

# Connersville, Indiana

River's Edge Park Market Study

May 2021





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## CHAPTER ONE – DEMOGRAPHICS AND RECREATION TRENDS

### 1.1 INTRODUCTION

The City of Connersville Parks and Recreation Department (“Department”) selected PROS Consulting, Inc. to conduct a Market Study for the River’s Edge Park property. The primary purpose of this Market Study is to provide a baseline understanding of potential recreation programming and operations at the site. PROS supported this effort by conducting a comprehensive market analysis and developing an operational plan for River’s Edge Park.



A key component of the Market Study process is a Demographics and Recreation Trends Analysis. This analysis will help provide a thorough understanding of the demographic makeup of residents within the City and County, as well as national and local recreational trends.

### 1.2 DEMOGRAPHIC ANALYSIS

The Demographic Analysis describes the population within the City of Connersville. This assessment is reflective of the City’s total population and its key characteristics such as age segments, race, ethnicity, and income levels. Additionally, the Consulting Team also analyzed the County’s demographics to provide supplemental market data. 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.

#### 1.2.1 DEMOGRAPHIC OVERVIEW (2020-2035)

##### Population:

- 12,999 people live in Connersville
- The City’s population is expected to decline to an estimated 12,323 residents by 2035

##### Race & Ethnicity:

- 95% of the population is White Alone
- 2% of the population is Black Alone
- 1% of the population is of Hispanic/Latino origin



##### Age:

- Median age: 41.7 years old
- By 2035, the 55+ age segment will encompass 39% of the total population

##### Income:

- Median household income: \$36,249
- Median household income is below state and national averages

Figure 1: Connersville Demographic Overview



1.2.3 CONNERSVILLE CITY POPULACE

POPULATION

The City's and County's populations have both experienced slight decreases in recent years, diminishing 3.58% and 3.46% respectively, from 2010 to 2020 (-0.36 & -0.35% per year). This is notably lower than the national annual growth rate of 0.81% (from 2010-2020). Currently, the City is estimated to have 12,999 residents; which is roughly 55% of the County's population (23,438). Projecting ahead, the total populations of both the City and the County are expected to continue decreasing over the next 15 years. Based on predictions through 2035, Connersville is projected to have 12,232 residents living within 5,053 households (Figure 4); while Fayette County as a whole is expected to total 22,090 individuals living within 8,872 households (Figure 5).

