND ENDANGERED SPECIES

An Information for Planning and Construction (IPaC) query was performed to determine the Federally listed Threatened or Endangered Species for the proposed site area. According to the U.S. Fish and Wildlife Service (Service) review, there is a potential to encounter three (3) bat species (Gray Bat, Indiana Bat, and Northern Long-eared Bat), five (5) freshwater mussel species (Clubshell, Fanshell, Purple Cat's Paw, Rabbitsfoot, and Sheepsnose Mussel), and three (3) flowering plants (Braun's Rock-cress, Running Buffalo Clover, and Short's Bladderpod). However, there is no designated critical habitat.

Mammals

There are three (3) bat species potentially present at the project site. These included the Gray bat, Indiana bat, and Northern Long-eared Bat. There are no known caves on the site. Construction activities will need to be evaluated to determine if clearing activities could have a direct, indirect, or cumulative effect on bat species. It is recommended that any tree trimming or tree removal be conducted between October 15 and March 31st following the Service's recommendations. Tree trimming or tree removal could result in alterations to habitat and behaviors (feeding, breeding, and resting).

Mussels

There are five (5) freshwater mussel species suspected. These included the Clubshell, Fanshell, Purple Cat's Paw, Rabbitsfoot, and Sheepsnose Mussel. There is a pond on the project site, but it is unlikely that these species would inhabit this area. No mussel surveys were conducted. The pond does not support habitat for these species. The pond area will be avoided so no in-water work will take place.

Flowering Plants

There are three (3) flowering plants in the IPAC species list letter which include the Braun's Rock-cress, Running Buffalo Clover, and Short's Bladderpod. The typical habitat for the Rock-cress is found on rocky, wooded slopes on blackish clay loams over limestone or acid limestone cobble, but this habitat is not present. The running buffalo requires periodic disturbance and a somewhat open habitat to successfully flourish, but it cannot tolerate full-sun, full-shade, or severe disturbance. Historically running buffalo clover was found in rich soils in the ecotone between open forest and prairie. Those areas were probably maintained by the disturbance caused by bison. Today, the species is found in partially shaded woodlots, mowed areas (lawns, parks, cemeteries), and along streams and trails. The grounds are maintained with intensive mowing, but the grounds are mostly full-sun and there are no streams. Short's bladderpod typically grows on steep, rocky, wooded slopes and talus slopes and along tops, bases, and ledges of bluffs - often near rivers or streams and on south- to west-facing slopes. This combination of habitat features is not present.

GEOLOGY

Bedrock descriptions were located on the geologic map of the Frankfort East Quadrangle, Franklin and Woodford counties, Kentucky. According to former well logs from an adjacent site that is approximately 800 feet west of the Lakeview Park site, soil found around the park is generally brown/gray silty clay starting at 5 feet below ground surface (bgs) and continuing until auger refusal around 22 feet. The Environmental Report (Appendix 01) contains boring logs and a geologic map of the area. Limestone and minor shale are the dominant bedrock types found in this area and would generally be gray to dark gray and fine to course-grained with partial cross bedding. With the inclusion of limestone, known karst features such as sinkholes can be expected to be found throughout the Lakeview Park property.

Lakeview Park is located within areas that have known karst features and/or sinkholes. These areas always have an unknown risk factor due to potential settlement issues. The southern portion of the site does show a sinkhole. This does not preclude development of this area, but it should be noted that prior to any construction activities, these areas should have geotechnical investigations to verify subsurface conditions. These investigations will provide information about rock depth and the quality of the rock. It should also be known that any activities located adjacent to sink hole areas have the potential to manipulate the areas (i.e. drain water features, enlarge sinkholes).

UTILITIES

A map of existing utilities found during this review is shown in the Utilities Map (Figure 2.7). The site is served by the following utility companies:

Frankfort Electric and Water Plant Board

The Frankfort Water main feeds the site at three (3) locations:

- A 6" main enters the property from the east from Steadmantown Lane along Park Drive through the site to Franklin County High School.
- A 6" main enters the site from the east off Steadmantown Lane along Lakeview Court to serve the existing buildings on Lakeview Court.
- A 12" water main is also present on the southern border of the site adjacent to East Main Street; however, no laterals extend onto the site.

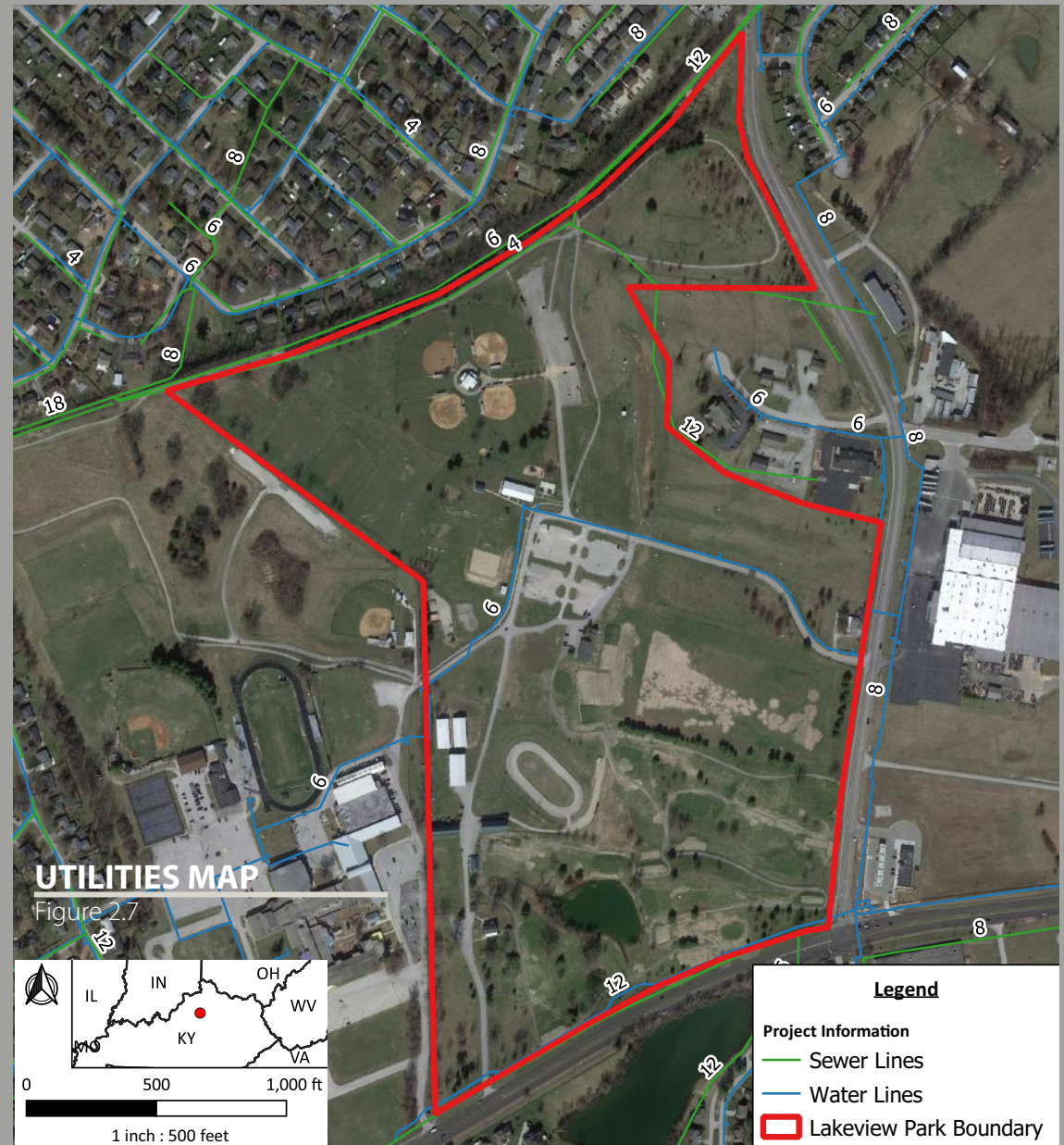
Municipal utilities are available at or adjacent to the site. Electric lines run from north to south along Park Avenue through the middle of the site. In addition to electrical services, the site also has cable lines which line in the southern portion of the site as denoted on the utilities map (Appendix A, Figure 6).

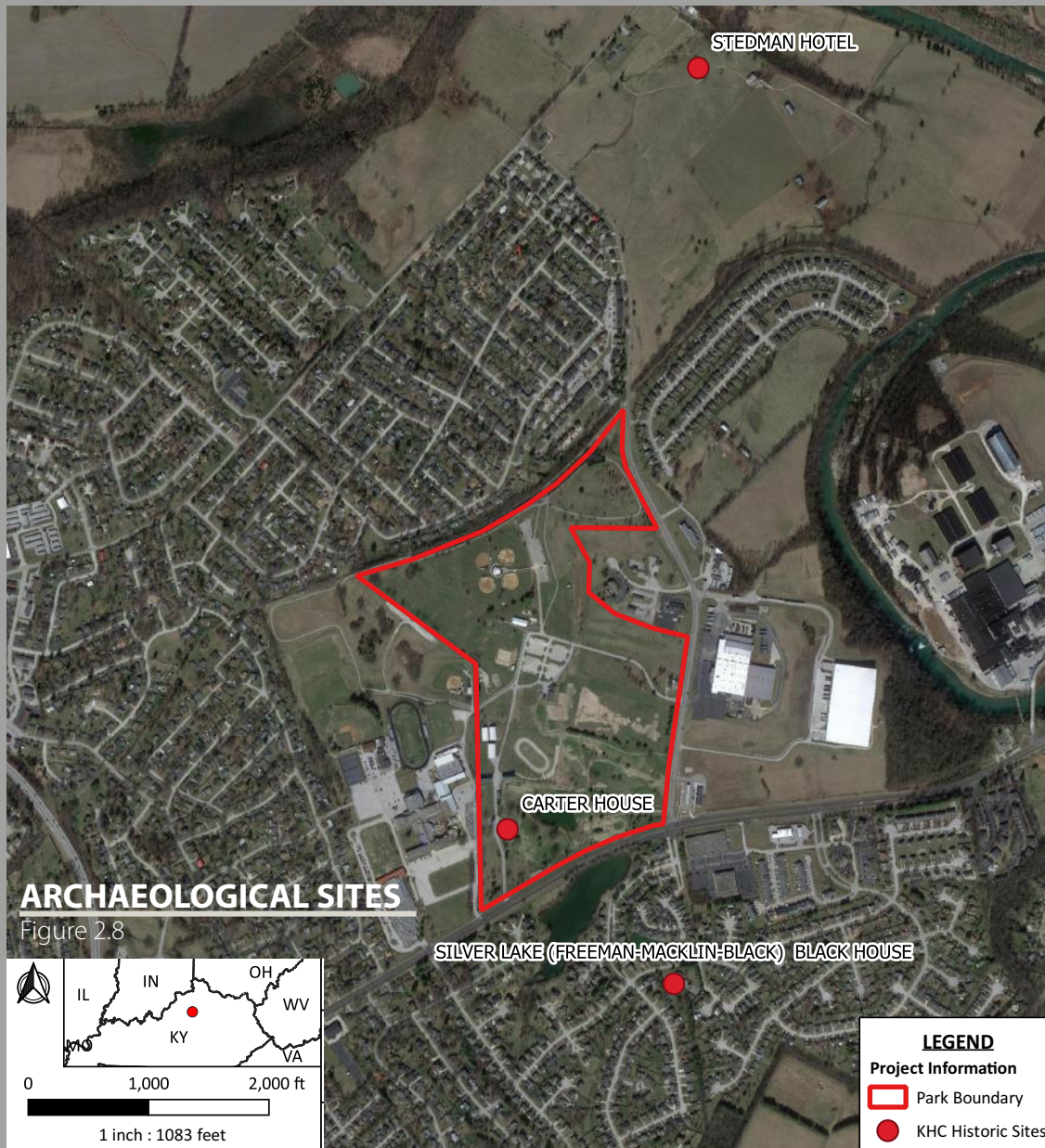
City of Frankfort Sewer Department

The City of Frankfort Sewer Department provides sanitary sewer service for the site. Currently, a 12" sewer main services the buildings on Lakeview Court and extends offsite to the north.

Columbia Gas

Columbia Gas serves the Lakeview Park and has two (2) gas lines, one (1) which enters the park to the south along Park Avenue and a second line that enters the site on the east off of Steadmantown Lane. Adequate natural gas service is available for the development from this line.





CULTURAL RESOURCES

BFW requested a file search from the Kentucky State Historic Preservation Office (SHPO) on August 26, 2021 to determine the number, nature, and location of known cultural resources in the Lakeview Park project site vicinity (project site). The SHPO report provides cultural resources, but no archaeological resources were identified. The Area of Potential Impact (APE) is the geographic area within which an undertaking may directly or indirectly cause alterations in the character or use of historic properties. If more detailed information is needed for resources that may fall outside of the direct APE, but which could be in the viewshed, this can be easily obtained from the SHPO at additional expense. Four (4) cultural resource sites have been identified within a one (1) mile radius, but only one (1) of these lies directly within the project site.

A summary of the cultural resources surveys is presented in Table 1-1.

Site #	Historic Name	Location	Est. Year	Style	Status
FR 94	Stedman Hotel	Steadmantown Lane at Elkhorn Creek 168	1850-1874	Federal	Demolished
FR 232	Black House (Silver Lake Farm)	Off KY 460 Equestrian Way in Silver Lake Subdivision	1825-1849	Other Early Republic	Undetermined
FR 232	Silver Lake (Freeman-Macklin-Black)	US 460 across from Steadmantown Lane 207	1800-1824	Greek Revival	Meets N/R Criteria
FR 286	Carter House	Off KY 460	1875-1899	Greek Revival	Undetermined

Table 1-1

These survey locations are shown in the Archaeological Sites Map (Figure 2.8). These sites are all older than 50 years old and are therefore potentially eligible for listing on the NRHP. The reported cultural resources estimated dates of construction fall between 1800 – 1899. One (1) of these cultural resources was demolished (FR 94). Site FR 232 has two (2) historic structures built in different styles and time periods. One is of the style “other early Republic” and has a status of undetermined, and the second structure is built in a Greek revival style and meets the Nation Registry criteria. The final resource is found within the project site (FR 286) and has a status of undetermined. If this project becomes federally funded, a consultation with SHPO will be required to determine if this site is eligible for listing and also if it will be affected by construction activities.

ENVIRONMENTAL SURVEY CONCLUSIONS

Based on the reports and reviews for this site, it is BFW's opinion that some environmental resources are present. However, it should be noted that not all development associated with this site will result in environmental impacts. Any construction or development activities should be reviewed for potential environmental compliance prior to ground disturbing activities. To summarize:

- Wetlands – Aerial photography and Wetland Mapper did not identify wetlands onsite but did identify one (1) stream and one (1) pond. A field site visit determined the stream is not present onsite. The pond will require further evaluation to determine if it is a jurisdictional feature.
- Threatened & Endangered (T&E) Species – If tree clearing activities will be performed, the site will need to be reviewed to determine if bat habitat exists. However, no T&E species are suspected based on known habitat information. Mussel species were also listed on the T&E list. Field investigation confirmed that no mussel habitat is present onsite.
- Floodplain – No mapped flood plains exist onsite.
- Utilities – Municipal utilities are available at or adjacent to the site which include electric, sewer, water, gas, and cable.
- Geology – The southern portion of the site does show a sinkhole. This does not preclude development of this area, but it should be noted that prior to any construction activities, these areas should have geotechnical investigations to verify subsurface conditions. These investigations will provide information about rock depth and the quality of the rock. It should also be known that any activities located adjacent to sink hole areas have the potential to manipulate the areas (i.e. drain water features, enlarge sinkholes).
- Archaeology – If this project becomes federally funded, a consultation with SHPO will be required to determine if this site is eligible for listing and also if it will be affected by construction activities.

COMMUNITY ASSESSMENT AND NEED

A key component of the planning process is a Market Analysis. This analysis will help provide a thorough understanding of the demographic makeup of residents, as well as national and local recreation trends.

PURPOSE

The market analysis is used to define the target market and quantify the associated needs of the existing market surrounding Lakeview Park. Following quantification and definition of the market need, an analysis of the competition will be performed to project potential market capture and assist in deriving the core service offerings at the site as well as price points for each. From this review, the core program, defining amenities offering highest and best use will be able to be outlined. In order to provide a full market analysis, the following information was studied

- *Existing Recreational Plan Review* - the design team reviewed existing county wide and Lakeview Park recreational plans and studies to understand prior planning initiatives.
- *Service provider analysis* – The design team analyzed all major direct and indirect service providers in the desired service area. Direct and indirect service providers are based on typical services/programs administered in similar sports complexes. This data is utilized to compare against the activities and programs identified in the Market Definition. An inventory of comparable facilities was performed on a local and regional basis to attempt to quantify market share. An analysis of competition includes location, service offering, pricing, and attraction.

- *Market Definition* – The design team confirmed the size of the market by age segment and race/ethnicity for the study area. Detailed demographic analysis was compared to potential recreational activities to estimate potential participation per national and local trends. This information helps to determine the size of the activity market by age segment and frequency rates that can be applied to Lakeview Park.

All of this data is compiled to provide a full Community Assessment Need and is summarized in the following pages. The full report on the Existing Plan Review, Service Provider Analysis, and Market Definition can be found in the Lakeview Park Master Plan and Feasibility Report (Appendix 03 - Section 2).

DEMOGRAPHIC AND TRENDS ANALYSIS

The Demographic Analysis describes the population within Franklin County. This assessment is reflective of the County's total population and its key characteristics such as age segments, race, ethnicity, and income levels. In addition to the County demographics, PROS also completed a supplementary Analysis which focused on the population within a regional draw of Lakeview Park. This was due to the regional draw of the park in order to better understand Lakeview Park's potential users. Demographic Overview (Figure 2.9) summarizes the demographic analysis. More detailed information that helped provide a full understanding of the demographic makeup of Franklin County and surrounding region can be found in the Lakeview Park Master Plan & Feasibility Report (Appendix 03 - Section 2.1).

METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in June 2021 and reflects actual numbers as reported in the 2010 Census.

ESRI then estimates the current population (2020) as well as a 5-year projection (2025). PROS utilized straight line linear regression to forecast demographic characteristics for 2030 and 2035. The County and regional draw boundaries shown below were utilized for the demographic analysis (Figure 2.10)

Population:

- 51,365 people live in Franklin County
- The County is expected to grow to an estimated 54,436 residents by 2035

Race & Ethnicity:

- 82% of the population is White Alone
- 11% of the population is Black Alone
- 4% of the population is of Hispanic/Latino origin



Age:

- Median age: 41.9 years old
- By 2035, the 55+ age segment will encompass 39% of the total population

Income:

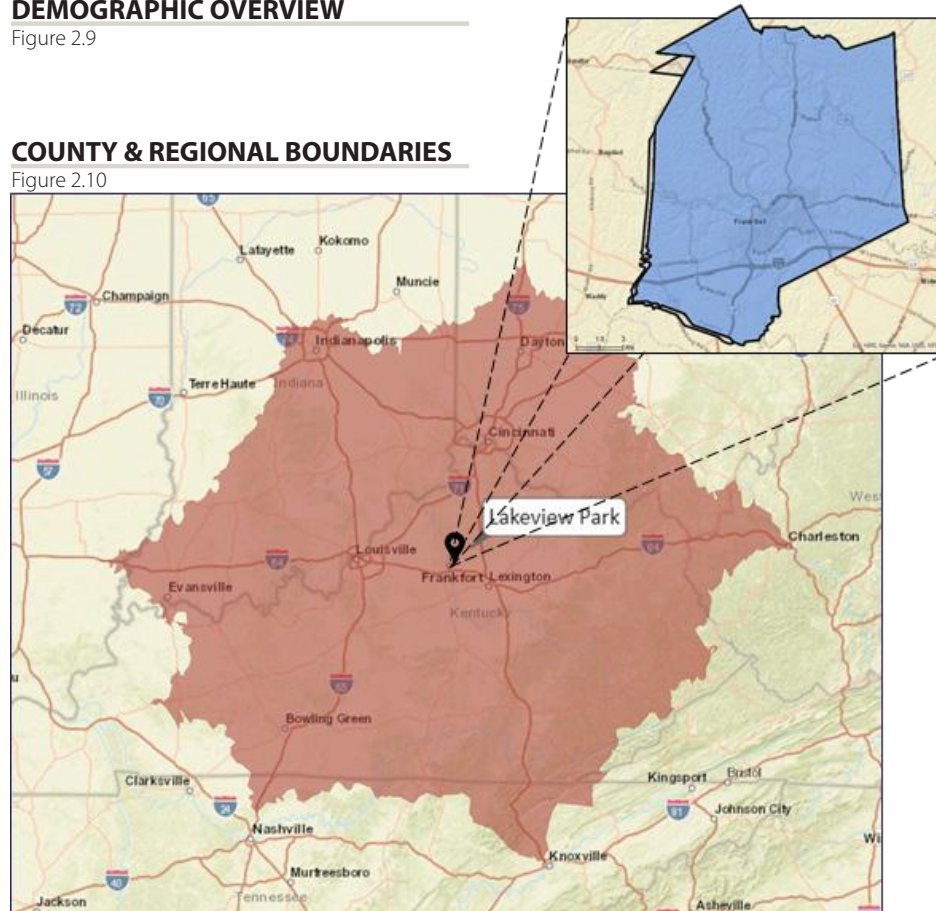
- Median household income: \$57,719
- Median household income is above the state average but below the national average

DEMOGRAPHIC OVERVIEW

Figure 2.9

COUNTY & REGIONAL BOUNDARIES

Figure 2.10



DEMOGRAPHIC CONCLUSIONS

DEMOGRAPHIC SUMMARY

- The County's recent population annual growth rate (0.42%) is significantly lower than the U.S.'s (0.81%) growth rate.
- The County's household annual growth rate (0.40%) is half that of the national average (0.80%).
- When assessing age segments, the County exhibits a slightly older population than the national age segment distribution.
- The County's racial distribution is notably less diverse than the national population distribution, with a much greater White Alone population percentage.
- Franklin County's percentage of Hispanic/Latino population (3.9%) is roughly 1/5 of the national average (18.8%).
- The County's per capita income (\$30,962) and median house income (\$57,719) are both higher than state averages (\$27,976 & \$50,617) but significantly lower than the national average (\$34,136 & \$62,203).

DEMOGRAPHIC IMPLICATIONS

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

First, with the population expecting minimal growth for the foreseeable future, it is suggested that the County upkeep and update existing amenities and facilities while considering building new facility spaces to meet the needs of the County. The opportunity exists to update the park for local use and to accommodate tourism that will increase revenues and economic impact.

Second, the County's slight aging trend may indicate the need to provide more programs and services for the 55+ population. Such a focus could also potentially attract baby boomers to retire in Franklin County. However, it will also be important to continue providing services for the 66% of residents who are currently under 55-years old.

Third, the County's below average income characteristics suggest limited disposable income. The Parks & Recreation Department should be mindful of this when pricing out programs and events.

Finally, The County should ensure its growing minority races are being reflected in marketing and communications outreach, program participation figures, and response rates when surveying the community.

MARKET POTENTIAL INDEX (MPI)

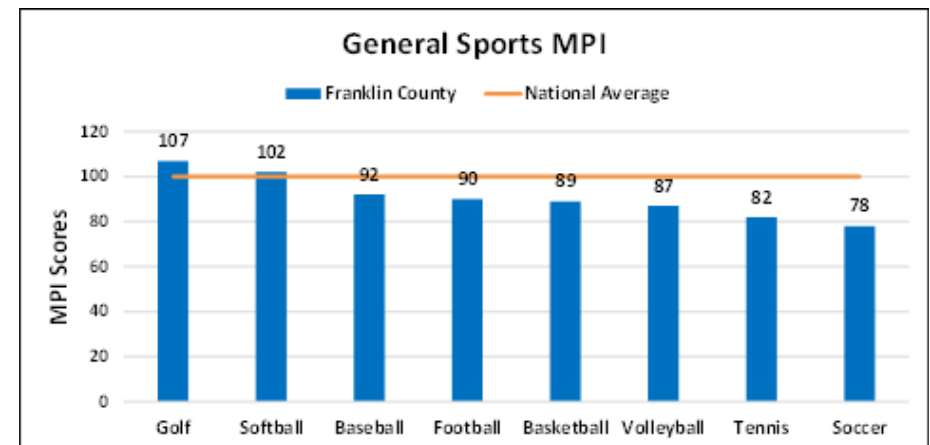
The following charts show sport and leisure market potential data for Franklin County, as provided by ESRI. A Market Potential Index (MPI) measures the probable demand for a product or service within the defined service areas. The MPI shows the likelihood that an adult resident living within the County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

It should be noted that MPI metrics are only one data point used to help determine community trends; thus, programmatic decisions should not be based solely on MPI metrics. Also, the charts that follow all represent local trends for market potential. For data reflecting the national trends for sports and fitness, see the Lakeview Park Master Plan and Feasibility Report (Appendix 03 - Section 2.2).

Overall, when analyzing the County's MPIs, the data demonstrates slightly below average market potential index (MPI) numbers. This is particularly noticeable when analyzing the fitness market potential chart, which only shows one activity (Walking for Exercise) scoring above 100. When assessing the general sport, outdoor activity, and commercial recreation MPI charts, a handful of these activities also scored 100+, while a majority scored just below national average.

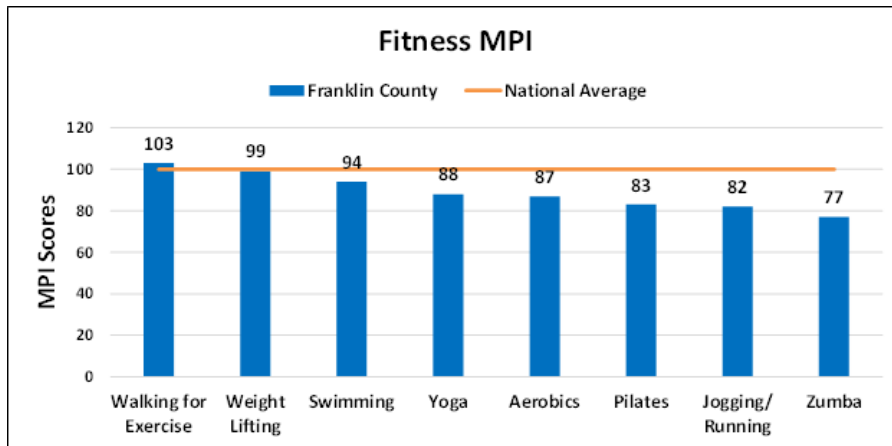
These overall below average MPI scores show that the County residents have a rather limited participation presence when it comes to most recreational offerings, especially pertaining to fitness activities. This becomes significant when the Parks & Recreation Department considers starting up new programs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

As seen in the charts to follow, the following sport and leisure trends are most prevalent for residents within the County. 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 County's Parks & Recreation Department.



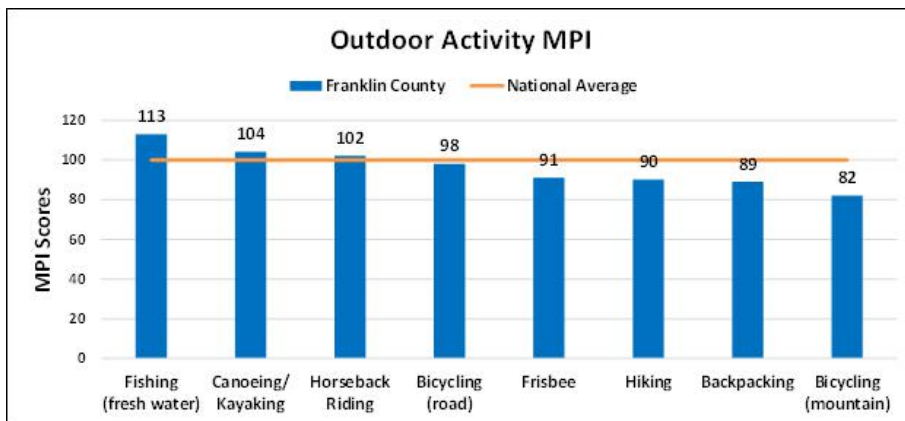
GENERAL SPORTS MARKET POTENTIAL:

The general sports MPI chart reveals that overall, the County's residents are most likely to participate in Golf (107 MPI) and Softball (102 MPI), when compared to the national average.



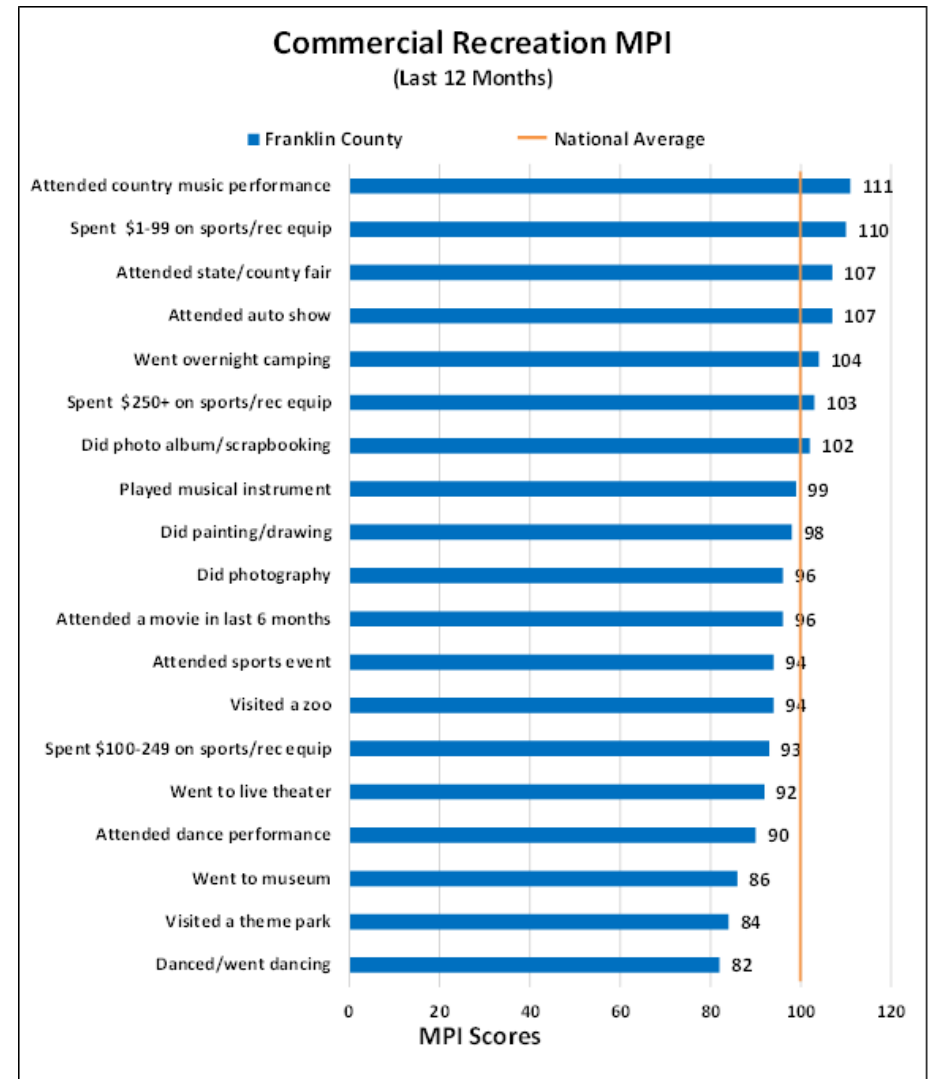
FITNESS MARKET POTENTIAL:

Overall, the fitness MPI chart reflects some of the lowest MPI scores amongst the four assessed categories, with Zumba (77 MPI), Jogging/Running (82 MPI), and Pilates (83 MPI) all being well below the national average.



OUTDOOR ACTIVITY MARKET POTENTIAL:

When analyzing the Outdoor Activity MPI, Fishing (113 MPI), Canoeing/ Kayaking (104 MPI), and Horseback Riding (102 MPI) scored the highest amongst all outdoor activities. While Mountain Biking (82 MPI) is the least participated in activity, and is well below the national average.



The commercial recreation MPI chart shows “Attended country music performance” (111 MPI), “Spent \$1-99 on sports/rec equip” (110 MPI), “Attended state/county fair” (107 MPI), and “Attended auto show” (107 MPI) as the top four activities among County residents when compared to the national average.

LOCAL TRENDS CONCLUSIONS

Overall, the County's residents demonstrate participation trends that have slightly below average potential index numbers in all four categories (general sports, fitness, outdoor activity, and commercial recreation). However, activities of particular interest scoring above the national average include:

- Participation in sports such as golf and softball.
- Fitness related classes pertaining to walking such as a walking club.
- Outdoor programming in areas such as fishing or horseback riding.
- Money spent on attending country music performance, state/county fairs, and auto shows.

Moving forward, it will be important for the Franklin County Parks Department to continue offering its existing program offerings while also considering some of these new recreational opportunities for its residents and/or partner with other organizations who can to ensure resident needs are being met.

SIMILAR PROVIDER CONCLUSIONS

SIMILAR PROVIDER

In addition to the Demographics and Trends Analysis, PROS Consulting conducted a Similar Provider Assessment as part of the Feasibility Study. The purpose of this assessment is to help identify the existing market. With Lakeview Park already being home to four diamond fields, a driving range and a number of other amenities, one of the key-foci for this analysis is surrounding sports complexes, indoor fieldhouses, recreation centers, water parks tennis/pickleball courts and other sports amenities based on the surrounding market.

The Consulting Team utilized a regional draw (3-hour drive) from Lakeview Park (112 Park Ave, Frankfort, KY 40601) to assess for sports complexes, indoor fieldhouses, convention centers, water parks and a 45-min drive for recreation centers, tennis/pickleball courts, skate parks, driving ranges performing arts auditoriums and outdoor amphitheaters for this similar provider analysis. In addition to being located within the designated drive-time, similar providers also had to meet certain search criteria specific to the amenity.

The following data summarizes all of the information gathered to provide an overview of the similar use providers. For the full report on similar providers, please review the Lakeview Park Master Plan & Feasibility Report (Appendix 03 - Section 2.2.8)

OVERVIEW

This assessment identified within a Regional Draw:

- (32) thirty-two sport complexes
- (20) twenty indoor fieldhouses
- (15) twelve convention centers
- (6) six water parks

This assessment identified within a 45min drive-time:

- (13) thirteen Tennis/Pickleball facilities
- (4) four Skate Parks
- (7) seven Recreation Centers
- (6) six Performing Arts Auditoriums
- (3) three Outdoor Amphitheaters
- (5) five Driving Ranges

Similar Providers - Sports Complex						
Distance	Number	Percent of Market	Average Ball Fields	Average Multi-Use Fields	Lakeview Park Ball Fields	Average Multi-Use Fields
Within 1 hour drive time	5	16%	5	1.8	4	9
Within 1-2 hour drive time	14	44%	6.9	4.6		
Within 2-3 hour drive time	13	41%	6.4	10.2		

- Lakeview ball fields are fewer than the average of all similar providers.
- Lakeview multi-use fields exceed facilities within one hour drive time
- Elizabethtown, BCRL Baseball/Soccer, CNE Sports Complex, Blue Ash Sports Center and Warren County Sports Park and Grand Park exceed Lakeview Park in both types of fields (2-3 hour drive time)

Similar Providers - Fieldhouse						
Distance	Number	Percent of Market	Average Sq. Ft.	Average Standard Courts	Lakeview Park Courts	Lakeview Sq. Ft.
Within 1 hour drive time	9	45%	45,214	1.8	8	75,000
Within 1-2 hour drive time	5	25%	55,000	3.4		
Within 2-3 hour drive time	6	30%	148,530	4.3		

- Lakeview is in the largest market for Fieldhouses (45%)
- Lakeview indoor courts exceed the market averages for standard courts
- Lakeview square footage is larger than the averages in all markets.
- Largest facility with 1 hour drive time is 64,000 sq. ft. - Sports Center at Fayette Mall has 7 courts
- Largest facility in 1-2 hour drive time is 103,000 sq. ft.
- Largest facility in 2-3 hour drive time is 377,000 sq. ft. (Grand Park)

Similar Providers - Convention / Event Space					
Distance	Number	Percent of Market	Average Sq. Ft.	Lakeview Park Convention Space	
Within 1 hour drive time	2	15%	720,062	160,000.00	
Within 1-2 hour drive time	4	31%	221,815		
Within 2-3 hour drive time	7	54%	122,031		

- Lakeview is below the average sq. ft. in both markets with 2 hour drive time or less
- Lakeview is in the smallest market, with KY Expo Center (1,200,00 sf) & KY International Convention Center (240,125 sf) – Provides good alternative
- Duke Energy Convention Center (750,000 sf) is the only one larger than Lakeview in 1-2 hour drive time

Similar Providers - Tennis Pickleball						
Distance	Number	Percent of Market	Average Indoor Tennis	Average Indoor Pickleball	Lakeview Park Tennis	Lakeview Park Pickleball
Within 15 minute hour drive time	2	20%	0	0	8	24
Within 30 minute drive time	2	20%	0	1		
Within 1 hour drive time	6	60%	0	2.3		

- Lakeview Park indoor tennis and pickleball exceed the markets.
- Largest competitor has 4 indoor courts and is more than 30 minutes away

THE COUNTY IS POSITIONED TO HAVE SUCCESS IN THE CORE PROGRAM FOR LAKEVIEW PARK.

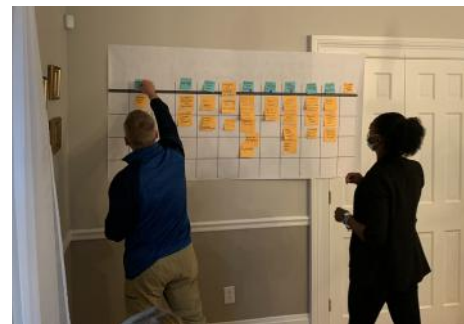
CONNECT

The Connect: Community Engagement & Project Programming phase of the master planning process provides opportunities for community members, stakeholders, and elected officials to engage and provide input in the Park Master Plan and programs.

PURPOSE

Public engagement was a top priority for the Lakeview Park Committee as part of the planning process. During the kick-off meeting the consulting team and Park Committee identified the engagement strategy to include focus groups of staff and key stakeholders, an event in the park with intercept survey, website information and an online community needs assessment. These engagement methods were greatly supported and in total the team engaged 1,207 residents and visitors by multiple means. The following sections represent the findings of each method of public engagement.

Utilizing the information gathered from the stakeholder meetings, the community input event, the online survey, and the Community Assessment and Needs Report, the core program can be identified. The core program includes key activities and programs for all age groups as well as capital improvements to support the activities.



FOCUS GROUPS & STAKEHOLDER QUESTIONNAIRE

Key stakeholders from community organizations and Parks staff identified by the Lakeview Park Committee were invited to a workshop hosted by the design team in the Spring of 2021. Through a series of questions and prioritizations, the design team was able to develop themes for all concerns and goals that the stakeholders voiced. In all, 51 participated in the focus groups and stakeholder survey. The following represents the findings from the focus groups and survey. The stakeholder meeting memos, sign-in sheets, as well as a full summary of the results can be found in the Community Engagement Summary (Appendix 02).

FOCUS GROUP FINDINGS

During the focus groups the following emerging themes surfaced and helped to direct the development of the intercept survey and online needs assessment.

- Goals of the site should be year-round programming, use a wide range of funding sources, improve operations, alternative revenue sources, and create a positive economic impact to the County.
- Stakeholders identified revenue generation as the highest priority.
- Indoor event space was identified and included indoor athletics spaces, exhibit spaces, convention center, and spaces for operations.
- User groups of existing amenities identified expanding and improving these spaces for their organizational needs. These include soccer, softball and the County Fair.
- Performance for all ages including an indoor performing arts center and outdoor amphitheater.
- Programming for all ages to increase the target markets and increase participation and use of site.
- Preserve and incorporate the History and Heritage of Franklin County into improvements.
- Connectivity on site and to existing trail systems.
- Playground and aquatic improvements including universal playground, expanding splash pad and aquatic facility.
- Develop a tennis facility or indoor tennis capability.
- Improvements to the motor sports arena.
- Organization to oversee the site
 - Sports Corp
 - Sports Tourism Commission
 - Joint City/County Parks and Recreation

STAKEHOLDER QUESTIONNAIRE FINDINGS

Stakeholders were asked four open-ended questions; what are the park's strengths, what are the opportunities, what is your priority, and other comments. Figure 3.0 represents the summary of findings from the stakeholder questionnaire.

STRENGTHS	OPPORTUNITIES	PRIORITY
Walking trails	Improve underutilized areas	Sports field upgrades/expansion
Sports fields	Sports field improvements	Multi-use indoor spaces
Fair Location	Tournaments	More County Parks
Historic / Heritage	Indoor multi-faceted gathering spaces	
	Heritage preservation	
	Events to the park for economic impact	

Figure 2.0

OTHER COMMENTS

- CONCERNS ABOUT THE BUDGET AND FUNDING
- MAKE SURE THE FRANKLIN COUNTY FAIR CAN CONTINUE
- NOISE CONCERNS WITH RESIDENTIAL AREAS SURROUNDING THE PROPERTY

COMMUNITY OPEN HOUSE & INTERCEPT SURVEY

METHODOLOGY

The consulting team held an open house event on July 17, 2021 in Lakeview Park. In a four-hour period, the team engaged 281 visitors and encouraged them to visit the website to take the survey. People were engaged while walking on the trails, at youth soccer games, at pageant rehearsal for the County Fair, golfing, using the dog park, and those specifically at Lakeview Park for the open house. For those interested, a five-minute intercept survey was available. We received 127 responses and the results (findings) are available in the Lakeview Park Master Plan & Feasibility Report (Appendix 03 - Section 6.2.1)

ONLINE COMMUNITY NEEDS ASSESSMENT

METHODOLOGY

The online survey addresses the community's needs and interests. It is a community-based data source used to help define the program for the Master Plan. The Program is defined as the activities, services, facilities and amenities that will make up the master plan conceptual design. The consulting team conducted the online survey (powered by SurveyMonkey) to gain a better understanding of the characteristics, preferences, and satisfaction levels of Franklin County, Kentucky ("County") residents and users of Lakeview Park. The survey was open for just over three weeks, from July 13th through August 8th, 2021 and received a total of 875 responses. For exact responses and additional comments, please see the Lakeview Park Master Plan & Feasibility Report (Appendix 03 - Section 6.2.1)

STAKEHOLDER QUESTIONNAIRE RESULTS



MAJOR ACTIONS

- Improved restroom facilities
- New convention center
- New indoor / outdoor aquatic center
- New walking trails

INDOOR AMENITIES

- Aquatics Facility
- Athletic Courts
- Convention Space
- Indoor Walking/Jogging Track
- Multi-purpose activity pools

OUTDOOR AMENITIES

- Amphitheater
- Improve existing shelters/pavilions
- Improve playground
- Improve sports fields
- Outdoor Event Space

The above lists are comparing the top five emerging themes from the stakeholder input to the identified top five responses from the combined community engagement that further broke the responses into three categories - Major Actions, Indoor Amenities, and Outdoor Amenities that households would be willing to fund. For further breakdown of these results, see the Lakeview Park Master Plan and Feasibility Report (Appendix 03 - 3.3.3). This comparison helps to identify commonalities to narrow

down and define the core program for the site design. To identify the core program, these capital assets were analyzed and compared against the market analysis where competition is identified from a 45-mile radius and a three-hour drive time for drawing visitors regionally. In addition, the consulting team took into consideration that the Lakeview Park property only has so many acres to develop, so the space needs of the top responses from the community were considered.

Public Engagement - Summary

Reach: 1,207 contacts provided input

- Team conducted 3 Focus Groups and conducted mini survey – 51 participants
- Open House Event in Lakeview Park (July 17th) – 281 people engaged
- Intercept Surveys 127 people responded

Survey Monkey- Community Needs Assessment

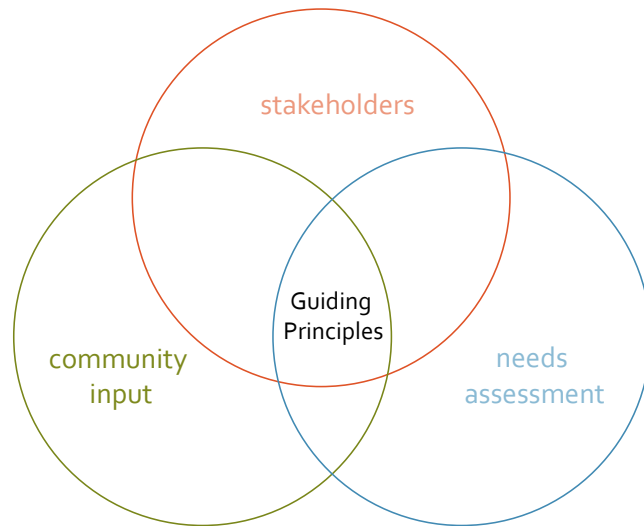
- Surveys Completed: 875
- Residents were able to complete online
- Open just over a month



CORE PROGRAM DEVELOPMENT

CORE PROGRAM DEVELOPMENT

The Core Program is defined as the activities, services, facilities and amenities that will make up the master plan conceptual design for the park. The themes originally developed in stakeholder meetings were translated into a community wide survey and intercept survey. The results from both the stakeholder and combined community engagement were compared with the market analysis from the Analyze Phase. The overarching themes from these data collections created the guiding principles that the design team used to develop the Core Program.



In developing design principles for the Core Program, it is important that the amenities be programmed, planned, and designed to meet the needs locally and regionally. The following information summarizes the Core Program Report to clearly identify the elements and amenities identified from the inventory/analysis, community engagement, and the community assessment and market analysis. For detailed information on each program element, see the Lakeview Park Master Plan and Feasibility Report (Appendix 03 - Section 4.1.4)

GUIDING PRINCIPLES OF LAKEVIEW PARK MASTER PLAN

- **REVENUE GENERATION** IS VITAL TO THE SUSTAINABILITY OF LAKEVIEW PARK AND ITS FUTURE VISION.
- **REGIONAL DRAW** IS IMPORTANT TO ADDRESS INITIATIVES TO INCREASE ECONOMIC DEVELOPMENT AND THE ECONOMIC IMPACT THAT COMES FROM CREATING DESTINATIONS.
- **LOCAL NEEDS** ARE TO BE DETERMINED AND INCORPORATED INTO THE PROJECT TO MAXIMIZE THE USE OF THE PARK. ANY FUTURE DEVELOPMENT SHOULD BE ABLE TO BENEFIT BOTH LOCAL RESIDENTS WHILE DRAWING USERS FROM SURROUNDING REGIONS.
- OPPORTUNITIES SHOULD BE TAKEN TO UPDATE THE PARK FOR LOCAL USE AND TO ACCOMMODATE TOURISM THAT WILL INCREASE REVENUES AND **ECONOMIC IMPACT**.
- **YEAR-ROUND PROGRAMMING** CAPABILITIES SHOULD BE A GOAL OF ANY NEW IMPROVEMENTS.
- **USE A WIDE RANGE OF AVAILABLE FUNDING**
- **SOURCES AND EXPLORE ALTERNATIVE REVENUE SOURCES** TO ENSURE IMPLEMENTATION OF PROPOSED IMPROVEMENTS.

SUPPORTED AMENITIES APPLIED TO PROJECT GOALS

It is important to compare all supported capital improvements and analyze how well they meet the project goals. This reports studies the feasibility of the supported capital improvements compared with the how they meet the overall project goals. To do this a Core Program Matrix has been created to add structure to the analysis. The analysis of community-wide survey responses in the matrix is to identify how well the amenities serve all age segments, identify low/medium/high potential to meet the guiding principles, identify low/medium/high potential for costs, and identify low/medium/high potential for partnerships. Ideally the best choices will be those amenities that:

- SERVE THE MOST AGE SEGMENTS
- HAS **HIGH** POTENTIAL OF REVENUE GENERATION
- **HIGH** REGIONAL DRAW,
- **HIGHLY** ADDRESSES THE LOCAL NEED,
- HAS A **MEDIUM TO LOW** COST OF OPERATION
- HAS A **MEDIUM TO LOW** COST OF DEVELOPMENT
- HAS A **MEDIUM TO HIGH** POTENTIAL FOR PARTNERSHIPS

In the following sections that look at the amenities that the community is most willing to support, most willing to fund, indoor amenities most supported and preferred programming, green arrows next to an amenity represent the highest and best use. Blue arrows represent the best secondary use, but see opportunities to incorporate several of these into the core and secondary programs. The yellow is the lowest use, but could still have a place within the future County parks system, as people identified additional county park land as desired.

Conclusions from the Core Program Matrix directly impact the final Core Program recommendations.

MAJOR ACTIONS - MOST WILLING TO SUPPORT

The table below identifies; the survey ranking of each major action, the age groups served by each amenity, how well each amenity delivers on the guiding principles, anticipated costs (develop/operate), and partnership potential.

ACTIVE AND PASSIVE: Most Willing to Support														Lakeview Park - Franklin County Parks and Recreation					
Citizen Survey Ranking	Amenity	Age Segments Served												Guiding Outcomes			Costs		Partnerships
		YOUTH				ADULT				SENIOR				Revenue Generation	Regional Draw	Local Needs	Cost to Operate	Cost to Develop	Partnership Potential
		2-5 years	6-8 years	9-12 years	13-15 years	16-18 years	19-30 years	31-45 years	46-60 years	61-70 years	71-75 years	77+ years							
INDOOR & OUTDOOR AMENITIES																			
1	Improve existing park	•	•	•	•	•	•	•	•	•	•	•	Low	Low	High	Low	High	Medium	
2	Improve existing park restrooms/new restrooms	•	•	•	•	•	•	•	•	•	•	•	Low	Low	High	Low	Medium	Low	
3	Develop a new indoor/outdoor aquatic facility	•	•	•	•	•	•	•	•	•	•	•	Medium	Low	High	High	High	High	
4	Improve existing playgrounds/new Inclusive playground	•	•	•									Low	Low	High	Low	Medium	Low	
5	Improve existing trail system (Increasing connectivity/accessibility)	•	•	•	•	•	•	•	•	•	•	•	Low	Low	High	Medium	Medium	Low	
6	Repurpose aging and underutilized amenities/spaces	•	•	•	•	•	•	•	•	•	•	•	Low	Low	High	Low	High	Medium	
7	Improve existing picnic shelters/pavilions	•	•	•			•	•	•	•	•	•	Low	Low	High	Low	High	Medium	
8	Develop a new convention center	•	•	•	•	•	•	•	•	•	•	•	High	High	Medium	High	High	High	
9	Develop new walking trails	•	•	•	•	•	•	•	•	•	•	•	Low	Low	High	Low	High	Medium	
10	Improve existing athletic fields		•	•	•	•							High	High	High	High	High	High	
11	Explore developing City/County combined parks and recreation department	•	•	•	•	•	•	•	•	•	•	•	Medium	Medium	High	Medium	Low	Low	
12	Develop space for performance arts/theater/cultural arts		•	•	•	•	•	•	•	•	•	•	Medium	High	High	Medium	High	High	
13	Develop new parks	•	•	•	•	•	•	•	•	•	•	•	Medium	Low	High	Medium	High	High	
14	Enhance/enlarge the splash pad	•	•	•									Low	Low	High	Medium	High	Medium	
15	Develop new synthetic turf fields (Baseball, Softball, Soccer)		•	•	•	•							High	High	High	High	High	High	
16	Develop a new outdoor exercise/fitness area				•	•	•	•	•	•	•	•	Low	Low	High	Low	Medium	Low	
17	Develop additional ballfield quad		•	•	•	•							High	High	High	High	High	High	
18	Develop new areas for leisure games/activities (e.g. bocce, horseshoes, ping pong)		•	•	•	•	•	•	•	•	•	•	Medium	Medium	Medium	Medium	High	High	
19	Develop an Ice rink	•	•	•	•	•	•	•	•	•	•	•	Medium	Low	High	High	High	High	
20	Improve existing outdoor pickleball courts	•	•	•									Low	Low	High	Medium	High	Medium	

Figure 2.1

MAJOR ACTIONS - MOST WILLING TO FUND

The table below identifies the survey ranking of each major action, the age groups served by each amenity, how well each amenity delivers on the guiding principles, anticipated costs (develop/operate), and partnership potential.

ACTIVE AND PASSIVE: Most Willing to Fund										Lakeview Park - Franklin County Parks and Recreation									
Citizen Survey Ranking	Amenity	Age Segments Served											Guiding Outcomes			Costs		Partnerships	
		YOUTH				ADULT				SENIOR			Revenue Generation	Regional Draw	Local Needs	Cost to Operate	Cost to Develop	Partnership Potential	
		2-5 years	6-8 years	9-12 years	13-15 years	16-18 years	19-30 years	31-45 years	46-60 years	61-70 years	71-75 years	77+ years							
INDOOR & OUTDOOR AMENITIES																			
1	Develop a new indoor/outdoor aquatic facility	●	●	●	●	●	●	●	●	●	●	●	Medium	Low	High	High	High	High	
2	Develop a new convention center	●	●	●	●	●	●	●	●	●	●	●	High	High	High	High	High	High	
3	Develop space for performance arts/theater/cultural arts	●	●	●	●	●	●	●	●	●	●	●	Medium	High	High	Medium	High	High	
4	Develop new walking trails	●	●	●									Low	Low	High	Medium	Medium	Low	
5	Improve existing park restrooms/new restrooms	●	●	●	●	●	●	●	●	●	●	●	Low	Low	Medium	Medium	Medium	Low	
6	Develop new synthetic turf fields (Baseball, Softball, Soccer)	●	●	●	●	●	●	●	●	●	●	●	High	High	High	High	High	High	
7	Improve existing playgrounds/new inclusive playground	●	●	●	●	●	●	●	●	●	●	●	Low	Low	High	Medium	Medium	Low	
8	Improve existing trail system (increasing connectivity/ accessibility)	●	●	●	●	●	●	●	●	●	●	●	High	High	Medium	High	High	High	
9	Enhance/enlarge the splash pad	●	●	●	●	●	●	●	●	●	●	●	Low	Low	High	Low	High	Medium	
10	Improve existing athletic fields		●	●	●	●							High	High	High	High	High	High	
11	Explore developing City/County combined parks and recreation department	●	●	●	●	●	●	●	●	●	●	●	Medium	Medium	High	Medium	Low	Low	
12	Develop additional ballfield quad		●	●	●	●	●	●	●	●	●	●	Medium	High	High	Medium	High	High	
13	Develop an ice rink	●	●	●	●	●	●	●	●	●	●	●	Medium	Low	High	Medium	High	High	
14	Repurpose aging and underutilized amenities/spaces	●	●	●									Low	Low	High	Medium	High	Medium	
15	Develop a new outdoor exercise/fitness area		●	●	●	●							High	High	High	High	High	High	
16	Improve existing parks				●	●	●	●	●	●	●	●	Low	Low	High	Low	Medium	Low	
17	Develop new areas for leisure games/activities (e.g. bocce, horseshoes, ping pong)		●	●	●	●							High	High	High	High	High	High	
18	Develop new parks		●	●	●	●	●	●	●	●	●	●	Medium	Medium	Medium	Medium	High	High	
19	Improve existing picnic shelters/pavilions	●	●	●	●	●	●	●	●	●	●	●	Medium	Low	High	High	High	High	
20	Improve existing outdoor pickleball courts	●	●	●									Low	Low	High	Medium	High	Medium	

Figure 2.2

INDOOR/OUTDOOR AMENITIES - MOST IMPORTANT

The table below identifies; the survey ranking of each indoor and outdoor amenity most important to the community, the age groups served by each amenity, how well each amenity delivers on the guiding principles, anticipated costs (develop/operate), and partnership potential.

ACTIVE AND PASSIVE: Important Amenities (indoor & outdoor)										Lakeview Park - Franklin County Parks and Recreation								
Citizen Survey Ranking	Amenity	Age Segments Served											Guiding Outcomes			Costs		Partnerships
		YOUTH				ADULT				SENIOR			Revenue Generation	Regional Draw	Local Needs	Cost to Operate	Cost to Develop	Partnership Potential
		2-5 years	6-8 years	9-12 years	13-15 years	16-18 years	19-30 years	31-45 years	46-60 years	61-70 years	71-75 years	77+ years						
INDOOR AMENITIES																		
1	Indoor Swimming Facilities	•	•	•	•	•	•	•	•	•	•	•	Medium	Low	High	High	High	High
2	Playground/play space	•	•	•									Low	Low	High	Low	Medium	Low
3	Convention Space (Indoor event)	•	•	•	•	•	•	•	•	•	•	•	High	High	High	High	High	High
4	Multi-Purpose Recreation/Activity Pool	•	•	•	•	•	•	•	•	•	•	•	Medium	Low	High	High	High	High
5	Indoor Walking/Jogging Tracks		•	•	•	•	•	•	•	•	•	•	Low	Low	Medium	Low	Medium	Low
6	Indoor Basketball, Volleyball, Tennis/Pickleball Courts		•	•	•	•	•	•	•	•	•	•	High	High	Medium	High	High	High
7	Competitive/Lap Swimming Pool		•	•	•	•	•	•	•	•	•	•	Low	Medium	High	High	High	High
8	Performing Arts / Auditorium		•	•	•	•	•	•	•	•	•	•	Medium	High	High	Medium	High	High
9	Exhibit Space					•	•	•	•	•	•	•	High	High	Medium	High	High	Low
10	Senior gathering space										•	•	Low	Low	High	Medium	Medium	Medium
11	Meeting Rooms/Multi-Purpose Rooms	•	•	•	•	•	•	•	•	•	•	•	Medium	Low	High	Medium	Medium	Low
12	Banquet Hall				•	•	•	•	•	•	•	•	Medium	Low	High	Medium	High	High
13	Franklin County Historic Décor (preservation)			•	•	•	•	•	•	•	•	•	Low	Low	High	Low	Medium	Low
14	Lounge					•	•	•	•	•	•	•	Low	Low	High	Low	Medium	Low
15	Overnight accommodations (hotel)	•	•	•	•	•	•	•	•	•	•	•	High	Low	Low	High	High	High
OUTDOOR AMENITIES																		
1	Improved sports fields (soccer/softball/baseball)		•	•	•	•							High	High	High	High	High	High
2	Amphitheater/performance stage	•	•	•	•	•	•	•	•	•	•	•	High	High	High	High	High	High
3	Enhanced golf course & practice area		•	•	•	•	•	•	•	•	•	•	Medium	Low	Medium	Medium	High	Low
4	Walking trail	•	•	•	•	•	•	•	•	•	•	•	Low	Low	High	Medium	Medium	Low
5	Enhanced splash pad	•	•	•									Low	Low	High	Medium	High	Medium
6	Tennis courts		•	•	•	•	•	•	•	•	•	•	Medium	Medium	Medium	Medium	High	High
7	Enhanced skate park		•	•	•	•							Low	Low	High	Medium	High	Medium
8	Improved motor sports arena	•	•	•	•	•	•	•	•	•	•	•	Low	Medium	High	Medium	High	Medium
9	Universal playground	•	•	•									Low	Low	High	Medium	Medium	Low
10	Outdoor event spaces	•	•	•	•	•	•	•	•	•	•	•	High	High	High	Medium	Medium	Medium
11	Improved buildings used for County Fair	•	•	•	•	•	•	•	•	•	•	•	Low	Medium	Medium	Medium	High	Medium
12	Environmental Interpretive signs	•	•	•	•	•	•	•	•	•	•	•	Low	Low	High	Low	Medium	Medium

Figure 2.3

CORE PROGRAM

The following core program identifies the highest and best use for the property. It is important to know that the overarching theme for the vision is to maximize flexibility of spaces to reach the most amount of users and achieve maximum revenue generation.

IMPORTANT DEFINITIONS FOR THE CORE PROGRAM:

- Core Program: The term, when used in the context of planning and developing land, refers to a list of uses and facilities and does not always include in-house-managed programs and events.
- Land Usage: The percentage of space identified for either passive use or active use in the park.
- Programming: Can include active or passive use. Active means it is organized and planned with pre-registration by the user. Examples of active programming include sports practices, leagues, and tournaments. Passive programming is self-directed by the user at their own pace. Examples of passive programming include playground usage, picnicking, or walking/jogging on the trails.

CONCLUSIONS:

- The highest and best use is the **MULTI-USE RECREATION AND CONVENTION CENTER** concept with maximum flexibility. This can include smaller conventions.
- The **MULTI-USE RECREATION AND CONVENTION CENTER** could also serve the local community by incorporating recreation center type amenities in multi-purpose spaces in the building.
- The convention business is anticipated to return to previous numbers, but with some **TECHNOLOGY ENHANCEMENTS**.
- **IMPROVING AND UPDATING** the rest of the park will be necessary to have the best first impression and achieve outcomes.
- At least half of fields be redeveloped into **SYNTHETIC TURF** as part of full renovation
- **PARTNERSHIPS** can decrease the high cost to develop and operate
- Consider improved High School fields to incorporate into overall athletic events – **CHAMPIONSHIP FIELDS**.
- All local needs cannot be physically met within the limits of Lakeview Park. **AQUIRED LAND** and **PRIVATE/PUBLIC PARTNERSHIPS** are just two options the FCFC should explore to meet all the wants and needs of the local residents highlighted by the community engagement.

Improve or Increase Existing:

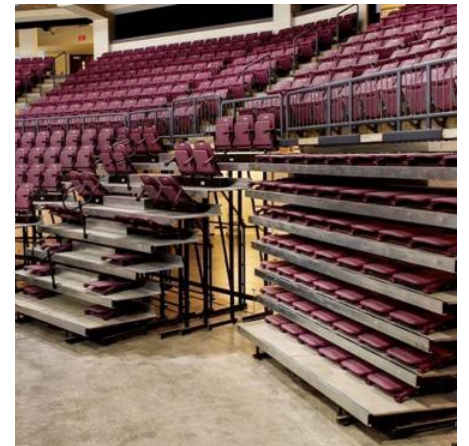
**Carter House
Disc Golf
Dog Park
Driving Range / Golf Course
Maintenance Barn & Exhibit Halls
Motor Sports Arena
Outdoor Sports Fields
Parking
Playground
Splashpad
Trails**

Connectivity:

**Circulation throughout park
Safe connections to surrounding communities**

Provide New:

**Multi-use Recreation and Convention Facility
Amphitheater
Additional Shelters**



CONCLUSIONS

GOLF COURSE

- Things like the course sign could be updated to include a digital marquee and promote park activities and events.
- The course is well-maintained and could be a great addition to the new vision if marketing and events scheduling includes free time for a relatively quick round in breaks within an event schedule.
- The golf course may also have environmental impacts that keep this area from being developed or changing the use of the space.
- The driving range could be improved to include heated bays for year-round use. It is currently aligned with the tees facing southeast which would also provide a wind break from typical winter winds direction.

MULTI-USE RECREATION AND CONVENTION CENTER

- A convention center has one of the greatest returns on investment, mostly driven by the flexibility of the spaces that are being developed in the Convention Center Industry today.
- Indoor multi-functional event center spaces are developed to provide the maximum flexibility for identified programming.

PROPERTY

- There may not be enough space within Lakeview Park to accommodate all the needs of the community in one location. If this is the case, the County should look to incorporate the vision into multiple properties. This would take the Department from being a park department to a park system department.
- The topography within the park property consists of elevation changes and that creates challenges to development including the potential to drive up costs.

EXISTING AMENITIES

- It is important for spaces to include the County Fair and serve, as best they can, the event needs.
- The dog park may need to be relocated within the park or another acquired property in the future. Improvements should include addition of dog agility features, fountain, and possibly a dog wash station.
- Motor Sports Arena was identified as an amenity in need of enhancements.
- The vision for the park is relatively grand and the new facilities/amenities need to be appropriately sized for the existing population especially if serving mostly a local need.
- Enhance existing ball fields and multi-purpose fields with synthetic turf. At least half of each to be beneficial. Incorporate as much lighting as is possible to extend play when needed.
- Increase the size and water play features of the splashpad
- Increase the size and inclusivity of the existing playground to include an appropriate theme (i.e., nature play – playground looks more like nature and can capitalize on the natural beauty of Kentucky, if it fits within the overall concept. Many manufacturers can customize components to playgrounds and the extra cost to create a special destination playground can be worth it.
- Pavilion improvements: Where possible to add more shelters/pavilions, these should be added at the appropriate size and near amenities that would entice residents to rent these facilities for gatherings.

GRANT FUNDED PROJECTS

- Currently there are grant funded amenities that will be necessary to continue either as they are or improved. These include the trail system, the skate park, and the splash pad.

ADDITIONAL CONSIDERATIONS

EVENT INDUSTRY

The event industry is expected to have a full come back or even better due to changes in design and technology as well as the human nature to get out and explore. This projection is supported by new flexible uses in convention center spaces and the need for increased spaces for COVID protocols/restrictions. To accommodate for the concern on ventilation of indoor spaces, the popularity of open-air concepts utilizing garage doors are being incorporated into the typical four wall building with just high-wall windows and doors. This approach also increases the versatility in this Multi-Use Recreation & Convention Center Core Program.

TECHNOLOGY

With the changes the event industry had to manage during the Pandemic, there are some takeaways that will change the way people use these spaces well into the future. Here are important technologies to incorporate into design and operations of these spaces:

- Bandwidth, and plenty of it. The more bandwidth, the more people can access with high speeds
- 3D printers – for innovation conferences and team building activities
- Distributed antenna system for consistent connectivity throughout the building
- Virtual reality experiences – This technology is helping people learn through visualization of perceived physical actions within virtual spaces
- Smart building systems to integrate through a central hub that includes mobility in hand with an app.
- Telepresence. If there is anything we learned from the Pandemic, it is how to pivot. These spaces with high-definition audio and video can keep travel challenges from impacting the speaker's delivery of an educational session. It also allows for teams from multiple locations to interact and conduct workshops.

- Cybersecurity – More necessary than before with more participants having a visual presence at conferences that contain personal information.
- Convertible seating arrangements – while not electronic technology, still very important to keep spaces flexible.
- Digital information boards throughout the venue. Highlighting sponsors, partners and changes in schedule.
- Event center room fabs – keep spaces secure until the right people arrive (coach/speakers/hosts)
- Virtual venue app – push notifications such as changes in schedule and conference social tickets, event tickets, etc.
- Hologram powered meeting rooms and educational session. Not sure all industries that conduct events and conventions are here yet, but we know the technology industry is already there.

AQUATICS FACILITY

The need for an indoor aquatics facility was the top supported and willing to fund capital improvement that arose from the community engagement survey. Although it didn't fit within the guiding principles set forth in this project as defined by the Core Program Matrix (page 40), the need is still a priority. When selecting locations for an aquatics facility, keep in mind that in order to have an indoor pool that is supported and utilized, it requires three types of water in addition to adventure components. The three types of water are exercise/competition water, leisure pool (zero depth entry), and warm water therapeutic pools. Adventure component examples are water slides, lazy river, water manipulation, in water playground, etc. While this type of facility would be supported and utilized, success may be limited due to the costs of maintaining an indoor pool and decreased use during warm weather months when people want to be outside. In addition, the most successful pools also include other indoor activities that will draw people to have memberships and pool use/rentals that are appropriately priced.



In the following section, the design team proposes a concept plan that encompasses the aforementioned amenities laid out in the core program.



Envision

The Envision: Park Planning and Design phase of the report includes the proposed Park Design, Operational and Funding Fiscal Analysis and a strategy to implement the proposed improvements.

PURPOSE

This section provides an illustrative plan depicting the conceptual design for Lakeview Park encompassing all the amenities and improvements laid out in the Analyze and Connect Phases of the report. Precedent images are provided in correlation to the design to help convey the intent of the overall vision of the park.

Along with the illustrative plan, the design team has established operational standards and associated costs, as well as programming and management strategies for the park once improvements have been implemented. This section also provides a study to identify funding opportunities and determination of the economic impact the park will have on the community.

Finally, the implementation strategy prioritizes the suggested improvements and includes a timeline, cost, and the action plan to implementation. This is a tool that can be used as a means to measure progress and benchmark the implementation of the proposed park improvements.

MASTER PLAN

The Master Plan (Figure 3.1) is a dynamic long-term planning document that provides a conceptual layout to guide future growth and development. The design team was able to complete this concept with informed decisions from the Analyze and Connect Phases of the planning process.

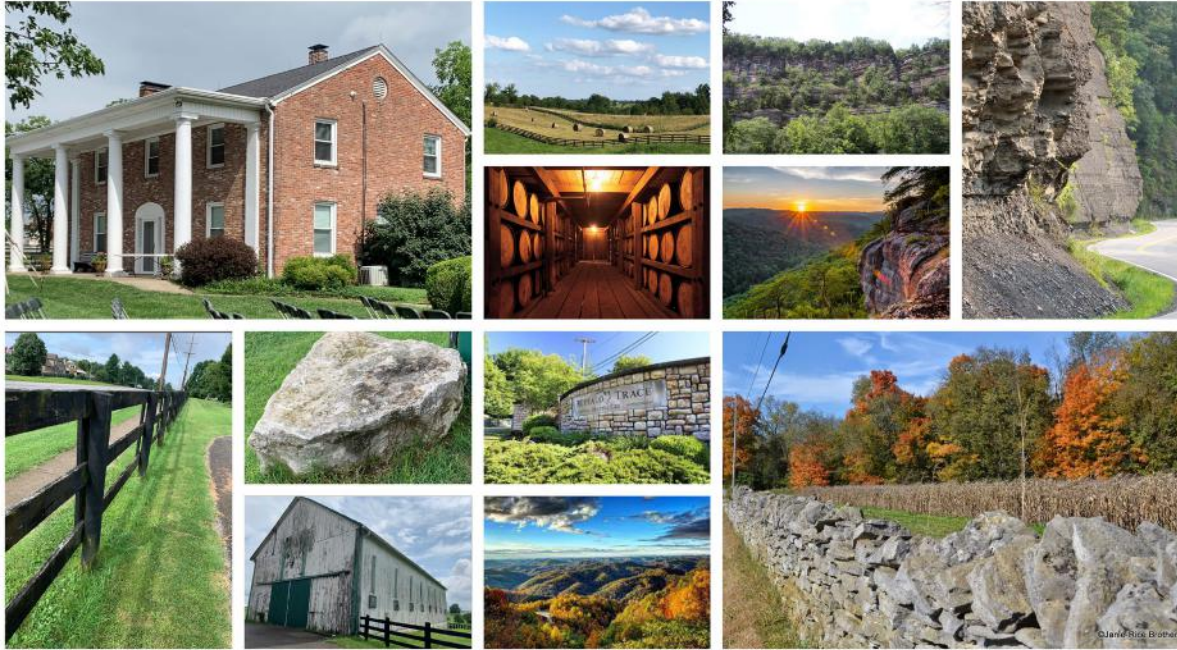
The Master Plan lays out the overall park improvements and implementations as well as further details the intent and proposed improvements for each amenity/element of the plan.

The existing amenities of Lakeview Park and proposed elements of the Master Plan should create a cohesive feeling throughout the park utilizing materials and the sense of place already existing at Lakeview Park (Park Character - Figure 3.0).

MASTER PLAN CONCEPT

PARK CHARACTER

Figure 3.0




HISTORIC KENTUCKY



Proposed:






- 1 Entrance with enhanced landscaping and pedestrian access with Recreation Trails Grant
- 2 Future Entrance
- 3 Parking
- 4 Multi-Use Recreation and Convention Facility
 - Interchangeable courts include:
 - 8 Basketball Courts
 - 16 Volleyball Courts
 - 8 Tennis Courts
 - 24 Pickleball Courts
 - 8 Futsal Courts
 - Cheer/Gymnastic Meets
 - Performance Space (4,000 seat capacity)
 - Concerts/Theater Performances
 - Exhibit Space
 - Indoor Track
 - Restrooms
 - Concessions/Food Prep
 - Conference/Meeting Rooms
 - Golf Pro Shop
 - Outdoor Patio
 - Storage
- 5 Heated Golf Bays
- 6 Driving Range
 - Turf Tees
 - Short Game Complex
 - Fenced
 - Lighting
- 7 Separate Small and Large Dog Parks
- 8 Motor Sports
 - New Press Box with Restrooms
 - Lighting
 - ADA Seating
 - Terraced Outcropping Seating
 - Expanded Arena
- 9 Detention Area
- 10 Asphalt Walking Trail
- 11 Updated Concessions and Restrooms
- 12 Turf Softball Fields (4)
- 13 Turf Multi-Use Fields (3)
- 14 Accessible Viewing Area
- 15 Grass U-6 Soccer (1)
- 16 Grass U-8 Soccer (3)
- 17 Universal Play Feature
- 18 Splash Pad
- 19 Outdoor Amphitheater
- 20 Barn Renovations
- 21 Community Pavilion
- 22 Welcome Pavilion

Key:





 Additional Bathrooms

 Shelter/Gazebo (8)

Amenities dependent on Partnerships:

- | | |
|--|--|
|  1 Disc Golf |  4 Championship Fields |
|  2 Cross Country |  5 Pedestrian Connections |
|  3 Additional Parking | |

To Remain with minor improvements:

- | | |
|--|---|
|  1 Carter House |  4 Market Area |
|  2 Skate Park |  5 Golf Course |
|  3 Pickleball | |

Franklin County
High School

E. Main Street

Steadmantown Lane

Steadmantown Lane



SCALE: 1"=200'



MASTER PLAN

Figure 3.1



SIGNAGE EXHIBIT

Figure 3.2



Legend

-  Grand Entrance
-  Secondary Entrance
-  Directional Signage
-  Branding Signage
-  Pedestrian Wayfinding Signage

PARK ENTRANCE, CIRCULATION, AND SIGNAGE

As part of an existing grant that Lakeview Park has already been awarded, the Master Plan proposes improvements to the Park Lane entrance be made to create a *grand entrance* along Steadmantown Road. Improvements should include:

1. widening of the drive to provide a central landscaped island – creating a parkway as the main circulation route into the park.
2. concrete pedestrian walk leading from Steadmantown Lane to the proposed parking lot expansion.

As reflected in the Signage Exhibit (Figure 3.2), the entrance along Main Street will remain in use as a *secondary entrance* – acting as a regulated entrance for community and private events. The Master Plan proposes an additional *secondary entrance* along Steadmantown Lane be created to provide better access for uses at the northeast edge of the park – specifically providing access to the proposed arboretum. The additional entrance would also help with circulation and access/egress during large community events. This entrance should be gated similar to the Main Street entrance in order to regulate access during closed hours. To fully understand the impacts of the additional entrance, a traffic study will need to be performed.

In order to guide visitors to the *grand entrance* on Steadmantown Lane, the Master Plan proposes *directional signage* at the entrance at Steadmantown Lane as well as along Main Street. The *directional signage* along Main Street should lead visitors to the entrance at Steadmantown Lane. The signage at the *grand entrance* on Steadmantown Lane should create a strong visual sense of arrival and associated signage should further guide visitors to the different uses provided throughout Lakeview Park. In order to provide further guidance once in the Park, the Master Plan proposes additional *pedestrian wayfinding signage* be designed and implemented.

Visual branding for Lakeview Park should be provided at the corner of E. Main Street and Steadmantown Lane. Updated signage for Lakeview Springs Golf Course should be able to easily reflect programs and upcoming events.



MULTI-USE RECREATION AND CONVENTION FACILITY

As described in the Core Program found in the Connect Phase of the report, The *Multi-Use Recreation and Convention Facility* is proposed as a 160,000 sf fieldhouse that can provide space for the uses below. The master plan is depicting an option of the building footprint, but further development from an architect will be needed to finalize the layout and footprint. At a minimum, the *Multi-Use Recreation and Convention Facility* should be designed to provide the maximum amount of flexibility for the identified programming below:

1. Lobby
2. Restrooms
3. Open Space (approximately 75,000 sf) that can accommodate
 - a. Interchangeable Courts:
 - i. 8) Basketball Courts
 - ii. 16) Volleyball Courts
 - iii. 8) Tennis Courts
 - iv. 24) Pickleball Courts
 - v. 8) Futsal Courts
 - vi. Gymnastics Meets / Cheerleading Competitions
 - b. Performance Space (4,000 seat capacity)
 - i. Concerts/Theater Performances
 - c. Exhibit Space
4. Indoor Track
5. Concessions/Food Prep
6. Conference/Meeting Rooms
7. Golf Pro Shop with Separate Entrance
 - a. Outdoor Patio overlooking existing golf course
 - b. Second Story Heated Golf Bays
8. Administration Offices
9. Storage

Further described in the *Operations Section* of this report, there will be some operations and programming developments that will need to be set in place to best utilize this space to its full capacity.

The *Multi-Use Recreation and Convention Facility* will attract large amounts of users throughout the year. A parking lot to accommodate all of these users is needed. At 3-5 spaces/1,000 sf as calculated from industry standards, the amount of parking necessary for this large of a space creates a substantial amount of hardscape. In order to maintain the park-like feel that Lakeview Park provides, the Master Plan proposes wide medians between parking lanes to house vegetation and potential stormwater capture. These medians will provide safe crossings for pedestrians while breaking up the large portion of hardscape that is required. Additional engineering recommendations and green infrastructure opportunities can be found in the Lakeview Park Civil Narrative (Appendix 04).

DOG PARK

The existing dog park provides a great space for users, both human and canine - however, there isn't currently great access. With the addition of the *Multi-Use Recreation and Convention Facility*, there is an opportunity to utilize the parking provided for the facility to access a relocated *dog park*. Relocating the *dog park* provides better access for users, allowing them to get in and out efficiently while making it more visible from Park Lane and Steadmantown Lane. It also centers the users in the park so they can access any of the several walking paths. The Master Plan proposes the addition of three separate fenced dog areas – one for large dogs, one for small dogs, and one for a potential water play. All play spaces should provide shade in the form of vegetation and/or shelters. Some additional amenities that could be provided at the dog park include:

1. Signage Kiosk
2. Water Fountain
3. Shelters for each play space (donation/partnership opportunity)
4. Agility features (donation/partnership opportunity)

DRIVING RANGE

The driving range is one of the current uses providing revenue generation at Lakeview Park and one the Master Plan recommends improving upon. To increase the usage of the driving range not only throughout the day, but throughout the year, the Master Plan proposes fencing the driving range on all three sides as well as providing lights to extend open hours into the evening.

Another option to increase usage of the driving range is to provide heated bays. The Master Plan proposes fifteen (15) *heated bays* on the second floor of the *Multi-Use Recreation and Convention Facility*. These bays will increase the amount of tees while also allowing the driving range to be used into the typical off-season. Both grass tees and the heated bays should be accessible from the *Golf Pro Shop*, also located within the *Multi-Use Recreation and Convention Facility*.

Also accessible a short distance from the Golf Pro Shop should be *covered golf cart parking* and the *short game complex* consisting of a bunker area with multiple targets.

Design of the Multi-Use Recreation and Convention Facility needs to accommodate all users of the driving range, increase the amount of users with physical space or programming while making sure to not impede the existing use and experience the range provides.





UPDATED SOFTBALL COMPLEX

The existing *softball complex* is already utilized and has great bones. The Master Plan proposes improvements that would transform the four softball fields and concessions area into a complex that can host tournaments. Improvements to the softball complex include:

1. Updating existing fields
 - a. Transition to turf fields
 - b. Base Kits
 - c. Line, Outfield, and Dugout Fencing
 - d. Backstop base wall and net
 - e. Dugouts with Fabric Roof
 - f. Player Benches
 - g. Additional Bleachers/Box Seats
 - h. Foul Poles
 - i. Scoreboard
 - j. Sports Lighting
2. Updating *Concession/Bathrooms*
 - a. Further study and design will be needed to determine the needs for the improvements to the bathroom and concession structure. However, the Master Plan proposes creating more opportunities for seating around the concessions by increasing the hardscape and providing shade in the form of pergolas or shade structures.
 - b. Additional improvements to be considered for this complex to make it a competitor with surrounding similar providers include:
 - i. Virtual Streaming Abilities
 - ii. Partnerships with local restaurants and/or brands

3. *Parking Lot*

- a. To accommodate the influx of users to the proposed field improvements, the Master Plan is recommending to realign and enlarge the current parking lot so that it can hold up to 360 vehicles. Parking is calculated at 60 spaces per field - calculating spaces for the multi-use fields as well - unless local standard details require a different calculations
- b. In order to maintain the park-like feel that Lakeview Park has, the Master Plan proposes wide medians between parking lanes to house vegetation and potential stormwater capture. These medians will provide safe crossings for pedestrians while breaking up the large portion of hardscape that is required.

MULTI-USE FIELD COMPLEX

The Core Program (Appendix 03 - Section 4.1.6) outlines the intent behind the implementation of multi-use fields and the benefits of the flexibility these fields will offer the community including continuous use of the fields in all weather and season and decreased maintenance costs. The master plan recommends providing three (3) turf multi-use fields, three (3) Grass U-8 Fields, and an additional (1) Grass U-6 Field. The combination of all of these fields will provide a wide variety of opportunities when it comes to programming uses. To fully recognize the Multi-Use Field Complex, improvements will need to include:

1. *3 Multi-Use Turf Fields*

- a. Balanced earthwork
- b. Turf system
- c. Field Accents & Equipment
- d. Scoreboard
- e. Sports Lighting
- f. Accessible Viewing Areas between fields

2. *3 Grass U-8 Fields*

- a. Balanced earthwork
- b. Soil Amendments
- c. Re-seeding
- d. Field Accents & Equipment

3. *1 Grass U-6 Fields*

- a. Balanced earthwork
- b. Soil Amendments
- c. Re-seeding
- d. Field Accents & Equipment

4. *Additional Improvements*

- a. *ADA Viewing Area*
- b. *Shelter*
- c. Circulation connecting all fields and connecting access to and from the parking lot
- d. Artificial turf fields provide the ability to use recycled materials such as stone underneath the field and crumb rubber infill that would otherwise be disposed of in a land fill.



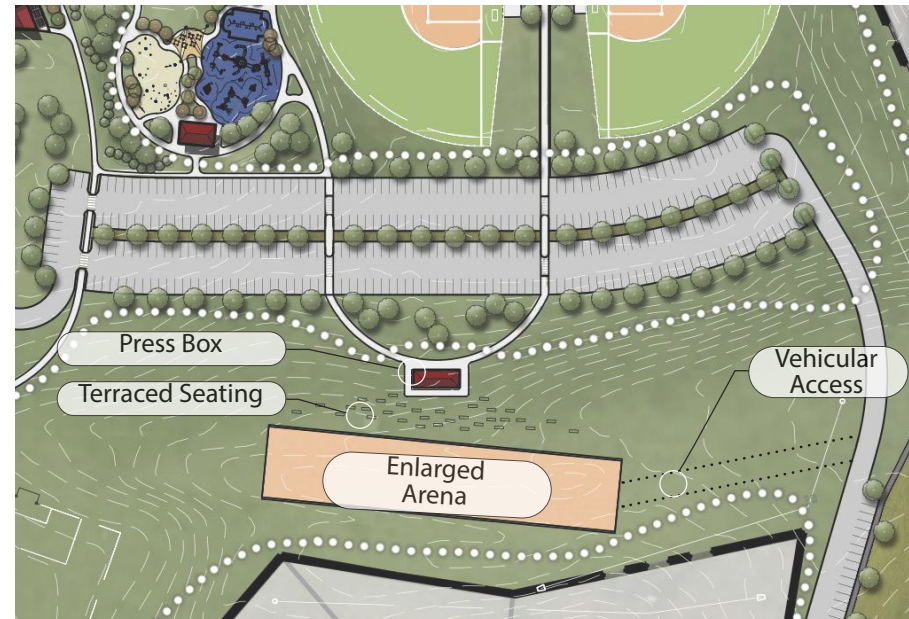
MOTOR SPORTS ARENA

The *Motor Sports Arena* is a long-standing amenity within Lakeview Park. It currently hosts up to 500 people per event during the Fair and car shows throughout the year. The programming for this amenity is established, but there are opportunities for more frequent uses with some updates to the arena. These improvements are documented in Motor Sports Arena (Figure 3.5) and include:

1. Expanding existing course to 80'x400' to accommodate as many programming needs as possible
2. Tear down and provide new *press box*
 - a. Connect to expanded parking lot
3. Provide new lighting and speakers
4. Create new ADA seating around press box
5. Create "stands" with *terraced stone outcropping*
6. Create *vehicular access* from proposed secondary entrance (Figure 3.1)

FAIR GROUNDS

The Franklin County Fair is held every year at Lakeview Park to provide an outlet for area residents to showcase their prized animals, flowers and crops, their artistic and craft talents, and to participate in all types of competitions. The Franklin County Fair & Horse Show has provided entertainment for the community for years and the master plan made sure that not only could the Fair continue to be hosted at Lakeview Park, but any improvements that were proposed help to enhance the logistics and ease of the hosts, competitors, and guests. Franklin County Fair Layout (Figure 3.6) shows opportunities for the Franklin County Fair and Horse Show.



Motor Sports Arena

Figure 3.5



LE: 1"=200'
100' 200'

- (A) Enlarged Parking Lot**
 - Parking lot expansion creates more space for vendors and attractions while keeping ample space for visitors to fill throughout the space.
- (B) Multi-Use Recreation & Convention Space**
 - The flexible space that the Multi-Use Recreation & Convention Space provides is an opportune space for vendors and exhibits during the fair.
- (C) Amphitheater**
 - The amphitheater can be used for several activities and competitions during the Fair.

- (D) Updated Barn & Exhibit Halls**
 - As a full park Master Plan, general updates have been identified throughout the Park to incorporate a cohesive Park update throughout the implementation process.
- (E) Pavillion**
 - The Community Pavillion within the core area is replacing the Hancock Pavillion and can be used as the space for pageant and other competitions.



Franklin County Fair Layout

Figure 3.6



Grass
Multi-Use
Fields

Welcome
Pavilion

WELCOME & RESTROOMS

Given the current programming of the Hancock Pavilion, the Master Plan needs to provide a space that can host the same events and improve on the existing shelter. The *Welcome Pavilion* is along the main access connecting the Multi-Use Recreation & Convention Facility to the sports fields and Core Area - Figure 3.7. The intent for the *Welcome Pavilion* is to provide a rentable, programmable indoor/outdoor space that could host various types of events. Similar to the restroom amenities the Hancock Pavilion currently offers – design of the structure should accommodate private facilities while providing separate access to the rest of the park users. As a main route to park users, this is an ideal location for marketing and branding opportunities, directional signage, and information to be posted.

Open
Lawn

Additional
Seating

Splash
Pad

Universal
Play Feature

Community
Pavilion

Lakeview Park Core Areas

Figure 3.7



UNIVERSAL PLAY FEATURE

Universal play features are play spaces based on the principles of universal design and are inclusive while offering a rich variety of physical and creative play opportunities. Accessible playgrounds are not necessarily inclusive, and both elements are essential for a playground to benefit everyone. Universal playgrounds are designed specifically to allow children of all abilities and developmental stages to play and enjoy the same activities together. The Master Plan proposes the implementation of a *Universal Play Feature* as a central node within Lakeview Park. The construction of this amenity will be the first Universal Playground within the county. As the only County Park within the State Capitol – a Universal Playground will set the standard when it comes to playground design and creating a stimulating environment for the entire community. Lakeview Park and the surrounding history of Frankfort, Kentucky provides opportunities for a themed playground. To keep the natural feel of Lakeview Park, natural materials are recommended. The Master Plan proposes a play space three times the existing play feature currently at Lakeview Park. Although further development will be necessary before a final design is determined – the master plan features 9,000 sf of play surface housing two separate play features, a swing set, and ample room for additional sensory activities spaced throughout the play space.

SPLASH PAD

An opportunity to further create a sense of place within Lakeview Park is to expand the theme of the Universal Play Feature into a *Splash Pad*. Throughout the Connect Phase of this project, the community expressed the need for aquatic amenities. Although it was determined that

Lakeview Park is not the proper place for a full aquatic center, enlarging and improving the splash pad amenity provides water play opportunities for the community without the added maintenance and requirements of a full aquatic center. The Master Plan proposes doubling the size of the existing splash pad. Spray feature design will be determined in the design development phase of the project, however there is an opportunity to re-use existing spray features as well as existing benches and awnings. Doubling the size of the splash pad will require additional piping and mechanical updates from what is currently at the Park – For more information on the engineering recommendations, see the Lakeview Park Civil Narrative (Appendix 04).

COMMUNITY PAVILION

The existing Hancock Pavilion and Robinson Pavilion provide the community shelter opportunities and also host several events throughout the year. In order to accommodate the proposed Master Plan amenities, the existing pavilions will need to be demolished and new structures will be constructed in their place. A 1,000 sf restroom and concessions building is proposed within the Core Area of the splashpad and play space. Seating for these areas is preposed under shade structures – providing flexible seating space for families, individuals, and large groups within viewing of the play space, the splash pad, the open field, as well as the sports fields. Another benefit to the location of this *Community Pavilion* and seating area is that it provides ancillary amenities to siblings and family members of kids playing in the tournaments hosted on the sports fields.





AMPHITHEATER

The existing horse arena is currently underutilized throughout the year and would need major improvements to be on par with other local horse arenas. Rather than investing money to improve the horse arena, the Master Plan proposes investing in transforming this space into an outdoor *amphitheater* that can hold to 4,000 people. The amphitheater should include:

1. Bandshell
 - a. Lighting & Electrical
 - b. Storage Space
 - c. Greenroom
2. Hardscape Pit
3. Permanent but flexible seating
4. Additional Lawn Space
5. ADA Access throughout the amphitheater and access to restrooms & Market Area

In order to reduce costs related to utilities, any concessions and restrooms would be located in the *Market Area* and the Multi-Use Recreation and Convention Facility - Figure 3.3.

The Bandshell and Amphitheater are a partnership opportunity and should be explored for funding. More detailed information on partnership opportunities can be found in the Lakeview Park Master Plan and Feasibility Report (Appendix 03 - C: Partnership Approach).

Lakeview Springs Golf Course & Amphitheater

Figure 3.8

UPDATED BARNS + MARKET AREA

There are currently five existing barns that are used at Lakeview Park. Two historic barns are being used for storage and maintenance purposes. The Master Plan recommends renovating these barns to use them to their full potential and create another opportunity for revenue. The Carter House is already used for weddings and private events. By renovating one of the existing historic barns, the same event staff could expand the events to the historic barn. From an operational standpoint, renovation of the other barn is necessary to provide an appropriate maintenance facility. With all the improvements the Master Plan is proposing, additional storage space as well as a safe and comfortable working environment will be necessary. A final program and an architectural review will need to be completed for a full understanding of renovation needs, but at a minimum renovations will include:

1. Weather Proofing
2. Insulating
3. Electrical

The other three barns are used for exhibit halls and are the perfect space for competitions and exhibits during the fair. To increase the utilization of these barns throughout the year, the Master Plan proposes expanding the hardscape area to create a *market space* that could be used for farmers markets, artisan markets, food truck festivals, etc.

Implementation of these improvements is another opportunity for partnerships with local businesses and vendors. More detailed information on partnership opportunities can be found in the Lakeview Park Master Plan and Feasibility Report (Appendix 03 - C: Partnership Approach).

CARTER HOUSE

The *Carter House* is an historic landmark within Lakeview Park and one of the existing revenue producers. The Carter House is very well maintained and already has a successful program of rentals for parties, reunions, and weddings. The budget for the Master Plan includes a lump sum for improvements to the Carter House - see (Appendix 05 - Detailed Opinion of Costs). The Master Plan assumes these budget would be used for exterior improvements enhancing outdoor events.

GOLF COURSE

The *Lakeview Springs Golf Course* is another amenity that is well developed and maintained within Lakeview Park. The Master Plan proposes to celebrate the golf course as a main revenue producer and provides a budget line to help with maintenance improvements such as irrigation and drainage updates as well as the addition of new signage along Main Street (Signage Exhibit - Figure 3.1). The addition of the Multi-Use Recreation and Convention Facility will house the Lakeview Springs Golf Course Pro Shop, covered golf-cart parking, and the Short Game Complex that will all accompany the Lakeview Springs Golf Course improvements (Multi-Use Recreation & Convention Facility - Figure 3.2).



SKATE PARK

The Skate Park at Lakeview Park was recently updated with a petition from a group of friends, Hearts & Handrails. The Master Plan proposes to improve on this passion and enhance this local need by providing a budget number for improvements to the existing equipment. Investing in updating the materials will reduce the necessary maintenance requirements later on. Improvements to the skate park should include:

1. Updating equipment

PICKLEBALL

Newly renovated pickleball courts provide a fun amenity for local residents. The park currently has two pickleball courts with attached space for seating and a small shelter providing for shade for users and spectators.

SHELTERS

Shelters are proposed to be built throughout the Park to provide comfortable spaces for users to respire as well as providing additional income revenue sources. These shelters should be approximately 250 sf so that each can host several small groups without feeling crowded while also being able to rent out to whole parties. The plan proposes a total of:

- 8 Rentable Shelters (See Master Plan - Figure 3.1 for all 8 locations).

ARBORETUM

The northeast section of the park contains the lowest part of the park and will naturally collect most of the run-off. It is also an incredible example of the rolling hills and mature vegetation that Lakeview Park provides. The Master Plan proposes maintaining the existing landscape within this section of the park and providing more trails throughout for users to enjoy. The Master Plan recommends expanding the existing tree nursery at this location and naturalizing this area – reducing the amount of maintenance required in the long run.



Skate Park & Pickleball

Figure 3.9



Arboretum

Figure 3.9

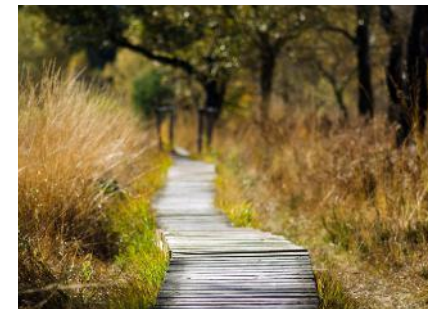


TRAILS

Walkers, joggers, and runners currently have 1.6 miles of asphalt trails throughout the Park, not including the golf course trails. Any trails impacted by improvements are recommended to be replaced in as similar a location as possible. Along with the existing trails, the Master Plan is also proposing additional connections and loops to provide alternative routes. The Master Plan proposes a network of sidewalks – minimum 6' wide – be incorporated to connect all the proposed amenities. With the combination of asphalt trails, concrete sidewalks, and additional trails awarded by grants already acquired by the County, Lakeview Park could provide users with a network of over four miles of pedestrian routes – doubling the existing trial network.

FLEXIBLE OPEN SPACE

The new entry drive leads visitors to the Multi-Use Recreation and Convention Facility. Juxtaposed to this addition will be an open lawn to provide flexible space for additional tournament fields, creating play and future expansion options (Master Plan - Figure 3.1). This space is large enough to host two multi-use fields that can be transitioned to smaller fields depending on the need, wants, and growth of the community. When not being utilized for play fields, this area can be used as overflow parking.