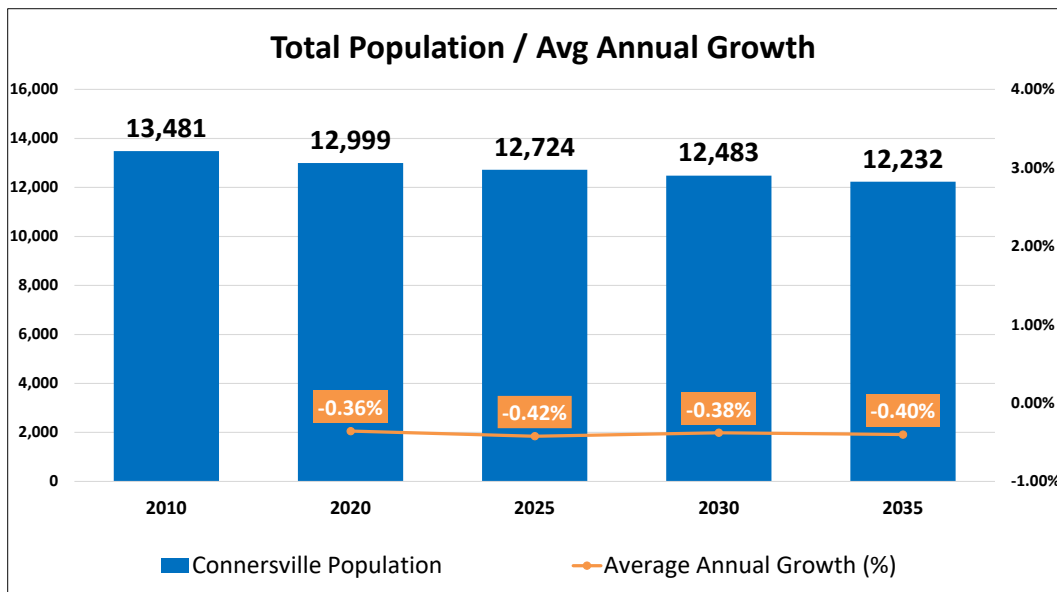


Figure 4: Total City Population Projections

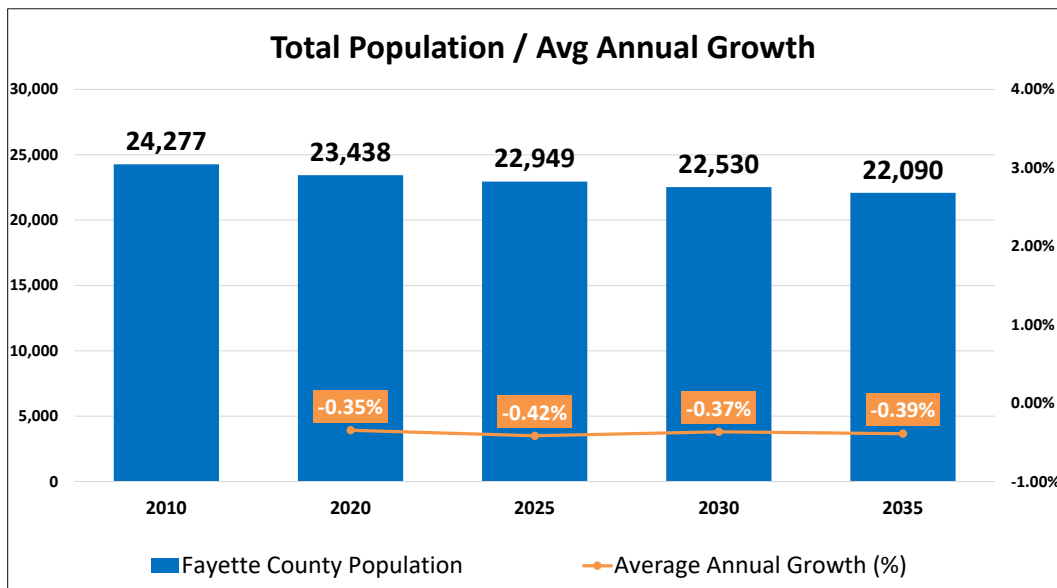


Figure 5: Total County Population Projections



**AGE SEGMENT**

Evaluating the populations by age segments, both the City and County exhibit notably older populations (41.7 and 43.2, respectively) when compared to the national median age (38.5). Assessing the City’s population, Connersville is projected to continue its current aging trend. Over the next 15 years, the 55+ population is expected to grow to represent 39% of the City’s total population (Figure 6). Similarly, Fayette County’s population is also expected to age at a comparable rate, with 41% of its total population being 55+ by 2035. This is largely due to the increased life expectancies and the remainder of the Baby Boomer generation shifting into the senior age groups.