PARTNERSHIP OPPORTUNITIES

The amenities below are proposed for Lakeview Park, but require partnerships with neighboring properties for land sharing or corporate investors for funding. More information on partnership opportunities can be found in the Lakeview Park Master Plan and Feasibility Report (Appendix 03 - C: Partnership Approach).

DISC GOLF

Lakeview Park currently provides an 18-Hole Disc Golf Course throughout the northwest section of the park. With the proposed updates, the plan recommends moving holes 9-18 to the prairie area north of Franklin County High School. This shift will require an agreement with the Franklin County Schools. If welcomed, the course could provide more difficulty while being placed in a more comfortable environment with existing shade and grasses. Any plans moving forward should coordinate with local stakeholders to finalize a course that accommodates all users and abilities and provides a course that will provide an amenity that can draw regional use while meeting local needs.

CROSS COUNTRY

As shown in the Partnership Opportunities (Figure 3.10), a cross country course for the Franklin County Schools and surrounding districts could be implemented throughout Lakeview Park if the land north of Franklin County Schools is utilized. This course would be a mixture of mowed lawn, wood chips, and would require temporary placement of loose materials where the trail crosses the asphalt paths.

ADDITIONAL PARKING

To accommodate the improvements and hosting abilities of tournaments, the expansion of the existing parking and updates to more permanent materials should be explored.

CHAMPIONSHIP FIELDS

There is an opportunity to partner with the schools and explore the potential of improving the Middle and High School athletic fields since the property is adjacent to the park. Incorporating these facilities into the overall project scope increase the potential of larger tournaments and economic impact. For full potential, improvements should include:

- Transitioning fields to turf
- Updated equipment
- Sports Lighting
- ADA Access

PEDESTRIAN CONNECTIONS

Safe Routes to School programs aim to make it safer for students to walk and bike to school and encourage more walking and biking where safety is not a barrier. The proximity to the Franklin County Schools as well as the neighborhoods northwest of Lakeview Park create an opportunity to connect with community and provide access to the property north of the schools which leads to the schools as well as Lakeview Park all the amenities it offers.

Rails to Trails is a nonprofit organization dedicated to creating a nationwide network of trails from former rail lines and connecting corridors to build healthier places for healthier people. The northeast corner of the site provides an opportunity to transition an old railroad easement into a trail that could connect to Elkhorn Creek access – expanding the amenities of Lakeview Park even further.



Safe Routes to School
Pedestrian
Connection

Championship
Fields

Disc Golf
Course

Cross Country
Course

Additional
Parking

Championship
Field

Disc Golf
Course

Cross Country
Course

Rails to Trails
Pedestrian
Connection

LE: 1" = 200'
100' 200'

Partnership Opportunities
Figure 3.10

Core Program

Improve or Increase Existing:

- Golf Course Improvements
- Outdoor Sports Fields
- Motor Sports Arena
- Dog Park
- Playground
- Splashpad
- Trails
- Carter House
- Maintenance Barn & Exhibit Halls

Connectivity:

- Circulation throughout park
- Safe connections to surrounding communities

Provide New:

- Multi-use Recreation and Convention Facility
- Amphitheater
- Additional Shelters

Based on the information collected in the previous phases of the project, the master plan proposes a layout of amenities and improvements that achieves the highest and best use for the Park.

The following sections propose suggested phases and funding resources for the improvement implementations as well as the economic impacts of the master plan.

Master Plan Conclusion

Figure 3.11

COST OPINION & IMPLEMENTATION STRATEGY

It is anticipated that the program may need to be constructed in phases depending upon available funding sources. The following sections provide recommendations on how to implement the Master Plan.

IMPACT OF PHASING DEVELOPMENT

Many organizations plan and design new facilities to achieve the determined outcomes. In order to meet all of the needs, it may take several phases of construction, depending upon costs. The outcomes are most achievable when constructed in full. If a phased approach is needed, it is important to pursue what gets the organization closer to the outcomes in the initial phase. The core program elements that have the greatest potential for successful outcomes are the convention/event space, entrance improvements, golf facility improvements. The year-round indoor capabilities from the convention/event space allow for more revenue due to more months (12) of operations versus the eight-to-nine months operating outdoor amenities. Should the project need to be phased, the operational plan and pro forma will need to be broken down to identify the projected operational approach, revenues and expenditures.

PHASING

Phasing should give careful consideration to the following:

- Revenue Generation
- Regional Draw
- Local Need
- Economic impact
- Year-round capabilities
- Available funding

The Current concept of phasing for planning purposes addresses some of the local needs and the ability to generate additional revenue from additional fields and enhancements. The breakdown by phase is summarized in Program Zones by Phases - Figure 3.11.

Figure 3.11

Program Zones by Phases		
Phase One	Phase Two	Phase Three
Enhanced Entrance	Convention/Event/Recreation	Asphalt Trail
Parking	Dog Park	Community Pavilion
Updated Motor Sports	Fenced Driving Range	Golf Course Enhancements
Amphitheater	Future Entrance	Splashpad
Grass Multi-Use Fields	Heated Golf Bays	Universal Play Feature
Synthetic Turf Softball Fields	Market Area	Updated Skate Park
Synthetic Turf Multi-use Fields	Native Landscaping	
Natural U-6 Soccer	Parking	
Natural U-8 Soccer		
Soccer/Softball Motor Sports		
Concessions		
Updated Barn		

PHASE ONE

PHASE ONE AMENITIES

- Turf Multi-Use Field Complex
- Updated Softball Complex
- Expanded Parking Lot
- Motor Sports Arena
- Associated Sidewalks & Trails
- Golf Course Improvements
- Maintenance Barn Renovations
- Outdoor Amphitheater



Construction Costs		Phased Cost
Contracting and General Requirements		
Site Clearing, Removals, Earthwork, Utilities		
Parking and Pavement		
Furniture & Signs		
Community Support Features		
Softball Fields		
Buildings / Shelters		
Multi-Use Fields		
		\$ 9,468,690
Other Project Costs		
contingency (%)	15.0%	
construction testing services	0.5%	
		\$ 1,467,647
design & engineering services	6.0%	
construction phase services	2.5%	
		\$ 804,839
		\$ 2,272,486
Total Project Cost		
		\$ 11,741,176

PHASE TWO

PHASE TWO AMENITIES

- Park Lane Alignment
- Associated sidewalks & trails
- Parking Lot
- Multi-Use Recreation & Convention Center
- Driving Range
- Dog Park



Construction Costs		Unphased Project
Contracting and General Requirements		
Site Clearing, Removals, Earthwork, Utilities		
Parking and Pavement		
Furniture & Signs		
Community Support Features		
Buildings / Shelters		
		\$ 29,107,210
Other Project Costs		
contingency (%)	15.0%	
construction testing services	0.5%	
		\$ 4,511,618
design & engineering services	6.0%	
construction phase services	2.5%	
		\$ 2,474,113
		\$ 6,985,730
Total Project Cost		
		\$ 36,092,940

PHASE THREE

PHASE TWO AMENITIES

- Core Plaza
 - Welcome Pavilion
 - Universal Play Feature
- Community Pavilion
- Splash Pad
- Skate Park
- Shelters
- Associated sidewalks & trails
- Carter House Improvements including Parking Lot
- Market Area
- Secondary Entrance & Parking Lot
- Landscaping



Construction Costs		Unphased Project
Contracting and General Requirements		
Site Clearing, Removals, Earthwork, Utilities		
Parking and Pavement		
Furniture & Signs		
Core Areas		
Community Support Features		
Buildings / Shelters		
Plantings		
		\$ 3,955,199
Other Project Costs		
contingency (%)	15.0%	
construction testing services	0.5%	
		\$ 613,056
design & engineering services	6.0%	
construction phase services	2.5%	
		\$ 336,192
		\$ 949,248
Total Project Cost		
		\$ 4,904,446

OPERATIONAL & FUNDING FISCAL ANALYSIS

Based on the conceptual design presented in the Envision section of the Master Plan, operational standards and associated costs were established from set maintenance standards for full operations.

PROGRAM & MANAGEMENT STRATEGY

In correlation with the Master Plan, the design team has evaluated the opportunities for expanded programs, services, and management alternatives to develop a program and management study to support the needs of the users of Lakeview Park. The data below highlights the conclusions from the analysis of the program and management strategies. Full report of the Maintenance Standards can be found in the Lakeview Park Master Plan & Feasibility Report (Appendix 03 - Chapter 5)

- Overall, the management of the park when developed will require a greater attention to detail to create the best guest experience and retain visitors year after year for the same event. The maintenance standards developed will assist in increasing the level of maintenance and landscape manicure.
- Appearance is important and making sure that the park and activities are visible and able to be promoted. Update the golf course sign to be a Lakeview Park digital sign with image capability to promote golf and events in the park. Consider adding a second digital sign at the Steadmantown Lane entrance.
- Hire key staff to develop programming and secure events at least one year in advance.
- Reassess the County's capabilities at each phase to determine if outsourcing the management of the park provides the better return on investment and guest experience. The County could contract out with a sports/event management company for the indoor facility and/or the outdoor sports complex.
- Convention/Event Facility will have tournaments, conventions, and events on the weekend and during the weekday hold conventions, and allow for local use of space when the schedule is open.
- Outdoor Sports fields should have local use Monday through Thursday and on scheduled weekends for internal leagues and contracted leagues. Weekends outside of leagues should be used for regional tournaments.
- Minimize improvements to only the critical to address and avoid spending the money twice in assets that will be enhanced or replaced in one of the phases.
- The exhibit space should have the ability to convert to open air allowing airflow and less limitations on indoor visitors under COVID Protocols, should this continue.

FUNDING & FINANCIAL STRATEGY

FUNDING AND FINANCIAL STRATEGY

The Master Plan proposes many updates to Lakeview Park. The design team coordinated with the County to identify best practices for funding and maintaining the site, including capital versus operational costs. Feasible methods for implementation of improvements have been identified below. For more detail on each funding opportunity, see the Lakeview Park Master Plan & Feasibility Report (Appendix 03 - Chapter 6.2).

- The facility should price services at market value and create incentives for times when there is more capacity to attract new events. Following the pricing philosophy will help achieve the cost recovery outcomes.
- Seek out a professional firm to develop the capital campaign for the park securing naming rights and sponsorships. Use the model moving forward to develop advertising packages.
- The County should consider developing a sports and tourism commission to oversee the facility and establish a dedicated funding source with an additional percent for overnight accommodations. If this is not determined viable, then additional dedicated funding sources (identified in Chapter 6.2) should be implemented to assist with the overall sustainability of the park/facilities. This could help to provide a funding source for development.

- The best practice approach is to develop a financial strategy that will include a variety of sources to create a sustainable Dynamic.
- Naming Rights and sponsorship should be placed in reserve to support lifecycle replacement of equipment and fixtures.
- Grants may have a place within smaller projects in each phase. The County should conduct a review of the benefits and cost for mandated requirements to determine viability.
- Ensure that revenue generation is part of the discussions as the conceptual design and construction documents evolve to ensure sustainability and outcomes are achieved.
- Revisit the pro forma as materials change, sizes of spaces and amenities change, to account for changing inflation, and operations changes.
- Partnerships: Community partnerships will be established as the County moves into the development of improvements, including a mix of local programming and events, educational activities and continuing education, performance events, and various tournaments at the convention/event space. Partnerships should be equal in benefit to both parties.

PRO FORMA & ECONOMIC IMPACT

SIX-YEAR PRO FORMA - ALL PHASES

The following table is a summary report of the revenues and expenditures for the Lakeview Park Master Plan over a six-year period. The breakdown, including the revenue model and expenditure model, is listed in the tables that follow this summary report and represents all phases of the project at full build out. These figures represent the County owning and operating the facility. All local programs will be implemented by existing and new staff. It is also representing the department staff maintaining the entire 132 acres and facilities within. The tables breakdown the revenues by category and the expenses by category. For definitions and further detail regarding the Pro Forma, see the Lakeview Park Master Plan and Feasibility Report (Appendix 03 - Chapter 6.3).

Phase one:

- Phase one still has the department serving mostly as a facility provider and contracting for tournaments and local use. Revenues are generated from sports tournament organizers renting the facility, pavilion rentals, golf, and in-house sports leagues and clinics.
- Proposed phase one does not have enough revenue potential to achieve becoming cost neutral.
- Phase one decreases the level of subsidy by \$63,000.
- Phase one cost recovery is 63.4%. This is an increase from 18.5%.
- Phase one has staffing levels increased.

Phase Two:

- Phase two revenue potential increases significantly, as do the expenditures.
- Revenues are from the convention/event spaces, including; Conventions, various size meeting rooms, ballroom, ticketed events (performances), and indoor sports tournaments.
- Revenues are based off of full day rentals fees for events, rather than an hourly rate. The facility conceptual design with square footage, by room type, will allow for calculating in more detailed such as an hourly rate based on square footage and room capabilities.
- Additional staff will be needed and training for excellent guest services.
- The expenditure detail will need to be revisited upon completion of a facility conceptual design with square footage, by room type, calculating in more detailed the level of maintenance based on square footage and room capabilities.
- The cost recovery for phase two is 152%

Phase Three

- Phase three revenue capability is strictly the shelter rentals. Consideration was given to charging for dog park memberships, but considering visitors may have dogs as well, it becomes a challenge to enforce and leads to user conflicts.
- Expenditures are from the additional concessions staff needed with enhancements, additional square footage added to the playground and increase to the splashpad increasing maintenance costs.
- Cost recovery for phase three is 53%

Overall, the development will be able to achieve being cost neutral (all phases developed) if managed to the operational and financial plans outlined in this feasibility study. This accounts for building reserves to be used for lifecycle replacement.

The proforma shows a 125% cost recovery rate average over the six years, assuming full build out of all phases. Increases in revenue are needed annually as the current trend of inflation (projected out) has revenues decreasing annually. The pro forma has a 6-9% annual increase for inflation. Revisiting fees annually to determine if a need exists to increase, will be best practice.

Pro Forma All Phases Revenues & Expenditures Summary						
Franklin County - Lakeview Park Vision						
ALL PHASES REVENUES AND EXPENDITURES						
	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Revenues	\$5,410,646.68	\$5,897,604.88	\$6,310,437.22	\$6,752,167.83	\$7,292,341.25	\$7,948,651.97
Expenditures	\$4,446,329.42	\$4,756,445.15	\$5,090,697.70	\$5,451,060.43	\$5,839,671.44	\$6,258,847.52
Net Revenues Over (Under)						
Expenditures from Operations	\$964,317.26	\$1,141,159.73	\$1,219,739.52	\$1,301,107.40	\$1,452,669.82	\$1,689,804.44
Total Cost Recovery	122%	124%	124%	124%	125%	127%
*NOTE: Revenues assume a full operations of all phases. Includes annual increases for projected inflation of 6%-9% Sponsorships revenues are not accounted for in this model, they are to be placed into reserve for debt service and capital projects. This assumes all fields are lighted.						

ECONOMIC IMPACT

The purpose of the Economic Impact is to identify the local economic impact potential. This section will look at the economic impact of construction and operations to understand the economic vitality of the proposed project.

ECONOMIC EFFECT

Identifying the project impact on the economy is crucial in today's climate. Communicating the County's efforts and the effect on the economy helps the residents understand the investment value beyond being just a place to play. Recreation is, in most instances, the only service within a municipal form of government where people choose to spend their disposable income. This point is important when considering the benefits of large capital projects.

The following sections illustrate the total final economic impact of the project construction based on a full build out and phase one scenario. Column 1 shows the total output in terms of dollars. Columns 2 and 3 are estimates of the final effect earnings and employment (jobs). The final-demand value-added (the final general measure of economic impact) is shown in Column 4. The final-demand value-added factors include direct, indirect, and induced economic impacts.

INVESTMENT (OPERATION + CAPITAL EXPENSES)

Community leaders set operations and capital spending for the County. This money stimulates the local economy the same as private business do through purchased goods and services needed in construction and normal operations.

The improvement of a location such as Lakeview Park will have a positive impact on the local economy. The impact is magnified by developing the amenities that provide for regional sports tourism and local use. The economic impact of the project development was analyzed using a methodology and multipliers from the U.S. Department of Commerce, Bureau of Economic Analysis, Regional Input-Output Modeling System, second version (RIMS II). RIMS methods are specific to different industry categories, recognizing that different industries will have varying economic impacts.

ECONOMIC IMPACT - CONCLUSIONS

Calculating the economic impact requires identifying estimated construction costs and developing a pro forma to capture what is needed for operations. Through conceptual design and the operations plan it was determined that the full build out construction cost would be \$52,738,562 in capital spending (new investment) and \$4,214,417 in operational spending of the project when completed. The final demand value added into the economy from this project will be \$42,289,020 with approximately 562 jobs. Operationally, the economic impact would be \$3,393,027 with approximately 86 jobs.

Total Economic Impact of Constructing the Vision for Lakeview Park - All Phases					
Local Purchasing (Final Demand)		1 Final-demand Output (dollars)	2 Final-demand Earnings (dollars)	3 Final-demand Employment (number of jobs)	4 Final-demand Value-added (dollars)
	Factors	1.5647	0.5327	10.6582	0.7829
\$52,738,562	Results	\$82,520,028	\$28,093,832	562	\$41,289,020
Notes Column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry. Column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry. Column 3 represents the total change in number of jobs that occurs in all industries Column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.					

Total Economic Impact of Operating the Vision for Lakeview Park - All Phases					
Local Purchasing (Final Demand)		1 Final-demand Output (dollars)	2 Final-demand Earnings (dollars)	3 Final-demand Employment (number of jobs)	4 Final-demand Value-added (dollars)
	Factors	1.4109	0.4234	20.4342	0.8051
\$ 4,214,417	Results	\$ 5,946,120	\$ 1,784,384	86	\$ 3,393,027
Notes Column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry. Column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry. Column 3 represents the total change in number of jobs that occurs in all industries Column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.					

- The County should partner with local visitor's bureau, chamber of commerce, hospitality businesses, and youth athletic clubs to calculate the actual visitor direct spending annually and demonstrate the benefits through an annual report on Lakeview Park.
- Develop tourism experiences in adventure recreation, unique retail and dining, Franklin County history, Kentucky's rich history of bourbon, thoroughbreds, and the environment.
- Revisit the economic impact as the conceptual design and construction documents/costs change

BASED ON FINDINGS FROM THIS REPORT, THE CONSULTANT TEAM HAS DETERMINED THE FEASIBILITY OF ENHANCEMENTS TO LAKEVIEW PARK AS A DESTINATION IS VIABLE FOR THE AMENITIES OUTLINED IN ALL PHASES OF THE PROJECT. THERE ARE MANY ANCILLARY SERVICES PROVIDED BY THE PRIVATE SECTOR A SHORT DISTANCE FROM THE PARK. THE PROJECT HAS A SIGNIFICANT AMOUNT OF SYNERGY TO BE AN ASSET TO THE LOCAL COMMUNITY, REGIONAL VISITORS AND TO GENERATE ENOUGH REVENUE TO BE COST NEUTRAL WHEN MANAGED TO THE OUTCOMES IDENTIFIED IN THIS REPORT.

ACTION PLAN

Based on the conceptual design presented in the Envision section of the Master Plan, operational standards and associated costs were established from set maintenance standards for full operations.

PROGRAM & MANAGEMENT STRATEGY

The action plan is developed with supporting strategies, actions, responsibilities, and priorities/timelines. These strategies will lead the County through the initiation of each strategy, but may involve action items not identified in the Action Plan. It is impossible to anticipate every option the County will face leading up to opening the venue, therefore, the County will need to be flexible in its approach to implement the vision for Lakeview Park. The action plan is established in the following key areas:

- Program/Operations Strategy – Recommendations that provide for short and long-term enhancement of park, facility, and program management practices of the Department.
- Funding & Financial Strategy – Recommendations that provide for short and long-term enhancement of the financial and budgetary capacity of the Department related to operations.

- Within each section, key strategies for implementation are listed. These strategies represent the major ideas or philosophies recommended by the consulting team that are required to maximize the facility to achieve the guiding principles. To help achieve each strategy, tactics are identified along with recommendations for the group responsible (i.e., Director, Maintenance, Events, County, etc.), Timeline (i.e., Short-term = ST, Mid-term = MT, Long-term = LT and Ongoing = OG), and performance measures. A column can be added to the table that would be labeled status update for each tactic.

The Action Plan is intended to serve as a dynamic living document, reviewed on a regular basis by the Council, staff and public to plan work tasks and support decision-making in order to carry out the Vision. By reviewing the Action Plan regularly, accomplishments can be noted, adjustments can be made, and new items can be added.

Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
1.1	Build capacity and resources for the Department to operate Lakeview Park phase one development	• Adopt Maintenance Standards and implement with tracking through a computerized maintenance management software (CMMS).	Department, County	ST, OG	• Maintenance Standards adopted and implemented into operations.
		• Develop staffing positions identified in the operational plan to attract and hire qualified applicants for the operations of phase one.	Department, County	ST	• Positions job descriptions, salary, benefits, office space, and outcomes are developed, and positions filled.
		• Research and invest in ecommerce using a computerized registration/ reservation software that will also accommodate golf services.	Department, County	ST	• Research complete, selection made and software is being developed in the back side.
		• Develop internal processes for the operations of the park for phase one development including flow of communication, work orders, and tracking.	Department, County	ST	• Process is set up, flow of communication in place and data tracked in office for reporting.
		• Build staff knowledge and expertise through professional development (i.e., Maintenance Management School, Event Management School, Revenue Generation & Management School, etc.).	Department	ST, OG	• Identify needed skill sets, training opportunities and send staff.
		• Develop training to implement on the maintenance standards and how to achieve the desired outcomes for the park through the CMMS.	Department	MT, OG	• Training developed and provided to staff on an ongoing basis.
		• Develop event/program standards and quality assurance program to ensure an excellent guest experience.	Department	MT, OG	• Standards are developed and approved for implementation.
		• Develop a maintenance management plan that includes details for asset preservation and long-term routine maintenance for a safe and enjoyable experience.	Department	MT	• Plan developed approved and implemented consistently.

Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
1.2	Develop policies and procedures needed to operate Lakeview Park phase one development to achieve the outcomes.	• Update the refund policy for the park and activities.	Department, County	ST	• Updated policy and posted for users to access.
		• Develop written partnership policy addressing public/public, public/private, and public/not-for-profit partnerships to maximize each party's resources and meet expectations.	Department, County	ST, OG	• Policy written, approved and partnerships developed under new policy.
		• Develop a written earned income policy allowing staff to go after revenue from advertising and sponsorship.	Department, County	ST	• Policy developed approved and implemented.
		• Develop written naming rights policy and review for legal implications.	Department, County	ST	• Naming rights policy approved and implemented.
		• Develop a written pricing policy to direct staff on procedure and factors that should be considered in developing prices for services.	County	ST	• Policy developed approved and implemented with training.
		• Develop a written land use policy for Lakeview Park identifying priorities for activities and peak time use.	Department, County	MT	• Policy written, vetted and being implemented.
		• Annually review policies for changes in operation that will need to be incorporated into enabling policies.	Department	OG	• Policies reviewed and findings report submitted.
		• Annually review partnerships and report to the Board on the terms, outcomes and renewal.	Department	OG	• Policies reviewed and findings report submitted.

Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
1.3	Develop a customer service focused culture with existing and additional staff.	<ul style="list-style-type: none"> Establish procedures based on customer focused outcomes and measurement. Train staff on the procedure and why it is important to the outcomes. 	Department	ST, OG	<ul style="list-style-type: none"> Procedures developed and staff trained for implementation.
		<ul style="list-style-type: none"> Develop customer service training that is facilitated and non-facilitated through videos and exercises. 	Department, County	ST, OG	<ul style="list-style-type: none"> In-person and virtual trainings developed with an onboarding/training sign-off.
		<ul style="list-style-type: none"> Develop customer service quality assurance audit/program for continuous improvement to service delivery. 	Department	ST	<ul style="list-style-type: none"> Develop the standards to measure and train those conducting the audit.
		<ul style="list-style-type: none"> Develop customer service quality assurance audit/program for continuous improvement to service delivery. 	Department	ST	<ul style="list-style-type: none"> Develop the standards to measure and train those conducting the audit.
		<ul style="list-style-type: none"> Implement a customer feedback program that includes intercept surveys, online survey following programs/reservations/events, lost customer survey, and focus groups throughout each operational year. 	Department	ST/MT, OG	<ul style="list-style-type: none"> Develop customer satisfaction surveys (qualitative and quantitative data) and report on seasonal findings/
		<ul style="list-style-type: none"> Develop and annual report including the financial performance, customer service performance and customer survey results including customer satisfaction rate. 	Department	OG	<ul style="list-style-type: none"> Reports created and distributed on an annual basis.

Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
1.4	Develop the brand of Lakeview Park creating a recognized provider of a variety of events that provide for local needs and deliver excellence through guest experiences.	<ul style="list-style-type: none"> Develop the Lakeview Park story including content on the property's history and key milestones for the park vision. 	Department	ST	<ul style="list-style-type: none"> Develop a list of operational tasks/projects that will help demonstrate staff living the mission.
		<ul style="list-style-type: none"> Research computer software for website/interactive analytics, scheduling social media posts, send out notifications/emails mass distribution. 	Department	ST	<ul style="list-style-type: none"> Research completed, selection made and being implemented
		<ul style="list-style-type: none"> Develop an annual content calendar for social media and schedule posts. 	Department	ST	<ul style="list-style-type: none"> Excel Spreadsheet created with dates and the type of content that would be posted (i.e., closures, holiday greetings, this day in history, etc.).
		<ul style="list-style-type: none"> Research PR Firms for additional expertise and services, if needed. 	Department, County	ST	<ul style="list-style-type: none"> Conduct research, request references and fees for needed services to select the appropriate firm.
		<ul style="list-style-type: none"> Identify and develop social media campaigns to increase awareness of the park and events. 	Department	MT	<ul style="list-style-type: none"> List of campaigns, details and call to action documented and added to the content calendar.
		<ul style="list-style-type: none"> Develop unique contests to engage followers and increase followers on social media. 	Department	MT	<ul style="list-style-type: none"> Identify unique stories, photos, and/or history, incorporate into the content calendar
		<ul style="list-style-type: none"> Develop a marketing plan to identify the target markets, best practice marketing methods, platforms, and overarching message promoting facilities. 	Department, County	MT	<ul style="list-style-type: none"> Marketing plan developed, approved and implemented consistently.
		<ul style="list-style-type: none"> Develop a marketing return on investment (ROI) model to understand which methods work best for the Department. 	Department	LT	<ul style="list-style-type: none"> Developed ROI spreadsheet for tracking and data being collected for money spent and participation.
		<ul style="list-style-type: none"> Conduct marketing meetings to identify upcoming opportunities to share the park story and staff living the mission. 	Department	OG	<ul style="list-style-type: none"> Schedule regular marketing meetings to develop content, identify opportunities for staff to assist with pictures and messaging.

Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
2.1	Explore Operational Models to implement for the Lakeview Park overall Vision (all three phases)	• Explore consolidating the parks and recreation departments from the City and County.	Department, County, City, Public	ST	• Discuss opportunity with the City and Develop findings Report for final determination.
		• Explore the establishment of a sports and events tourism commission to oversee the facility and a dedicated funding source to invest.	County, City	ST	• Exploring completed, conduct cost /benefit analysis and make final determination.
		• Explore outsourcing the management of Lakeview Park to a sports/events management company for phase two.	County	ST	• Research companies, understand terms and conditions, make final determination for phase two and ultimately phase three.
		• If outsourcing management of phase two, begin RFQ process	Department, County	ST/MT	• Develop and distribute RFQ for submissions, interviews and final determination.
		• If outsourcing management of phase two, negotiate contract terms with firm to be in place for construction document development.	County	MT	• Draft negotiations of terms and conditions for review and approval by the County.

Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
2.2	Develop a multi-pronged capital campaign strategy to enhance existing park amenities and develop the Lakeview Park Vision.	• Conduct an RFQ process for professional services that will build a capital campaign raising funds for the replacement of aging amenities and new development.	Department, County	ST	• RFQ developed, distributed and submissions received for interviews and final determination.
		• Work with County Finance to identify funding sources that currently exist for the County and could potentially be incorporated as a component to the overall funding strategy (i.e., redevelopment funds).	Department, County	ST	• List of possible funding sources and upcoming projects to determine which funding sources have the greatest application to the vision.
		• Identify private foundations and sanctioning bodies that could serve as resources and potential grant funders for the developments in the park.	Department	ST	• Develop list of opportunities and identify the most appropriate for implementation.
		• Research and establish a dedicated funding source to be used for debt service and eventual lifecycle replacement of amenities.	Department, County	ST/MT	• Funding sources identified, considered and approved.
		• Research Public Private Partnerships (KRS 65.028) as a component to capital funding to save on bonding costs, develop project with contained costs, and develop more swiftly.	County	ST/MT	• Research completed and final determination.
		• Identify components of the project that could be grant funded and apply for the grants.	Department	ST/MT	• List of components, grant requirements and Department capacity to meet all grantee obligations.
		• Explore the feasibility of establishing the Franklin County Parks Foundation to help fund the mission of the Department.	County	LT	• Research conducted report submitted and consideration given to establish the park foundation.

Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
2.3	Implement a dynamic revenue model to capture earned income and create sustainability.	• Develop fees and charges with the lens of cost recovery and sustainability. When services add value, the pricing should reflect it.	Department	ST	• Establish the program/services development guidelines including step by step process of approval.
		• Identify tournament value-added charges for organizers and include opportunities for profit sharing.	Department	ST	• Create value-added services to each facility for generating additional revenue and highlight the benefits of value-added services.
		• Franchise & license vending, leverage service contracts and product contracts to develop exclusivity in preferred vendors and promotion of	Department, County	ST	• Begin discussions/negotiations for preferred providers based on benefits to the County.
		• Work with the County to establish the fees and charges structure for the Lakeview Park operational vision.	Department	MT	• Fee structure established, staff guidance in setting fees, and initial fees and charges approved and implemented.
		• Annually review contracts and identify additional opportunities based on annual revenues and outcomes.	Department	OG	• Contracts reviewed, report submitted and contract renewal.

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**HITCHCOCK DESIGN GROUP
PROS CONSULTING
BACON FARMER WORKMAN ENGINEERING**

01 - Environmental Report



BACON | FARMER | WORKMAN
ENGINEERING & TESTING, INC.

ENVIRONMENTAL SUMMARY REPORT

Lakeview Park – Frankfort, KY



Submitted to:

Hitchcock Design Group

c/o: Randy Royer

363 N Illinois Street, Suite 2

Indianapolis, Indiana 46204

Submittal Date:

September 16, 2020

TABLE OF CONTENTS

1. BACKGROUND.....	4
1.1 PROJECT LOCATION	4
1.2 PROJECT DESCRIPTION	4
2. FLOODPLAIN.....	5
3. SOILS.....	6
3.1 SOIL DESCRIPTIONS	6
4. WETLANDS AND STREAMS	8
5. THREATENED AND ENDANGERED SPECIES	9
5.1 MAMMALS	9
5.2 MUSSELS	9
5.3 FLOWERING PLANTS.....	9
6. GEOLOGY	10
7. UTILITIES	11
8. CULTURAL RESOURCES.....	12
9. CONCLUSIONS.....	13

LIST OF ACRONYMS AND ABBREVIATIONS

BFW	Bacon Farmer Workman Engineering & Testing, Inc.
bgs	below ground surface
CWA	Clean Water Act
FCFC	Franklin County Fiscal Court
FEMA	Federal Emergency Management Act
HDG	Hitchcock Design Group
IPaC	Information for Planning and Consulting
USDA	United States Department of Agriculture
USFWS	United States Fish & Wildlife Service

APPENDICES

Appendix A – Figures

Figure 1 – Aerial Map

Figure 2 – Topography

Figure 3 – Flood Hazard Map

Figure 4 – Soils Map

Figure 5 – Wetlands Map

Figure 6 – Utilities Map

Figure 7 – Archaeological Sites

Appendix B – IPAC Letter

Appendix C – Geology Map and Well Logs

1. BACKGROUND

This report was prepared for Hitchcock Design Group (HDG) as part of a preliminary environmental review for the for the Franklin County Fiscal Court (FCFC) to review Lakeview Park located in Frankfort, Kentucky (Figure 1 – Aerial). This 132-acre tract of land lies to the north of East Main Street.

1.1 PROJECT LOCATION

On Interstate 64, proceed east to Exit 58, then turn left and proceed north on US-60/Versailles Road for approximately 4.1 miles. Turn right onto East Main Street and the Park will be located on the left (North). Turn left onto Steadmantown Lane and left onto Park Avenue to enter Lakeview Park. The project area begins here at Latitude N38.2136931° and Longitude W-84.8192352°.

1.2 PROJECT DESCRIPTION

Currently the park has four (4) youth softball fields, an instructional league baseball field, seven (7) soccer fields, city/county tree nursery, skate park, horse show arena, amphitheater, horseshoe pits, a 9-hole disc golf course/driving range, a 2-mile walking/jogging trail, and picnic areas. The property contains one (1) pond. Field verification will be required to determine if any other features are present. The topography of the site varies from elevation 714 to 750 (Figure 2 – Topography).

It is the intent of FCFC to review this location for Feasibility and Master Planning activities based on existing site conditions and proposed capital improvements. This property was reviewed for:

- Flood Plains
- Soils
- Wetlands and Streams
- Threatened & Endangered Species
- Geology
- Utilities

2. FLOODPLAIN

The project site lies within the Federal Emergency Management Act (FEMA) map, 21073C0129D (eff. Date 6/18/2013). According to this mapped area (Figure 3 – Flood Hazard Map), the project site is not located within a designated flood plain area.

3. SOILS

According to the United States Department of Agriculture (USDA), there were five (5) soil types located at the Lakeview Park project site (Figure 4 – Soils Map):

- McAfee silt loam – 6-12% slopes
- McAfee silt loam – 12-20% slopes
- Bluegrass-Maury silt loams – 2-6% slopes
- Lowell-Bluegrass silt loams – 2-6% slopes
- Maury-Bluegrass silt loams – 6-12% slopes

3.1 SOIL DESCRIPTIONS

The McAfee-Maury silt loam is a soil series whose slopes range from 6-20%. They are typically found on ridges, shoulders, and side slopes. It consists of a very deep, well drained, moderately permeable soil that formed in silty material over residuum weathered from phosphatic limestone. Its typical soil profile begins with a top layer of silt loam and transitions to a silty clay, and eventually into unweathered bedrock. This soil type is considered Prime Farmland if its slopes fall between 6-12%. It has a low risk for concrete corrosion but a high corrosion risk for steel. They are very limited on shallow excavations based on their depth to hard bedrock and because they can be “too clayey.” Small building construction can also be an issue based on slope, its properties related to shrink-swell, and depth to bedrock.

The Bluegrass-Maury silt loam is a soil series whose slopes range from 2-6%. They are typically found on ridges, summits, and side slopes. This series consists of well drained, slowly permeable soils that formed in limestone residuum interbedded with thin layers of calcareous shales. Its typical profile begins with a silt loam top layer and transitions to a silty clay/clay. This soil type does not experience flooding or ponding and is considered Prime Farmland. It has a low risk for concrete corrosion but a high corrosion risk for steel. They are somewhat limited on shallow excavations based on their clayey content. Small building construction can be somewhat limited based on its depth to bedrock and its properties for shrink-swell.

The Lowell-Bluegrass silt loam is a soil series whose slopes commonly range from 2-6%. They consist of a very deep, well drained, moderately permeable soil formed in clayey residuum weathered from limestone and shale. They are typically found on ridges and shoulders. Its typical soil profile begins with a top layer of silt loam, transitioning to a silty clay loam, and terminates into bedrock. It is considered prime farmland. It has a moderate risk for concrete corrosion but a high corrosion risk for steel. They are somewhat limited on shallow excavations based on their clayey content. Small building construction can be very limited based on its properties related to shrink-swell.

The Maury-Bluegrass silt loam is a soil series whose slopes commonly range from 6-

12%. They consist of a very deep, well drained, moderately permeable soil formed in thin fine-silty noncalcareous loess over clayey residuum weathered from phosphatic limestone. They are typically found on ridges, summits, and side slopes. Its typical soil profile begins with a top layer of silt loam, transitioning to a silty clay loam, and terminates into clay. It has a moderate risk for concrete corrosion but a high corrosion risk for steel. They are somewhat limited on shallow excavations based on their clayey content. Small building construction can be very limited based on slope, its properties related to shrink-swell, and depth to bedrock.

4. WETLANDS AND STREAMS

Various satellite imagery and databases were reviewed to determine whether wetlands and streams were present. According to aerial photography, the site appears to contain one (1) stream and one (1) pond. The site visit verified that stream denoted in the upper northern portion of the site is not present. The pond serves as a stormwater conveyance off and away from the center of the site. It appears the pond is also connected to the lake which lies south of the site. The pond will require further investigation to determine if there is a jurisdictional connection.

There are several ditches that convey water onto the project site. These include a wet weather conveyance from the High School (west side of project site), connection to the pond from Silver Lake (Lake is on the southside of East Main Street), and two (2) storm drains (along Steadmantown Lane). There is a permitted outfall from the splash pad in the northern portion of the project site. Figure 5 (Wetlands Map) provides a map from United State Fish and Wildlife (USFWS) which provides an overview of wetland areas. Wetlands Mapper did not denote the presence of wetland areas on-site but did denote the stream in the upper northern portion of the site. However, as stated previously, this stream was not present during field investigations.

5. THREATENED AND ENDANGERED SPECIES

An Information for Planning and Construction (IPaC) query was performed to determine the Federally listed Threatened or Endangered Species for the proposed site area (Appendix B). According to the U.S. Fish and Wildlife Service (Service) review, there is a potential to encounter three (3) bat species (Gray Bat, Indiana Bat, and Northern Long-eared Bat), five (5) freshwater mussel species (Clubshell, Fanshell, Purple Cat's Paw, Rabbitsfoot, and Sheepsnose Mussel), and three (3) flowering plants (Braun's Rock-cress, Running Buffalo Clover, and Short's Bladderpod). However, there is no designated critical habitat.

5.1 MAMMALS

There were three (3) bat species potentially present at the project site. These included the Gray bat, Indiana bat, and Northern Long-eared Bat. There are no known caves on the site. Construction activities will need to be evaluated to determine if clearing activities could have a direct, indirect, or cumulative effect on bat species. It is recommended that any tree trimming or tree removal be conducted between October 15 and March 31st following the Service's recommendations. Tree trimming or tree removal could result in alterations to habitat and behaviors (feeding, breeding, and resting).

5.2 MUSSELS

There were five (5) freshwater mussel species suspected. These included the Clubshell, Fanshell, Purple Cat's Paw, Rabbitsfoot, and Sheepsnose Mussel. There is a pond on the project site, but it is unlikely that these species would inhabit this area. No mussel surveys were conducted. The pond does not support habitat for these species. The pond area will be avoided so no in-water work will take place.

5.3 FLOWERING PLANTS

There are three (3) flowering plants in the IPAC species list letter which include the Braun's Rock-cress, Running Buffalo Clover, and Short's Bladderpod. The typical habitat for the Rock-cress is found on rocky, wooded slopes on blackish clay loams over limestone or acid limestone cobble, but this habitat is not present. The running buffalo requires periodic disturbance and a somewhat open habitat to successfully flourish, but it cannot tolerate full-sun, full-shade, or severe disturbance. Historically running buffalo clover was found in rich soils in the ecotone between open forest and prairie. Those areas were probably maintained by the disturbance caused by bison. Today, the species is found in partially shaded woodlots, mowed areas (lawns, parks, cemeteries), and along streams and trails. The grounds are maintained with intensive mowing, but the grounds are mostly full-sun and there are no streams. Short's bladderpod typically grows on steep, rocky, wooded slopes and talus slopes and along tops, bases, and ledges of bluffs - often near rivers or streams and on south- to west-facing slopes. This combination of habitat features is not present.

6. GEOLOGY

Bedrock descriptions were located on the geologic map of the Frankfort East Quadrangle, Franklin and Woodford counties, Kentucky. According to former well logs from an adjacent site that is approximately 800 feet west of the Lakeview Park site, soil found around the park is generally brown/gray silty clay starting at 5 feet below ground surface (bgs) and continuing until auger refusal around 22 feet. Appendix C contains boring logs and a geologic map of the area. Limestone and minor shale are the dominant bedrock types found in this area and would generally be gray to dark gray and fine to coarse-grained with partial cross bedding. With the inclusion of limestone, known karst features such as sinkholes can be expected to be found throughout the Lakeview Park property.

Lakeview Park is located within areas that have known karst features and/or sinkholes. These areas always have an unknown risk factor due to potential settlement issues. The southern portion of the site does show a sinkhole. This does not preclude development of this area, but it should be noted that prior to any construction activities, these areas should have geotechnical investigations to verify subsurface conditions. These investigations will provide information about rock depth and the quality of the rock. It should also be known that any activities located adjacent to sink hole areas have the potential to manipulate the areas (i.e. drain water features, enlarge sinkholes).

7. UTILITIES

A map of existing utilities found during this review is included in Appendix A, Figure 6. Utilities Map. The site is served by the following utility companies:

- **Frankfort Electric and Water Plant Board**

The Frankfort Water main feeds the site at three (3) locations:

- A 6" main enters the property from the east from Steadmantown Lane along Park Drive through the site to Franklin County High School.
- A 6" main enters the site from the east off Steadmantown Lane along Lakeview Court to serve the existing buildings on Lakeview Court.
- A 12" water main is also present on the southern border of the site adjacent to East Main Street; however, no laterals extend onto the site.

Municipal utilities are available at or adjacent to the site. Electric lines run from north to south along Park Avenue through the middle of the site. In addition to electrical services, the site also has cable lines which line in the southern portion of the site as denoted on the utilities map (Appendix A, Figure 6).

- **City of Frankfort Sewer Department**

The City of Frankfort Sewer Department provides sanitary sewer service for the site. Currently, a 12" sewer main services the buildings on Lakeview Court and extends offsite to the north.

- **Columbia Gas**

Columbia Gas serves the Lakeview Park and has two (2) gas lines, one (1) which enters the park to the south along Park Avenue and a second line that enters the site on the east off of Steadmantown Lane. Adequate natural gas service is available for the development from this line.

8. CULTURAL RESOURCES

BFW requested a file search from the Kentucky State Historic Preservation Office (SHPO) on August 26, 2021 to determine the number, nature, and location of known cultural resources in the Lakeview Park project site vicinity (project site). The SHPO report provides cultural resources, but no archaeological resources were identified. The Area of Potential Impact (APE) is the geographic area within which an undertaking may directly or indirectly cause alterations in the character or use of historic properties. If more detailed information is needed for resources that may fall outside of the direct APE, but which could be in the viewshed, this can be easily obtained from the SHPO at additional expense. Four (4) cultural resource sites have been identified within a one (1) mile radius, but only one (1) of these lies directly within the project site.

A summary of the cultural resources surveys is presented in Table 8-1.

Site #	Historic Name	Location	Est. Year	Style	Status
FR 94	Stedman Hotel	Steadmantown Lane at Elkhorn Creek 168	1850-1874	Federal	Demolished
FR 232	Black House (Silver Lake Farm)	Off KY 460 Equestrian Way in Silver Lake Subdivision	1825-1849	Other Early Republic	Undetermined
FR 232	Silver Lake (Freeman-Macklin-Black)	US 460 across from Steadmantown Lane 207	1800-1824	Greek Revival	Meets N/R Criteria
FR 286	Carter House	Off KY 460	1875-1899	Greek Revival	Undetermined

These survey locations are shown in Figure 7. These sites are all older than 50 years old and are therefore potentially eligible for listing on the NRHP. The reported cultural resources estimated dates of construction fall between 1800 – 1899. One (1) of these cultural resources was demolished (FR 94). Site FR 232 has two (2) historic structures built in different styles and time periods. One is of the style “other early Republic” and has a status of undetermined, and the second structure is built in a Greek revival style and meets the Nation Registry criteria. The final resource is found within the project site (FR 286) and has a status of undetermined. If this project becomes federally funded, a consultation with SHPO will be required to determine if this site is eligible for listing and also if it will be affected by construction activities.

9. CONCLUSIONS

Based on the reports and reviews for this site, it is BFW's opinion that some environmental resources are present. However, it should be noted that not all development associated with this site will result in environmental impacts. Any construction or development activities should be reviewed for potential environmental compliance prior to ground disturbing activities. To summarize:

- Wetlands – Aerial photography and Wetland Mapper did not identify wetlands onsite but did identify one (1) stream and one (1) pond. A field site visit determined the stream is not present onsite. The pond will require further evaluation to determine if it is a jurisdictional feature.
- Threatened & Endangered (T&E) Species – If tree clearing activities will be performed, the site will need to be reviewed to determine if bat habitat exists. However, no T&E species are suspected based on known habitat information. Mussel species were also listed on the T&E list. Field investigation confirmed that no mussel habitat is present onsite.
- Floodplain – No mapped flood plains exist onsite.
- Utilities – Municipal utilities are available at or adjacent to the site which include electric, sewer, water, gas, and cable.
- Geology – The southern portion of the site does show a sinkhole. This does not preclude development of this area, but it should be noted that prior to any construction activities, these areas should have geotechnical investigations to verify subsurface conditions. These investigations will provide information about rock depth and the quality of the rock. It should also be known that any activities located adjacent to sink hole areas have the potential to manipulate the areas (i.e. drain water features, enlarge sinkholes).
- Archaeology – If this project becomes federally funded, a consultation with SHPO will be required to determine if this site is eligible for listing and also if it will be affected by construction activities.

Appendix A

Figures



0 500 1,000 ft

1 inch : 583 feet

FIGURE 1. Aerial Map

Lakeview Park
112 Park Avenue
Frankfort, Franklin County, KY

Project Number:
21265

Drafted/Checked:
HK / SC

Date:
2021-07-08



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ENGINEERING & TESTING, INC.
500 SOUTH 17TH STREET
PADUCAH, KY 42003

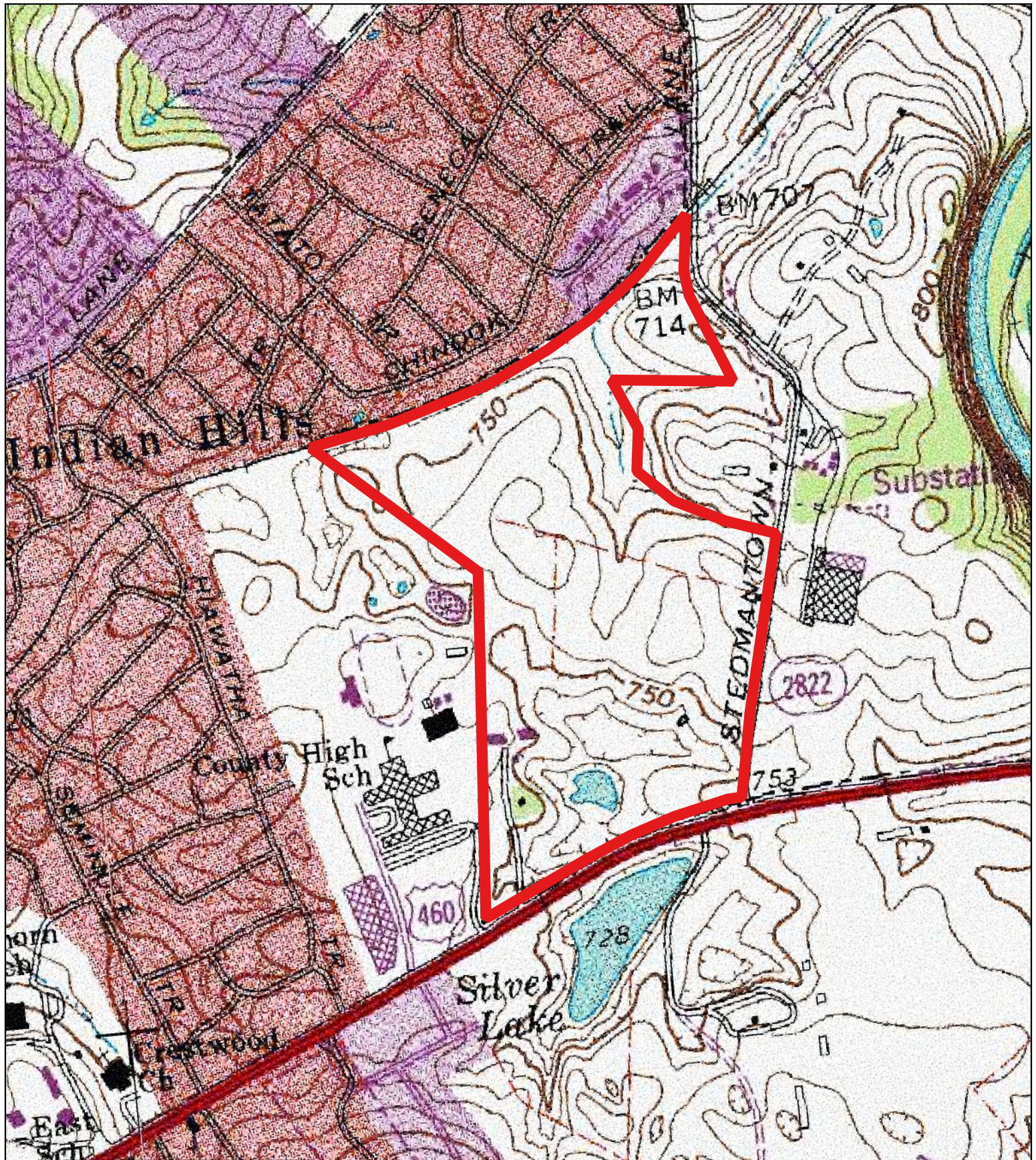


FIGURE 2. Topography

Lakeview Park
112 Park Ave
Frankfort, Franklin County, KY

Project Number:
21265

Drafted/Checked:
HK / SC

Date:
2021-07-08



0 700 1,400 ft



1 inch : 750 feet



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500 SOUTH 17TH STREET
PADUCAH, KY 42003



Legend


Project Information

 Lakeview Park Boundary

FEMA Flood Hazard Map

Kentucky FEMA Flood Hazard Zones

 Floodway

 Zone AE (100-year flood)

 Zone X (500-year flood)

Zone X (minimal chance)

FIGURE 3. Flood Hazard Map

Lakeview Park
112 Park Ave
Frankfort, Franklin County, KY

Project Number:
21265

Drafted/Checked:
HK / SC

Date:
2021-07-08



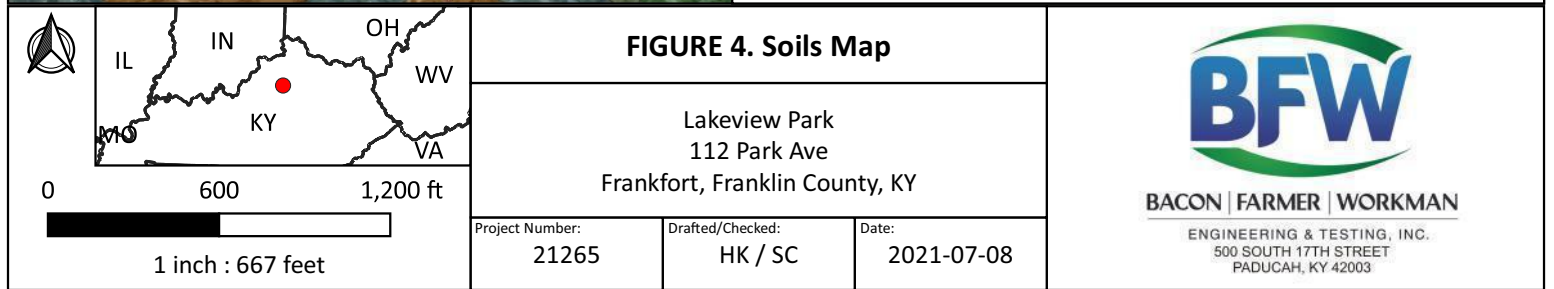
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PADUCAH, KY 42003



0 700 1,400 ft

1 inch : 750 feet





Legend

Project Information

Lakeview Park Boundary



Viewable Wetlands

Freshwater Forested/Shrub Wetland



Freshwater Pond



Riverine



0 700 1,400 ft

1 inch : 750 feet

FIGURE 5. Wetlands Map

Lakeview Park
112 Park Ave
Frankfort, Franklin County, KY

Project Number:
21265

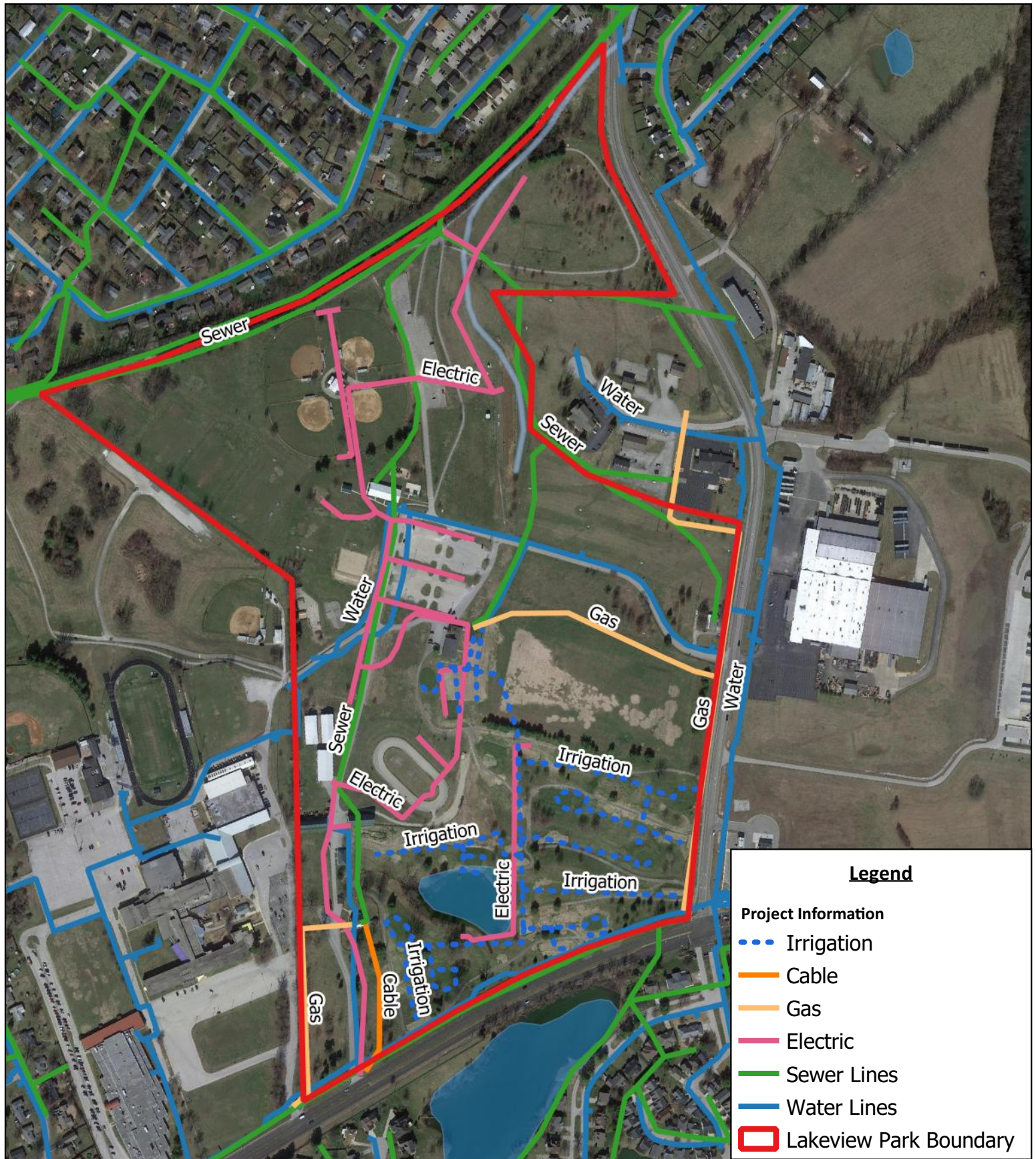
Drafted/Checked:
HK / SC

Date:
2021-07-08



BACON | FARMER | WORKMAN

ENGINEERING & TESTING, INC.
500 SOUTH 17TH STREET
PADUCAH, KY 42003



Legend

Project Information

- Irrigation
- Cable
- Gas
- Electric
- Sewer Lines
- Water Lines
- Lakeview Park Boundary



0 500 1,000 ft

1 inch : 500 feet

FIGURE 6. Utilities Map

Lakeview Park
112 Park Ave
Frankfort, Franklin County, KY

Project Number:
21265

Drafted/Checked:
HK / SC

Date:
2021-08-02




BACON | FARMER | WORKMAN


ENGINEERING & TESTING, INC.
500 SOUTH 17TH STREET
PADUCAH, KY 42003





LEGEND

Project Information


 Park Boundary

 KHC Historic Sites





0 1,000 2,000 ft



1 inch : 1083 feet

FIGURE 7. Archaeological Sites

Lakeview Park
112 Park Avenue
Frankfort, Franklin County, KY

Project Number: 21265	Drafted/Checked: HK / SC	Date: 2021-08-30
--------------------------	-----------------------------	---------------------



BACON | FARMER | WORKMAN

ENGINEERING & TESTING, INC.
500 SOUTH 17TH STREET
PADUCAH, KY 42003

Appendix B

IPAC Letter



United States Department of the Interior



FISH AND WILDLIFE SERVICE
Kentucky Ecological Services Field Office
J C Watts Federal Building, Room 265
330 West Broadway
Frankfort, KY 40601-8670
Phone: (502) 695-0468 Fax: (502) 695-1024
<http://www.fws.gov/frankfort/>

In Reply Refer To:

July 06, 2021

Consultation Code: 04EK1000-2021-SLI-0977

Event Code: 04EK1000-2021-E-03452

Project Name: Lakeview Park, City of Frankfort, Franklin County, Kentucky

Subject: List of threatened and endangered species that may occur in your proposed project location or may be affected by your proposed project

To Whom It May Concern:

Your concern for the protection of endangered and threatened species is greatly appreciated. The purpose of the Endangered Species Act (ESA) of 1973, as amended (16 U.S.C. 1531 et seq.) (ESA) is to provide a means whereby threatened and endangered species and the ecosystems upon which they depend may be conserved. The species list attached to this letter fulfills the requirements of the U.S. Fish and Wildlife Service (Service) under section 7(c) of the ESA to provide information as to whether any proposed or listed species may be present in the area of a proposed action. This is not a concurrence letter; additional consultation with the Service may be required.

The Information in Your Species List:

The enclosed species list identifies federal trust species and critical habitat that may occur within the boundary that you entered into IPaC. For your species list to most accurately represent the species that may potentially be affected by the proposed project, the boundary that you input into IPaC should represent the entire “action area” of the proposed project by considering all the potential “effects of the action,” including potential direct, indirect, and cumulative effects, to federally-listed species or their critical habitat as defined in 50 CFR 402.02. This includes effects of any “interrelated actions” that are part of a larger action and depend on the larger action for their justification and “interdependent actions” that have no independent utility apart from the action under consideration (e.g.; utilities, access roads, etc.) and future actions that are reasonably certain to occur as a result of the proposed project (e.g.; development in response to a new road). If your project is likely to have significant indirect effects that extend well beyond the project footprint (e.g., long-term impacts to water quality), we highly recommend that you

coordinate with the Service early to appropriately define your action area and ensure that you are evaluating all the species that could potentially be affected.

We must advise you that our database is a compilation of collection records made available by various individuals and resource agencies available to the Service and may not be all-inclusive. This information is seldom based on comprehensive surveys of all potential habitats and, thus, does not necessarily provide conclusive evidence that species are present or absent at a specific locality. New information based on updated surveys, changes in the abundance and distribution of species, changed habitat conditions, or other factors could change this list.

Please note that "critical habitat" refers to specific areas identified as essential for the conservation of a species that have been designated by regulation. Critical habitat usually does not include all the habitat that the species is known to occupy or all the habitat that may be important to the species. Thus, even if your project area does not include critical habitat, the species on the list may still be present.

Please note that under 50 CFR 402.12(e) of the regulations implementing section 7 of the ESA, the accuracy of this species list should be verified after 90 days. The Service recommends that verification be completed by visiting the ECOS-IPaC website at regular intervals during project planning and implementation for updates to species lists and associated information. To re-access your project in IPaC, go to the IPaC web site (<https://ecos.fws.gov/ipac/>), select "Need an updated species list?", and enter the consultation code on this letter.

ESA Obligations for Federal Projects:

Under sections 7(a)(1) and 7(a)(2) of the ESA and its implementing regulations (50 CFR 402 et seq.), Federal agencies are required to utilize their authorities to carry out programs for the conservation of threatened and endangered species and to determine whether projects may affect threatened and endangered species and/or designated critical habitat.

If a Federal project (a project authorized, funded, or carried out by a federal agency) may affect federally-listed species or critical habitat, the Federal agency is required to consult with the Service under section 7 of the ESA, pursuant to 50 CFR 402. In addition, the Service recommends that candidate species, proposed species and proposed critical habitat be addressed within the consultation. More information on the regulations and procedures for section 7 consultation, including the role of permit or license applicants, can be found in the "Endangered Species Consultation Handbook" at: <http://www.fws.gov/endangered/esa-library/pdf/TOC-GLOS.PDF>

A Biological Assessment is required for construction projects (or other undertakings having similar physical impacts) that are major Federal actions significantly affecting the quality of the human environment as defined in the National Environmental Policy Act (42 U.S.C. 4332(2)(c)). Recommended contents of a Biological Assessment are described at 50 CFR 402.12. For projects other than major construction activities, the Service suggests that a biological evaluation similar to a Biological Assessment be prepared to determine whether the project may affect listed or proposed species and/or designated or proposed critical habitat.

ESA Obligations for Non-federal Projects:

Proposed projects that do not have a federal nexus (non-federal projects) are not subject to the obligation to consult under section 7 of the ESA. However, section 9 of the ESA prohibits certain activities that directly or indirectly affect federally-listed species. These prohibitions apply to all individuals subject to the jurisdiction of the United States. Non-federal project proponents can request technical assistance from the Service regarding recommendations on how to avoid and/or minimize impacts to listed species. The project proponent can choose to implement avoidance, minimization, and mitigation measures in a proposed project design to avoid ESA violations.

Additional Species-specific Information:

In addition to the species list, IPaC also provides general species-specific technical assistance that may be helpful when designing a project and evaluating potential impacts to species. To access this information from the IPaC site (<https://ecos.fws.gov/ipac/>), click on the text “My Projects” on the left of the black bar at the top of the screen (you will need to be logged into your account to do this). Click on the project name in the list of projects; then, click on the “Project Home” button that appears. Next, click on the “See Resources” button under the “Resources” heading. A list of species will appear on the screen. Directly above this list, on the right side, is a link that will take you to pdfs of the “Species Guidelines” available for species in your list. Alternatively, these documents and a link to the “ECOS species profile” can be accessed by clicking on an individual species in the online resource list.

Next Steps:

Requests for additional technical assistance or consultation from the Kentucky Field Office should be submitted following guidance on the following page <http://www.fws.gov/frankfort/PreDevelopment.html> and the document retrieved by clicking the “outline” link at that page. When submitting correspondence about your project to our office, please include the Consultation Tracking Number in the header of this letter. (There is no need to provide us with a copy of the IPaC-generated letter and species list.)

Attachment(s):

- Official Species List

Official Species List

This list is provided pursuant to Section 7 of the Endangered Species Act, and fulfills the requirement for Federal agencies to "request of the Secretary of the Interior information whether any species which is listed or proposed to be listed may be present in the area of a proposed action".

This species list is provided by:

Kentucky Ecological Services Field Office

J C Watts Federal Building, Room 265

330 West Broadway

Frankfort, KY 40601-8670

(502) 695-0468

Project Summary

Consultation Code: 04EK1000-2021-SLI-0977

Event Code: 04EK1000-2021-E-03452

Project Name: Lakeview Park, City of Frankfort, Franklin County, Kentucky

Project Type: RECREATION CONSTRUCTION / MAINTENANCE

Project Description: Enhancements to park

Project Location:

Approximate location of the project can be viewed in Google Maps: <https://www.google.com/maps/@38.214058,-84.82462011239056,14z>



Counties: Franklin County, Kentucky

Endangered Species Act Species

There is a total of 11 threatened, endangered, or candidate species on this species list.

Species on this list should be considered in an effects analysis for your project and could include species that exist in another geographic area. For example, certain fish may appear on the species list because a project could affect downstream species. Note that 3 of these species should be considered only under certain conditions.

IPaC does not display listed species or critical habitats under the sole jurisdiction of NOAA Fisheries¹, as USFWS does not have the authority to speak on behalf of NOAA and the Department of Commerce.

See the "Critical habitats" section below for those critical habitats that lie wholly or partially within your project area under this office's jurisdiction. Please contact the designated FWS office if you have questions.

-
1. [NOAA Fisheries](#), also known as the National Marine Fisheries Service (NMFS), is an office of the National Oceanic and Atmospheric Administration within the Department of Commerce.
-

Mammals

NAME	STATUS
<p>Gray Bat <i>Myotis grisescens</i></p> <p>No critical habitat has been designated for this species.</p> <p>This species only needs to be considered under the following conditions:</p> <ul style="list-style-type: none"> ▪ The project area includes potential gray bat habitat. <p>Species profile: https://ecos.fws.gov/ecp/species/6329</p> <p>General project design guidelines: https://ecos.fws.gov/docs/tess/ipac_project_design_guidelines/doc6422.pdf</p>	Endangered
<p>Indiana Bat <i>Myotis sodalis</i></p> <p>There is final critical habitat for this species. The location of the critical habitat is not available.</p> <p>This species only needs to be considered under the following conditions:</p> <ul style="list-style-type: none"> ▪ The project area includes 'potential' habitat. All activities in this location should consider possible effects to this species. <p>Species profile: https://ecos.fws.gov/ecp/species/5949</p> <p>General project design guidelines: https://ecos.fws.gov/docs/tess/ipac_project_design_guidelines/doc6422.pdf</p>	Endangered
<p>Northern Long-eared Bat <i>Myotis septentrionalis</i></p> <p>No critical habitat has been designated for this species.</p> <p>This species only needs to be considered under the following conditions:</p> <ul style="list-style-type: none"> ▪ The specified area includes areas in which incidental take would not be prohibited under the 4(d) rule. For reporting purposes, please use the "streamlined consultation form," linked to in the "general project design guidelines" for the species. <p>Species profile: https://ecos.fws.gov/ecp/species/9045</p> <p>General project design guidelines: https://ecos.fws.gov/docs/tess/ipac_project_design_guidelines/doc6422.pdf</p>	Threatened

Clams

NAME	STATUS
Clubshell <i>Pleurobema clava</i> Population: Wherever found; Except where listed as Experimental Populations No critical habitat has been designated for this species. Species profile: https://ecos.fws.gov/ecp/species/3789 General project design guidelines: https://ecos.fws.gov/docs/tess/ipac_project_design_guidelines/doc5639.pdf	Endangered
Fanshell <i>Cyprogenia stegaria</i> No critical habitat has been designated for this species. Species profile: https://ecos.fws.gov/ecp/species/4822 General project design guidelines: https://ecos.fws.gov/docs/tess/ipac_project_design_guidelines/doc5639.pdf	Endangered
Purple Cat's Paw (=purple Cat's Paw Pearlymussel) <i>Epioblasma obliquata obliquata</i> Population: Wherever found; Except where listed as Experimental Populations No critical habitat has been designated for this species. Species profile: https://ecos.fws.gov/ecp/species/5602 General project design guidelines: https://ecos.fws.gov/docs/tess/ipac_project_design_guidelines/doc5639.pdf	Endangered
Rabbitsfoot <i>Quadrula cylindrica cylindrica</i> There is final critical habitat for this species. The location of the critical habitat is not available. Species profile: https://ecos.fws.gov/ecp/species/5165 General project design guidelines: https://ecos.fws.gov/docs/tess/ipac_project_design_guidelines/doc5639.pdf	Threatened
Sheepnose Mussel <i>Plethobasus cyphus</i> No critical habitat has been designated for this species. Species profile: https://ecos.fws.gov/ecp/species/6903 General project design guidelines: https://ecos.fws.gov/docs/tess/ipac_project_design_guidelines/doc5639.pdf	Endangered

Flowering Plants

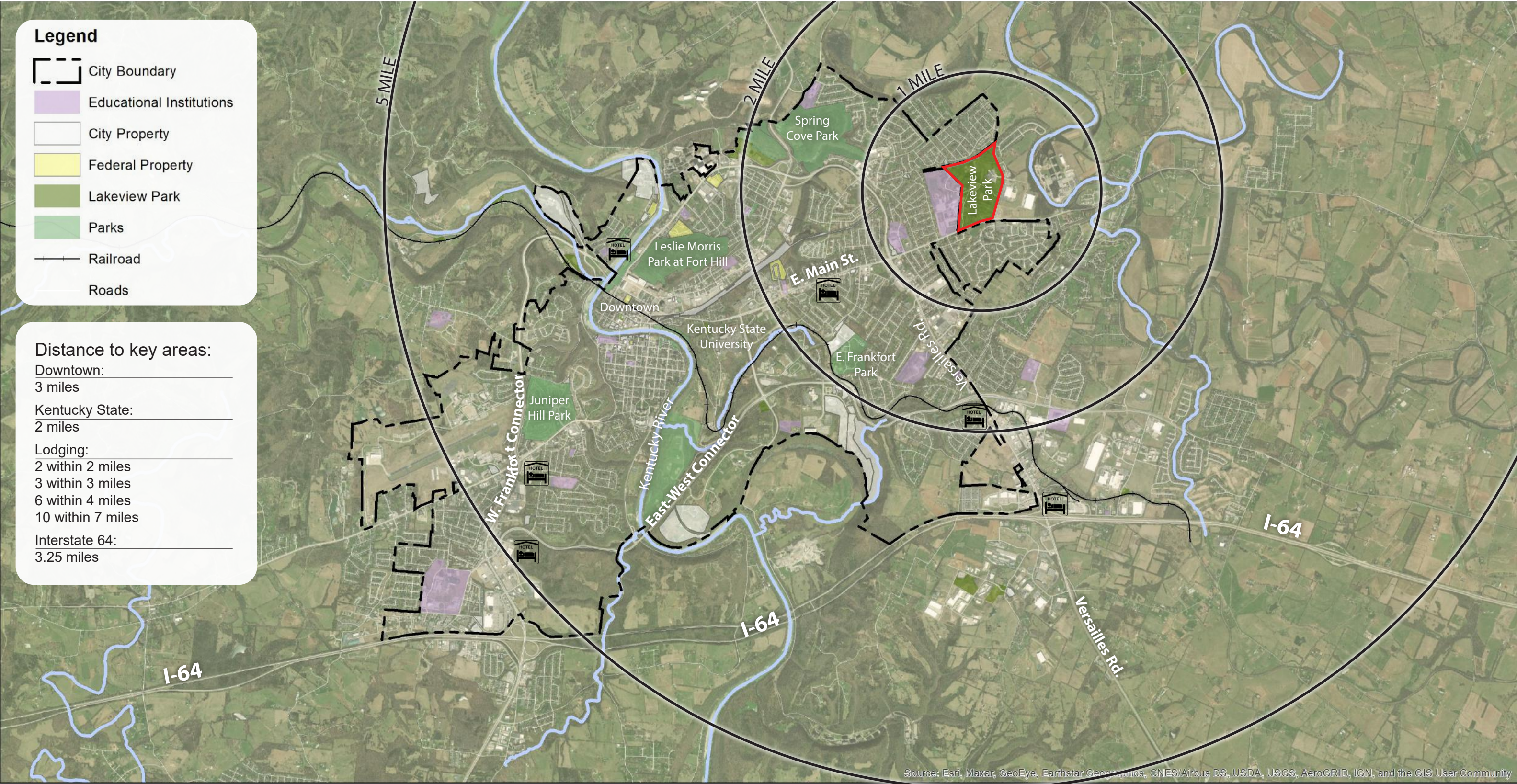
NAME	STATUS
Braun's Rock-cress <i>Arabis perstellata</i> There is final critical habitat for this species. The location of the critical habitat is not available. Species profile: https://ecos.fws.gov/ecp/species/4704	Endangered
Running Buffalo Clover <i>Trifolium stoloniferum</i> Population: No critical habitat has been designated for this species. Species profile: https://ecos.fws.gov/ecp/species/2529	Endangered
Short's Bladderpod <i>Physaria globosa</i> There is final critical habitat for this species. The location of the critical habitat is not available. Species profile: https://ecos.fws.gov/ecp/species/7206	Endangered

Critical habitats

THERE ARE NO CRITICAL HABITATS WITHIN YOUR PROJECT AREA UNDER THIS OFFICE'S JURISDICTION.

Appendix C

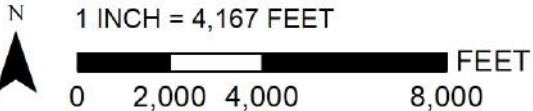
Geology Map and Well Logs



Contextual Inventory

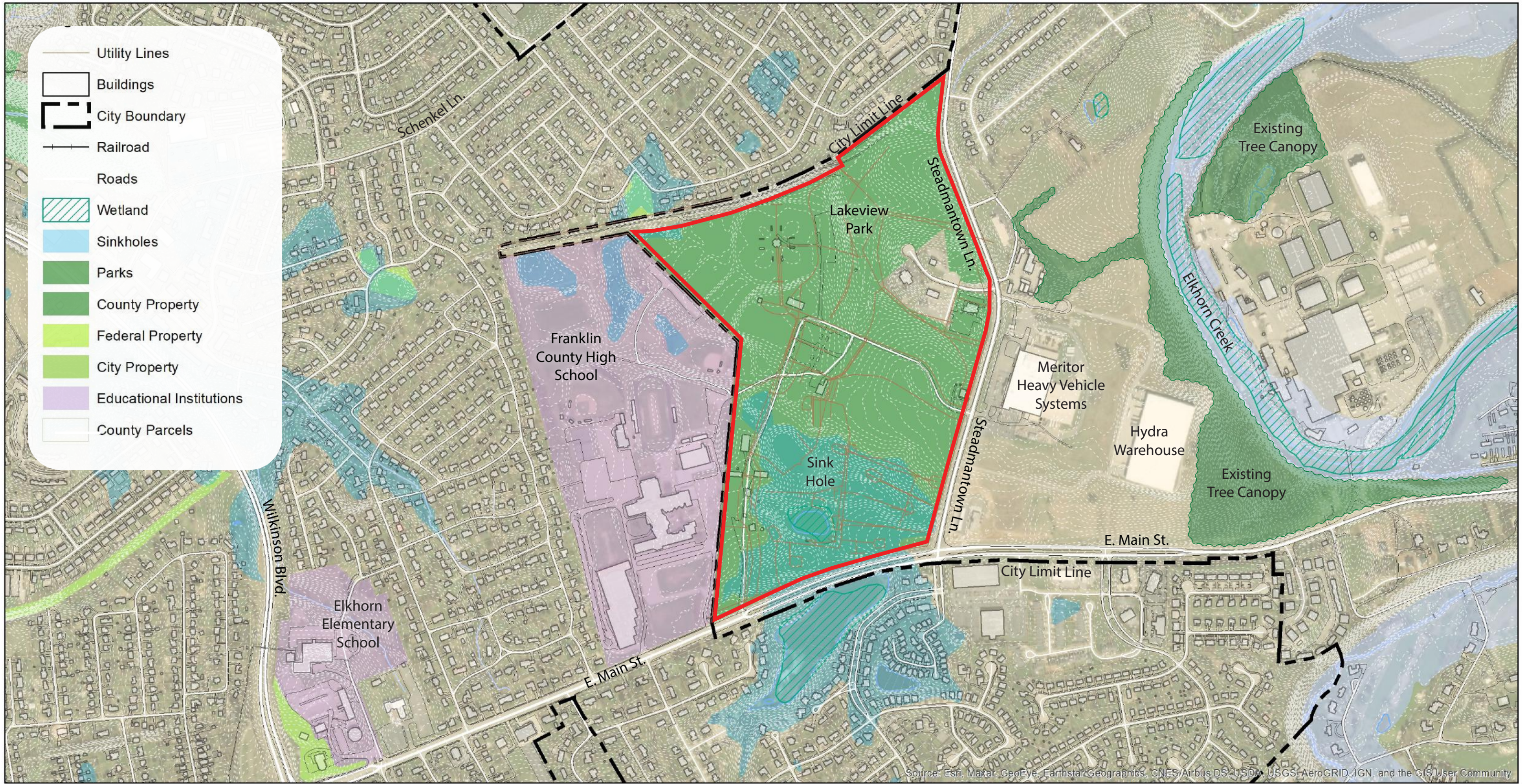
Lakeview Park Master Plan

Frankfort, Kentucky



PREPARED FOR
Franklin County
Fiscal Court

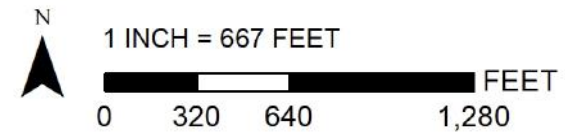
ISSUE DATE: JUNE 15, 2021
All drawings are preliminary and subject to change.
© 2021 Hitchcock Design Group



Site Inventory

Lakeview Park Master Plan

Frankfort, Kentucky



PREPARED FOR
Franklin County
Fiscal Court

ISSUE DATE: JUNE 15, 2021
All drawings are preliminary and subject to change.
© 2021 Hitchcock Design Group

KENTUCKY MONITORING WELL RECORD

Please read all instructions prior to completing this form. Do not write in shaded areas. Completed copies of this form are to be submitted within 30 days of well completion to the Kentucky Natural Resources and Environmental Protection Cabinet, Division of Water - Groundwater Branch, 18 Reilly Road, Frankfort Office Park, Frankfort, Kentucky 40601. Telephone (502) 564-3410.

8001-3391

4

(TYPE OR PRINT CLEARLY)

(2) GENERAL INFORMATION:

Facility Name Elkhorn Middle School
Mailing Address P.O. Box 980
City Frankfort
State Kentucky Zip 40601

Facility Address 1015 E. Main St.
City Frankfort
State KY Zip 40601
Owner's Phone (502) 895-0700

Date Received: MAY 2 - 2004

(3) AKGWA NUMBER:

8001-3391

(4) WELL LOCATION:

USGS Quadrangle Name Frankfort East

County Franklin

Latitude 38°12'38" N

Longitude 84°49'42" W

(5) GENERAL WELL CONSTRUCTION:

Start Date: 4/22/04
Finish Date: 4/23/04
Drilling Method: Hollow Stem Auger
Surface Elevation: N.A. 760 CPH
Total Depth: 22.5 ft.
Depth to Bedrock: 22.5 ft.
(If Applicable)
Depth to Static Water: 21.5 ft.

(6) PHYSIOGRAPHIC/HYDROLOGIC REGION:

☒ Blue Grass ☐ Ohio River Alluvium
☐ E. Coal Field ☐ W. Coal Field
☐ Miss. Plateau ☐ Jackson Purchase

(7) FACILITY TYPE:

☐ RCRA ☐ Surface Mining
☐ CERCLA ☐ TSCA
☒ UST ☐ Site Assessment
☐ Other: ☐ Solid Waste Landfill
☐ Landfarm

(8) WELL USE:

☒ Water Level Monitoring ☐ Water Quality
☐ Ambient Monitoring ☐ Remediation
☐ Other:

(9) LABORATORY ANALYSIS:

(Attach Copy of Results)

Sampling Date: N.A.

Analysis Date: N.A.

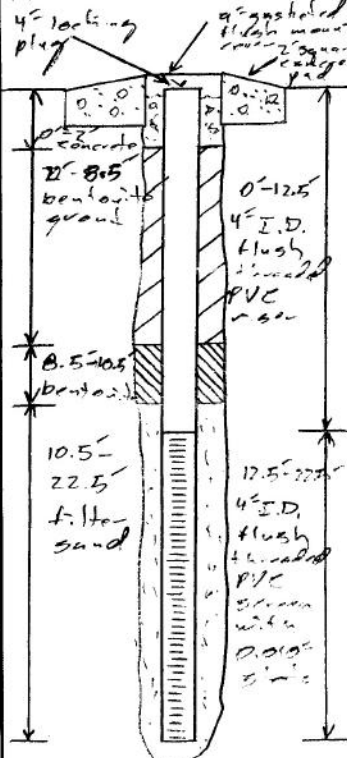
Laboratory Name: N.A.

(10) WELL COMPLETION INFORMATION

Feet Below Surface	Hole	Casing	Casing
From	To	Diameter	Diameter Type
0	12.5	10.25"	4" I.D. flush threaded
			PVC screen
12.5	22.5	10.25"	4" I.D. flush threaded
			PVC screen
			with 0.010" slots

Attach additional sheets if necessary

(11) WELL CONSTRUCTION SKETCH:

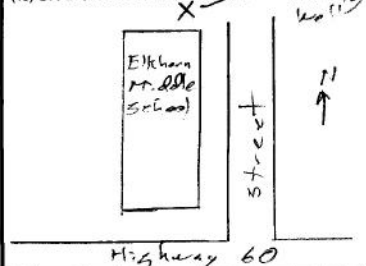


(12) LITHOLOGIC LOG:

Feet Below Surface	Description	
From	To	
0	0.8	topsoil
0.8	5	crushed stone
5	22.5	moist brown clay soil

Attach additional sheets if necessary

(13) SITE SKETCH MAP:



(14) COMMENTS:

(15) AFFIRMATION: The work described above was done under my supervision, and this report is true and correct to the best of my knowledge.

Drilling Company Greenbush Associates State Certification Number or Rig Operator's No. 0200-2233-80 Signature of Responsible Certified Driller Sady Smith

Company Mailing Address 994 Longfellow Ave. City Louisville State KY Zip Code 40215 Date 4/26/04
Month, Day, Year

Number of Attached Sheets: 1

White Copy to Division of Water, Yellow copy to Owner, Pink Copy to Driller's Files

Printed with State Funds 10/31/91

KENTUCKY MONITORING WELL RECORD

Please read all instructions prior to completing this form. Do not write in shaded areas. Completed copies of this form are to be submitted within 30 days of well completion to the Kentucky Natural Resources and Environmental Protection Cabinet, Division of Water - Groundwater Branch, 18 Reilly Road, Frankfort Office Park, Frankfort, Kentucky 40601. Telephone (502) 564-3410.

8001-5782

4

(TYPE OR PRINT CLEARLY)

(2) GENERAL INFORMATION:

Facility Name Elkhorn Middle School
Mailing Address 1016 E. MAIN
City FRANKFORT
State KY Zip 40602

Facility Address SAME
City _____
State _____ Zip _____
Owner's Phone (502) 695-6740

Date Received: NOV 17 1994

(3) AKGWA NUMBER:

8001-5782

(4) WELL LOCATION:

USGS Quadrangle Name

FRANKFORT EAST

County

FRANKLIN

Latitude

38 12 32 N

Longitude

84 49 41 W

(5) GENERAL WELL CONSTRUCTION:

Start Date: 10-7-94
Finish Date: 10-7-94
Drilling Method: Hollow Stem Auger
Surface Elevation: 760 ft.
Total Depth: 22.5 ft.
Depth to Bedrock: 22.5 ft.
(If Applicable)
Depth to Static Water: 19.46 ft.

(6) PHYSIOGRAPHIC/HYDROLOGIC REGION:

☒ Blue Grass ☐ Ohio River Alluvium
☐ E. Coal Field ☐ W. Coal Field
☐ Miss. Plateau ☐ Jackson Purchase

(7) FACILITY TYPE:

☐ RCRA ☐ Surface Mining
☐ CERCLA ☐ TSCA
☒ UST ☐ Site Assessment
☐ Other: _____ ☐ Solid Waste Landfill
☐ Landfarm

(8) WELL USE:

☐ Water Level Monitoring
☐ Water Quality ☐ Remediation
☒ Ambient Monitoring
☐ Other

(9) LABORATORY ANALYSIS:

(Attach Copy of Results)

Sampling Date: _____

Analysis Date: _____

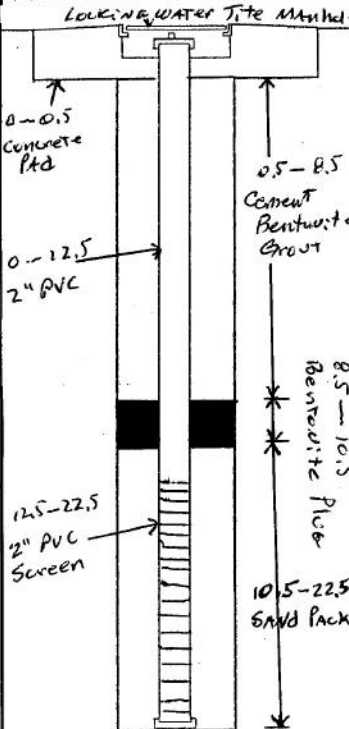
Laboratory Name: _____

(10) WELL COMPLETION INFORMATION

Feet Below Surface	Hole	Casing	Casing
From: To:	Diameter	Diameter	Type
0 12.5	8 1/4"	2"	PVC
12.5 22.5	8 1/4"	2"	BVC SCREEN .010

Attach additional sheets if necessary

(11) WELL CONSTRUCTION SKETCH:



(12) LITHOLOGIC LOG:

Feet Below Surface	Description
From: To:	
0 3.0	Brown Silty clay with organics
3.0 17.5	Mottled Brown clay
17.5 22.5	Brown sandy clay (wet)

8001-5782

Screen Size 0.01

STATIC WATER LEVEL
19.46 feet

MAR 22 1995

(13) SITE SKETCH MAP:

(14) COMMENTS: 8 1/4" od Hollow Stem Auger From 0-22.5, 0.5 to 8.5 Cement Bentonite Grout, 12' OF SAND PACK, 2' Bentonite Pellets Manhole AT SURFACE SET in Concrete Pad.

(15) AFFIRMATION: The work described above was done under my supervision, and this report is true and correct to the best of my knowledge.

Drilling Company Law Engineering

State Certification Number or Rig Operator's No. 0229-0221-00

Signature of Responsible Certified Driller Glen E. Perren

Company Mailing Address 11125 Decoral Drive

City Louisville

State KY

Zip Code 40299

Date 10 20 94
Month, Day, Year

Number of Attached Sheets: 1

White Copy to Division of Water, Yellow copy to Owner, Pink Copy to Driller's Files

DEP-8043
Printed with State Funds 10/31/91

KENTUCKY MONITORING WELL RECORD

Please read all instructions prior to completing this form. Do not write in shaded areas. Completed copies of this form are to be submitted within 30 days of well completion to the Kentucky Natural Resources and Environmental Protection Cabinet, Division of Water - Groundwater Branch, 18 Reilly Road, Frankfort Office Park, Frankfort, Kentucky 40601. Telephone (502) 564-3410.

8000-9581

4

(TYPE OR PRINT CLEARLY)

(2) GENERAL INFORMATION:

Facility Name <u>Elkhorn Middle School</u>	Facility Address <u>1015 E. Main St</u>	Date Received: <u>MAR 7 - 2004</u>
Mailing Address <u>P.O. Box 980</u>	City <u>Frankfort</u>	(3) AKGWA NUMBER: <u>0000-9581</u>
City <u>Frankfort</u>	State <u>KY</u> Zip <u>40601</u>	
State <u>KY</u> Zip <u>40601</u>	Owner's Phone <u>(502) 695-0700</u>	

(4) WELL LOCATION:	USGS Quadrangle Name <u>Frankfort East</u>	County <u>Franklin</u>	Latitude <u>38°12'33"N</u>	Longitude <u>84°49'42"W</u>
--------------------	--	------------------------	----------------------------	-----------------------------

(5) GENERAL WELL CONSTRUCTION:

Start Date: 2/5/94
 Finish Date: 2/12/94
 Drilling Method: Hollow Stem Auger
 Surface Elevation: N.A. 762'
 Total Depth: 21.5' ft.
 Depth to Bedrock: 21.5' ft.
 (If Applicable) 18'±
 Depth to Static Water: Elev 79.66'
*relative to arbitrary datum

(6) PHYSIOGRAPHIC/HYDROLOGIC REGION:

(X) Blue Grass () Ohio River Alluvium
 () E. Coal Field () W. Coal Field
 () Miss. Plateau () Jackson Purchase

(7) FACILITY TYPE:

() Surface Mining () RCRA () TSCA
 () CERCLA () Site Assessment
 (X) UST () Solid Waste Landfill
 () Other: () Landfarm

(8) WELL USE:

(X) Water Quality () Water Level Monitoring
 () Ambient Monitoring () Remediation
 () Other:

(9) LABORATORY ANALYSIS:

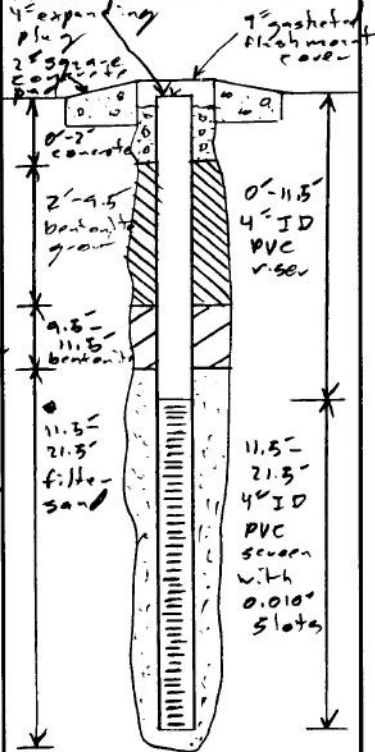
(Attach Copy of Results)
 Sampling Date N.A.
 Analysis Date N.A.
 Laboratory Name N.A.

(10) WELL COMPLETION INFORMATION

Feet Below Surface	Hole	Casing	Casing
From	To	Diameter	Diameter Type
0'	11.5'	10.25"	4" ID flush threaded PVC riser
11.5'	21.5'	10.25"	4" ID flush threaded PVC screen with 0.010" slots

Attach additional sheets if necessary

(11) WELL CONSTRUCTION SKETCH:



(12) LITHOLOGIC LOG:

Feet Below Surface	Description	
From	To	
0'	4"	asphalt
4"	2'	crushed stone
2'	12'	brown silty clay
12'	21.5'	gray silty clay

Attach additional sheets if necessary

(13) SITE SKETCH MAP:

see attached drawing

(14) COMMENTS:

(15) AFFIRMATION: The work described above was done under my supervision, and this report is true and correct to the best of my knowledge.