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

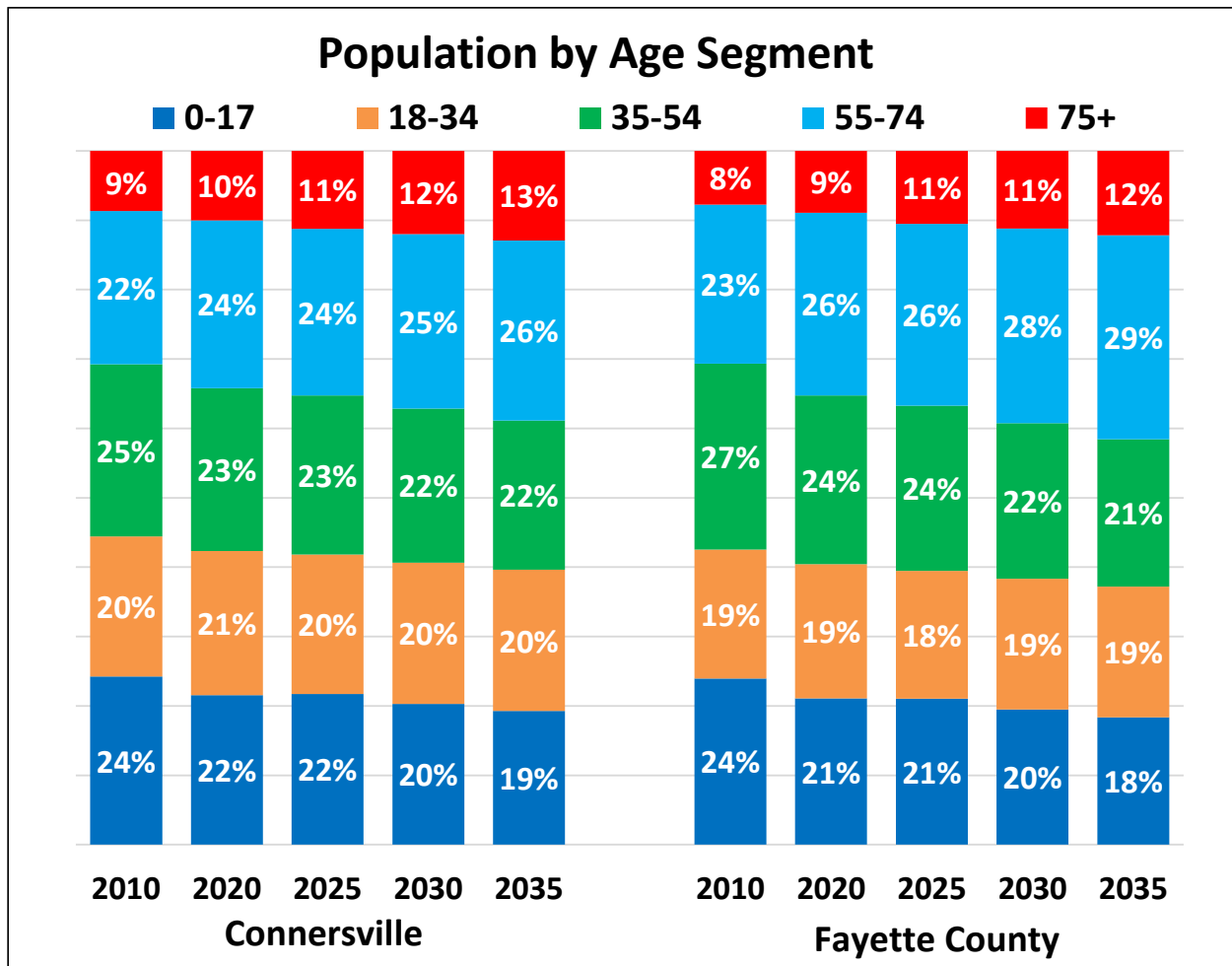


Figure 6: Populations by Age Segments



## RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2010 data on race are not directly comparable with data from the 2000 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the 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, both populations are predominately White Alone. The 2020 estimate shows that 95% of the City’s population falls into the White Alone category, while the Black Alone (2.1%) category represents the largest minority. Likewise, Fayette County’s population is 96% White Alone, with the Two or More Races (1.5%) representing the largest minority. The racial diversification of both the City and County are 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 both populations to remain relatively unchanged with minimal decreases in the White Alone population coinciding with slight increases to all other race categories (Figure 7).