Drilling Company <u>Greenbaum Assoc., Inc.</u>	State Certification Number or Rig Operator's No. <u>0200-0233-00</u>	Signature of Responsible Certified Driller <u>Dusty Smith</u>
Company Mailing Address <u>Greenbaum Assoc., Inc.</u>	City <u>Louisville</u> State <u>KY</u> Zip Code <u>40215</u>	Date <u>3/2/94</u> Month, Day, Year
Number of Attached Sheets: <u>2</u>	White Copy to Division of Water, Yellow copy to Owner, Pink Copy to Driller's Files	DEP-8043 Printed with State Funds 10/31/91

02 - Community Engagement Summary



Meeting Summary

Date: June 2, 2021
Time: 2:00 PM
Location: Carter House, Lakeview Park, Frankfort, KY
Attendees: Huston Wells, Franklin County Fiscal Court (FCFC)
Robert Hewett, FCFC
Shawn Pickens, FCFC
Michael Mueller, FCFC
Scotty Tracy, FCFC
Ann Northcutt, FCFC
Andrew Tippet, FCFC
Charlie Lewis, Franklin County Parks Director
Mark Kopp, FCS (?? Schools?)
Ramon Johnson, Kentucky State University (KSU)
Jackie Duvall, KSU
Randy Royer, Hitchcock Design Group (HDG)
Andy Howard, HDG
Shannon Creasy, HDG
Phil Parnin, Pros Consulting
Kenny McDaniel, BFW Engineers

Project: Lakeview Park Master Plan

Kick-off Notes:

1. Introductions
 - a. Project communication will go through Charlie Lewis, Park Director
2. Reviewed Process
 - a. ANALYZE: Inventory and Analysis
 - i. Data collection for site information & context
 - ii. Needs:
 1. Budgeted Costs / Revenue Sources
 2. Last 5 years past actuals
 - a. Charlie Lewis will provide.
 3. GIS Shapefiles
 - a. Robert Hewitt will provide.
 - iii. Stakeholders
 - b. CONNECT: Community Engagement and Programming
 - i. In-Person Event
 - ii. Survey
 - c. ENVISION: Park Planning and Design
 - i. Design team will take what they hear and put it all together to create design concept
3. Potential Stakeholders
 - a. Design team will hold three stakeholder meetings per contract. (See attached memo for Stakeholder meeting description)
 - b. Potential stakeholder groups (7-10 people in each)
 - i. Schools/Universities
 1. Franklin School System

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2. Kentucky State University
 3. Kentucky University
 4. Student clubs – environmental, 4H, Scouts, etc.
 - ii. Community Planning, Arts, & Wellness
 1. Neighborhood HOAs
 2. Arts Community – Melanie Vanhouton, Joanna Hay
 3. Theater – Karen Hatter
 4. Kiwanis
 5. Fairground Board
 6. Senior Activity Center – Marche Jenkins
 7. Economic development director – Brad Thomas
 8. Library
 9. F.O.U.R.
 10. Franklin County Trust – Historical Society
 11. Vision Frankfort
 12. Tourism, Chamber of Commerce
 13. Yes Arts – Amelia Berry
 14. Hospital
 15. MAPP Coalition
 - iii. Athletics/ Parks
 1. Soccer, Softball
 2. YMCA
 3. City Parks Department
 4. Disc golf association
 5. Volleyball (City Contact)
 6. Tennis association
 7. GURU, Fast Track, NextGen Athletics, etc.
 8. Men's association from Juniper Fields for golf
 9. Skate Board Group
 10. Striders
 11. Senior Games – Frank McCrawley
 12. Stewart Home
 13. Mountain Bike Association
4. Tentative Schedule
 - a. ANALYZE: 5 weeks
 - i. Meeting #1a: Project Kick-off (On-site) 6/2
 - ii. Meeting #1b,c,d: Stakeholder Meetings TBD
 - iii. Meeting #2: Inventory & Analysis Presentation (Virtual) 6/18
 - b. CONNECT: 6 weeks
 - i. Meeting #3: Community Input Event (On-site) 7/17
 - ii. On-line survey (4 weeks) 6/28 – 7/23
 - iii. Meeting #4: Project Program Presentation (Virtual) 7/30
 - c. ENVISION: 6 weeks
 - i. Meeting #5: Preliminary Park Master Plan Presentation (On-site) 8/26
 - ii. Meeting #6: Final Park Master Plan Presentation (On-site) 9/9



5. Opportunities to reach greater community
 - a. Charlie Lewis to provide list of upcoming events
 - b. QR Code for Survey - Create Flyer/Poster. HDG will provide prepare a poster with a QR code when the survey goes live.
 - i. Place at Park for visitors and any tournaments
 - ii. Place at Farmer's Market
 - iii. Place at Summer Concert Series
 - iv. Use stakeholder's network to send out
6. Workshop
 - a. Open discussion regarding:
 - i. Trails/Flow
 - ii. Programming
 - iii. Indoor facilities – Multi-generational draw
 - iv. Multi-sport courts
 - v. Unique to Franklin County – inclusive
 - vi. Softball improvements
 - vii. Revenue sources
 - viii. Gardening – sustainability
 - ix. Combined City/County Parks
 - x. Performing arts/Amphitheater
 - xi. Partnerships – Educational with the schools
 - xii. Multi-generational and multi-purpose
 - xiii. Facility to be a host site for regional and national capabilities (youth competitive)
 - xiv. City Parks has a park that is looking at multi-purpose facility Lakeview, Capital View and K-State
 - b. Main categories.
 - i. Performing Arts Center –
 1. Provide an indoor/outdoor venue for theater/musical/art performances.
 2. 6/22 committee votes = 27%
 - ii. Tournaments –
 1. Provide a venue and amenities for athletics that would create a draw from local, regional, and potentially national interests.
 2. 5/22 committee votes = 23%
 - iii. Indoor recreation spaces –
 1. Provide an indoor recreation facility to provide year-round use opportunities.
 2. 5/22 committee votes = 23%
 - iv. Community Relations
 1. Explore and utilize potential community partnerships
 2. 2/22 committee votes = 9%
 - v. Circulation and Connectivity
 1. Improve quality of physical connections with surrounding community while configuring circulation within park for maximum utilization.
 2. 1/22 committee votes = 4.5%



- vi. Increase Programming – health & wellness, sensory park activities
 - 1. Provide more scheduled use opportunities within park for all community demographics.
 - 2. 1/22 committee votes = 4.5%
- vii. Outdoor multi-purpose sport courts
 - 1. Provide additional courts/courses for variation of users.
 - 2. Priority - 1/22 committee votes = 4.5%
- viii. Unique to Franklin County
 - 1. Provide amenity/opportunity that draws interest while teaching about Franklin County.
 - 2. 1/22 votes = 4.5%
- ix. Improved Athletic Facilities
 - 1. Update existing facilities.
 - 2. 0/22 votes = 0%
- x. Beautification
 - 1. Create garden/arboretum areas.
 - 2. 0/22 votes = 0%

7. Next steps and needs

a. Franklin County

- i. Provide budget and expense information
 - 1. Phil Parnin will contact Charlie Lewis about specific needs
- ii. Base information
 - 1. Shannon Creasy has provided Robert Hewitt Sharefile for uploading GIS data to the design team
- iii. Stakeholder information
 - 1. Finalize stakeholder groups/organizations and provide contacts
 - 2. Determine who on the Parks Committee will join the stakeholder meetings. All are welcome but not required.
- iv. Additional Park Data
 - 1. Information on repeat rentals and park users

b. Design Team

- i. Create base information
- ii. Prepare site inventory and analysis
- iii. Create stakeholder & survey questions

cc: Attendees
Workshop Ideas



Meeting Sign-in Sheet

Date: June 2, 2021
 Time: 2:00 PM
 Location: Frankfort, Kentucky
 From: Randy Royer, Hitchcock Design Group (HDG)
 Andy Howard, HDG
 Shannon Creasy, HDG

RE: Kick-off Meeting
 Project: Lakeview Park Master Plan

Name	Company / Affiliation	Email
Charlie Lewis	F.C. Park Director	charlie.lewis@franklincounty.ky.gov
Ann Northcutt	Grants Admin. ^{Northcutt}	ann.northcutt@franklincounty.ky.gov
Scotty Tracy	FCFC	
Ramon Johnson		ramon.johnson@kysu.edu
Shawn Pickens		Spickens@Frankfort.ky.gov
Huston Wells	FCFC	
Robert Hewitt	FCFC	
Andrew Tippet	FCFC	
Jacqueline Duval	Assoc. Athletic Director, KSH	jacqueline.duval@kysu.edu
Michael Meek	County Manager	
Mark Kopp	FCS	mark.kopp@franklin.ky.schools.us



Meeting Summary

Date: June 23, 2021
Time: 4:00 & 5:00 PM
Location: Carter House, Lakeview Park, Frankfort, KY
Attendees: Randy Royer, Hitchcock Design Group (HDG)
Shannon Creasy, HDG
Phil Parnin, Pros Consulting
Mark Thompson, BFW Engineers
Charlie Lewis, Lakeview Park Director

Project: Lakeview Park Master Plan – Stakeholder Engagement

Notes:

1. Introductions
2. Reviewed Process
 - a. ANALYZE: Inventory and Analysis
 - b. CONNECT: Community Engagement and Programming
 - c. ENVISION: Park Planning and Design
3. Stakeholders
 - a. Participants were asked to write down all the amenities/facilities they would like to see as part of the new concept. Next, they were asked to pare down the list to two items and write on sticky notes to place on the wall.
 - b. Stakeholder Meeting #1 (11 Participants) - Priority items listed included:
 - i. INDOOR RECREATION FACILITY – Create an indoor/outdoor sports complex that would provide opportunities for a wide variety of uses. Some uses mentioned include – sports plex, recreation center, pool, rentable spaces, event space. *Note: Mentioned Swim Play Frankfort plan previously developed.*
 1. 5/22 stakeholder votes = 23%
 - ii. MOTOR SPORTS ARENA IMPROVEMENTS – In order to accommodate more derby like events, the arena would need to be widened, the spectator areas would need to be raised, and the electrical/lighting would need to be updated.
 1. 1/22 stakeholder votes = 4.5%
 - iii. YOUTH PROGRAMS – Some examples of programming mentioned included: Agriculture classes for youth programs, Archery (indoor), sports, arts (performance based), public health (organized/supervised). *NOTE: Could seek out contractors/partnerships for the programming for youth in the park.*
 1. 5/22 stakeholder votes = 23%
 - iv. PRESERVATION OF HISTORIC ASSETS – As the plan is developed, historical features of the site need to be protected.

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1. 2/22 stakeholder votes = 9%
 - v. MULTI-USE SYNTHETIC TURF FIELDS – Update multi-use fields to synthetic turf and provide lighting for a variety of sports and non-traditional sports.
 1. 0/22 stakeholder votes = 0%
 - vi. TENNIS – Frankfort supports a large demographic of tennis enthusiasts that currently travel outside of the county to play. There is an opportunity to not only keep the residents here but draw other local and regional players to the county.
 1. 1/22 stakeholder votes = 4.5%
 - vii. RESTROOMS – additional restrooms needed. These need to be open and need to be cleaned
 1. 1/22 stakeholder votes = 4.5%
 - viii. REVENUE GENERATOR – Create a draw for outside of the community. Mention of tournament quality spaces fell within this category. Draw people here and keep them here. Provide multiple experiences within the 136 acres site. Think big/bold and the local people can benefit from this as well. Need more revenue to pay for it and help build up the community. Look into P3 opportunities that are in Kentucky now. Need to draw in investors and make big changes.
 1. 4/22 stakeholder votes = 18%
 - ix. HISTORIC INTERPRETATION - Capture existing site and the previous uses prior to becoming a park, adjacent property has similar value (currently the high school). Potential for this educational opportunity to be city/county wide.
 1. 0/22 stakeholder votes = 0%
 - x. PERFORMANCE AMPHITHEATER – Musical performances (indoor & outdoor) No real place to see concerts. The Old Capital was the previous location for the free Summer Concert Series that draws +/- 1,000 people. It is now held on Broadway Street in some fashion.
 1. 2/22 stakeholder votes = 9%
 - xi. CONNECTIVITY – Walk and bike connections to neighborhoods – the park is surrounded on three sides by residential. Layout and Parking within the site needs to be improved.
 1. 1/22 stakeholder votes = 4.5%
- c. Stakeholder Meeting #2 – (16 Participants) Priority items listed included:
- i. IMPROVED ATHLETIC FACILITIES – As the Capitol of Kentucky, better facilities and better events should be available. Multiple facilities will need to be available to host State Tournaments. Several sports/uses should be incorporated to draw local users and visitors. Tournament ready facilities should include lighting, outdoor fitness and training abilities, spectator seating, event spaces, and amenities for spectators.
 1. 11/32 stakeholder votes = 34%



- ii. MULTI-PURPOSE EVENT SPACE – Provide a flexible indoor/outdoor space that could be used as rentable space, community event space, convention type center.
 - 1. 10/32 stakeholder votes = 31%
- iii. OUTDOOR AMPHITHEATER – Provide a space for outdoor events. Could be part of a multi-purpose space.
 - 1. 3/32 stakeholder votes = 9%
- iv. AQUATIC FACILITY – Would like to have a dedicated space where senior center could be a part of the building and used during the day hours when others are working. *Note: Look at Falling Waters in Versailles.*
 - 1. 1/32 stakeholder votes = 3%
- v. CROSS COUNTRY COURSE – The course that used to run through the site has been paved over. Would need at 10-15' wide strip of grass for course.
 - 1. 0/32 stakeholder votes = 0%
- vi. IMPROVED MOTORSPORTS ARENA – Increase usability of arena to draw more events. This includes widening track, raising spectator view, and updating amenities.
 - 1. 2/32 stakeholder votes = 6%
- vii. MORE RESTROOMS
 - 1. 0/32 stakeholder votes = 0%
- viii. ALL YEAR/ALL AGE PROGRAMMING – Provide programs throughout the year for all demographics.
 - 1. 1/32 stakeholder votes = 3%
- ix. OUTDOOR MULTI-USE SPACE
 - 1. 0/32 stakeholder votes = 0%
- x. UNIVERSAL PLAYGROUND – All inclusive, sensory components, larger than existing.
 - 1. 2/32 stakeholder votes = 6%
- xi. DEDICATED PERFORMING ARTS CENTER – Provide a facility that supports multiple programming uses. *Note: Look at Falling Waters in Versailles*
 - 1. 2/32 stakeholder votes = 6%

4. Updated Schedule

- a. ANALYZE: 5 weeks
 - i. Meeting #1a: Project Kick-off (On-site) 6/2
 - ii. Meeting #1b,c,d: Stakeholder Meetings 6/23
 - iii. Meeting #2: Inventory & Analysis Presentation (Virtual) 7/8
- b. CONNECT: 6 weeks
 - i. Meeting #3: Community Input Event (On-site) 7/17
 - ii. On-line survey (4 weeks) 7/9 – 8/6
 - iii. Meeting #4: Project Program Presentation (Virtual) 8/23
- c. ENVISION: 6 weeks
 - i. Meeting #5: Preliminary Park Master Plan Presentation (On-site) 9/9
 - ii. Meeting #6: Final Park Master Plan Presentation (On-site) 9/23



5. Next steps

- a. Present Inventory & Analysis Findings – July 8th Virtual Meeting with Committee
 - i. Current site inventory & analysis findings
 - ii. Community Assessment & Need Report
 - iii. Engineers Report
 - iv. Discuss Proposed Community Survey Questions
 - v. Review plans for Community Event
- b. Project Website/Link to go live July 9th
- c. Community Survey Live for 4 weeks.
- d. Community Event July 17th

cc: Attendees
Workshop Ideas



NAME

Company/Aff.

Email

Patti Cross Franklin Co. Fair paticross@bellouth.net
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Matt Charles Franklin Co. Fair tm.charles@hotmail.co
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Lays Lind FTA/WHHS Lays.Lind@ky.gov
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John Roe Chamberlaine john.roe@qwest.com
Lee Ann Mateja Chamberlaine leann.mateja@mcmapr.com
Shawn Reaves Blue Grass Theatre Guild M.Shawn.Reaves@gmail.com



Meeting Sign-in Sheet

Date: June 23, 2021
 Time: 4:00 PM
 Location: Frankfort, Kentucky
 From: Randy Royer, Hitchcock Design Group (HDG)
 Shannon Creasy, HDG
 Phil Parnin, Pros Consulting, Inc.
 Mark Thompson, BFW Engineers

RE: Kick-off Meeting
 Project: Lakeview Park Master Plan

Name	Company / Affiliation	Email
Charlie Lewis	Lakeview Park Dir.	charlie.lewis@franklincounty.ky.gov
Troy Hearn	WALK/Bike	troy.bikesandwalks@gmail.com
Lambert Moore		
Jackie Duvall	KSU	jacqueline.duvall@ksu.edu
Kenneth Gallagher	YMCA	kgallagher@ymcacky.org
Robert Antenucci	TUNISOT	ANTENUCCI@TUNISOT.COM
Amelia Berry	FCHD	berryamelia@gmail.com
Brad Thomas		brad.thomas@FCHD.com
John Carlton	Franklin Co. Trust for Historic Preservation	johnhcarton@hotmail.com
Tim Reynolds	Kiwanis Club of Frankfort	timj.reynolds@yahoo.com
Joe Hancock	Whitehead-Hancock	jhancock@whitehead-hancock.com
Mark Wallace	volleyball Frankfort Dist Bd	coachmarkwallace@gmail.com
Andrew Tippet		andrew.tippet@franklincounty.ky.gov



Memorandum

Date: June 14th, 2021
To: Charlie Lewis - Parks Director, Lakeview Park
From: Shannon Creasy, Hitchcock Design Group (HDG)
RE: **Lakeview Park Feasibility Study / Master Plan
Stakeholder Interview**

Lakeview Park Master Plan Purpose:

Hitchcock Design Group along with their design partners (Pros Consulting and BFW Engineering) have been selected by Lakeview Park Committee to develop a Master Plan for the future of Lakeview Park. In order to develop a plan that meets the needs of the community, we are reaching out to community members through a series of stakeholder meetings, a community event in the park and an online survey. The information gathered from the community will directly influence the final Park Master Plan.

Stakeholder Input:

The Park Committee has provided a diverse list of representatives from organizations throughout community that may have interest in Lakeview Park. Three stakeholder meetings will be held to gather input from these representatives. Each meeting will include up to 15 community stakeholders and be organized in a workshop format where attendees will engage with members of the design to help determine the needs of the community.

Please contact Charlie Lewis, charlie.lewis@franklincounty.ky.gov or (502)330-1165, to sign up for one of the three time slots available on Wednesday, June 23rd, for the in-person focus group. Meetings will be held at Carter House at Lakeview Park. In order to prepare for the focus group, please take the time to review the questions below.

Key Leader & Focus Group Questions:

1. How familiar are you with Lakeview Park and its current uses?
2. What are the amenities from your group's perspective that are important and should be included in Lakeview Park?
3. What types of programs are important and should be included in Lakeview Park?
4. Do you see this park as an economic opportunity for Franklin County or more of a quality-of-life amenity?
5. Are there concerns or anticipated issues with the Lakeview Park project that could impact the organization you represent?

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6. From your perspective, what are the best ways to support the maintenance and capital needs of Lakeview Park in the future?
7. What do you feel are important considerations for the management and governance of Lakeview Park, facilities, and maintenance?
8. Are there specific agencies or entities you feel are well suited to provide management or governance oversight of the park and facilities?
9. What are the key obstacles we need to be aware of, focus on, and overcome to make this park vision a reality?
10. Is there anything else you feel is important that we should know about at this point in the process?

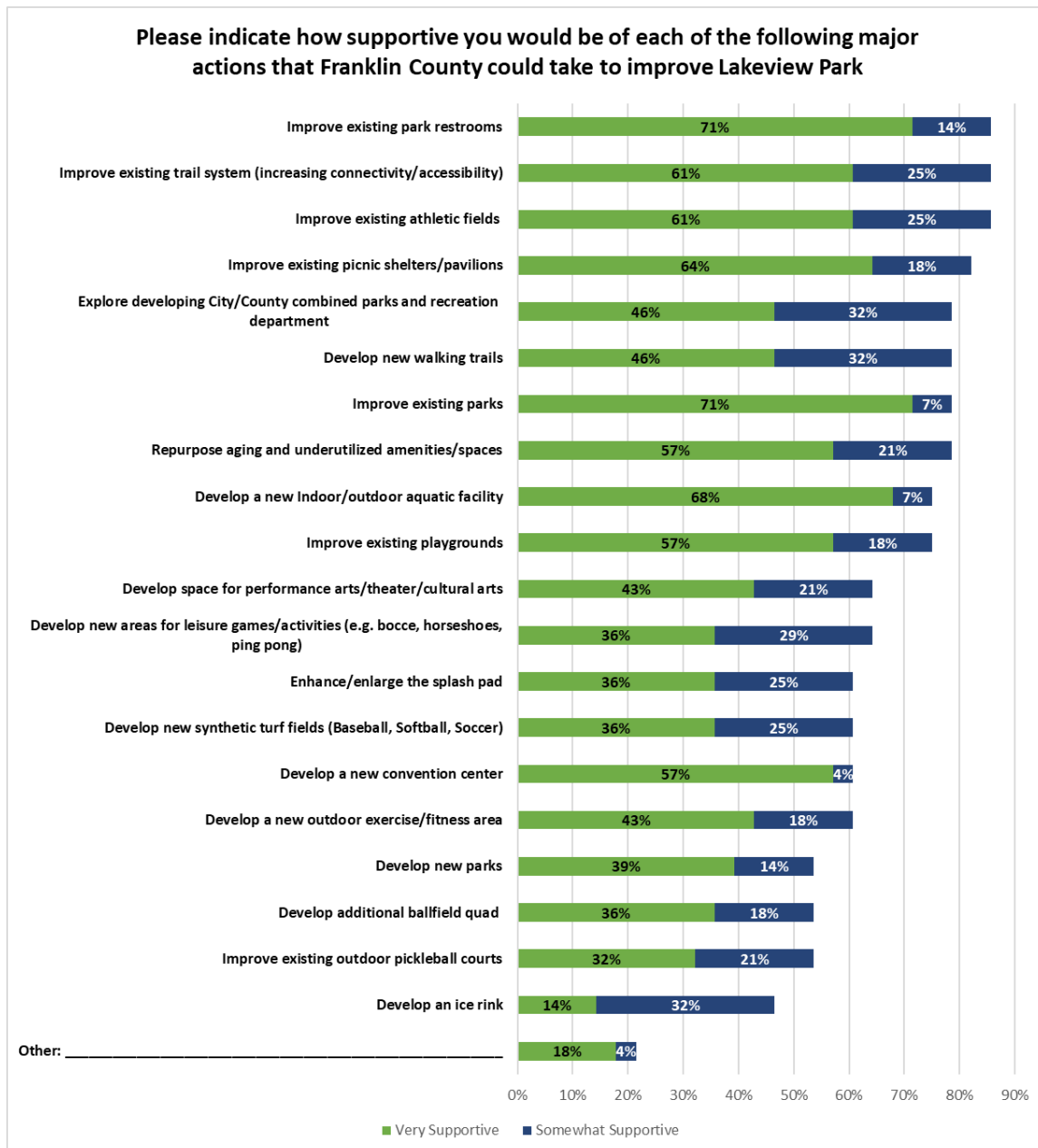


Franklin County Intercept Survey (28 Respondents)

Event in the Park July 17, 2021

Question 1: Support for Major Actions

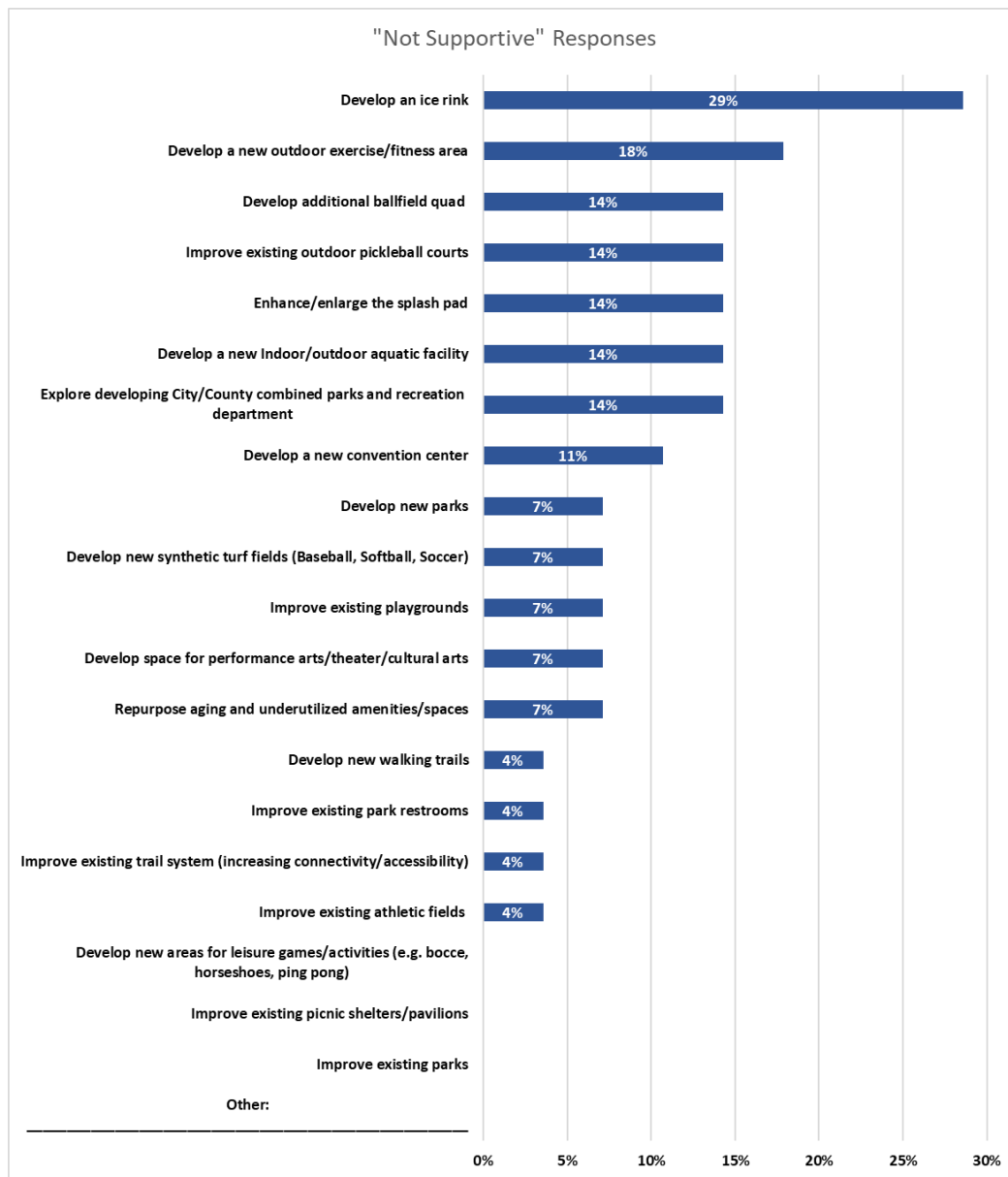
The greatest level of support is for improving existing restrooms, trail system and athletic fields. The second tier of support is for improvement of existing shelters/pavilions, exploring City/County combined parks and recreation department, new trails, improving parks and repurposing aging and underutilized areas.





Question 1: "Not Supportive" Responses

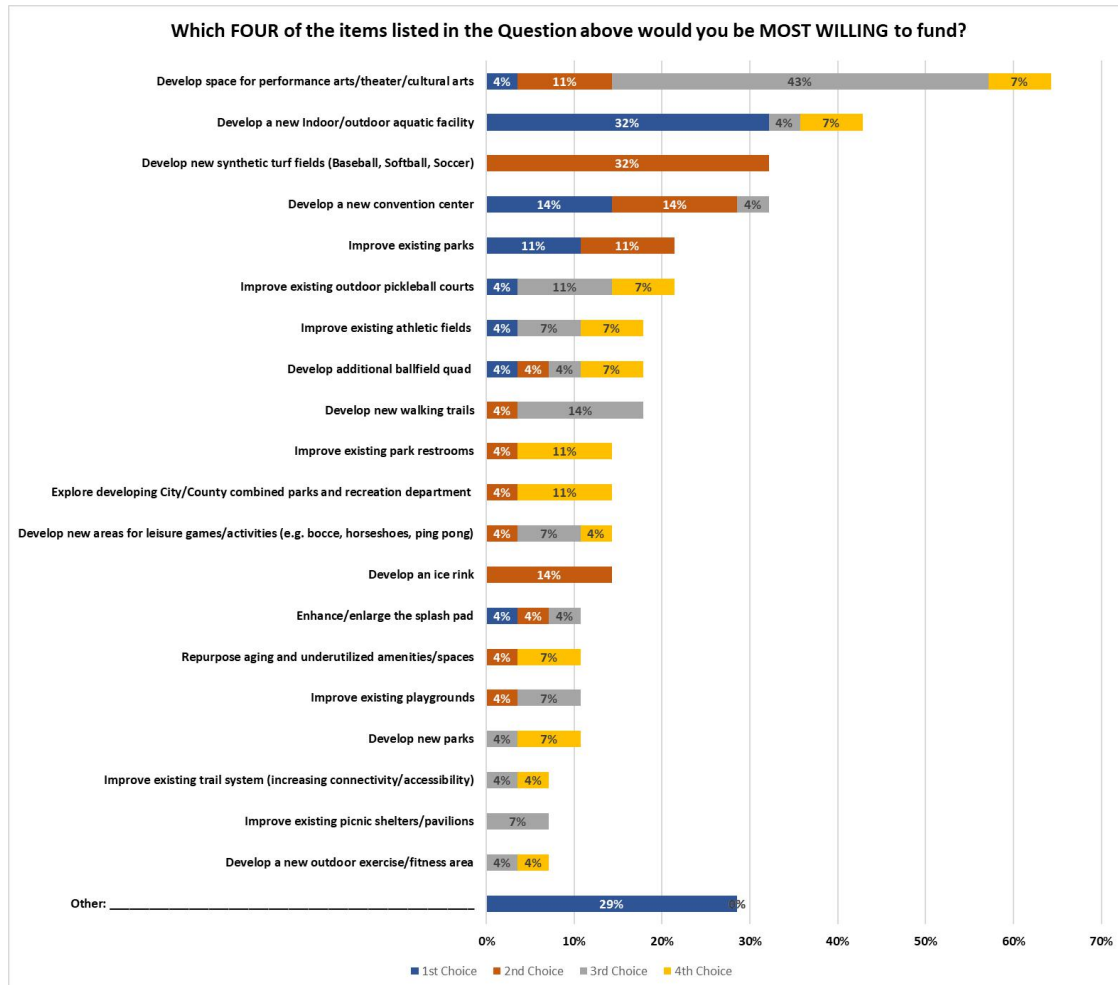
In question one, there was an option for "not supportive". The following graph shows the responses that were not supportive. Developing an ice rink is the major action that is not supported the most along with outdoor exercise and fitness area (29% and 18% respectively). In the second grouping of not supported actions are additional ballfield quad, new pickleball courts, enlarge splash pad, new indoor aquatic facility, city/county combined parks and recreation department (14%).





Question 2: Most Willing to Fund

The items respondents are most willing to fund are calculated by including all choices. When including all choices, the performing arts center tops the list. However, what drove the top choice was the 43% that selected the performing arts as third choice. When looking at first choice, the indoor/outdoor aquatic facility received the highest responses (32%) followed by Other (29%) which included individually entered facilities/amenities (seen below). The convention center and improving existing parks followed in with 14% and 11% respectively.



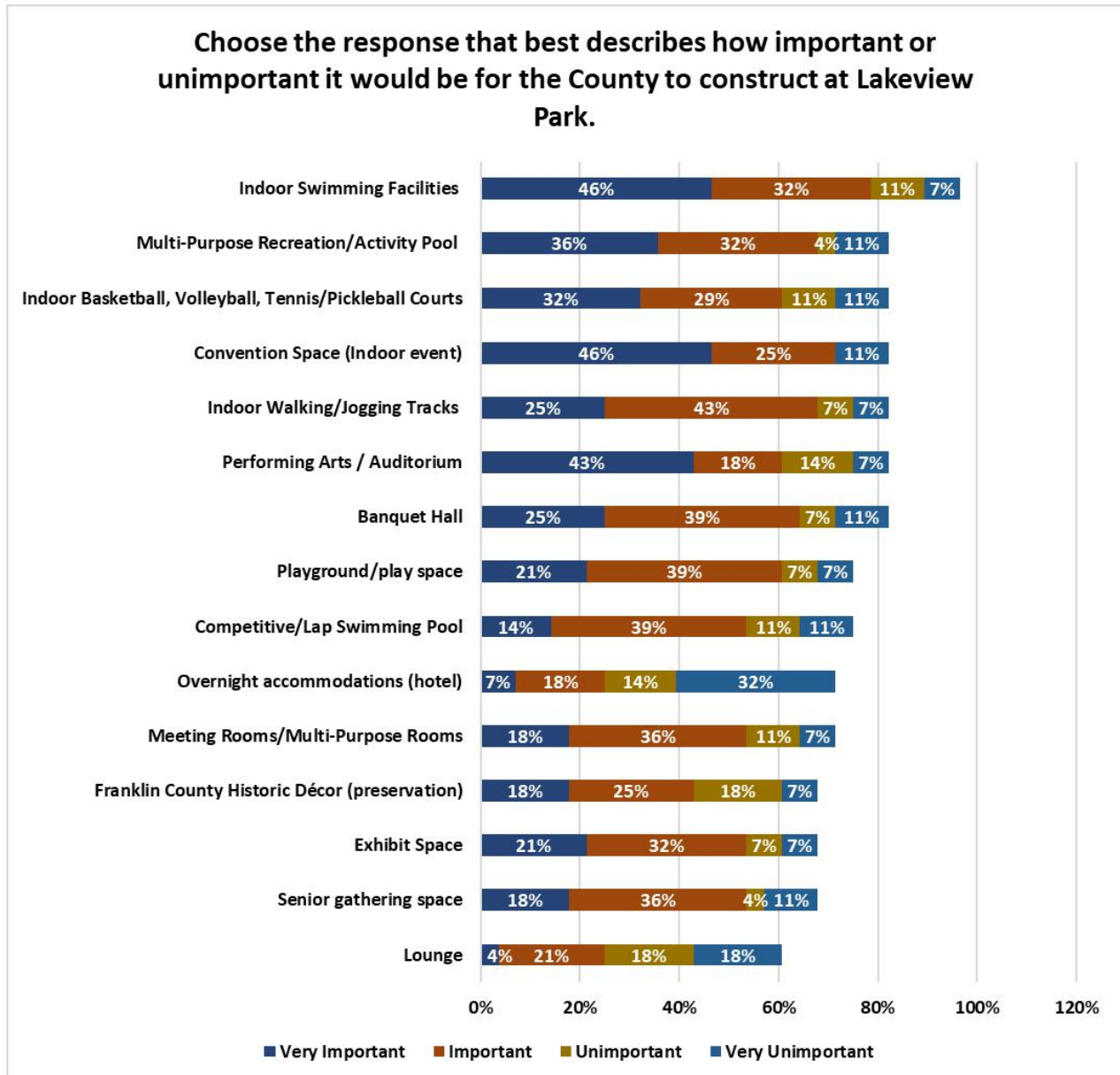
Other (Combined and prioritized by most responses):

- Outdoor Tennis Courts
- Improve Motor Sports Area
- Additional power and water hook-ups for vendors
- Consider Park Needs, noise to adjacent properties



Question 3: How Important are Indoor Amenities (excluding “No Opinion”)

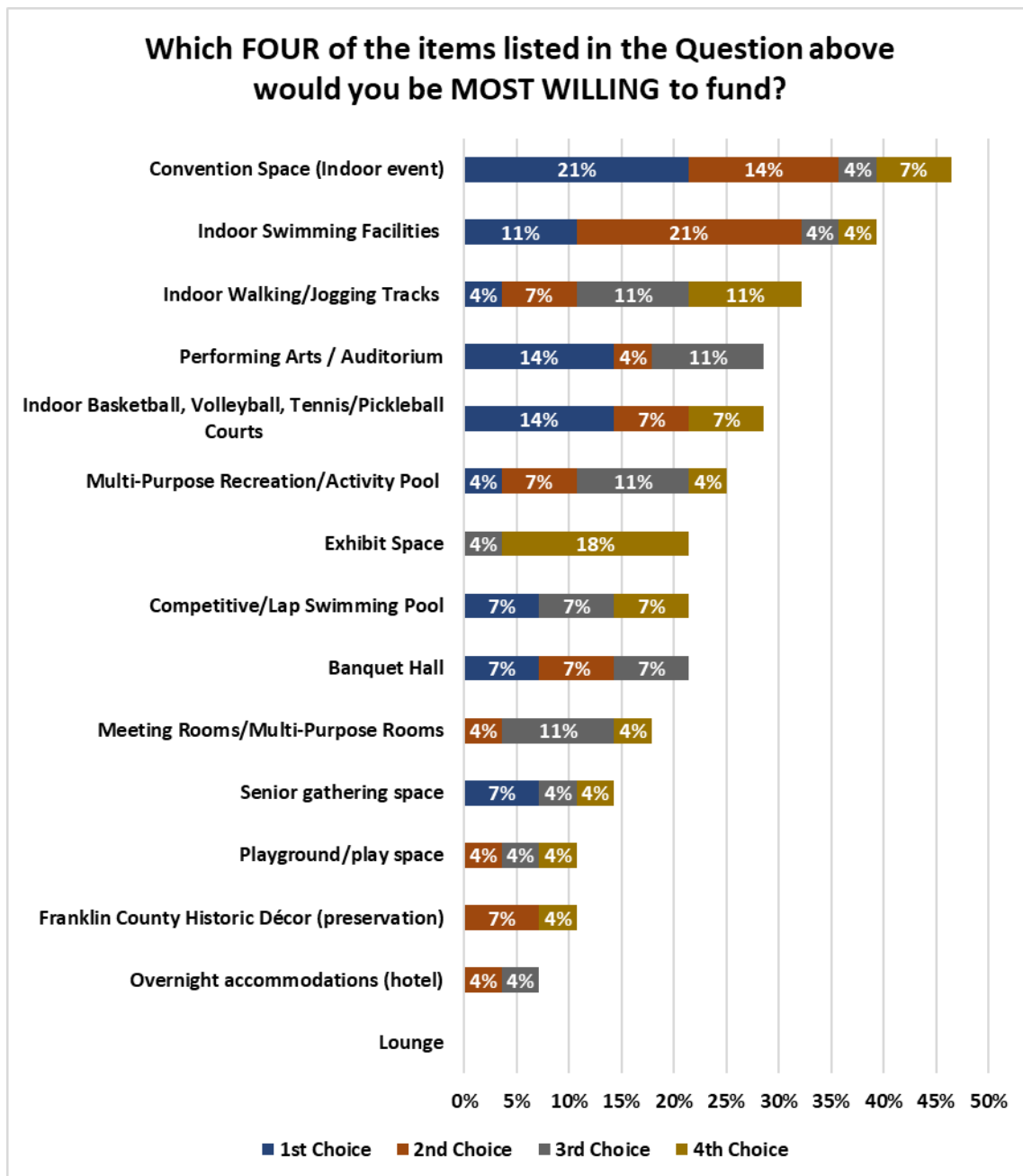
Respondents selected indoor swim facilities as the most important facility/amenity, followed by multi-purpose recreation/activity pool, indoor sports, and convention center. There are several facilities/amenities that could utilize the indoor multi-purpose space. These top selections could be incorporated into multi-functional indoor spaces.





Question 4: Most Willing to Fund

When asked which items respondents would be most willing to fund, the responses show convention/indoor event space. This is followed by indoor swimming facilities, walking/jogging track, performing arts, and indoor sports to fill the facility.





Question 5: Any other comments you have about Lakeview Park and the improvement being considered by Franklin County Leaders?

Comments (in no particular order):

1. Don't let it go to waste
2. Need to improve the parks first
3. Maintain space for the Fairgrounds. Improve motor sports arena. Keep Trails. More Parking. Add Tennis Courts.
4. If you want to improve a park, work on East Frankfort
5. Parks are not intended to support the arts. There are other locations in the City that could be utilized for that purpose
6. Equestrian Use
7. Motor sports events, cricket pitch
8. No large performing arts center in the county - would be great for school, religious groups & getting more arts/music groups in to perform
9. It is very important to continue the County Fair at Lakeview Park. Original funding for the park was through a grant for the fair to have a permanent home. Motor sports arena should be improved for the purpose of fundraising.
10. Long-term goal has been support downtown, why bring competition to downtown? Who will fund convention center at a park? Where would fair go?
11. Obviously all of these facilities cannot fit in Lakeview park, so I am glad to hear other parks or land might be considered. We are very limited by existing outdoor space
12. Outdoor Courts for tennis and amphitheater
13. Send application to KY ofc of State Archeology for any studies on the property. Requires GIS shapefiles. Studies may be with KY Heritage Council. Starway could be a second county park, preserve it and be a park too.
14. We need an indoor/outdoor pool for competition.
15. Multi-purpose indoor facility
16. Tremendous need for high quality public tennis courts in town. Cannot host USTA tournaments due to poor facilities.
17. More events at motor sports



ELECTRONIC SURVEY

METHODOLOGY

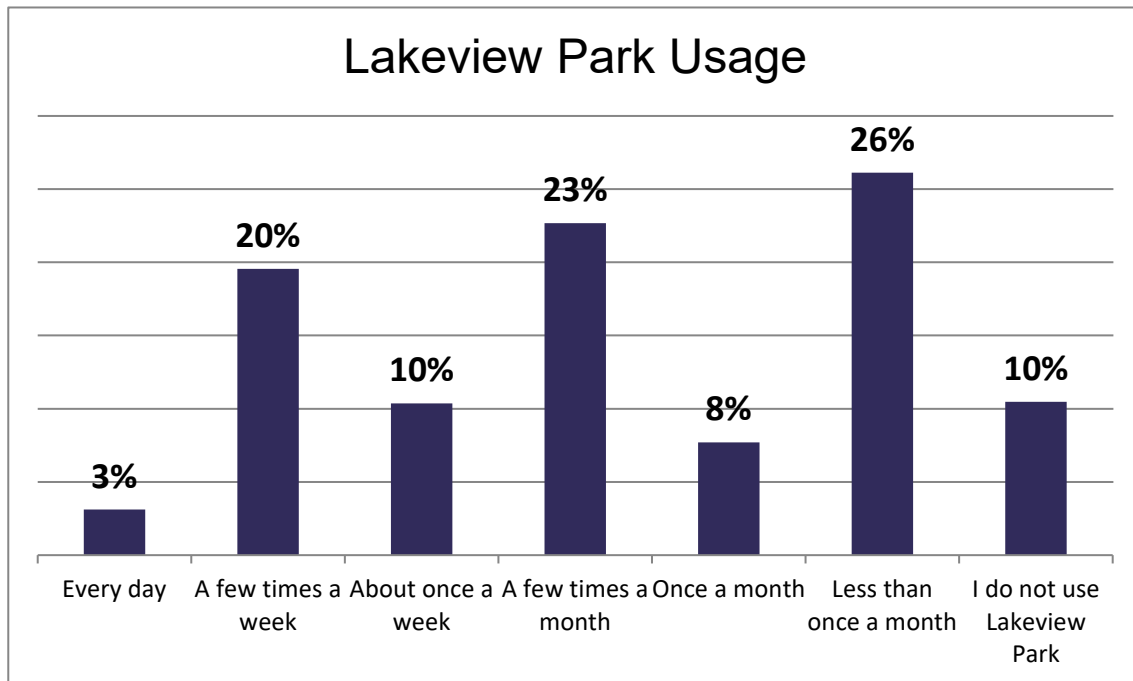
This technical report, detailing the community's needs and interests is a community-based data source to define the program for the Franklin County Lakeview Park Feasibility Study/Master Plan ("Plan"). The Program is defined as the activities, services, facilities and amenities that will make up the master plan conceptual design. The consulting team conducted an online survey (powered by SurveyMonkey) to gain a better understanding of the characteristics, preferences, and satisfaction levels of Franklin County, Kentucky ("County") residents and users of Lakeview Park. The survey was open for just over three weeks, from July 13th through August 8th, 2021 and received a total of 875 responses.



FINDINGS

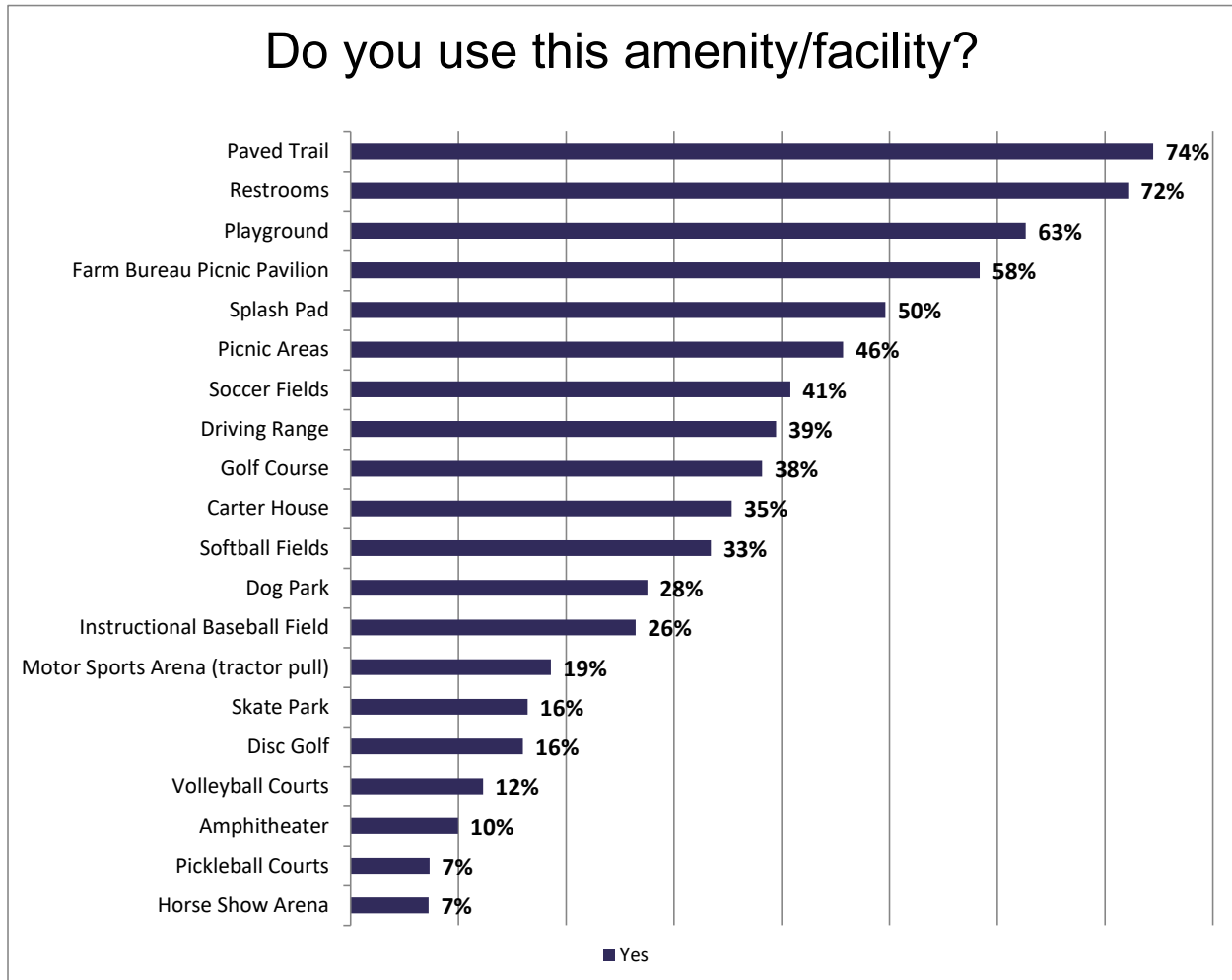
HOW OFTEN DO YOU AND MEMBERS OF YOUR HOUSEHOLD USE LAKEVIEW PARK?

While daily use was low (3%) approximately one out of five survey respondents state they visit Lakeview Park a few times a week, and over 64% utilize the park at least once a month. 10% of those surveyed said they do not use Lakeview Park.



PLEASE INDICATE IF YOU OR ANY MEMBER OF YOUR HOUSEHOLD HAS USED ANY OF THE FOLLOWING LAKEVIEW PARK AMENITIES/FACILITIES DURING THE PAST TWO YEARS BY SELECTING EITHER "YES" OR "NO"

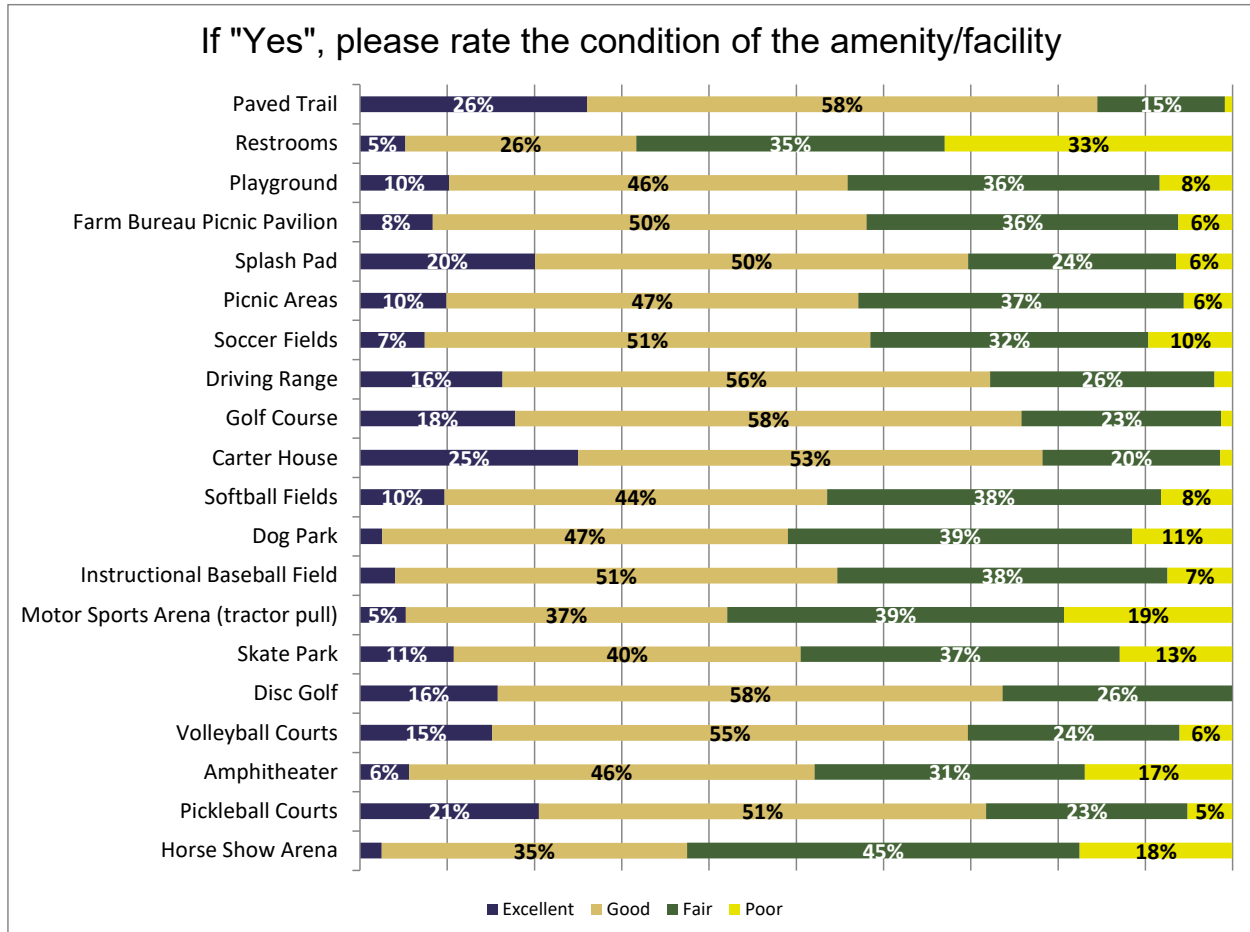
Paved Trail (74%), Restrooms (72%), Playground (63%), Farm Bureau Picnic Pavilion (58%), and Splash Pad (50%) are the only amenities/facilities used by over half of survey respondents. The least utilized amenities/facilities were Horse Show Arena (7%), Pickleball Courts (7%), Amphitheatre (10%), and Volleyball Courts (12%)





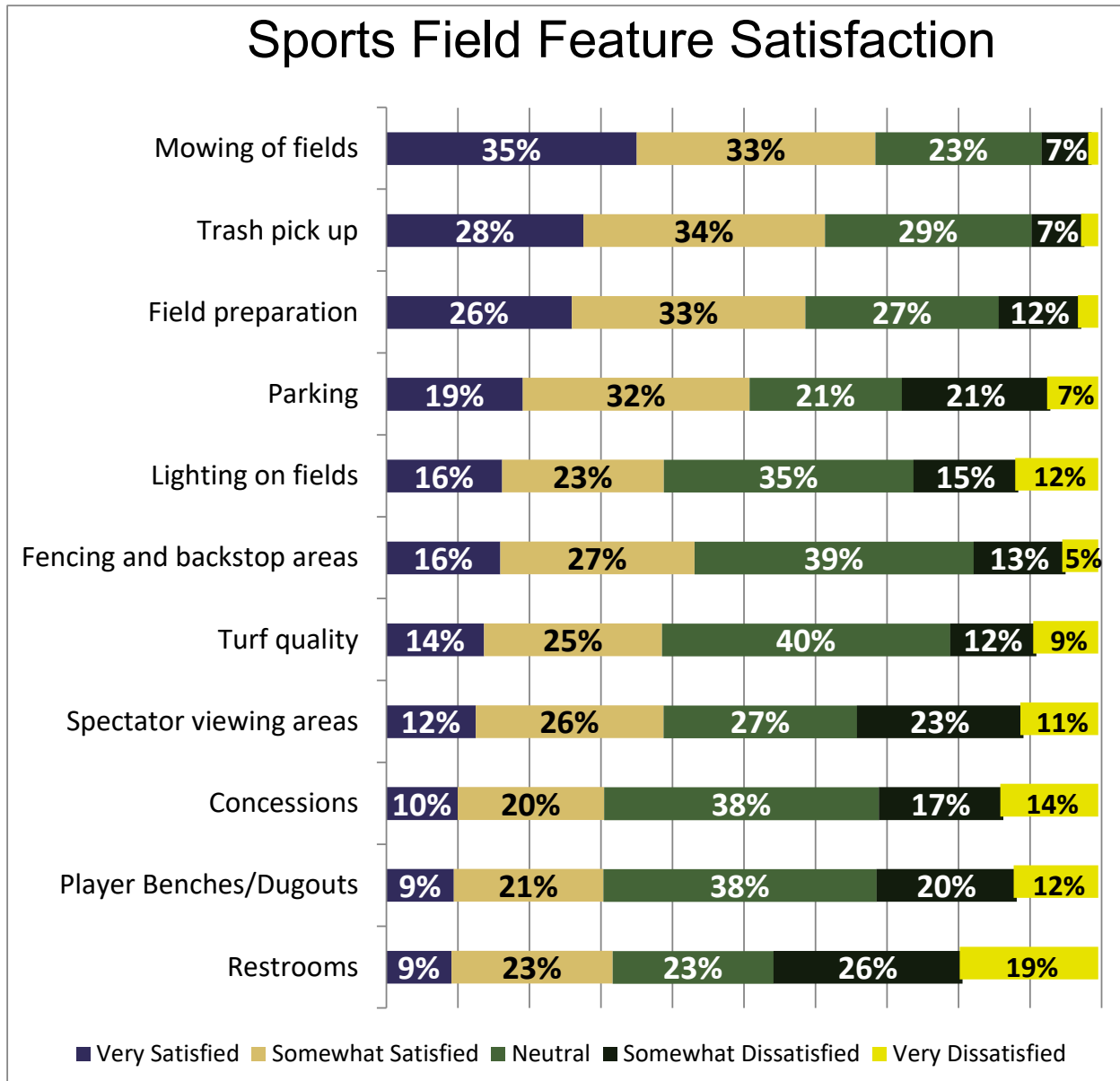
IF "YES", PLEASE RATE THE CONDITION OF THE SITE

Paved Trail is not only the most used most used amenity/facility by respondents, it also had the most favorable rating in terms of condition with 74% grading it at “Good” or above. While restrooms were the 2nd most utilized amenity/facility, they also had the highest percentage of “poor” responses (33%).



PLEASE RATE YOUR SATISFACTION WITH THE FOLLOWING FEATURES OF SPORTS FIELDS THAT ARE LOCATED IN LAKEVIEW PARK.

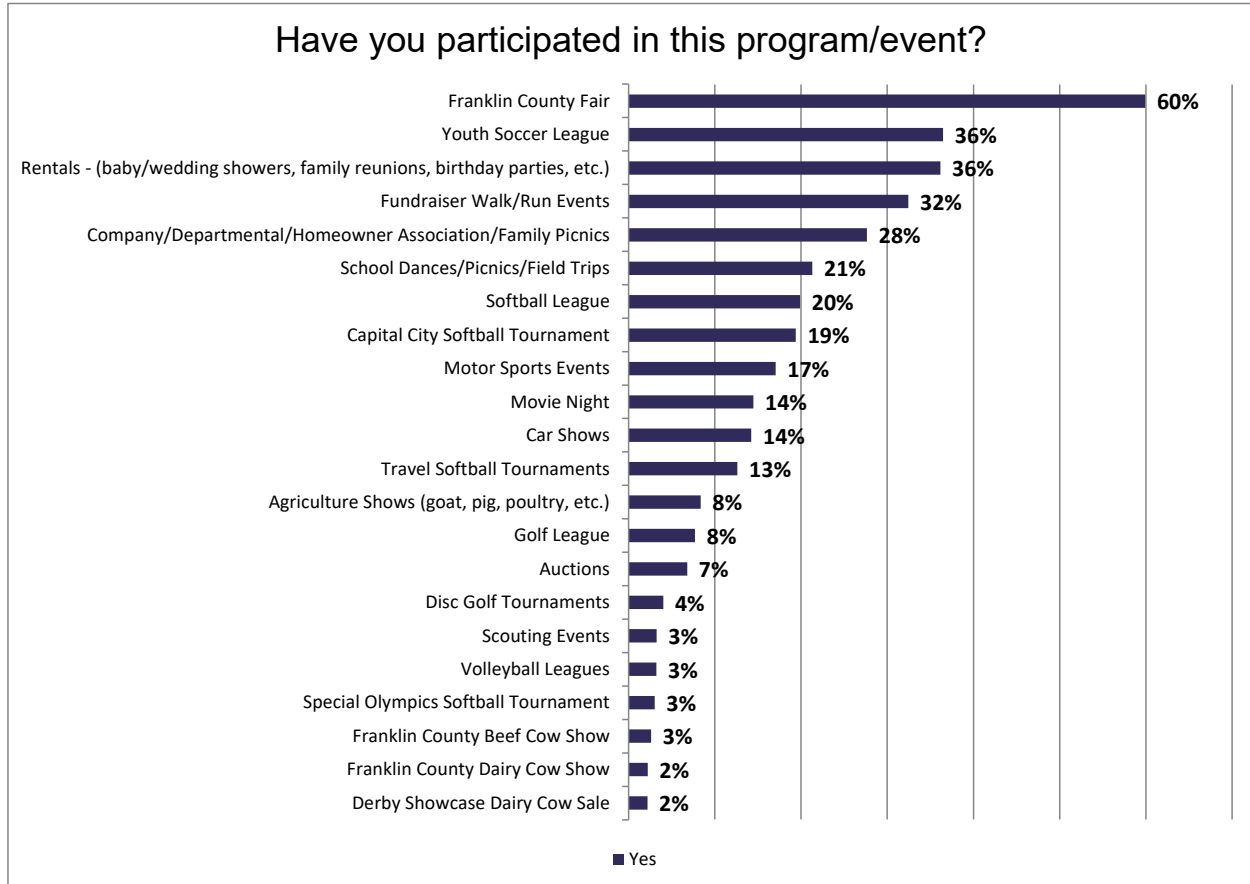
The Sports Field Features with the highest favorable satisfaction rates (combination of Very Satisfied and Somewhat Satisfied) were Mowing of Fields (68%), Trash pick-up (62%), Field preparation (59%), and Parking (51%). Respondents were least satisfied with the Restrooms (26% Somewhat Dissatisfied, 19% Very Dissatisfied).





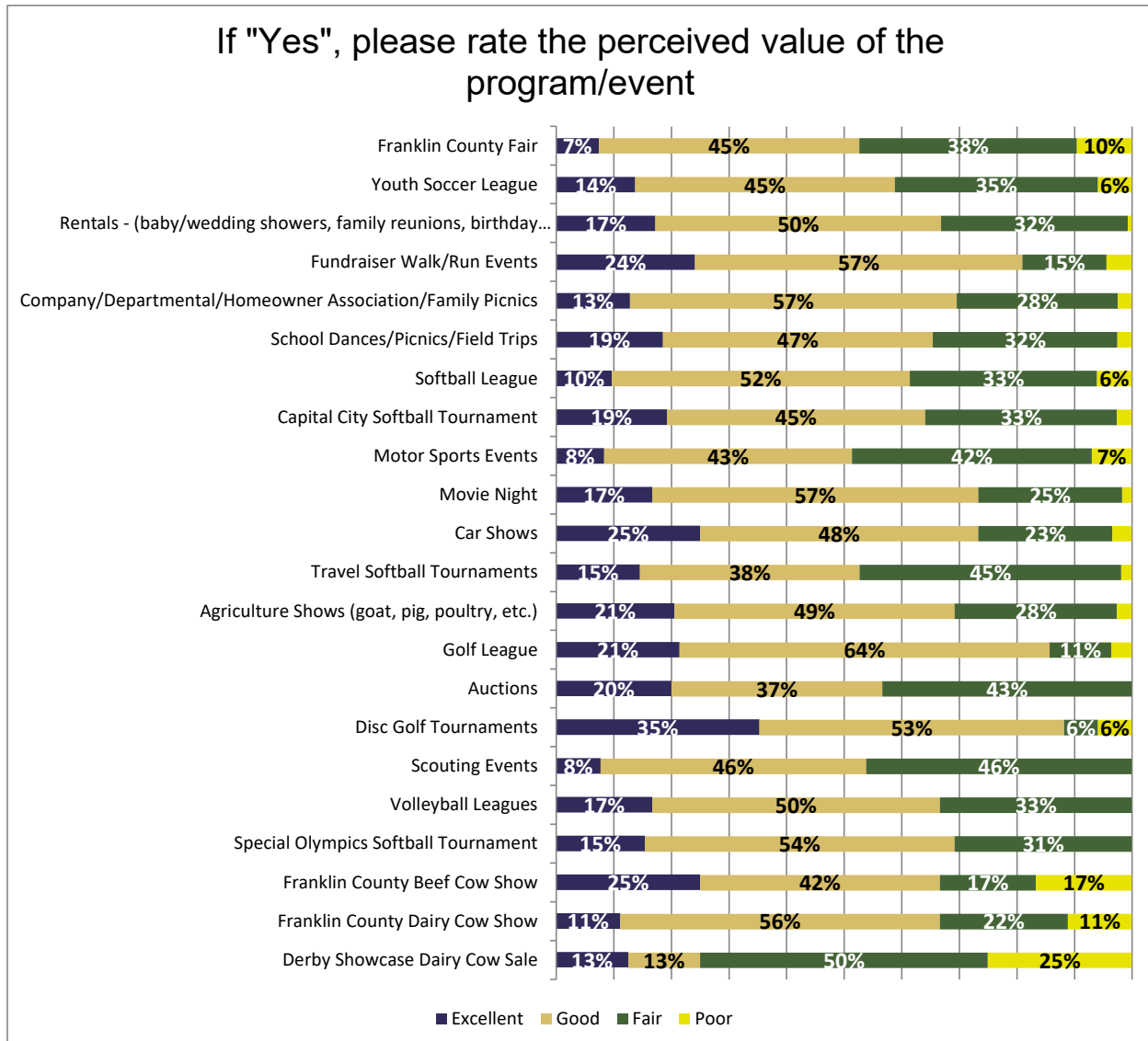
PLEASE INDICATE IF YOU OR ANY MEMBER OF YOUR HOUSEHOLD HAS PARTICIPATED IN ANY OF THE FOLLOWING LAKEVIEW PARK PROGRAMS/EVENTS DURING THE PAST TWO YEARS

Franklin County Fair (60%) has by far been the most participated in program/event over the past two years by those surveyed. Youth Soccer League (36%) and Rentals (36%) were 2nd and 3rd. 10 of the 22 listed programs/events were participated in by less than 10% of respondents, with 7 of those being below 5%.



IF "YES", PLEASE RATE THE CONDITION OF THE SITE

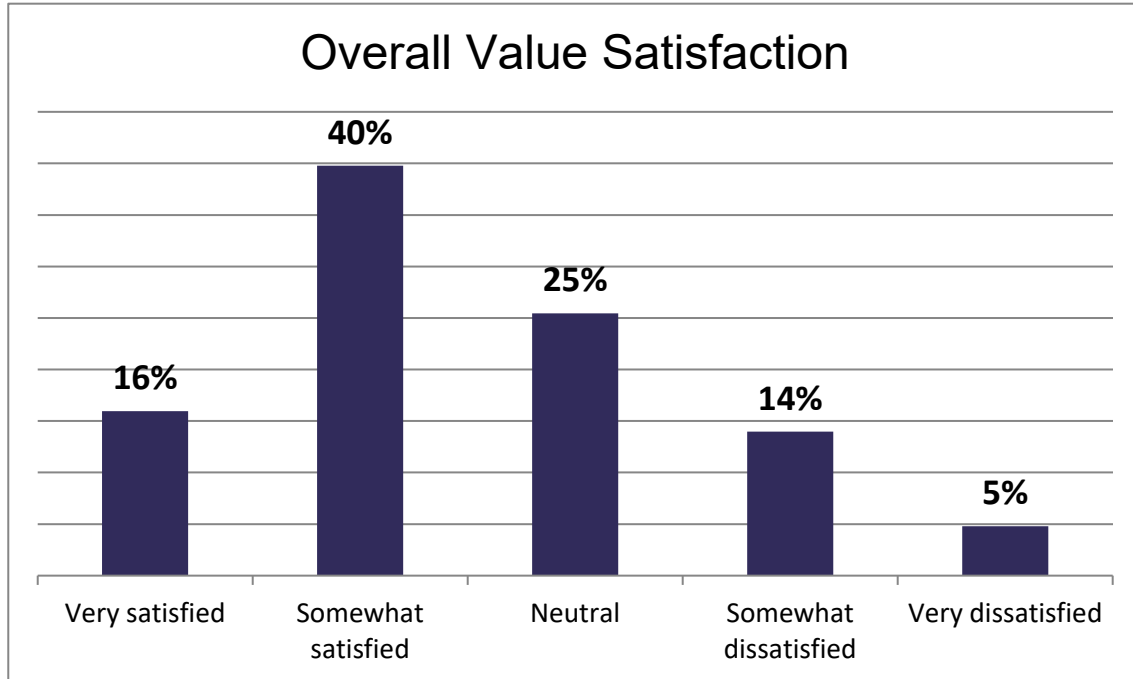
Although only 4% of respondents stated they participated in Disc Golf Tournaments, 88% of those who did participate perceived them to be of at least a “Good” value which is the highest of all the program/events listed. Franklin County Fair was the only program/event with over 50% participation and was considered to be in at least “good” condition by 52% of those who had attended. Derby Showcase Dairy Cow Sale was both the lowest attended (2%) and had the largest amount of “poor” (25%) responses





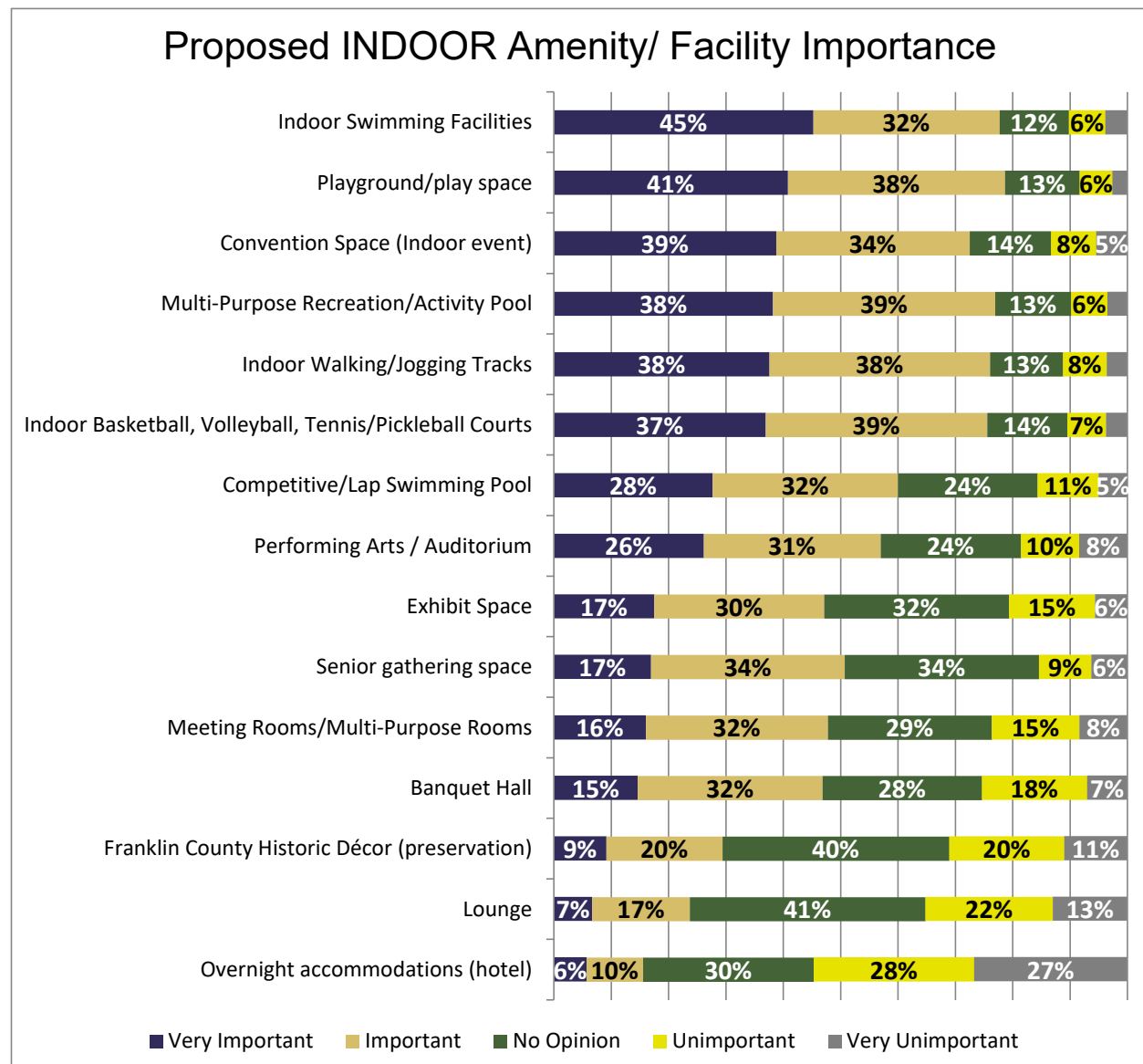
PLEASE RATE YOUR LEVEL OF SATISFACTION WITH THE OVERALL VALUE YOUR HOUSEHOLD RECEIVES FROM FRANKLIN COUNTY PARKS AND RECREATION DEPARTMENT.

A majority of respondents indicated some level of satisfaction with the overall value received from Franklin County Parks and Recreation (16% Very satisfied, 40% Somewhat satisfied).



THE ITEMS LISTED BELOW FOCUS ON INDOOR AMENITIES/FACILITIES THAT COULD BE CONSIDERED IN LAKEVIEW PARK AS PART OF AN INDOOR MULTI-FUNCTIONAL FACILITY. FOR EACH ITEM, CHOOSE THE RESPONSE THAT BEST DESCRIBES HOW IMPORTANT OR UNIMPORTANT IT WOULD BE FOR THE COUNTY TO CONSTRUCT AT LAKEVIEW PARK

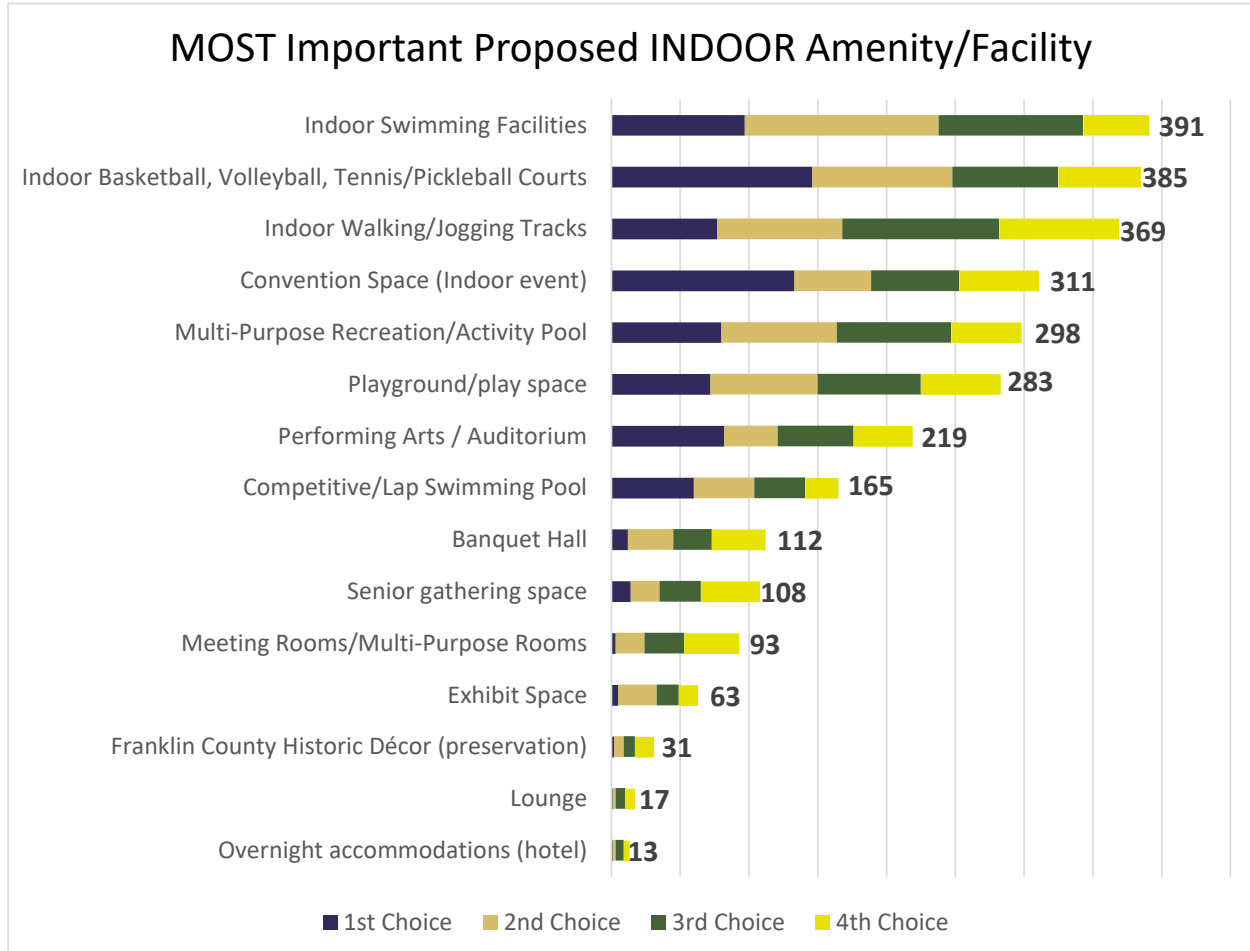
The most important proposed indoor amenities/facilities according to those surveyed were Indoor Swimming Facilities (45% Very Important, 32% Important), Playground/play space (41% Very Important, 38% Important), Indoor Convention Space (39% Very Important, 34% Important), Multi-Purpose Recreation/Activity Pool (38% Very Important, 39% Important), and Indoor Basketball, Volleyball, Tennis/Pickleball Courts (37% Very Important, 39% Important).





WHICH FOUR INDOOR AMENITIES/FACILITIES FROM THE LIST IN THE ABOVE QUESTION ARE MOST IMPORTANT TO YOUR HOUSEHOLD?

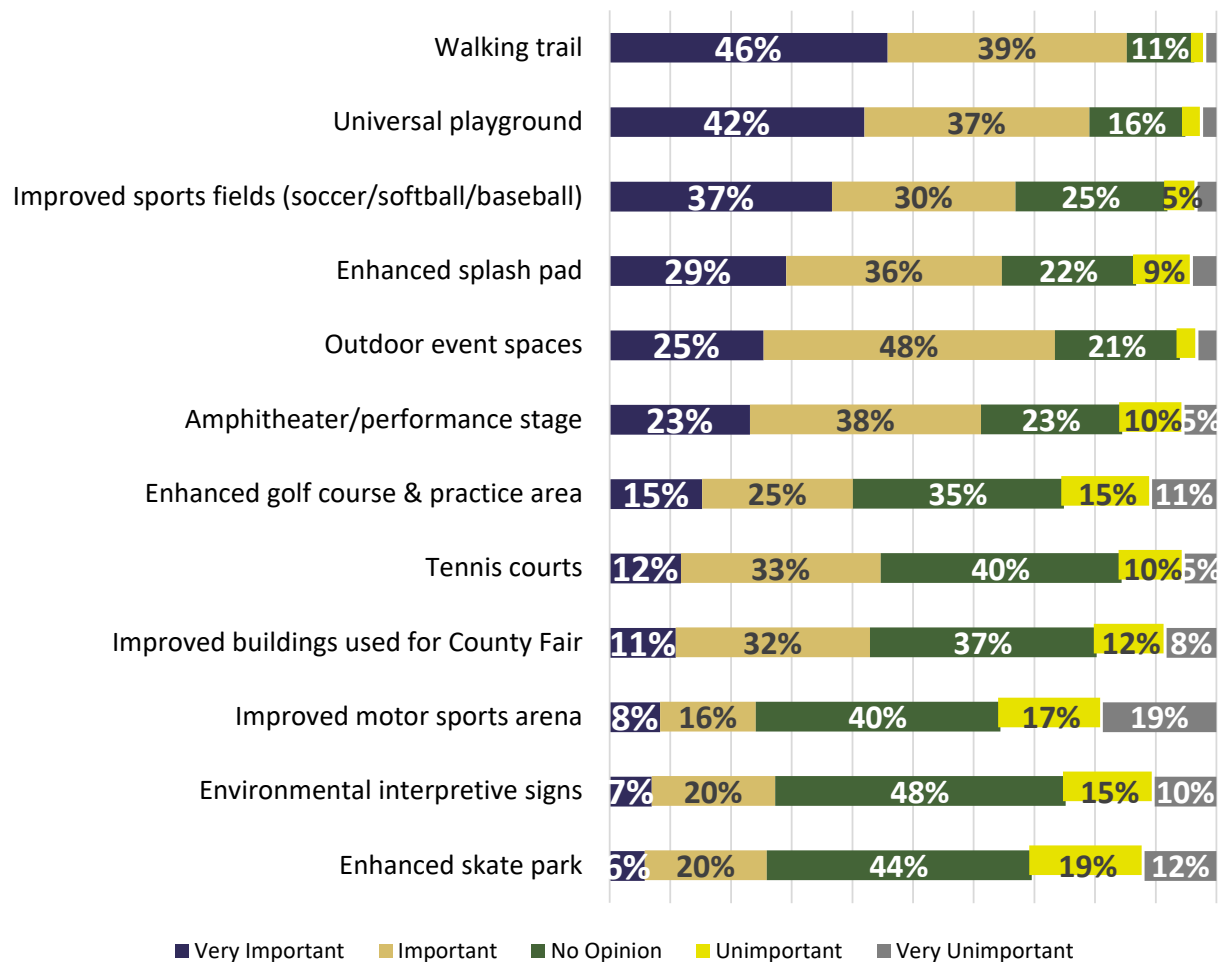
Indoor Swimming Facilities (391) was mentioned the most by respondents listing their four most important proposed indoor amenities/facilities, followed by Indoor Basketball, Volleyball, Tennis/Pickleball Courts (385), and Indoor/Walking/Jogging Tracks (369). The least selected were Hotel (13), Lounge (17), and Franklin County House Décor preservation (31).



THE ITEMS LISTED BELOW FOCUS ON OUTDOOR AMENITIES/FACILITIES/IMPROVEMENTS THAT COULD BE CONSIDERED IN LAKEVIEW PARK AS PART OF AN NEW SITE MASTER PLAN. FOR EACH ITEM, CHOOSE THE RESPONSE THAT BEST DESCRIBES HOW IMPORTANT OR UNIMPORTANT IT WOULD BE FOR THE COUNTY TO CONSTRUCT AT LAKEVIEW PARK.

Walking trail (46%) received the most “Very Important” responses in regards to proposed outdoor amenities/facilities. Universal playgrounds (42%) were second, followed by Improved sports fields (37%).

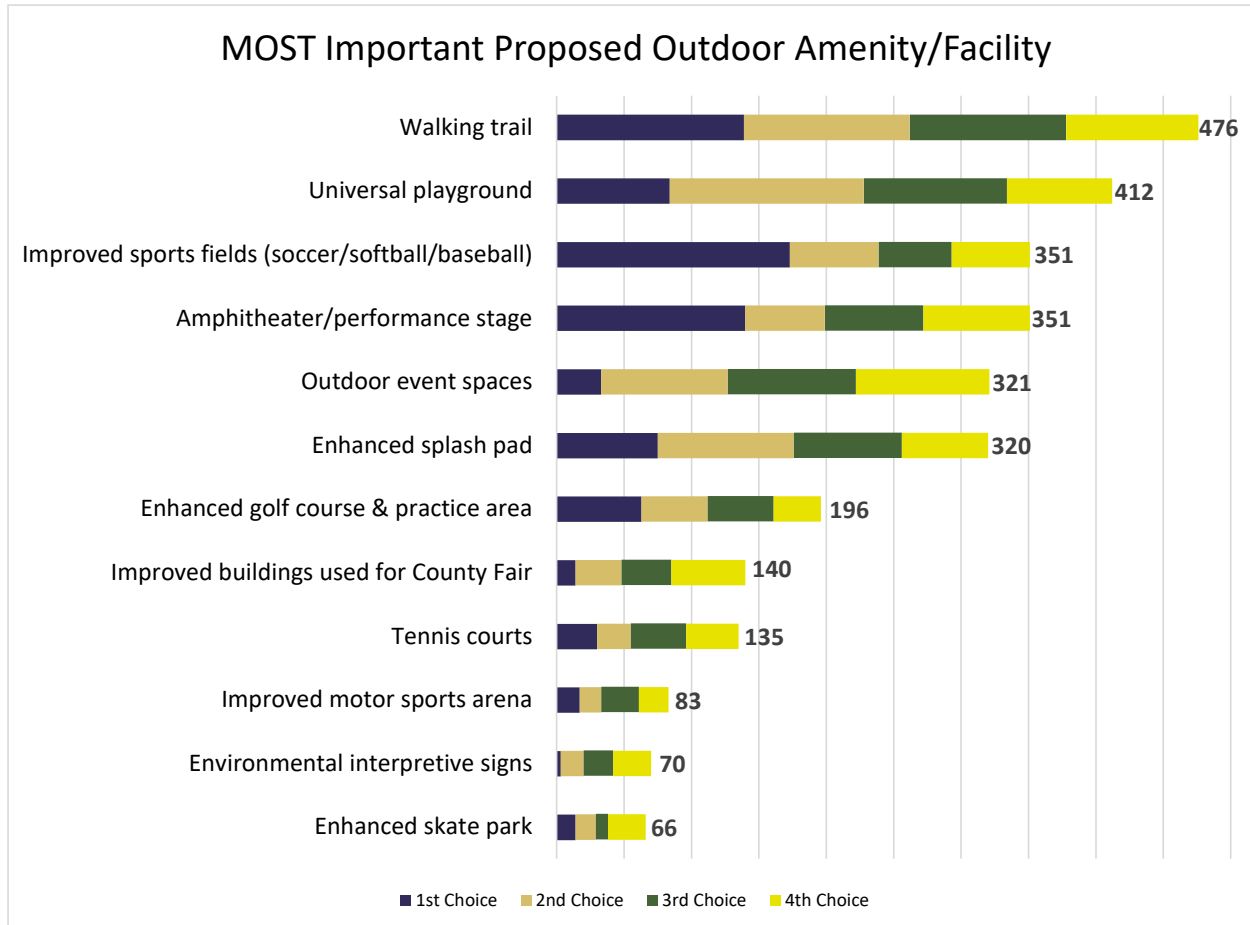
Proposed OUTDOOR Amenity/Facility





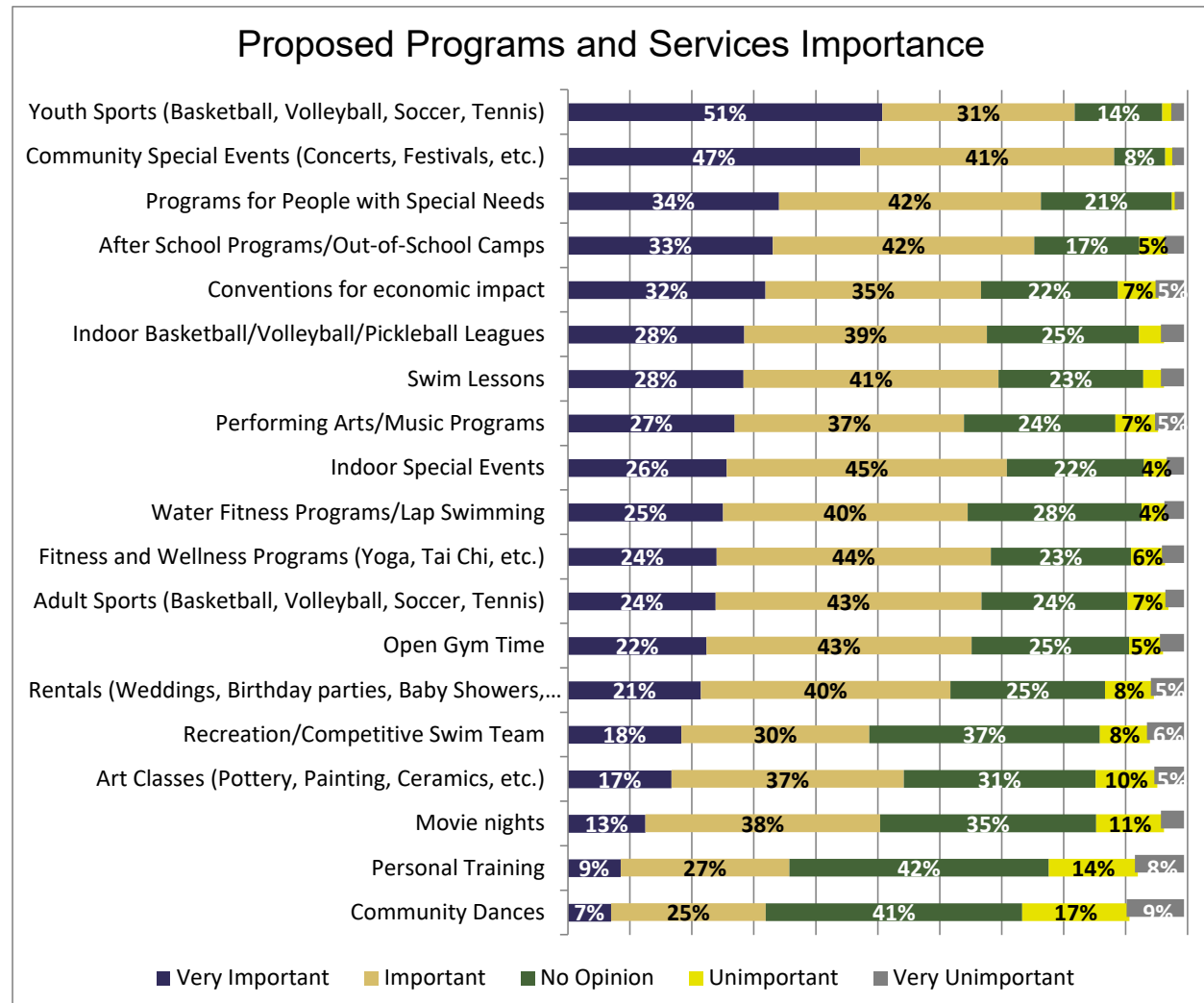
WHICH FOUR OUTDOOR AMENITIES/FACILITIES FROM THE LIST IN THE QUESTION ABOVE ARE MOST IMPORTANT TO YOUR HOUSEHOLD?

Walking trail (476) was also mentioned the most by respondents listing their four most important proposed outdoor amenities/facilities followed by Universal playground (412), Improved sports fields (351), and Amphitheater/performance stage (351). The least mentioned options were Enhanced skate park (66), Environmental interpretive signs (70), and Improved motor sports arena (83).



ITEMS LISTED BELOW FOCUS ON PROGRAMS AND SERVICES THAT COULD BE CONSIDERED TO OFFER AT LAKEVIEW PARK. FOR EACH ITEM, CHOOSE THE RESPONSE THAT BEST DESCRIBES HOW IMPORTANT OR UNIMPORTANT IT WOULD BE FOR THE COUNTY TO OFFER AT LAKEVIEW PARK.

Youth Sports was considered by over half (51%) of survey respondents to be “Very Important”. Community Special Events (47%) was next, and had 41% “Important” responses, giving them the highest total of supportive (combination of Very Supportive and Supportive) surveys.

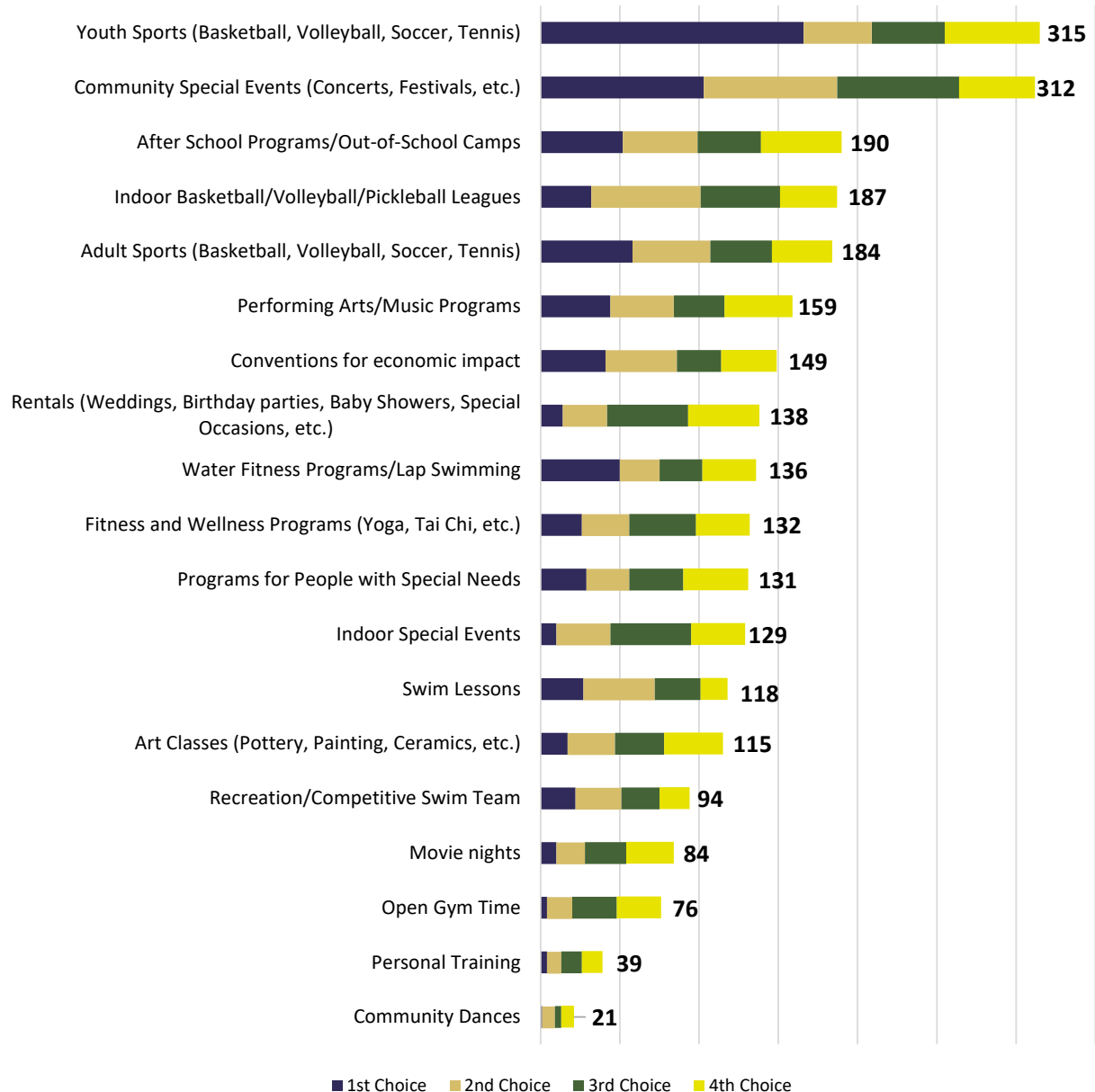




WHICH FOUR INDOOR OR OUTDOOR PROGRAMS/SERVICES FROM THE LIST IN THE QUESTION ABOVE ARE MOST IMPORTANT TO YOUR HOUSEHOLD?

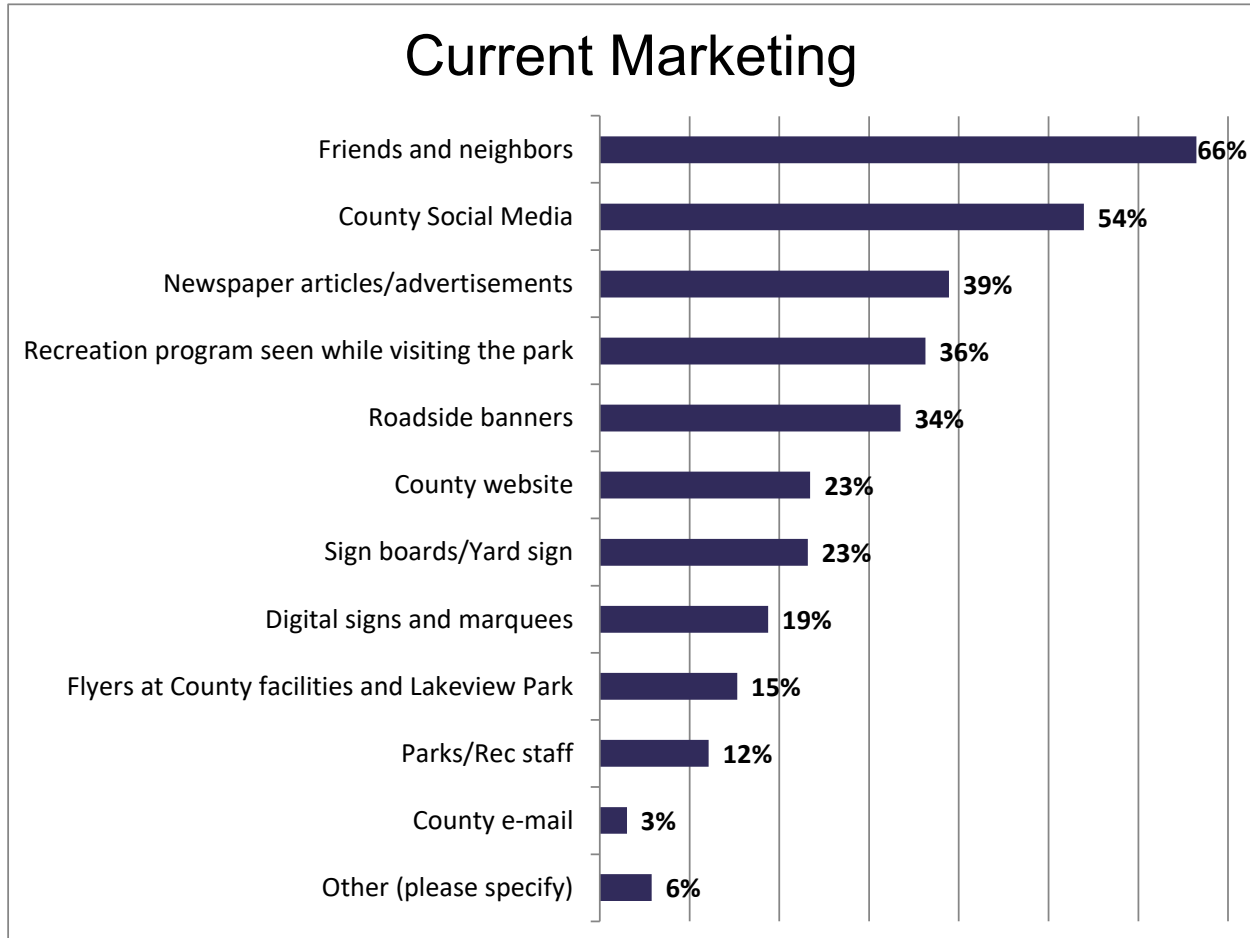
Youth Sports (315), and Community Special Events (312) were by far the most mentioned proposed programs/services by respondents when asked to list their top four. Those receiving the least support were Community Dances (21), Personal Training (39), and Open Gym Time (76)

MOST Important Proposed Programs/Services



PLEASE CHECK ALL OF THE WAYS YOU LEARN ABOUT LAKEVIEW PARK PROGRAMS/EVENTS AND ACTIVITIES

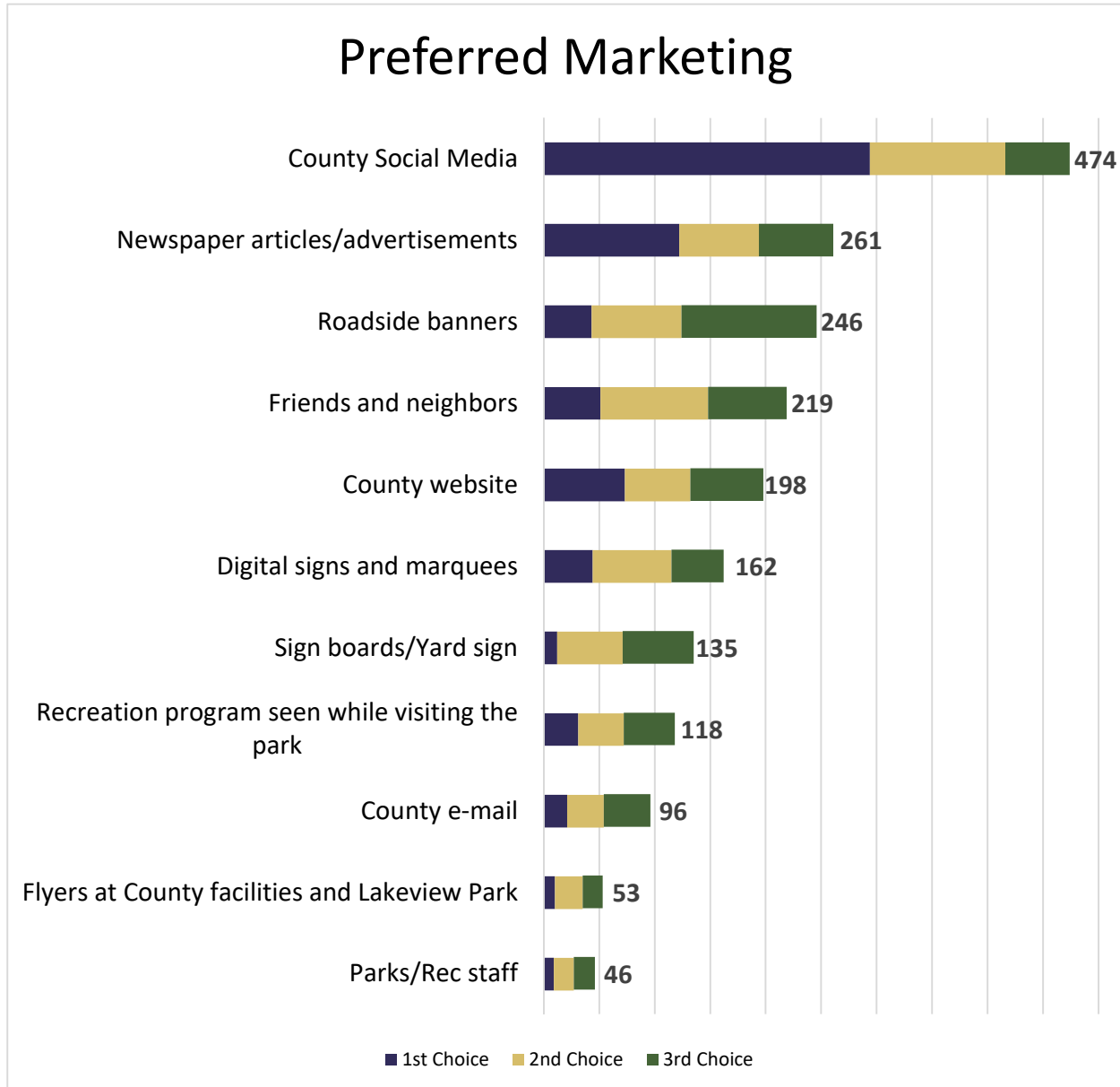
Friends and neighbors (66%) and County social media (54%) were both selected by over half of respondents as to how they currently learn about Lakeview Park programs/events and activities. County e-mail (3%), Parks/Rec staff (12%) and Flyers at County facilities and Lakeview Park (15%) were the least selected options.





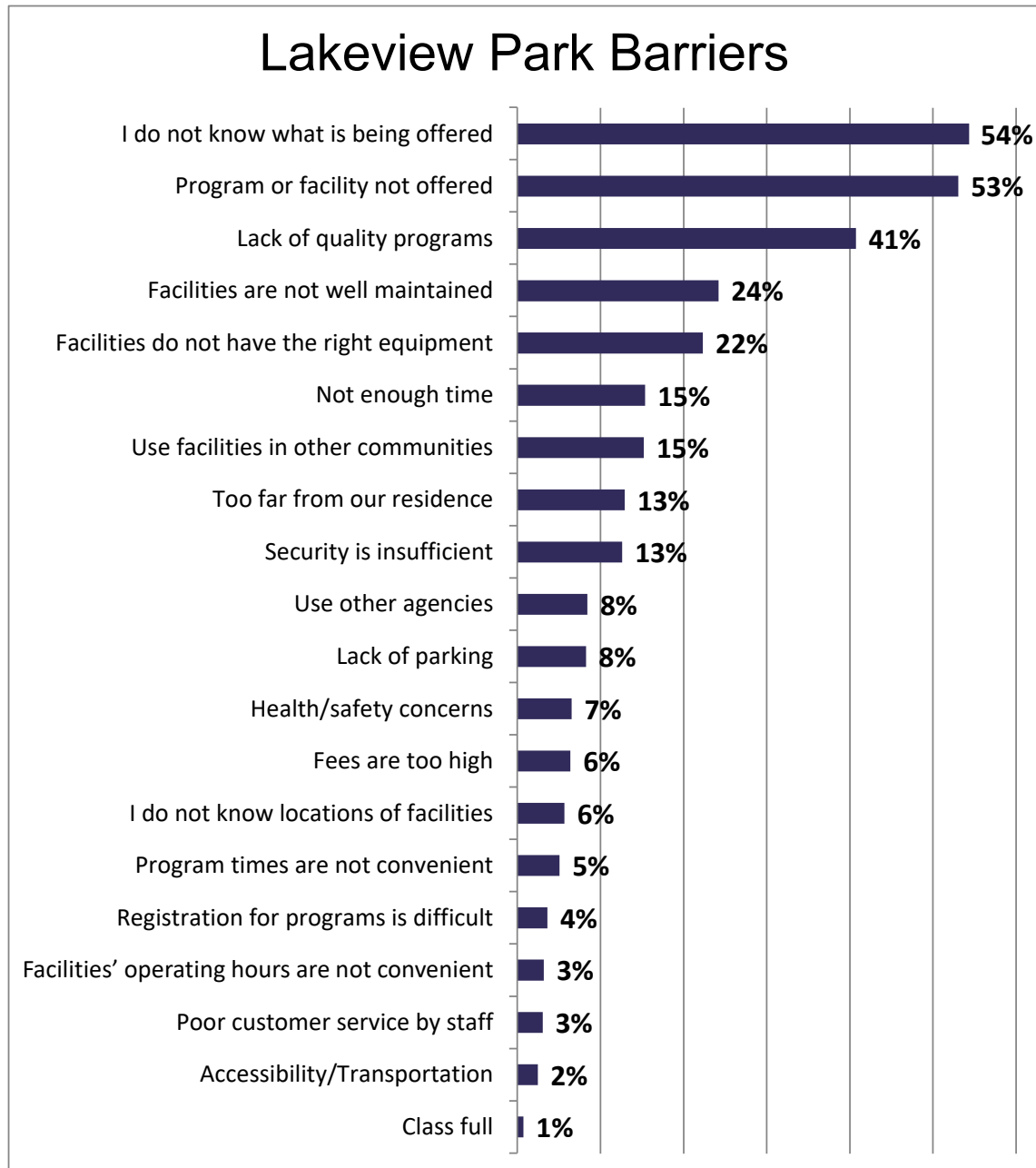
WHICH THREE OF THE INFORMATION SOURCES LISTED IN THE QUESTION ABOVE DO YOU MOST PREFER TO USE TO LEARN ABOUT LAKEVIEW PARK PROGRAMS, EVENTS AND ACTIVITIES?

County social media (474) was by far the most selected preference to learn about Lakeview Park Programs, followed by Newspaper articles/advertisements (261), and Roadside banners (246). Parks/Rec staff (46), Flyers at County facilities and Lakeview Park (53), and County e-mail (96) were the least mentioned.



PLEASE CHECK ALL OF THE FOLLOWING REASONS THAT PREVENT YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD FROM USING THE AMENITIES, FACILITIES, PROGRAMS AND EVENTS IN LAKEVIEW PARK MORE OFTEN.

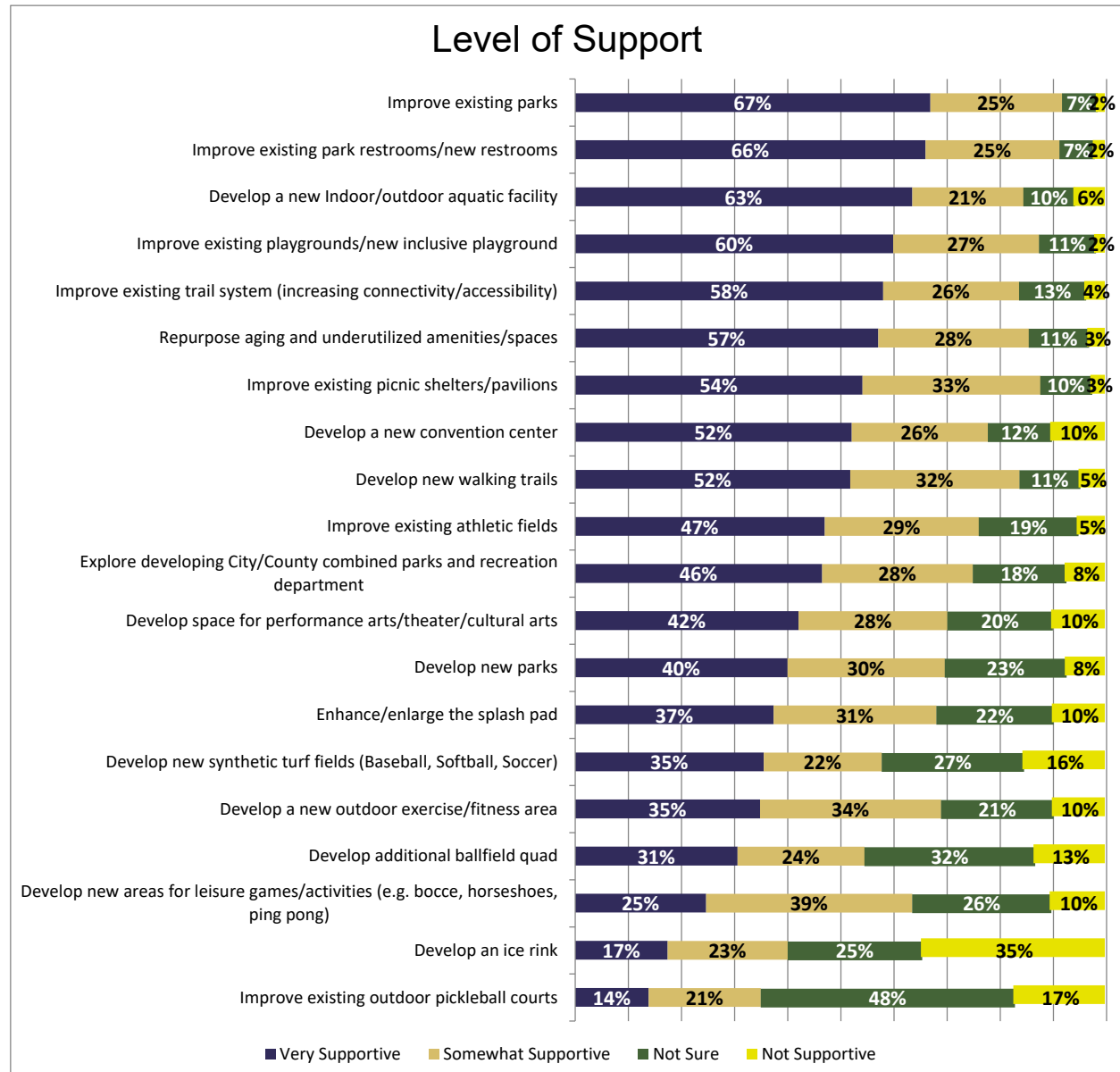
I do not know what is being offered (54%), Program or facility is not offered (53%), and Lack of quality programs (41%) are the three most selected barriers to participation according to survey respondents.





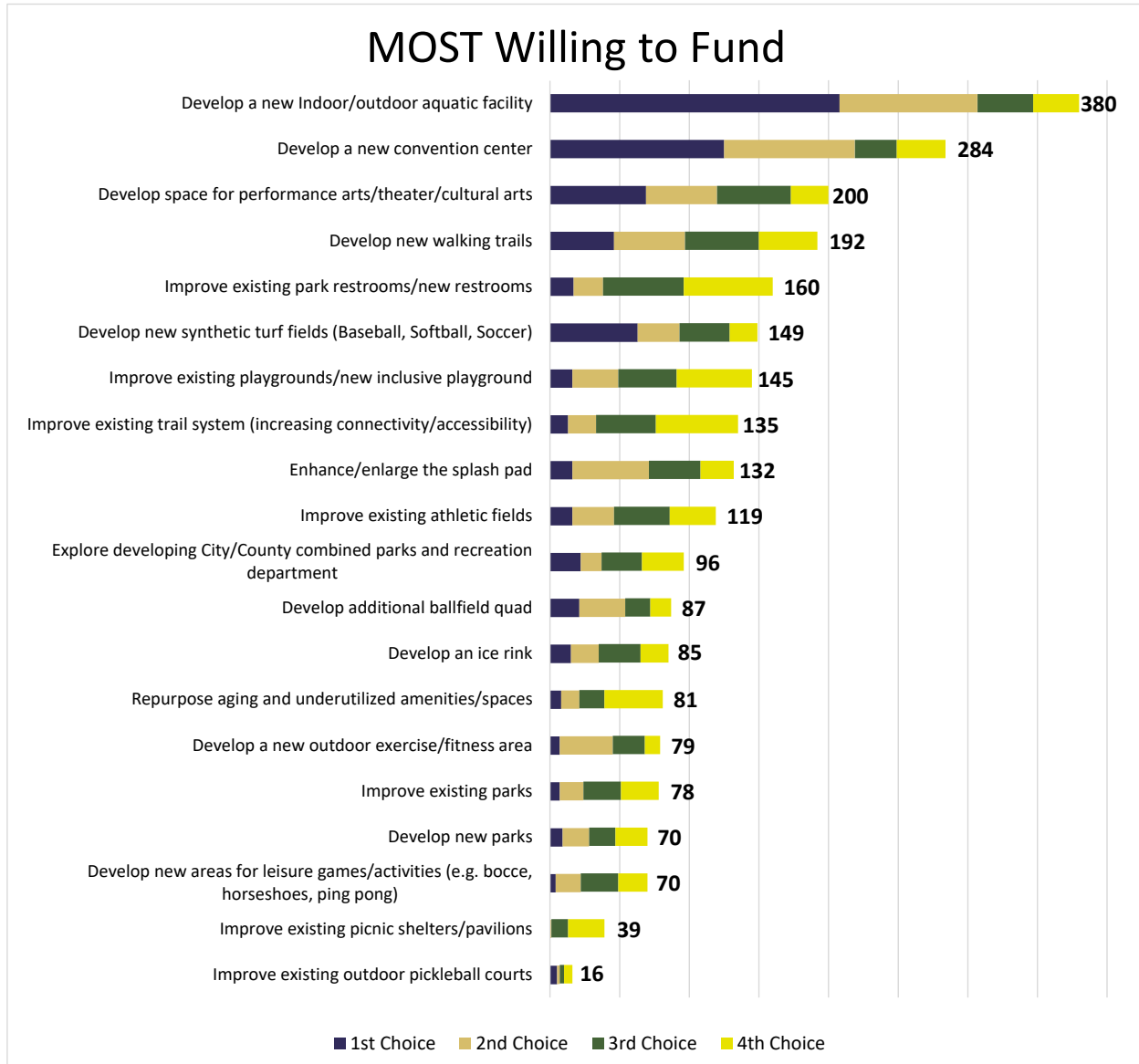
PLEASE INDICATE HOW SUPPORTIVE YOU WOULD BE OF EACH OF THE FOLLOWING MAJOR ACTIONS THAT FRANKLIN COUNTY COULD TAKE TO IMPROVE LAKEVIEW PARK?

Very strong support shown by survey respondents to a wide range of activities. In terms of being “Very Supportive”, Improve existing parks (67%), Improve existing park restrooms/new restrooms (66%), Develop a new indoor/outdoor aquatic facility (63%) and improve existing playgrounds/new inclusive playground (60%) are all selected by three out of every five people surveyed. The actions with the least level of support were Improve existing outdoor pickleball courts (14% Very Supportive, 21% Supportive), Develop an Ice Rink (17% Very Supportive, 23% Supportive), and develop new areas for leisure games/activities (25% Very Supportive, 39% Supportive).



WHICH FOUR OF THE ITEMS LISTED IN THE QUESTION ABOVE WOULD YOU BE MOST WILLING TO FUND?

We see more support for a new indoor/outdoor aquatic facility here as 380 of survey respondents listed it as one of the four items, they would be most willing to fund. Develop a new convention center (284) was a fairly distant second, develop space for performance arts/theater/cultural arts (200) was third.

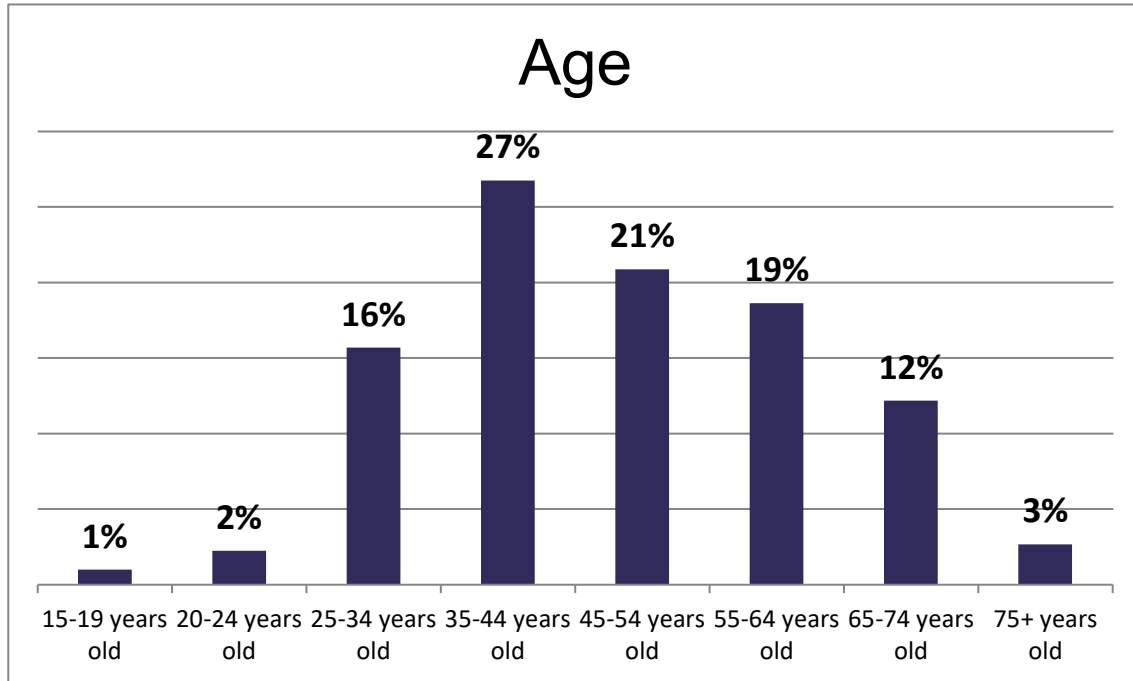




DEMOGRAPHICS

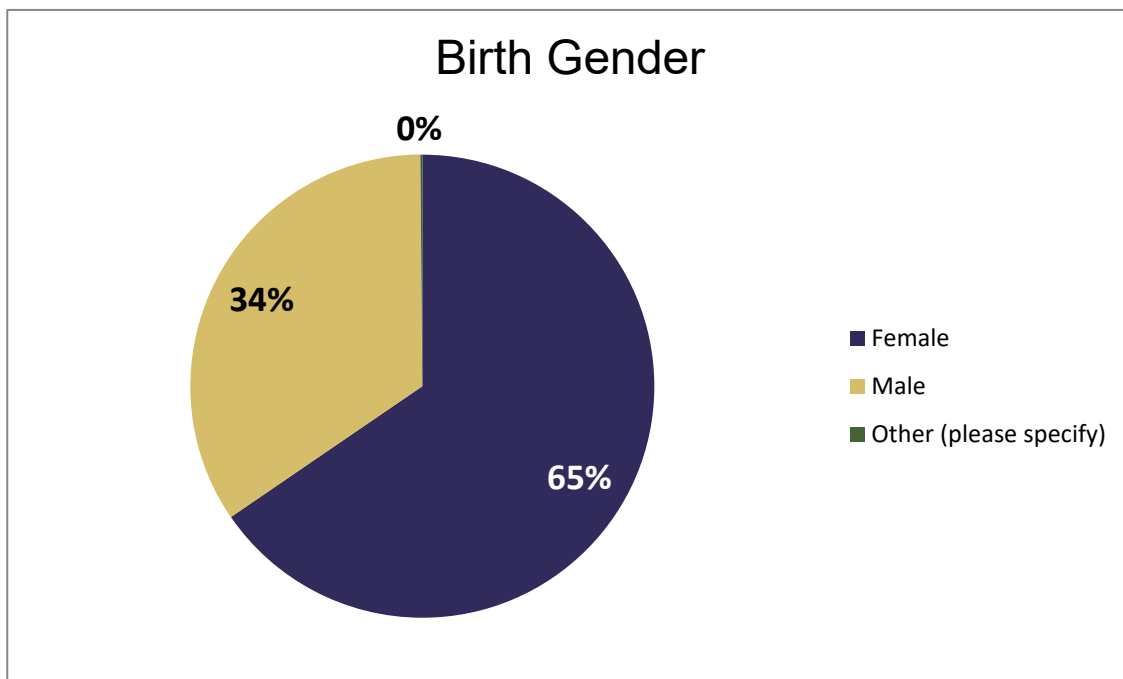
WHICH AGE GROUP BEST DESCRIBES YOUR AGE?

35-44 years old was the largest age group, made up of 27% of survey respondents. Over 54% of respondents were over the age of 45.



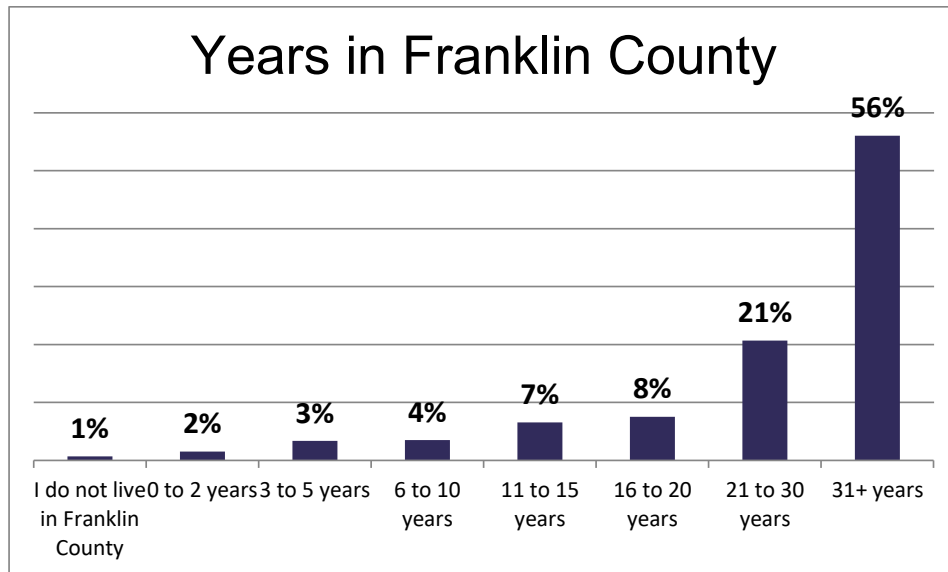
WHAT IS YOUR BIRTH GENDER?

Female made up 65% of survey respondents, Male was 34%. One respondent did select "other".

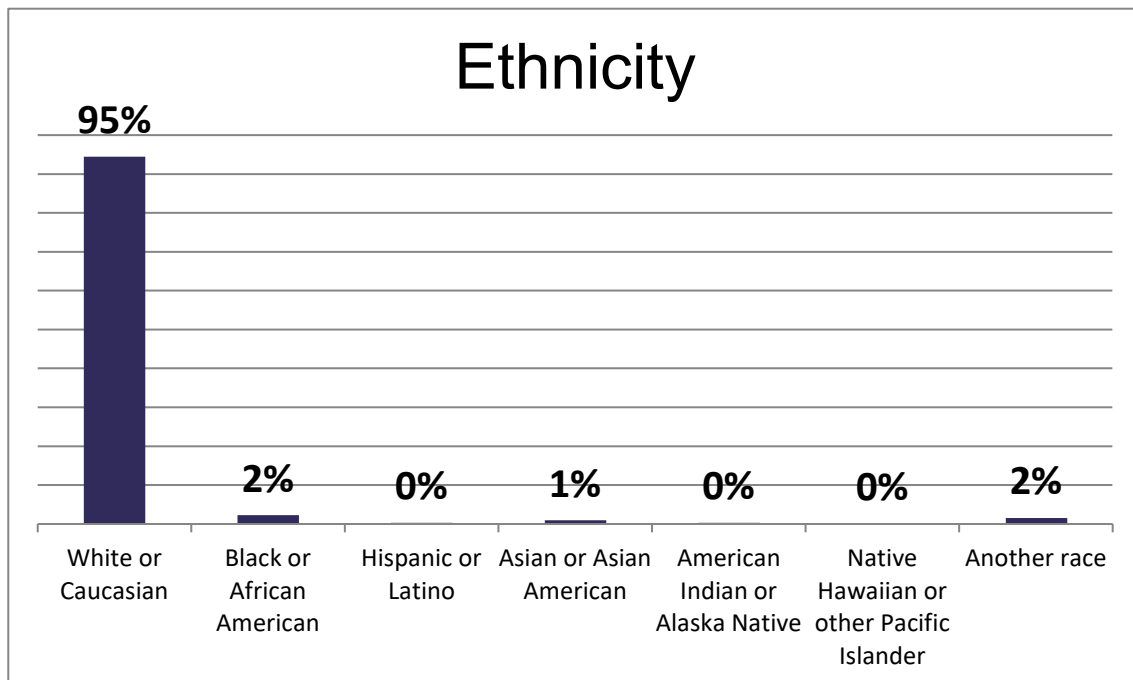


HOW MANY YEARS HAVE YOU LIVED IN FRANKLIN COUNTY?

An amazing 77% of survey respondents have lived in Franklin County for over 21 years. Less than 1% identified they do not live in Franklin County.

**WHAT ETHNICITY BEST DESCRIBES YOU?**

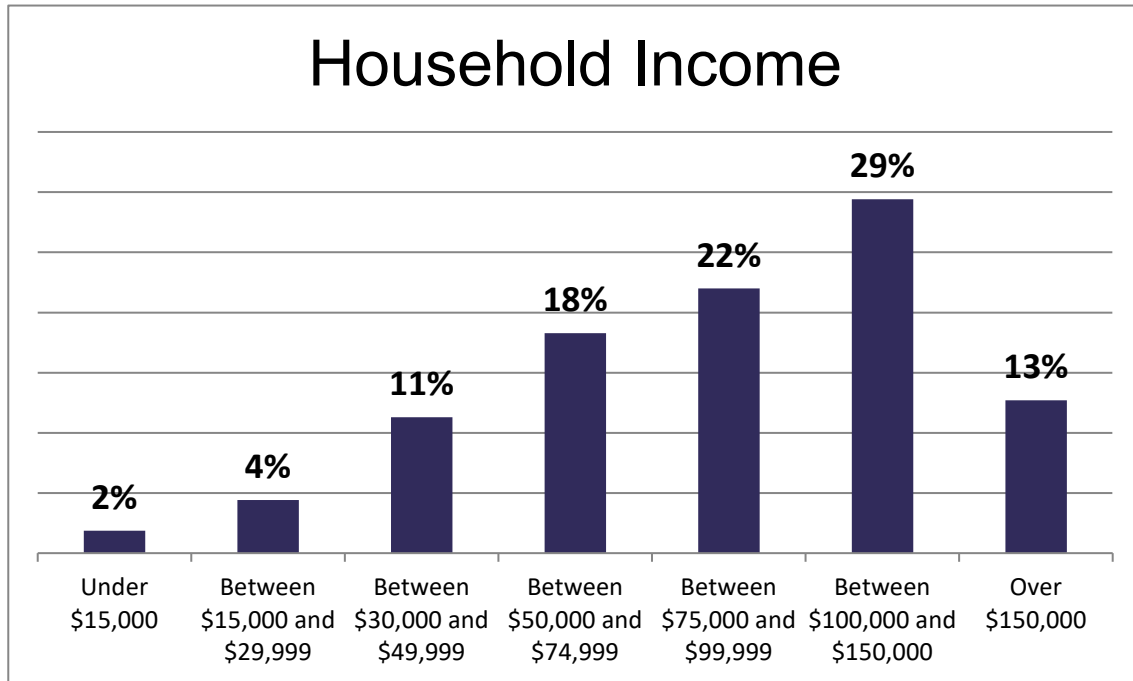
19 out of 20 survey respondents identified as White or Caucasian (95%).





WHAT IS YOUR HOUSEHOLD INCOME?

Over 64% of survey respondents make at least \$75,000 a year.



OTHER COMMENTS ABOUT LAKEVIEW PARK AND THE IMPROVEMENT BEING CONSIDERED BY FRANKLIN COUNTY LEADERS

- We need a convention center with banquet rooms. If we get a convention center use it this time , don't let it set empty when there could be concerts, shows to make money for our city. The one torn down was never used like it should have been and should have never been torn down.
- It could use some improvements, but the reason we go is because it's quiet and simple. If all these things are added, we would no longer use the park.
- While I see the need for a new convention cent as one of the greatest needs in Frankfort, I'm not convinced that Lakeview is the best location for it.
- we need a water park as we are a river community
- We have been traveling to Anderson County to use their splash pad because of how big it is and how much it offers
- I am excited about the chance for improvements. I have young adult children and grandchildren, we love the splash pad but it's too small and for very young kids. sadly, we go to Anderson county. to enjoy theirs they also have playground and more picnic shelters. I love the idea of a bigger one here .I also think we need to have something that will bring people to the park that like an indoor pool or concert venue. We have ball fields throughout our community and maybe they need improvement but I feel like another park can add or improve theirs. The need for some free things and some things that bring money into our community would be huge . I live at Silver lake 2 and would love to come more often but for my family personally we do not use the sports fields yet, but we do swim and walk and play on the playgrounds and use the shelters but the shelter space is limited. I have attended weddings at the Carter house and we swim at juniper Hills which is great. I think an indoor space would be great also.
- Need a park on Elkhorn creek!
- I think the emphasis should be on IMPROVING EXISTING FACILITIES and adding OUTDOOR ORIENTED ACTIVITY and DEFINITELY NOT A CONFOUNDED CONVENTION CENTER -there are so many things wrong with this at this location. The Park is currently a highly utilized facility and is an existing vital asset to the community - don't screw that up! Golfing activity is a big item at this park and that should be strengthened and fortified, not destroyed or diminished.
- Community focused. Should not feel like a gym or country club, but something that is accessible to entire community and promotes movement and provides a positive place to gather.
- Make the park safe
- N/a
- Splash pad and park most important to my young family
- everywhere you go is dog poop. I go to a park for a walk I don't want to step in dog poop. I don't want to see people's dogs unleashed or around me at parks. band dogs
- Consider adding functional outdoor basketball courts
- "I'm interested in keeping the open field / rolling terrain feeling of Lakeview Park and the open lawn facing Georgetown Rd of the Carter House. Attended a few weddings there over the years and it is a really nice setting. Also, when you are back on the soccer fields and on the trail, it still has a slightly rural feeling that I like. I would like to see the dilapidated properties facing Steadmantown Lane acquired by the county and demolished to extend the trail system all the way to the Schenkel Ln intersection. I also note that a lot of the activities potentially offered are currently offered elsewhere (community dances are held at Thornhill for example) and so I



hope there is consideration in not taking away revenue streams from other community entities. And that partnership opportunities are explored.

- Appreciate the forward thinking of our leaders and the effort to reach the highest and best use for this property. Please work with the City for parks master planning as East Frankfort Park also needs improvement and could house/host some of these ideas! :)"
- I think it's a very nice park which I mainly use for the affordable golf facilities. I would certainly be utilizing it more often if I lived closer.
- Nope
- We desperately need a convention center
- Volleyball, volleyball, volleyball please
- The golf driving range is adequate, but gets crowded at times. We have needed a larger facility for some time now.
- Indoor skate park
- A turf baseball complex can generate lots of economic activity. Just look up Westfield, IN.
- We do not have any kids, but I support activities for youth and have no objection to tax dollars being spent in this way. I also hold a fat grudge against the Bevin administration for tearing down our convention space and not replacing it, so a large gathering space for concerts and graduations is one of the priorities that I would very much support. Thanks for your work on this
- A state-of-the-art building for the Arts is definitely needed! Local Arts and schools need affordable places for concerts, plays, art displays, performances. The Parks and Recreation Department has placed its vision on sports throughout the country and city. It is time to build a start-of-the-art facility that has an outstanding theater/ concert hall with orchestra pit, large wings, lighting, a grand piano, and a large auditorium seating area as well as everywhere space for Visits Art displays.
- Don't raise taxes, if you can't afford it with existing funds don't do it.
- Would love more sensory friendly spaces. As well as play equipment for special needs kids.
- Check out the park playground and splash pad at the American Legion Park in Lawrenceburg.
- Why are the darn bathrooms locked all weekend? Seriously.
- Splash pad and park facilities are most important.
- I like lake view park the way it is. Other than improving existing facilities I would not support added facilities or functions. I feel that additional buildings and or functions would be detrimental to the park and the surrounding g neighborhoods. Any additional traffic on any more regular basis would not be good for the community. We already have a lot of traffic when there are events of any kind at lake view. And in addition to that, the semi-trucks associated with the bourbon industry, that regularly travel Georgetown Road has increased significantly in the recent past and currently has a big impact on traffic in that area. I feel over building or over increasing the activity level at lake view is highly undesirable and I could not support it.
- My son plays travel baseball and AAU basketball. We have to go all over Kentucky, Indiana, and Ohio to other facilities that host tournaments. We have great opportunity to host similar athletic events with the appropriate facilities. Similar with convention centers. We could potentially host significant concerts/attractions if we had the appropriate size, maintained arena. Our community and business owners need this opportunity
- No
- Last time would be a great location for a new Elkhorn Elementary school. It's time for those kids to get a new school.

- Splash pad and other water feature for dogs. Separate large dog & small dog parks.
- I would love to have a multi-use trail to ride bicycles.
- These are exciting times! Thanks for your hard work!
- Performance and studio space for non-athletic people who need a place. Play area specifically for autistic and disabled kids. Home field for KSU softball with lights for night games. Signage indicating 'home of KSU softball'. This game is wildly popular in our town, yet few know KSU has the best softball team in Frankfort. Working with KSU softball team and staff would only serve to elevate the softball culture here. It is obvious to me that the rec league is in desperate need of pitching clinics. Please develop pitchers for the rec league, it's an embarrassment to our community using machines in the circle. Not to mention a liability for an injury.
- I am the head coach of the Franklin County cross country team. We use the Lakeview facilities every day for practice and desperately need the walking trails
- Franklin county residents deserve access to quality amenities similar to those available in surrounding counties.
- Would love to see improved trail systems around the county/city for walking/hiking. Would also love to have access to indoor facilities during the winter/wet months for both kids and parents....dual purpose that would allow the kids to be active while the parents area also active/exercising. Indoor agility/obstacle courses with beginner/intermediate/advanced levels
- Not at this time.
- I fully support an arts center. We have talented people and the support is available. P
- Definitely needs more money to at least improve/maintain what's there. They do a good job with what they have.
- Improve on what you have!!! The Golf Course Club house needs to be power washed and painted inside and out!! Get better MANAGEMENT of Golf Course and better Family packages i.e., month to month for yearly membership, NOT JANUARY to JANUARY, IDIOTIC!!!! Why is the Committee "NOT" FOCUSING ON IMPROVING the CURRENT FACILITIES??? If, ANYTHING put in another community swimming pool but NOT at the expense of doing away with ANY FACILITIES already at Lakeview!!!! LAKEVIEW PARK is the BEST thing in FRANKFORT!!! Frankfort only has overpriced Juniper Hills and the community swimming pool on the other side of town.
- The Park is a great asset that offers opportunity for greater public benefit, but care should be taken not to disrupt current uses.
- PLEASE, PLEASE, PLEASE UPDATE THE SOUND SYSTEM DOWN AT THE MOTOR SPORTS ARENA. We sat across the track and could not hear a word they said.
- Driving Range is most important to myself.
- We need more INDOOR activities for the children!
- Turf fields should be the priority for youth and high school soccer and baseball. A park is not the right place to put a convention center. A convention center should be located close to the interstate where people from out of town could easily find it for an event.
- Need an outdoor space for live music, I go to other counties and we are missing out!
- Lights on Golf course
- Do it man!
- "The golf facilities at Lakeview Springs are very important. Historically, that golf course has been used by a wide variety of golfers in Franklin County, including elementary school children who are learning the game, to members of Frankfort's 3 high school golf teams, and to members of Kentucky State University's golf team. At this time, it has the ONLY DRIVING RANGE in Franklin County which is available to the public. These 9 holes ""Par 3"" golf course is a fair test of golf,



and is a satisfactory course for persons of all ages. For years, the golf course has been kept in excellent shape by Franklin County. It is perfect for beginners, for players who are working on their game, and for older players who perhaps ought not to be exposed to the sun for a full 18 holes of golf.

- For several years, I was a volunteer golf coach for Capital Day School and I used the practice putting green at Lakeview Springs Golf Course to introduce children to golf on that excellent green. It is truly an excellent practice putting green and is beautifully maintained.
- Finally, golf is a non-violent game which teaches people how to behave and perform with discipline, honesty, perseverance, courtesy, and courage. This Par-3 golf course serves a wonderful purpose to many people in Franklin County, and ought to be a feature in Franklin County's recreational choices for many years to come. "
- "Lakeview Park has the potential to better serve the people of Franklin County while also drawing hundreds, if not thousands, of people from outside of Franklin County if it is developed to people's needs. Our family travels all over, both inside and outside of the state, for soccer events and get to see the types of fields and facilities these communities have invested in. Some of them are not much different than Franklin County, yet these events bring a tremendous economic benefit to those communities because of their investment. The addition of multipurpose turf fields would allow soccer, football, and lacrosse tournaments and leagues for all ages with far less maintenance. It may also be necessary for the County to begin offering a soccer program since the Frankfort YMCA has ruined any proper training and competitive nature that once existed here in that sport.
- In addition to outdoor space, Franklin County is in major need of affordable convention spaces in the 10,000 to 20,000 square foot range. This needs to be climate controlled. It could also double as a small/medium size entertainment venue space.
- The idea of an indoor sports facility is a nice idea, but it concerns me that the only choices in this survey were related to basketball, volley ball, tennis/pickleball. At a minimum, if such a facility was built, the basketball courts should serve dual purpose as futsal courts as well and be constructed with that in mind. Of course, I would prefer to see some sort of indoor turf field in the plan."
- We NEED a new convention center!!
- The golf facilities have tons of potential for developing year-round play/practice by installing heated range bays and indoor simulators along with lighting the range and 9-hole short course for longer operating hours.
- Please consider seniors and accessibility for those with limited mobility, especially those who don't use assistive devices (wheelchairs, scooters) but would benefit from easy access from car drop-off to facilities/sites, level walking surfaces, handrails, etc. Glad these ideas are being considered.
- The golf driving range is the only range that is available to the public in the area. A master development plan would be beneficial and cost efficient. I would gladly offer my expertise at no charge to help the process. Clay Hamrick FCC
- There is an opportunity for Franklin County to create a destination for sports and recreational events. It starts with exceptional facilities and amenities, supported by positive experiences to encourage regular use. I hope county leaders can develop a vision for the future, to better compete with surrounding communities that are outpacing our growth in these areas.
- Provide security officers at park to ensure it is not and does not become a cesspool for the undesirables of the community.

- We really need more baseball fields. Baseball too often takes a back seat to softball in this town
- Frankfort has enough hotels so please don't build a hotel or convention center at the park.
- I think a modern performance hall for theatre performances, and small concerts is something this community greatly needs. An outdoor amphitheater would also be great for performances, movie nights, concerts, and all kinds of other uses. Improvements and additional baseball/softball fields would be great to sports tourism. A new pool/aquatic center would be great on the east side of town. Finally, an event center is something this community greatly needs. Having this all in Lakeview Park would make the park a destination for local residents and would bring in a great deal of tourism dollars.
- We don't need a convention center we need to maintain and update what we already have!
- I think no matter what happens it needs to be sustainable. Pools always get use. If we enhance ball fields, attract more tournaments to benefit the economy.
- "When the Lakeview softball fields were first built, everybody was talking about how great they were. There were lights put on two fields with the idea of lighting all the fields, but that never happened. The golf course was built and it was great, but not enhanced to make more people want to use it. The playground was built and it was great, but it needs to be improved to where many more kids can use it.
- I would love to see Franklin County/ Frankfort be able to work together to improve and expand what we have before we think about building something else and then letting it get run down."
- To build for the future of Franklin County Youth. Build facilities to keep economic \$\$\$ at home instead of other cities reaping the benefits. Enhance programs equipped with "LIVE" coverage on local TV and online. Better outdoor seating with cover including ceiling fans for the dugouts.
- The addition of an indoor complex that could be multi-functional for multiple sports and events would be a great asset for both children and adults of Franklin County.
- Bocce ball would be wonderful.
- "Safety First, respect for the neighborhood noise is too loud late at night.
- My nephew has autism and our family would love to see communication boards installed around the playgrounds to make this more accessible to him and others like him. Thanks.
- A swimming pool would be great!
- Lack of cleaning in bathrooms and up keep and not any real good play grounds for younger kids like 1-5 and slash pad is way too small and no places for parents to sit and watch their kids while they play and mulch sucks for kids to play on either do grass or rubber mulch
- "Glad you are doing some long-range planning. City --country parks should be merged for more professional management.
- Gathering spaces for large group are very important."
- Would be wonderful to have a park with amenities to be proud of.
- I think the golf course can be eliminated and that area can be used for a large aquatic center for everyone. I would like to see the walking trail be expanded with different distances and different trails like a 1-mile trail or 2-mile trail up to maybe 3 miles with clear and accurate markings for the distances.
- Please give the Performing Arts a home! We have been asking for this for what feels like my entire life. Frankfort needs the Arts!
- Franklin County could really benefit from a convention center since we lost downtown. Our graduates should be able to walk the stage in their own county. We could host a number of events bringing economic growth for our community. Especially the archery teams for Elkhorn



Middle and Franklin County High. Numerous uses, our town needs a space for all possibilities and I hope it's highly considered.

- Build a lake to make "Lakeview" make sense
- We need tennis courts!!! Indoor!
- I feel like the walking trails are very important to this side of town! Also having a place to exercise my dog is significant to me.
- Please be careful to make sure any additions to the park don't require losing what is already there. For example, don't build a convention center if it means doing away with part of the walking trail
- Consider what's best for the residents of the county and the neighbors of the park first because focus on the health, happiness, and well-being of our own county should be a priority throughout this endeavor.
- Please improve the practice facility at the golf course. Sometimes there is not enough space to hit range balls due to overcrowding. Also, I think the putting green needs to be bigger or maybe build another green.
- Glad to see this happening - the capitol city of Kentucky should have a performing arts center. Thank you!
- "There aren't many programs offered for children in Franklin County. Currently trying to find swim lessons for my 7-year-old in the county has been a nightmare. I could find them offered OUTSIDE the county but not in the county. Baseball and Softball was so delayed this year that many children went outside of the county, the children that did stay in the county had a shortened season that seemed thrown together and cruddy. They didn't even get pants until the season was almost over. Not much is really advertised for the people of Frankfort to do at the parks. Currently on the Frankfort Park and recs website if you look at the calendar of events it says 2020 events ""
- Due to The Corona Virus the Calendar of Events will not be updated until normal events resume."" Have we not started to try and get back to normal? Did someone forget to give parks and rec the memo? "
- This master plan and City master plan should complement and not duplicate services. Frankfort would be better served with one entity delivering a comprehensive recreation experience.
- Knowing that visuals are so important to the way people first visually see the park area and knowing that the current name of the park is Lake View: No effort has ever been made to enhance the visual image of Silver Lake. It is becoming shallower, with numerous fish kills because of being so shallow, the Lake will soon be only a historical location. It could, working with the homes around it be enhanced with a large water spout and some cleaning along Georgetown Road so the Lake could be seen. The new park plan should not ignore the importance of Silver Lake. I would love to work with a group to enhance this iconic landmark. Jim Jackson 502 395-1640
- Partner with Central KY YMCA.
- Please give us a facility like Falling Springs in Versailles! We need a REAL theater for plays and indoor events. We need indoor spaces for all activities in the fall and winter.
- Solicit corporate assistance like Buffalo Trace
- Please preserve the walking path, or if some must be removed for the park changes, replace them with an equal amount of new path.
- The parks are underutilized because no one advertises what is available and because not much is available. When I moved here in 1979 it became obvious that Frankfort is a status quo town.

City and County elected officials are content to do as little as possible on every issue that arises. Building new parks will not invigorate our community. Until someone repairs the streets and roads Frankfort will not make much progress.

- Keep up the good work.
- Just do it! Please!
- It's a diamond in the rough. It could be a HUGE economic generator for Franklin County. It could create many activities for our young people.
- Thank you for allowing the community to provide input.
- WHY DO VERSAILLES AND SHELBYVILLE HAVE SUCH NICE AND PUBLICLY SUBSIDIZED COMMUNITY THEATRE VENUES, BUT FRANKFORT DOES NOT?
- The Dog Park could be a wonderful amenity. The path from the nearest parking lot is a difficult down and up path. It is well paved but difficult for anyone with any disability to access. Is there any way a small 3 spaces handicap parking area could allow access or at least motorized drop off for access to the dog park? Special dog activities and training could be offered to attract Franklin Countians. Check online at what other dog parks offer. It would be great if a tree or two could be added to each of the areas. A couple of picnic tables would allow people to sit and talk while their dogs run. The dog park could be a big attraction for the park.
- We need to join efforts. It seems like it is the city or the county. County schools or city. Absolutely ridiculous that they couldn't come together to the soccer fields turfed we are a selfish community who struggles to see how doing certain things i.e., soccer tournaments how much money can be brought into the community to be able to do more things
- "1. I love existing park location, nice place to get away from home and not go to town. For a city or county to ""free"" have public spaces is go to is essential to well-being.
- 2. Love, love, the walking trails and golf course. Any upgrades and continued maintenance for them is GREAT.
- 3. Park staff are wonderful, friendly, and overworked! Need more of them to share the workload. Need to train more young people at the high school in park services skills and life guarding certifications."
- Not opposed to a convention center but prefer to see it downtown. Very supportive of performing arts space!!
- This is a good facility. With a few additions and improvements, it could be great if it was running by the right people.
- "I feel strongly that the state Capital should have a City/County/State performing arts center - -
- I feel strongly that more municipal senior citizen activities should be available"
- I would love to see more things for children to do. I have two children one that is 10 and the other that is 12 and there just nothing in this town for them to really do.
- No
- There are other parks in and around Franklin County that are accessible to everyone. However, there is no performing arts facility and there are a number of community theatres providing wonderful experiences for children AND adults and no facility in which to perform these productions. It is a shame that this is the case with our state's capital! If we want both the state of Kentucky and Franklin County to be a force in the cultural community, a performing arts center must be built to prove that we mean to be taken seriously.
- Due to poor publicity, we never knew much about the park until lately. Some of this may be my fault for not investigating the facilities more but nothing much was publicized about all the facilities there.



- A small concrete bowl would be an excellent addition to the skate park. There are a lot of older skaters that would travel from other areas, as well as here to use it. Most of the guys I know are teachers, welders, computer programmers and would come here and spend money. It would be something we could all use for years to come young and old. I'm 51 years old and travel to facilities all over Kentucky, Ohio, Indiana and further sometimes. It would be nice if this got serious support as I know it would bring people in to enjoy our restaurants, lodging and shopping.
- Tennis courts
- This feels like a gift for an already affluent neighborhood. I also feel the history of the Carter house needs to be explored
- It's all good
- Indoor and outdoor pool facilities like the surrounding communities have
- What about open space? I am concerned that this planning process pre-supposes that we "have" to do something with Lakeview Park above and beyond its current uses. I can imagine improvements and modifying the facility to meet changing needs and uses. But to build a large convention center or indoor swimming facility (both of which, I strongly believe Franklin County needs - just not here), for example, will eat up too much open space that people need and use! Additional facilities not only cost money to build, but to maintain. Filling up every last bit of space at Lakeview means more maintenance. Many of these questions pre-supposed the construction of more stuff that will necessarily fill up Lakeview Park.
- "More shade on walking trails and dog park
- install water at dog park"
- "All Franklin Countians that hold a leadership position especially Frankfortians holding a leadership position should hop a bus and all take the short ride to Lawrenceburg to learn how a low budget town, \$4,000,000 with 11,000 residents vs Frankfort's \$27,000,000 budget with 27,000 residents city/county LEADERS (not just residents) performs for their constituents, city and county without having to spend any of their \$11,000,000 budget on \$50,000 studies that number 1, common sense can solve, number 2, constituents voted you in office to represent them, not a group from New York City, Boston nor anywhere else to make suggestions for us. If you really need a study, allow your constituents to, A, voice their opinion without having security remove them because you don't like what they are saying, B, allow 5 minutes per constituent to speak and they can yield their time to another constituent as the \$157,000 a year folks that hold a leadership title in Washington D.C. do, C, check off these boxes when rendering decisions; does it make sense ☒, is it money well spent ☒, will it bring people and their money to spend to Frankfort (what a novel idea) ☒.
- Whoever came up with this idea to allow constituents (your boss) to allow their input to be measured is pure genius and is the 1st step. The 2nd step is to validate their input, you may not like it, you may not agree with it as you hold your title to represent us, not to govern us as you think we should be governed, remember, we were once smart enough to elect you?!?! Right?
- Bottom line, you manage your household of 2, 3, 4 or more individuals, you manage your household budget, you approve or reject projects of your domain based on the level of need vs the cost all based on your experience, knowledge and after listening to the other person or persons input, you then cast your vote. Will this decision-making process bring the same results to your electoral title the people entrusted you with? Yes, no, why or why not, open discussion with time limits, evaluate, vote as a representative of your constituents.

- One last thought, if you find this laughable, funny, boring, dumb, or wondering which one of your idiot constituents wasted their time writing this, you should resign your office and allow someone who will listen to the people's voice, trustingly represent them and vote on their behalf.
- Your constituent who probably voted for you"
- "Please continue to offer opportunities like this and more for community members to have a voice and assist in the entire process.
- I do worry about added noise to Silver Lake Subdivision.
- Thank you for the opportunity to fill out the survey. "
- Frankfort/Franklin County definitely needs activities for all of our youth. Not just selected few. Everyone needs to feel comfortable participating for both low income and wealthy families!
- We need indoor tennis courts!!!!
- Great parks are an important facet of great communities. Franklin County needs to build a holistic, inclusive, forward-thinking park system that will meet the needs of a large swath of the community AND draw in events that benefit our county economically.
- We need a pool on the east side of town for children!!!!!!!!
- East side park, with the abandoned pool, needs WAY more attention than Lake View. I'd very much rather see that park improved!
- "“Sip, Stay, Play!”
- Frankfort is a population that's aging. We host the state senior games. Let's focus on hosting adult events (tennis, softball, disc golf, swimming, running, biking, triathlons, water sports) in which we can host weekend tournaments/events inviting people to Frankfort/Franklin County to embark in out tourism while saying here to play their sport. "
- The current walking trail is isolated on the back side
- Repurpose under used spaces and improve old spaces.
- I think they do a good job with the budget they currently have but it would be great to enhance and expand our options of things to do
- We need a new convention center.
- For sure need fencing around pickle ball courts. Need outdoor basketball courts.
- While inclusivity is important, so is the value. Please utilize monies to put in what will be used most often and year-round.
- We'd very much like to see a large all-inclusive playground to benefit those with special needs.
- We desperately need indoor tennis courts!
- We need an indoor pool for competitive swimming. I am a swimmer and the only indoor pool we have in Frankfort is KSU, but KSU does not work well with swim teams from my experience and from many other people's experiences too. Since Swimming is a winter sport we need an indoor pool, and a pool that will let teams (such as the FCHS, WHHS, and FHS swim teams) in to swim without a fight. We need a pool that is reliable and consistent in which KSU has never been able to provide the swim teams that swim there. Many other sports have available and accessible fields/gyms so that they can do their sport, yet swim does not. We need an indoor competitive swimming pool with blocks and lanes. Swim meets can even be hosted at the pool which can bring in a lot of money.
- No
- Franklin County desperately needs an indoor pool facility for competitive swimmers.
- I think the priority for a County/Lakeview Park public outdoor pool is so needed. Juniper Hills gets so crowded and then they have to limit access. I would include additional umbrella areas so people don't have to run to get covered seating. Or perhaps even offer some rental umbrellas



for exposed areas. Maybe even build a few cabana areas around the pool that could be rented for families that want to spend the day like hotels have when you're on vacation. If there are additional funds an indoor pool would be nice that could include space for birthday parties and gatherings and other indoor gaming activities. Obviously, anything that supports the arts in our community would be awesome!!

- "I recall a very ignorant comment at a public meeting. "Juniper Hill pool loses money." Yes, of course it does that is why it is public just like the roads and highways, the armed services, our public school system, our national park system that are currently being overrun. That kind of thinking is someone who does not understand the privilege of living in the United States of America. It is also very selfish. I don't know if that person has a Christian background but they clearly missed the message in Matthew 25. God help us.
- Also, don't hold Lakeview Park as the answer to regenerate the loss of the civic center. Furthermore, the YMCA needs to be built and support its own mission collaborating with Franklin County Parks only where it is mutually beneficial to both organizations. Good luck and thank you."
- An indoor pool would be fabulous! Especially one with lap lanes open early morning for adults. With the Y closed, we don't have this anymore and everyone goes to Georgetown for indoor swimming. One of the biggest problems at the playground is parents smoking anywhere they please. There are not enough signs and no one there to enforce it. Bathrooms are not kept clean enough. I love the walking trail, just wish there were more shady areas.
- We really need a new swimming pool. Juniper hill is not enjoyable because it is always way too crowded. If we had two pools in Frankfort, both would be so much more enjoyable. That would be the best improvement to be made in my opinion.
- "I would hope leaders would consider what the county, as a whole, needs, instead of what one side of the river needs. We have a great, underutilized pool facility in Juniper Hill Park. We have a great, underutilized golf course there, too. To best benefit our county, focus on what our county doesn't have - quality baseball fields that could attract tournaments (see Elizabethtown/Hardin County), multi-purpose facilities (like what Forks of Elkhorn Baptist Church has), and a TRUE amphitheater (like the one at ECU).
- Just don't waste money on trying to have one side of town compete with the other. It's hard to justify golf and pool facilities at Lakeview when the ones at Juniper Hill aren't being used enough."
- Would love to have an indoor pool
- We could use an indoor aquatic center to be used year-round.
- we need a swimming pool
- Surrounding counties are booming with new businesses and residents because of what the community offers. Franklin County has sadly remained stagnant for decades, due to the lack of vision from our leaders to create opportunities to attract young families.
- Indoor area that can have used for multiple purposes
- We really need a building for the Arts! A theater with large wings for plays and concert with excellent lighting and audience seats. It needs to have rooms for separate music and visual art lessons/classes. Rooms for the community theater company would be fantastic! Obviously, an excellent piano in the concert/theater auditorium and pianos in any music rooms. This building could also house the convention center with rooms attached for break-out sessions by the basics conventions. Either no fees or very little fees would be charged to the area schools for Arts' performances.

- I would like to see more pride in our skatepark. People travel from all over central Kentucky to experience our heavenly half pipe. I myself travelled the country for ten years doing promoting for BMX. My high school classmate Zach Newman is an x games medalist. This was all made possible by the launch pad that is Lakeview Skatepark. Lighting and additional ramps/bowls are needed to further influence the next generation.
- I noticed disc golf wasn't listed very much. Many of the other sports were (golf, soccer, ball fields, tennis, etc.). We primarily visit Lakeview Park to play disc golf. It's a great course already, but with some more investment (labor and money), and it has the potential to be one of the top courses in KY. I think you'd be surprised by how much revenue it would bring to the community to have an elite level disc golf course in Frankfort.
- More native plants and spaces for community gardens.
- Please, please develop a good community theater like they have in Versailles.
- You are looking at the park too narrowly. Look at the community, see what's missing then determine how LVP can fill the void. You have public input sufficient enough to support any idea you have. Now, act on it. People want to see results not hot air.
- There are no paved bike trails in Franklin County. Roads are not very safe in this area for bike riding. The only bike trails are dirt trails. We need a safe paved bike trail for children and adults.
- Youth Basketball and indoor swimming facilities accessible to all communities are lacking in Frankfort.
- Need an open field for cricket as there are enough private teams that use fields elsewhere for their tournaments.
- We love and enjoy Lakeview Park. Excited to complete this survey and read what types of things you are focusing on. I highly support the arts/performance needs. I am only a spectator to performing arts, but it is much needed. Sports is very important to me also. Get this park up to par to be able to HOST events n bring money in.
- Please consider a cricket pitch in one of the softball grounds
- We need to establish a community that draws in people from Frankfort and surrounding areas. We can do so by getting a major facelift on existing facilities, utilize space that is currently not being used, and build a new recreation/convention center.
- New vision must have plan to maintain staffing to upkeep facilities. Lighting and other security measures must be in place.
- Need to go big with the plan aka Swim Play Frankfort type mindset
- I am concerned about the potential traffic congestion if this park is further developed and the impact it will have on nearby residents and property values.
- Any kind of improvements to our parks and outdoor areas would be good. With the confusion and questionable plans for the Y, having a good, indoor swimming facility to me is vital for our community.
- Great ideas but if no funding is available why ask.
- It's a big part of community
- How is traffic going to be allowed to these new facilities? Steadmantown Lane cannot handle the traffic.
- An indoor sports/aquatic center. That has indoor pool, basketball courts, tennis courts and soccer fields along with community and fitness rooms and a walking trail. Something like the Pavilion in Georgetown but with tennis and soccer added and possibly indoor golf/batting cages.
- Be smart. Do something we don't already have.



- I would absolutely LOVE a performing arts center! Frankfort seems to be one of the only cities around that does not have one, and so many people could benefit from it!
- Definitely need new ball fields and an aquatic center like Woodford County
- Please consider convention space for numerous events
- Please bring us an outdoor amphitheater. Not only will this increase revenue in our hometown but it will provide something for locals to do instead of driving to surrounding cities!!
- "Better lighting."
- I hope that ideas expressed here will be considered for other parks in addition to Lakeview. Many of these are great ideas and could be developed elsewhere if not selected for Lakeview. Performance space could be combined with event and convention space and would benefit a lot of our community.
- Indoor multi-sport facility that can be utilized for different sports in their seasons. Not just basketball and volleyball, and limited indoor space for pickle ball.
- Any and all amenities and programs offered should also be available to children whose families can't ordinarily afford to have their children compete in sports or attend classes, events, or use if the facilities.
- more walking trails / hiking trails / biking trails . improved skateboarding parks. we need more things for younger or otherwise active people to do that doesn't cost a lot of money. This town is boring, depressing, economically depressed and stagnate. we need a well-funded community education center that isn't solely geared towards low income and borderline illiterate people. We need classes that can help already high functioning adults apply their talents towards the improvement of the community. We need language classes (specifically Spanish and English), business classes that focus on areas of local need, etc. we need to aim higher, stop talking about murals and start actually thinking about how we can move this town forward. Think and encourage / incentivize talented people of any age to help make this a better place to live. This is a river town with so much untapped potential and our local governments have been 100% incapable of leading any significant positive change, ever.
- I'd like more varied (treed paths, with benches and dog water fountains) space for dogs to go off leash.
- Please consider the arts. Franklin county has no community venue.
- we really need a space for performing arts that's accessible and has adequate storage
- We *desperately* need an affordable indoor space for community and school theater/band performances as well as for public performances, and the east side really needs a nice swimming pool.
- Please look at Falling Springs and how successful that facility is at including the arts.
- Staff failed to enforce COVID restrictions. Numerous events held over the past year with no masks being worn.
- Improve the existing amenities and buildings and build another convention center or some sort draw for people to actually want to come to Frankfort.
- While agreeing to improvements, I am against raising taxes to pay for them. Disregard raises for county employees and use that money to improve!
- Really need a convention center for graduation and other venues.
- First all parks, golf courses, and others areas of the parks is a public service for the county and communities. They are not to make a profit. Elected officials need to remember that. They all keep talking about loss of money of many of the park's cities and county. This is what county and city government does provide services for all citizens. We don't need a glass bridge

- Good luck. So much potential. Thanks for seeking input. Do t just plan. DO!!
- Do not reduce the size of the walking trails!
- I sure hope changes are truly coming to Frankfort.
- Golf course appears to be used very little and loses money. Would like to see the motorsports area improved or moved to another location in the park.
- As a Senior it is extremely important to have an indoor swimming facility to maintain health, independence and wellbeing.
- Lakeview has always seemed unappealing because of little landscaping. Other parks are more pleasant to walk on trails and spend time in. Needs more trees for shade and interest.
- May want to present a few different packages with their price tags for both the Leaders and the community at large's consumption before any decisions are made. Thank you for allowing our participation in this process. Have a great day!
- Looking forward to the new activities. Frankfort needs this.
- Host quality sporting events on weekends, specifically, youth sports
- Build a water park for the kids for summer so they have one close on the east side of town
- The golf course and driving range are a wonderful feature. Please do nothing that would limit or destroy what is there. Keep in mind the wildlife that live in the area. Over development displaces the wildlife into nearby neighborhoods. The wildlife deserve protection.
- "Thank you for taking this on and trying to make Franklin County a better place. I have four boys who all have played sports/are playing. We need better soccer fields and to try to attract tournaments and teams to come play here. Fields in Elizabethtown and Bowling Green are in amazing shape. We are missing out on a lot of tax dollars, entertainment dollars and bringing people into Frankfort!
- Having a place like the Civic Center would be beneficial as well to bring in performances, tournaments and more. "
- None
- I would love to see better parking and maybe another Entrance to the park.
- Lakeview is a wonderful piece of our community and we should be showing it off! We should not have to go to Lexington for softball, Georgetown/Woodford for aquatics, Lexington/Louisville for concerts, our softball team is traveling to Knoxville for the second time this season because there are no tournaments close to hear. As a head basketball coach and softball coach the need for better sports facilities is huge! The access also needs to be easier for our community. These tournaments bring lots of money to our community in various ways like hotels, food, etc. Small concerts and venues like that do the same. It's out with the old and in with the new. QUIT BEING TIGHT AND SPEND THE MONEY TO MAKE IT NICE!! Juniper Hills could have been done a whole lot bigger and nicer (and there would not be a waiting line) You have to spend it to make it!
- I use the walking trails and feel most vulnerable on the back section when walking alone. I love the wildlife areas, but I feel isolated on the back section. I don't know what can be done to make me feel safer.
- We need to know how we are paying for facilities. Raising taxes isn't a viable option. We also can't use the "if we build it, they will come" approach
- Mainly just update what we have for our community and also update to pull in people from outside Franklin Co as well ex. travel ball tournaments, convention hall
- We live close to the park and our kids play soccer there. My family also uses the disc golf course and would like for it to stay.



- Lakeview Park has been apart of my life from the very beginning. I watched my sister play softball there, I played all throughout parks and rec. to now, where I coach my daughter and her friends. We desperately need new or drastic improvements to the existing softball/ baseball facility to draw new and former players to Lakeview otherwise you are asking them to seek programs outside of the county.
- Make it sustainable. If we are going to spend money, let's make the money spent aimed at excellence. Don't halfway do it. Current splash pad is a perfect example. Set more narrowed goals and accomplish more by adding first rate experiences over time. Less can be more. Quality matters.
- Safety at the park is a major drawback of not utilizing the trail. If there are not any activities, I refuse to stay.
- Please take into consideration the importance of shade...whether that be from trees or other structures that provide shade.
- I would like to see the playground and splash pad enhanced, and more activities / entertainment for families to enjoy.
- Our community needs this very badly for people of all ages
- I support expansion of diverse and or new activities while retaining existing facilities.
- An indoor swimming pool that can be used by the high school swim teams is what is needed to make these teams competitive with other teams. It could also lead to a year-round swim team which would benefit the whole community.
- We love having a dog park close by but it needs better accessibility and something to spruce it up and make it more enjoyable to take our dogs. It is very blah at the moment.
- Making it easier for the traffic to flow in & out of the park
- I don't want people flocking here and making traffic worse. While I am all for development for our community, I don't care anything about bringing more people in.
- Do away with the skate park, nothing but trouble... and not used my many, and brings in nothing to the community... do things right this time ! No band aids!
- Please fix the restrooms and give the children a playground they deserve. Thank you.
- My family is very excited to see the park grow to better serve our community.
- Nope
- An Indoor pool and tennis courts would be used by many citizens. These would be my priorities. I don't see a need for outdoor pool with Juniper pool already here and so nice. But we could use outdoor tennis courts on the east side of town.
- My teen is on a year-round USA swim team. Getting to practice used to be an easy commute to the downtown Frankfort Y before it closed. Now, we travel 30 minutes one way to Falling Springs 3-5 nights a week for swim practice. A convenient indoor swim facility is needed in Frankfort not just for local year round swim teams like the one my teen is on, but the pool could be used by the high school swim teams, also to host USA swim meets which bring in families who dine in restaurants and stay in hotels depending on how far they have to travel, for swim lessons, and otherwise benefit people of all ages who swim, do water aerobics, etc. to stay fit. The Falling Springs complex, not just its pool, is a wonderful facility that draws people from Frankfort, Midway, and surrounding communities because we lack a comparable facility.
- Another ball field quad and lighting would allow Frankfort to host travel ball tournaments and increase economic growth.
- It is interesting that you are looking into inclusive playgrounds, yet your spending has been inequitable in our community for years. You spend \$\$\$ on a well-kept golf course, driving range,

and ball fields. These cater to the higher socioeconomic families, which does not make up the majority of our population. Ball games take equipment and practice at certain times with the team — a luxury that families cannot afford or have the ability to make the time for these scheduled practices. The walking trails, splash pad, picnic areas, and skate parks are wonderful opportunities to provide accessible activities for all families. The issue with the skate park is that it is not designed for young skaters. The last time we were there it has screws sticking out of the wood. We have been to concrete parks that were very family friendly with pump tracks that we could use our bikes on. I would encourage a redesign of the skate park to include a pump track and a larger playground.

- Create facilities that surrounding communities don't have to attract more visitors
- "Good luck. Frankfort will never get out of its own way. Frankfort has been a train wreck for decades as most people see neighboring communities growing in every way and move to better locations.
- Find a way to let people in the county vote in all the city elections and things will change for the better.
- Develop a trail through downtown and connect it to county parks and eventually to surrounding communities.
- Greenville SC did this with the Swamp Rabbit Trail. We don't have to reinvent the wheel, just look around at what has worked elsewhere"
- We desperately need more and better baseball and softball facilities
- I am a career firefighter/paramedic. In my free time I enjoy skateboarding as I have for years. The current facility needs to be torn down and a larger concrete park should replace it. The facility is unusable and borderline dangerous. I realize skateparks are an aside but its 2021 and now in the Olympics. It's unfortunate that parks and rec spends 99% of their time keeping up the fields yet the skatepark gets neglected. I earn my space in this community daily and wish I could also have a facility that utilized my tax contribution as well. I took my nephews to Lakeview once and decided to drive to Lexington because the nails were missing or protruding from almost every feature. The same care and attention should be given to kids who want to use the skatepark as it is for the driving range.
- "How long will they talk about it and not do anything about it. Missing hundreds of thousands of dollars a year while we all
- Drive our children to our of town sport events "
- The more different things to do the more active our community will be.
- We need more things for the youth to do so they will stay out of trouble
- The Franklin County Fair is a waste, and this property is too valuable to take up space and resources for a 6-day event once a year!
- Just a good design that maximizes the space and provides economic benefit (and resident amenities) to our community. Lots of trees and native landscaping, attention to reduced maintenance and long-term operating costs for every aspect.
- I hope to have a new convention center to have prom, graduation, the circus, etc.
- Na
- We need new softball fields
- I support having an indoor pool/recreation area but don't think this would be the best location. I believe it would be great to better utilize and improve existing features of Lakeview. I also think land that is mowed for no reason could be developed into conservation education areas with trails through native prairie instead. I do not support investing in features such as new



baseball fields, golf amenities, and areas expensive to upkeep that are low cost/benefit for the amount they are used. I moved into the Indian hill's neighborhood partially because of a nice park area there and would hate to see the area developed for economic reasons (i.e., convention center) as I don't believe that is the purpose of parklands. I support doing that elsewhere, preferably in an existing commercial area.

- Youth sports can be an economic engine for Franklin County. It's unfortunate that we travel out of town for baseball & basketball tournaments
- Questioning feasibility of a county funded facility. Where is money coming from? A large indoor facility for basketball/volleyball/soccer etc. may be better suited to be built and operated by a private company
- No indoor swimming pool. Build outdoor aquatic center like Juniper Hills
- You have a USA competitive swim team that would love a new pool option in Frankfort since the YMCA is no longer available. Frankfort swimmers are hurting for a pool.
- I personally think the ball fields for example. The goal is to have a super quick season. Very limited timeframe and get it done. Awful Jerseys. poor management. My family travels to other communities that have nice facilities and turf and we have cheap run-down fields and poor attitudes running it. Rec ball softball and baseball could have been great but a lot of poor attitudes. Other communities are bringing in a lot of people weekly and those communities are doing great with tourism and business. Hotels are full and restaurants are full. Capital city missed the boat years ago. Hopefully this can change.
- We need this for our kids. Spending our time traveling and giving money to other counties when we can be pouring into our own is so important.
- An aquatic facility on this side of town would be amazing! An inclusive playground is so important as many kids are not able to utilize any of the facilities at Lakeview.
- Serious upgrades needed, please make this happen
- I haven't heard of a lot of the things listed on here, I would definitely go if I knew of them
- Changes are a MUST! Hope this works out
- We must offer something for families that don't support partaking of bourbon. Family friendly.
- Lakeview is a great spot to add things suggested in this survey. Hopefully you all can fulfill most.
- My grandfather, Bob Arnold built Lakeview Park with a dream of building a place for people all over Frankfort to come together. Similarly, he was a huge advocate for the arts in Franklin County and beyond, donating to local productions and scarcely missing out on being in attendance. I know creating a state-of-the-art space for artists alike to come together to create and give back to the community would be a fabulous way to remember his legacy. Similarly, creating an accessible space for all people should be of utmost importance. Whatever decision is made should be made with the intent to include and invite as many people as possible. I think a performing arts space is just the beginning of that potential. Thank you.
- Na
- This has been put on the back burner way too long.
- I think there is so much potential for Lakeview Park. I hope the county will adequately fund improvement projects.
- We need indoor facilities to host BB tournaments and outdoor ball fields to hold travel ball tournaments. Let's bring some revenue to the county
- WHY NOT US!!!
- Good luck!

- New pool and Convention Center!!!!
- Put proposed new facility in the area next to Large Pavilion. Move little kids' soccer and football fields in back of park. safer to move these fields, better to highlight new center in front of park. Roads need to be improved if there is going to offset excess traffic.

03 - Lakeview Park Master Plan and Feasibility Study



Franklin County Fiscal Court

Franklin County Parks and Recreation Department

Lakeview Park Feasibility Study/Master Plan



Parks & Recreation Department

Chapter One Introduction	2
1.1 Guiding Principles and Assumptions of the Project.....	2
Chapter Two Market Analysis	5
2.1 Demographics & Trends Analysis	5
2.2 National Sport and Fitness Participatory Trends.....	14
2.3 Local Sport and Leisure Market Potential.....	19
Chapter Three - Stakeholder and Community Input	46
3.1 Community Leader Stakeholder Engagement.....	46
3.2 Event in the Park & Intercept Survey.....	47
3.3 Online Community Needs Assessment	54
Chapter Four - Lakeview Park Core Program	77
4.1 Core Program Development.....	77
Chapter Five - Operational Plan	94
5.1 Introduction	94
5.2 Operational Models.....	94
5.3 Lakeview Park Vision Operational Strategy	96
Chapter Six - Park Maintenance Standards.....	108
6.1 Level of Service Maintenance Standards	108
6.2 Financial Plan	123
6.3 Pro Forma All Phases.....	127
6.4 Economic Impact	135
Chapter Seven Conclusions	140
7.1 Action Plan	143
Chapter Eight Appendix A- Core vs. Casual Participation Trends.....	155
8.1 National Recreational Trends.....	155
Appendix B: Regional Demographics & Trends.....	162
Appendix C: Partnership Approach	164
Appendix D - Economic Impact by Phases	167

Lakeview Park Feasibility Study/Master Plan

CHAPTER ONE INTRODUCTION

The Franklin County Fiscal Court (“County”) and Parks and Recreation Department (“Department”) have expressed the desire for an update to Lakeview Park through the Feasibility Study and Master Plan (“Plan”). The Department seeks to understand the community needs to enhanced operations and service delivery through identifying amenities that attract regional visitors to the park, address local



needs and generate revenue. The Department is mostly a facility provider and others implement programming within the park. The recreation space and number of quality athletic fields is limiting service delivery. Extensive community engagement and planning helped identify residents’ need for the additional quality athletic fields, year-round indoor recreation spaces, and new programs and events as important priorities.

In order to move the concept forward, the consulting team was selected to assist in completing an operational plan and conceptual design for the park. The operational plan is a logical progression from the needs assessment that analyzes the market and establishes a direction to implement to developing the program with guiding principles and assumptions to incorporate. The benefits of an operational strategy are that it takes into account current operations, what is needed to transition to the vision, and financially sustain it through a pro forma outlining the needed financial performance of the park.

1.1 GUIDING PRINCIPLES AND ASSUMPTIONS OF THE PROJECT

The following Principles and Assumptions are the basis for the development of the program to assist the County in their vision for transforming Lakeview Park into a destination park. The intent is to build upon the successes in development up to this point. That may include the relocation or renovation of some existing features that will contribute to the new vision moving forward.

The Guiding Principles as determined from stakeholder input are:

- Revenue generation is vital to the sustainability of Lakeview Park and its future vision.
- Regional draw is important to address initiatives to increase economic development and the economic impact that comes from creating destinations.
- Local needs are to be determined and incorporated into the project to maximize the use of the park.



Project Assumptions as determined through public input, stakeholder focus groups and leadership interviews are:

1. The County desires a tourism destination that incorporates athletics and events that will greatly enhance the economic impact from visitors and serve local needs simultaneously.
2. Full build out of the park vision may need to include partnership discussions with adjacent property (Franklin County High School) and is seen as an opportunity to create excitement and synergy between the two sites.
3. Phase one will be a viable option to begin achieving the guiding principles and stakeholder identified outcomes of the park.
4. Phase two will add value to the park. Phase two should achieve the full potential of regional draw, revenue generation, local needs and economic impact.
5. Standardized athletic field sizes should be the largest fields to develop maximum flexibility in attracting multiple age segments participating in tournaments.
6. At least 50% of the athletic fields should be synthetic turf. Incorporate lighted athletic fields to increase play.
7. The facility needs to operate as cost neutral.
8. All sources of information provided by the County and research are credible, the information is accurate and conclusions drawn from existing documents are complete and acceptable to the County.
9. Community partnerships will be established as the County moves into the development of improvements, including a mix of local programming and events, educational activities and continuing education and various tournaments at the convention/event space.
10. Through discussions, the county will implement an owner/contractor operational Model for the park. This model allows for the County to contract services for part or all of the park operations as phases are completed.
11. The City of Frankfort ("City") and the County will continue to partner in hosting local events and activities, such as the County Fair.
12. That any potential environmental impacts identified in the Environmental Summary Report by BFW Engineering & Testing, Inc. can be managed by the County to limit impacts and conduct any necessary mitigation to achieve full build out.
13. That user fees, athletic field and facility rental rates will be commensurate with market rates.
14. Sports participation across the country remains strong despite the Pandemic. The site will host tournaments including but not limited to baseball, softball, soccer and football with the potential to host other non-traditional sports increasing in popularity (both indoor and outdoor).

15. The general state of the national, state, and local economies will recover during the process of developing the site. Until said recovery, the County should look to update the information and pro forma to include the current rate of inflation when preparing to construct the vision for the park.
16. Layout determining ancillary service spaces and size will be determined during site design process.
17. Parking will be calculated at 60 spaces per field, unless local standard details require a different calculation for convention/event spaces from industry standards (ratio: 3-5 spaces/1,000 sq. ft.).
18. Existing parks amenities are valued and should remain in the park, if benefits to the community are realized and people support the amenity by utilizing it regularly. There is a great need to enhance the quality of existing amenities if they are to be part of the vision moving forward.
19. Preserve the history of the property and park including interpretive signs to celebrate it.
20. The County will work with the City and property owners to connect into the park via multi-use paved trails.



CHAPTER TWO MARKET ANALYSIS

A key component of the planning process is a Market Analysis. This analysis will help provide a thorough understanding of the demographic makeup of residents, as well as national and local recreational trends.

2.1 DEMOGRAPHICS & TRENDS ANALYSIS

The Demographic Analysis describes the population within Franklin County. This assessment is reflective of the County's total population and its key characteristics such as age segments, race, ethnicity, and income levels. In addition to the County demographics, PROS also completed a supplementary Analysis which focused on the population within a regional draw of Lakeview Park. This was due to the regional draw of the park in order to better understand Lakeview Park's potential users. Note: due to the close similarities between these populations, the regional draw demographics and trends can be found in Appendix A.

2.1.1 DEMOGRAPHIC OVERVIEW (2020-2035)

Population:

Race & Ethnicity:



Age:

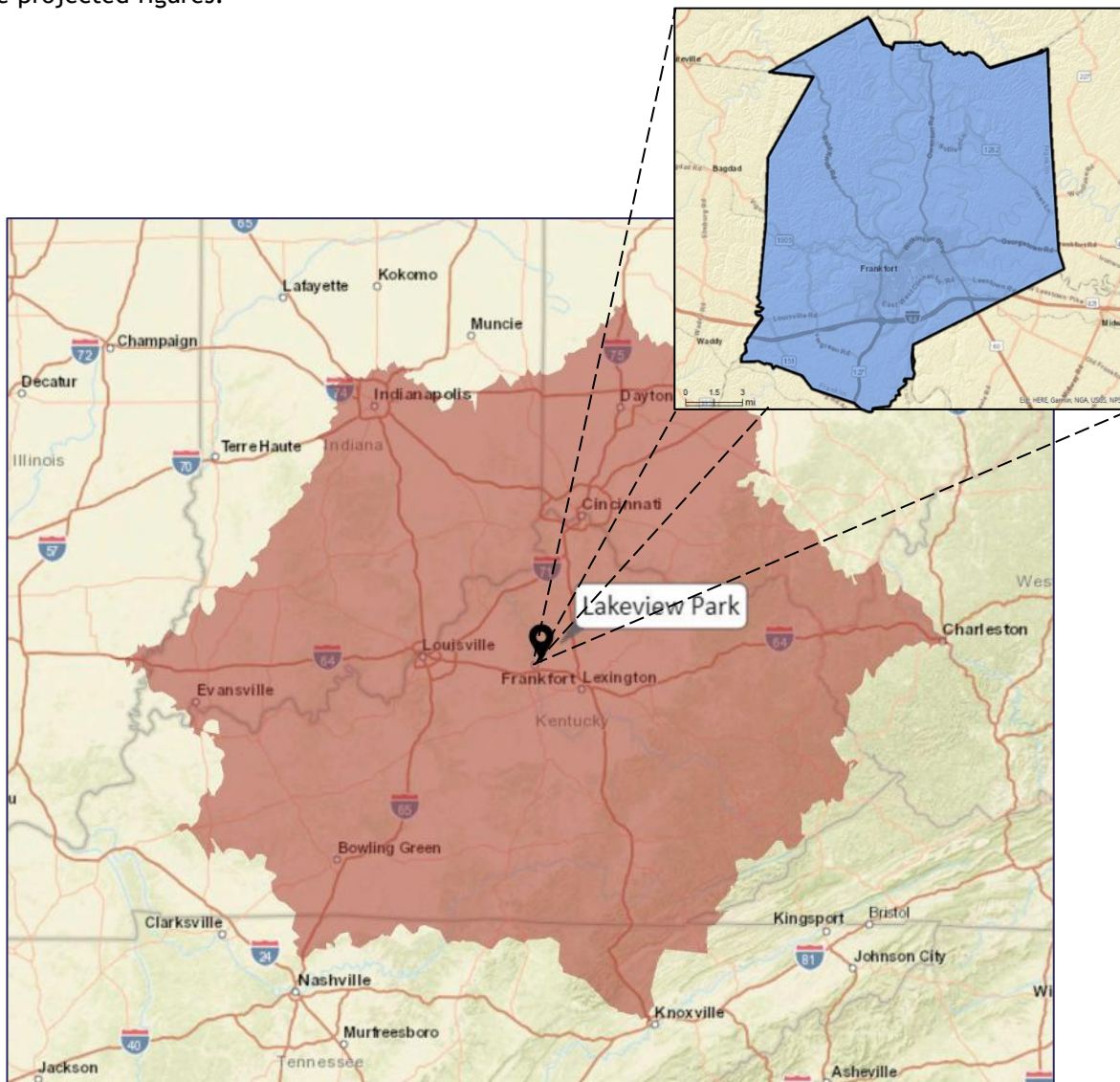
Income:

2.1.2 METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in June 2021 and reflects actual numbers as reported in the 2010 Census.

ESRI then estimates the current population (2020) as well as a 5-year projection (2025). PROS utilized straight line linear regression to forecast demographic characteristics for 2030 and 2035. The County and regional draw boundaries shown below were utilized for the demographic analysis. **(See Figure 2)**

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.



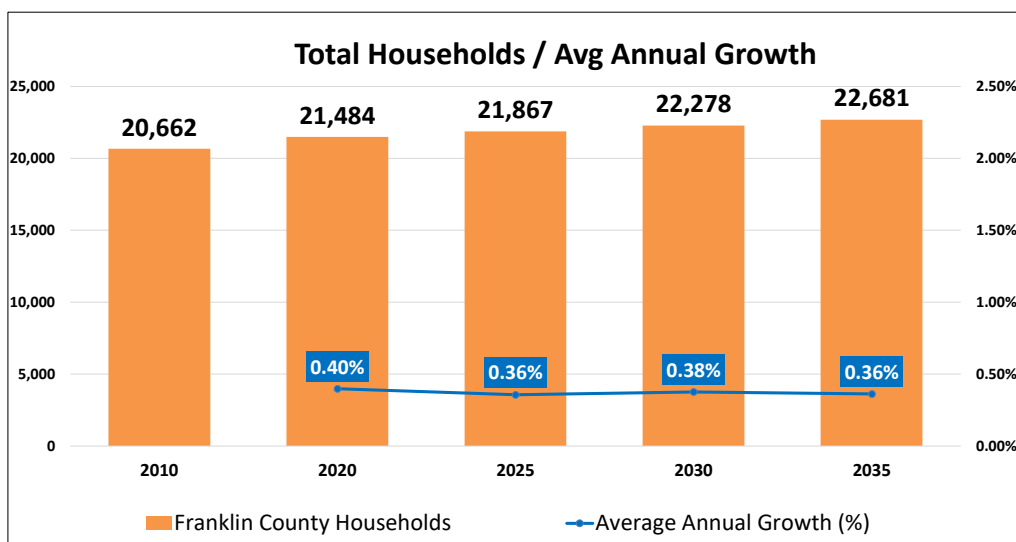
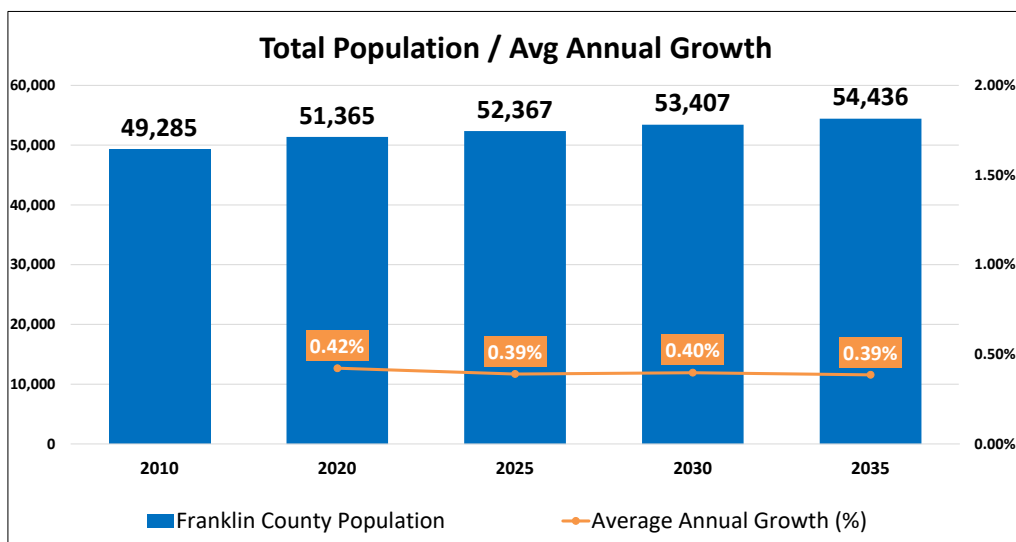


2.1.3 FRANKLIN COUNTY POPULACE

POPULATION

The County's population has experienced a modest growing trend in recent years, increasing 4.22% from 2010 to 2020 (0.42% per year). This is notably lower than the national annual growth rate of 0.81% (from 2010-2020). Similar to the population, the total number of households also experienced a slight increase in the past decade (3.98% since 2010).

Currently, the population is estimated at 51,365 individuals living within 21,484 households. Projecting ahead, the total population and total number of households are both expected to continue growing at a below average rate over the next 15-years. Based on 2035 predictions, the County's population is expected to have 54,436 residents living within 22,681 households. (See Figures 3 & 4)

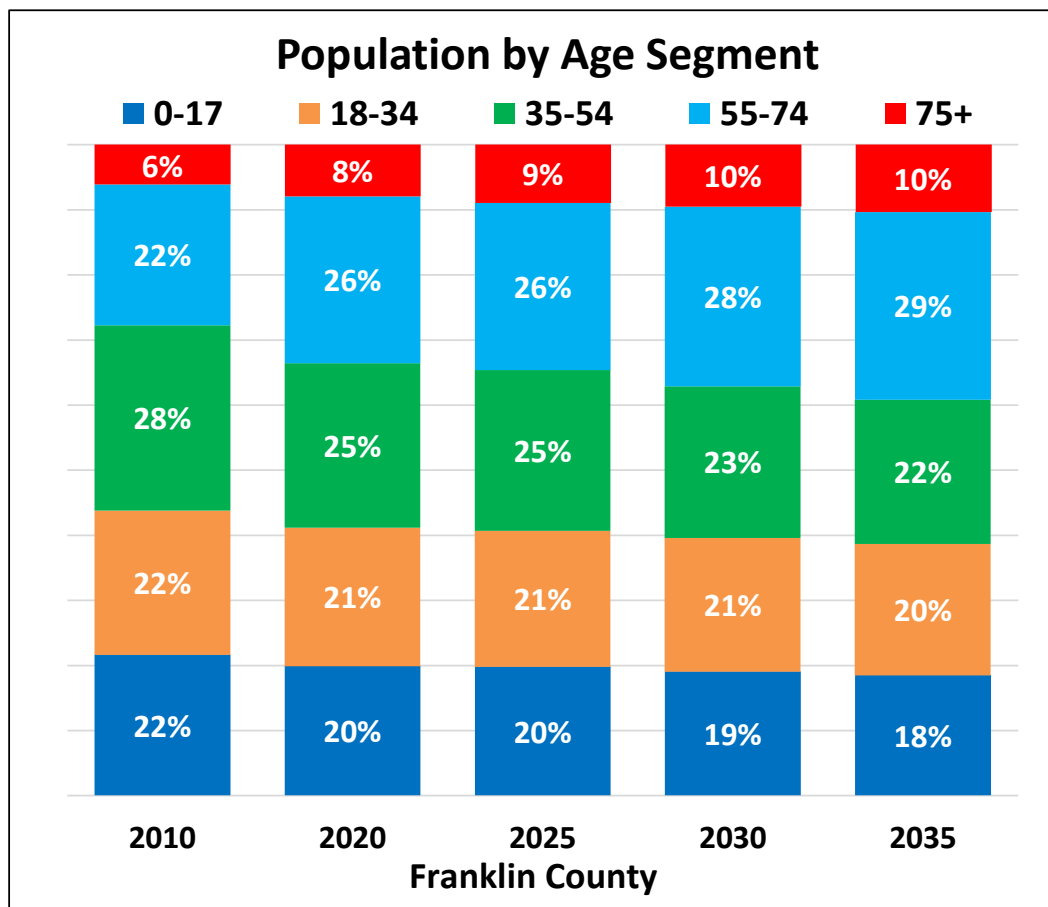


AGE SEGMENT

Evaluating the County's total population by age segments, it exhibits a slightly older populace, with over a third of its residents being 55+-years old. The population has a median age of 41.9-years old which is marginally older than the U.S. median age of 38.5-years. Assessing the population as a whole, the County is projected to continue slowly aging for the foreseeable future.

Over the next 15-years, the 55+ population is expected to grow an additional 5%, totaling 49% of the County's population. This is largely due to the increase in life expectancy coinciding with the remainder of the Baby Boomer generation shifting into the senior age groups (See Figure 5).

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 an active tennis player competing in senior tournaments. Therefore, it may be more useful to divide this age segment into "Active," "Low-Impact," and/or "Social" Seniors.





RACE AND ETHNICITY DEFINITIONS

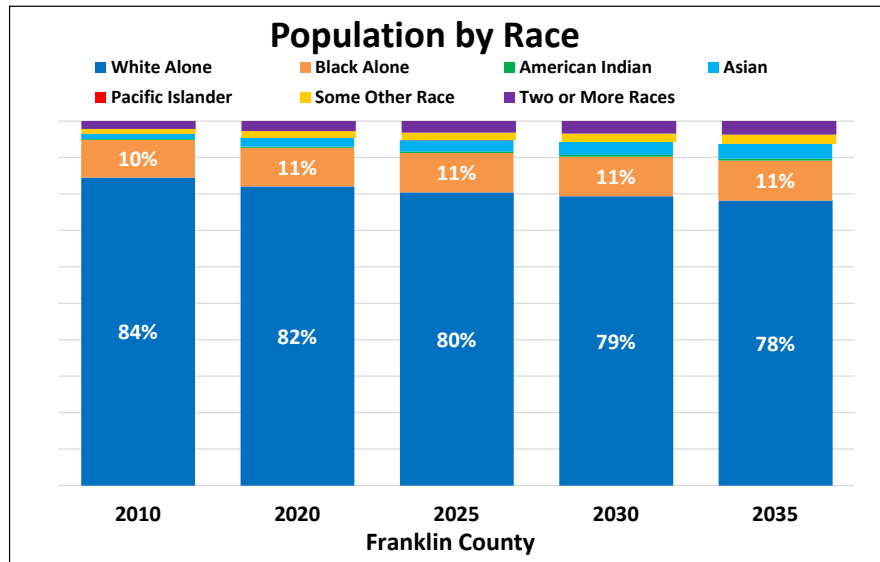
The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2010 data on race are not directly comparable with data from the 2000 Census and earlier censuses; therefore, caution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

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

RACE

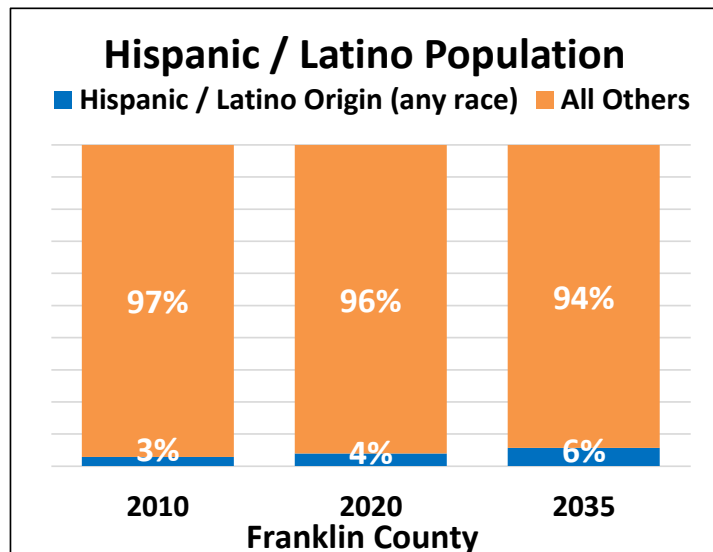
Analyzing race, the County's current population is predominantly White Alone. The 2020 estimate shows that 82% of the population falls into the White Alone category, with Black Alone (11%) representing the largest minority. The racial diversification of the County is notably less diverse than the national population, which is approximately 70% White Alone, 13% Black Alone, and 7% Some Other Race. The predictions for 2035 expect the population to continue diversifying with a slight decrease in the White Alone population, accompanied by minor increases to all other race categories. (Figure 6)



ETHNICITY

The County's population was also assessed based on Hispanic/Latino ethnicity, which by the Census Bureau definition is viewed independently from race. It is important to note that individuals who are Hispanic/Latino in ethnicity can also identify with any of the racial categories from Figure 7.

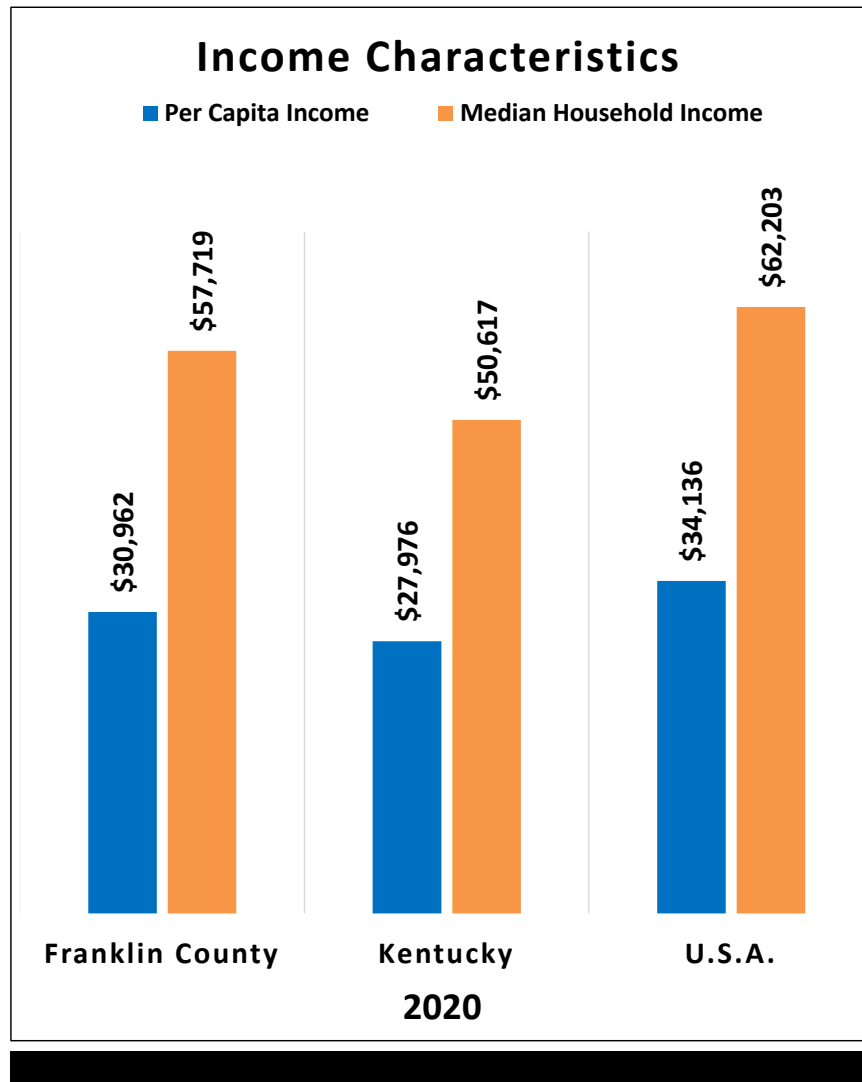
Based on the 2010 Census, those of Hispanic/Latino origin represent approximately 4% of the County's current population, which is significantly less than the national average (19% Hispanic/Latino). The Hispanic/Latino population is expected to grow minimally, increasing to 6% of the County's total population by 2035. (Figure 7)





HOUSEHOLD INCOME

As seen in **Figure 8**, the County's per capita income (\$30,962) and median household income (\$57,719) are both higher than state (\$27,976 & \$50,617) and lower than national (\$34,136 & \$62,203) averages. Although income characteristics for the County are much lower than state and national averages, this discrepancy is typical in cities where a large percentage of the population are college students with limited earning capabilities. Kentucky State University is within the city.