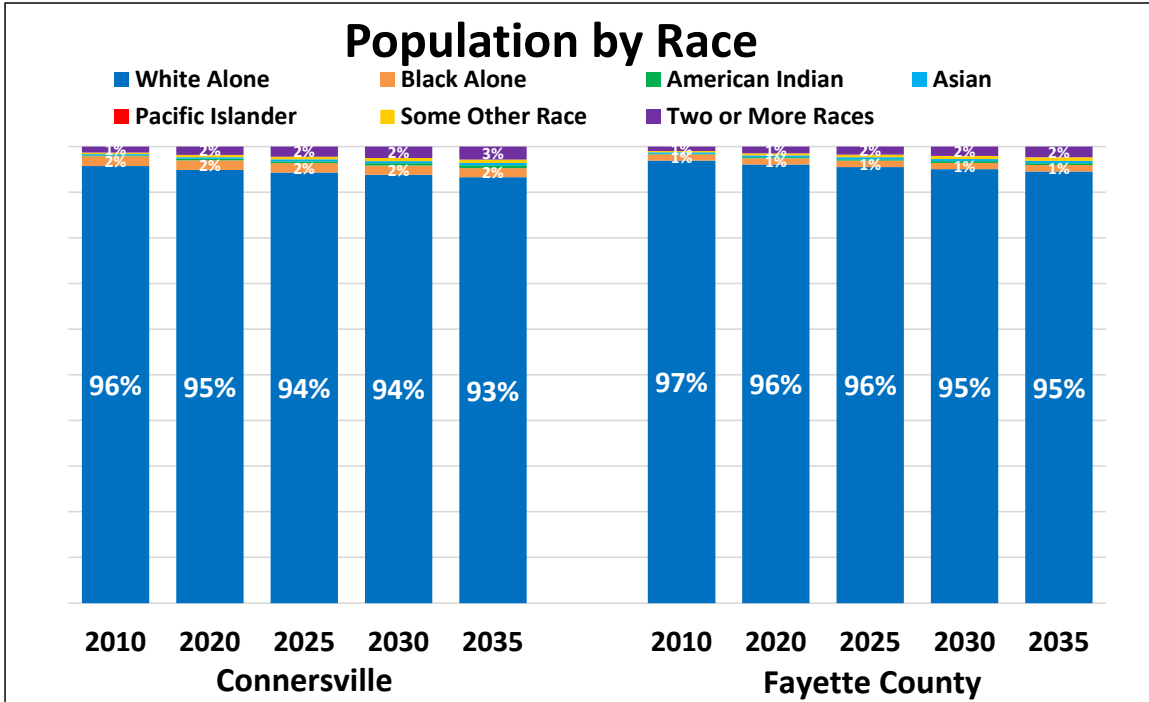


Figure 7: Populations by Race

**ETHNICITY**

The populations were 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 1% of the both the City’s and County’s current populations, which is significantly less than the national average (19% Hispanic/Latino). The Hispanic/Latino population is expected to grow minimally, increasing to 2% of Connersville’s and Fayette County’s total populations by 2035 (Figure 8).