2.1.4 DEMOGRAPHIC COMPARATIVE SUMMARY

The table below is a summary of the County's demographic figures. These figures are then compared to the state and U.S. populations. This type of analysis allows the County to see how their population compares on a local and national scale. The highlighted cells represent key takeaways from the comparison between the County and the national population.

= Significantly higher than the National Average
 = Significantly lower than the National Average

2020 Demographic Comparison		Franklin County	Kentucky	U.S.A.
Population	Annual Growth Rate (2010-2020)	0.42%	0.59%	0.81%
	Projected Annual Growth Rate (2020-2035)	0.40%	0.52%	0.74%
Households	Annual Growth Rate (2010-2020)	0.40%	0.58%	0.80%
	Average Household Size	2.30	2.45	2.58
Age Segment Distribution	Ages 0-17	20%	21%	22%
	Ages 18-34	21%	22%	23%
	Ages 35-54	25%	25%	25%
	Ages 55-74	26%	24%	23%
	Ages 75+	8%	7%	7%
Race Distribution	White Alone	82.0%	85.6%	69.4%
	Black Alone	10.6%	8.4%	13.0%
	American Indian	0.3%	0.3%	1.0%
	Asian	2.4%	1.7%	5.9%
	Pacific Islander	0.0%	0.1%	0.2%
	Some other Race	1.8%	1.7%	7.1%
	Two or More Races	2.8%	2.3%	3.6%
Hispanic/Latino Population	Hispanic / Latino Origin (any race)	3.9%	4.1%	18.8%
	All Others	96.1%	95.9%	81.2%
Income Characteristics	Per Capita Income	\$30,962	\$27,976	\$34,136
	Median Household Income	\$57,719	\$50,617	\$62,203

Figure 9: Demographic Comparative Summary



DEMOGRAPHIC SUMMARY

- The County's recent **population annual growth rate** (0.42%) is significantly lower than the U.S.'s (0.81%) growth rate.
- The County's **household annual growth rate** (0.40%) is half that of the national average (0.80%).
- When assessing **age segments**, the County exhibits a slightly older population than the national age segment distribution.
- The County's **racial distribution** is notably less diverse than the national population distribution, with a much greater White Alone population percentage.
- Franklin County's percentage of **Hispanic/Latino population** (3.9%) is roughly 1/5 of the national average (18.8%).
- The County's **per capita income** (\$30,962) and **median house income** (\$57,719) are both higher than state averages (\$27,976 & \$50,617) but significantly lower than the national average (\$34,136 & \$62,203).

2.1.5 DEMOGRAPHIC IMPLICATIONS

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

First, with the population expecting minimal growth for the foreseeable future, it is suggested that the County upkeep and update existing amenities and facilities while considering building new facility spaces to meet the needs of the County. The opportunity exists to update the park for local use and to accommodate tourism that will increase revenues and economic impact.

Second, the County's slight aging trend may indicate the need to provide more programs and services for the 55+ population. Such a focus could also potentially attract baby boomers to retire in Franklin County. However, it will also be important to continue providing services for the 66% of residents who are currently under 55-years old.

Third, the County's below average income characteristics suggest limited disposable income. The Parks, & Recreation Department should be mindful of this when pricing out programs and events.

Finally, the County should ensure its growing minority races are being reflected in marketing and communications outreach, program participation figures, and response rates when surveying the community.

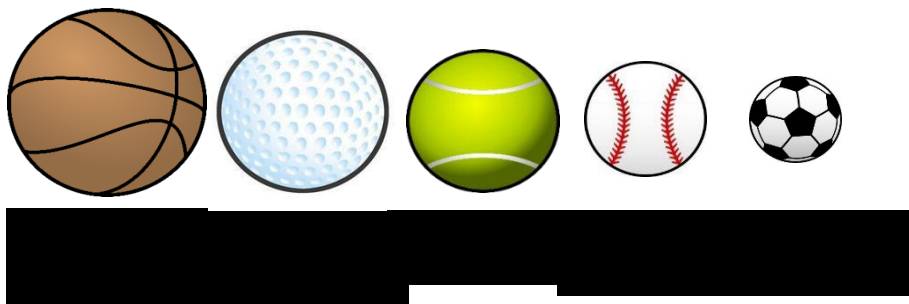


2.2 NATIONAL SPORT AND FITNESS PARTICIPATORY TRENDS

2.2.1 NATIONAL TRENDS IN GENERAL SPORTS

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

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



FIVE-YEAR TREND

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

ONE-YEAR TREND

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

CORE VS. CASUAL TRENDS IN GENERAL SPORTS

Highly participated in sports, such as Basketball, Baseball, and Slow Pitch Softball generally have a larger core participant base (participate 13+ times per year) than casual participant base (participate 1-12



times per year). In the past year, we see the impact of the COVID-19 Pandemic as most activities showed a decrease in their percentage of core participants. However, there were significant increases in the percentage of casual participation for both Indoor and Outdoor Soccer, Baseball, and Ice Hockey in the past year. Please see **Appendix A** for full Core vs. Casual Participation breakdown.

2.2.2 NATIONAL TRENDS IN GENERAL FITNESS

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



FIVE-YEAR TREND

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

ONE-YEAR TREND

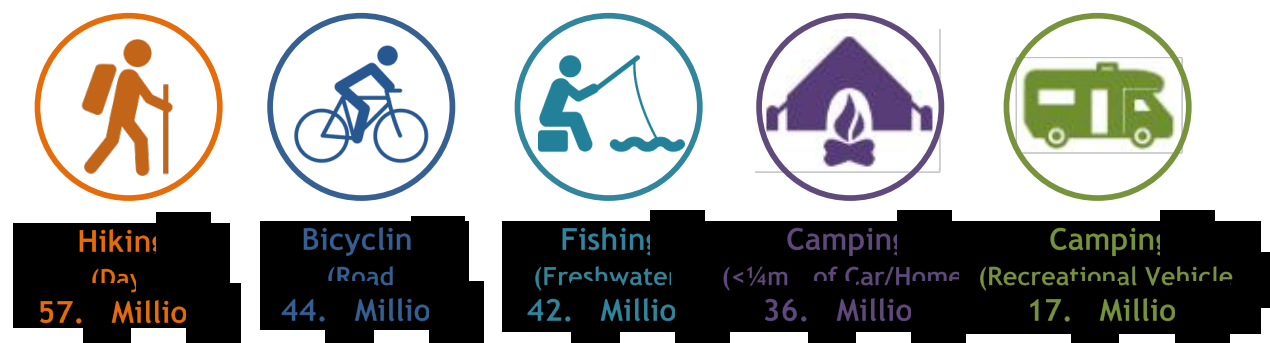
In the last year, activities with the largest gains in participation were those that can be done alone at home or socially distanced outdoors. The top increases were in Trail Running (7.8%), Yoga (7.7%), and Pilates Training (7.2%). In the same span, the activities that had the largest decline in participation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

CORE VS. CASUAL TRENDS IN GENERAL FITNESS

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

2.2.3 NATIONAL TRENDS IN OUTDOOR RECREATION

Results from the SFIA report demonstrate strong growth in participation regarding outdoor/adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or with proper social distancing in a group, and are not as limited by time constraints. In 2020, the most popular activities, in terms of total participants, from the outdoor/adventure recreation category include: Day Hiking (57.8 million), Road Bicycling (44.5 million), Freshwater Fishing (42.6 million), Camping within ¼ mile of Vehicle/Home (36.1 million), and Recreational Vehicle Camping (17.8 million).



FIVE-YEAR TREND

From 2015-2020, Day Hiking (55.3%), BMX Bicycling (44.2%), Skateboarding (37.8%), Camping within ¼ mile of Vehicle/Home (30.1%), and Fly Fishing (27.3%) have undergone the largest increases in participation. The five-year trend also shows activities such as Adventure Racing (-31.4%), In-Line Roller Skating (-18.8%), Archery (-13.5%), and Traditional Climbing (-4.5%) to be the only activities with decreases in participation.

ONE-YEAR TREND

The one-year trend shows almost all activities growing in participation from the previous year. The most rapid growth being in Skateboarding (34.2%), Camping within ¼ mile of Vehicle/Home (28.0%), Birdwatching (18.8%), and Day Hiking (16.3%). Over the last year, the only activities that underwent decreases in participation were Adventure Racing (-8.3%) and Archery (-2.7%).

CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION

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



2.2.4 NATIONAL TRENDS IN AQUATICS

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



FIVE-YEAR TREND

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

ONE-YEAR TREND

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

CORE VS. CASUAL TRENDS IN AQUATICS

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

2.2.5 NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

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



FIVE-YEAR TREND

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

ONE-YEAR TREND

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

CORE VS. CASUAL TRENDS IN WATER SPORTS/ACTIVITIES

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. *Please see Appendix A for full Core vs. Casual Participation breakdown.*



2.3 LOCAL SPORT AND LEISURE MARKET POTENTIAL

2.2.6 MARKET POTENTIAL INDEX (MPI)

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

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

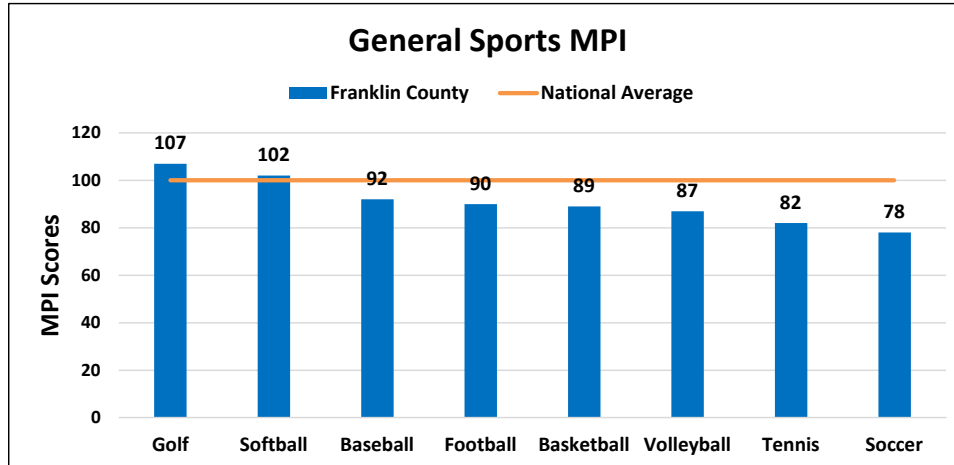
Overall, when analyzing the County's MPIs, the data demonstrates slightly below average market potential index (MPI) numbers. This is particularly noticeable when analyzing the fitness market potential chart, which only shows one activity (Walking for Exercise) scoring above 100. When assessing the general sport, outdoor activity, and commercial recreation MPI charts, a handful of these activities also scored 100+, while a majority scored just below national average.

These overall below average MPI scores show that the County residents have a rather limited participation presence when it comes to most recreational offerings, especially pertaining to fitness activities. This becomes significant when the Parks & Recreation Department 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 below, the following sport and leisure trends are most prevalent for residents within the County. 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 County's Parks & Recreation Department.

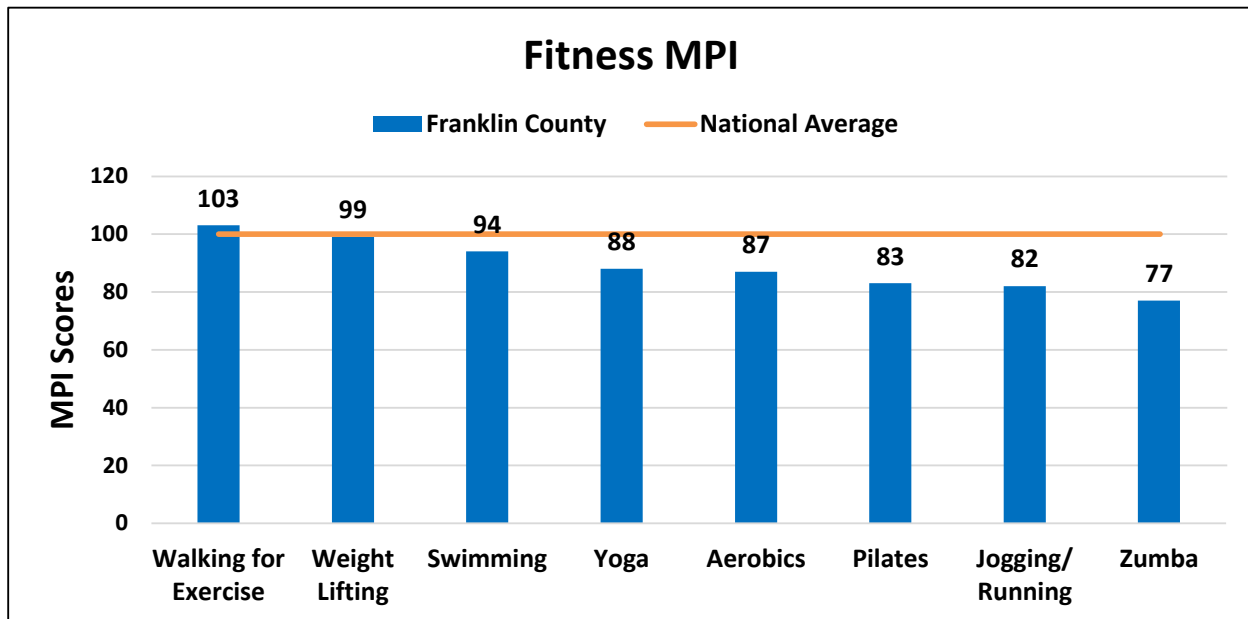
GENERAL SPORTS MARKET POTENTIAL

The general sports MPI chart reveals that overall, the County's residents are most likely to participate in Golf (107 MPI) and Softball (102 MPI), when compared to the national average.



FITNESS MARKET POTENTIAL

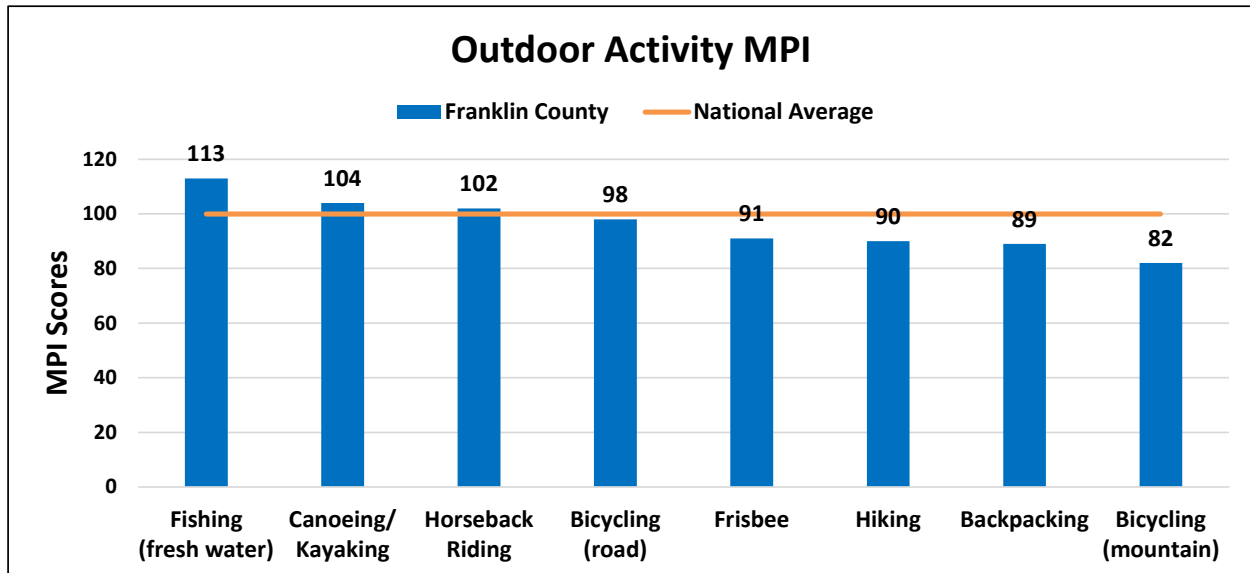
Overall, the fitness MPI chart reflects some of the lowest MPI scores amongst the four assessed categories, with Zumba (77 MPI), Jogging/Running (82 MPI), and Pilates (83 MPI) all being well below the national average.





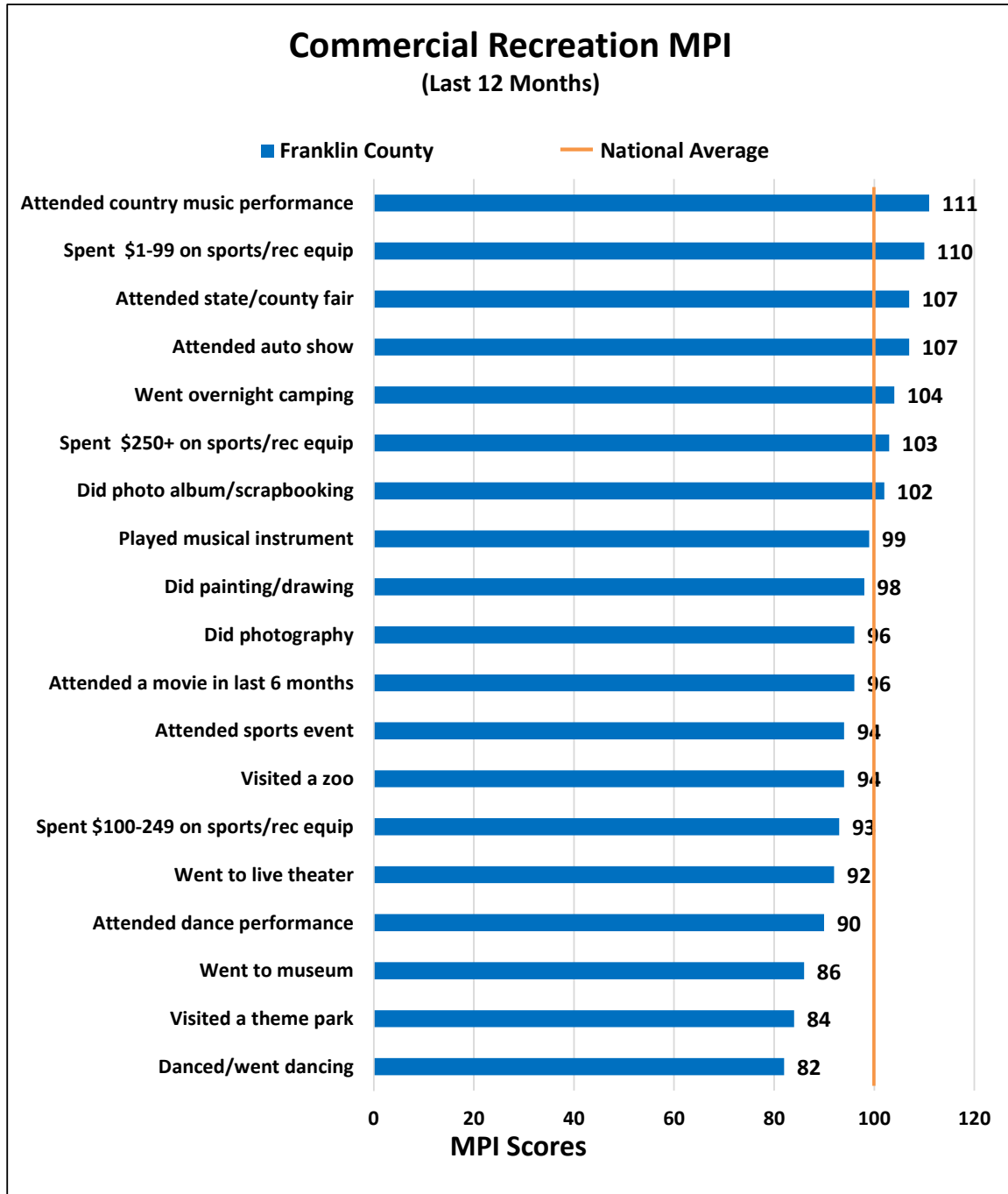
OUTDOOR ACTIVITY MARKET POTENTIAL

When analyzing **Figure 12**, Fishing (113 MPI), Canoeing/Kayaking (104 MPI), and Horseback Riding (102 MPI) scored the highest amongst all outdoor activities. While Mountain Biking (82 MPI) is the least participated in activity, and is well below the national average.



COMMERCIAL RECREATION MARKET POTENTIAL

The commercial recreation MPI chart shows “Attended country music performance” (111 MPI), “Spent \$1-99 on sports/rec equip” (110 MPI), “Attended state/county fair” (107 MPI), and “Attended auto show” (107 MPI) as the top four activities among County residents when compared to the national average.





2.2.7 LOCAL RECREATION TRENDS SUMMARY

Overall, the County's residents demonstrate participation trends that have slightly below average potential index numbers in all four categories (general sports, fitness, outdoor activity, and commercial recreation). However, activities of particular interest scoring above the national average include:

- Participation in sports such as golf and softball.
- Fitness related classes pertaining to walking such as a walking club.
- Outdoor programming in areas such as fishing or horseback riding.
- Money spent on attending country music performance, state/county fairs, and auto shows.

Moving forward, it will be important for the Department to continue offering its existing program offerings while also considering some of these new recreational opportunities for its residents and/or partner with other organizations who can to ensure resident needs are being met.

Similar Provider

In addition to the Demographics and Trends Analysis, PROS Consulting conducted a Similar Provider Assessment as part of the Feasibility Study. The purpose of this assessment is to help identify the existing market. With Lakeview Park already being home 4 diamond fields, a driving range and a number of other amenities, one of the key-focuses for this analysis is surrounding sports complexes, indoor fieldhouses, recreation centers, water parks tennis/pickleball courts and other sports amenities based on the surrounding market.

The Consulting Team utilized a regional draw from Lakeview Park (112 Park Ave, Frankfort, KY 40601) to assess for sports complexes, indoor fieldhouses, convention centers, water parks and a 45-min drive for recreation centers, tennis/pickleball courts, skate parks, driving ranges performing arts auditoriums and outdoor amphitheaters for this Similar Provider analysis. In addition to being located within the designated drive-time, similar providers also had to meet certain search criteria specific to the amenity.

2.2.8 OVERVIEW

This assessment identified within a Regional Draw:

- (32) thirty-two sport complexes
- (20) twenty indoor fieldhouses
- (15) twelve convention centers
- (6) six water parks

This assessment identified within a 45min drive-time:

- (13) thirteen Tennis/Pickleball facilities
- (4) four Skate Parks
- (7) seven Recreation Centers
- (6) six Performing Arts Auditoriums
- (3) three Outdoor Amphitheaters
- (5) five Driving Ranges

2.2.9 METHODOLOGY

As part of the similar provider analysis, the consulting team evaluated the level of service of each of the amenities. Since physically visiting the sites wasn't feasible at the time of this assessment, Google Maps and online search was utilized to get aerial and street views of each facility as well as information on their offerings.

Similar Provider Color Key		
Sports Complex Similar Providers Level of Service	Indoor Fieldhouse Similar Providers Level of Service	Convention Center Similar Providers Level of Service
multi-purpose, diamonds & concessions	3 sports + concessions	Sports Tournaments + Special Events + >100,000sf
multipurpose & diamonds	3 sports w/o concessions OR 2 sports + concessions	Sports Tournaments + Special Events + <100,000sf
1 type of field +/- Concessions	2 sports or less w/o concessions	Special Events only



2.2.10 FINDINGS - SPORT COMPLEX SIMILAR PROVIDERS

A total of (32) thirty-two sport complexes were identified within the designated 3-hour drive-time and deemed as true similar providers. Complexes ranged in size from 2 to more than 50 fields (either diamonds or multipurpose or both) with an average of 6.7 diamonds at each site and 4 multipurpose fields. Of these thirty-two facilities:

- 58% (11/19) had concession stands with most having picnic tables and shelters and some outdoor grills.
- 9 facility had diamonds, multipurpose fields, and concessions all at once. Those were the ones with the most fields, particularly diamonds and located at least an hour away.
- 7 facilities had both types of fields but no concessions with an average of 6 diamond fields per facility and 5 multipurpose fields per facility. They were all, except for the Capitol View Park (6 min) and Shillito Park (42 min), more than 1.5 hrs. away.
- The 16 remaining facilities had a focus either on diamonds or multipurpose fields and vary greatly in sizes. 9 of them had concession stands.
- The Cincinnati area is the most well served (Figure 15) with the CNEAA Sports Complex, Blue Ash Sports Complex and Pendery Sports Park providing full services (multipurpose, diamonds and concessions). Further southwest there are only 2 facilities offering full services (Elizabethtown Sports Park and the Pendery Sports Park) with the Capitol View Park only 6 min already offering 5 Ball Diamonds and 5 Multipurpose fields but no concessions.

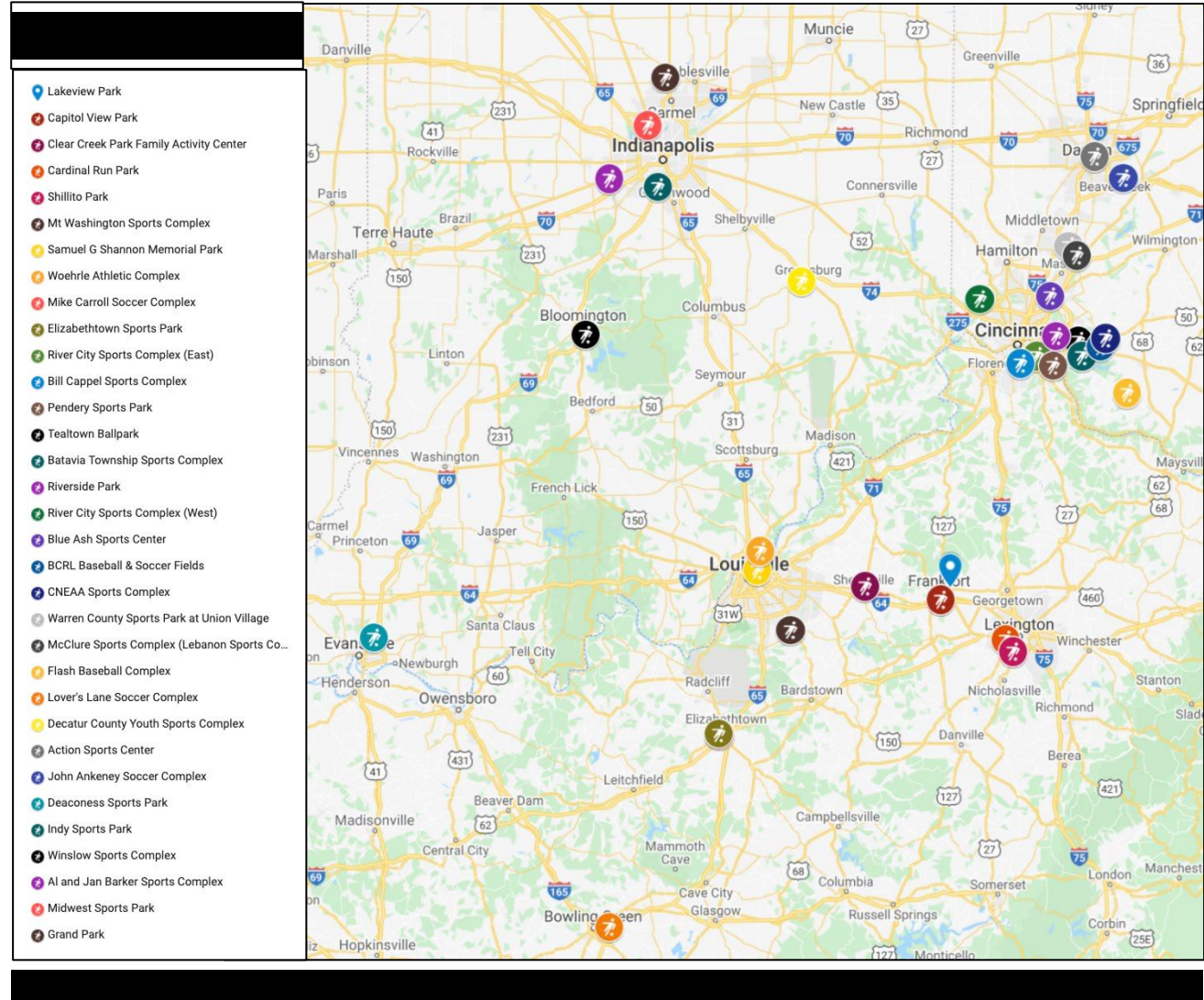
Sports Complex	Location	Address	Drive-Time	Amenities		
				Ball Diamonds	Multipurpose Fields	Concessions
Capitol View Park	Frankfort, KY	St Hwy 676 & Glenn's Creek RdFrankfort, KY 40601	6 min	5	5	N
Clear Creek Park Family Activity Center	Shelbyville, KY	717 Burks Branch Rd Shelbyville, KY 40065	33 min	5	0	Y
Cardinal Run Park	Lexington, KY	2000 Parkers Mill RdLexington, KY 40513	38 min	6	0	N
Shillito Park	Lexington, KY	3301 Brunswick RdLexington, KY 40503	42 mins	8	2	N/A
Mt Washington Sports Complex	Mt Washington, KY	176 Park View Rd AveMt Washington, KY 40047	58 mins	6	2	Y
Samuel G Shannon Memorial Park	Jeffersonville, IN	501 Crestview CtJeffersonville, IN 47130	1 hr 2 mins	6	0	Y
Woehrle Athletic Complex	Jeffersonville, IN	4200 Charlestown PikeJeffersonville, IN 47130	1 hr 3 mins	0	6	N
Mike Carroll Soccer Complex	Elizabethtown, KY	217 Peterson DrElizabethtown, KY 42701	1 hr 24 mins	0	14	Y
Elizabethtown Sports Park	Elizabethtown, KY	1401 West Park RdElizabethtown, KY 42701	1 hr 25 mins	13	12	Y
River City Sports Complex (East)	Cincinnati, OH	5993 Linneman StCincinnati, OH 45230	1 hr 30 mins	5	0	Y
Bill Cappel Sports Complex	Covington, KY	4305 Decoursey AveCovington, KY 41015	1 hr 30 mins	5	2	N
Pendery Sports Park	Melbourne, KY	4113 Williams LnMelbourne, KY 41059	1 hr 40 mins	8	6	Y
Tealtown Ballpark	Milford, OH	4762 Tealtown RdMilford, OH 45150	1 hr 45 mins	16	0	Y
Batavia Township Sports Complex	Batavia, OH	1539 Clough PikeBatavia, OH 45103	1 hr 46 mins	4	5	N
Riverside Park	Cincinnati, OH	3969 Round Bottom RdCincinnati, OH 45244	1 hr 47 mins	6	6	N
River City Sports Complex (West)	Harrison, OH	10400 Ohio 128Harrison, OH 45030	1 hr 49 mins	6	0	Y
Blue Ash Sports Center	Cincinnati, OH	11540 Grooms RdCincinnati, OH 45242	1 hr 52 mins	11	2	Y
BCRL Baseball & Soccer Fields	Batavia, OH	2490 Bauer RdBatavia, OH 45103	1 hr 53 mins	9	4	N
CNEAA Sports Complex	Batavia, OH	2702 US-50Batavia, OH 45103	1 hr 55 mins	8	8	Y
Warren County Sports Park at Union Village	Lebanon, OH	1408 OH-741Lebanon, OH 45036	2 hrs 2 mins	6	14	N
McClure Sports Complex (Lebanon Sports Complex)	Lebanon, OH	900 McClure RdLebanon, OH	2 hrs 3 mins	0	30	N
Flash Baseball Complex	Hamersville, OH	1426 State Route 125Hamersville, OH 45130	2 hrs 6 mins	10	0	Y
Lover's Lane Soccer Complex	Bowling Green, KY	385 Lovers LaneBowling Green, KY 42103	2 hrs 18 mins	0	10	N
Decatur County Youth Sports Complex	Greensburg, IN	245 S County Rd 200Greensburg, IN 47240	2 hrs 19 mins	8	0	Y
Action Sports Center	Dayton, OH	1103 Gateway DrDayton, OH 45404	2 hrs 22 mins	8	0	N
John Ankeney Soccer Complex	Dayton, OH	505 S Orchard LnDayton, OH 45434	2 hrs 28 mins	0	20-34	N
Deaconess Sports Park	Evansville, IN	6800 N Green River RdEvansville, IN 47725	2 hrs 33 mins	8	10	Y
Indy Sports Park	Indianapolis, IN	6701 S Harding StIndianapolis, IN 46217	2 hrs 35 mins	8	0	Y
Winslow Sports Complex	Bloomington, IN	2801 S Highland AveBloomington, IN 47401	2 hrs 37 mins	6	0	N
Al and Jan Barker Sports Complex	Plainfield, IN	451 Vestal RdPlainfield, IN 46168	2 hrs 50 mins	5	13	Y
Midwest Sports Park	Indianapolis, IN	7509 New Augusta RdIndianapolis, IN 46268	2 hrs 53 mins	6	4	Y
Grand Park	Westfield, IN	1900 Grand Park BlvdWestfield, IN 46074	2 hr 59 min	26	31	Y



Parks & Recreation Department

2.2.11 MAP OF SPORT COMPLEX SIMILAR PROVIDERS

The map shows the largest concentration of similar providers to be around Cincinnati, Ohio and a smaller concentration around Indianapolis, Indiana. The remaining similar providers are fairly spread out across the map. The colors of similar providers in this map have been assigned randomly and helps to distinguish each individually when tightly together.



2.2.12 SIMILAR PROVIDERS BY LEVEL OF SERVICE

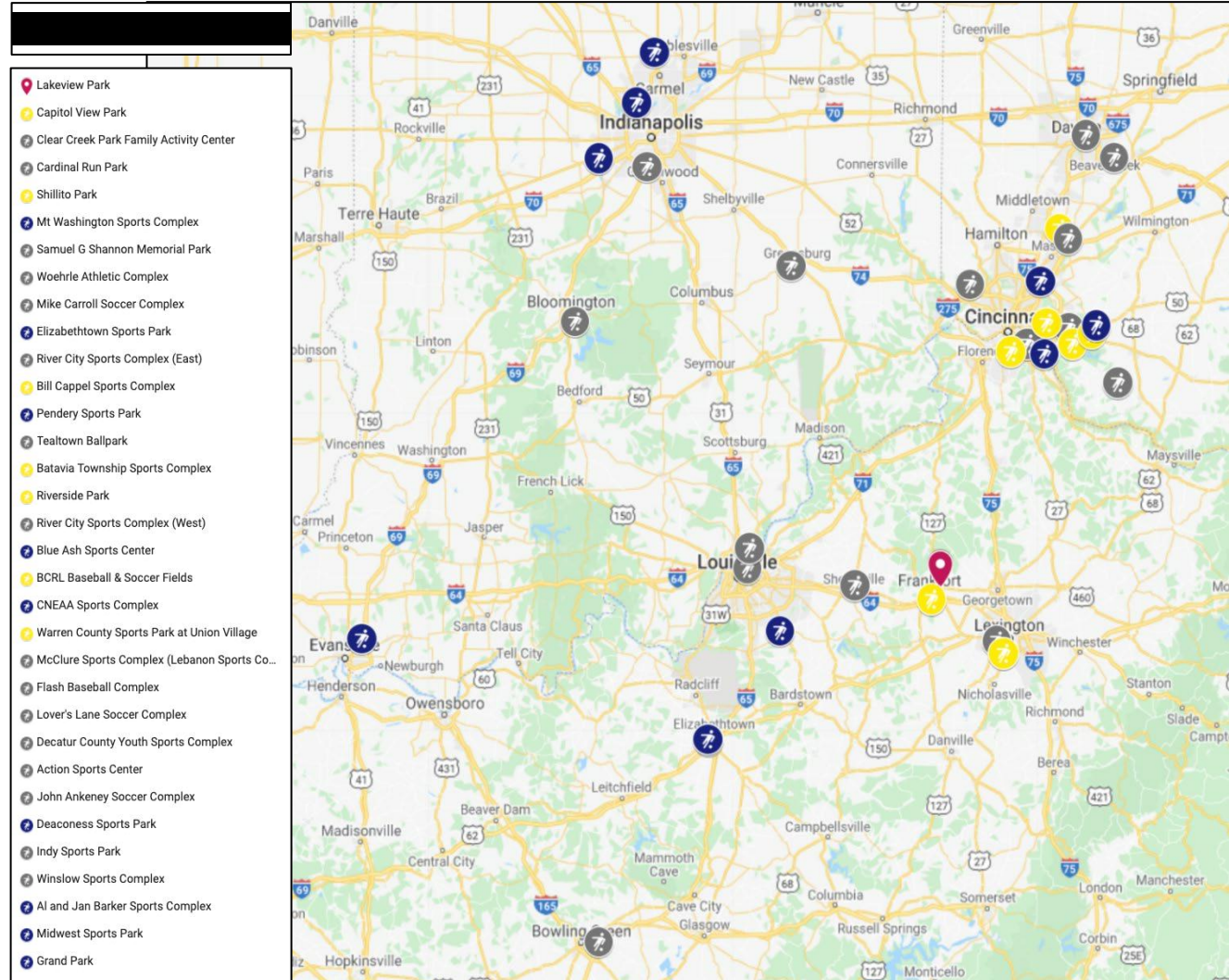
The map shows the largest concentration of similar providers to be multi-purpose fields and ball diamond in Cincinnati, Ohio and similar providers in grey are spread out with the two closest being in Louisville, Kentucky. The remaining similar providers are fairly spread out across the map. The colors of similar providers have been assigned based on the table below and helps to distinguish each category of similar providers.

Sports Complex
Similar Providers
Level of Service

multi-purpose, diamonds & concessions

multipurpose & diamonds

1 type of field +/- Concessions





2.2.13 INDOOR FIELDHOUSE SIMILAR PROVIDERS

A total of (20) twenty indoor fieldhouses were identified within the designated 3-hour drive-time and deemed as true similar providers. Fieldhouses ranged in size from 12,500sf to 377,000 sf with an average of 79,000sf overall. Out of these twenty facilities:

- All these facilities had restrooms, and most were privately operated.
- Around 70% of these fieldhouses offer a concession stand (14) with at least 3 of them having a kitchen on premise (bar or café).
- No facility offers all six parameters namely Batting cages/Tunnels, Indoor Turf Field, Basketball/Volleyball Courts, Concession Stand, Restrooms and Outdoor Fields.
- The Mt Orab Sports Complex, Bluegrass Sports Complex, and Town & Country Sports and Health Club are the facilities offering the most services (3 sports + Concessions) yet are some of the furthest away from Lakeview Park.
- The Yard (3 sports no Concessions) and King Louie's Sports Complex (2 sports + Concessions) also provide a good variety of services and are nearer to Lakeview Park (Figure 8).
- Indoor courts doubling as Basketball and Volleyball courts and indoor turf fields were the most popular amenities (14 out of 20 facilities each).
- Only 5 out 14 facilities had batting cages and 3 out of 14 had outdoor fields.

Demographic & Recreation Trends Analysis

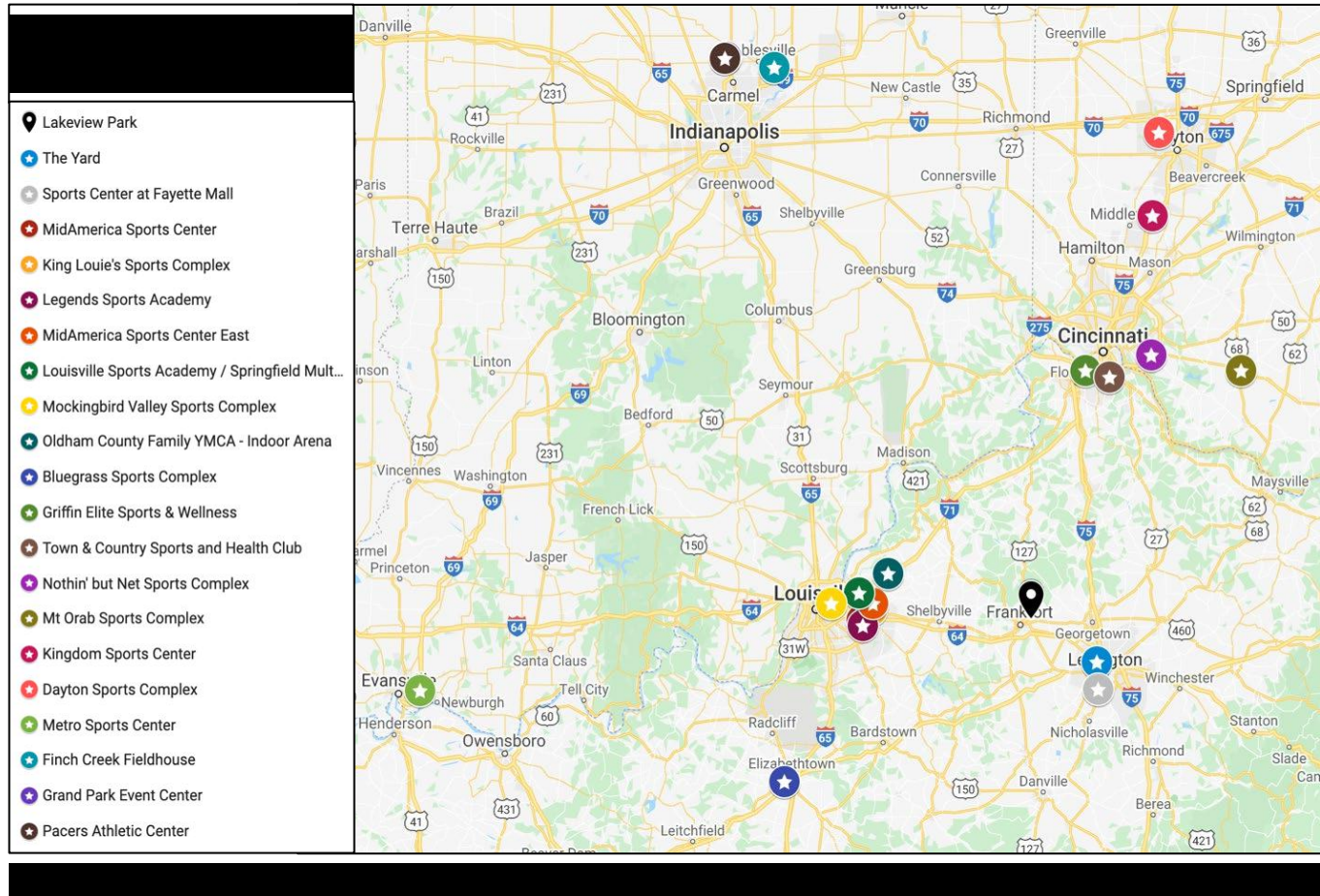
Indoor Fieldhouse	Location	Address	Drive-Time	sf	Batting Cages / Tunnels	Indoor Turf Field	Basketball/Volley ball Courts	Amenities			Facility Operator
								Concessio n Stand	Restrooms	Outdoor fields	
The Yard	Lexington, KY	117 Westhampton DrLexington, KY 40511	30 min	42000	8	1 (60 x 110)	1 Basketball / 3 Volleyball		X		private
Sports Center at Fayette Mall	Lexington, KY	3801 Mall RdLexington, KY 40503	42 mins	60000	0	0	7		X		N/A
MidAmerica Sports Center	Louisville, KY	1906 Watterson Trail Louisville, KY 40299	46 mins	64000	0	0	5 Basketball OR 9 volleyball	X	X		private
King Louie's Sports Complex	Louisville, KY	600 N English Station RdLouisville, KY 40223	47 mins	46000	0	2	0	X	X	2	private
Legends Sports Academy	Louisville, KY	10900 Electron DrLouisville, KY 40299	48 min	12500	1	1	0		X		private
MidAmerica Sports Center East	Louisville, KY	2401 Stanley Gault Pkwy Louisville, KY 40223	49 mins	64000	0	0	5 Basketball OR 9 volleyball	X	X		private
Louisville Sports Academy / Springfield Multi-Sport Center	Louisville, KY	4109 Simcoe LnLouisville, KY 40241	50 mins	48000	0	1	4 Volleyball / Basketball OR 8 Pickeball		X		private
Mockingbird Valley Sports Complex	Louisville, KY	3000 Mellwood AveLouisville KY 40207	54 mins	N/A	0	2 (85' x 200')	0	X	X		private
Oldham County Family YMCA - Indoor Arena	Buckner, KY	20 Quality PlBuckner, KY 40010	58 mins	44000	0	2 (180' x 90')	0	X	X		YMCA
Bluegrass Sports Complex	Elizabethtown, KY	208 Peterson DrElizabethtown, KY 42701	1 hr 24 mins	103000	6	1	3	X	X		private
Griffin Elite Sports & Wellness	Erlanger, KY	700 Dolwick Dr Erlanger, KY 41018	1 hr 25 mins	52000	0	1 (21000sq, 70x30)	3		X		private
Town & Country Sports and Health Club	Wilder, KY	106 Crossing Dr Wilder, KY 41076	1 hr 27 mins	N/A	0	3	5 Basketball OR 7 Volleyball	X	X	2	N/A
Nothin' but Net Sports Complex	Cincinnati, OH	4343 Mt Carmel Tobasco RdCincinnati, OH 45244	1 hr 40 mins	36000	0	0	5	X	X		private
Mt Orab Sports Complex	Mt Orab, OH	600 Day RdMt Orab, OH 45154	2 hrs	29000	4	1	1 Volleyball/ Basketball OR 2 Half Size Basketball	X	X		private
Kingdom Sports Center	Frankfort, OH	440 Watkins Glen DrFranklin OH 45005	2 hr 4 mins	N/A	0	1	4	X	X		private
Dayton Sports Complex	Dayton, OH	4801 Salem AveDayton, OH 45416	2 hrs 31 mins	77650	0	1 (240' x 120')	4 Volleyball OR 2 Basketball	X	X		private
Metro Sports Center	Evansville, IN	5820 Metro Center DrEvansville, IN 47715	2 hrs 39 mins	35000	0	3	0	X	X		private
Finch Creek Fieldhouse	Noblesville, IN	16289 Boden RdNoblesville, IN 46060	2hrs 57 mins	165000	11	2	5		X		N/A
Grand Park Event Center	Westfield, IN	1900 Grand Park BlvdWestfield, IN 46074	2 hr 59 min	377000	N/A	3	0	X	X	31	N/A
Pacers Athletic Center	Westfield, IN	1900 Grand Park Blvd Westfield, IN 46074	2 hr 59 min	88000	0	0	8	X	X		N/A



Parks & Recreation Department

2.2.14 MAP OF INDOOR FIELDHOUSES SIMILAR PROVIDERS

The map shows the largest concentration of similar providers to be around Louisville, Kentucky and a smaller concentration around Cincinnati, Ohio. The remaining similar providers are fairly spread out across the map. There are additional providers outside of the map boundaries, not as comparable. The colors of similar providers in this map have been assigned randomly and helps to distinguish each individually when tightly together.



2.2.15 LEVEL OF SERVICE MAP - INDOOR FIELDHOUSES SIMILAR PROVIDERS

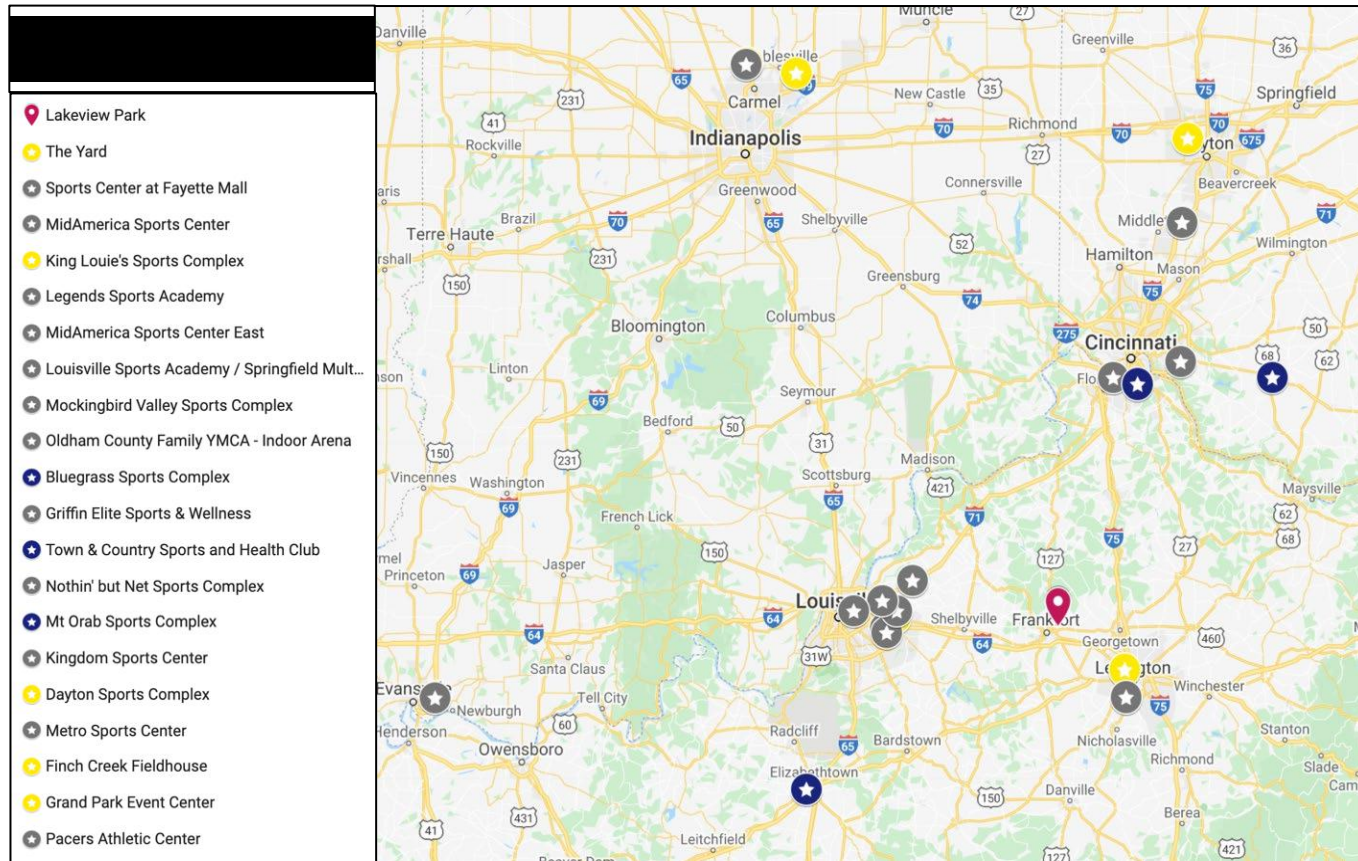
The map shows the largest concentration of similar providers to be Indoor facilities with 2 sports or less without concessions in Louisville, Kentucky and similar providers in blue and yellow are spread out the map. The colors of similar providers have been assigned based on the table below and helps to distinguish each category of similar providers.

Indoor Fieldhouse Similar Providers Level of Service

3 sports +
concessions

3 sports w/o
concessions OR 2
sports + concessions

2 sports or less w/o
concessions





2.2.16 CONVENTION CENTERS SIMILAR PROVIDERS

A total of (12) twelve convention centers were identified within the designated 3-hour drive-time and deemed as true similar providers. Convention centers ranged in size from 24,000sf to 1,200,000 sqm with an average of 288,260sf overall. Out of these twelve facilities:

- All of them hosted special events and all but two (Owensboro Convention Center & Music City Center) are 20+ years old.
- Around 67% hosted sports tournaments. The majority were high school cheerleading and dance competitions more so than other sports.
- Aside from 1 venue that held a temporary (themed) indoor playground none of the convention centers have a permanent one.
- When pitching their services, the focus is on the flexibility and adaptability of their spaces to cater for as many kinds of events as possible.
- Some of the most common types of spaces include exhibit space/halls, ballrooms, auditoriums, meeting rooms, concessions area & pre-function space.
- 4 of the 12 convention centers had “signature” spaces unique to their facility e.g., the Kentucky Legend® Pier at the Owensboro Convention Center
- Of the convention centers offering the full-service level (Sports Tournaments + Special Events + >100,000sf), the Kentucky International Convention Center, Kentucky Exposition Center & Duke Energy Convention Center service the Louisville and Cincinnati areas about 1hr to 1hr and 30 min away. Other full-service facilities are more than 2hrs 30 min away.

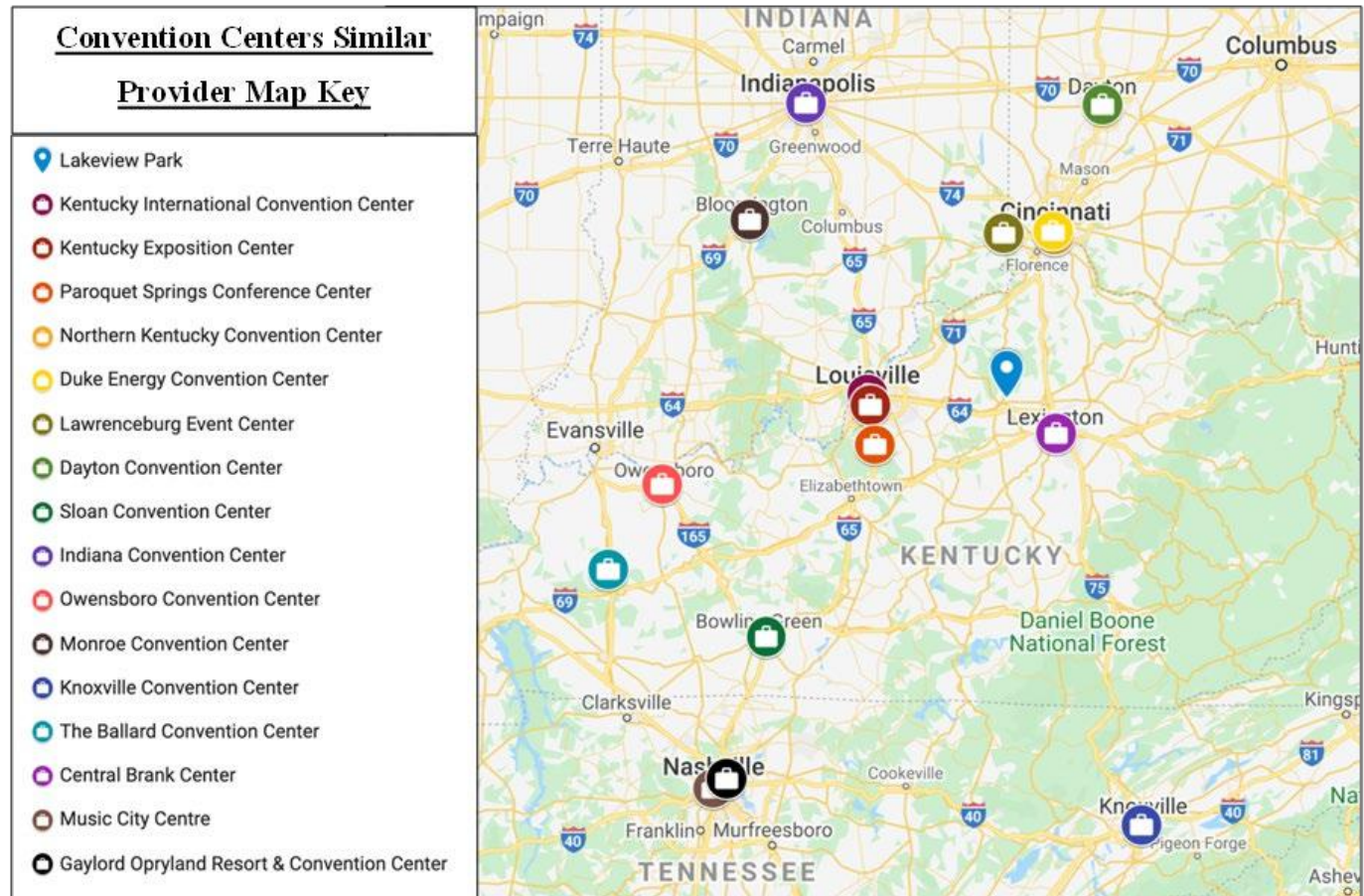
Demographic & Recreation Trends Analysis

Convention Centers	Location	Address	Drive-Time	Sq. Ft.	Year Built	Managed By	Amenities		
							Sports Tournaments	Special Events	Indoor Playground
Kentucky International Convention Center	Louisville, KY	221 S 4th St, Louisville, KY 40202	56 mins	240,125	1977	Kentucky Venues	X	X	
Kentucky Exposition Center	Louisville, KY	937 Phillips Ln, Louisville, KY 40209	1 hr	1,200,000	1956	Kentucky Venues	X	X	
Paroquet Springs Conference Center	Shepherdsville, KY	395 Paroquet Springs Dr, Shepherdsville, KY 40165	1 hrs 6 mins	37,500	N/A	No information			
Northern Kentucky Convention Center	Covington, KY	1 W Rivercenter Blvd, Covington, KY 41011	1 hrs 26 mins	81,760	1998	Northern Kentucky Convention Center Corporation	X	X	
Duke Energy Convention Center	Cincinnati, OH	525 Elm St, Cincinnati, OH 45202	1 hrs 27 mins	750,000	1967	Spectra by Comcast Spectacor	X	X	
Lawrenceburg Event Center	Lawrenceburg, IN	91 Walnut St, Lawrenceburg, IN 47025	1 hrs 36 mins	18,000	2014	Hilton		X	
Dayton Convention Center	Dayton, OH	22 E 5th St, Dayton, OH 45402	2 hrs 21 mins	68,000	1973	ASM Global		X	
Sloan Convention Center	Bowling Green, KY	1021 Wilkinson TraceBowling Green, KY 42103	2 hrs 22 mins	60,000	1995	City of Bowling Green	X	X	
Indiana Convention Center	Indianapolis, IN	100 S Capitol Ave, Indianapolis, IN 46225	2 hrs 33 mins	566,000	1972	Capital Improvement Board of Managers of Marion County, Indiana	X	X	
Owensboro Convention Center	Owensboro, KY	501 W 2nd St, Owensboro, KY 42301	2 hrs 39 mins	102,000	2014	Spectra	X	X	
Monroe Convention Center	Bloomington, IN	302 S College Ave, Bloomington, IN 47403	2 hrs 45 mins	24,000	1991	Convention Center Management Company		X	
Knoxville Convention Center	Knoxville, TN	701 Henley St, Knoxville, TN 37902	2 hrs 55 mins	500,000	2002	SMG Knoxville	X	X	
The Ballard Convention Center	Madisonville, KY	605 E Arch St, Madisonville, KY 42431	2 hrs 56 mins	100,000	N/A	Kentucky Unbridled Spirit		X	



2.2.17 MAP OF CONVENTION CENTERS SIMILAR PROVIDERS


















The map shows the largest concentration of similar providers of convention centers to be around Louisville, Kentucky and a couple around Cincinnati, Ohio. The remaining similar providers are fairly spread out across the map. The colors of similar providers in this map have been assigned randomly and helps to distinguish each individually when tightly together.

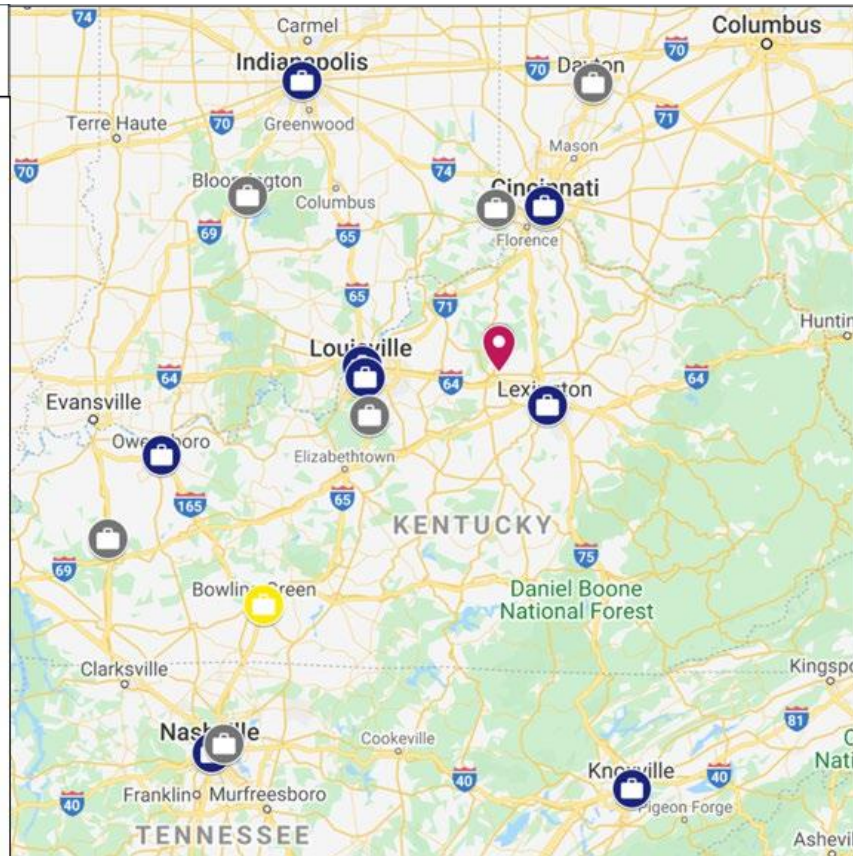


2.2.18 LEVEL OF SERVICE MAP – CONVENTION CENTERS

The map shows the largest concentration of similar providers to be convention centers with Sports Tournaments + Special Events + >100,000sf (blue) in Louisville, Kentucky and similar providers in grey and yellow are spread out the map. The colors of similar providers have been assigned based on the table below and helps to distinguish each category of similar providers.

Convention Centers Similar Provider Service Distribution Map Key

-  Lakeview Park
-  Kentucky International Convention Center
-  Kentucky Exposition Center
-  Paroquet Springs Conference Center
-  Northern Kentucky Convention Center
-  Duke Energy Convention Center
-  Lawrenceburg Event Center
-  Dayton Convention Center
-  Sloan Convention Center
-  Indiana Convention Center
-  Owensboro Convention Center
-  Monroe Convention Center
-  Knoxville Convention Center
-  The Ballard Convention Center
-  Central Bank Center
-  Music City Center
-  Gaylord Opryland Resort & Convention Center



Convention Center Similar Providers Level of Service

Sports Tournaments
+ Special Events +
>100,000sf

Sports
Tournaments +
Special Events +
<100,000sf

Special Events only



Parks & Recreation Department

2.2.19 WATER PARKS SIMILAR PROVIDERS

A total of (6) six water parks were identified within the designated 3-hour drive-time and deemed as true similar providers. From these 8 facilities:

- The water parks were managed mainly by cities ranged and ranged in amenities and size.
- All except for the American Legion Water Park had slides averaging 2 slides per park.
- Lazy rivers were the second most popular amenity with 5 out of the 6 identified water parks having one.
- Wave pools were a rarity with only the SomerSplash Waterpark having one. The latter is also the only full-service water park in the area and is located 1hour and 43 min away from Lakeview Park.

Water Parks	Location	Address	Drive-Time	Managed By	Amenities		
					Slides	Lazy River	Wave pool
Calypso Cove Family Waterpark	Louisville, KY	9400 Mill Brook Rd, Louisville, KY 40223	54 mins	YMCA	2	N	N
River Run Family Water Park	New Albany, IN	224 W Daisy Ln, New Albany, IN 47150	1 hrs 5 mins	N/A	1	Y	N
American Legion Water Park	Elizabethtown, KY	899 N Miles St, Elizabethtown, KY 42701	1 hrs 25 mins	City of Elizabethtown Kentucky	0	Y	N
Coney Island Park	Cincinnati, OH	6201 Kellogg Ave, Cincinnati, OH 45230	1 hrs 28 mins	Taft Broadcasting	5	N	N
Fort Knox Water Park	Fort Knox, KY	5539 W Chaffee Ave, Fort Knox, KY 40121	1 hrs 32 mins	MWR	1	Y	N
SomerSplash Waterpark	Somerset, KY	1030 KY-2227, Somerset, KY 42503	1 hrs 43 mins	City of Somerset	3	Y	Y

2.2.20 TENNIS/PICKLEBALL SIMILAR PROVIDERS

A total of (13) thirteen Tennis/Pickleball facilities were identified within the designated 45-min drive-time and deemed as true similar providers. From these 13 facilities:

- There were significantly more outdoor tennis (23) and pickleball (21) courts overall than indoor ones.
- None of the facilities had indoor tennis courts but 6 had indoor pickleball courts except for the Falling Springs Center.
- Only 2 facilities, Spindletop Hall County Club and the Falling Springs Center offered both sports while the others either serviced tennis or pickleball.
- The number of courts per facility range from 2 to 10 with an average of 4.5 per facility regardless of discipline. The facilities providing the highest level of service (3+ types of courts) and 2nd highest level of service (2+ types of courts) are located about 30 min away from Lakeview Park.

Tennis & Pickleball Courts	Address	Drive-Time	Amenities			
			Pickleball inside courts	Pickleball outdoor courts	Tennis Indoor	Tennis Outdoor
Franklin County High School	1100 E Main St, Frankfort, KY 40601	4 min	0	0	0	6
East Frankfort Park	315 Hickory Dr Frankfort, KY 40601	8 min	0	3	0	0
Juniper Hills Park	Juniper Hills Park, Frankfort, KY 40601	12 min	0	0	0	4
Forks of Elkhorn Baptist Church	495 Duckers Road Midway, KY 40347	13 min	0	4	0	0
Spindletop Hall County Club	3414 Iron Works Pike Lexington, KY 40511	30 min	0	6	0	1
Falling Springs Center	275 Beasley Rd Versailles, KY 40383	30 min	1	3	0	6
Scott County Pavillion	140 Pavillion Dr Georgetown, KY 40324	32 min	3	4	0	0
Clear Creek Park Family Activity Center	717 Burks Branch Rd, Shelbyville, KY 40065	33 min	0	0	0	6
North Lexington Family YMCA	381 West Loudon Ave Lexington, KY 40508	36 min	2	0	0	0
Quail Run Townhouses	2140 Ft Harrods Dr Lexington, KY 40513	41 min	0	1	0	0
C.M. Gatton Beaumont YMCA	3250 Beaumont Centre Circle Lexington, KY 40513	41 min	4	0	0	0
Calvary Baptist Church	150 E High Street Lexington, KY 40507	44 min	3	0	0	0
High Street YMCA	239 East High Street Lexington, KY 40507	44 min	2	0	0	0



2.2.21 SKATE PARK SIMILAR PROVIDERS

A total of (4) Skate Park facilities were identified within the designated 45-min drive-time and deemed as true similar providers. The lack of options is combined with lack of accessibility (mostly in finding them). They vary in sizes and levels of difficulty. From these 4 facilities:

- Most of them are located more than 40 min away from Lakeview Park.
- Only 2 facilities, Woodland Skatepark and Berry Hill Skatepark offered both concrete bowls and above ground features.
- The state of these facilities shows a lack of maintenance as well.

Skate Park	Address	Drive-Time	Amenities	
			Concrete bowls	Above Ground Features
Riot Skate Park (Indoor)	2001 Production Dr, Louisville, KY 40299	44 min	0	Y
Woodland Skatepark	East High Street & Kentucky Ave Lexington, KY 40502	44 min	2	Y
Berry Hill Skatepark	3489 Buckhorn Dr, Lexington, KY 40515	45 min	2	Y
Breslin Skatepark	1400 Payne St, Louisville, KY 40206	51 min	0	Y

2.2.22 RECREATION CENTER SIMILAR PROVIDERS

A total of (7) Recreation Centers were identified within the designated 45-min drive-time and deemed as true similar providers. From these 7 facilities:

- 4 out of 7 facilities offer all three researched amenities namely Sport Courts, Aquatics and Multipurpose Rooms. The closest to Lakeview Park is The Pavilion, 32 min away.
- The Prevention Park YMCA is the only remaining amenity offering more than 1 service having Sport Courts, and Multipurpose Rooms, It's also only 10 min away from Lakeview Park.

Recreation Center	Address	Drive-Time	Amenities		
			Sport Courts	Aquatics	Multipurpose rooms
Prevention Park YMCA	77 C Michael Davenport Blvd, Frankfort, KY 40601	10 min	Y	N	Y
The Pavilion	140 Pavilion Dr Georgetown, KY 40324	32 min	Y	Y	Y
Ed Davis Learning Center	151 Ed Davis Lane Georgetown, KY 40324	33 min	N	N	Y
Clear Creek Park Family Activity Center	717 Burks Branch Road Shelbyville, KY 40065	33 min	Y	Y	Y
North Lexington Family YMCA	381 West Loudon Ave Lexington, KY 40508	36 min	Y	Y	Y
Black & Williams Neighborhood Center	498 Georgetown St8 Lexington, KY 40508	36 min	N	N	Y
C.M. Gatton Beaumont YMCA	3250 Beaumont Centre Circle Lexington, KY 40513	41 min	Y	Y	Y



2.2.23 OTHER SIMILAR PROVIDERS

Other Performing Arts, Outdoor Amphitheaters and Driver Ranges facilities were identified within the designated 45-min drive-time and deemed as true similar providers. They were few for each category (no more than 6) showing some lack of offerings. From these facilities:

- Performing Arts offerings tend to specialize in 1 art if it's privately owned. Dance and music programs are the most popular.
- There are only 3 Outdoor Amphitheaters of which one is located 2 minutes away.
- Only the Man O'War Golf Learning Center has heated range and covered practice areas.

Performing Arts	Location	Drive-Time	Notes
Bradford Hall	400 E Main St, Frankfort, KY 40601	4 min	Located in KSU
Capital City Dance Studio	645 Comanche Trail, Frankfort, KY 40601	8 min	2 locations on East and West side of the city
Kentucky Dance Academy	316 Wapping St, Frankfort, KY 40601	10 min	Dance only center
Memories Event Venue	111 St James Ct ste d, Frankfort, KY 40601	12 min	This is more of an event venue but it has a recording studio that offers vocal, band, and voice over recordings, Photography, videography, and podcasting at an affordable price.
Lawrenceburg Academy of Performing Arts	106 College St, Lawrenceburg, KY 40342	27 min	Offers choir and other music centric programming
Woodford Theatre	275 Beasley Rd, Versailles, KY 40383	33 min	Located in: Falling Springs Center and part of Versailles-Woodward's parks and rec

Venue	Location	Drive-Time	Notes
Ward Oates Amphitheater	Frankfort, KY 40601	10 min	Located in River View Park. Has a pavilionn and some walls painted by artists. They host plays, and live music.
Dr. A.L. Birch Amphitheater	Clear Creek Park Access No 2, Shelbyville, KY 40065	35 min	outdoor concerts and events during the summer. It is right by the golf course and about 5 minutes from downtown Shelbyville.
Moondance Amphitheater	1152 Monarch St, Lexington, KY 40513	40 min	summer concerts & movies, with lawn seating. Wheelchair accessible.

Driving Range	Address	Drive-Time	Notes
Juniper Hill Golf Course	800 Louisville Rd, Frankfort, KY 40601	10 min	18 Holes, Municipal Golf Course
Frankfort Country Club	Golf Course, 101 Duntreath St, Frankfort, KY 40601	13 min	18 holes, a country club
Wild Turkey Trace	Bob-O-Link Golf Course, 1450 Fox Creek Rd, Lawrenceburg, KY 40342	22 min	18 holes that log in at a par of 71. The greens are Bent grass and the fairways Bermuda. Bar and grill, mostly low-key facility.
Longview Golf Course	3243 Frankfort Pike, Georgetown, KY 40324	24 min	18 Holes, 6,658 yard Georgetown golf course, with four sets of tees, playing on Ryegrass tees and fairways and Bentgrass greens with hills of 70.7 rating and 120 slope. There's a clubhouse, including the golf shop and snack bar, 10 hitting stations adn rooms with kitchenns to stay.
Man O' War Golf Learning Center	1201 Man O War Blvd, Lexington, KY 40513	37 min	Instruction nfacility, covered practice areas, 3 putting greens, equipment fitting, Heated range, kids programming adnn much more.



2.2.24 SIMILAR PROVIDER CONCLUSION:

The County is positioned to have success in the core program for Lakeview Park. It will be difficult for the County to compete with similar providers if the plan is developed in phases. By doing it in phases, the County will provide ample time for other venues to upgrade and improve their facilities and services, limiting the outcomes and never really allowing the County to capture their share of the market. Additional conclusions observed are:

Sports Complex

Similar Providers - Sports Complex						
Distance	Number	Percent of Market	Average Ball Fields	Average Multi-Use Fields	Lakeview Park Ball Fields	Average Multi-Use Fields
Within 1 hour drive time	5	16%	5	1.8	4	9
Within 1-2 hour drive time	14	44%	6.9	4.6		
Within 2-3 hour drive time	13	41%	6.4	10.2		

- Lakeview ball fields are fewer than the average of all similar providers.
- Lakeview multi-use fields exceed facilities within one hour drive time
- Elizabethtown, BCRL Baseball/Soccer, CNE Sports Complex, Blue Ash Sports Center and Warren County Sports Park and Grand Park exceed Lakeview Park in both types of fields (2-3 hour drive time)

Fieldhouse

Similar Providers - Fieldhouse						
Distance	Number	Percent of Market	Average Sq. Ft.	Average Standard Courts	Lakeview Park Courts	Lakeview Sq. Ft.
Within 1 hour drive time	9	45%	45,214	1.8	8	75,000
Within 1-2 hour drive time	5	25%	55,000	3.4		
Within 2-3 hour drive time	6	30%	148,530	4.3		

- Lakeview is in the largest market for Fieldhouses (45%)
- Lakeview indoor courts exceed the market averages for standard courts
- Lakeview square footage is larger than the averages in all markets.
- Largest facility with 1 hour drive time is 64,000 sq. ft. - Sports Center at Fayette Mall has 7 courts
- Largest facility in 1-2 hour drive time is 103,000 sq. ft.
- Largest facility in 2-3 hour drive time is 377,000 sq. ft. (Grand Park)

Convention/Event Space

- Lakeview is below the average sq. ft. in both markets with 2 hour drive time or less
- Lakeview is in the smallest market, with KY Expo Center (1,200,00 sf) & KY International Convention Center (240,125 sf) - Provides good alternative
- Duke Energy Convention Center (750,000 sf) is the only one larger than Lakeview in 1-2 hour drive time

Similar Providers - Convention / Event Space				
Distance	Number	Percent of Market	Average Sq. Ft.	Lakeview Park Convention Space
Within 1 hour drive time	2	15%	720,062	160,000.00
Within 1-2 hour drive time	4	31%	221,815	
Within 2-3 hour drive time	7	54%	122,031	



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Indoor Tennis/Pickleball

Similar Providers - Tennis Pickleball						
Distance	Number	Percent of Market	Average Indoor Tennis	Average Indoor Pickleball	Lakeview Park Tennis	Lakeview Park Pickleball
Within 15 minute hour drive time	2	20%	0	0	8	24
Within 30 minute drive time	2	20%	0	1		
Within 1 hour drive time	6	60%	0	2.3		

- Lakeview Park indoor tennis and pickleball exceed the markets.
- Largest competitor has 4 indoor courts and is more than 30 minutes away

CHAPTER THREE - STAKEHOLDER AND COMMUNITY INPUT

3.1 COMMUNITY LEADER STAKEHOLDER ENGAGEMENT

Franklin County (“County”) requested public engagement for the Lakeview Park Feasibility Study. During the kick-off meeting the consulting team and staff identified the engagement strategy to include focus groups of staff and key stakeholders, an event in the park with intercept survey, website information and an online community needs assessment. These engagement methods were greatly supported and in total the team engaged 1,027 residents and visitors by multiple means. The following sections represent the findings of each method of public engagement.

3.1.1 FOCUS GROUPS AND STAKEHOLDER QUESTIONNAIRE

Key stakeholders and Parks and Recreation Staff were invited to focus groups. In all 51 participated in the focus groups and stakeholder survey. The following represents the findings from the focus groups and survey.

3.1.2 FOCUS GROUP FINDINGS

During the focus groups the following emerging themes surfaced and helped to direct the development of the intercept survey and online needs assessment.

- Goals of the site should be year-round programming, use a wide range of funding sources, improve operations, alternative revenue sources, and create a positive economic impact to the County.
- Stakeholders identified revenue generation as the highest priority.
- Indoor event space was identified and included indoor athletics spaces, exhibit spaces, convention center, and spaces for operations.
- User Groups of existing amenities identified expanding and improving these spaces for their organizational needs. These include soccer, softball and the County Fair.
- Performance for all ages including an indoor performing arts center and outdoor amphitheater.
- Programming for all ages to increase the target markets and increase participation and use of site.
- Preserve and incorporate the History and Heritage of Franklin County into improvements.
- Connectivity on site and to existing trail systems.
- Playground and aquatic improvements including universal playground, expanding splash pad and aquatic facility.
- Develop a tennis facility or indoor tennis capability.
- Improvements to the motor sports arena.
- Organization to oversee the site
 - Sports Corp
 - Sports Tourism Commission
 - Joint City/County Parks and Recreation

6.1.3 STAKEHOLDER QUESTIONNAIRE FINDINGS



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Stakeholders were asked four open-ended questions; what are the park's strengths, what are the opportunities, what is your priority, and other comments. The following represents the summary of findings from the stakeholder questionnaire.

STRENGTHS	OPPORTUNITIES	PRIORITY
Walking trails	Improve underutilized areas	Sports field upgrades/expansion
Sports fields	Sports field improvements	Multi-use indoor spaces
Fair Location	Tournaments	More County Parks
Historic / Heritage	Indoor multi-faceted gathering spaces	
	Heritage preservation	
	Events to the park for economic impact	

Other Comments:

- Concerns about the budget and funding sources
- Make sure Fair continues
- Noise concerns with residential areas surrounding the property

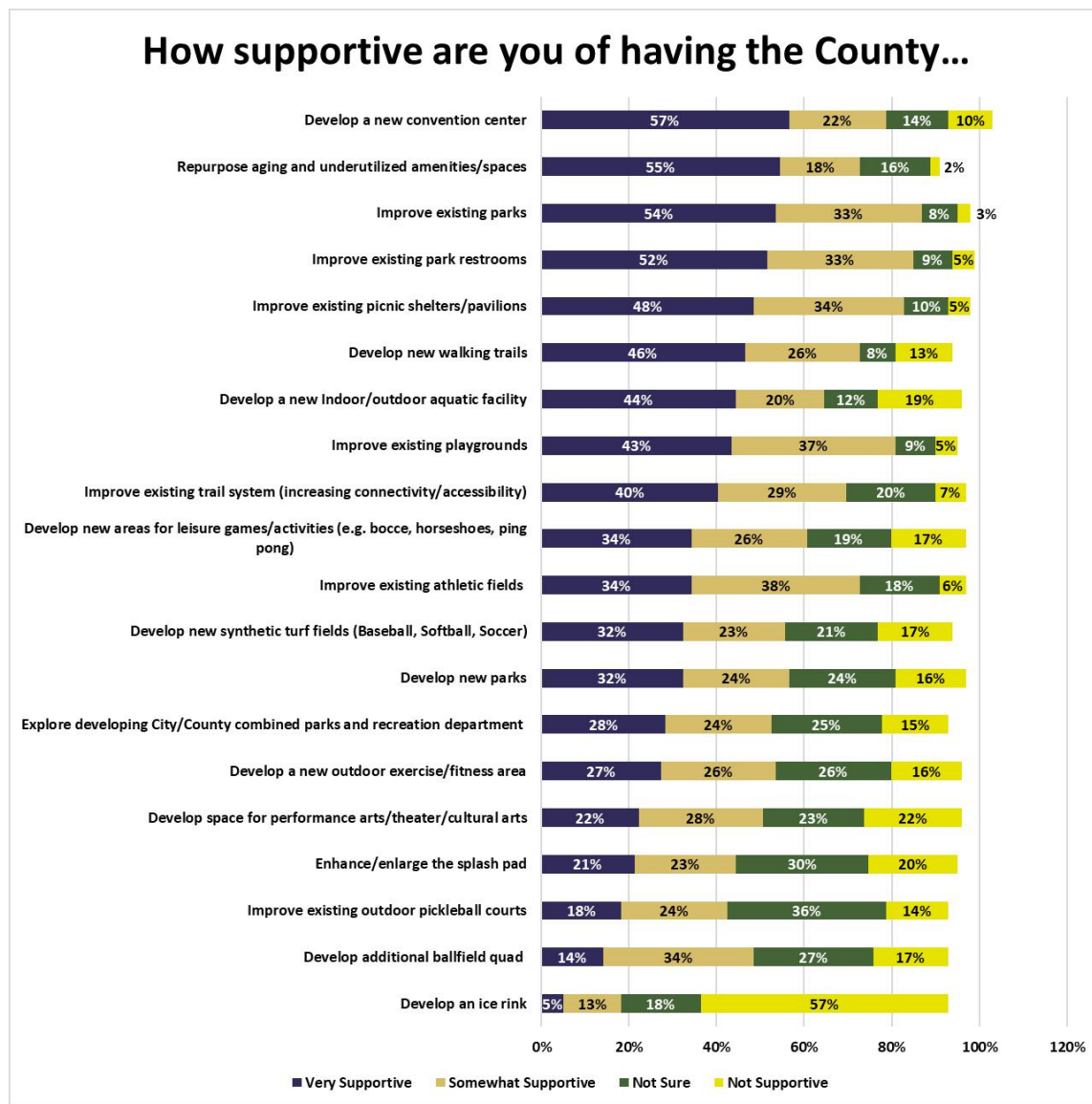
3.2 EVENT IN THE PARK & INTERCEPT SURVEY

The consulting team held an open house event on July 17, 2021 in Lakeview Park. In a four-hour period, the team engaged 281 visitors and encouraged them to visit the website to take the survey. People were engaged walking on the trail, at youth soccer games, pageant rehearsal for the County Fair, golfers, dog park visitors, and those specifically at Lakeview Park for the open house. For those interested, a five-minute intercept survey was available. We received 127 responses and the results (findings) can be found in the following sections.

3.2.1 INTERCEPT SURVEY FINDINGS

PLEASE INDICATE HOW SUPPORTIVE YOU WOULD BE OF EACH OF THE FOLLOWING MAJOR ACTIONS THAT FRANKLIN COUNTY COULD TAKE TO IMPROVE LAKEVIEW PARK?

In terms of being “Very Supportive”, develop a new convention center (57%), repurpose aging and underutilized amenities/spaces (55%), improve existing park (54%) and improve existing park restrooms (52%) are all selected by at least two out of every four people surveyed. The actions with the least level of support were develop an Ice Rink (5% Very Supportive, 57% Not Supportive), develop additional ballfield quad (14% Very Supportive, 17% Not Supportive), and improve existing outdoor pickleball courts (18% Very Supportive, 14% Supportive).

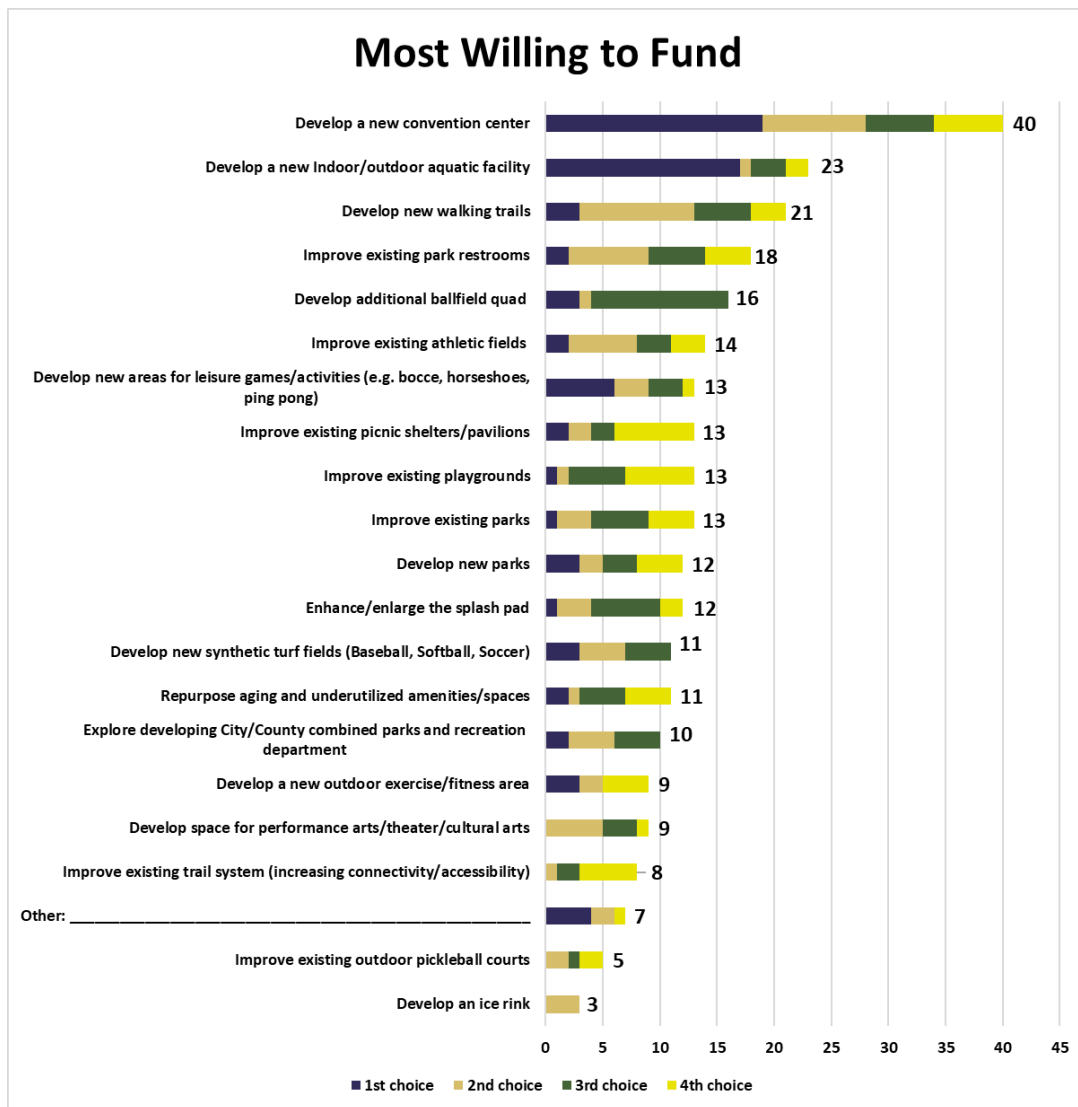




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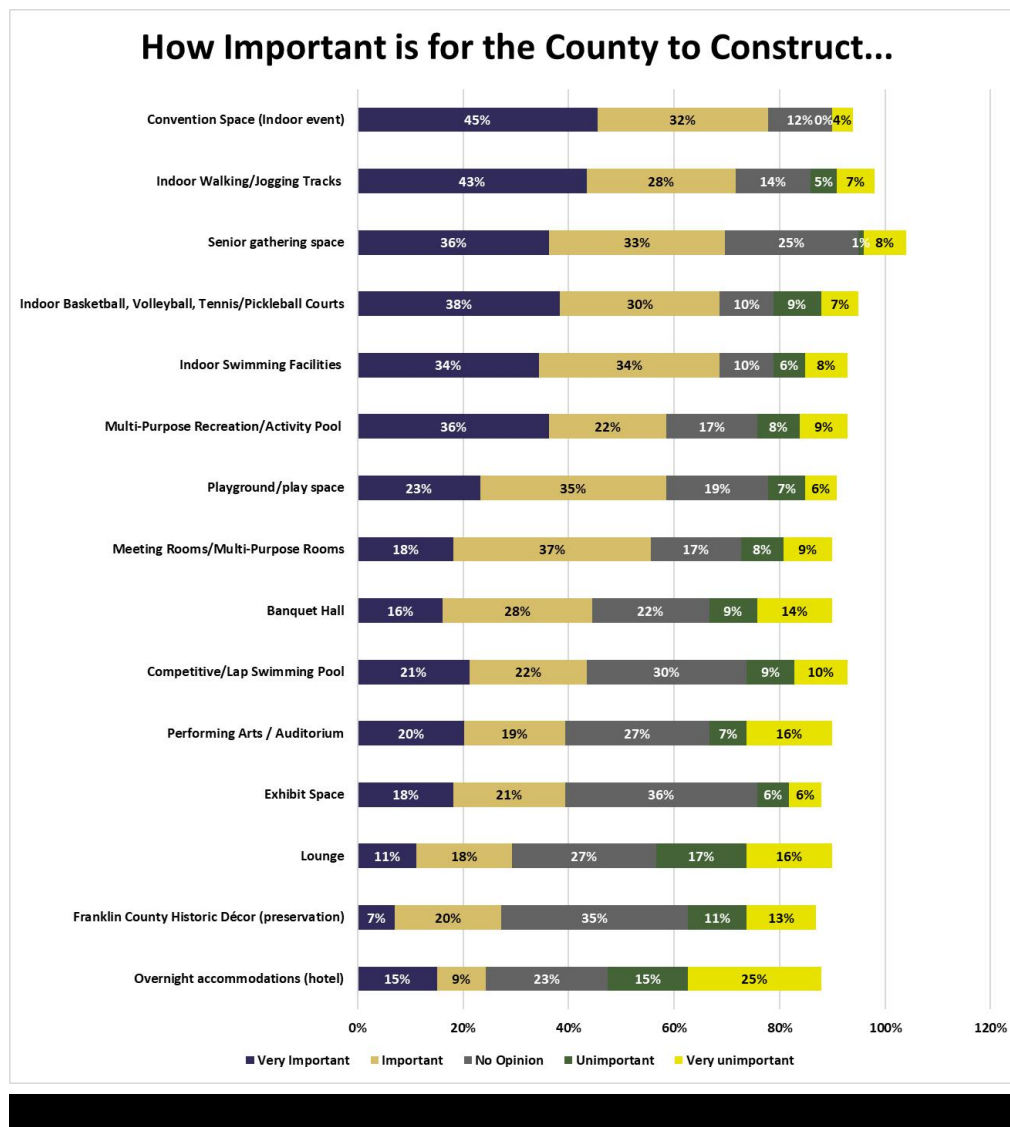
WHICH FOUR OF THE ITEMS LISTED IN THE QUESTION ABOVE WOULD YOU BE MOST WILLING TO FUND?

We see more support for a new convention center here as 40 of survey respondents listed it as one of the four items, they would be most willing to fund. Develop a new indoor/outdoor aquatic facility (23) was a fairly distant second, develop new walking trails (21) was third, with improve existing park restrooms (18) as the fourth.



THE ITEMS LISTED BELOW FOCUS ON INDOOR AMENITIES/FACILITIES THAT COULD BE CONSIDERED IN LAKEVIEW PARK AS PART OF AN INDOOR MULTI-FUNCTIONAL FACILITY. FOR EACH ITEM, CHOOSE THE RESPONSE THAT BEST DESCRIBES HOW IMPORTANT OR UNIMPORTANT IT WOULD BE FOR THE COUNTY TO CONSTRUCT AT LAKEVIEW PARK.

The most important proposed indoor amenities/facilities according to those surveyed were Indoor Convention space (indoor event) (45% Very Important, 32% Important), Indoor walking/jogging track (43% Very Important, 28% Important), Senior gathering space (36% Very Important, 33% Important), Indoor basketball, volleyball, tennis, pickleball courts (38% Very Important, 30% Important), and Indoor swimming facilities (34% Very Important, 34% Important).





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THE ITEMS LISTED BELOW FOCUS ON INDOOR AMENITIES/FACILITIES THAT COULD BE CONSIDERED IN LAKEVIEW PARK AS PART OF AN INDOOR MULTI-FUNCTIONAL FACILITY. FOR EACH ITEM, CHOOSE THE RESPONSE THAT BEST DESCRIBES HOW IMPORTANT OR UNIMPORTANT IT WOULD BE FOR THE COUNTY TO CONSTRUCT AT LAKEVIEW PARK.

We see equal support for an Indoor walking/jogging track and Indoor basketball, volleyball, tennis, pickleball courts with 41 survey respondents listed both as the items they would be most willing to fund. Develop indoor swimming facilities (34) and convention space (indoor event) was equally scored to round out the top four.

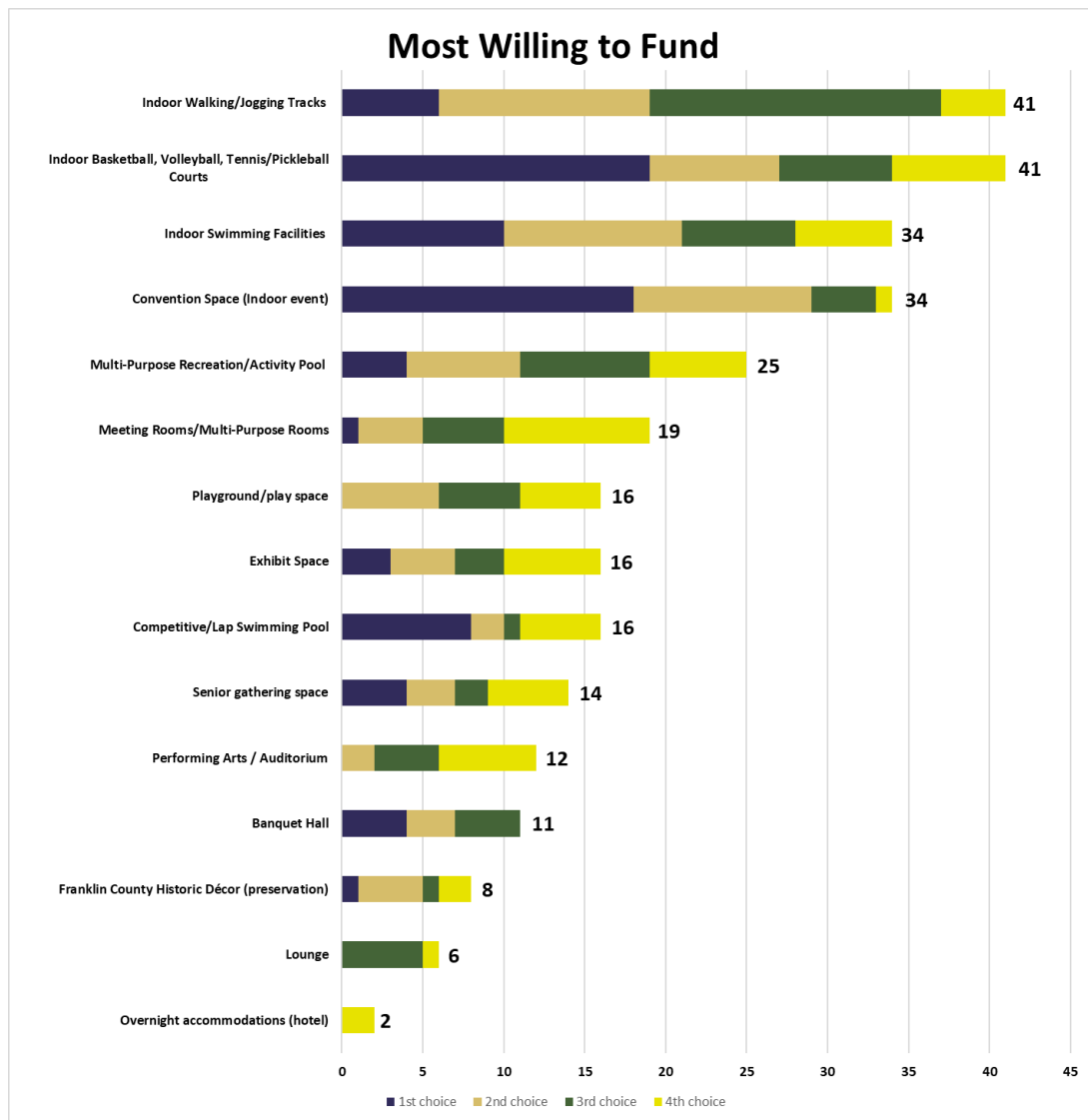


Figure 35: Most willing to Fund

ANY OTHER COMMENTS YOU HAVE ABOUT LAKEVIEW PARK AND THE IMPROVEMENT BEING CONSIDERED BY FRANKLIN COUNTY LEADERS?

- Several comments regarding community leadership and elected officials
- How about building a casino?
- There is no mention in this survey about lakeview golf course. This is a vital course for our older golfers.
- Spend money, raise my taxes, I want it to be the best in the State!
- A new farmers market. People that wish to participate are turned away. Better parking, more spaces.
- Need more facilities for low-income families
- This could make Frankfort a more desirable place
- Outdoor basketball, other activities
- Outside activities
- Indoor events are important. However, the citizens should not be paying more. This park should be improved for the tax-paying citizens
- Outdoor sports - basketball volleyball, horseshoes, firepits
- Outdoor basketball double rim
- It sounds awesome, I wish I lived closer
- The park draws no outside visitors. Other than golf, there is no reason to go. Hotel is the most ignorant idea. No business will support this park.
- Maintain and improve golf course
- Outdoor basketball courts, pond to fish, small food court
- Very good questions - most interested that our high school seniors stay in Franklin County for graduation
- Camp ground to entice visitors
- Should not have torn down convention center
- Take care of current things at park.
- It's a great park for outdoor activities and the improvement plan could focus on outdoor activities and a central location for the indoor activities.
- Tired of nasty porta potty
- Food volleyball, basketball - outside, batting cages, more bathrooms in back.
- Flowers, beautification of the spaces. Rarely see anyone play disc golf.
- Changes should be geared more towards low-income families
- Park amenities need to meet or exceed the quality of surrounding counties
- No money for this, improve what we have now



3.2.2 TOP FINDINGS FROM THE INTERCEPT SURVEY

Major Actions

- New convention center
- New indoor / outdoor aquatic center
- New walking trails
- Improved restroom facilities
- Develop additional ballfield quad

Indoor Amenities

- Indoor Walking/Jogging Track
- Athletic Courts
- Aquatics Facility
- Convention Space
- Multi-purpose activity pools

Outdoor Amenities

- Improve sports fields
- New areas for leisure games
- Improve existing shelters/pavilions
- Improve playground
- Improve existing park

3.3 ONLINE COMMUNITY NEEDS ASSESSMENT

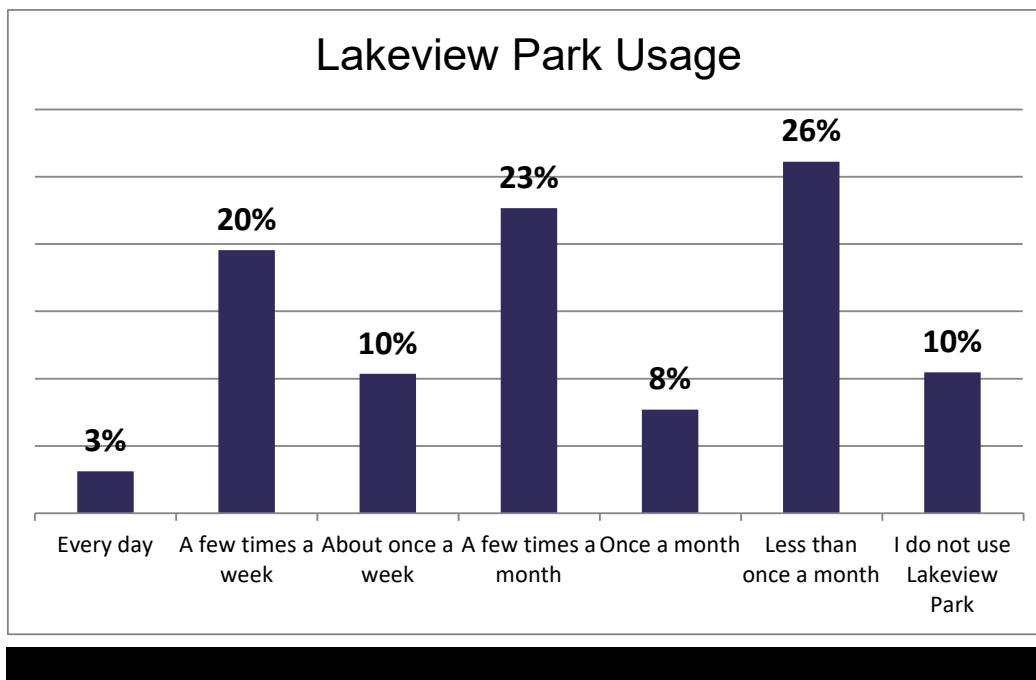
The online survey addresses the community's needs and interests. It is a community-based data source used to help define the program for the Franklin County Lakeview Park Feasibility Study/Master Plan ("Plan"). The Program is defined as the activities, services, facilities and amenities that will make up the master plan conceptual design. The consulting team conducted the online survey (powered by SurveyMonkey) to gain a better understanding of the characteristics, preferences, and satisfaction levels of Franklin County, Kentucky ("County") residents and users of Lakeview Park. The survey was open for just over three weeks, from July 13th through August 8th, 2021 and received a total of 875 responses.



3.3.1 FINDINGS

HOW OFTEN DO YOU AND MEMBERS OF YOUR HOUSEHOLD USE LAKEVIEW PARK?

While daily use was low (3%) approximately one out of five survey respondents stated that they visit Lakeview Park a few times a week, and over 64% utilize the park at least once a month. 10% of those surveyed said they do not use Lakeview Park.

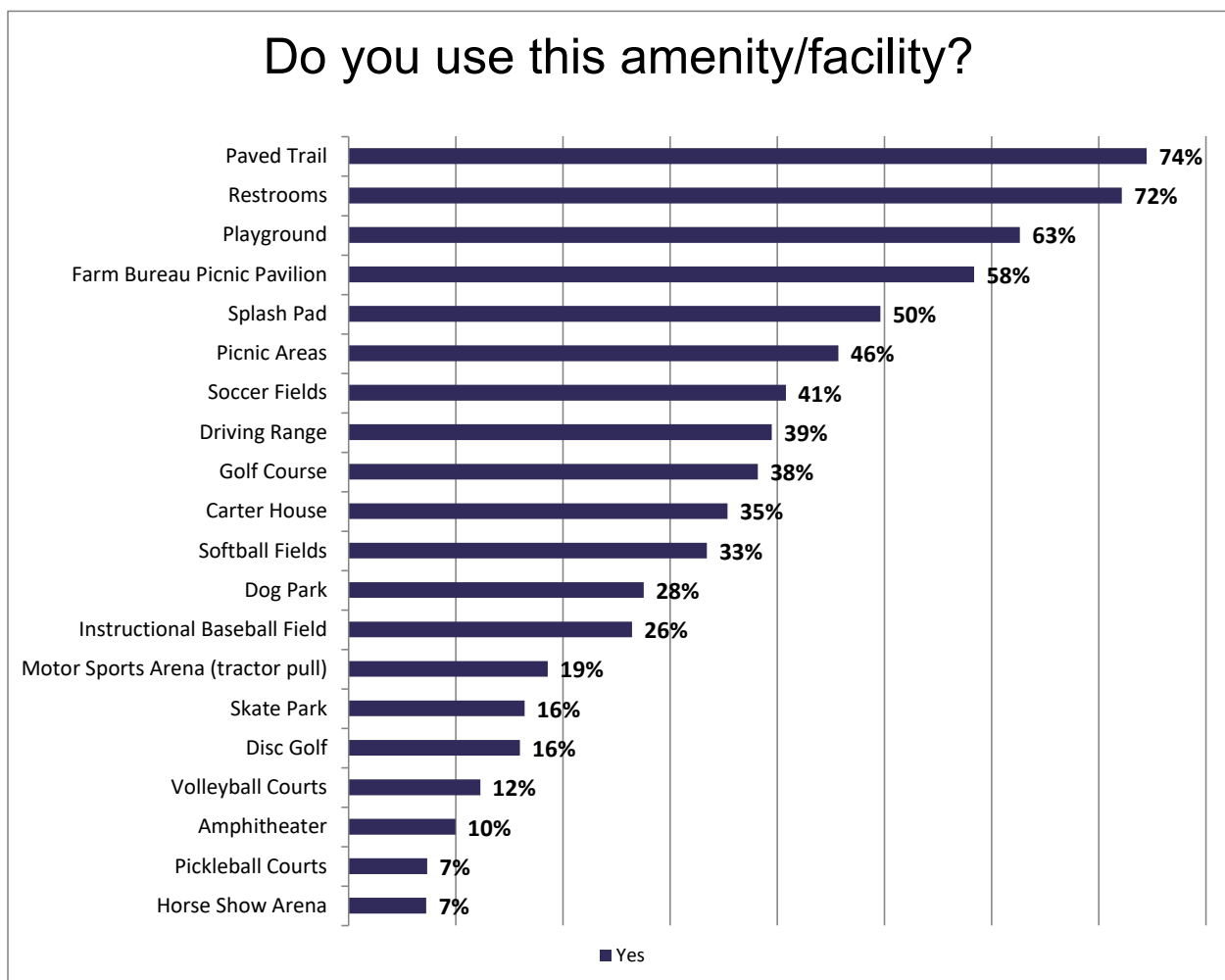




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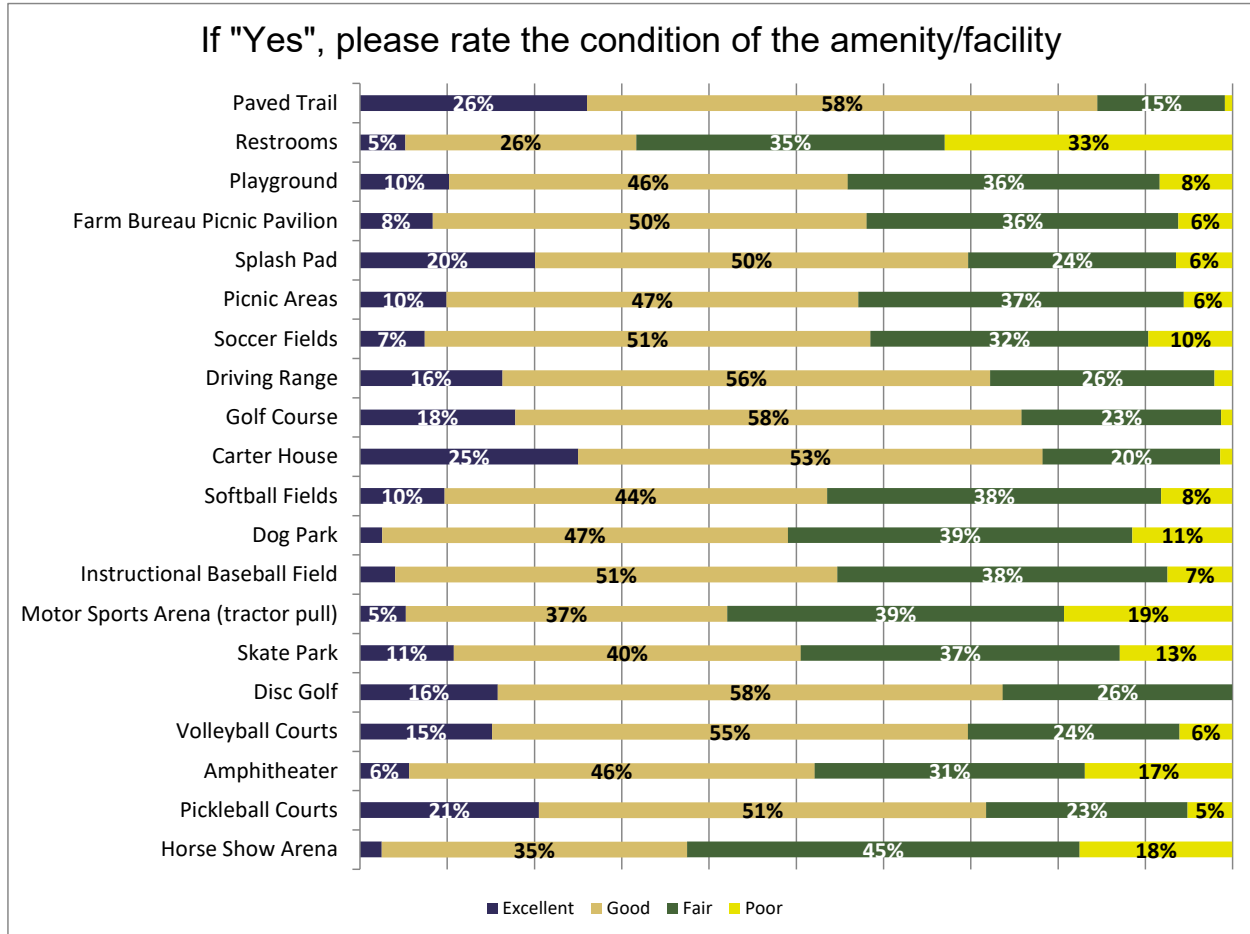
PLEASE INDICATE IF YOU OR ANY MEMBER OF YOUR HOUSEHOLD HAS USED ANY OF THE FOLLOWING LAKEVIEW PARK AMENITIES/FACILITIES DURING THE PAST TWO YEARS BY SELECTING EITHER "YES" OR "NO"

Paved Trail (74%), Restrooms (72%), Playground (63%), Farm Bureau Picnic Pavilion (58%), and Splash Pad (50%) are the only amenities/facilities used by over half of survey respondents. The least utilized amenities/facilities were Horse Show Arena (7%), Pickleball Courts (7%), Amphitheatre (10%), and Volleyball Courts (12%)



IF "YES", PLEASE RATE THE CONDITION OF THE SITE

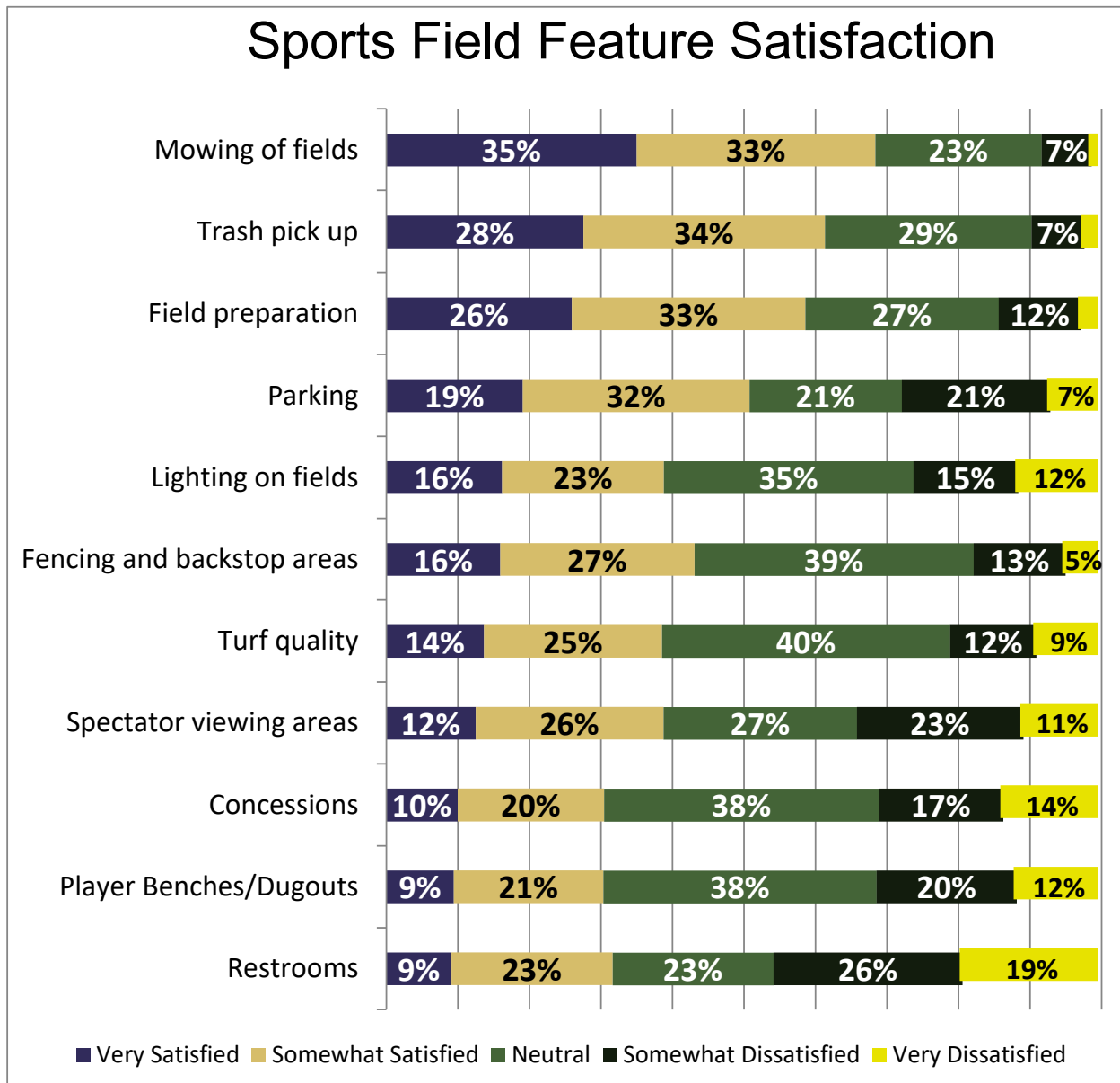
Paved Trail is not only the most used most used amenity/facility by respondents, it also had the most favorable rating in terms of condition with 74% grading it at “Good” or above. While restrooms were the 2nd most utilized amenity/facility, they also had the highest percentage of “poor” responses (33%).





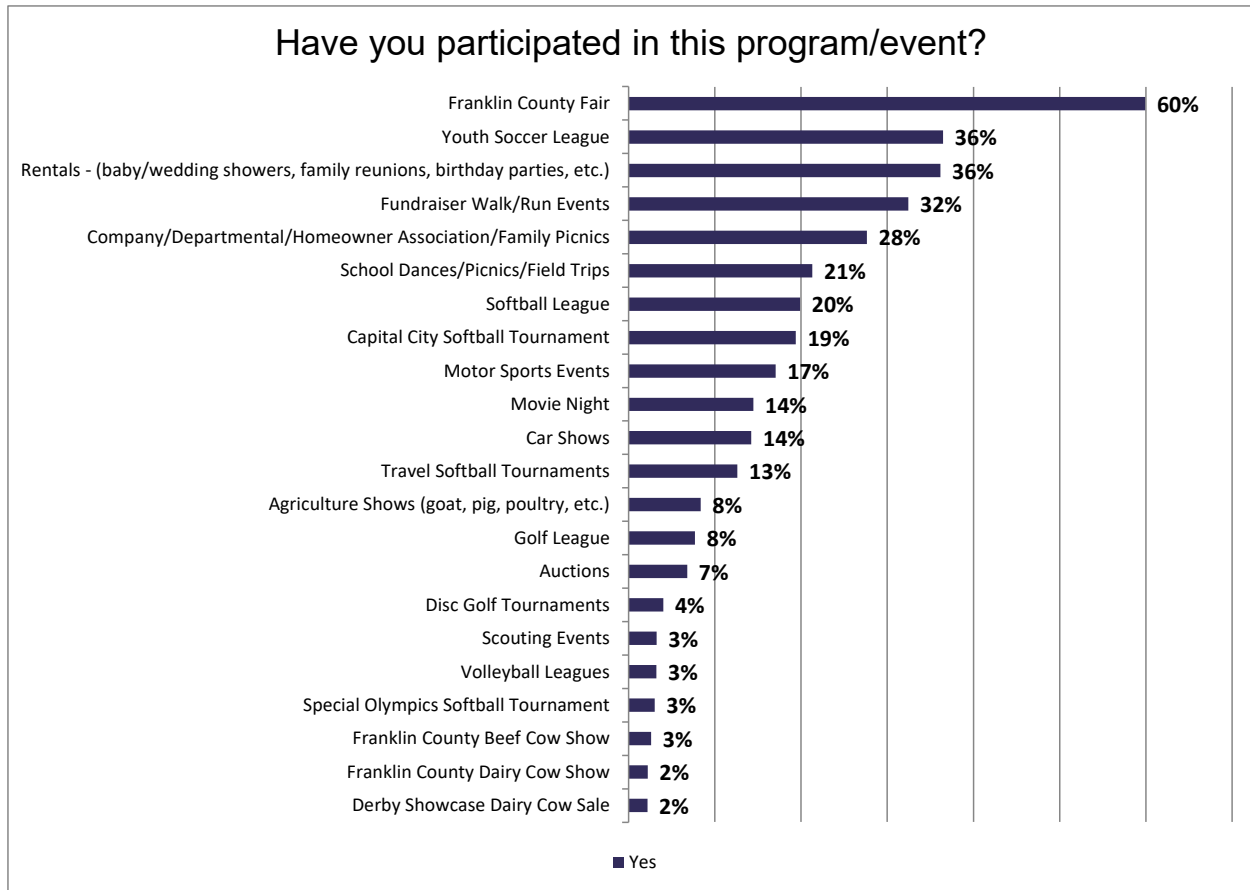
PLEASE RATE YOUR SATISFACTION WITH THE FOLLOWING FEATURES OF SPORTS FIELDS THAT ARE LOCATED IN LAKEVIEW PARK.

The Sports Field Features with the highest favorable satisfaction rates (combination of Very Satisfied and Somewhat Satisfied) were Mowing of Fields (68%), Trash pick-up (62%), Field preparation (59%), and Parking (51%). Respondents were least satisfied with the Restrooms (26% Somewhat Dissatisfied, 19% Very Dissatisfied).



PLEASE INDICATE IF YOU OR ANY MEMBER OF YOUR HOUSEHOLD HAS PARTICIPATED IN ANY OF THE FOLLOWING LAKEVIEW PARK PROGRAMS/EVENTS DURING THE PAST TWO YEARS

Franklin County Fair (60%) has by far been the most participated in program/event over the past two years by those surveyed. Youth Soccer League (36%) and Rentals (36%) were 2nd and 3rd. 10 of the 22 listed programs/events were participated in by less than 10% of respondents, with 7 of those being below 5%.

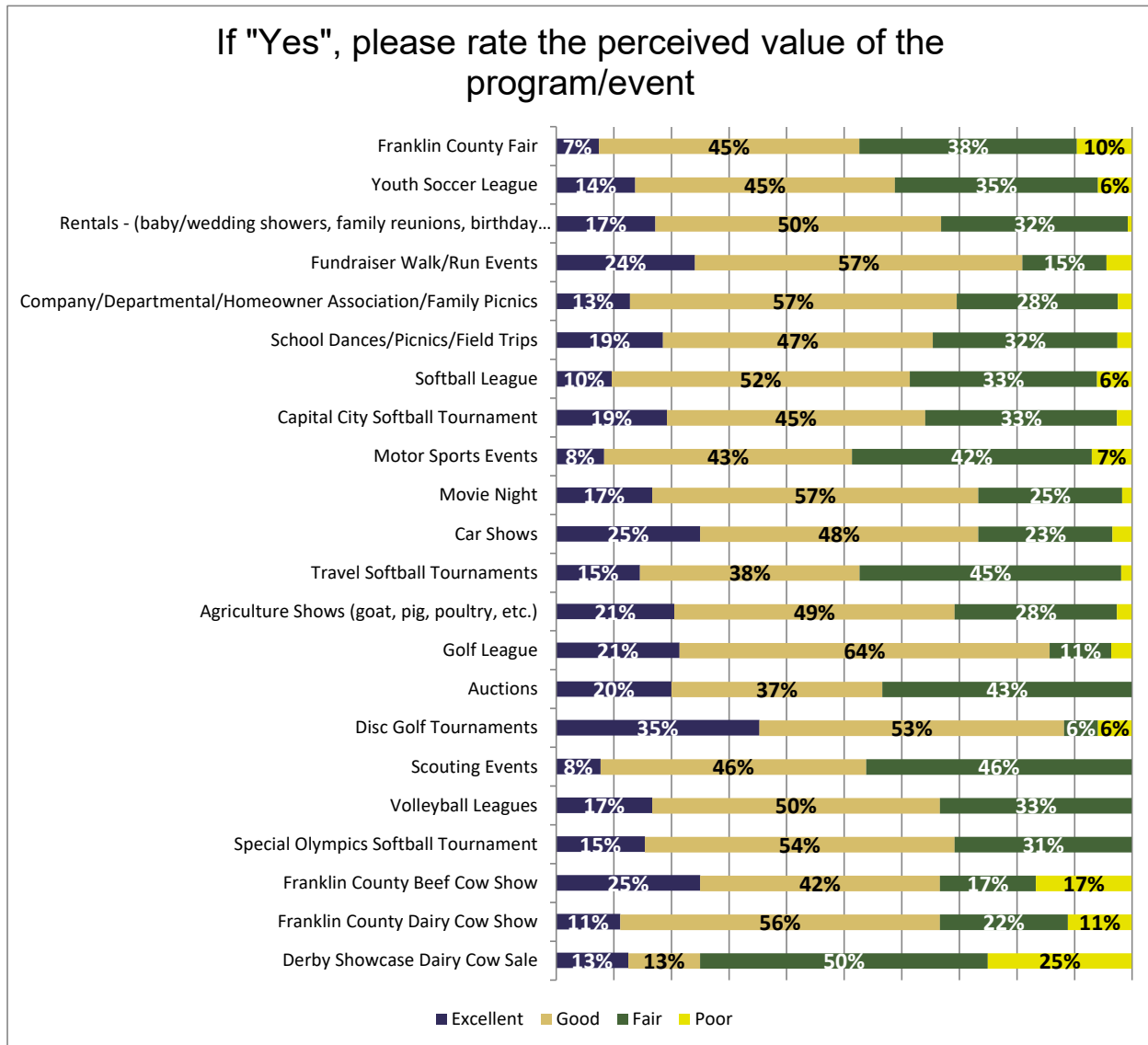




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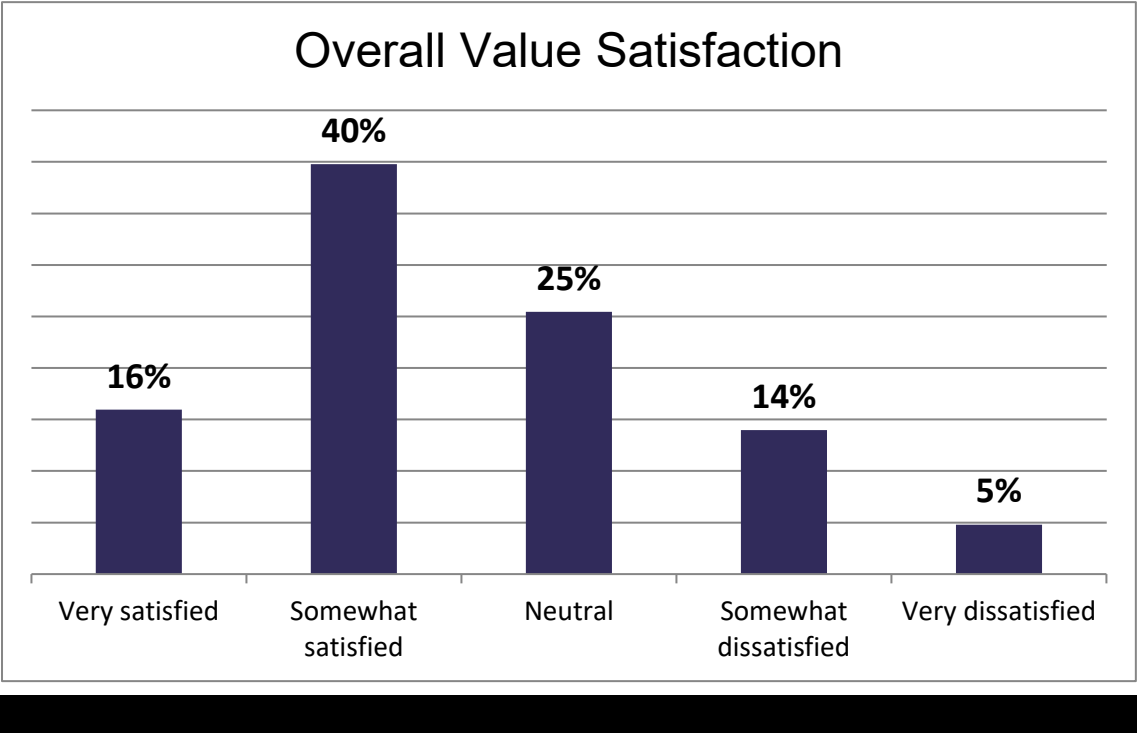
IF "YES", PLEASE RATE THE CONDITION OF THE SITE

Although only 4% of respondents stated they participated in Disc Golf Tournaments, 88% of those who did participate perceived them to be of at least a "Good" value which is the highest of all the program/events listed. Franklin County Fair was the only program/event with over 50% participation and was considered to be in at least "good" condition by 52% of those who had attended. Derby Showcase Dairy Cow Sale was both the lowest attended (2%) and had the largest amount of "poor" (25%) responses



PLEASE RATE YOUR LEVEL OF SATISFACTION WITH THE OVERALL VALUE YOUR HOUSEHOLD RECEIVES FROM FRANKLIN COUNTY PARKS AND RECREATION DEPARTMENT.

A majority of respondents indicated some level of satisfaction with the overall value received from Franklin County Parks and Recreation (16% Very satisfied, 40% Somewhat satisfied).

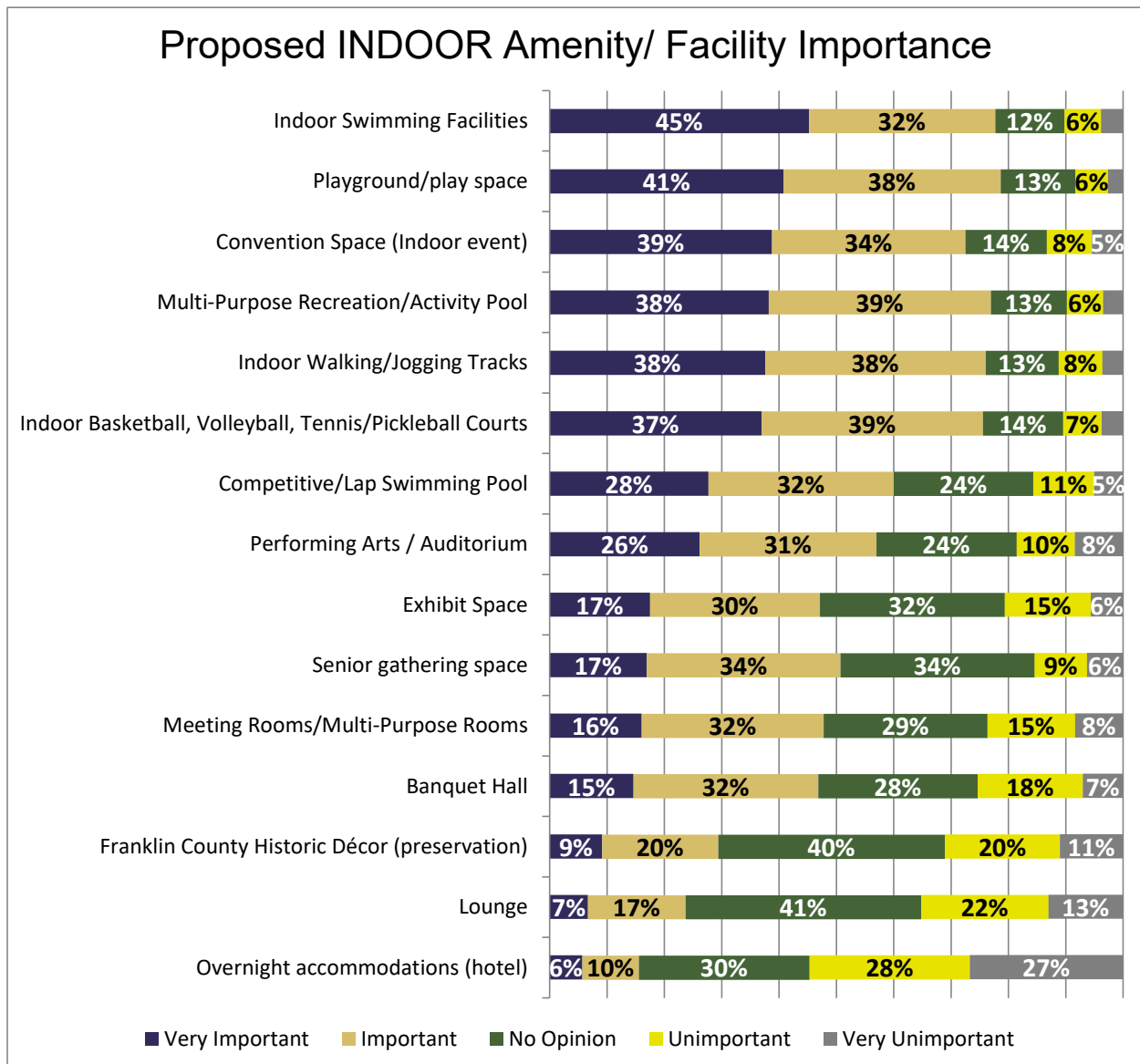




Parks & Recreation Department

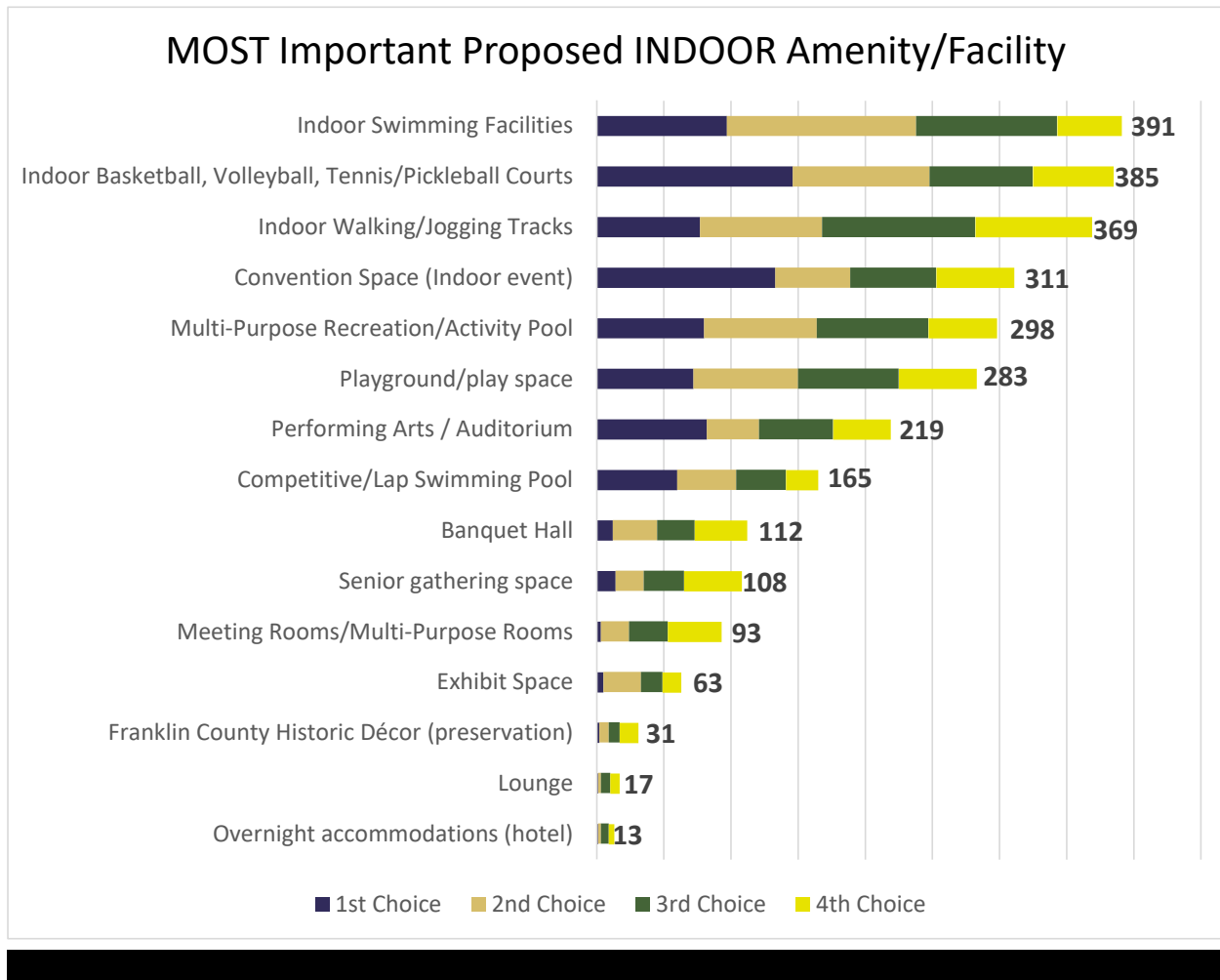
THE ITEMS LISTED BELOW FOCUS ON INDOOR AMENITIES/FACILITIES THAT COULD BE CONSIDERED IN LAKEVIEW PARK AS PART OF AN INDOOR MULTI-FUNCTIONAL FACILITY. FOR EACH ITEM, CHOOSE THE RESPONSE THAT BEST DESCRIBES HOW IMPORTANT OR UNIMPORTANT IT WOULD BE FOR THE COUNTY TO CONSTRUCT AT LAKEVIEW PARK

The most important proposed indoor amenities/facilities according to those surveyed were Indoor Swimming Facilities (45% Very Important, 32% Important), Playground/play space (41% Very Important, 38% Important), Indoor Convention Space (39% Very Important, 34% Important), Multi-Purpose Recreation/Activity Pool (38% Very Important, 39% Important), and Indoor Basketball, Volleyball, Tennis/Pickleball Courts (37% Very Important, 39% Important).



WHICH FOUR INDOOR AMENITIES/FACILITIES FROM THE LIST IN THE ABOVE QUESTION ARE MOST IMPORTANT TO YOUR HOUSEHOLD?

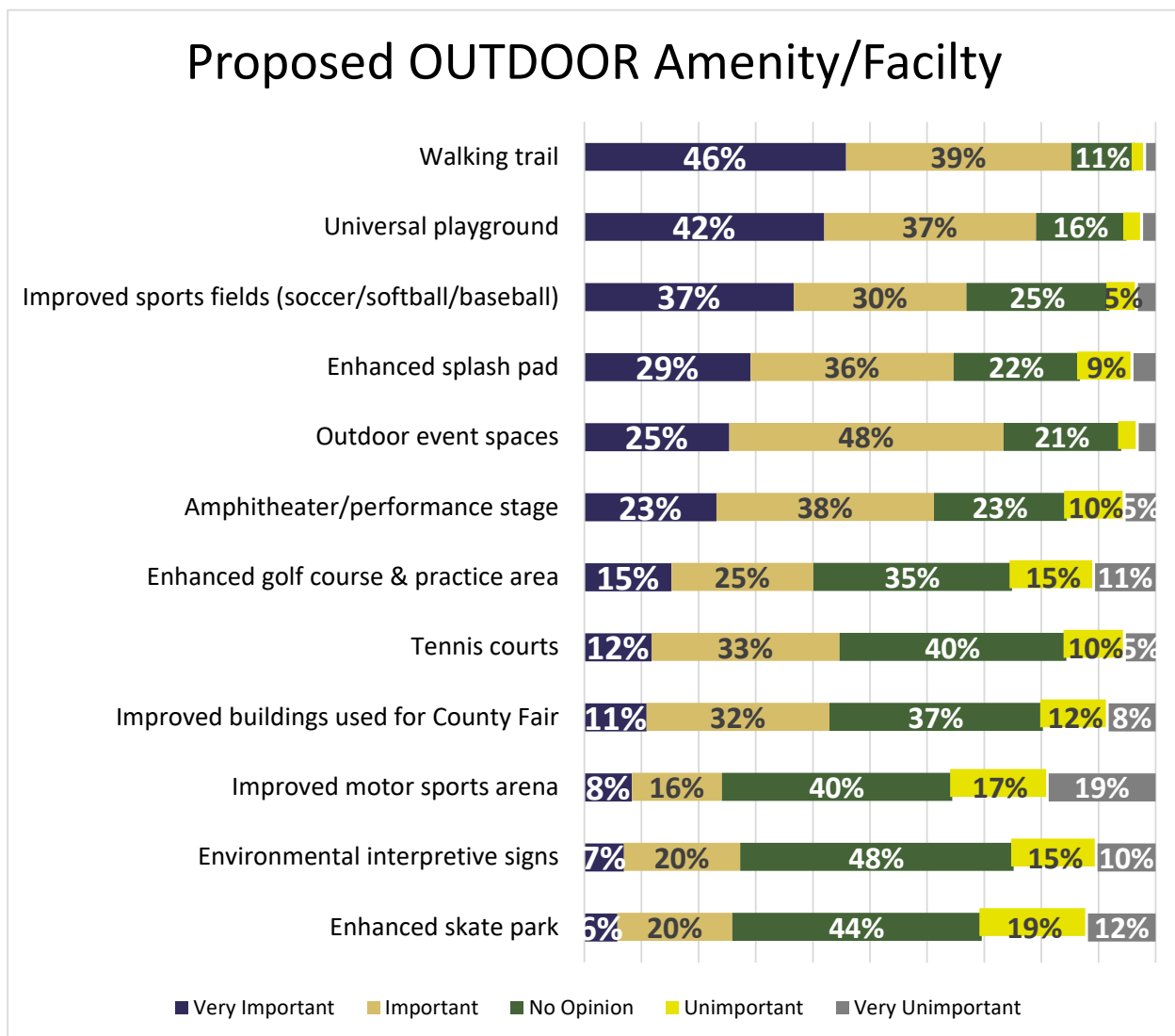
Indoor Swimming Facilities (391) was mentioned the most by respondents listing their four most important proposed indoor amenities/facilities, followed by Indoor Basketball, Volleyball, Tennis/Pickleball Courts (385), and Indoor/Walking/Jogging Tracks (369). The least selected were Hotel (13), Lounge (17), and Franklin County House Décor preservation (31).





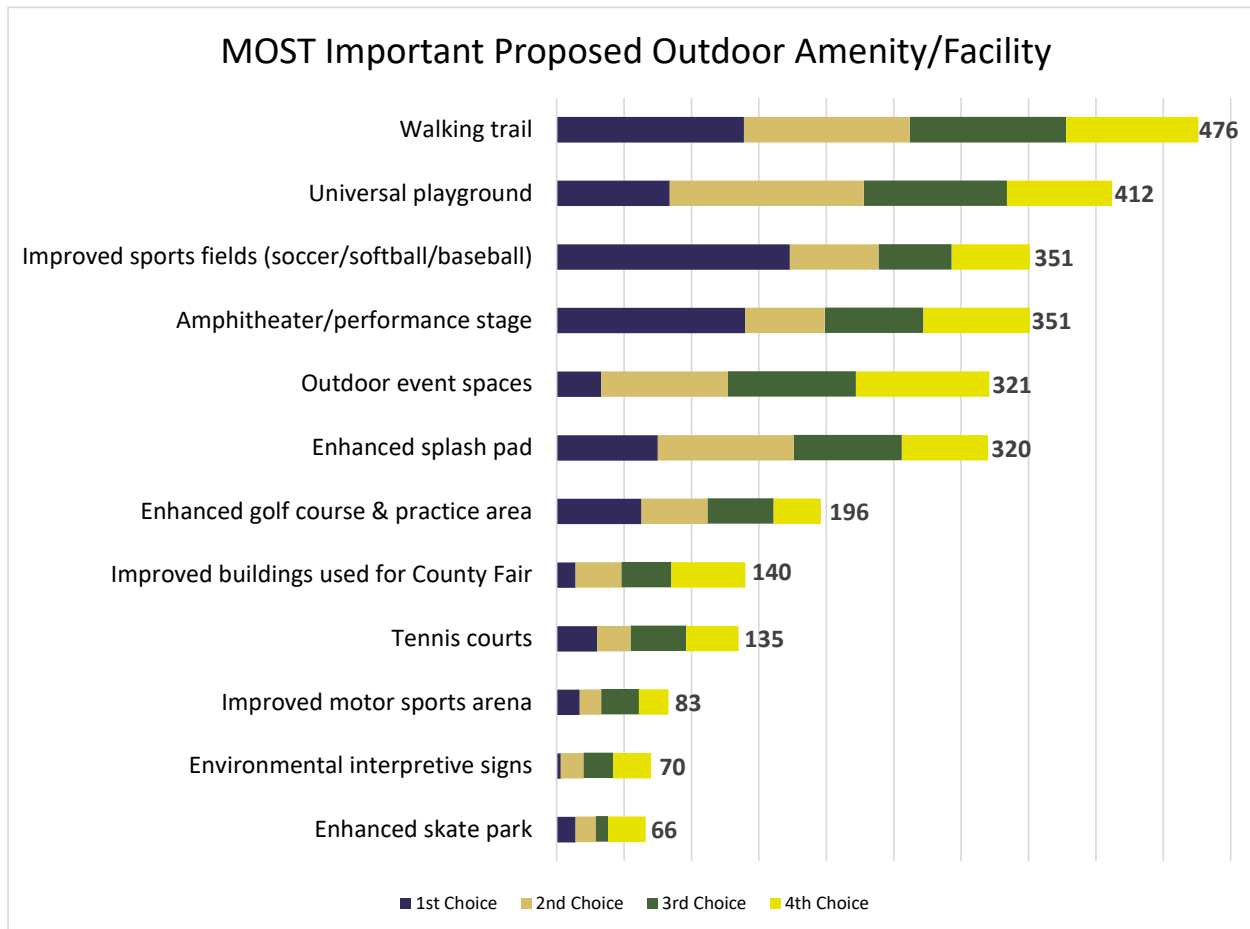
THE ITEMS LISTED BELOW FOCUS ON OUTDOOR AMENITIES/FACILITIES/IMPROVEMENTS THAT COULD BE CONSIDERED IN LAKEVIEW PARK AS PART OF AN NEW SITE MASTER PLAN. FOR EACH ITEM, CHOOSE THE RESPONSE THAT BEST DESCRIBES HOW IMPORTANT OR UNIMPORTANT IT WOULD BE FOR THE COUNTY TO CONSTRUCT AT LAKEVIEW PARK.

Walking trail (46%) received the most “Very Important” responses in regards to proposed outdoor amenities/facilities. Universal playgrounds (42%) were second, followed by Improved sports fields (37%).



WHICH FOUR OUTDOOR AMENITIES/FACILITIES FROM THE LIST IN THE QUESTION ABOVE ARE MOST IMPORTANT TO YOUR HOUSEHOLD?

Walking trail (476) was also mentioned the most by respondents listing their four most important proposed outdoor amenities/facilities followed by Universal playground (412), Improved sports fields (351), and Amphitheater/performance stage (351). The least mentioned options were Enhanced skate park (66), Environmental interpretive signs (70), and Improved motor sports arena (83).

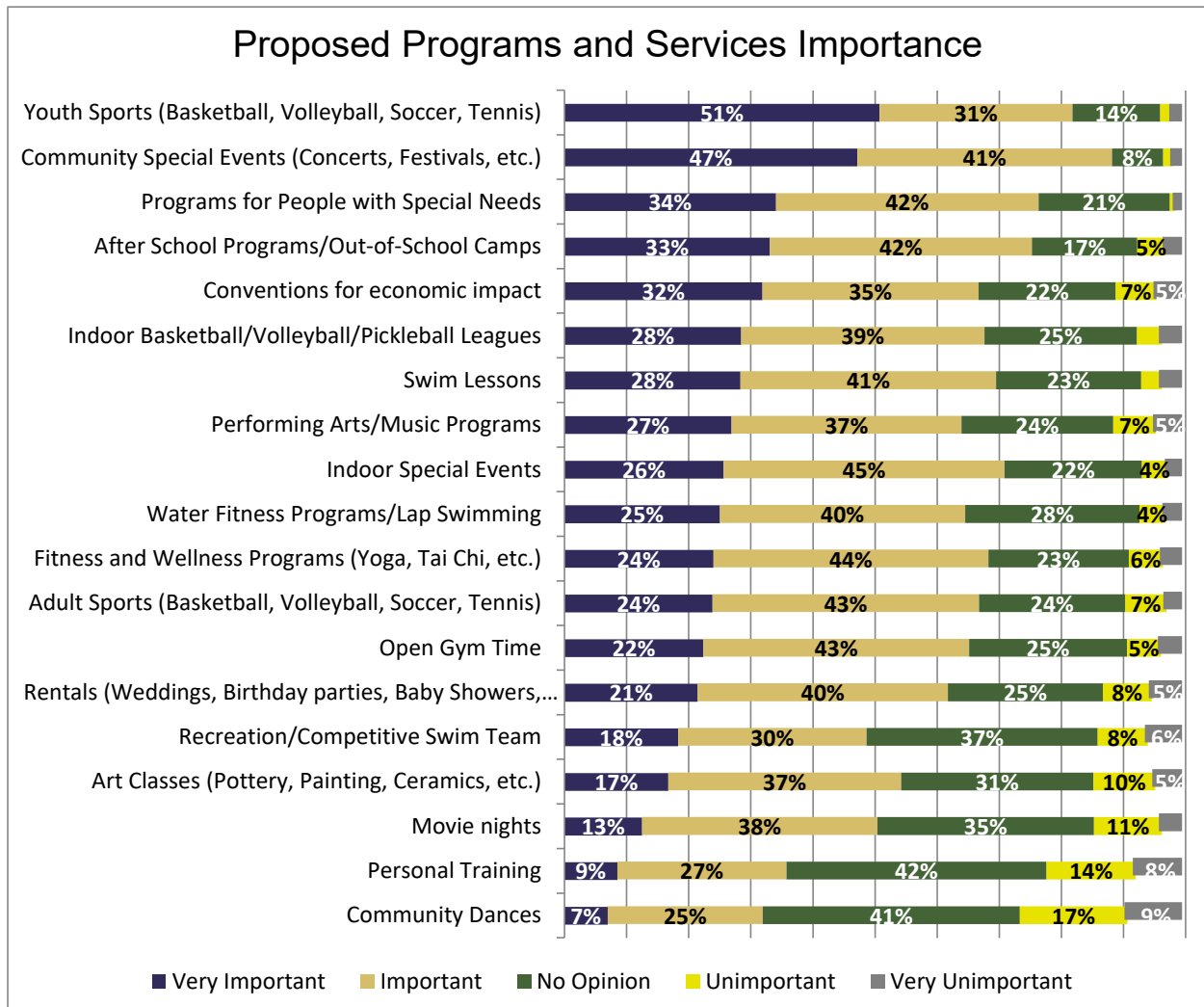




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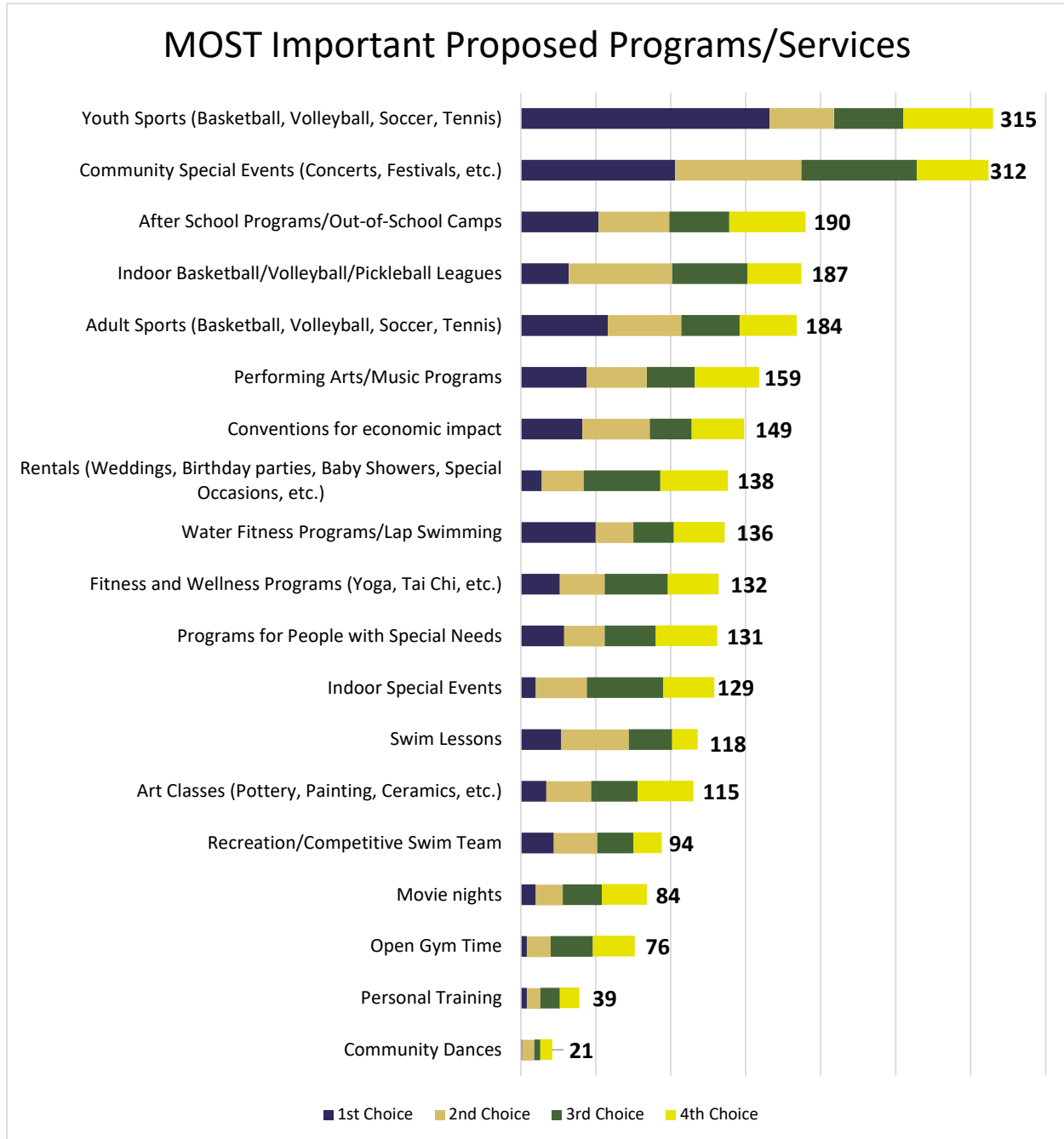
ITEMS LISTED BELOW FOCUS ON PROGRAMS AND SERVICES THAT COULD BE CONSIDERED TO OFFER AT LAKEVIEW PARK. FOR EACH ITEM, CHOOSE THE RESPONSE THAT BEST DESCRIBES HOW IMPORTANT OR UNIMPORTANT IT WOULD BE FOR THE COUNTY TO OFFER AT LAKEVIEW PARK.

Youth Sports was considered by over half (51%) of survey respondents to be “Very Important”. Community Special Events (47%) was next, and had 41% “Important” responses, giving them the highest total of supportive (combination of Very Supportive and Supportive) surveys.



WHICH FOUR INDOOR OR OUTDOOR PROGRAMS/SERVICES FROM THE LIST IN THE QUESTION ABOVE ARE MOST IMPORTANT TO YOUR HOUSEHOLD?

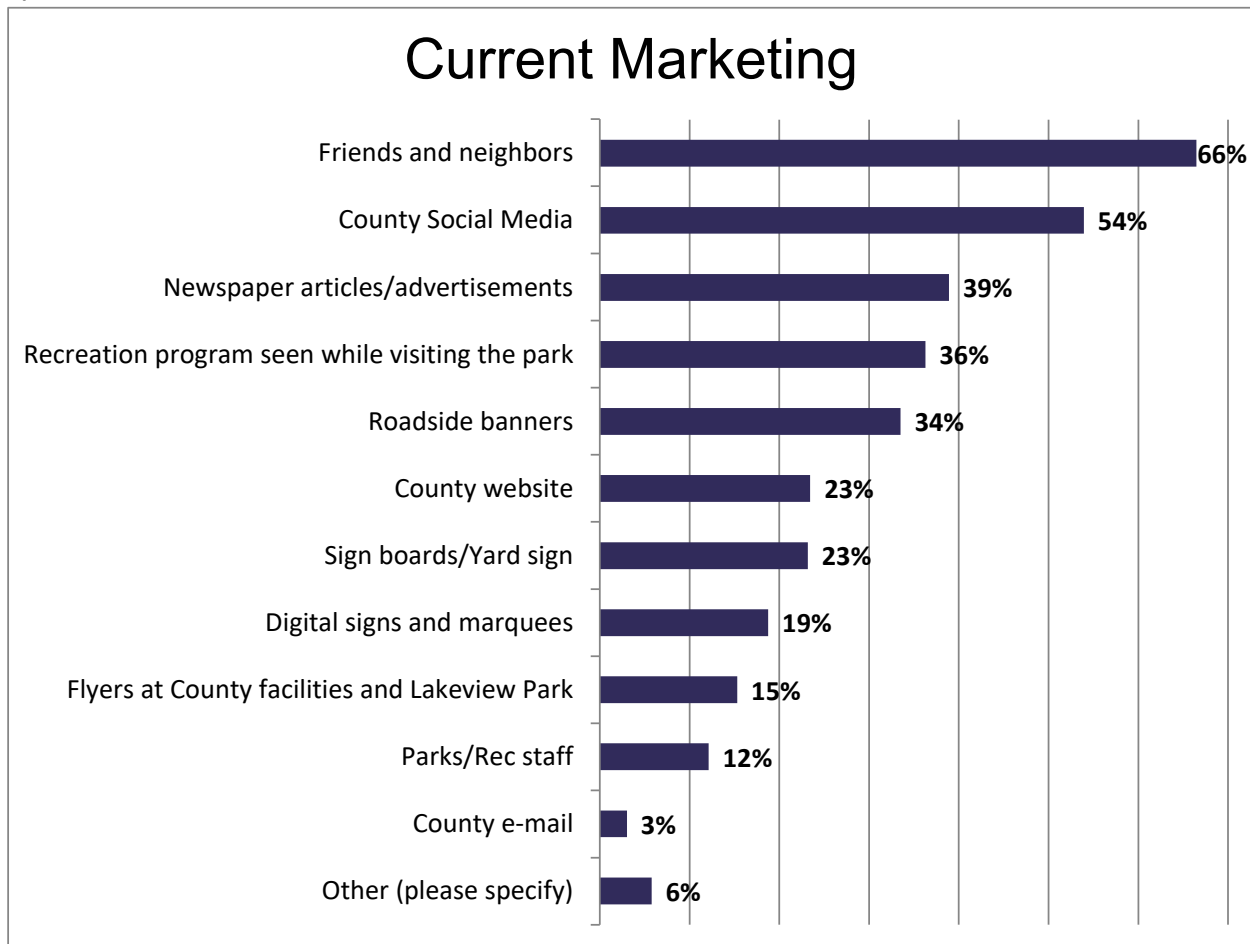
Youth Sports (315), and Community Special Events (312) were by far the most mentioned proposed programs/services by respondents when asked to list their top four. Those receiving the least support were Community Dances (21), Personal Training (39), and Open Gym Time (76)





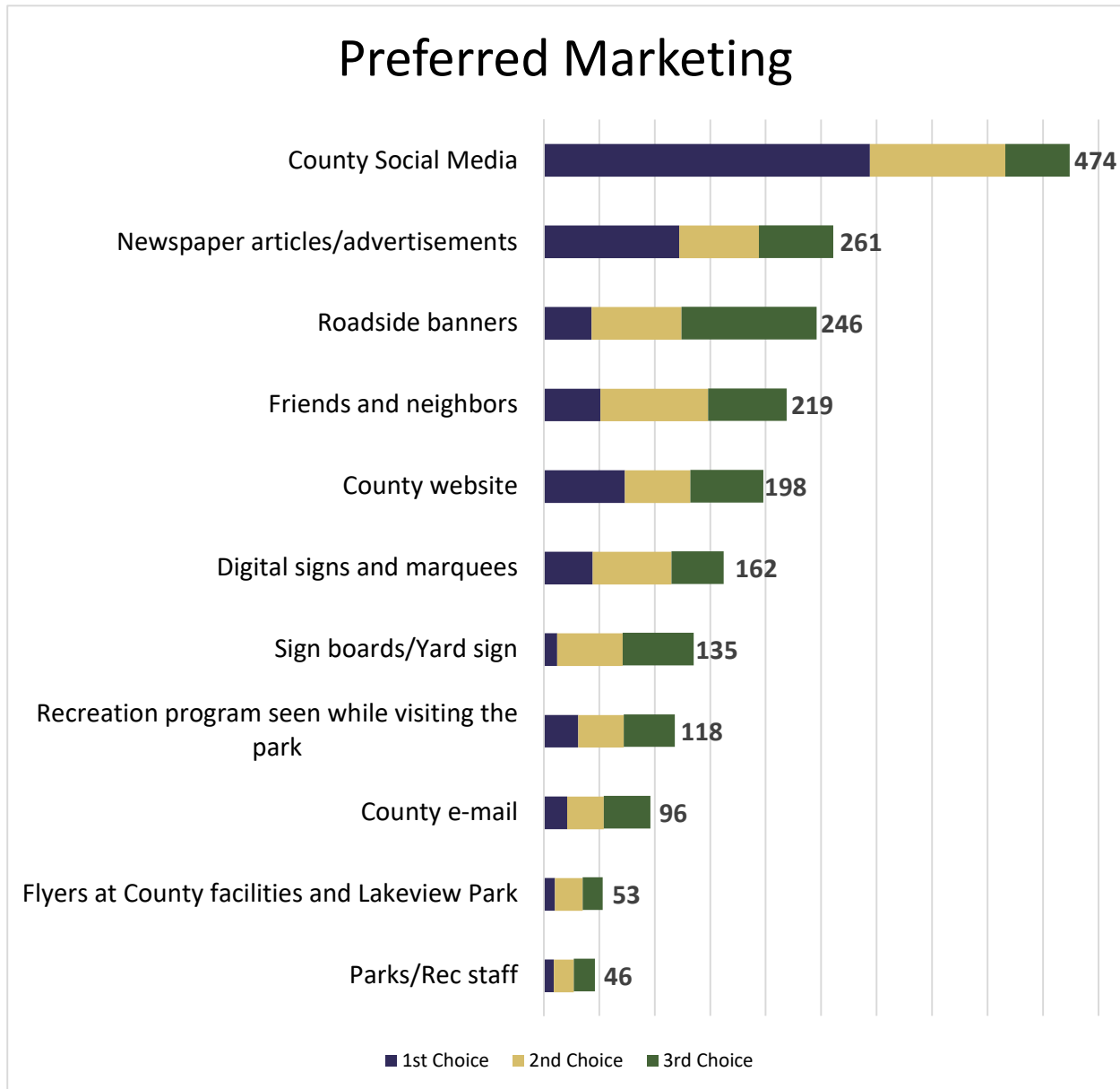
PLEASE CHECK ALL OF THE WAYS YOU LEARN ABOUT LAKEVIEW PARK PROGRAMS/EVENTS AND ACTIVITIES

Friends and neighbors (66%) and County social media (54%) were both selected by over half of respondents as to how they currently learn about Lakeview Park programs/events and activities. County e-mail (3%), Parks/Rec staff (12%) and Flyers at County facilities and Lakeview Park (15%) were the least selected options.



WHICH THREE OF THE INFORMATION SOURCES LISTED IN THE QUESTION ABOVE DO YOU MOST PREFER TO USE TO LEARN ABOUT LAKEVIEW PARK PROGRAMS, EVENTS AND ACTIVITIES?

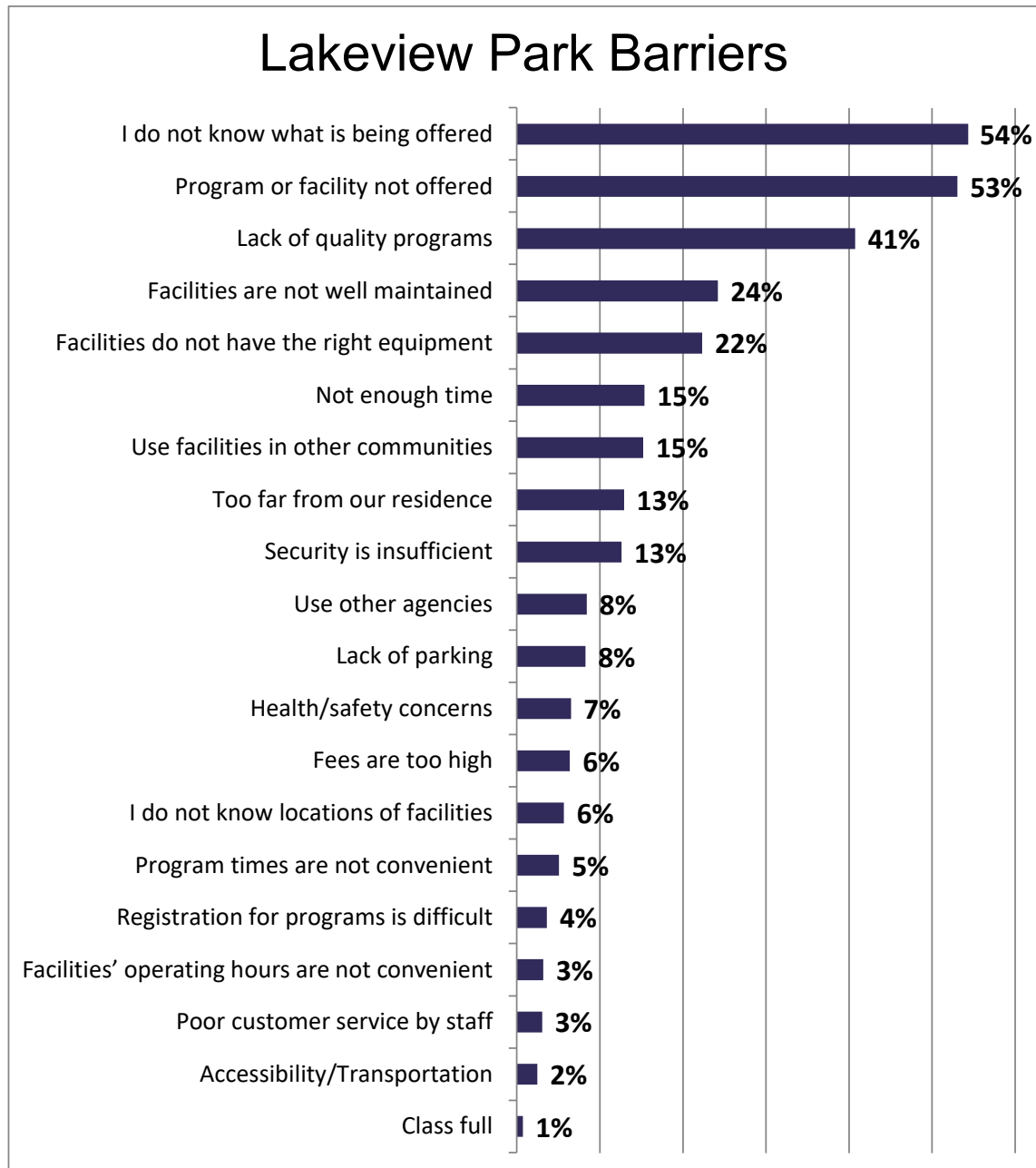
County social media (474) was by far the most selected preference to learn about Lakeview Park Programs, followed by Newspaper articles/advertisements (261), and Roadside banners (246). Parks/Rec staff (46), Flyers at County facilities and Lakeview Park (53), and County e-mail (96) were the least mentioned.





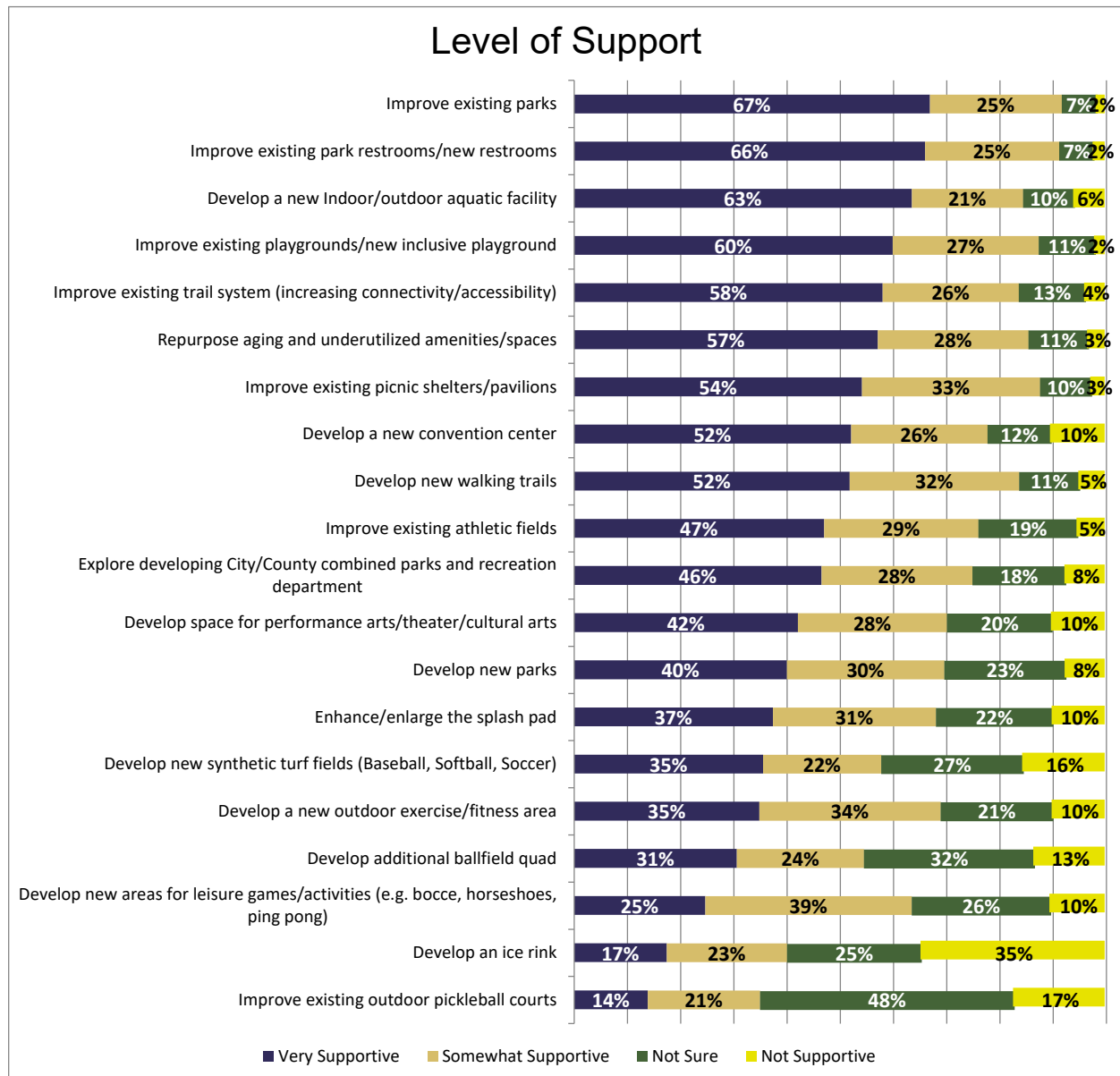
PLEASE CHECK ALL OF THE FOLLOWING REASONS THAT PREVENT YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD FROM USING THE AMENITIES, FACILITIES, PROGRAMS AND EVENTS IN LAKEVIEW PARK MORE OFTEN.

I do not know what is being offered (54%), Program or facility is not offered (53%), and Lack of quality programs (41%) are the three most selected barriers to participation according to survey respondents.



PLEASE INDICATE HOW SUPPORTIVE YOU WOULD BE OF EACH OF THE FOLLOWING MAJOR ACTIONS THAT FRANKLIN COUNTY COULD TAKE TO IMPROVE LAKEVIEW PARK?

Very strong support shown by survey respondents to a wide range of activities. In terms of being “Very Supportive”, Improve existing parks (67%), Improve existing park restrooms/new restrooms (66%), Develop a new indoor/outdoor aquatic facility (63%) and improve existing playgrounds/new inclusive playground (60%) are all selected by three out of every five people surveyed. The actions with the least level of support were Improve existing outdoor pickleball courts (14% Very Supportive, 21% Supportive), Develop an Ice Rink (17% Very Supportive, 23% Supportive), and develop new areas for leisure games/activities (25% Very Supportive, 39% Supportive).

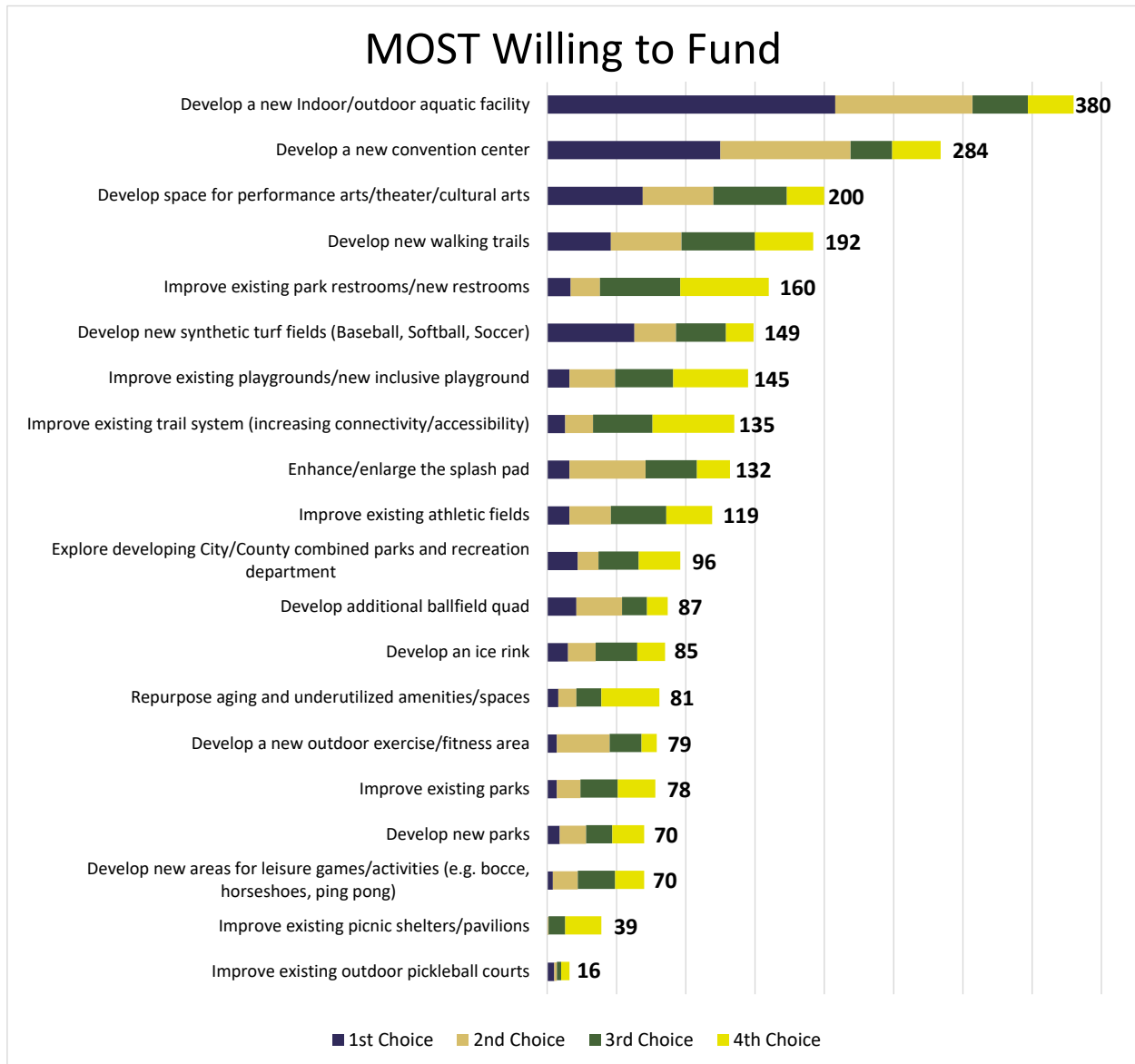




Parks & Recreation Department

WHICH FOUR OF THE ITEMS LISTED IN THE QUESTION ABOVE WOULD YOU BE MOST WILLING TO FUND?

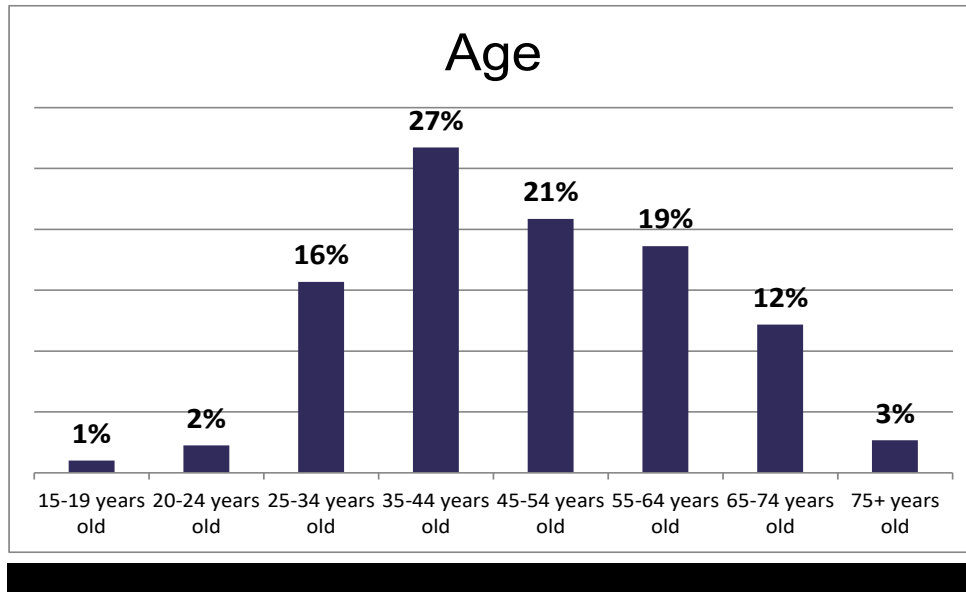
We see more support for a new indoor/outdoor aquatic facility here as 380 of survey respondents listed it as one of the four items, they would be most willing to fund. Develop a new convention center (284) was a fairly distant second, develop space for performance arts/theater/cultural arts (200) was third.



6.3.2 SURVEY DEMOGRAPHICS

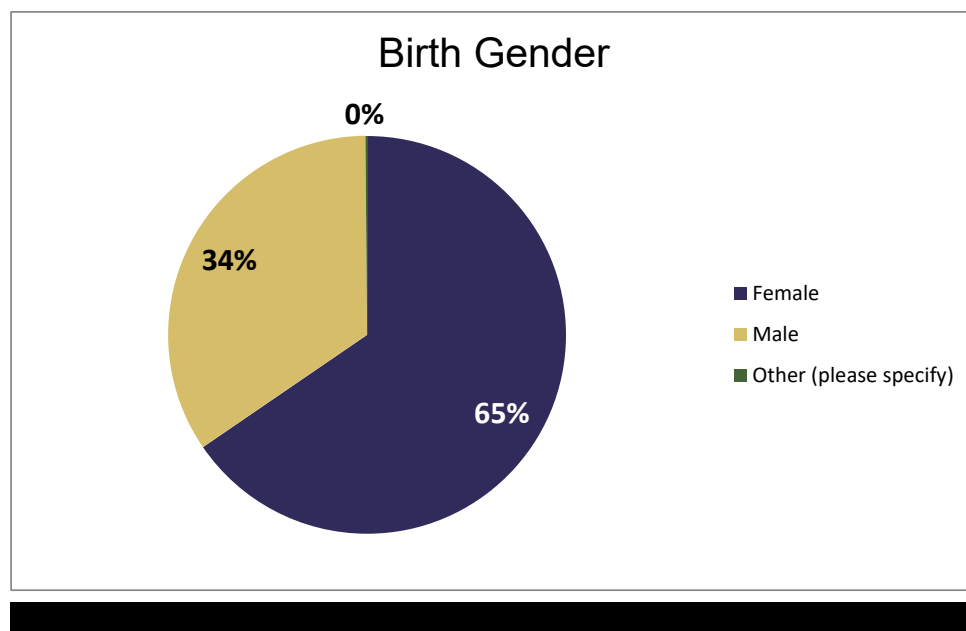
WHICH AGE GROUP BEST DESCRIBES YOUR AGE?

35-44 years old was the largest age group, made up of 27% of survey respondents. Over 54% of respondents were over the age of 45.



WHAT IS YOUR BIRTH GENDER?

Female made up 65% of survey respondents, Male was 34%. One respondent did select “other”.

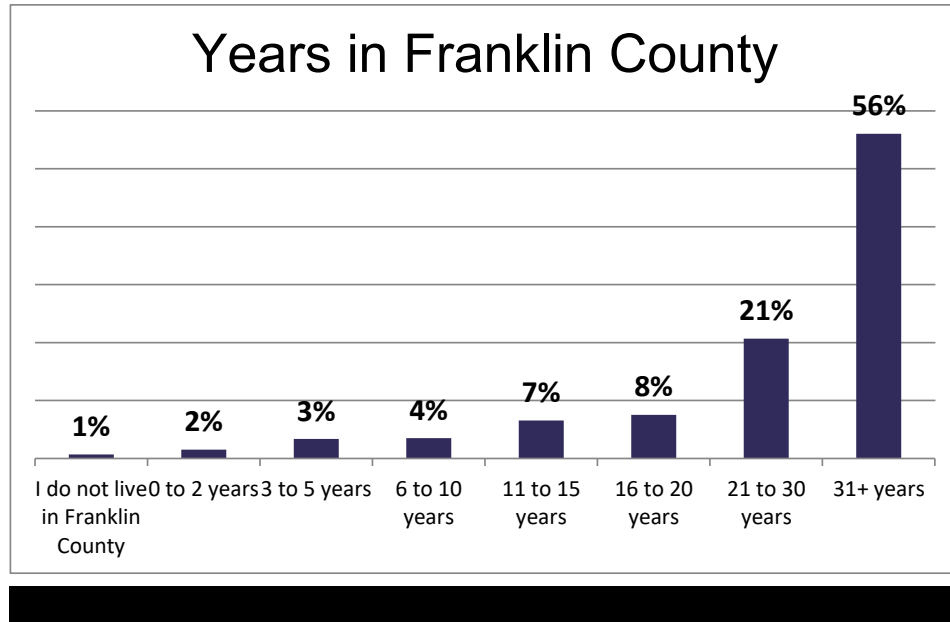




Parks & Recreation Department

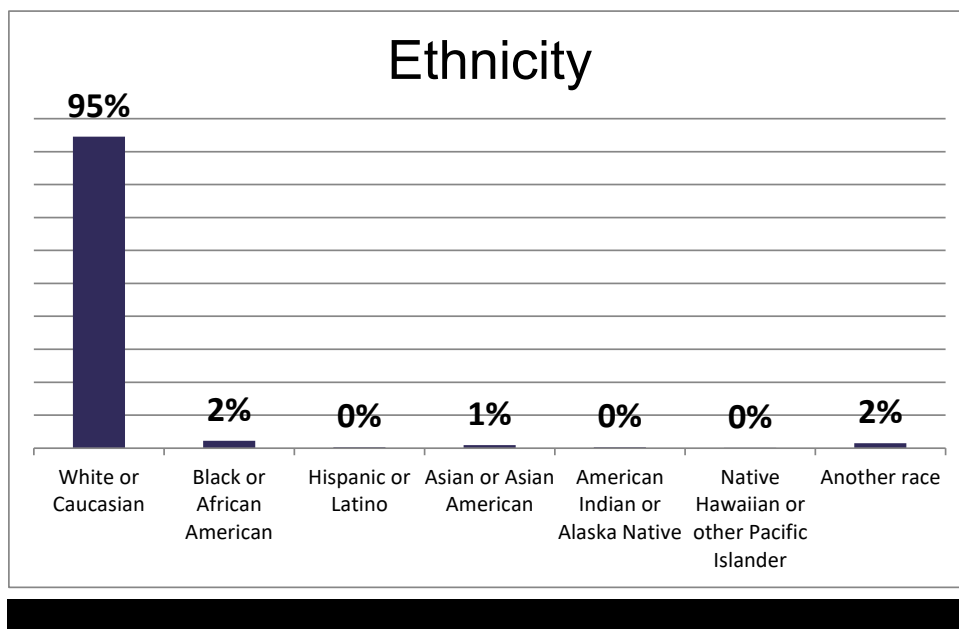
HOW MANY YEARS HAVE YOU LIVED IN FRANKLIN COUNTY?

An amazing 77% of survey respondents have lived in Franklin County for over 21 years. Less than 1% identified they do not live in Franklin County.



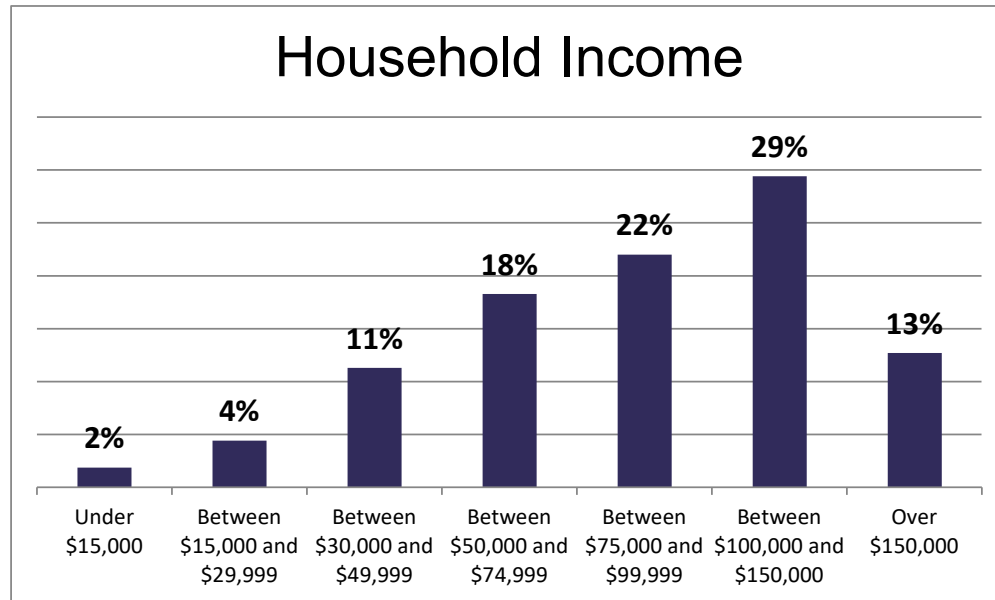
WHAT ETHNICITY BEST DESCRIBES YOU?

19 out of 20 survey respondents identified as White or Caucasian (95%).



WHAT IS YOUR HOUSEHOLD INCOME?

Over 64% of survey respondents make at least \$75,000 a year.

**3.3.2 DEMOGRAPHIC SUMMARY:**

As part of the market analysis the consulting team pulled demographic data from Environmental Systems Research Institute, Inc. (ESRI), a leader in the development of geographical information. It should be noted that this survey was not intended to be a statistically valid survey, but a community needs assessment survey to gauge the interests of the community in improving Lakeview Park. When we compare the demographics from ESRI to the demographics of the needs assessment, the following observations were made:

- No observation was made regarding gender. The only information regarding gender is from the Franklin County Needs Assessment Survey results.
- The table (right) represents the age segments that are from the demographic data source Environmental Systems Research Institute, Inc (ESRI) and from the Franklin County Needs Assessment Survey results. Higher representation is observed in segments representing ages 35-54 and ages 55-74.

Demographic - Age Segment Comparison		
Age Segments	ESRI Data Source	Franklin County Needs Assessment
Ages 0-17	20%	1%
Ages 18-34	21%	18%
Ages 35-54	25%	48%
Ages 55-74	26%	31%
Ages 75+	8%	3%



Parks & Recreation Department

- The table (right) represents the ethnicity of ESRI data source and respondents to the Franklin County Needs Assessment survey. Lower representation is observed in the following ethnicities; American Indian, Asian, Black Alone, and Two or More Races. Higher representation is observed in Some other Race and White Alone.

Demographic - Ethnicity Comparison		
Ethnicity	ESRI Data Source	Franklin County Needs Assessment
American Indian	0.3%	0.0%
Asian	2.4%	1.0%
Black Alone	10.6%	2.0%
Pacific Islander	0.0%	0.0%
Some other Race	1.8%	2.0%
Two or more Races	2.8%	0.0%
White Alone	82.0%	95.0%

- The household income (table right) represents the household income from ESRI data source and respondents to the Franklin County Needs Assessment survey. Lower representation is observed for the following income levels; Under \$15,000, Between \$15,000 and \$29,999, Between \$30,000 and \$49,999, Between \$50,000 and \$74,999, Higher representation is observed in the following income levels; Between \$75,000 and \$99,999, Between \$100,000 and \$150,000, and over \$150,000.

Demographic - Household Income		
Ethnicity	ESRI Data Source	Franklin County Needs Assessment
Under \$15,000	7.3%	2.0%
Between \$15,000 and \$29,999	7.7%	4.0%
Between \$30,000 and \$49,999	16.0%	11.0%
Between \$50,000 and \$74,999	21.9%	18.0%
Between \$75,000 and \$99,999	14.5%	22.0%
Between \$100,000 and \$150,000	14.6%	29.0%
Over \$150,000	7.9%	13.0%

3.3.3 FINDINGS SUMMARY

The following tables are comparing the top five emerging themes from the stakeholder input to the identified the top five responses for major actions, Indoor Amenities, and Outdoor Amenities households would be willing to fund. This comparison helps to identify commonalities to help define the core program for the site design. In addition, the consulting team took into consideration the lakeview Park property only has so many acres to develop, so the space needs of the top responses from the community were considered. The top major actions, indoor and outdoor responses that the consulting team explored for aligned with the guiding principles, goals of the project and the outcomes are (in alphabetical order):

Major Actions

- Improved restroom facilities
- New convention center
- New indoor / outdoor aquatic center

- New walking trails

Indoor Amenities

- Aquatics Facility
- Athletic Courts
- Convention Space
- Indoor Walking/Jogging Track
- Multi-purpose activity pools

Outdoor Amenities

- Amphitheater
- Improve existing shelters/pavilions
- Improve playground
- Improve sports fields
- Outdoor event space



CHAPTER FOUR - LAKEVIEW PARK CORE PROGRAM

4.1 CORE PROGRAM DEVELOPMENT

The Core Program was developed from analysis of the stakeholder input, steering committee input, the event in the park on July 17 2021, intercept surveys and online community needs assessment.

4.1.1 STAKEHOLDERS FINDINGS

The stakeholder engagement identified key questions, facilities, amenities, and programs that could be considered for the park that were used to develop the community-wide survey. In addition, these five overarching goals were presented to the team to carry through the analysis:

- Year-round indoor space and programming
- Athletics (Tennis, Soccer, Baseball/Softball, Basketball, Volleyball)
- Serve as many age segments as possible
- Preserve the heritage of Franklin County
- Improve aging and underutilized spaces

4.1.2 STAKEHOLDER FINDINGS COMPARED WITH INTERCEPT SURVEY & COMMUNITY-WIDE SURVEY

The following tables are comparing the top five emerging themes from the stakeholder input to the identified the top five responses for major actions, Indoor Amenities, and Outdoor Amenities households would be willing to fund. This comparison helps to identify commonalities to help define the core program for the site design. These capital assets will be analyzed and compared against the market analysis where competition is identified from a 25-mile radius and a three-hour drive time for drawing visitors regionally

The Stakeholder input is the overarching goals for the core program of the site to achieve. The process involves identifying which amenities will help achieve the outcomes from the stakeholder input. Stakeholder input in bold identifies that the amenities will help achieve that specific outcome. The colors in the columns of the intercept survey and needs assessment demonstrate a match between the intercept survey and needs assessment for that specific amenity and the match is the same color.

MAJOR ACTIONS

The major actions of the stakeholders are bold as all are accomplished by the color matching actions the community is supportive of the County taking. The amenities / facilities that received the greatest level of support are; new convention center, indoor / outdoor aquatic facility, walking trails, and to improve existing restrooms.