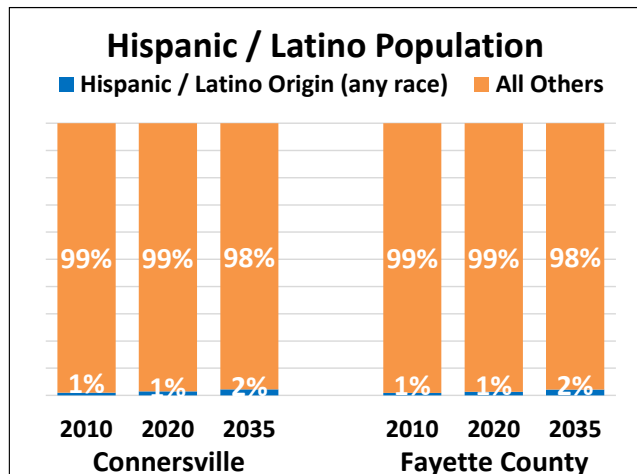


Figure 8: Populations by Ethnicity

**HOUSEHOLD INCOME**

As seen in **Figure 9**, the City's per capita income (\$20,666) and median household income (\$36,249) are both significantly below the state (\$29,066 and \$56,021) and national averages (\$34,136 and \$62,203). Similarly, the County's income characteristics are also notably low (\$23,377 and \$44,587). This becomes relevant when the Parks & Recreation Department is pricing out programs and calculating cost recovery goals. It is crucial for the Department to offer low-cost and/or subsidized programming, knowing the average resident likely has limited disposable income.