Major Actions			
	Stakeholder Input	Intercept Survey	Needs Assessment
1	Year-round Programming	New convention center	New indoor/outdoor aquatic facility
2	Athletics (Tennis, Soccer, Baseball/Softball, Basketball, Volleyball)	Indoor/outdoor aquatic facility	New convention center
3	Serve as many age segments as possible	New walking trails	Develop space for performing arts
4	Preserve the heritage of Franklin County	Improve existing restrooms	New walking trails
5	Improve aging and underutilized spaces	Develop additional ballfield quad	Improve existing restrooms

INDOOR AMENITIES

There are four of the five stakeholder goals in bold for these well-paired indoor amenities. The indoor amenities that received the greatest level of support are; Indoor sports, indoor walking / jogging track, indoor swimming pool, convention space and multipurpose activity pools.

Indoor Amenities			
	Stakeholder Input	Intercept Survey	Needs Assessment
1	Year-round Programming	Indoor walking/jogging track	Indoor swimming facility
2	Athletics (Tennis, Soccer, Baseball/Softball, Basketball, Volleyball)	Indoor sports	Indoor sports
3	Serve as many age segments as possible	Indoor swimming facility	Indoor walking/jogging track
4	Preserve the heritage of Franklin County	Convention space	Convention space
5	Improve aging and underutilized spaces	Multi-purpose activity pools	Multi-purpose activity pools

OUTDOOR AMENITIES

The outdoor amenities meet three of the five stakeholder goals. The outdoor amenities that received the most support; improved sports fields, improved playground and various outdoor amenities. The various outdoor amenities can still be incorporated to meet local needs. Ancillary activities extend the length of time and enhance guest experience.

Outdoor Amenities			
	Stakeholder Input	Intercept Survey	Needs Assessment
1	Year-round Programming	Improve sports fields	Walking trail
2	Athletics (Tennis, Soccer, Baseball/Softball, Basketball, Volleyball)	New area for leisure games	Improve playground
3	Serve as many age segments as possible	Improve existing shelters/pavilions	Improve sports fields
4	Preserve the heritage of Franklin County	Improve playground	Amphitheater/ Stage
5	Improve aging and underutilized spaces	Improve existing park	Outdoor event spaces



4.1.3 SUPPORTED AMENITIES APPLIED TO PROJECT GOALS

It is important to compare all supported capital improvements and analyze how well they meet the project goals. The following sections look at the amenities that the community is most willing to support, most willing to fund, indoor amenities most supported and preferred programming. To do this a Core Program Matrix has been created to add structure to the analysis.

The analysis of community-wide survey responses in the matrix is to identify how well the amenities serve all age segments, identify low/medium/high potential to meet the guiding principles, identify low/medium/high potential for costs, and identify low/medium/high potential for partnerships. Ideally the best choices will be those amenities that support the following project goals:

- Serve the most age segments
- Has high potential of revenue generation
- High regional draw
- Highly addresses the local need
- Has a medium to low cost of operation
- Has a medium to low cost of development
- Has a medium to high potential for Partnerships

In the following sections, green arrows next to an amenity represent the highest and best use based on the seven project goals listed above. Blue arrows represent the best secondary use, but see opportunities to incorporate several of these into the core and secondary programs. The yellow is the lowest use, but could still have a place within the future County parks system, as people identified additional county park land as desired.

MAJOR ACTIONS - MOST WILLING TO SUPPORT

The table below identifies; the survey ranking of each major action, the age groups served by each amenity, how well each amenity delivers on the guiding principles, anticipated costs (develop/operate), and partnership potential.

ACTIVE AND PASSIVE: Most Willing to Support													Lakeview Park - Franklin County Parks and Recreation					
Citizen Survey Ranking	Amenity	Age Segments Served											Guiding Outcomes			Costs		Partnerships
		YOUTH				ADULT				SENIOR			Revenue Generation	Regional Draw	Local Needs	Cost to Operate	Cost to Develop	Partnership Potential
		2-5 years	6-8 years	9-12 years	13-15 years	16-18 years	19-30 years	31-45 years	46-60 years	61-70 years	71-75 years	77 + years						
INDOOR & OUTDOOR AMENITIES																		
➡	1	Improve existing park	●	●	●	●	●	●	●	●	●	●	Low	Low	High	Low	High	Medium
➡	2	Improve existing park restrooms/new restrooms	●	●	●	●	●	●	●	●	●	●	Low	Low	High	Low	Medium	Low
➡	3	Develop a new Indoor/outdoor aquatic facility	●	●	●	●	●	●	●	●	●	●	Medium	Low	High	High	High	High
➡	4	Improve existing playgrounds/new inclusive playground	●	●	●								Low	Low	High	Low	Medium	Low
	5	Improve existing trail system (increasing connectivity/accessibility)	●	●	●	●	●	●	●	●	●	●	Low	Low	High	Medium	Medium	Low
	6	Repurpose aging and underutilized amenities/spaces	●	●	●	●	●	●	●	●	●	●	Low	Low	High	Low	High	Medium
➡	7	Improve existing picnic shelters/pavilions	●	●	●	●	●	●	●	●	●	●	Low	Low	High	Low	High	Medium
➡	8	Develop a new convention center	●	●	●	●	●	●	●	●	●	●	High	High	Medium	High	High	High
	9	Develop new walking trails	●	●	●	●	●	●	●	●	●	●	Low	Low	High	Low	High	Medium
➡	10	Improve existing athletic fields		●	●	●	●						High	High	High	High	High	High
	11	Explore developing City/County combined parks and recreation department	●	●	●	●	●	●	●	●	●	●	Medium	Medium	High	Medium	Low	Low
➡	12	Develop space for performance arts/theater/cultural arts		●	●	●	●	●	●	●	●	●	Medium	High	High	Medium	High	High
➡	13	Develop new parks	●	●	●	●	●	●	●	●	●	●	Medium	Low	High	Medium	High	High
➡	14	Enhance/enlarge the splash pad	●	●	●								Low	Low	High	Medium	High	Medium
➡	15	Develop new synthetic turf fields (Baseball, Softball, Soccer)		●	●	●	●						High	High	High	High	High	High
	16	Develop a new outdoor exercise/fitness area				●	●	●	●	●	●	●	Low	Low	High	Low	Medium	Low
	17	Develop additional ballfield quad		●	●	●	●						High	High	High	High	High	High
	18	Develop new areas for leisure games/activities (e.g. bocce, horseshoes, ping pong)		●	●	●	●	●	●	●	●	●	Medium	Medium	Medium	Medium	High	High
	19	Develop an ice rink	●	●	●	●	●	●	●	●	●	●	Medium	Low	High	High	High	High
	20	Improve existing outdoor pickleball courts	●	●	●								Low	Low	High	Medium	High	Medium



MAJOR ACTIONS - MOST WILLING TO FUND

The table below identifies; the survey ranking of each major action, the age groups served by each amenity, how well each amenity delivers on the guiding principles, anticipated costs (develop/operate), and partnership potential.

ACTIVE AND PASSIVE: Most Willing to Fund										Lakeview Park - Franklin County Parks and Recreation									
Citizen Survey Ranking	Amenity	Age Segments Served												Guiding Outcomes			Costs		Partnerships
		YOUTH				ADULT				SENIOR				Revenue Generation	Regional Draw	Local Needs	Cost to Operate	Cost to Develop	Partnership Potential
		2-5 years	6-8 years	9-12 years	13-15 years	16-18 years	19-30 years	31-45 years	46-60 years	61-70 years	71-75 years	77+ years							
INDOOR & OUTDOOR AMENITIES																			
➡	1	Develop a new Indoor/outdoor aquatic facility	●	●	●	●	●	●	●	●	●	●	Medium	Low	High	High	High	High	
➡	2	Develop a new convention center	●	●	●	●	●	●	●	●	●	●	High	High	High	High	High	High	
➡	3	Develop space for performance arts/theater/cultural arts	●	●	●	●	●	●	●	●	●	●	Medium	High	High	Medium	High	High	
	4	Develop new walking trails	●	●	●								Low	Low	High	Medium	Medium	Low	
➡	5	Improve existing park restrooms/new restrooms	●	●	●	●	●	●	●	●	●	●	Low	Low	Medium	Medium	Medium	Low	
➡	6	Develop new synthetic turf fields (Baseball, Softball, Soccer)	●	●	●	●	●	●	●	●	●	●	High	High	High	High	High	High	
➡	7	Improve existing playgrounds/new inclusive playground	●	●	●	●	●	●	●	●	●	●	Low	Low	High	Medium	Medium	Low	
	8	Improve existing trail system (increasing connectivity/accessibility)	●	●	●	●	●	●	●	●	●	●	High	High	Medium	High	High	High	
➡	9	Enhance/enlarge the splash pad	●	●	●	●	●	●	●	●	●	●	Low	Low	High	Low	High	Medium	
➡	10	Improve existing athletic fields		●	●	●	●						High	High	High	High	High	High	
	11	Explore developing City/County combined parks and recreation department	●	●	●	●	●	●	●	●	●	●	Medium	Medium	High	Medium	Low	Low	
	12	Develop additional ballfield quad		●	●	●	●	●	●	●	●	●	Medium	High	High	Medium	High	High	
	13	Develop an ice rink	●	●	●	●	●	●	●	●	●	●	Medium	Low	High	Medium	High	High	
	14	Repurpose aging and underutilized amenities/spaces	●	●	●								Low	Low	High	Medium	High	Medium	
	15	Develop a new outdoor exercise/fitness area		●	●	●	●						High	High	High	High	High	High	
➡	16	Improve existing parks				●	●	●	●	●	●	●	Low	Low	High	Low	Medium	Low	
	17	Develop new areas for leisure games/activities (e.g. bocce, horseshoes, ping pong)		●	●	●	●						High	High	High	High	High	High	
	18	Develop new parks		●	●	●	●	●	●	●	●	●	Medium	Medium	Medium	Medium	High	High	
➡	19	Improve existing picnic shelters/pavilions	●	●	●	●	●	●	●	●	●	●	Medium	Low	High	High	High	High	
	20	Improve existing outdoor pickleball courts	●	●	●								Low	Low	High	Medium	High	Medium	

INDOOR/OUTDOOR AMENITIES - MOST IMPORTANT

The table below identifies; the survey ranking of each indoor and outdoor amenity most important to the community, the age groups served by each amenity, how well each amenity delivers on the guiding principles, anticipated costs (develop/operate), and partnership potential.

ACTIVE AND PASSIVE: Important Amenities (indoor & outdoor)													Lakeview Park - Franklin County Parks and Recreation					
Citizen Survey Ranking	Amenity	Age Segments Served											Guiding Outcomes			Costs		Partnerships
		YOUTH				ADULT				SENIOR			Revenue Generation	Regional Draw	Local Needs	Cost to Operate	Cost to Develop	Partnership Potential
		2-5 years	6-8 years	9-12 years	13-15 years	16-18 years	19-30 years	31-45 years	46-60 years	61-70 years	71-75 years	77+ years						
INDOOR AMENITIES																		
➡	1	Indoor Swimming Facilities	●	●	●	●	●	●	●	●	●	●	Medium	Low	High	High	High	High
➡	2	Playground/play space	●	●	●								Low	Low	High	Low	Medium	Low
➡	3	Convention Space (Indoor event)	●	●	●	●	●	●	●	●	●	●	High	High	High	High	High	High
➡	4	Multi-Purpose Recreation/Activity Pool	●	●	●	●	●	●	●	●	●	●	Medium	Low	High	High	High	High
➡	5	Indoor Walking/Jogging Tracks		●	●	●	●	●	●	●	●	●	Low	Low	Medium	Low	Medium	Low
➡	6	Indoor Basketball, Volleyball, Tennis/Pickleball Courts		●	●	●	●	●	●	●	●	●	High	High	Medium	High	High	High
➡	7	Competitive/Lap Swimming Pool		●	●	●	●	●	●	●	●	●	Low	Medium	High	High	High	High
➡	8	Performing Arts / Auditorium		●	●	●	●	●	●	●	●	●	Medium	High	High	Medium	High	High
➡	9	Exhibit Space					●	●	●	●	●	●	High	High	Medium	High	High	Low
➡	10	Senior gathering space									●	●	Low	Low	High	Medium	Medium	Medium
➡	11	Meeting Rooms/Multi-Purpose Rooms	●	●	●	●	●	●	●	●	●	●	Medium	Low	High	Medium	Medium	Low
➡	12	Banquet Hall				●	●	●	●	●	●	●	Medium	Low	High	Medium	High	High
➡	13	Franklin County Historic Décor (preservation)			●	●	●	●	●	●	●	●	Low	Low	High	Low	Medium	Low
➡	14	Lounge					●	●	●	●	●	●	Low	Low	High	Low	Medium	Low
➡	15	Overnight accommodations (hotel)	●	●	●	●	●	●	●	●	●	●	High	Low	Low	High	High	High
OUTDOOR AMENITIES																		
	1	Improved sports fields (soccer/softball/baseball)		●	●	●	●						High	High	High	High	High	High
	2	Amphitheater/performance stage	●	●	●	●	●	●	●	●	●	●	High	High	High	High	High	High
	3	Enhanced golf course & practice area		●	●	●	●	●	●	●	●	●	Medium	Low	Medium	Medium	High	Low
	4	Walking trail	●	●	●	●	●	●	●	●	●	●	Low	Low	High	Medium	Medium	Low
	5	Enhanced splash pad	●	●	●								Low	Low	High	Medium	High	Medium
	6	Tennis courts		●	●	●	●	●	●	●	●	●	Medium	Medium	Medium	Medium	High	High
	7	Enhanced skate park		●	●	●	●	●					Low	Low	High	Medium	High	Medium
	8	Improved motor sports arena	●	●	●	●	●	●	●	●	●	●	Low	Medium	High	Medium	High	Medium
	9	Universal playground	●	●	●								Low	Low	High	Medium	Medium	Low
	10	Outdoor event spaces	●	●	●	●	●	●	●	●	●	●	High	High	High	Medium	Medium	Medium
	11	Improved buildings used for County Fair	●	●	●	●	●	●	●	●	●	●	Low	Medium	Medium	Medium	High	Medium
	12	Environmental interpretive signs	●	●	●	●	●	●	●	●	●	●	Low	Low	High	Low	Medium	Medium



4.1.4 CORE PROGRAM DEVELOPMENT OBSERVATIONS

Based on the above information, the following amenities represent the highest and best use for improvements to the park. It is important to know that the overarching theme for the vision is maximum flexibility of spaces for maximum revenue generation. These are categorized by the stakeholder identified outcomes to see how each improvement related back directly to the public input received from all methods used as part of this process.

YEAR-ROUND PROGRAMMING

- In order to achieve year-round activities consistently within the park, it is necessary to develop indoor space which can also create the greatest benefit to the community if indoor amenities they support are incorporated.
- A convention center has one of the greatest returns on investment, mostly driven by the flexibility of the spaces that are being developed in the Convention Center Industry today.
 - Convention meeting space is being used for community meetings, fitness programming, enrichment programs, and community rentals.
 - Convention exhibit space is being used for Local tournaments, local events, regional tournaments, regional events.
 - Incorporating a design into the exhibit space where large garage doors would open could help the space serve the County Fair, large equipment exhibit hall for conventions, and even serve as an open-air concept with multiple garage doors. This could also be beneficial for staying operational during any future COVID indoor facility restrictions. If possible, allow natural light into this space is important and could include light penetration through the garage doors
 - This facility can also serve multiple community needs including training facility spaces that support the needs of local organizations and businesses, local recreational needs, support updated golf services, provide for fundraising events, high school graduations, high school tournaments, performing arts, music concerts, etc.
- Integrating a community center into this concept is possible, but would not have the regional draw, like the convention space would. There may also be space limitations. There is greater opportunity to incorporate appropriate indoor recreation components as part of the design.
- The future of the convention industry is forecasted to return from the Pandemic, but some spaces are being modified to better serve the needs during COVID protocols and this trend is likely to continue. More on the modification to spaces and technology in the Program Spaces Section.
- Indoor outdoor aquatic facility would also improve year-round offerings. This type of facility tends not to be a regional draw unless it is a significantly-sized water park. This was identified in the local need and could be a component or a strong component with a partner.
- Performance venue also made the list and has favorably high potential in all criteria except Revenue generation and cost to operate.
 - Potential to serve as a performance venue within exhibit space with the proper layout and acoustics can be set up properly. A venue with retractable seating (not typical bleachers) could serve this need well and still keep the space flexible.
- While all of these achieve the outcome of year-round activities with the convention center, performance center and indoor/outdoor aquatics, the challenge is the amount of acreage needed in Lakeview Park to accomplish it. One of the strengths identified in the park is the

open space and rolling hills in the park. Including all of these may be possible with additional land.

ATHLETICS

- Athletics goal can be achieved in a year-round capacity with existing outdoor ball fields, existing multi-purpose rectangular fields and incorporation of indoor athletics.
- Indoor athletics can be played in a fieldhouse or a convention center exhibit space. The flexibility of both venues, make this important to add to the core program
- Flexibility is key to this space under the roof of convention/event center and a fieldhouse. Having interchangeable uses conducted within a building space required for indoor athletics increases the revenue potential the space can generate.
- Synthetic turf for outdoor ball fields and multi-purpose rectangular fields (at least 50%) would help address local needs and regional draw.
- It is conceivable, there is an opportunity to partner with the schools and explore the potential of improving the Middle and High School athletic fields since the property is adjacent to the park. Incorporating these facilities into the overall project scope increase the potential of larger tournaments and economic impact.

ALL AGE SEGMENTS SERVED

- Flexible indoor spaces will help to serve all age segments.
- Indoor outdoor aquatics will serve all age segments. Activating these spaces with defined programming will help to maximize use and revenue potential.
- Performance space would also serve all age segments. A variety of performances will activate this space and maximize use and revenue potential.
- A combination of the following local amenities, collectively serve all age segments.
 - Improved and new walking trails
 - Improved playground
 - Improve existing restrooms
 - Enhanced splashpad
 - Improved pavilions
 - Outdoor exercise equipment

PRESERVE THE FRANKLIN COUNTY HERITAGE

- The property has history that should be captured and preserved (i.e., Carter House). There is an opportunity to develop interpretive signs to highlight local history, cultural heritage, and environmental factors on site.
- Additional opportunities include significant moments in history for Franklin County and social heritage, and economic evolution of the County and City. These cultural happenings could be displayed inside the indoor facility and contribute to an overall theme or themes for specific spaces within the building.

IMPROVE AGING AND UNDERUTILIZED SPACES



- Based on survey results, there are several areas that are in need of improvement that may or may not be underutilized. It is important to note that there needs to be a first impression that matches the newly developed facilities/indoor amenities to ensure the best guest experience.
- To help determine the viability of amenities continuing within the developed concept for the future vision, spaces should be assessed based on space requirements, population served and revenue potential. This type of analysis continues focus on the guiding principles (outcomes).
- The following improvements fall into the amenities that could be improved to better serve the community.
 - Improved and new walking trails
 - Improved playground
 - Improve existing restrooms
 - Enhanced splashpad
 - Improved pavilions
 - Improved motor sports arena
 - Improved barns/buildings

4.1.5 EXISTING CONDITIONS

Considering the existing conditions, there are assets that need improved to avoid negatively impacting the overall project. There will most likely be a need to seek out additional land to be able to meet all of the needs identified from the public input. This would take the County from being a park County to a park system County with multiple properties. The following areas are identified as potentially impacting the overall outcomes. New assets will make existing amenities in need of improvement stand out a little more, for the wrong reasons. The potential impacts to the project or opportunities that should be considered are:

GOLF COURSE

- Improving the golf course should be added to this list as well.
- Things like the course sign could be updated to include a digital marquee and promote park activities and events.
- The course is well-maintained and could be a great addition to the new vision if marketing and events scheduling includes free time for a relatively quick round in breaks within an event schedule.
- The golf course may also have environmental impacts that keep this area from being developed or changing the use of the space.
- The Driving range could be improved to include heated bays for year-round use. It is currently aligned with the tees facing southeast which would also provide a wind break from typical winter winds direction.

MISCELLANEOUS AMENITIES

- It is important for spaces to include the County Fair and serve, as best they can, the event needs.
- The dog park may need to be relocated within the park or another acquired property in the future.

- Motor Sports Arena was identified as an amenity in need of enhancements.

PROPERTY

- The topography within the park property consists of elevation changes and that creates challenges to development including the potential to drive up costs.
- The footprint of the property and the guiding principles may point to the need to create a facility with multiple levels including parking levels, multi-level recreation center or conference center service rooms.

GRANT FUNDED PROJECTS

- Currently there are grant funded amenities that will be necessary to continue either as they are or improved.

HOTEL INVENTORY

- The topography within the park consists of elevation changes and that creates challenges to development including the potential to drive up costs. It is concerning that there is a limited inventory of hotels within the Frankfort/Franklin County Jurisdictions. The following represents the inventory by accommodations including bed and breakfast facilities. In addition, there are only a handful of campgrounds within the area to help serve the overnight accommodation needs.

Franklin County & Surrounding Area Accommodations		
Hotels	Distance (Miles)	Room inventory
University Lodge	1.4	50
Bluegrass Inn	1.9	36
Home2Suites By Hilton	2.7	108
Fairfield Inn & Suites	2.8	69
Best Western Parkside Inn	2.9	99
Capital Plaza Hotel	3.1	189
FairBridge Inn Express	4.6	50
Days inn by Wyndham	4.7	122
Holiday Inn Express & Suites	5.2	67
Hampton Inn	5.3	123
The Ruin Bed & Breakfast	8.8	2
A Storybook Inn Bed & Breakfast	12.3	7
Holiday Inn Express & Suites Versailles	12.8	67
The Kentucky Castle	15	15
TOTAL HOTEL ROOMS		1004
Campgrounds	Distance (Miles)	Campsites
Elkhorn Campground	1.2	125
Kentucky River Campground & RV Park	5.4	104
Still Waters Campground	7.1	50
	21.3	30
TOTAL CAMPGROUND CAMPSITES		309

With Lexington so close, there is a greater possibility that people will stay in Lexington which means they will play in Lexington. If this happens, Franklin County will not capture the full potential of revenue or economic impact from the tournaments. The most ideal location for a hotel would, of course, be on site for guest convenience. If space is determined to be adequate to include a hotel, there may be an



opportunity to partner with the hotel to build and operate the indoor aquatics to include hotel guests and the community.

4.1.6 CONCLUSIONS

The data collected from stakeholders, participants in the park event, and the community needs assessment support the core program area and the development of Lakeview Park. It is important that the complex be programmed, planned, and designed to meet the needs locally and regionally.

IMPORTANT DEFINITIONS FOR THE CONCLUSIONS:

Core Program: The term, when used in the context of planning and developing land, refers to a list of uses and facilities and does not always include inhouse-managed programs and events.

Land Usage: The percentage of space identified for either passive use or active use in the park.

Programming: Can include active or passive. Active means it is organized and planned with pre-registration by the user. Examples of active programming include sports practices, leagues, and tournaments. Passive programming is self-directed by the user at their own pace. Examples of passive programming include playground usage, picnicking, or walking/jogging on the trails.

CORE PROGRAM - INDOOR MULTI-FUNCTIONAL CONVENTION/EVENT CENTER

Indoor multi-functional event center spaces are developed to provide the maximum flexibility for identified programming. The following spaces and uses should be incorporated into the design:

Fieldhouse Event Center / Exhibit Space: (min. 160,000 sq ft., not including storage)

- Event Center / Exhibit Space refers to a large shell that have vast open space and very high ceilings.
 - The open space can function as one space for convention exhibit halls where various good and product including large equipment may be displayed.
 - The event center/exhibit space can be interchangeable to include multi-sport courts incorporating basketball volleyball, tennis and pickleball.
 - Sport courts include appropriate square footage for each sport's governing body and support amenities designed to produce revenue to offset operational costs.
 - Signature indoor athletic tournaments include enhanced amenities such as interior walkway dividing courts, court divider (durable screening: loose netting is not preferred), bleachers, players benches, score board (championship court), and scorer's table with score display.
 - Enhanced amenities would be identified through discussion upon adequate funding.
 - Programming to include minimum of:
 - 8 Basketball Courts (84' x 50' each) with court divider for circulation and out of bounds area beyond players and spectator seating.

- 16 Volleyball Courts (60' x 30' each) Preferably overlaid on the same flooring as basketball courts.
- Additional capabilities to consider
 - 8 Tennis courts
 - 24 pickleball courts
 - 8 futsal courts
 - Gymnastics meet
 - Cheer competitions
 - Show Choir Competitions
 - Concerts - Regional Artists
 - Theatrical performances
 - Climbing walls on the interior/exterior of the event center/exhibit space
 -
- Performance space that could include telescoping arena seating for half of the 75,000 sq. ft. and open floor in the center. This would serve for concerts, plays, and the championship court arena. This space should include the ability to add floor seating up to 4,000 seating capacity. This space can be used for high school show choir competitions, music performances, and high school graduations.
- Ancillary Services/Needs:
 - This space would be good to develop an elevated walking track around the outer edge, windows to allow in natural light without affecting the floor activities, could support access to the upper telescoping arena seats.
 - Significant storage would be needed for this multi-functional space (~18,000 - 25,000 sq. ft.).
 - Indoor track - If space and turning radius are appropriate for a track configured around the sport courts.
 - County Fair exhibits
 - Restrooms
 - Concession/Food Prep/Food Storage
 - Vendor plaza
- Educational / Recreational Spaces refers to multi-functional spaces that have the ability to serve as conference rooms, enrichment and fitness, and meeting spaces. There are several smaller spaces to be included in this structure
- The square footage may allow for additional spaces/amenities within the building that could accommodate additional ancillary services such as more recreation center type spaces, outdoor amphitheater, overnight accommodations, and additional sports fields. Layout and location on the park property will ultimately be the determining factor in design. There will also be financial impacts associated with additional spaces/amenities to develop and operate.



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- Educational / Recreation Spaces should include the ability to be smaller rooms for a more intimate setting and also be converted into a larger room with dividers able to be hidden into the walls if not in use. A minimum of two large rooms (one on first floor and one on second floor) that are convertible into 4-6 smaller rooms each.
- Flexibility to these spaces and should be the priority outcome
- Lobby - Appropriately sized lobby including small intimate gathering spaces
- Concessions/restroom/gift shop - with food court seating. Could potentially include a kitchen that can serve events and educational culinary programs. There can also be the potential to rent the kitchen as a maker's space.
- **Admin Area** for staff and planning space:
 - Admin/Check-in Office (min. 20' x 10')
 - Control Office (min. 10' x 10') could also serve as ticket office/will call.
 - Conference Room (min. 20' x 15')
 - Training Room (Min. 20' x 12')
- **Flex Space / Team Area / Meeting room**
 - 2-3 Flex Locker/ Team Rooms (25' x 25')
 - 2 Coaches/Ref Rooms/Clinic (25' x 25')
 - Rooms that open up from the Educational / Recreational Spaces and from the Fieldhouse to allow for athletic teams, corporate rentals and birthday parties
- **Indoor playground 1,500-3,500 Sq. Ft.**
 - Rubberized surfacing, inclusive playground (not like McDonalds)
 - Could include a child watch area for local recreation programming.

SPACES TO CONSIDER INCLUDING

There may not be enough space within Lakeview Park to accommodate all the needs of the community in one location. If this is the case, the County should look to incorporate the vision into multiple properties. Should the footprint of the facility and parking have more than adequate space, consider including the following.

- Indoor/Outdoor Aquatics Center
- Outdoor amphitheater and spectator lawn - capacity 5,000
- Overnight accommodations - at least 150 room capacity
- Additional outdoor sports fields - Synthetic turf multi-purpose rectangular fields

ANCILLARY NEEDS

- The vision for the park is relatively grand and the new facilities/amenities need to be appropriately sized for the existing population especially if serving mostly a local need.
- Some amenities will need to continue being provided but could be improved
- Some amenities may not be able to continue in the current location or current capacity.
- Enhance existing ball fields and multi-purpose fields with synthetic turf. At least half of each to be beneficial. Incorporate as much lighting as is possible to extend play when needed.
- Consider discussing an MOU with the schools to enhance their athletic fields and incorporate as part of tournaments.
- Increase the size and water play features of the splashpad
- Increase the size and inclusivity of the existing playground to include an appropriate theme (i.e., nature play - playground looks more like nature and can capitalize on the natural beauty of

Kentucky, if it fits within the overall concept. Many manufacturers can customize components to playgrounds and the extra cost to create a special destination playground can be worth it.

- Dog Park improvements: addition of dog agility features, fountain, and possibly a dog wash station.
- Pavilion improvements: Where possible to add more shelters/pavilions, these should be added at the appropriate size and near amenities that would entice residents to rent these facilities for gatherings.
- Improve skate park to include three different skating elements in one skate park include a bowl or two with different configurations.
- Indoor spaces that generate revenue should be given priority in design, such as:
 - Clinic/educational/recreational spaces - Serving local needs and regional draw
 - Kitchen/catering, concessions
 - Gift shop
 - Virtual conference room

ADDITIONAL ANCILLARY SERVICES TO CONSIDER

Rock wall

- 40' vertical recreational climbing wall with adjustable routes
- 4 auto-belay systems

Upstairs Area

- Mezzanine (12' x 320') - Gathering spaces, laptops, small group conversations
- Hospitality Room (25' x 20') - Gathering spaces, laptops, small group conversations
- Access to walking track

Outdoor Adventure Opportunity

- Additional tourism experiences, such as kayaking and canoeing Elkhorn Creek, can further enhance the County's draw and economic impact. The County-wide survey results support the development of additional trails and parks. This can accomplish both by developing public access points for a new Blueway Trail as part of the County's new attractions.

Leasing Opportunity

- If the County still owns parcels as part of the businesses on Lakeview Court. This property could be leased for development or the County could develop retail spaces for businesses that supply accessories and services to programs and participants. This could be an additional revenue source. Could be explored for overnight accommodations.

4.1.7 CONVENTION/EVENT INDUSTRY:

The event industry is expected to have a full come back or even better due to changes in design and technology as well as the human nature to get out and explore. This projection is supported by new



flexible uses in convention center spaces and the need for increased spaces for COVID protocols/restrictions. To accommodate for the concern on ventilation of indoor spaces, the popularity of open-air concepts utilizing garage doors are being incorporated into the typical four wall building with just high-wall windows and doors. This approach also increases the versatility in this Flexible Fieldhouse / Event Center Core Program.

4.1.8 TECHNOLOGY:

With the changes the event industry had to manage during the Pandemic, there are some takeaways that will change the way people use these spaces well into the future. Here are important technologies to incorporate into design and operations of these spaces:

- Bandwidth, and plenty of it. The more bandwidth, the more people can access with high speeds
- 3D printers - for innovation conferences and teambuilding activities
- Distributed antenna system for consistent connectivity throughout the building
- Virtual reality experiences - This technology is helping people learn through visualization of perceived physical actions within virtual spaces
- Smart building systems to integrate through a central hub that includes mobility in hand with an app.
- Telepresence. If there is anything we learned from the Pandemic, it is how to pivot. These spaces with high-definition audio and video can keep travel challenges from impacting the speaker's delivery of an educational session. It also allows for teams from multiple locations to interact and conduct workshops.
- Cybersecurity - More necessary than before with more participants having a visual presence at conferences that contain personal information.
- Convertible seating arrangements - while not electronic technology, still very important to keep spaces flexible.
- Digital information boards throughout the venue. Highlighting sponsors, partners and changes in schedule.
- Event center room fabs - keep spaces secure until the right people arrive (coach/speakers/hosts)
- Virtual venue app - push notifications such as changes in schedule and conference social tickets, event tickets, etc.
- Hologram powered meeting rooms and educational session. Not sure all industries that conduct events and conventions are here yet, but we know the technology industry is already there.

4.1.9 SIMILAR FACILITIES

When developing a core program for a site that has an outcome to address local needs in addition to a regional draw, there is a need to help people visualize what has been developed in narrative. To assist with this, we have developed a list of similar facility combinations that have been discovered through research. The following facilities are similar in nature, approach and outcomes. Similar facilities include:

4H FAIR, HENDRICKS COUNTY INDIANA: CONFERENCE CENTER AND FAIRGROUNDS COMBINATION - WWW.4HCOMPLEX.ORG



LAWRENCEBURG EVENT CENTER: MEETINGS, EVENTS, SPECIAL EVENTS, CONCERTS, ETC. - WWW.THELAWRENCEBURGEVENTCENTER.COM



ROCKY MOUNT EVENT CENTER: CONVENTION/PERFORMANCES/ATHLETICS/LOCAL USE - [HTTPS://ROCKYMOUNTEVENTS.COM/](https://rockymountevents.com/)





4.1.10 SITE SELECTION CRITERIA

The following site selection criteria should be utilized in determining the most appropriate location for additional amenities identified in the County-wide survey, should additional property be acquired:

- Ability to expand (adjacent property)
- Adequate size (acres)
- Availability of utilities
- Cost/availability of acquisition
- Easy access to support facilities
- Known construction cost impacts (environmental)
- Known operations and maintenance impacts
- Major arterial access
- Pedestrian/bicycle access
- Planned development for the area
- Topography of the site

CHAPTER FIVE - OPERATIONAL PLAN

5.1 INTRODUCTION

There are many aspects of management that come into play when operating the vision for Lakeview Park. Some of these areas of management are support and some are directly related to the customer experience to improve outcomes. It is important for the County to consider its own operational preparedness when determining the most appropriate operational approach. This includes identifying the strengths of the County and the areas where additional skill sets are needed. With each decision pertaining to operations, the County should determine the decision's relevance to the outcomes identified in guiding principles and stakeholder goals.

Destination Park Operational Management	
Administrative management	Human resource management
Capital project management	Information technology management
Communications management	Maintenance management
Concession management	Marketing & brand management
Contract management	Operations management
Document management	Partnership management
Land use management	Planning management
Facility management	Project management
Emergency management	Recreation program management
Environmental management	Resource management
Equipment management	Risk management
Event management	Stakeholder management
Financial management	

5.2 OPERATIONAL MODELS

There are three roles that exist within the model for operations of the vision for the park. The three roles are applicable to the operational models of Owner & Operate, Owner & Outsource, and Owner Outsource Hybrid. The following are operational model definitions:

- **Owner & Operate:** This model is typically preferred, if flexibility and control of all outcomes are important to owner and the skill set exists. The owner assumes ownership and responsibility of land, assets, capital improvements, operations, maintenance, structure, developing services, and marketing.
- **Owner & Outsource:** This model provides the opportunity for the owner to contract with a private operator to manage the operations for a percentage of the gross. The key to this option is finding an operator who has the expertise to manage the facilities and services to the highest use and revenue generation.



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- **Owner Outsource Hybrid:** This model provides the opportunity for the owner to contract with a private operator to manage specific areas of operations. Outsourcing can take on many different shapes including a multi-pronged approach. The key is to play to the owner's strengths and supplement with partners who have strengths in areas where the owner does not. Outsourcing is typically seen in the partnership categories of Public/Public, Public/Private and public non-for-profit partnerships. Best practices for partnerships can be found in the **Appendix**.

The County may serve in all three roles or a hybrid of responsibilities from the operator and event organizer roles in addition to being the owner.

5.2.1 OPERATIONAL ROLES

The following table identifies roles, responsibilities within each of the models

Operational Model Roles		
Owner	Operator(s)	Event Organizer(s)
Assumes ownership of land and assets	Management of daily operations	Develop and present events for athletics, concerts, conventions, performances
Responsible for capital improvements/maintenance	Manages schedules for open public use, events, rentals and general maintenance	Work with organizations to serve their event needs
Provides Utilities to site and facilities	Responsible for utility costs from operations	May provide additional temporary ancillary services for profit
	May provide ancillary services to maximize facility capacity and revenues	May conduct community outreach for non-event programming

The following table identifies the risk and effort, including costs, for the roles within each model.

Operational Model Roles - Risk & Effort Assessment		
Owner	Operator(s)	Event Organizer(s)
Low Risk as Owner	Low to Moderate Risk as Operator	Moderate to High Risk as Organizer
Low Cost to Owner for Operations & Events	Low to Moderate Cost as Operator - offset by revenue from operations and Organizer's events	Moderate Cost as Organizer - offset by revenues from event participation and ancillary services
"Hold Harmless" terms in outsourcing agreements	Assumes operational risk and includes hold harmless within outsourcing agreements, must develop standard requirements from Organizers	Assumes activity risk and agrees to "hold harmless" the Owner and Operator absent of gross negligence
No operational obligation for the facility	Pro-active in operations of the facility and scheduling of activities	Pro-active in operations of events and programs scheduled with Operator
Passive operating model - Best practice for public sector when skill set does not exist	Users and Organizers provide programming and events	Provides Outlined logistics and schedules for activities during events, works with Owner and Operator to develop the best guest experience
	Strong relationship with users to increase visitation and customer retention	Collects data and creates strong relationships with Owner, Operator and participants

5.3 LAKEVIEW PARK VISION OPERATIONAL STRATEGY

The Operational Strategy for the park starts with clear principles that the County is developing this complex to achieve. The Guiding Principles as determined from stakeholder input and confirmed by the County are:

- Revenue generation: Vital to the sustainability of Lakeview Park and its future vision.
- Regional draw: Important to address initiatives to increase economic development and the economic impact that comes from creating destinations.
- Local needs: To be determined from community engagement and incorporated into the project to maximize the benefits of the park.

To accomplish these three goals the County must be willing to invest in the capital costs and operational costs to achieve success and to put the right management in place to drive results and maintain the park and the assets to achieve their full lifecycle.

The County should self-operate the facility upon completion of phase one for the maximum amount of flexibility and focus on quality local events. This is not to say that the County cannot outsource aspects of operations, where it makes sense. The focus should be on completing operations inhouse that are a strength of the County and to outsource areas where the County does not have the expertise. Outsourcing could be tournament organization, concession operations, and equipment/appliance service as examples.

The County must ensure the park operates like a revenue (cost) center in that they choose to operate the complex in a business manner versus a social manner. This will require that the programs, leagues, tournaments and clinics are priced to market rates and managed to the quality that user will expect when they come to the park that offers enhanced guest experience. Identifying dedicated funding sources and potentially the establishment of a sports & event Tourism Commission and a 1% additional hospitality tax, could help with operations and capital costs.

The County must not let local sports leagues become entitled to the park as it will dilute the outcomes. It is imperative the County support the staff in allowing them to operate the park as an athletic destination. The goal is to market the park as a high-end sports destination experience to attract the larger sports tournaments. This will help to build the brand where residents and visitors will recognize the larger benefits of the park and how it is helping all know what makes Franklin County and Frankfort a unique destination.

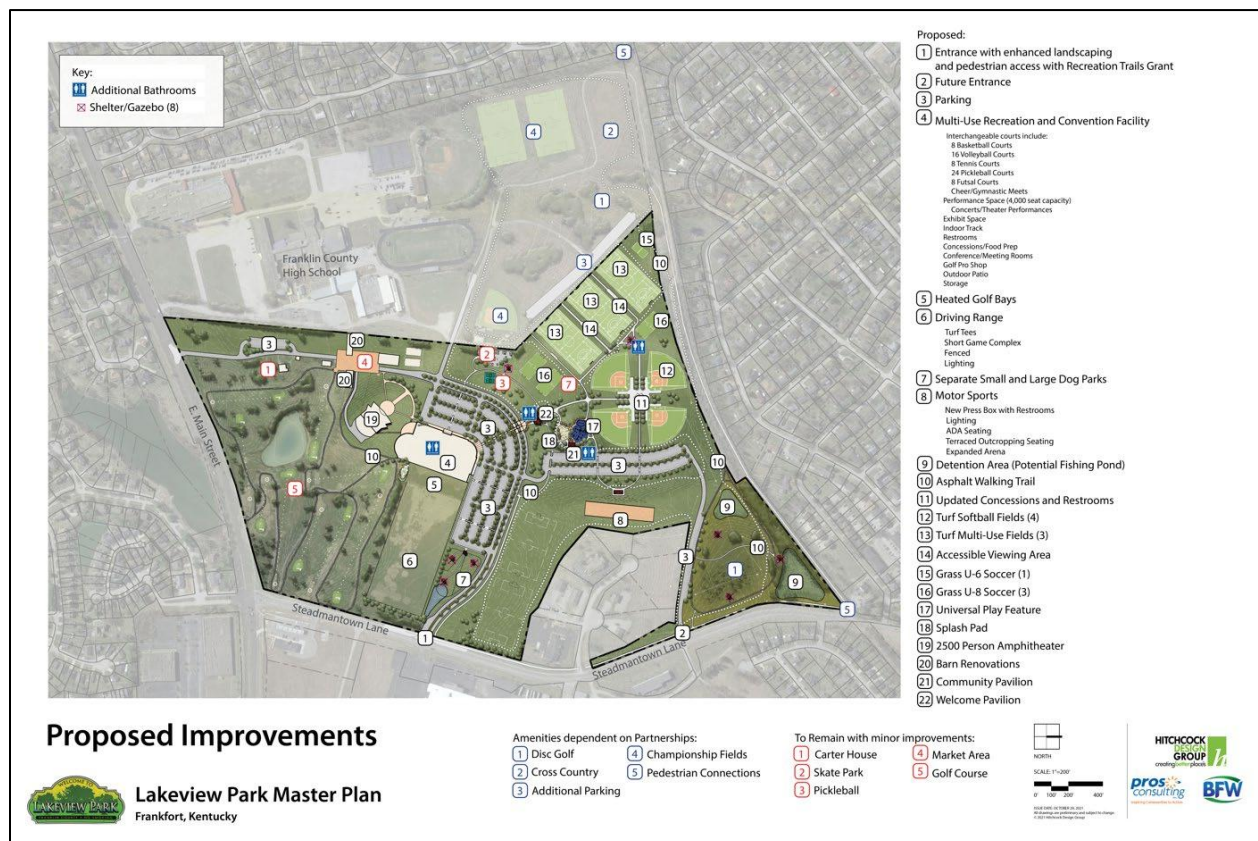


5.3.1 OPERATIONAL STRATEGIES

The Operational Strategy identifies through analysis the facilities, features, amenities by categorizing them into zones for operations and communications. These zones will also be used for building the maintenance standards of the park.

PROGRAM ZONES:

This section describes the program zones that comprise the park based from the design (**Figure 71**). These zones are created to develop the program and operational strategies. The zones consist of Convention/Recreation Zone, Event/Exhibit Zone, Ancillary Services. The Current concept of phasing for planning purposes addresses some of the local needs and the ability to generate additional revenue from additional fields and enhancements. The breakdown by phase is summarized in **Figure 72 & 73**.



Program Zones by Phases		
Phase One	Phase Two	Phase Three
Enhanced Entrance Parking Updated Motor Sports Amphitheater Grass Multi-Use Fields Synthetic Turf Softball Fields Synthetic Turf Multi-use Fields Natural U-6 Soccer Natural U-8 Soccer Soccer/Softball Motor Sports Concessions Updated Barn	Convention/Event/Recreation Dog Park Fenced Driving Range Future Entrance Heated Golf Bays Market Area Native Landscaping Parking	Asphalt Trail Community Pavilion Golf Course Enhancements Splashpad Universal Play Feature Updated Skate Park

Convention/Event Spaces		
Convention/Recreation Zone	Event/Exhibit Zone	Ancillary Services
85,000 Square Feet 1 Lg Banquet Space (convertible) Kitchen/Catering Space 10 Meeting Rooms (convertible) Rock Climbing Wall Administration Offices Box Office Lobby/Hallways/Intimate Seating	75,000 Square Feet 8 Basketball courts 16 Volleyball Courts 8 Tennis Courts 24 Pickleball Courts Performance Stage 4,000 Seat Arena Locker Rooms	Concessions Restroom Golf Clubhouse Gift Shop Restrooms Indoor Playground

5.3.2 IMPACT OF PHASING DEVELOPMENT

Many organizations plan and design new facilities to achieve the determined outcomes. In order to meet all of the needs, it may take several phases of construction, depending upon costs. The outcomes are most achievable when constructed in full. If a phased approach is needed, it is important to pursue what gets the organization closer to the outcomes in the initial phase. The core program elements that have the greatest potential for successful outcomes are the convention/event space, entrance improvements, golf facility improvements. The year-round indoor capabilities from the convention/event space allow for more revenue due to more months (12) of operations versus the eight-to-nine months operating outdoor amenities. Should the project need to be phased, the operational plan and pro forma will need to be broken down to identify the projected operational approach, revenues and expenditures.



5.3.3 PHASING

It is anticipated, the Program may need to be constructed in phases depending upon available funding sources. Phasing should give careful consideration to the following:

- Revenue Generation
- Regional Draw
- Local Need
- Economic impact
- Year-round capabilities
- Available funding

5.3.4 PROGRAM DETAILS BY PHASE

PHASE ONE

- Multi-use / Soccer fields
 - Three (3) synthetic turf fields (360' X 240')
 - Three (3) U-8 grass soccer fields (150' X 75')
 - One (1) U-6 grass soccer fields (90' X 45')
 - Two (2) grass multi-use fields (360' X 240')
 - Lighted
 - Bleachers and player benches
 - Accessible Viewing Area (1100 sf)
 - Shared concession/restroom with softball
- Ball fields
 - Four 4 synthetic turf fields (200' center of fence, 190' baseline) (HS Softball)
 - Lighted
 - Dugouts and shaded bleachers,
 - Concession/restroom (1,500 sq. ft.)
 - Accessible Viewing Area (1100 sf)
 - 1 (one) Rentable Shelter (16' Round)
- Golf Course (9 hole) and new marquee signs
- Instructional programs / skills training / clinics / camps
- Field, court, ball field, and use rentals

- Youth Leagues
- Open Play
- Tournaments (softball, Football/Lacrosse, soccer)
- Adult Rec Leagues (softball, kickball, soccer)
- Amphitheater (2,500 Person)
 - Lighting / Sound
 - Greenroom Building (8,250 sf)
 - Concessions
 - Restroom
 - Storage
- Motor Sports Arena Improvements (32,000 sf)
 - Stone Outcropping, Terraced Seating
 - Lighting / Sound

Operational

- Updated Concessions / Restroom
- Rentable Pavilion
- 43,722 sf asphalt parking lot
- Hardscape
 - Sidewalk - 70120 sq. ft.
- Utility / Support Areas
 - Maintenance Barn/Park Offices/Storage
 - Mechanical
 - Receiving
 - Refuse

ADDITIONAL CONSIDERATION - FRANKLIN COUNTY SCHOOLS

- Franklin County High School Facilities (could serve as championship fields for tournaments)
 - Two (2) synthetic turf fields (360' X 240')
 - Multi-use natural turf championship field (300'X160')
 - Championship softball field (225' center of fence, 215' baseline)
 - Six (6) tennis courts

PHASE TWO

- Convention/Recreation Zone
 - 85,000 Square Feet
 - 1 Lg Banquet Space (convertible into six spaces) (15,000)
 - Kitchen/Catering Space/ (2,500)



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- 2nd floor meeting rooms (convertible into four spaces) (7,800 sq. ft.)
- Rock Climbing Wall (1,000 sq. ft. staging area)
- Administration Offices (3,200 sq. ft.)
- Box Office (100 sq. ft.)
- *Event/Exhibit Zone*
 - *75,000 Square Feet*
 - *8 Basketball courts (106'X62') (6,572 sq. ft.)*
 - *16 Volleyball Courts*
 - *8 Tennis Courts*
 - *24 Pickleball Courts*
 - Performance Stage
 - 4,000 Seat Arena
 - Locker Rooms (2,500 sq. ft.)
- Driving Range (fenced & lit)
 - Heated bays (15)
 - Concessions (1000 sf)
- *Ancillary Services*
 - Golf Clubhouse (1660 sf = current sf - restroom/giftshop included)
 - *Concessions*
 - *Gift Shop*
 - Restrooms (6,000 sq. ft.)
 - Indoor Playground (5000 sf)

Operational

- Asphalt roadway - 250200 SF including asphalt parking lot (~550 spaces)
- Hardscape
 - Sidewalk - 20000 sq. ft., curb-8,140 sq. ft.)
 - Brick pavers - 7550 sf
- Utility / Support Areas
 - Storage
 - Mechanical
 - Receiving

PHASE THREE

- Core Plaza
 - Universal Playground (9290 sf)

- Splashpad (4050 sf)
- Concessions/Restroom/Pavilion (1500 sf)
- 2 (two) rentable shelters (16' round)
- Gateway
 - Specialty paving (5000 sf)
 - Seat walls (125 FF)
 - Additional Restroom (1200 sf)
 - Pergola (1200 sf)
- 48,310 sq. ft. Dog Park (SM = 11,885, LG = 16,550. Water = 19,875)
- Native Landscaping (200,000 sq. ft.)
- Market Area - 30,000 sf
- Carter House
- Barn/Exhibit Hall Buildings (15,500 sq. ft. - all three Barn Improvements)
- Three (3) shelters (16' round)
- Future Entrance
 - 35,100 SF Asphalt including parking lot (50) spaces

Operational

- Future Asphalt roadway - 35,100 SF
- Hardscape
 - Asphalt Trail: 4,860 SF
 - Concrete Paving: (curbs 2,385 sq. ft. and pedestrian-5,000 sq. ft.)
- Utility / Support Areas
 - Storage
 - Mechanical
 - Receiving
 - Refuse

5.3.5 HOURS OF OPERATION

- Park: 6AM-11PM
- Golf Course: Last tee time sold at 4PM
- Clubhouse/Concessions/Driving Range
 - Off-Season:
 - Monday-Thursday: 10AM - 5PM

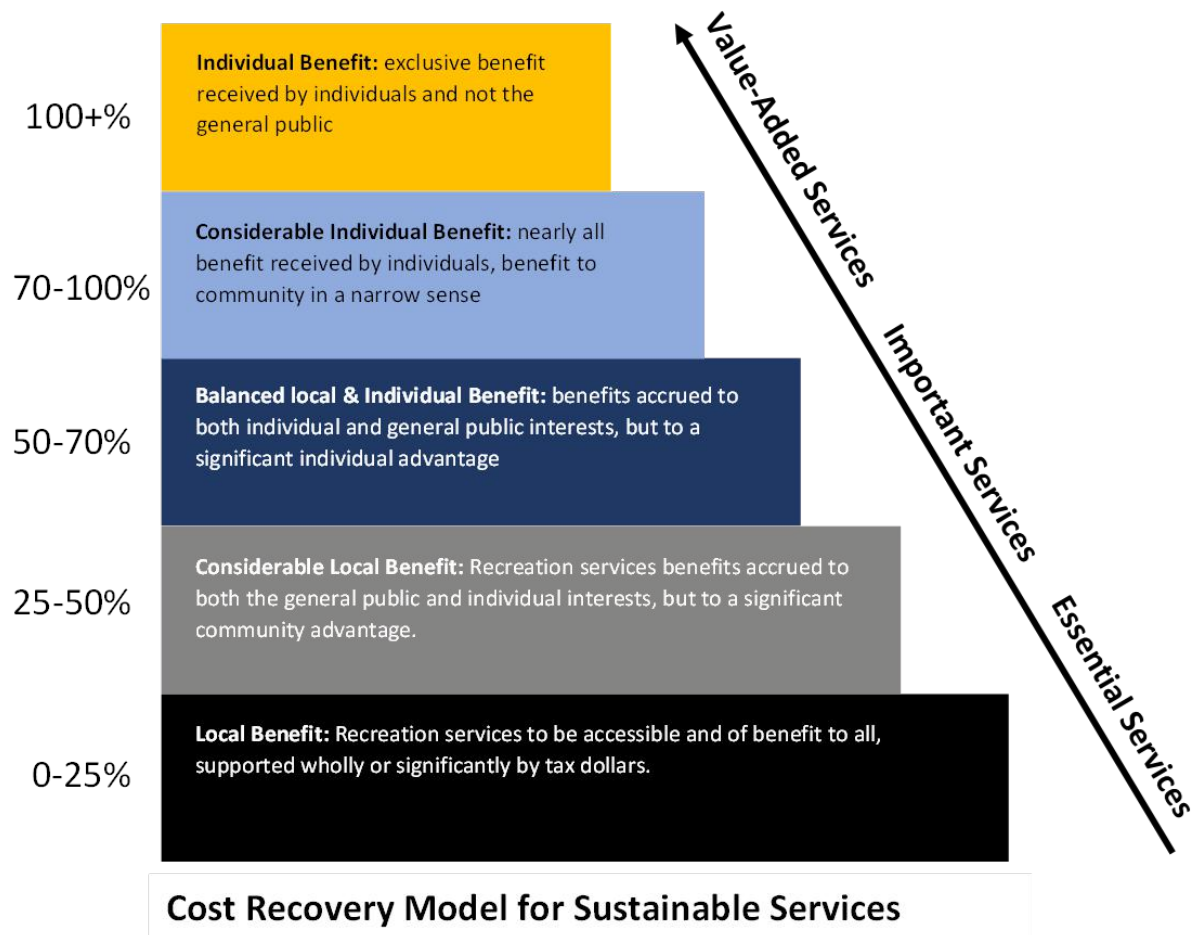


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- Friday-Sunday & Holidays: 8AM-7PM
- Peak Season:
 - Monday - Thursday: 7AM - 7PM
 - Friday-Sunday & Holidays: 6AM-9PM
- Convention/Recreation Center:
 - Monday-Thursday: 6AM - 9PM
 - Friday-Sunday & Holidays: 6AM-10PM
- Special events:
 - During normal hours of operation
 - Special permits can contain hours different from the hours of operation, at the sole discretion of the County

5.3.6 FINANCE STRATEGY

The pricing philosophy for programs and services are identified in **Figure 75**. Additional pricing and revenue strategies are listed below.



PRICING AND REVENUE STRATEGY

- Revenues stem from user fees (sports, programs, events), rentals / permits, dog park memberships and daily entry, facility / amenity naming rights, and sponsorships for events and sports teams. Revenues are categorized into the following areas: Sports, Programs / Events, Rentals, and Other Revenue.
- Pricing and participation for programs are based on market rates for existing offerings by the Department, along with consideration of the community's demographics and the similar provider analysis. In some cases, pricing for the park operations will be higher than the County's existing rates due to the fact enhancements will be new and high-quality and/or the market dictates a higher price point.
- All program and facility / amenity rental pricing (except weddings) include differential rates for residents and non-residents. Weddings, sponsorships, naming rights, and vendor booth space do not factor in differential rates based on residency.



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- Rentals are available for: Shelters, Amphitheater, Event Lawn, Weddings, Meeting Rooms, Vendor Booths/Food Truck Spaces, and Athletic Fields, which include add-ons for value added amenities such as Field Lighting, Concessions, Alcohol Permits and live streaming.
- Amenity / facility naming rights opportunities include: Athletic Fields, Event Lawn, Convention/Event Center, Treed Outdoor Event Space, Amphitheater, Community Gardens, Agritourism Area, Dog Park, and Trail Markers.
- Sponsorship opportunities include:

Convention/Event Center Naming Rights
LG Meeting Rooms
SM Meeting Rooms
Turf Multi-Use Field
Turf Ball Field
Amphitheater
Driving Range
Inclusive Playground
Interactive Fountain
Concessions Stand/Catering
Rock Climbing Wall
Natural Multi-Use Fields
ADA Viewing Areas
Motor Sports Arena
Pavilion
Shelters
Dog Park
<i>Possibly Light Poll Banners</i>

- The goal of the park is to be sustainable and achieve a cost neutral outcome.

All pricing and participation rates used in developing revenue projections for the operational pro forma can be found in the **Appendix**.

5.3.7 STAFFING LEVELS

Staffing levels will be impacted and vary based on decisions made in the construction document phase and should be revisited as the design evolved to update. The design phase should keep in mind the programs and services identified to avoid decisions that would dilute local impact or revenue generation.

Staffing requirements for the implementation are as follows:

- 1 Full-time Director
- 1 Fulltime Convention / Events Facility Manager
- 1 Full-time Events/Communication Coordinator

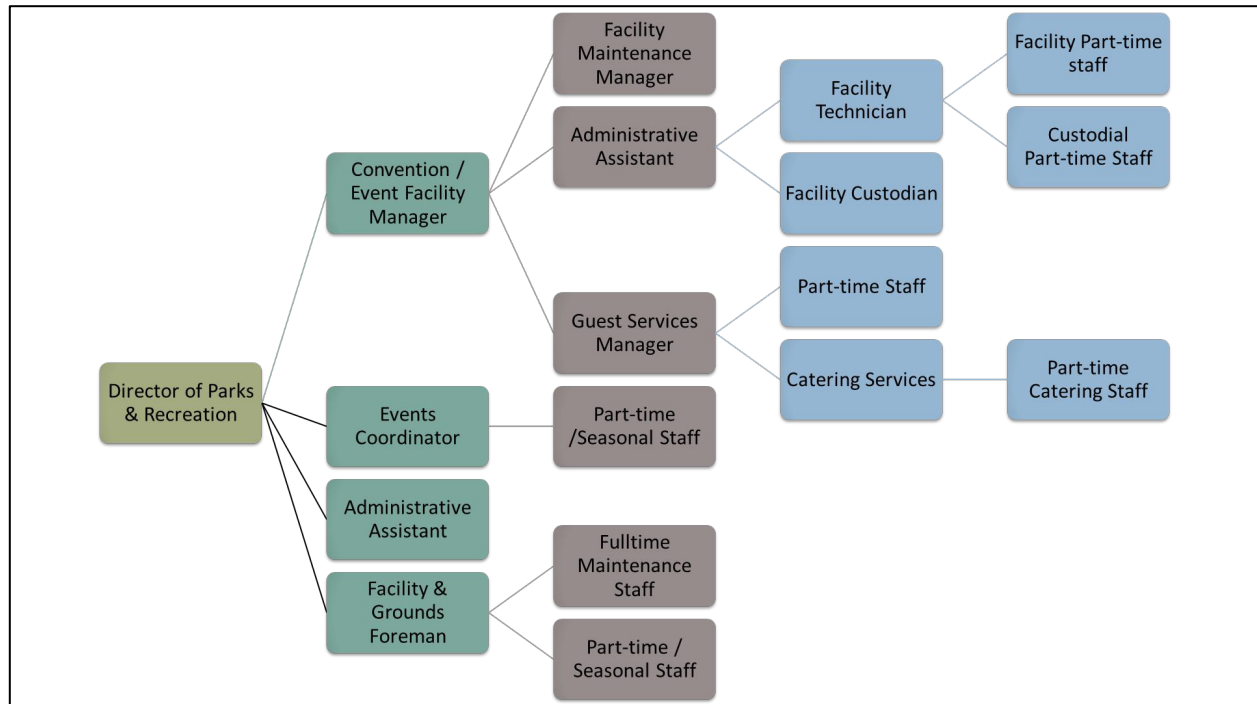
- 1 Fulltime Guest Services Manager
- 1 Fulltime Facility Maintenance Manager
- 1 Fulltime Facility Technician
- 1 Fulltime Facility Custodian
- 1 Full-time Administrative Assistant
- 1 Full-time Facility/Grounds Foreman
- 1 Fulltime Facility / Grounds Technician
- 1 Fulltime Facility/Grounds Landscaper
- Part-time Guest Services Staff (Operations & Maintenance including phase two convention/event facility staff)
- Volunteers (individuals and groups for specific enhancements/maintenance)
 - Management of volunteers includes regularly tracking individual volunteers, their skills, and hours volunteered. Tracking volunteer hours can be used to show how well the County is able to leverage limited resources.

5.3.8 FULL BUILD OUT ORGANIZATION CHART

The organization chart represents the County owning and operating full build out. The full build out staffing can be reduced by outsourcing services where expertise is more cost conscious than adding the staffing. Phase one can be managed with additional staff, as identified in phase one budget, but the County should consider outsourcing to achieve outcomes. Outsourcing all operations should be explored at each phase and if determined to be the correct move, develop bids for event management companies to respond. Outsourcing will decrease revenues, but help to maximize capacity of the facility and economic impact through direct spending from increased visitors.



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CHAPTER SIX - PARK MAINTENANCE STANDARDS

This format provides guidance in terms of understanding the required work activities and elements in a descriptive manner that then can be quantified numerically. Following are descriptions of the level of service and both qualitative and quantitative maintenance standards as proposed for the park in the system.

6.1 LEVEL OF SERVICE MAINTENANCE STANDARDS

These standards are part of the overall customer service by incorporating standards that provide a high-quality experience for residents and visitors. Each section addresses a specific area, facility, amenity, or tasks that must be accomplished at the frequency identified to provide a safe and enjoyable experience. Attention to detail in high traffic areas will be needed to increase the visual enjoyment of visitors. Maintenance standards that require expertise beyond the current skill set of the staff should be considered for outsourcing to ensure the outcomes are achieved.

6.1.1 NATURAL GRASS/OPEN SPACE MAINTENANCE

High profile areas may require lower mowing height (small areas, entire area visible to foot traffic)

- Mowing will occur 2 times/week
- Mowing heights
 - 2 ½-3" during warm season (day time highs consistently above 75 degrees)
- Edging of all turf perimeters will occur 1 time/week
- 95% turf coverage
- 3% weed infestation for existing areas (all efforts should be made to keep new areas 100% weed free)
- 2% bare area
- Remove grass clippings if visible
- Aerate 1 time/year (additionally if needed)
- Inspect thatch layer regularly and remove as needed
- Test soil and water annually
 - Additional testing will occur if deemed necessary
- Soil moisture will be consistent
 - No wet areas
 - No dry areas
 - Firm enough for foot and mower traffic
 - Apply wetting agents to assist in uniform soil moisture
 - Hand water as needed
- Inspect daily for insects, disease, and stress and respond to outbreaks within 24 hours



Parks & Recreation Department

- Fertilize (3) times per year
- Top dress/over seed once a year

6.1.2 ATHLETIC TURF GROUNDS MAINTENANCE (BASEBALL, SOCCER AND SOFTBALL)

Fields that are dedicated to softball, baseball, soccer and rugby only

- Use mower capable of “striping” the turf
- Mowing will occur twice weekly
- Mowing heights
 - 2” during cool season (day time highs consistently below 75 degrees)
- Edging of field perimeters will occur twice monthly
- 95% turf coverage at the start of every season
- 80% turf coverage after play begins
- 5% weed infestation
- 0% bare area at the start of every season
- 15% bare and weak areas will be acceptable after play begins
- Apply pre-germinated seed to heavily worn areas after every tournament
- Remove grass clippings if visible
- Aerate 3 times annually
- Spot aerate high use areas as needed
- Inspect thatch layer regularly and remove as needed
- Test soil and water annually
 - Additional testing will occur if deemed necessary
- Soil moisture will be consistent
 - No wet areas
 - No dry areas
 - Firm enough for foot and mower traffic
 - Apply wetting agents to assist in uniform soil moisture
 - Hand water as needed
- Inspect daily for insects, disease, and stress and respond to outbreaks within 24 hours
- Fertilize monthly
- Aerate and over seed yearly

6.1.3 ATHLETIC SYNTHETIC TURF MAINTENANCE

- Compaction, fiber wear, depth and consistency of infill, printed markings (paint) debris and seams - Daily
- Return integrity to the fibers and remove any debris - Weekly
- Level infill (decompaction or infill added) - Monthly
- Disinfection spray - Monthly
- When in use, brush and spot clean any stain-causing material - Daily
- Repair immediately worn or separated seams (within 48 hours, if repairs impact play)
- Annually repaint field turf prints due to fading - Annually
- Log synthetic turf routine maintenance and repairs - Weekly

6.1.4 TREE AND SHRUB MAINTENANCE

- Prune/trim trees and shrubs as dictated by species twice annually during spring and fall
- Remove sucker growth annually
- Test soil annually to ensure application of appropriate nutrients as needed
- Apply fertilizer to plant species according to their optimum requirements as needed or yearly
- Inspect regularly for insects and diseases. Respond to outbreaks within 48 hours
- Place 2" of organic mulch around each tree within a minimum 18" ring
- Place 2" of organic mulch around shrub beds to minimize weed growth
- Remove hazardous limbs and plants immediately upon discovery
- Remove dead trees and plant material immediately unless located within an environmental area
- Remove or treat invasive plants within 5 days of discovery
- Flower bed maintenance done yearly
- Fertilize once a year
- Pond maintenance done yearly and inspect weekly
- Water features maintained weekly
- Invasive plant removal annually



6.1.5 STORM CLEANUP

- Inspect drain covers at least twice monthly, before rain and immediately after flooding
- Remove debris and organic materials from drain covers immediately
- Maintain water inlet height at 100% of design standard

6.1.6 IRRIGATION SYSTEMS

- Inspect irrigation systems at least once per month or computer monitors as necessary
- Initiate repairs to non-functioning systems within 24 hours of discovery
- Back flow testing done annually, unless system requires more frequently

6.1.7 LITTER CONTROL

- Pick up litter and empty containers at least once daily or as needed
- Remove leaves and organic debris once a week or as necessary

6.1.8 PLAYGROUND MAINTENANCE

- Audit each playground to ensure compliance with the current version of ASTM Performance Standard F1487 and the Consumer Product Safety Commission “Handbook for Public Playground Safety”
- Complete low-frequency playground inspections at least bi-monthly or as required. All low-frequency inspections are to be completed by a Certified Playground Safety Inspector (CPSI). Complete safety-related repairs immediately, and initiate other repairs within 48 hours of discovery
- Complete high-frequency inspections at least weekly
- Grooming surface three times weekly, nine months a year

6.1.9 HARD SURFACE MAINTENANCE

- Remove debris and glass immediately upon discovery
- Remove sand, dirt, and organic debris from walks and hard-court surfaces weekly
- Remove trip hazards from pedestrian areas immediately upon discovery
- Paint fading or indistinct instructional / directional signs annually

- Blow grass clippings after mowing around hard surfaces
- Remove grass growing in cracks as needed

6.1.10 OUTDOOR COURT MAINTENANCE

- Inspect tennis and basketball courts at least once monthly. Complete all repairs within 48 hours of discovery
- Repaint lines at least once each year
- Replace basketball nets when frayed, broken, or removed
- Maintain basketball goal posts, backboards, rims, tennis net posts, fencing, and hardware to original design specifications

6.1.11 TRAIL MAINTENANCE

- Inspect hard and soft surface trails at least once monthly
- Remove dirt, sand, and organic debris from hard surfaces at least once weekly
- Remove organic debris from soft surfaces at least once weekly
- Maintain a uniform 3-4" depth of compacted material on soft surface trails at all times
- Graffiti removed weekly
- Remove overhanging branches within 84" of the trail surface at least twice annually
- Mechanically or chemically control growth 24" on either side of the trails
- Inspect signs, benches, and other site amenities at least once monthly. Complete repairs within 10 days of discovery
- Inspect and make necessary repairs to lighting systems at least once monthly
- Repair / replace bulbs to maintain lighting levels to design specifications at all times

6.1.12 SITE AMENITY MAINTENANCE

- Inspect benches, trash containers, picnic tables and grills, bicycle racks, flag poles, drinking fountains, and other site amenities at least monthly. Complete repairs within 24 hours of discovery
- Cleaning, scrub and power wash of amenities twice yearly
- Inspect daily for insects, disease, and stress and respond to outbreaks within 24 hours

6.1.13 FENCE AND GATE MAINTENANCE



Parks & Recreation Department

- Inspect fences, gates, and bollards at least twice annually. Complete safety-related repairs immediately. Complete other repairs within 48 hours of discovery
- Annually free fence of debris

6.1.14 SIGN MAINTENANCE

- Inspect sign lettering, surfaces, and posts at least once monthly
- Repair / replace signs to maintain design and safety standards within 24 hours of discovery
- Clean signs twice a year
- Cut back plant material annually or more if needed

6.1.15 PEST CONTROL

- In accordance with the County's Integrated Pest Management Program (IPM), problem areas are inspected monthly and remedied immediately upon discovery

6.1.16 VANDALISM AND GRAFFITI REMOVAL

- Initiate repairs immediately upon discovery. Document and photograph damage as necessary

6.1.17 PICNIC SHELTERS/PAVILIONS

- Reserved units cleaned and litter removed prior to and after each reservation
- Minor repairs are made immediately upon discovery
- Non-reserved units are cleaned weekly by power washing, or as necessary

6.1.18 LIGHTING SECURITY/AREA

- Foot-candle levels will be maintained to preserve original design
- Inspect once monthly
- Repairs/bulb replacement will be completed within 24 hours of discovery

6.1.19 AQUATIC CENTER STANDARDS, WHEN A POOL IS DEVELOPED

- Vacuum pool weekly
- Manually check water chemistry every two hours of operation
- Check water electronically on a continuous basis
- Water checked for temperature, chlorine, and pH
- Check flow rates every 2 hours of operation
- Water checked for clarity on a continuous basis
- Clean concrete areas daily
- Repaint pool tank every two years
- Pressure washes concrete areas weekly
- Clean restrooms two times daily
- Inspect facility and associated equipment daily
- Maintain all equipment per manufacturers suggestions
- Inspect sand filter annually

6.1.20 BROKEN EQUIPMENT STANDARD

- Broken equipment shall be repaired immediately, as staff is capable and parts are available when noticed or reported
- If staff is not able to repair, the broken equipment will be signed and roped off with emergency tape indicating that the amenity is broken, not to be used, and if and when it will be repaired

6.1.21 LIFECYCLE REPLACEMENT

- The Town has developed a lifecycle replacement program that must be built into the Capital Improvement Program based on contractor and product specifications

6.1.22 CONCESSION STANDARDS

- Concession facilities cleaned, wiped down, and sanitized before opening
- Electrical appliances checked for compliance and repaired if damaged
- Lights checked and repaired as needed
- Concession operating permits secured before opening
- Appliances cleaned thoroughly before opening
- Prices for concessions will be posted



Parks & Recreation Department

- Cash registers tested to ensure they work properly
- Circuit breakers tested prior to opening
- Cleaning and sanitization supplies are on hand before opening
- Pick up debris daily

6.1.23 CLOSING CONCESSION STANDARDS (OUTDOOR)

- Equipment cleaned thoroughly
- Supplies removed and discarded
- Electricity should be turned off
- Refrigerators and cables turned off and sealed
- Facility floors, sinks, and counters cleaned thoroughly
- Hoses cleaned and drained
- Kitchen cleaned thoroughly
- Inspections of standards will occur monthly

6.1.24 RESTROOMS

- Restrooms cleaned twice per day unless contracted
- Restrooms inspected hourly
- Restrooms locked/unlocked daily
- Replace waterless urinal cartridges monthly
- Leaks dealt with immediately and repaired within 24 hours of discovery

6.1.25 OPEN SPACE STANDARD

- Maintain natural appearance to open space areas
- Remove trees and branches that pose a hazard to the users of the area
- Respond to disease and insect outbreaks within 24 hours of identification
- Inspect areas monthly
- Remove and clean dump sites within 48 hours of identification
- Post and maintain appropriate signage for each individual area
- Implement strategies to assist in reducing the stand of non-native invasive plants by 5% annually
- No large branches or debris will be allowed in parks and along perimeters

6.1.26 INDOOR CONVENTION/RECREATION SPACE

- Floors swept, cleaned, mopped, and vacuumed after each use. Spills/soiling addressed immediately
- General tile floors stripped and waxed not to exceed 4 months or sooner if required
- Windows are to be cleaned inside once weekly, outside once bi-weekly and daily for guest welcome area
- Dusting/dust removal to be accomplished daily on furniture, wall hangings etc.
- Trash and litter removed daily or as necessary
- Restrooms should be cleaned, sanitized, and stocked after each use, or as necessary
- Drinking fountains cleaned daily
- Interior walls and exhibits will be cleaned monthly or sooner if required. Marks and blemishes corrected upon discovery. Base covers cleaned monthly. Paint if applicable every 4 years
- Exterior walls clean and/or pressure washed seasonally or as needed. Paint if applicable every 4 years
- Ceiling tiles replaced if discolored or broken. Ceiling tile and lighting track adjustments made upon discovery
- Plaster/sheet rock ceilings to be cleaned once every 6 months and painted every 4 years
- HVAC preventative maintenance procedures and inspection done every 6 months and 3 months for gymnasiums
- Interior lights/general areas replace bulbs within 8 hours of discovery. Fixtures to be cleaned once every 6 months and/or when lights are changed
- Exterior lights/bulbs to be replaced within 8 hours of discovery
- Fire/burglar/emergency alarms to be inspected once every 6 months and deficiencies repaired immediately
- Kitchen and concessions maintained in compliance with health and safety code
- Gutter cleaned no less than twice annually, more if conditions warrant
- Inspect electrical systems and components on an annual basis. If hazardous conditions occur, repair within 24 hours.
- Inspect plumbing equipment and fixtures annually. If hazardous conditions occur, repair within 24 hours.
- Clean grease traps every 6 months or as conditions dictate



Parks & Recreation Department

- Interior signs and exhibits maintained at 100% of design and policy standard. No hand drawn signs allowed
- Exterior signs will be permanently affixed and maintained at 100% of design and policy standard
- A general inspection of the building for safety and cleanliness will be conducted daily
- Interior counters cleaned and wiped down daily
- Inspection for plumbing done yearly or as needed
- Emergency lighting checked annually
- Fire systems checked annually
- Elevator checked annually

6.1.27 GOLF COURSE & DRIVING RANGE

GROUNDS

- Entrance is clearly visible with appropriately placed signage to access the golf complex
- Entrance will be well landscaped with a “Welcome to Riverbend” sign in place
- Area surrounding the clubhouse will be landscaped and well maintained
- First and tenth tees will be landscaped and well maintained
- Sand and seed bottles are available
- Edging around valve boxes, meter boxes, backflow preventers, etc. shall be done to ensure there are no obstructions of play or maintenance from growth around these areas

GREENS

- Greens will be consistent in speed, appearance, well maintained and playability
- Greens speed may change during periods of stress, extreme wetness, aerification and certain events
- During the growing season greens will be mowed six times per week weather permitting at a height of 0.110”-0.120” with grooved rollers
- During the winter months greens will be mowed at a height of 0.120 with smooth rollers or rolled weather permitting
- Hole locations will be changed daily during the growing season using rotating hole location system
- Hole locations on the practice putting greens will be changed two times per week or as needed
- Ball marks, divots and any other damage on or near the greens and practice greens will be repaired daily, Marshals are to assist
- Aerification with either hollow or solid core tines will be scheduled two times per year (Spring and Fall)
- Topdressing of greens will be scheduled a minimum of two times per year to maintain a smooth surface and manage thatch.
- Topdressing material will consist of 100% certified washed sand that meets the USGA specifications for putting greens
- During the growing season vertical mowing will be done weekly weather permitting
- Spiking or solid core aerifying will be performed on an as needed basis between scheduled aerification to maintain and improve water and nutrient infiltration



Parks & Recreation Department

- Fertilization schedule; all greens and practice greens shall receive balanced fertilizer applications throughout the year based on the season to promote consistent healthy growth and recuperation based on soil analysis
- Fungicide schedule; all greens and practice greens shall receive preventive applications of fungicides throughout the year based on historical trends and disease pressure to prevent and or control disease activity
- The use of insecticides will be consistent with an integrated pest management philosophy and used only in specific areas to prevent, control or halt insect damage
- All greens and practice greens will be maintained virtually free of undesirable weedy type plants
- Soil analysis of six greens will be performed every other year by an approved professional laboratory
- Soil pH of the greens shall be maintained at a level of 6.3-6.8

TEES, COLLARS AND APPROACHES

- Tees, collars and approaches will be consistent in appearance, well maintained and playability
- During the growing season tees will have five different set of tee markers
- During the growing season tees, collars and approaches will be mowed two to three times per week depending on the amount of growth and weather permitting at a height of 0.40"-0.60"
- During the winter months tees, collars and approaches will be mowed as needed, weather permitting at a height of 0.50"-0.70"
- Worn or damaged areas on tees will be top dressed and overseeded as need during the growing season to fill divots and level the tee surface
- Tees, collars and approaches will be aerified two times per year (Spring and Fall)
- Tees, collars and approaches will be overseeded during the aerification process with certified seed
- Tee markers and tee equipment will be moved daily during the growing season to control wear
- Location of tee markers will be determined and in conjunction with the rotating hole location system
- Tees will be virtually weed free of undesirable weedy type plants
- All tees, collars and approaches will receive fertilizer throughout the year at a rate to promote consistent, healthy growth and recuperation based on the time of year and growing conditions

- Herbicides will be applied to the tees, collars and approaches under an integrated pest management philosophy and used to prevent weeds by utilizing both post and pre-emergent herbicides
- Soil analysis of six tees and six approaches will be performed every other year by an approved professional laboratory
- Soil pH of the tees, collars and approaches shall be maintained at a level of 6.3-6.8

FAIRWAYS

- Fairways will be consistent in appearance, well maintained and playable
- During the growing season fairways will be mowed two to three times per week depending on the amount of growth and weather permitting at a height of 0.40"-0.60"
- During the winter months fairways will be mowed as needed weather permitting at a height of 0.50"-0.70"
- Fairways will be aerifying using a solid-tines a minimum of once per growing season or as condition dictate
- Fairways will receive fertilizer throughout the year at a rate to promote consistent, healthy growth and recuperation based on the time of year and growing conditions
- Herbicides will be applied to fairways under an integrated pest management philosophy and used to prevent weeds by utilizing both post and pre-emergent herbicides
- Divots will be filled on a daily basis during the growing season by marshals with a sand and seed mixture to promote recovery and increase the playability of the fairways
- Soil analysis of six fairways will be performed every other year by an approved professional laboratory
- Soil pH of the fairways shall be maintained at a level of 6.3-6.8

ROUGH (ALL TURFED AREAS OF PLAY EXCEPT GREENS, TEES, COLLARS, APPROACHES, FAIRWAYS AND NATURAL GROWTH AREAS)

- The rough throughout the golf course will be consistent in appearance, well maintained and playability
- All rough areas shall be mowed two times per week during the growing season weather permitting at a height of 1.5"-2.5"
- During the winter month the rough will be mowed on an as needed basis weather permitting at a height of 1.5"-2.5"
- Fertilization of the rough will be limited to the green and tee surrounds and high traffic areas



Parks & Recreation Department

- Limited areas of the rough will receive fertilizer throughout the year at a rate to promote consistent, healthy growth and recuperation based on the time of year and growing conditions
- Herbicides will be applied to the rough under an integrated pest management philosophy and used to prevent weeds by utilizing both post and pre-emergent herbicides
- Soil pH of the rough shall be maintained at a level of 6.3-6.8

BUNKERS

- Bunkers will be consistent and playable
- Greenside bunkers will be raked daily during the prime golf season
- Fairway bunkers will be raked a minimum of four times per week during the prime golf season
- All bunker edges shall be edge as necessary to maintain a minimum 3" lip
- Additional bunker sand will be added as need to maintain a minimum of 4" of sand on the slopes and bottom
- Replacement bunker sand will be triple washed and free of silt and contaminants and compatible with the existing bunker sand in appearance and playability

NATURAL GROWTH AREAS

- Natural growth areas are defined as all areas in which native or introduced vegetation is allowed to survive without regular mowing, cultivation, irrigation or other routine turf maintenance procedures
- Natural growth areas include both in-play and out-of-play areas throughout the golf course
- All natural growth areas are to be maintained free of trash, noxious weeds and shall comply with Fire County regulations or other such regulations as they apply
- In-play natural growth areas may be improved and may from time to time be subject to irrigation, mowing, cultivation, pruning or other such practices deemed necessary or desirable to establish and or maintain them

IRRIGATION (ALL EQUIPMENT REQUIRED TO IRRIGATE ALL AREAS OF THE PROPERTY)

- Repair or replace all heads, quick couplers, valves, control equipment, pumps, wiring and pipe as needed to maintain the proper operation of the golf course irrigation system (including but not limited to greens, tees, collars, approaches, fairways, rough and landscaped areas) on an ongoing basis
- The golf course shall be irrigated as necessary to support the proper growth and health of the on-course turf and associated landscaping (including but not limited to trees, shrubs and flowers)
- The golf course shall comply with all applicable local or state laws regulating the use of well water to provide irrigation water to the golf course

CART PATHS

- All cart paths will be maintained properly and kept in safe, smooth and clean condition and repaired promptly as needed

GOLF CARTS

- The staff will perform all maintenance, repairs and upkeep of the golf complex fleet of rental golf carts according to original equipment manufacture's standards

GENERAL

- All lakes and ponds shall be maintained in a safe and sanitary manner and kept in good appearance through the application of appropriate aquatic vegetative controls
- Any changes in the physical characteristics of the golf course, such as the addition or removal of bunkers, addition or removal of any hazards (e.g., water, trees or native vegetation), movement of soil exceeding twenty cubic yards in any single area, or the modification of any portion of the golf course or buildings, shall only be undertaken with the direct approval of the County
- Other than times of inclement weather, a maintenance crew of sufficient size shall be on duty at the golf course daily, regular work hours will be established and maintained
- Trash, refuse and recycling shall be collected daily and disposed of properly to eliminate any problems from odor, rodents, insects, etc.
- Vertebrate pest control shall be performed within the state guidelines and laws



6.2 FINANCIAL PLAN

The consulting team reviewed the preliminary design plans for the Lakeview Park to determine revenue sources to develop, operate and maintain the facility. The County should incorporate this operational plan/feasibility study for daily operations and revenue management of the park to achieve the desired outcomes of all parties involved. This should include partnership agreements between all local entities using the park including tournament organizers. The pro forma identifies appropriate levels of staffing, supply and maintenance costs, asset management costs and revenue management requirements desired by the County.

Potential Funding Sources	
Capital Funding Opportunities	Operational Funding Opportunities
Bed Tax (transient occupancy tax)	User Fees
Clean Water State Revolving Fund	Concessions
County Bond Issue	Parking Fees
Establish a Facility Authority	Field Permits
Grants	Admission Fee
Land and Water Conservation Fund	Tournament Fees
Lease Back Option	Official Drink, Food and Equipment Sponsors
Local, Regional or National Foundations	Sponsorship
Naming Rights	Advertising Revenue
Partnership Development Agreement	Wi-Fi Revenue
Public Private Partnership (KRS 65.028)	Cell Tower
Recreational Trails Program	Program Fees
Redevelopment Funding	Capital Improvement Fee
	Special Fundraiser
	Private Management of Elements of the Complex
	Property lease(s)

6.2.1 CAPITAL FUNDING SOURCE OPPORTUNITIES

The following funding sources can provide revenue opportunities for the County, but it will take a dedicated staff person to investigate and pursue the source full requirements and management for the future. The following are funding sources that are currently available to the County or may already be used for other County functions:

- **Bed Tax (transient occupancy tax):** The County already uses this capital funding source for tourism. It is a Bed Tax (transient occupancy tax) where a percentage from the hotel room nights would be a revenue source from visitors to the County. This would require the establishment of a sports & events tourism commission and an increase in the existing tax.
- **Clean Water State Revolving Fund:** The Clean Water State Revolving Fund, also referred to as Fund A, is a 20-year loan program for planning, design and construction of wastewater infrastructure projects, storm water projects and nonpoint source projects. This could be a source of low-interest loan to develop the stormwater system for the Lakeview Park vision.
- **County Bond Issue:** This would require local residents to vote on a bond issue to develop the site from property tax or sales tax commitments by residents.
- **Establish a Facility Authority:** A Facility Authority is sometime used by cities and counties to improve a specific park or develop a specific improvement such as a stadium, large recreation centers, large aquatic centers, sports venues for competitive events. The sale of these bonds usually comes from sales taxes. The City of Indianapolis has created several community venues

for recreation and national competition events for local and economic purposes. The Facility Authority is responsible for managing the sites and operating them in a self-supporting manner.

- **Grants:** Grants have always been a good source for funding of outdoor recreation throughout the United States. Grants can be provided by the Federal Government such as the land and water conservation fund, transportation enhancement funds for trails and greenways, state grant funds from gambling taxes or alcohol funds, and local grants from community foundations. These are small amounts and require a match.
- **Land and Water Conservation Fund:** Preserve, develop and renovate outdoor recreation facilities. Focus is on America's Great Outdoors Initiative. New or renovation of pavilions, playgrounds or play areas, ball fields, bleachers, golf course meeting rooms, multi-purpose courts, parking facilities, pathways and trails, roads, signs, ski areas, snowmobile facilities, tennis courts.
- **Lease Back Option:** The County would enter into a lease back option with a private finance company to provide the financing for the project. The County, along with their partners, would agree to pay the development costs back over a 30-year period from the revenues earned from the park operations, the bed tax, or from general fund dollars dedicated to the project.
- **Local, Regional or National Foundations:** Many communities have turned to their local, regional and national foundations in their area to support the development of a facilities. The Harvest Foundation, located in Martinsville, Virginia has successfully developed a \$20 million sports complex to support local economic opportunities for the community from sports tourism. Others fund specific aspects of projects and in return gain recognition through naming rights.
- **Naming Rights:** Private fundraising could be developed to fund a portion or all of it through naming rights for the site and through individual amenity naming rights. Naming rights are calculated by the number of impression points by visitors to the site. A complex such as Lakeview Park vision could raise 10%-15% of the development costs from naming rights.
- **Partnership Development Agreement:** Each partner would develop their respective facilities based on set design guidelines with the County or a private management company managing all the site elements. Partners would work collectively to promote the site as a whole versus individual amenities.
- **Public Private Partnership (KRS 65.028):** KRS 65.028 is Kentucky's enabling legislation that allows a Delivery Method of awarding contracts for Capital Construction Projects. It is an effective and efficient turn-key strategy which has the potential to eliminate construction risk to the County, reduce construction time and reduce costs. The County should consider the implementation of this strategy to save costs.
- **Recreational Trails Program:** The Recreational Trails Program (RTP) is funded by the Federal Highway Administration (FHWA). It can be used to provide assistance for acquisition of easements, development and/or maintenance of recreational trails and trailhead facilities for both motorized and non-motorized use. The Recreational Trails Program benefits communities and enhances quality of life. The County should consider applying for trailhead and connections for Lakeview Park.



- **Redevelopment Funding:** Redevelopment money from the County or the State to promote sports tourism and for economic development in the area. Redevelopment agencies are typically located as part of cities and counties in most states and this could be a good source to draw on for a portion of the capital costs needed for redeveloping the old Bluegrass Downs site.
- **Kentucky Enterprise Initiative Act (KEIA):** For new or expanded service or technology, manufacturing, or tourism attraction project in Kentucky. KEIA provides a refund of Kentucky sales and use tax paid by approved companies for building and construction materials permanently incorporated as an improvement to real property. It is also available for Kentucky sales and use tax refunds for eligible equipment used for research and development and data processing equipment.

6.2.2 OPERATIONAL FUNDING COSTS OPPORTUNITIES

The County has numerous revenue sources to draw from to support operational and management costs that include long term capital replacement costs. The following are funding options to consider in operations of the site.

- **User fees:** User fees to access or use the sports complex. Fees can range from \$35 dollars for the cost per player to \$500 per team in a sports league.
- **Admission Fee:** An admission fee to an event in Lakeview Park can be utilized. Sports complexes similar to this include an admission fee and a parking fee for major sports tournaments and some local events. Spectators have become accustomed to admission fees. As an example, High School sports tournaments typically include an admission fee.
- **Tournament Fees:** Tournament fees for softball, baseball, soccer can be assessed for each team who enters a tournament and can range from \$200-\$500 a team at complexes with synthetic turf and can increase based on the number of games guaranteed.
- **Concessions:** Concessions can be leased out to a private operator for a percentage of gross profits. Typically, 15%-18% of gross profits for concessions of a profit operator, or a managing agency over the site could manage concessions. In this case, it would be the County.
- **Parking Fees:** During major special tournaments the County could charge a \$5 parking fee for soccer, baseball, or softball tournaments.
- **Field Permits:** The County can issue field permits for practice or games. Permits should cover the operational cost of each field and management costs. If a tournament organizer desires to rent the site for a sporting tournament for private gain, the County should provide a permit fee plus a percentage of gross from the event. The City of Chesterfield, Missouri provides this arrangement at the Chesterfield Valley Athletic Complex.
- **Official Drink, Food and Equipment Sponsors:** Official drink and food sponsors can be utilized for Lakeview Park. Each official drink and food sponsor will pay back to the site a set percentage of gross. Typically, this is 5%-10% of costs for being the official product and receiving exclusive pouring and food rights in the facility. This can include soft drinks, beer, sport drinks, and an exclusive dessert. Likewise, official equipment sponsors work well for trucks, mowers, and

tractors. In addition, this could be an exclusive merchandise provider which could include the Lakeview Park line of merchandise with the logo.

- **Field Sponsors:** Field sponsors pay for the cost of the fields for the life of the field, which is usually 5-10 years. Synthetic turf is 10 years. Field sponsors are usually recognized as the name of the field which can be displayed on wayfinding signs, field location and if synthetic, can be painted on the field.
- **Scoreboard Sponsors:** Scoreboard sponsors pay for the cost of the scoreboards for the life of the board, which is usually 15 years.
- **Official Product Sponsors:** Official product sponsors for balls, shoes, hats, gloves, etc. can be used for the site. The sponsor prices can vary by how much exposure is received and the number of sales created.
- **Advertising Revenue:** Advertising revenue can come from the sale of ads on banners in Lakeview Park. The advertising could include sports fields fences, dugouts, and sun umbrellas over picnic tables, and in restrooms.
- **Wi-Fi Revenue:** The County can set up a Wi-Fi area whereby a Wi-Fi vendor is able to sell the advertising on the Wi-Fi access banner to local businesses targeting the users of the site. This revenue has amounted to \$20,000-\$50,000 in revenue for sites similar to the MCAC.
- **Cell Tower:** Cell tower leases on top of sports lights can be used. This revenue source would support \$35,000-\$50,000 annually for the site if cell towers are needed in the area.
- **Program Fees:** Program Fees to support existing programs at each attraction can be employed in the form of lessons, clinics, camps, life skill programs, sport specific conditioning, and wellness and fitness. These types program would help support the operations of the MCAC. Some locally run programs can be provided for tournament visitors as well as a source of additional revenue.
- **Capital Improvement Fee:** A Capital Improvement Fee on all programs and events that take place in the MCAC can be added. The MCAC will require an on-going maintenance endowment to keep the park and amenities updated and positioned for the future. A capital asset fee of \$2-\$3 on each person who participates in a class, event, or program at the MCAC can be incorporated into the cost of the program or event.
- **Special Fundraiser:** Many agencies hold special fundraisers on an annual basis to help cover specific programs and capital projects to be dedicated to the sports complex. The police vs fire competitions are one example.
- **Private Management of Elements of the Complex:** The County should consider outsourcing elements of the complex as cost containment measures, where appropriate.



6.3 PRO FORMA ALL PHASES

6.3.1 SIX-YEAR PRO FORMA - ALL PHASES

The following table is a summary report of the revenues and expenditures for the Lakeview Park Conceptual Design over a six-year period. The breakdown, including the revenue model and expenditure model, is listed in the tables that follow this summary report and represents all phases of the project at full build out. These figures represent the County owning and operating the facility. All local programs will be implemented by existing and new staff. It is also representing the department staff maintaining the entire 132 acres and facilities within. The tables breakdown the revenues by category and the expenses by category.

Phase one:

- Phase one still has the department serving mostly as a facility provider and contracting for tournaments and local use. Revenues are generated from sports tournament organizers renting the facility, pavilion rentals, golf, and inhouse sports leagues and clinics.
- Proposed phase one does not have enough revenue potential to achieve becoming cost neutral.
- Phase one decreases the level of subsidy by \$63,000.
- Phase one cost recovery is 63.4%. This is an increase from 18.5%.
- Phase one has staffing levels increased.

Phase Two:

- Phase two revenue potential increases significantly, as do the expenditures.
- Revenues are from the convention/event spaces, including; Conventions, various size meeting rooms, ballroom, ticketed events (performances), and indoor sports tournaments.
- Revenues are based off of full day rentals fees for events, rather than an hourly rate. The facility conceptual design with square footage, by room type, will allow for calculating in more detailed such as an hourly rate based on square footage and room capabilities.
- Additional staff will be needed and training for excellent guest services.
- The expenditure detail will need to be revisited upon completion of a facility conceptual design with square footage, by room type, calculating in more detailed the level of maintenance based on square footage and room capabilities.
- The cost recovery for phase two is 152%

Phase Three:

- Phase three revenue capability is strictly the shelter rentals. Consideration was given to charging for dog park memberships, but considering visitors may have dogs as well, it becomes a challenge to enforce and leads to user conflicts.
- Expenditures are from the additional concessions staff needed with enhancements, additional square footage added to the playground and increase to the splashpad increasing maintenance costs.
- Cost recovery for phase three is 53%

Overall, the development will be able to achieve being cost neutral (all phases developed) if managed to the operational and financial plans outlined in this feasibility study. This accounts for building reserves to be used for lifecycle replacement.

The proforma shows a 125% cost recovery rate average over the six years, assuming full build out of all phases. Increases in revenue are needed annually as the current trend of inflation (projected out) has revenues decreasing annually. The pro forma has a 6-9% annual increase for inflation. Revisiting fees annually to determine if a need exists to increase, will be best practice.

Pro Forma All Phases Revenues & Expenditures Summary						
Franklin County - Lakeview Park Vision						
ALL PHASES REVENUES AND EXPENDITURES						
	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Revenues	\$5,410,646.68	\$5,897,604.88	\$6,310,437.22	\$6,752,167.83	\$7,292,341.25	\$7,948,651.97
Expenditures	\$4,446,329.42	\$4,756,445.15	\$5,090,697.70	\$5,451,060.43	\$5,839,671.44	\$6,258,847.52
Net Revenues Over (Under)						
Expenditures from Operations	\$964,317.26	\$1,141,159.73	\$1,219,739.52	\$1,301,107.40	\$1,452,669.82	\$1,689,804.44
Total Cost Recovery	122%	124%	124%	124%	125%	127%
*NOTE: Revenues assume a full operations of all phases. Includes annual increases for projected inflation of 6%-9% Sponsorships revenues are not accounted for in this model, they are to be placed into reserve for debt service and capital projects. This assumes all fields are lighted.						



Parks & Recreation Department

6.3.2 REVENUE MODEL - ALL PHASES

The Revenue Model shows three revenue categories Local Programs/Events, Rentals, and Other which includes concession and eventually merchandise revenues. Department staff will implement the local programs/events and manage the operations of concessions. The Rentals and Other make up the majority of revenues. When it comes to regional tournaments, staff will work with tournament organizers and be a facility provider. It is important to develop marketing materials and begin establishing tournaments for the opening year of the facility, a year to year and a half in advance of completed construction. Tournament organizers will rent the fields and that will be the source of revenue for the County to offset the cost of maintaining and operating the park.

Pro Forma Revenue Model					
Franklin County - Lakeview Park Vision					
ALL PHASES - REVENUE MODEL					
Category	ACCOUNT TITLE	Phase One	Phase Two	Phase Three	TOTAL REVENUES
Local Program/Events					
Programs / Events	Free Admission Events - 5 per year	\$0.00	\$0.00	\$0.00	\$0.00
Programs / Events	Walk / Run Event Registrations	\$15,000.00	\$0.00	\$0.00	\$15,000.00
Programs / Events	Youth Sports Camps	\$7,560.00	\$0.00	\$0.00	\$7,560.00
Programs / Events	Clinics / Instructional Classes	\$2,400.00	\$0.00	\$0.00	\$2,400.00
Programs / Events	Adult Softball	\$10,000.00	\$0.00	\$0.00	\$10,000.00
Programs / Events	Adult Soccer	\$10,000.00	\$0.00	\$0.00	\$10,000.00
Programs / Events	Golf Family Membership	\$7,350.00	\$0.00	\$0.00	\$7,350.00
Programs / Events	Golf Single Membership	\$10,200.00	\$0.00	\$0.00	\$10,200.00
Programs / Events	Golf Rounds (9/holes)	\$33,611.00	\$0.00	\$0.00	\$33,611.00
Programs / Events	Golf Cart Fees	\$29,520.00	\$0.00	\$0.00	\$29,520.00
Programs / Events	Driving Range Fees	\$49,658.00	\$0.00	\$0.00	\$49,658.00
	Programs/Events Subtotal	\$175,299.00	\$0.00	\$0.00	\$175,299.00
Rentals					
Rentals	Synthetic Field Rentals - Soccer Tournaments	\$75,600.00	\$0.00	\$0.00	\$75,600.00
Rentals	Natural Field Rentals - Multi-Sport Tournaments	\$50,400.00	\$0.00	\$0.00	\$50,400.00
Rentals	Synthetic Field Rentals - Softball Tournaments	\$187,200.00	\$0.00	\$0.00	\$187,200.00
Rentals	Field Rentals (Diamond)	\$38,700.00	\$0.00	\$0.00	\$38,700.00
Rentals	Field Rentals (Rectangular)	\$38,700.00	\$0.00	\$0.00	\$38,700.00
Rentals	Shelter Rental	\$3,200.00	\$0.00	\$39,200.00	\$42,400.00
Rentals	Carter House Wedding Rentals/Corporate	\$17,850.00	\$0.00	\$0.00	\$17,850.00
Rentals	Carter House Rentals - Meetings	\$4,800.00	\$0.00	\$0.00	\$4,800.00
Rentals	Event Vendor Booths	\$11,000.00	\$0.00	\$0.00	\$11,000.00
Rentals	Food Truck Spaces	\$2,000.00	\$0.00	\$0.00	\$2,000.00
Rentals	Alcohol Permits	\$4,500.00	\$0.00	\$0.00	\$4,500.00
Rentals	Field lights	\$1,600.00	\$0.00	\$0.00	\$1,600.00
Rentals	Convention/Meeting Spaces	\$0.00	\$4,394,400.00	\$0.00	\$4,394,400.00
Rentals	Field Prep - Rectangular Field Prep	\$6,400.00	\$0.00	\$0.00	\$6,400.00
	Rentals Subtotal	\$441,950.00	\$4,394,400.00	\$39,200.00	\$4,875,550.00
Other					
Other	Concessions Revenue	\$117,432.48	\$242,365.20	\$0.00	\$359,797.68
Other	Merchandise Revenue	\$0.00	\$0.00	\$0.00	\$0.00
Other	Local Rental Concession & Merchandise	\$0.00	\$0.00	\$0.00	\$0.00
	Other Subtotal	\$117,432.48	\$242,365.20	\$0.00	\$359,797.68
	TOTAL REVENUES	\$734,681.48	\$4,636,765.20	\$39,200.00	\$5,410,646.68

6.3.3 SPONSORSHIP/NAMING RIGHTS – ALL PHASES

Naming rights are tied to capital assets. Therefore, the revenue is best used for capital improvements and to possibly assist with debt service. The chart accounts for revenues at the mid-range of the associated value. Naming rights revenue is typically spread across five years and received from the sponsor in the form of an annual payment, unless otherwise stated in the terms.

Pro Forma Capital Asset Revenues - All Phases					
Franklin County - Lakeview Park Vision					
Sponsorship / Naming Rights Calculator					
Facility/Amenity	Units	Low Range	Mid-Range	High Range	Total Potential 5-Year Income*
Convention/Event Center Naming Rights	1	\$ 100,000.00	\$ 200,000.00	\$ 300,000.00	\$ 1,000,000.00
LG Meeting Rooms	4	\$ 50,000.00	\$ 75,000.00	\$ 100,000.00	\$ 1,500,000.00
SM Meeting Rooms	4	\$ 30,000.00	\$ 40,000.00	\$ 50,000.00	\$ 800,000.00
Turf Multi-Use Field	3	\$ 20,000.00	\$ 25,000.00	\$ 30,000.00	\$ 375,000.00
Turf Ball Field	4	\$ 20,000.00	\$ 25,000.00	\$ 30,000.00	\$ 250,000.00
Amphitheater	1	\$ 15,000.00	\$ 20,000.00	\$ 25,000.00	\$ 100,000.00
Driving Range	1	\$ 15,000.00	\$ 20,000.00	\$ 25,000.00	\$ 100,000.00
Inclusive Playground	1	\$ 10,000.00	\$ 15,000.00	\$ 20,000.00	\$ 37,500.00
Interactive Fountain	1	\$ 10,000.00	\$ 12,500.00	\$ 15,000.00	\$ 31,250.00
Concessions Stand/Catering	3	\$ 10,000.00	\$ 12,500.00	\$ 15,000.00	\$ 93,750.00
Rock Climbing Wall	1	\$ 5,000.00	\$ 7,500.00	\$ 10,000.00	\$ 18,750.00
Natural Multi-Use Fields	8	\$ 5,000.00	\$ 7,500.00	\$ 10,000.00	\$ 150,000.00
ADA Viewing Areas	2	\$ 1,500.00	\$ 3,000.00	\$ 4,500.00	\$ 30,000.00
Motor Sports Arena	1	\$ 1,500.00	\$ 3,000.00	\$ 4,500.00	\$ 15,000.00
Pavilion	1	\$ 1,000.00	\$ 2,000.00	\$ 3,000.00	\$ 10,000.00
Shelters	6	\$ 500.00	\$ 1,500.00	\$ 2,500.00	\$ 45,000.00
Dog Park	1	\$ 500.00	\$ 1,500.00	\$ 2,500.00	\$ 7,500.00
Possibly Light Poll Banners					
Sponsorship Opportunity Total		\$ 295,000.00	\$ 471,000.00	\$ 647,000.00	\$ 4,563,750.00
Notes:					
Mid-range amount is used for the purpose of this Pro Forma					
Mid-range amount to be received annually for five years					



Parks & Recreation Department

6.3.4 EXPENDITURE MODEL (PERSONNEL) – ALL PHASES

The Expenditure Model has expenses categorized into Personnel, Supplies/Routine Maintenance, Other Services and Charges expenses. Salaries were created for each fulltime position and these should be exempt positions if supervising employees. Taxes and benefits have been accounted for in the model under personnel as well.

Routine Maintenance Costs are calculated by unit cost based on the units identified in the conceptual design and are subject to change as the design evolves.

Other Services and Charges are included as part of operations and these include service contracts, merchandise and concession services (print, delivery, etc.)

The revenue from naming rights can also be used since it is the capital assets generating the revenue. This model does not include insurance for the property. The County will need to include insurance costs in the pro forma, when the figure is available.

Pro Forma Phase ALL Expenditures				
Franklin County - Lakeview Park Vision				
Total Revenue	\$734,681.48	\$4,636,765.20	\$39,200.00	\$5,410,646.68
	Phase One	Phase Two	Phase Three	Total
PERSONNEL				
Director	\$58,000.00	\$11,600.00	\$0.00	\$69,600.00
Convention/Facility Manager	\$0.00	\$57,990.40	\$0.00	\$57,990.40
Guest Services Manager	\$0.00	\$46,000.00	\$0.00	\$46,000.00
Facility Maintenance Manager	\$0.00	\$46,000.00	\$0.00	\$46,000.00
Facility Technician	\$0.00	\$39,000.00	\$0.00	\$39,000.00
Facility Custodian	\$0.00	\$33,000.00	\$0.00	\$33,000.00
Events/Communication Coordinator	\$43,000.00	\$0.00	\$0.00	\$43,000.00
Administrative Assistant	\$39,000.00	\$0.00	\$0.00	\$39,000.00
Facility/Grounds Foreman	\$45,344.00	\$0.00	\$0.00	\$45,344.00
Facility / Grounds Technician	\$39,000.00	\$0.00	\$0.00	\$39,000.00
Facility/Grounds Landscaper	\$34,944.00	\$0.00	\$0.00	\$34,944.00
Overtime	\$2,839.00	\$0.00	\$0.00	\$2,839.00
Part-time Guest Services Staff	\$64,512.00	\$345,600.00	\$0.00	\$410,112.00
Employer's Share of FICA	\$20,251.62	\$35,909.80	\$0.00	\$56,161.42
Employer's Share of Medicare	\$4,736.27	\$8,398.26	\$0.00	\$13,134.53
Additional Full-Time Benefits	\$90,750.80	\$77,696.64	\$0.00	\$168,447.44
Total	\$442,377.68	\$701,195.11	\$0.00	\$1,143,572.79

6.3.5 EXPENDITURE MODEL CONTINUED (SUPPLIES/ROUTINE MAINTENANCE) - ALL PHASES

Pro Forma Phase ALL Expenditures				
Franklin County - Lakeview Park Vision				
Total Revenue	\$734,681.48	\$4,636,765.20	\$39,200.00	\$5,410,646.68
	Phase One	Phase Two	Phase Three	Total
SUPPLIES / ROUTINE MAINTENANCE COSTS				
Office Supplies	\$1,500.00	\$4,500.00	\$0.00	\$6,000.00
Gasoline	\$15,000.00	\$1,500.00	\$0.00	\$16,500.00
Garage & Motor Supplies	\$1,000.00	\$1,000.00	\$0.00	\$2,000.00
Small Tools & Minor Equip.	\$3,600.00	\$6,500.00	\$0.00	\$10,100.00
Safety Supplies	\$5,000.00	\$5,000.00	\$0.00	\$10,000.00
Miscellaneous Supplies	\$1,000.00	\$1,000.00	\$0.00	\$2,000.00
General Area/Open Space/Park Maintenance	\$121,200.00	\$0.00	\$0.00	\$121,200.00
Concession / Restrooms / Merchandise	\$18,855.00	\$0.00	\$10,800.00	\$29,655.00
Wooded Area Maintenance	\$1,500.00	\$0.00	\$0.00	\$1,500.00
Athletic Field Maintenance (Natural)	\$29,700.00	\$0.00	\$0.00	\$29,700.00
Athletic Field Maintenance (Synthetic)	\$105,000.00	\$0.00	\$0.00	\$105,000.00
Dog Park	\$10,890.00	\$0.00	\$0.00	\$10,890.00
Sport Court Maintenance (Pickleball)	\$1,000.00	\$0.00	\$0.00	\$1,000.00
Sand Volleyball	\$1,383.00	\$0.00	\$0.00	\$1,383.00
Disc Golf Maintenance	\$1,605.00	\$0.00	\$0.00	\$1,605.00
Skate Park	\$2,718.25	\$0.00	\$937.50	\$3,655.75
Splashpad Maintenance	\$18,456.00	\$0.00	\$13,842.00	\$32,298.00
Plaza / Hardscape Maintenance	\$18,032.00	\$0.00	\$0.00	\$18,032.00
Landscapae Mainteance	\$0.00	\$0.00	\$29,200.00	\$29,200.00
Playground Mainteance	\$806.25	\$806.25	\$1,443.75	\$3,056.25
Storage / Maintenance buildings	\$36,405.00	\$0.00	\$0.00	\$36,405.00
Parking (w/ snow removal)	\$8,744.40	\$5,224.40	\$1,833.00	\$15,801.80
Trails / Walkways	\$10,518.00	\$6,375.00	\$11,760.00	\$28,653.00
Stormwater System Mainteance	\$750.00	\$1,125.00	\$750.00	\$2,625.00
Amphitheater	\$3,000.00	\$0.00	\$0.00	\$3,000.00
Motor Sports Arena	\$4,500.00	\$0.00	\$0.00	\$4,500.00
Shelter Maintenance	\$4,875.00	\$0.00	\$3,600.00	\$8,475.00
Driving Range & Bays	\$0.00	\$9,720.00	\$0.00	\$9,720.00
Indoor Event Space	\$0.00	\$850,000.00	\$0.00	\$850,000.00
Indoor Exhibit Space	\$0.00	\$750,000.00	\$0.00	\$750,000.00
Total	\$427,037.90	\$1,642,750.65	\$74,166.25	\$2,143,954.80



Parks & Recreation Department

6.3.6 EXPENDITURE MODEL CONTINUED (OTHER SERVICES/CAPITAL OUTLAYS) – ALL PHASES

Following Capital Outlays, the table shows the net revenue and cost recovery at each phase and total of all three phases.

Pro Forma Phase ALL Expenditures				
Franklin County - Lakeview Park Vision				
Total Revenue	\$734,681.48	\$4,636,765.20	\$39,200.00	\$5,410,646.68
	Phase One	Phase Two	Phase Three	Total
OTHER SERVICES & CHARGES				
Sports Officials	\$0.00	\$0.00	\$0.00	\$0.00
Concessions Services and taxes	\$35,229.74	\$43,283.79	\$0.00	\$78,513.53
Merchandise Services and taxes	\$0.00	\$0.00	\$0.00	\$0.00
Security maintenance and monitoring	\$5,830.00	\$0.00	\$0.00	\$5,830.00
Contract services	\$21,351.90	\$56,000.00	\$0.00	\$77,351.90
Utilities	\$159,000.00	\$496,000.00	\$0.00	\$655,000.00
Training, Travel & Lodging	\$4,500.00	\$1,500.00	\$0.00	\$6,000.00
Cellular/Phone Service	\$3,000.00	\$1,000.00	\$0.00	\$4,000.00
Printing Services	\$5,900.00	\$5,900.00	\$0.00	\$11,800.00
Cable Service	\$2,800.00	\$2,800.00	\$0.00	\$5,600.00
Trash Collection	\$2,250.00	\$2,250.00	\$0.00	\$4,500.00
Other Rental & Leases	\$18,400.00	\$18,400.00	\$0.00	\$36,800.00
Subscriptions	\$1,200.00	\$1,200.00	\$0.00	\$2,400.00
Staff/Volunteer Apparel	\$6,900.00	\$6,900.00	\$0.00	\$13,800.00
Onboarding / training (incl. drug tests, background checks)	\$2,800.00	\$2,800.00	\$0.00	\$5,600.00
Marketing and Promotions	\$23,165.00	\$59,639.00	\$1,483.00	\$84,287.00
Credit Card Fees	\$22,040.44	\$139,102.96	\$1,176.00	\$162,319.40
Insurance	\$0.00	\$0.00	\$0.00	\$0.00
Other / Misc	\$5,000.00	\$0.00	\$0.00	\$5,000.00
Total	\$319,367.08	\$836,775.75	\$2,659.00	\$1,158,801.83
CAPITAL OUTLAY				
Debt Service	\$0.00	\$0.00	\$0.00	\$0.00
Total				\$0.00
TOTAL EXPENSES	\$1,188,782.67	\$3,180,721.50	\$76,825.25	\$4,446,329.42
NET REVENUE/(LOSS)	-\$454,101.19	\$1,456,043.70	-\$37,625.25	\$964,317.26
Cost Recovery	62%	146%	51%	122%

6.3.7 SUMMARY OF FINANCIALS

The Revenues and expenditures have all phases have been combined to understand the potential and impacts. Sponsorship level is at mid-range of what is available. There is opportunity to increase revenues slightly. Currently the pro forma and sponsorship generate \$1.4M in revenue. When subtracted from the debt service, show the net revenue short by \$400K. this is still below the current subsidy level. The Difference is not so much in the amount, but that current subsidy is annual for operations without an expiration, this subsidy is for assets, which will expire in 30 years and will still have value.

Summary of Financials (all phases)	
Revenue	\$5,410,647
Expenditures	\$4,446,329
Net	\$964,317
Sponsorship – annual revenue	\$471,000
Dedicated Funding	\$0
Total Net Revenues	\$1,435,317
Annual Debt Payment	\$1,850,003
Net Revenue	(\$414,686)

The indoor facility will need to be approved by the National Park Service as the property is preserved for outdoor recreation from the LWCF grant that has been received for outdoor recreation opportunities.



6.4 ECONOMIC IMPACT

The purpose of the Economic Impact is to identify the local economic impact potential. This section will look at the economic impact of construction and operations to understand the economic vitality of the proposed project.

6.4.1 ECONOMIC EFFECT

Identifying the project impact on the economy is crucial in today's climate. Communicating the County's efforts and the effect on the economy helps the residents understand the investment value beyond being just a place to play. Recreation is, in most instances, the only service within a municipal form of government where people choose to spend their disposable income. This point is important when considering the benefits of large capital projects.

The following sections illustrate the total final economic impact of the project construction based on a full build out and phase one scenario. Column 1 shows the total output in terms of dollars. Columns 2 and 3 are estimates of the final effect earnings and employment (jobs). The final-demand value-added (the final general measure of economic impact) is shown in Column 4. The final-demand value-added factors include direct, indirect, and induced economic impacts.

INVESTMENT (OPERATION + CAPITAL EXPENSES)

Community leaders set operations and capital spending for the County. This money stimulates the local economy the same as private business do through purchased goods and services needed in construction and normal operations.

The improvement of a location such as Lakeview Park will have a positive impact on the local economy. The impact is magnified by developing the amenities that provide for regional sports tourism and local use.

The economic impact of the project development was analyzed using a methodology and multipliers from the U.S. Department of Commerce, Bureau of Economic Analysis, Regional Input-Output Modeling System, second version (RIMS II). RIMS methods are specific to different industry categories, recognizing that different industries will have varying economic impacts.

6.4.2 ECONOMIC IMPACT (DEVELOPMENT & OPERATIONS) – ALL PHASES

Calculating the economic impact requires identifying estimated construction costs and developing a pro forma to capture what is needed for operations. Through conceptual design and the operations plan it was determined that the full build out construction cost would be \$52,738,562 in capital spending (new investment) and \$4,214,417 in operational spending of the project when completed. The final demand value added into the economy from this project will be \$42,289,020 with ~562 jobs. Operationally, the economic impact would be \$3,393,027 with ~86 jobs.

Total Economic Impact of Constructing the Vision for Lakeview Park - All Phases					
Local Purchasing (Final Demand)		1 Final-demand Output (dollars)	2 Final-demand Earnings (dollars)	3 Final- demand Employment (number of jobs)	4 Final-demand Value-added (dollars)
	Factors	1.5647	0.5327	10.6582	0.7829
\$52,738,562	Results	\$82,520,028	\$28,093,832	562	\$41,289,020
Notes <i>Column 1</i> represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry. <i>Column 2</i> represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry. <i>Column 3</i> represents the total change in number of jobs that occurs in all industries <i>Column 4</i> represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.					

Total Economic Impact of Operating the Vision for Lakeview Park - All Phases					
Local Purchasing (Final Demand)		1 Final-demand Output (dollars)	2 Final-demand Earnings (dollars)	3 Final- demand Employment (number of jobs)	4 Final-demand Value-added (dollars)
	Factors	1.4109	0.4234	20.4342	0.8051
\$ 4,214,417	Results	\$ 5,946,120	\$ 1,784,384	86	\$ 3,393,027
Notes <i>Column 1</i> represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry. <i>Column 2</i> represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry. <i>Column 3</i> represents the total change in number of jobs that occurs in all industries <i>Column 4</i> represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.					



6.4.3 ESTIMATED VISITOR PER PERSON SPENDING

In over 200 feasibility studies for assets ranging from recreation facilities to destination parks for sports, tourism, and local recreational needs, PROS Consulting has observed nationally \$120 on the low end and \$140 on the high end at a per person, per day for overnight trips and \$32 on the low end and \$40 on the high end at a per person, per day for day-trips.

PROS is calculating the economic impact for visitor spending in the community using the observations noted above, national average for cost of living, Frankfort, KY average cost of living to apply the percentage of total visitors that are anticipated to stay overnight (45.8%) and the percentage of total visitors that are anticipated to be a day-trip (54.2%).

As seen in Table XX, the average cost of living for Frankfort Kentucky (92.5%) is 7.5% lower than the national average cost of living (100%). When the Frankfort, KY cost of living is applied to the observation range, it decreases the estimated visitor spending in the community to \$111 on the low end and \$129.50 on the high end at a per person, per day for overnight trip visitors.

PROS Consulting Observation - Overnight Visitors				
Observed Direct Spending Range		Frankfort KY	Estimated Visitor Spending -	
Per Person (Low)	Per Person (High)	Cost of Living	Per Person (Low)	Per Person (High)
\$ 120.00	\$ 140.00	0.925	\$ 111.00	\$ 129.50

As seen in Table XX, the same application from overnight visitors is applied to the day-trip visitors. When the Frankfort, KY cost of living is applied to the observation range, it decreases the estimated visitor spending in the community amount to \$29.60 on the low end and \$37 on the high end at a per person, per day for day-trip visitors

PROS Consulting Observation - Day-Trip Visitors				
Observed Direct Spending Range		Frankfort KY	Estimated Visitor Spending -	
Per Person (Low)	Per Person (High)	Cost of Living	Per Person (Low)	Per Person (High)
\$ 32.00	\$ 40.00	0.925	\$ 29.60	\$ 37.00

6.4.4 ESTIMATED VISITOR SPENDING CALCULATION

Table XX calculates the total estimated visitor spending in the community by applying the percentage of total visitors to stay overnight (45.8%). This reveals that 52,880 overnight visitors could produce an economic impact through estimated annual visitor spending in the community of \$5.8M on the low end and \$6.8M on the high end for single evening overnight trips, annually.

Estimated Direct Spending - Overnight Visitors				
Estimated Direct Spending		Frankfort KY	Total Estimated Visitor Spending	
Per Person (Low)	Per Person (High)	Anticipated Visitation	Total (Low)	Total (High)
\$ 111.00	\$ 129.50	52,880	\$ 5,869,653.80	\$ 6,847,929.44

Table XX calculates the total estimated visitor spending in the community by applying the percentage of total visitors making day-trips. (54.2%). This reveals that 62,578 day-trip visitors could produce an economic impact through estimated annual visitor spending in the community of \$1.8M on the low end and \$2.3M on the high end for single evening overnight trips, annually.

Estimated Direct Spending - Day-Trip Visitors				
Estimated Direct Spending		Frankfort KY	Total Estimated Visitor Spending	
Per Person (Low)	Per Person (High)	Anticipated Visitation	Total (Low)	Total (High)
\$ 29.60	\$ 37.00	62,578	\$ 1,852,315.79	\$ 2,315,394.73



6.4.5 ECONOMIC IMPACT SUMMARY

Identifying the project impact on the economy is crucial in today's climate. Communicating the County's efforts and the effect on the economy helps the residents understand the investment value beyond being just a place to play. The following illustrate the total final economic impact of the project construction by phase for full build out. Construction impact is \$42M and increase the overall economic value of the region. Operations from just the facility at \$4M - this does not include direct spending from visitors. Each phase will also contribute to job creation across all industries with over 1,000 jobs created from this project

Economic Impact by Phases		
Project	Total	Job Creation
Phase 1	\$10,098,976.94	137
Phase 2	\$32,040,405.54	798
Phase 3	\$4,008,280.72	102
Totals	\$46,147,663.20	1038

Direct Spending consists of overnight accommodations, food, entertainment and shopping. There are two types of visitors, Day-trip and overnight.

Obviously, families that stay overnight will spend more than day trip visitors. Phases one and two have the greatest level of economic impact in direct spending as the regional draw and will bring in people from outside the county. Combined, we see the total for per person per day spending from the operations of all phases to be between \$15M & \$18M annually to the local economy.

Direct Spending (Visitors)		
Type of Visitor	Low	High
Day-Trip (per person/per day)	\$ 1,852,315.79	\$ 2,315,394.73
Overnight (per person/per day)	\$ 5,869,653.80	\$ 6,847,929.44
Total Per Person Per Day	\$ 7,721,969.59	\$ 9,163,324.17
Weekend tournaments (2 night min.)	\$ 15,443,939.18	\$ 18,326,648.34

CHAPTER SEVEN CONCLUSIONS

Based on findings from this report, the consultant team has determined the feasibility of enhancements to Lakeview Park as a destination is viable for the amenities outlined in all phases of the project. The has the benefit of two entrances which is required as a minimum for a project of this magnitude. There are many ancillary services provided by the private sector a short distance from the park. The project has a significant amount of synergy to be an asset to the local community, regional visitors and to generate enough revenue to be cost neutral when managed to the outcomes identified in this report.

The following strategies were developed through each step in the feasibility study process and included meetings with the steering committee, department staff, stakeholders, park visitors, and the community needs survey.

MARKET ANALYSIS

There is a market for the project in Frankfort, Kentucky. Youth sports continue to spark the interest to travel and are bringing more family members to visit the local economy. During 2020 and 2021 families were still traveling and seeking sports tourism in cities and states with lower cases of Covid and less restrictions on indoor attendance. This is only anticipated to continue as the population learns how best to live with COVID going forward.

- Local trends for general sports have the highest participation are golf, softball, baseball, football and basketball.
- Local fitness trends show the highest participation in walking for exercise, weightlifting, swimming, and Yoga.
- The highest participation levels for outdoor activities are freshwater fishing, canoeing/kayaking, horseback riding, and road bicycling.
- Hotel capacity will support the operations of phase one, but will need more hotel rooms for phase two. The County could consider the four lots on Lakeview Court that could be land leased for a hotel on site.
- Sports Complex Similar Providers: Lakeview Park is positioned in an area of the region where three additional similar providers exist. The key is for the County to develop its niche as a nexus of events in the region, indoor and outdoor.
- Fieldhouse Similar Providers: The flexibility of the park and indoor event space to include increasing the number of courts/fields for younger sports, sport courts, exhibit space for conventions, and performances will set the facility apart from the competition.
- Convention/Event Space Similar Providers: The convention/event space is smaller than nearby facilities and serve the small to medium sized events. This helps the facility own the market in the area
- In addition, there should be a significant emphasis on creating unique packages and having tournament organizers run morning and afternoon waves allowing for teams and families to visit local attractions, shops and restaurants.



PROGRAM MANAGEMENT STRATEGY

- Overall, the management of the park when developed will require a greater attention to detail to create the best guest experience and retain visitors year after year for the same event. The maintenance standards developed will assist in increasing the level of maintenance and landscape manicure.
- Appearance is important and making sure that the park and activities are visible and able to be promoted. Update the golf course sign to be a Lakeview Park digital sign with image capability to promote golf and events in the park. Consider adding a second digital sign at the Steadmantown Lane entrance.
- Ultimately continued success will be determined by the appearance and maintenance of the park entirely. Ensuring that guest have a great experience is imperative. This includes things like trash cans in all gathering spaces, parking, trail, dog park etc. another example would be restrooms, especially when it comes to where youth sports are located. It is important to ensure appropriate coverage for human functions or kids will go where kids have to go.
- Hire key staff to develop programming and secure events at least one year in advance.
- Reassess the County's capabilities at each phase to determine if outsourcing the management of the park provides the better return on investment and guest experience. The County could contract out with a sports/event management company for the indoor facility and/or the outdoor sports complex.
- Convention/Event Facility will have tournaments, conventions, and events on the weekend and during the weekday hold conventions, and allow for local use of space when the schedule is open.
- Outdoor Sports fields should have local use Monday through Thursday and on scheduled weekends for internal leagues and contracted leagues. Weekends outside of leagues should be used for regional tournaments.
- Minimize improvements to only the critical to address and avoid spending the money twice in assets that will be enhanced or replaced in one of the phases.
- The exhibit space should have the ability to convert to open air allowing airflow and less limitations on indoor visitors under COVID Protocols, should this continue.

FUNDING & FINANCIAL STRATEGY

- The facility should price services at market value and create incentives for times when there is more capacity to attract new events. Following the pricing philosophy will help achieve the cost recovery outcomes.
- Seek out a professional firm to develop the capital campaign for the park securing naming rights and sponsorships. Use the model moving forward to develop advertising packages.
- The County should consider developing a sports and tourism commission to oversee the facility and establish a dedicated funding source with an additional percent for overnight accommodations. If this is not determined viable, then additional dedicated funding sources (identified in Chapter 7) should be implemented to assist with the overall sustainability of the park/facilities. This could help to provide a funding source for development.
- The best practice approach is to develop a financial strategy that will include a variety of sources to create a sustainable Dynamic.

- Naming Rights and sponsorship should be placed in reserve to support lifecycle replacement of equipment and fixtures.
- Grants may have a place within smaller projects in each phase. The County should conduct a review of the benefits and cost for mandated requirements to determine viability.
- Ensure that revenue generation is part of the discussions as the conceptual design and construction documents evolve to ensure sustainability and outcomes are achieved.
- Revisit the pro forma as materials change, sizes of spaces and amenities change, to account for changing inflation, and operations changes.
- Partnerships: Community partnerships will be established as the County moves into the development of improvements, including a mix of local programming and events, educational activities and continuing education, performance events, and various tournaments at the convention/event space. Partnerships should be equal in benefit to both parties.

ECONOMIC IMPACT

- The County should partner with local visitor's bureau, chamber of commerce, hospitality businesses, and youth athletic clubs to calculate the actual visitor direct spending annually and demonstrate the benefits through an annual report on Lakeview Park.
- Develop tourism experiences in adventure recreation, unique retail and dining, Franklin County history, Kentucky's rich history of bourbon, thoroughbreds, and the environment.
- Revisit the economic impact as the conceptual design and construction documents/costs change.



7.1 ACTION PLAN

The action plan is developed with supporting strategies, actions, responsibilities, and priorities/timelines. These strategies will lead the County through the initiation of each strategy, but may involve action items not identified in the Action Plan. It is impossible to anticipate every option the County will face leading up to opening the venue, therefore, the County will need to be flexible in its approach to implement the vision for Lakeview Park. The action plan is established in the following key areas:

- Program/Operations Strategy - Recommendations that provide for short and long-term enhancement of park, facility, and program management practices of the Department.
- Funding & Financial Strategy - Recommendations that provide for short and long-term enhancement of the financial and budgetary capacity of the Department related to operations.

Within each section, key strategies for implementation are listed. These strategies represent the major ideas or philosophies recommended by the consulting team that are required to maximize the facility to achieve the guiding principles. To help achieve each strategy, tactics are identified along with recommendations for the group responsible (i.e., Director, Maintenance, Events, County, etc.), Timeline (i.e., Short-term = ST, Mid-term = MT, Long-term = LT and Ongoing = OG), and performance measures. A column can be added to the table that would be labeled status update for each tactic.

The Action Plan is intended to serve as a dynamic living document, reviewed on a regular basis by the Council, staff and public to plan work tasks and support decision-making in order to carry out the Vision. By reviewing the Action Plan regularly, accomplishments can be noted, adjustments can be made, and new items can be added.

7.1.1 PROGRAM / OPERATIONAL STRATEGIES

Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
1.1	Build capacity and resources for the Department to operate Lakeview Park phase one development	• Adopt Maintenance Standards and implement with tracking through a computerized maintenance management software (CMMS).	Department, County	ST, OG	• Maintenance Standards adopted and implemented into operations.
		• Develop staffing positions identified in the operational plan to attract and hire qualified applicants for the operations of phase one.	Department, County	ST	• Positions job descriptions, salary, benefits, office space, and outcomes are developed, and positions filled.
		• Research and invest in ecommerce using a computerized registration/ reservation software that will also accommodate golf services.	Department, County	ST	• Research complete, selection made and software is being developed in the back side.
		• Develop internal processes for the operations of the park for phase one development including flow of communication, work orders, and tracking.	Department, County	ST	• Process is set up, flow of communication in place and data tracked in office for reporting.
		• Build staff knowledge and expertise through professional development (i.e., Maintenance Management School, Event Management School, Revenue Generation & Management School, etc.).	Department	ST, OG	• Identify needed skill sets, training opportunities and send staff.



Parks & Recreation Department

		<ul style="list-style-type: none"> Develop training to implement on the maintenance standards and how to achieve the desired outcomes for the park through the CMMS. 	Department	MT, OG	<ul style="list-style-type: none"> Training developed and provided to staff on an ongoing basis.
		<ul style="list-style-type: none"> Develop event/program standards and quality assurance program to ensure an excellent guest experience. 	Department	MT, OG	<ul style="list-style-type: none"> Standards are developed and approved for implementation.
		<ul style="list-style-type: none"> Develop a maintenance management plan that includes details for asset preservation and long-term routine maintenance for a safe and enjoyable experience. 	Department	MT	<ul style="list-style-type: none"> Plan developed approved and implemented consistently.

Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
1.2	Develop policies and procedures needed to operate Lakeview Park phase one development to achieve the outcomes.	<ul style="list-style-type: none"> Update the refund policy for the park and activities. 	Department, County	ST	<ul style="list-style-type: none"> Updated policy and posted for users to access.
		<ul style="list-style-type: none"> Develop written partnership policy addressing public/public, public/private, and public/not-for-profit partnerships to maximize each party's resources and meet expectations. 	Department, County	ST, OG	<ul style="list-style-type: none"> Policy written, approved and partnerships developed under new policy.
		<ul style="list-style-type: none"> Develop a written earned income policy allowing staff to go after revenue from advertising and sponsorship. 	Department, County	ST	<ul style="list-style-type: none"> Policy developed approved and implemented.

		• Develop written naming rights policy and review for legal implications.	Department, County	ST	• Naming rights policy approved and implemented.
		• Develop a written pricing policy to direct staff on procedure and factors that should be considered in developing prices for services.	County	ST	• Policy developed approved and implemented with training.
		• Develop a written land use policy for Lakeview Park identifying priorities for activities and peak time use.	Department, County	MT	• Policy written, vetted and being implemented.
		• Annually review policies for changes in operation that will need to be incorporated into enabling policies.	Department	OG	• Policies reviewed and findings report submitted.
		• Annually review partnerships and report to the Board on the terms, outcomes and renewal.	Department	OG	• Policies reviewed and findings report submitted.

Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
1.3	Develop a customer service focused culture with existing and additional staff.	• Establish procedures based on customer focused outcomes and measurement. Train staff on the procedure and why it is important to the outcomes.	Department	ST, OG	• Procedures developed and staff trained for implementation.



Parks & Recreation Department

		<ul style="list-style-type: none"> Develop customer service training that is facilitated and non-facilitated through videos and exercises. 	Department, County	ST, OG	<ul style="list-style-type: none"> In-person and virtual trainings developed with an onboarding/training sign-off.
		Develop customer service quality assurance audit/program for continuous improvement to service delivery.	Department	ST	<ul style="list-style-type: none"> Develop the standards to measure and train those conducting the audit.
		<ul style="list-style-type: none"> Develop customer service quality assurance audit/program for continuous improvement to service delivery. 	Department	ST	<ul style="list-style-type: none"> Develop the standards to measure and train those conducting the audit.
		<ul style="list-style-type: none"> Implement a customer feedback program that includes intercept surveys, online survey following programs/reservations/events, lost customer survey, and focus groups throughout each operational year. 	Department	ST/MT, OG	<ul style="list-style-type: none"> Develop customer satisfaction surveys (qualitative and quantitative data) and report on seasonal findings/
		<ul style="list-style-type: none"> Develop and annual report including the financial performance, customer service performance and customer survey results including customer satisfaction rate. 	Department	OG	<ul style="list-style-type: none"> Reports created and distributed on an annual basis.

Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
1.4	Develop the brand of Lakeview Park creating a recognized provider of a variety of events that provide for local needs and deliver excellence through guest experiences.	• Develop the Lakeview Park story including content on the property's history and key milestones for the park vision.	Department	ST	• Develop a list of operational tasks/projects that will help demonstrate staff living the mission.
		• Research computer software for website/interactive analytics, scheduling social media posts, send out notifications/emails mass distribution.	Department	ST	• Research completed, selection made and being implemented
		• Develop an annual content calendar for social media and schedule posts.	Department	ST	• Excel Spreadsheet created with dates and the type of content that would be posted (i.e., closures, holiday greetings, this day in history, etc.).
		• Research PR Firms for additional expertise and services, if needed.	Department, County	ST	• Conduct research, request references and fees for needed services to select the appropriate firm.



Parks & Recreation Department

		<ul style="list-style-type: none"> Identify and develop social media campaigns to increase awareness of the park and events. 	Department	MT	<ul style="list-style-type: none"> List of campaigns, details and call to action documented and added to the content calendar.
		<ul style="list-style-type: none"> Develop unique contests to engage followers and increase followers on social media. 	Department	MT	<ul style="list-style-type: none"> Identify unique stories, photos, and/or history, incorporate into the content calendar
		<ul style="list-style-type: none"> Develop a marketing plan to identify the target markets, best practice marketing methods, platforms, and overarching message promoting facilities. 	Department, County	MT	<ul style="list-style-type: none"> Marketing plan developed, approved and implemented consistently.
		<ul style="list-style-type: none"> Develop a marketing return on investment (ROI) model to understand which methods work best for the Department. 	Department	LT	<ul style="list-style-type: none"> Developed ROI spreadsheet for tracking and data being collected for money spent and participation.
		<ul style="list-style-type: none"> Conduct marketing meetings to identify upcoming opportunities to share the park story and staff living the mission. 	Department	OG	<ul style="list-style-type: none"> Schedule regular marketing meetings to develop content, identify opportunities for staff to assist with pictures and messaging.

7.1.2 FUNDING AND FINANCIAL STRATEGY

Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
2.1	Explore Operational Models to implement for the Lakeview Park overall Vision (all three phases)	• Explore consolidating the parks and recreation departments from the City and County.	Department, County, City, Public	ST	• Discuss opportunity with the City and Develop findings Report for final determination.
		• Explore the establishment of a sports and events tourism commission to oversee the facility and a dedicated funding source to invest.	County, City	ST	• Exploring completed, conduct cost /benefit analysis and make final determination.
		• Explore outsourcing the management of Lakeview Park to a sports/events management company for phase two.	County	ST	• Research companies, understand terms and conditions, make final determination for phase two and ultimately phase three.
		• If outsourcing management of phase two, begin RFQ process	Department, County	ST/MT	• Develop and distribute RFQ for submissions, interviews and final determination.



Parks & Recreation Department

		<ul style="list-style-type: none"> If outsourcing management of phase two, negotiate contract terms with firm to be in place for construction document development. 	County	MT	<ul style="list-style-type: none"> Draft negotiations of terms and conditions for review and approval by the County.
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Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
2.2	Develop a multi-pronged capital campaign strategy to enhance existing park amenities and develop the Lakeview Park Vision.	<ul style="list-style-type: none"> Conduct an RFQ process for professional services that will build a capital campaign raising funds for the replacement of aging amenities and new development. 	Department, County	ST	<ul style="list-style-type: none"> RFQ developed, distributed and submissions received for interviews and final determination.
		<ul style="list-style-type: none"> Work with County Finance to identify funding sources that currently exist for the County and could potentially be incorporated as a component to the overall funding strategy (i.e., redevelopment funds). 	Department, County	ST	<ul style="list-style-type: none"> List of possible funding sources and upcoming projects to determine which funding sources have the greatest application to the vision.

		<ul style="list-style-type: none"> Identify private foundations and sanctioning bodies that could serve as resources and potential grant funders for the developments in the park. 	Department	ST	<ul style="list-style-type: none"> Develop list of opportunities and identify the most appropriate for implementation.
		<ul style="list-style-type: none"> Research and establish a dedicated funding source to be used for debt service and eventual lifecycle replacement of amenities. 	Department, County	ST/MT	<ul style="list-style-type: none"> Funding sources identified, considered and approved.
		<ul style="list-style-type: none"> Research Public Private Partnerships (KRS 65.028) as a component to capital funding to save on bonding costs, develop project with contained costs, and develop more swiftly. 	County	ST/MT	<ul style="list-style-type: none"> Research completed and final determination.
		<ul style="list-style-type: none"> Identify components of the project that could be grant funded and apply for the grants. 	Department	ST/MT	<ul style="list-style-type: none"> List of components, grant requirements and Department capacity to meet all grantee obligations.
		<ul style="list-style-type: none"> Work to lease or sell the parcels on Lakeview Court to a hotel company or similar providers that can add value to the overall project. 	County	ST/MT	<ul style="list-style-type: none"> Develop criteria for leasing/selling the land, make announcement of the desire and entertain offers worth considering.



Parks & Recreation Department

		<ul style="list-style-type: none"> Explore the feasibility of establishing the Franklin County Parks Foundation to help fund the mission of the Department. 	County	LT	<ul style="list-style-type: none"> Research conducted report submitted and consideration given to establish the park foundation.
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Strategy		Tactics	Group Responsible	Timeframe	Performance Measure
2.3	Implement a dynamic revenue model to capture earned income and create sustainability.	<ul style="list-style-type: none"> Develop fees and charges with the lens of cost recovery and sustainability. When services add value, the pricing should reflect it. 	Department	ST	<ul style="list-style-type: none"> Establish the program/services development guidelines including step by step process of approval.
		<ul style="list-style-type: none"> Identify tournament value-added charges for organizers and include opportunities for profit sharing. 	Department	ST	<ul style="list-style-type: none"> Create value-added services to each facility for generating additional revenue and highlight the benefits of value-added services.

	<ul style="list-style-type: none"> • Franchise & License funding: Leverage service contracts and product contracts to develop exclusivity in preferred vendors and promotion of vendors for reduced rate or advertising revenues. 	Department, County	ST	<ul style="list-style-type: none"> • Begin discussions/negotiations for preferred providers based on benefits to the County.
	<ul style="list-style-type: none"> • Work with the County to establish the fees and charges structure for the Lakeview Park operational vision. 	Department	MT	<ul style="list-style-type: none"> • Fee structure established, staff guidance in setting fees, and initial fees and charges approved and implemented.
	<ul style="list-style-type: none"> • Annually review contracts and identify additional opportunities based on annual revenues and outcomes. 	Department	OG	<ul style="list-style-type: none"> • Contracts reviewed, report submitted and contract renewal.
	<ul style="list-style-type: none"> • Annually review fee structure and pricing to ensure fees are in line with the market and cost containment is in place to limit the rising cost of doing business. 	County	OG	<ul style="list-style-type: none"> • Review fees, develop findings report and recommendation submitted for consideration.



APPENDIX A- CORE VS. CASUAL PARTICIPATION TRENDS

7.2 NATIONAL RECREATIONAL TRENDS

7.2.1 GENERAL SPORTS

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Basketball	23,410	100%	24,917	100%	27,753	100%	18.6%	11.4%
Casual (1-12 times)	7,774	33%	9,669	39%	11,962	43%	53.9%	23.7%
Core (13+ times)	15,636	67%	15,248	61%	15,791	57%	1.0%	3.6%
Golf (9 or 18-Hole Course)	24,120	100%	24,271	100%	24,804	100%	2.8%	2.2%
Tennis	17,963	100%	17,684	100%	21,642	100%	20.5%	22.4%
Baseball	13,711	100%	15,804	100%	15,731	100%	14.7%	-0.5%
Casual (1-12 times)	4,803	35%	6,655	42%	8,089	51%	68.4%	21.5%
Core (13+ times)	8,908	65%	9,149	58%	7,643	49%	-14.2%	-16.5%
Soccer (Outdoor)	12,646	100%	11,913	100%	12,444	100%	-1.6%	4.5%
Casual (1-25 times)	6,698	53%	6,864	58%	8,360	67%	24.8%	21.8%
Core (26+ times)	5,949	47%	5,050	42%	4,084	33%	-31.3%	-19.1%
Football (Flag)	5,829	100%	6,783	100%	7,001	100%	20.1%	3.2%
Casual (1-12 times)	3,105	53%	3,794	56%	4,287	61%	38.1%	13.0%
Core (13+ times)	2,724	47%	2,989	44%	2,714	39%	-0.4%	-9.2%
Core Age 6 to 17 (13+ times)	1,276	53%	1,590	56%	1,446	61%	13.3%	-9.1%
Softball (Slow Pitch)	7,114	100%	7,071	100%	6,349	100%	-10.8%	-10.2%
Casual (1-12 times)	3,004	42%	3,023	43%	2,753	43%	-8.4%	-8.9%
Core (13+ times)	4,110	58%	4,048	57%	3,596	57%	-12.5%	-11.2%
Badminton	7,198	100%	6,095	100%	5,862	100%	-18.6%	-3.8%
Casual (1-12 times)	5,032	70%	4,338	71%	4,129	70%	-17.9%	-4.8%
Core (13+ times)	2,166	30%	1,756	29%	1,733	30%	-20.0%	-1.3%
Soccer (Indoor)	4,813	100%	5,336	100%	5,440	100%	13.0%	1.9%
Casual (1-12 times)	2,157	45%	2,581	48%	3,377	62%	56.6%	30.8%
Core (13+ times)	2,656	55%	2,755	52%	2,063	38%	-22.3%	-25.1%
Volleyball (Court)	6,423	100%	6,487	100%	5,410	100%	-15.8%	-16.6%
Casual (1-12 times)	2,849	44%	2,962	46%	2,204	41%	-22.6%	-25.6%
Core (13+ times)	3,575	56%	3,525	54%	3,206	59%	-10.3%	-9.0%
Football (Tackle)	6,222	100%	5,107	100%	5,054	100%	-18.8%	-1.0%
Casual (1-25 times)	2,842	46%	2,413	47%	2,390	47%	-15.9%	-1.0%
Core (26+ times)	3,380	54%	2,694	53%	2,665	53%	-21.2%	-1.1%
Core Age 6 to 17 (26+ times)	2,539	46%	2,311	47%	2,226	47%	-12.3%	-3.7%
Football (Touch)	6,487	100%	5,171	100%	4,846	100%	-25.3%	-6.3%
Casual (1-12 times)	3,809	59%	3,065	59%	2,990	62%	-21.5%	-2.4%
Core (13+ times)	2,678	41%	2,105	41%	1,856	38%	-30.7%	-11.8%
Volleyball (Sand/Beach)	4,785	100%	4,400	100%	4,320	100%	-9.7%	-1.8%
Casual (1-12 times)	3,348	70%	2,907	66%	3,105	72%	-7.3%	6.8%
Core (13+ times)	1,438	30%	1,493	34%	1,215	28%	-15.5%	-18.6%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	
							Mostly Casual Participants (greater than 75%)	

7.2.2 GENERAL SPORTS (CONTINUED)

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Pickleball	2,506	100%	3,460	100%	4,199	100%	67.6%	21.4%
Casual (1-12 times)	2,628	105%	2,207	64%	2,835	68%	7.9%	28.5%
Core(13+ times)	1,048	-5%	1,253	36%	1,364	32%	30.2%	8.9%
Gymnastics	4,679	100%	4,669	100%	3,848	100%	-17.8%	-17.6%
Casual (1-49 times)	3,061	65%	3,004	64%	2,438	63%	-20.4%	-18.8%
Core(50+ times)	1,618	35%	1,695	36%	1,410	37%	-12.9%	-16.8%
Track and Field	4,222	100%	4,139	100%	3,636	100%	-13.9%	-12.2%
Casual (1-25 times)	1,973	47%	2,069	50%	1,589	44%	-19.5%	-23.2%
Core(26+ times)	2,249	53%	2,070	50%	2,046	56%	-9.0%	-1.2%
Racquetball	3,883	100%	3,453	100%	3,426	100%	-11.8%	-0.8%
Casual (1-12 times)	2,628	68%	2,398	69%	2,476	72%	-5.8%	3.3%
Core(13+ times)	1,255	32%	1,055	31%	950	28%	-24.3%	-10.0%
Cheerleading	3,608	100%	3,752	100%	3,308	100%	-8.3%	-11.8%
Casual (1-25 times)	1,968	55%	1,934	52%	1,931	58%	-1.9%	-0.2%
Core(26+ times)	1,640	45%	1,817	48%	1,377	42%	-16.0%	-24.2%
Ultimate Frisbee	4,409	100%	2,290	100%	2,325	100%	-47.3%	1.5%
Casual (1-12 times)	3,371	76%	1,491	65%	1,476	63%	-56.2%	-1.0%
Core(13+ times)	1,038	24%	799	35%	849	37%	-18.2%	6.3%
Ice Hockey	2,546	100%	2,357	100%	2,270	100%	-10.8%	-3.7%
Casual (1-12 times)	1,219	48%	1,040	44%	1,165	51%	-4.4%	12.0%
Core(13+ times)	1,326	52%	1,317	56%	1,105	49%	-16.7%	-16.1%
Wrestling	1,978	100%	1,944	100%	1,931	100%	-2.4%	-0.7%
Casual (1-25 times)	1,094	55%	1,189	61%	1,239	64%	13.3%	4.2%
Core(26+ times)	885	45%	755	39%	692	36%	-21.8%	-8.3%
Lacrosse	2,094	100%	2,115	100%	1,884	100%	-10.0%	-10.9%
Casual (1-12 times)	1,146	55%	1,021	48%	902	48%	-21.3%	-11.7%
Core(13+ times)	947	45%	1,094	52%	982	52%	3.7%	-10.2%
Softball (Fast Pitch)	2,460	100%	2,242	100%	1,811	100%	-26.4%	-19.2%
Casual (1-25 times)	1,187	48%	993	44%	650	36%	-45.2%	-34.5%
Core(26+ times)	1,273	52%	1,250	56%	1,162	64%	-8.7%	-7.0%
Roller Hockey	1,907	100%	1,616	100%	1,500	100%	-21.3%	-7.2%
Casual (1-12 times)	1,382	72%	1,179	73%	1,129	75%	-18.3%	-4.2%
Core(13+ times)	525	28%	436	27%	371	25%	-29.3%	-14.9%
Rugby	1,349	100%	1,392	100%	1,242	100%	-7.9%	-10.8%
Casual (1-7 times)	918	68%	835	60%	807	65%	-12.1%	-3.4%
Core(8+ times)	431	32%	557	40%	435	35%	0.9%	-21.9%
Squash	1,710	100%	1,222	100%	1,163	100%	-32.0%	-4.8%
Casual (1-7 times)	1,293	76%	747	61%	669	58%	-48.3%	-10.4%
Core(8+ times)	417	24%	476	39%	495	42%	18.7%	4.0%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
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%)	



Parks & Recreation Department

7.2.3 GENERAL FITNESS

National Core vs Casual Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Fitness Walking	109,829	100%	111,439	100%	114,044	100%	3.8%	2.3%
Casual (1-49 times)	35,563	32%	36,254	33%	34,742	30%	-2.3%	-4.2%
Core(50+ times)	74,266	68%	75,185	67%	79,302	70%	6.8%	5.5%
Free Weights (Dumbbells/Hand Weights)	54,716	100%	51,450	100%	53,256	100%	-2.7%	3.5%
Casual (1-49 times)	18,491	34%	19,762	38%	20,070	38%	8.5%	1.6%
Core(50+ times)	36,225	66%	31,688	62%	33,186	62%	-8.4%	4.7%
Running/Jogging	48,496	100%	50,052	100%	50,652	100%	4.4%	1.2%
Casual (1-49 times)	22,337	46%	24,972	50%	24,438	48%	9.4%	-2.1%
Core(50+ times)	26,158	54%	25,081	50%	26,214	52%	0.2%	4.5%
Treadmill	50,398	100%	56,823	100%	49,832	100%	-1.1%	-12.3%
Casual (1-49 times)	23,136	46%	28,473	50%	19,549	39%	-15.5%	-31.3%
Core(50+ times)	27,262	54%	28,349	50%	30,283	61%	11.1%	6.8%
Yoga	25,289	100%	30,456	100%	32,808	100%	29.7%	7.7%
Casual (1-49 times)	14,947	59%	18,953	62%	19,337	59%	29.4%	2.0%
Core(50+ times)	10,341	41%	11,503	38%	13,471	41%	30.3%	17.1%
Stationary Cycling (Recumbent/Upright)	35,553	100%	37,085	100%	31,287	100%	-12.0%	-15.6%
Casual (1-49 times)	18,512	52%	19,451	52%	13,249	42%	-28.4%	-31.9%
Core(50+ times)	17,042	48%	17,634	48%	18,038	58%	5.8%	2.3%
Weight/Resistant Machines	35,310	100%	36,181	100%	30,651	100%	-13.2%	-15.3%
Casual (1-49 times)	14,654	42%	14,668	41%	10,940	36%	-25.3%	-25.4%
Core(50+ times)	20,655	58%	21,513	59%	19,711	64%	-4.6%	-8.4%
Free Weights (Barbells)	25,381	100%	28,379	100%	28,790	100%	13.4%	1.4%
Casual (1-49 times)	9,860	39%	11,806	42%	13,428	47%	36.2%	13.7%
Core(50+ times)	15,521	61%	16,573	58%	15,363	53%	-1.0%	-7.3%
Elliptical Motion/Cross Trainer	32,321	100%	33,056	100%	27,920	100%	-13.6%	-15.5%
Casual (1-49 times)	15,729	49%	17,175	52%	14,403	52%	-8.4%	-16.1%
Core(50+ times)	16,593	51%	15,880	48%	13,517	48%	-18.5%	-14.9%
Dance, Step, Choreographed Exercise	21,487	100%	23,957	100%	25,160	100%	17.1%	5.0%
Casual (1-49 times)	14,137	66%	16,047	67%	16,652	66%	17.8%	3.8%
Core(50+ times)	7,350	34%	7,910	33%	8,507	34%	15.7%	7.5%
Bodyweight Exercise	22,146	100%	23,504	100%	22,845	100%	3.2%	-2.8%
Casual (1-49 times)	9,346	42%	9,492	40%	9,581	42%	2.5%	0.9%
Core(50+ times)	12,800	58%	14,012	60%	13,264	58%	3.6%	-5.3%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		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%)	

7.2.4 GENERAL FITNESS (CONTINUED)

National Core vs Casual Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Aerobics (High Impact/ Intensity Training)	20,464	100%	22,044	100%	22,487	100%	9.9%	2.0%
<i>Casual (1-49 times)</i>	11,723	57%	12,380	56%	12,743	57%	8.7%	2.9%
<i>Core(50+ times)</i>	8,742	43%	9,665	44%	9,744	43%	11.5%	0.8%
Trail Running	8,139	100%	10,997	100%	11,854	100%	45.6%	7.8%
Stair-Climbing Machine	13,234	100%	15,359	100%	11,261	100%	-14.9%	-26.7%
<i>Casual (1-49 times)</i>	7,960	60%	10,059	65%	6,339	56%	-20.4%	-37.0%
<i>Core(50+ times)</i>	5,275	40%	5,301	35%	4,922	44%	-6.7%	-7.1%
Pilates Training	8,594	100%	9,243	100%	9,905	100%	15.3%	7.2%
<i>Casual (1-49 times)</i>	5,201	61%	6,074	66%	6,668	67%	28.2%	9.8%
<i>Core(50+ times)</i>	3,394	39%	3,168	34%	3,237	33%	-4.6%	2.2%
Cross-Training Style Workout	11,710	100%	13,542	100%	9,179	100%	-21.6%	-32.2%
<i>Casual (1-49 times)</i>	6,038	52%	7,100	52%	3,476	38%	-42.4%	-51.0%
<i>Core(50+ times)</i>	5,672	48%	6,442	48%	5,704	62%	0.6%	-11.5%
Martial Arts	5,507	100%	6,068	100%	6,064	100%	10.1%	-0.1%
<i>Casual (1-12 times)</i>	1,793	33%	2,178	36%	2,679	44%	49.4%	23.0%
<i>Core(13+ times)</i>	3,714	67%	3,890	64%	3,385	56%	-8.9%	-13.0%
Stationary Cycling (Group)	8,677	100%	9,930	100%	6,054	100%	-30.2%	-39.0%
<i>Casual (1-49 times)</i>	5,561	64%	6,583	66%	3,134	52%	-43.6%	-52.4%
<i>Core(50+ times)</i>	3,116	36%	3,347	34%	2,920	48%	-6.3%	-12.8%
Cardio Kickboxing	6,708	100%	7,026	100%	5,295	100%	-21.1%	-24.6%
<i>Casual (1-49 times)</i>	4,579	68%	4,990	71%	3,438	65%	-24.9%	-31.1%
<i>Core(50+ times)</i>	2,129	32%	2,037	29%	1,857	35%	-12.8%	-8.8%
Boxing for Fitness	5,419	100%	5,198	100%	5,230	100%	-3.5%	0.6%
<i>Casual (1-12 times)</i>	2,787	51%	2,738	53%	2,962	57%	6.3%	8.2%
<i>Core(13+ times)</i>	2,633	49%	2,460	47%	2,268	43%	-13.9%	-7.8%
Boot Camp Style Training	6,722	100%	6,830	100%	4,969	100%	-26.1%	-27.2%
<i>Casual (1-49 times)</i>	4,488	67%	4,951	72%	3,204	64%	-28.6%	-35.3%
<i>Core(50+ times)</i>	2,234	33%	1,880	28%	1,765	36%	-21.0%	-6.1%
Tai Chi	3,651	100%	3,793	100%	3,300	100%	-9.6%	-13.0%
<i>Casual (1-49 times)</i>	2,237	61%	2,379	63%	1,858	56%	-16.9%	-21.9%
<i>Core(50+ times)</i>	1,415	39%	1,414	37%	1,442	44%	1.9%	2.0%
Barre	3,583	100%	3,665	100%	3,579	100%	-0.1%	-2.3%
<i>Casual (1-49 times)</i>	2,881	80%	2,868	78%	2,721	76%	-5.6%	-5.1%
<i>Core(50+ times)</i>	703	20%	797	22%	858	24%	22.0%	7.7%
Triathlon (Traditional/Road)	2,498	100%	2,001	100%	1,846	100%	-26.1%	-7.7%
Triathlon (Non-Traditional/Off Road)	1,744	100%	1,472	100%	1,363	100%	-21.8%	-7.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -20%)	
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%)	



Parks & Recreation Department

7.2.5 OUTDOOR/ADVENTURE RECREATION

National Core vs Casual Participatory Trends - Outdoor / Adventure Recreation								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Hiking (Day)	37,232	100%	49,697	100%	57,808	100%	55.3%	16.3%
Bicycling (Road)	38,280	100%	39,388	100%	44,471	100%	16.2%	12.9%
<i>Casual (1-25 times)</i>	18,845	49%	20,796	53%	23,720	53%	25.9%	14.1%
<i>Core (26+ times)</i>	19,435	51%	18,592	47%	20,751	47%	6.8%	11.6%
Fishing (Freshwater)	37,682	100%	39,185	100%	42,556	100%	12.9%	8.6%
<i>Casual (1-7 times)</i>	20,206	54%	20,857	53%	24,309	57%	20.3%	16.6%
<i>Core (8+ times)</i>	17,476	46%	18,328	47%	18,247	43%	4.4%	-0.4%
Camping (< 1/4 Mile of Vehicle/Home)	27,742	100%	28,183	100%	36,082	100%	30.1%	28.0%
Camping (Recreational Vehicle)	14,699	100%	15,426	100%	17,825	100%	21.3%	15.6%
<i>Casual (1-7 times)</i>	7,843	53%	8,420	55%	11,281	63%	43.8%	34.0%
<i>Core (8+ times)</i>	6,856	47%	7,006	45%	6,544	37%	-4.6%	-6.6%
Fishing (Saltwater)	11,975	100%	13,193	100%	14,527	100%	21.3%	10.1%
<i>Casual (1-7 times)</i>	6,971	58%	7,947	60%	9,109	63%	30.7%	14.6%
<i>Core (8+ times)</i>	5,004	42%	5,246	40%	5,418	37%	8.3%	3.3%
Birdwatching (>1/4 mile of Vehicle/Home)	13,093	100%	12,817	100%	15,228	100%	16.3%	18.8%
Backpacking Overnight	10,100	100%	10,660	100%	10,746	100%	6.4%	0.8%
Bicycling (Mountain)	8,316	100%	8,622	100%	8,998	100%	8.2%	4.4%
<i>Casual (1-12 times)</i>	3,862	46%	4,319	50%	4,803	53%	24.4%	11.2%
<i>Core (13+ times)</i>	4,454	54%	4,302	50%	4,194	47%	-5.8%	-2.5%
Skateboarding	6,436	100%	6,610	100%	8,872	100%	37.8%	34.2%
<i>Casual (1-25 times)</i>	3,867	60%	4,265	65%	6,315	71%	63.3%	48.1%
<i>Core (26+ times)</i>	2,569	40%	2,345	35%	2,557	29%	-0.5%	9.0%
Fishing (Fly)	6,089	100%	7,014	100%	7,753	100%	27.3%	10.5%
<i>Casual (1-7 times)</i>	3,843	63%	4,493	64%	5,020	65%	30.6%	11.7%
<i>Core (8+ times)</i>	2,246	37%	2,521	36%	2,733	35%	21.7%	8.4%
Archery	8,378	100%	7,449	100%	7,249	100%	-13.5%	-2.7%
<i>Casual (1-25 times)</i>	7,038	84%	6,309	85%	6,102	84%	-13.3%	-3.3%
<i>Core (26+ times)</i>	1,340	16%	1,140	15%	1,147	16%	-14.4%	0.6%
Climbing (Indoor)		n/a	5,309	100%	5,535	100%	n/a	4.3%
Roller Skating (In-Line)	6,024	100%	4,816	100%	4,892	100%	-18.8%	1.6%
<i>Casual (1-12 times)</i>	4,246	70%	3,474	72%	3,466	71%	-18.4%	-0.2%
<i>Core (13+ times)</i>	1,778	30%	1,342	28%	1,425	29%	-19.9%	6.2%
Bicycling (BMX)	2,690	100%	3,648	100%	3,880	100%	44.2%	6.4%
<i>Casual (1-12 times)</i>	1,457	54%	2,257	62%	2,532	65%	73.8%	12.2%
<i>Core (13+ times)</i>	1,233	46%	1,392	38%	1,348	35%	9.3%	-3.2%
Climbing (Traditional/Ice/Mountaineering)	2,571	100%	2,400	100%	2,456	100%	-4.5%	2.3%
Climbing (Sport/Boulder)		n/a	2,183	100%	2,290	100%	n/a	4.9%
Adventure Racing	2,864	100%	2,143	100%	1,966	100%	-31.4%	-8.3%
<i>Casual (1 times)</i>	1,121	39%	549	26%	328	17%	-70.7%	-40.3%
<i>Core (2+ times)</i>	1,743	61%	1,595	74%	1,638	83%	-6.0%	2.7%
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%)	

7.2.6 AQUATICS

National Core vs Casual Participatory Trends - Aquatics								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Swimming (Fitness)	26,319	100%	28,219	100%	25,666	100%	-2.5%	-9.0%
<i>Casual (1-49 times)</i>	17,059	65%	19,480	69%	17,987	70%	5.4%	-7.7%
<i>Core (50+ times)</i>	9,260	35%	8,739	31%	7,680	30%	-17.1%	-12.1%
Aquatic Exercise	9,226	100%	11,189	100%	10,954	100%	18.7%	-2.1%
<i>Casual (1-49 times)</i>	5,991	65%	8,006	72%	8,331	76%	39.1%	4.1%
<i>Core (50+ times)</i>	3,236	35%	3,183	28%	2,623	24%	-18.9%	-17.6%
Swimming (Competition)	2,892	100%	2,822	100%	2,615	100%	-9.6%	-7.3%
<i>Casual (1-49 times)</i>	1,482	51%	1,529	54%	1,524	58%	2.8%	-0.3%
<i>Core (50+ times)</i>	1,411	49%	1,293	46%	1,091	42%	-22.7%	-15.6%
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%)	

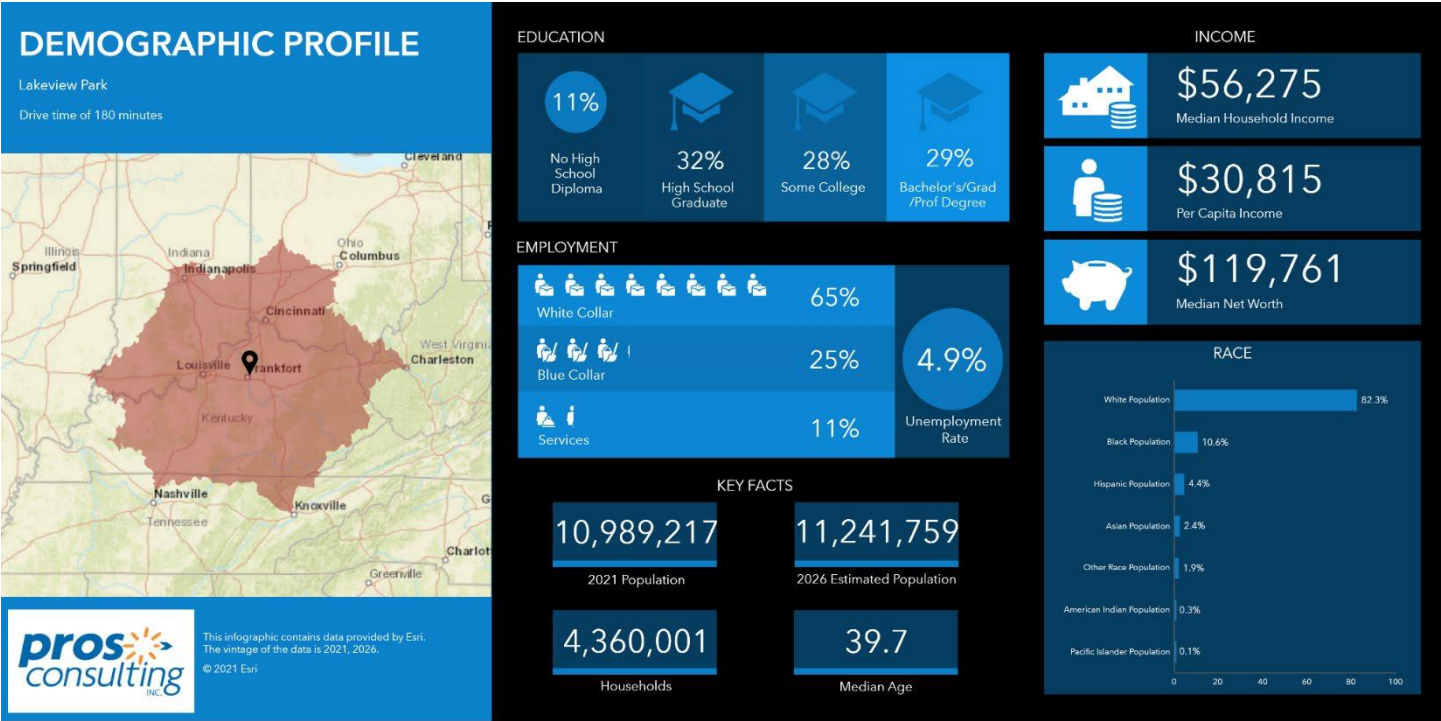


Parks & Recreation Department

7.2.7 WATER SPORTS/ACTIVITIES

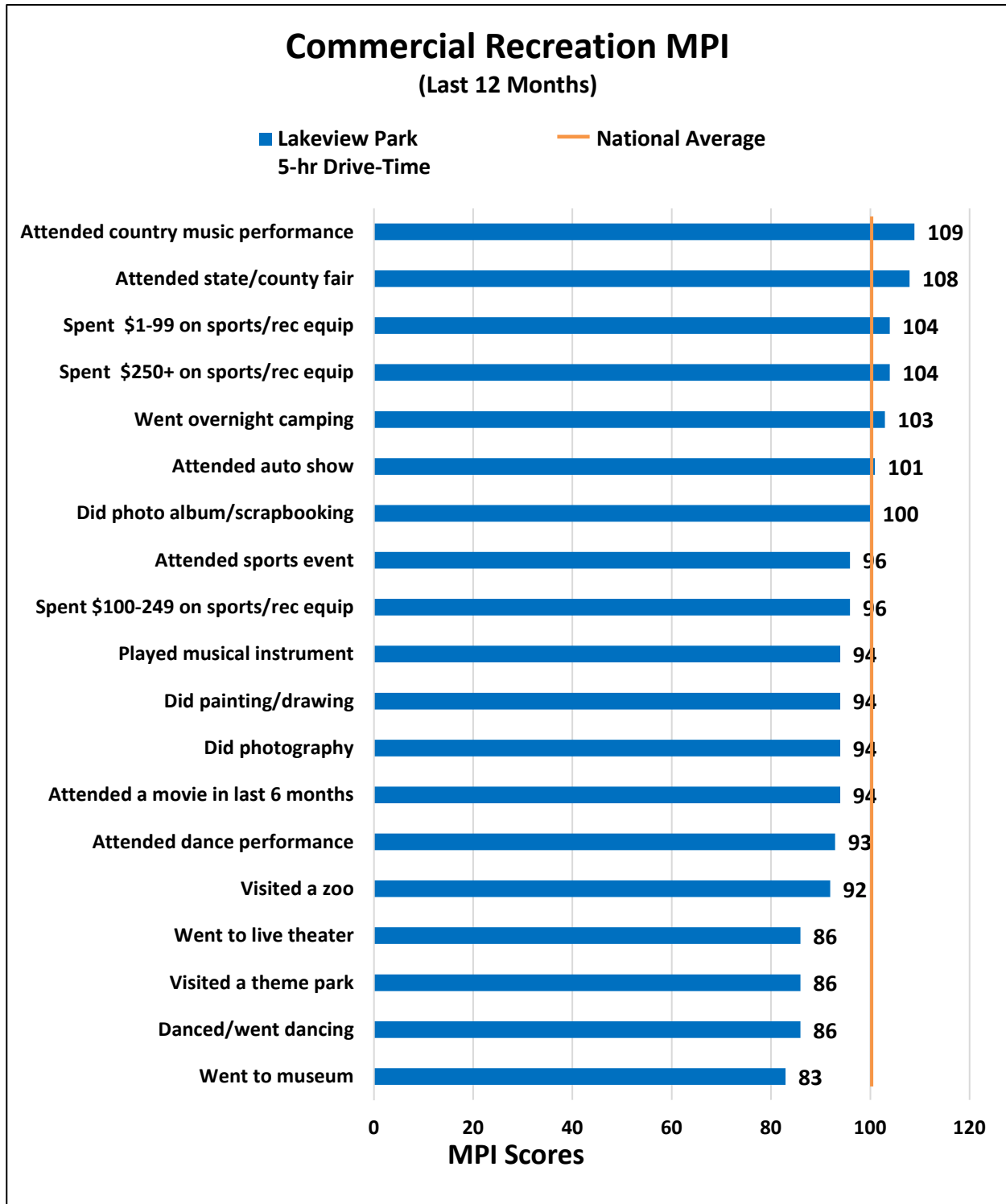
National Core vs Casual Participatory Trends - Water Sports / Activities								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Kayaking (Recreational)	9,499	100%	11,382	100%	13,002	100%	36.9%	14.2%
Canoeing	10,236	100%	8,995	100%	9,595	100%	-6.3%	6.7%
Snorkeling	8,874	100%	7,659	100%	7,729	100%	-12.9%	0.9%
Casual (1-7 times)	7,002	79%	6,192	81%	6,374	82%	-9.0%	2.9%
Core (8+ times)	1,872	21%	1,468	19%	1,355	18%	-27.6%	-7.7%
Jet Skiing	6,263	100%	5,108	100%	4,900	100%	-21.8%	-4.1%
Casual (1-7 times)	4,425	71%	3,684	72%	3,783	77%	-14.5%	2.7%
Core (8+ times)	1,838	29%	1,423	28%	1,116	23%	-39.3%	-21.6%
Surfing	2,701	100%	2,964	100%	3,800	100%	40.7%	28.2%
Casual (1-7 times)	1,665	62%	2,001	68%	2,507	66%	50.6%	25.3%
Core (8+ times)	1,036	38%	962	32%	747	34%	-27.9%	-22.3%
Stand Up Paddling	3,020	100%	3,562	100%	3,675	100%	21.7%	3.2%
Sailing	4,099	100%	3,618	100%	3,486	100%	-15.0%	-3.6%
Casual (1-7 times)	2,818	69%	2,477	68%	2,395	69%	-15.0%	-3.3%
Core (8+ times)	1,281	31%	1,141	32%	1,091	31%	-14.8%	-4.4%
Rafting	3,883	100%	3,438	100%	3,474	100%	-10.5%	1.0%
Water Skiing	3,948	100%	3,203	100%	3,050	100%	-22.7%	-4.8%
Casual (1-7 times)	2,835	72%	2,355	74%	2,189	72%	-22.8%	-7.0%
Core (8+ times)	1,112	28%	847	26%	861	28%	-22.6%	1.7%
Wakeboarding	3,226	100%	2,729	100%	2,754	100%	-14.6%	0.9%
Casual (1-7 times)	2,308	72%	1,839	67%	2,007	73%	-13.0%	9.1%
Core (8+ times)	918	28%	890	33%	747	27%	-18.6%	-16.1%
Kayaking (White Water)	2,518	100%	2,583	100%	2,605	100%	3.5%	0.9%
Scuba Diving	3,274	100%	3,715	100%	2,588	100%	-21.0%	-30.3%
Casual (1-7 times)	2,405	73%	2,016	54%	1,880	73%	-21.8%	-6.7%
Core (8+ times)	869	27%	699	46%	708	27%	-18.5%	1.3%
Kayaking (Sea/Touring)	3,079	100%	2,652	100%	2,508	100%	-18.5%	-5.4%
Boardsailing/Windsurfing	1,766	100%	1,405	100%	1,268	100%	-28.2%	-9.8%
Casual (1-7 times)	1,461	83%	1,112	79%	1,015	80%	-30.5%	-8.7%
Core (8+ times)	305	17%	292	21%	253	20%	-17.0%	-13.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		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%)	

APPENDIX B: REGIONAL DEMOGRAPHICS & TRENDS





COMMERCIAL RECREATION



APPENDIX C: PARTNERSHIP APPROACH

The County currently works with several different types of partners throughout the region. The County has received help from volunteering residents, local businesses and large organizations. By tracking partnerships, the County demonstrates leadership in making budget decisions and how well the staff are able to leverage resources.

Additional partnerships are always at the forefront of the County's approach to pursue and develop with other entities such as special interest users, colleges, state or federal agencies; nonprofit organizations; as well as with private organizations. The following are recommended standard policies and practices that will apply to any future partnership, including those that are unique to relationships with private, for-profit entities.

POLICY BEST PRACTICES FOR ALL PARTNERSHIPS

All partnerships developed and maintained by the County should adhere to common policy requirements. These include:

- Each partner will meet with or report to the County staff on a regular basis to plan and share activity-based costs and equity invested.
- Partners will establish measurable outcomes and work through key issues to focus on for the coming year to meet the desired outcomes.
- Each partner will focus on meeting a balance of equity agreed to and track investment costs accordingly.
- Measurable outcomes will be reviewed quarterly and shared with each partner, with adjustments made as needed.
- A working partnership agreement will be developed and monitored together on a quarterly or as-needed basis.
- Each partner will assign a liaison to serve each partnership for communication and planning purposes.
- If conflicts arise between partners, the County appointed lead, along with the other partner's highest-ranking officer assigned to the agreement, will meet to resolve the issue(s) in a timely manner. Any exchange of money or traded resources will be made based on the terms of the partnership agreement.
- Each partner will meet with the other partner's respective board or managing representatives annually, to share updates and outcomes of the partnership agreement



POLICY RECOMMENDATIONS FOR NON-PROFIT/PRIVATE PARTNERSHIPS

The recommended policies and practices for non-profit/private partnerships that may include businesses, private groups, private associations, or individuals who desire to make a profit from use of County facilities or programs are detailed below. These can also apply to partnerships where a private party wishes to develop a facility on County property, to provide a service on the property, or who has a contract with the County to provide a task or service on their behalf. These unique partnership principles are as follows:

- Upon entering into an agreement with a private business, group, association or individual, County staff and leadership must recognize that they must allow the private entity to meet their financial objectives within reasonable parameters that protect the mission, goals and integrity of the County.
- As an outcome of the partnership, The County must receive a designated fee that may include a percentage of gross revenue dollars less sales tax on a regular basis, as outlined in the contract agreement.
- The working agreement of the partnership must establish a set of measurable outcomes to be achieved, as well as the tracking method of how those outcomes will be monitored by the County. The outcomes will include standards of quality, financial reports, customer satisfaction, payments to the County, and overall coordination for the services rendered.
- Depending on the level of investment made by the private contractor, the partnership agreement can be limited to months, a year or multiple years.
- If applicable, the private contractor will provide a working management plan annually they will follow to ensure the outcomes desired by the County. The management plan can and will be negotiated, if necessary. Monitoring of the management plan will be the responsibility of both partners. The County must allow the contractor to operate freely in their best interest, as long as the outcomes are achieved and the terms of the partnership agreement are adhered to.
- The private contractor cannot lobby the County governing board for renewal of a contract. Any such action will be cause for termination. All negotiations must be with the Executive Director or their designee.
- The County has the right to advertise for private contracted partnership services, or negotiate on an individual basis with a bid process based on the professional level of the service to be provided.
- If conflicts arise between both partners, the highest-ranking officers from both sides will try to resolve the issue before going to each partner's legal counsels. If none can be achieved, the partnership shall be dissolved.

PARTNERSHIP OPPORTUNITIES


These recommendations are both an overview of existing partnership opportunities available to the County, as well as a suggested approach to organizing partnership pursuits. This is not an exhaustive list of all potential partnerships that can be developed, but can be used as a tool of reference for the County to develop its own priorities in partnership development. The following five areas of focus are recommended:

1. **Operational Partners:** Other entities and organizations that can support the efforts of the County to maintain facilities and assets, promote amenities and the County, support site needs, provide programs and events, and/or maintain the integrity of natural resources through in-kind labor, equipment, or materials.
2. **Vendor Partners:** Service providers and/or contractors that can gain brand association and notoriety as a preferred vendor or supporter of the County in exchange for reduced rates, services, or some other agreed upon benefit.
3. **Service Partners:** Other nonprofit organizations and/or friends' groups that support the efforts of the County to provide programs and events, and/or serve specific needs in the County.
4. **Co-Branding Partners:** Private, for-profit organizations that can gain brand association and notoriety as a supporter of the County in exchange for sponsorship or co-branded programs, events, marketing and promotional campaigns, and/or advertising opportunities.
5. **Resource Development Partners:** A private, nonprofit organization with the primary purpose to leverage private sector resources, grants, other public funding opportunities, and resources from individuals and groups within the community to support the goals and objectives of the County on mutually agreed strategic initiatives.



APPENDIX D – ECONOMIC IMPACT BY PHASES

PHASE ONE CONSTRUCTION & OPERATION ECONOMIC IMPACT

	
Franklin County - Lakeview Park (Phase One)	
Economic Impact Analysis - Construction Industry	
January 2022 by Philip Parnin	
	Expenditures
Purchases by consumers outside the region	
Investment in new buildings, equipment, and software	\$ 11,741,176
Purchases by government	
Purchases by households	
Total Expenditures	\$ 11,741,176

		1	2	3	4
Local Purchasing (Final Demand)		Final-demand Output (dollars)	Final-demand Earnings (dollars)	Final-demand Employment (number of jobs)	Final-demand Value-added (dollars)
	Factors	1.5647	0.5327	10.6582	0.7829
\$ 11,741,176	Results	\$ 18,371,418	\$ 6,254,524	125	\$ 9,192,167


Notes

Column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.

Column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.

Column 3 represents the total change in number of jobs that occurs in all industries

Column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.

	
Franklin County - Lakeview Park (Phase One)	
Economic Impact Analysis - Construction Industry	
January 2022 by Philip Parnin	
	Expenditures
Purchases by consumers outside the region	
Investment in new buildings, equipment, and software	\$ 1,158,271
Purchases by government	
Purchases by households	
Total Expenditures	\$ 1,158,271

Economic Impact of Operating the Vision for Lakeview Park - Phase One

		1	2	3	4
Local Purchasing (Final Demand)		Final-demand Output (dollars)	Final-demand Earnings (dollars)	Final- demand Employment (number of jobs)	Final-demand Value-added (dollars)
	Factors	1.5647	0.5327	10.6582	0.7829
\$ 1,158,271	Results	\$ 1,812,346	\$ 617,011	12	\$ 906,810

Notes

Column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.

Column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.

Column 3 represents the total change in number of jobs that occurs in all industries

Column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.



PHASE TWO CONSTRUCTION & OPERATION ECONOMIC IMPACT



Franklin County - Lakeview Park (Phase Two)

Economic Impact Analysis - Recreation Industry Operations

January 2022 by Philip Parnin

Expenditures

Purchases by consumers outside the region	
Investment in new buildings, equipment, and software	
Purchases by government	\$ 36,092,940
Purchases by households	
Total Expenditures	\$ 36,092,940

Economic Impact of Constructing the Vision for Lakeview Park - Phase Two

		1	2	3	4
Local Purchasing (Final Demand)		Final-demand Output (dollars)	Final-demand Earnings (dollars)	Final-demand Employment (number of jobs)	Final-demand Value-added (dollars)
	Factors	1.4109	0.4234	20.4342	0.8051
\$ 36,092,940	Results	\$ 50,923,529	\$ 15,281,751	738	\$ 29,058,426

Notes

Column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
Column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.
Column 3 represents the total change in number of jobs that occurs in all industries
Column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.



Franklin County - Lakeview Park (Phase Two)

Economic Impact Analysis - Recreation Industry Operations

January 2022 by Philip Parnin

Expenditures	
Purchases by consumers outside the region	
Investment in new buildings, equipment, and software	
Purchases by government	\$ 2,981,980
Purchases by households	
Total Expenditures	\$ 2,981,980

Economic Impact of Operating the Vision for Lakeview Park - Phase Two					
		1	2	3	4
Local Purchasing (Final Demand)		Final-demand Output (dollars)	Final-demand Earnings (dollars)	Final-demand Employment (number of jobs)	Final-demand Value-added (dollars)
	Factors	1.4109	0.4234	20.4342	0.8051
\$ 2,981,980	Results	\$ 4,207,275	\$ 1,262,570	61	\$ 2,400,792
Notes					
<p><i>Column 1</i> represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.</p> <p><i>Column 2</i> represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.</p> <p><i>Column 3</i> represents the total change in number of jobs that occurs in all industries</p> <p><i>Column 4</i> represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.</p>					

04 - Lakeview Park Civil Narrative

CIVIL / SITE DESIGN NARRATIVE

A. Assumptions

1. This narrative is intended to complement the Civil/Site Design Development Plans. Design may be modified additionally to some degree as the design process is completed.
2. The current plan for all intents and purposes is planned to be a near balanced site. Earthen fill is anticipated to come from stormwater detention basins within the site as phased development occurs. Through the phasing process the overall balance of the site shall be kept in mind to minimize the costly import of soils to the site on later phases.
3. Existing utilities are located within the project area are around the perimeter of the existing site. While the current facilities are served with all utilities it is anticipated that upgrades and extensions will be required throughout the buildout of th

B. Site Clearing and Demolition

1. Existing trees of the site are will be scheduled to remain on the site shall be protected whenever possible and design of proposed facilities should incorporate the existing trees and establish barriers around each tree corresponding to the drip line to protect during the construction period.
2. The demolition and site clearing material shall be removed and disposed of offsite or recycled for reuse.

C. Earthwork and Excavation

1. Through the Master planning process existing maps and projects were used for general soil characteristics. It is strongly recommended that that detailed geotechnical exploration be completed for each phase and overall master plan build out for precise information on the native soils and their workability in construction.
2. Known sink holes and Karst formations are located within and surrounding the project site. Additional geotechnical information for improvements should be gathered and extensive discussions and collaboration should be expected between the Civil, Structural and Geotechnical Engineers through the phasing and design of the projects.

D. Site Utility Installation

Site utilities are anticipated to be upgraded or extended for complete buildout of the master plan. It is anticipated that utility main improvements will be closely coordinated with the municipal utility such that any work needed for the buildout of the project can also improve the municipal system with loops and main lines to enhance service to the surrounding area. With the enhancement of service both within the park and surrounding areas it is advised to turn over the ownership of these main lines to the respective utility for operation and maintenance.

1. Sanitary Sewer System

- a. A current upgrade to the sanitary sewer pump station adjacent to the Park is in the planning stages. Planning should include an addition sewer main through the Park

for future service to added features. It is anticipated that while most improves would be able to be served by Gravity sewers, rolling terrain may require individual pump station to serve remote building and or restroom facilities. Design and buildout of the gravity sewer main shall keep this in mind and minimize the number of Park owned individual pump stations in final buildout of the project.

- b. Final service lateral location will be determined by the final Architectural and Plumbing layout. At that point, it is anticipated to combine these laterals to the greatest extent possible to on a main lateral from the building prior to running site piping to the existing gravity main.

2. Storm Sewer Systems

- a. The existing storm sewer system mainly comprises of open ditches or swales with piping or culverts only where required to cross pavements or roads. The existing systems shall be utilized and upgraded to maintain the same drainage patterns and site discharge points as the current.
- b. Upgrades to the existing swales and open ditches will be upgraded to bio swales to help reduce water run off as well as provide water quality treatment in clean the stormwater runoff prior to it leaving the site.
- c. Bio swales and previous paver systems will be incorporated into the parking and paving systems to promote both water quality of the site stormwater by treating the first flush of stormwater and remove oils and debris from the pavement runoff at or near the point of contamination. Piping is anticipated to be kept to a minimum to allow for infiltration of stormwater within the site. Both the bio swales and open ditches along with regional retention / detention basins will be collectively used to maintain the quantity of stormwater discharge.

3. Water Systems

- a. As stated above the current domestic water main currently runs through the site. Through design of the proposed major features, upgrades of the size of this line is anticipated. Routing of the proposed main should take into account the full Masterplan of the area such that future phases of the buildout can be served easily with minimal conflicts.
- b. Domestic water service is anticipated to be connected to each area through an individual meter and service line to minimize site piping to be maintained by the park maintenance forces.
- c. Fire main connection points will be near the same locations as domestic and as required for the area features / structures. The relocated main shall have additional fire hydrants located throughout the park based relocated or replaced at required locations for firefighting measures on the site.

4. Electrical / Communications

- a. It is anticipated that Electrical upgrades will be required for the Multi-Use Recreation & Convention Center and other features in the master plan. Site lighting should be considered in this routing for roadways however it is anticipated that Individual lighting of areas will be maintained by the service to that area for park control of the individual lighting of that area.
- b. Site lighting design shall be energy efficient and designed such that area lights do not allow or promote light pollution to adjacent areas of the park or neighbors to the park. Minimizing light pollution is important to not affect adjacent activities to allow multiple events to go on in the park simultaneously.

4. Natural Gas

- a. Natural gas service is anticipated to need an upgrade to serve the Multi-Use Recreation & Convention Center. Full master plan buildout should be considered when routing this utility upgrade through the Park.
- b. As with Water, it is anticipated that each area or feature of the park would have a separate service to minimize ownership and maintenance by the park staff.

E. Vehicular / Pedestrian access

1. Asphalt Paving - Asphalt paving with concrete curb and gutter will be utilized throughout of the vehicular access areas roadways. Parking lots are anticipated to be mainly asphalt with bioswales incorporated in the landscape islands. In these areas parking stop bumpers will be utilized to allow drainage directly into the bio swales.
2. Concrete Paving - Concrete paving will be utilized where heavy vehicular loading requires it and to improve the solar reflectivity and heat buildup from asphalt paving. Concrete paving bands shall be used around pervious paver areas of pavement to provide horizontal stability in the paver system which allows for water quality improvements to begin at the pavement surface.
3. Sidewalks / Walking Paths – Sidewalks are anticipated to be constructed from concrete while extension of existing walking paths or multi-use trails are anticipated to be asphalt to match the existing. Multiple finishes for the concrete walks can be incorporated such as coloring, texturing, or stamping. These items shall be coordinated throughout the park for continuity of the phased approach in the overall buildout of the project. Bioswales are anticipated to be incorporated in both sidewalks and multi-use trails to help manage the quality and quantity of stormwater generated on site.

05 - Amenity Index

Amenity	Document	Pages
Conncections: Neighborhood, Pedestrian, Safety...	Master Plan	8, 43, 47, 61-62
	02 - Community Engagement Summary	June 2 Meeting Summary, June 23 Meeting Summary
	03 - Master Plan & Feasibility Report	124
Amphitheater	Master Plan	32, 35, 43, 46, 55, 58 , 66
	01 - Environmental Analysis	4
	02 - Community Engagement Summary	June 2 Meeting Summary, June 23 Meeting Summary Online Survey Analysis
	03 - Master Plan & Feasibility Report	42, 46, 55, 56, 63, 64, 76, 82, 88, 89, 100, 105, 130, 132,
Aquatic Center/Pool	Master Plan	32, 35, 45 , 57
	02 - Community Engagement Summary	June 23 Meeting Summary
	03 - Master Plan & Feasibility Report	17, 40, 49, 53, 70, 71, 75, 76, 78, 80, 81, 83, 84, 87, 89, 113, 123, 160
Basketball	Master Plan	46, 50
	03 - Master Plan & Feasibility Report	14, 20, 29, 50, 51, 52, 61, 62, 65, 66, 77, 82, 87, 98, 101, 112, 140
Cheearleading	Master Plan	50
	03 - Master Plan & Feasibility Report	33
Community Assessment & Need	Master Plan	21, 31-32, 34 , 37,
	02 - Community Engagement Summary	June 2 Meeting Summary
	03 - Master Plan & Feasibility Report	2, 54, 74, 75, 77, 87,
Community Engagement	Master Plan	2, 31-37 , 42, 45,
	02 - Community Engagement Summary	
	03 - Master Plan & Feasibility Report	46, 77, 96,
Convention Center	Master Plan	27-28, 32, 35, 42-46, 50-51 , 55, 58-59, 61, 65, 67, 69-71
	02 - Community Engagement Summary	June 23 Meeting Summary
	03 - Master Plan & Feasibility Report	3-4, 23-24, 33-36, 44, 46, 48-53, 61-62, 65-66, 70-71, 75-76, 78, 81-84, 87, 90-92, 97-98, 100, 103, 105-106, 116, 127, 129-131, 140-142
	04 - Civil Narrative	3-Feb
Core Program	Master Plan	1-2, 21, 28, 31, 35, 37-38, 42-46 , 65
	03 - Master Plan & Feasibility Report	77-91
County Fair	Master Plan	6, 25, 32, 34, 44, 54-55 , 59
	03 - Master Plan & Feasibility Report	3, 22, 46-47, 56, 58-59, 63-64, 82-83, 85, 88, 163
Cultural Resources	Master Plan	18-19
	01 - Environmental Analysis	12
	03 - Master Plan & Feasibility Report	70-71, 80-81, 84
Demographic Trends	Master Plan	21-23 , 27,
	02 - Community Engagement Summary	June 2 Meeting Summary, June 23 Meeting Summary
	03 - Master Plan & Feasibility Report	5-13, 72-75, 104, 162
Driving Range	Master Plan	4, 11, 27, 43-44, 46, 51 , 67,
	03 - Master Plan & Feasibility Report	23, 42, 55-56, 85, 101-102, 105, 118, 129-132
Disc Golf	Master Plan	4, 11, 43, 47, 62-63 ,
	02 - Community Engagement Summary	June 2 Meeting Summary
	03 - Master Plan & Feasibility Report	52, 55-59,132,
Economic Impact	Master Plan	6, 23, 32, 45, 62, 65, 71, 73-74
	03 - Master Plan & Feasibility Report	2-3, 13, 46, 65-66, 84, 86, 90, 96, 99, 106, 135-142 , 167-170
Elkhorn Creek	Master Plan	6, 8, 62
	01 - Environmental Analysis	12
	03 - Master Plan & Feasibility Report	86, 90
Golf Course	Master Plan	4, 8, 11, 24, 26, 34, 43-44 , 46, 49-51, 58-59 , 65-66, 69, 71
	03 - Master Plan & Feasibility Report	14, 20, 23, 41-42, 55-56, 58-59, 63-64, 82-83, 85, 98-102, 118-122, 127, 129
Gymnastics	Master Plan	50
	03 - Master Plan & Feasibility Report	33
Inventory & Analysis	Master Plan	2, 5-20
Market Potential Index	Master Plan	24-25
	03 - Master Plan & Feasibility Report	19-22
Motor Sports Arena	Master Plan	32, 43-44, 46, 54-55 , 66
	02 - Community Engagement Summary	June 23 Meeting Summary
	03 - Master Plan & Feasibility Report	46, 55-59, 63-64, 82, 85-86, 100, 105, 130, 132
Overnight Accommodations	Master Plan	6, 70
	03 - Master Plan & Feasibility Report	22, 61-62, 82, 86 , 88-90, 137-141, 163
Partnerships	Master Plan	4, 8, 38-42, 47, 50, 52, 58-59, 62-63 , 70 ,76-78
	03 - Master Plan & Feasibility Report	3, 79-82, 94-95, 123-124, 142, 145-152, 164-166
Performing Arts	Master Plan	27, 32
	02 - Community Engagement Summary	June 23 Meeting Summary
	03 - Master Plan & Feasibility Report	23, 41, 46, 61-62, 65-66, 82-83
Pickleball	Master Plan	4, 27-28, 46-47, 50, 60
	03 - Master Plan & Feasibility Report	14, 23, 38, 45, 48, 50-51, 55-56, 61-62, 65-66, 70-71, 80, 101, 132
Playground	Master Plan	10, 32, 36, 42-46, 57 , 68
	03 - Master Plan & Feasibility Report	33, 46, 53, 55-57, 61-62, 82, 86, 89
Restrooms	Master Plan	46-47, 50, 58,
	02 - Community Engagement Summary	June 23 Meeting Summary
	03 - Master Plan & Feasibility Report	29, 48-49, 55-57, 70-71, 78, 80-81, 84-85, 88, 98, 101, 114-116, 126, 132, 121
Shelters	Master Plan	35, 43, 44 50, 60 , 68,
	03 - Master Plan & Feasibility Report	53, 70-71, 76, 80-81, 90, 105, 113, 130,
Signage	Master Plan	8, 48-50 , 56, 59
	03 - Master Plan & Feasibility Report	115, 118
Sinkholes	Master Plan	8, 16, 20
	01 - Environmental Analysis	4, 13
Skate Park	Master Plan	4, 11, 27, 44, 47, 60 , 68
	03 - Master Plan & Feasibility Report	23, 39, 55-56, 63-64, 82, 90, 132
Splash Pad	Master Plan	4, 14, 32, 44, 46, 56-57 , 68
	03 - Master Plan & Feasibility Report	46, 55-56, 63-64, 70-71, 80-82
Sports Fields	Master Plan	11, 27-28, 35, 42-47, 52-53 , 61-63, 65-66, 69
	02 - Community Engagement Summary	June 2 Meeting Summary, June 23 Meeting Summary
	03 - Master Plan & Feasibility Report	2-3, 23, 25, 28-29, 43, 53, 55-57, 63-64, 70-71, 76, 78, 80-82, 84, 88-89, 99, 105, 109, 124, 126, 129-130, 140-141
Tennis	Master Plan	27-28, 32, 46, 50
	02 - Community Engagement Summary	June 2 Meeting Summary, June 23 Meeting Summary
	03 - Master Plan & Feasibility Report	8, 14, 20, 23, 38, 45, 46, 50-51, 61-66, 77, 82, 87-88, 98, 100, 112, 124
Traffic	Master Plan	8, 50
Trails	Master Plan	4-5, 15, 34-35, 42-43, 46, 60-61 , 62, 66-68,
	03 - Master Plan & Feasibility Report	49, 53, 70-71, 76, 78, 80-81, 84-85, 87, 90, 112, 123-124, 132
	04 - Civil Narrative	3