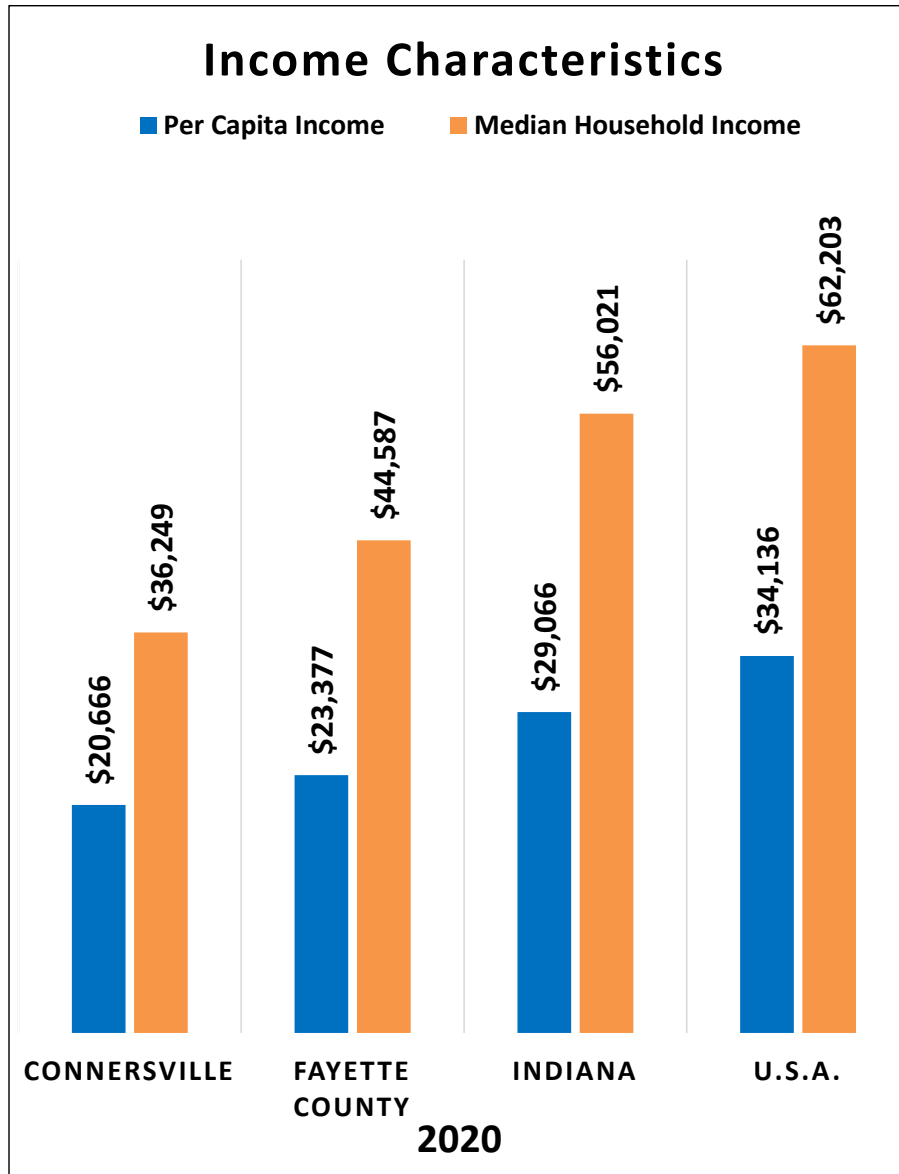


Figure 9: Income Characteristics



1.2.4 DEMOGRAPHIC COMPARATIVE SUMMARY

Figure 10 is a summary of the City's and County's demographic figures. These figures are then compared to the state and U.S. populations. This type of analysis allows the City to see how their population compares on a local and national scale. The highlighted cells represent key takeaways from the comparison between the City and the state population.

- = Significantly higher than the State Average
- = Significantly lower than the State Average

2020 Demographic Comparison		Connersville	Fayette County	Indiana	U.S.A.
Population	Annual Growth Rate (2010-2020)	-0.36%	-0.35%	0.50%	0.81%
	Projected Annual Growth Rate (2020-2035)	-0.39%	-0.38%	0.49%	0.74%
Households	Annual Growth Rate (2010-2020)	-0.37%	-0.33%	0.56%	0.80%
	Average Household Size	2.36	2.45	2.51	2.58
Age Segment Distribution	Ages 0-17	22%	21%	22%	22%
	Ages 18-34	21%	19%	23%	23%
	Ages 35-54	23%	24%	25%	25%
	Ages 55-74	24%	26%	23%	23%
	Ages 75+	10%	9%	7%	7%
Race Distribution	White Alone	94.9%	96.0%	81.4%	69.4%
	Black Alone	2.1%	1.4%	9.7%	13.0%
	American Indian	0.3%	0.3%	0.3%	1.0%
	Asian	0.4%	0.4%	2.6%	5.9%
	Pacific Islander	0.0%	0.0%	0.0%	0.2%
	Some other Race	0.5%	0.5%	3.3%	7.1%
	Two or More Races	1.8%	1.5%	2.6%	3.6%
Hispanic/Latino Population	Hispanic / Latino Origin (any race)	1.5%	1.3%	7.4%	18.8%
	All Others	98.5%	98.7%	92.6%	81.2%
Income Characteristics	Per Capita Income	\$20,666	\$23,377	\$29,066	\$34,136
	Median Household Income	\$36,249	\$44,587	\$56,021	\$62,203

Figure 10: Demographic Comparative Summary Table



## DEMOGRAPHIC SUMMARY

- The City's recent **population annual growth rate** (-0.36%) is significantly lower than the U.S.'s (0.81%) growth rate.
- The City's **household annual growth rate** (-0.37%) is also coincidentally also lower than the national average (0.80%).
- When assessing **age segments**, the City exhibits a slightly older population than the national age segment distribution.
- The City's **racial distribution** is notably less diverse than the national population distribution, with a much greater White Alone population percentage.
- Connersville's percentage of **Hispanic/Latino population** (1.5%) is roughly 1/12 of the national average (18.8%).
- The City's **per capita income** (\$20,666) and **median house income** (\$36,249) are both significantly lower than state (\$29,066 and \$56,021) and national (\$34,136 and \$62,203) averages.

### 1.2.5 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 City.

First, with the population expecting to continue to decrease for the foreseeable future, a more comprehensive analysis should be undertaken when considering building additional amenities. It will be important to ensure a focus on the upkeep and reconstruction of amenities and facilities is maintained moving forward.

Second, the City's 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 Connersville. However, it will also be important to continue providing services for the 66% of residents who are currently under 55 years old.

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





### 1.3 RECREATIONAL TRENDS ANALYSIS

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

#### 1.3.1 NATIONAL TRENDS IN RECREATION

##### METHODOLOGY

The SFIA's *Sports, Fitness & Recreational Activities Topline Participation Report 2020* was utilized in evaluating the following trends:

- National Recreation Participatory Trends
- Core vs. Casual Participation Trends



The study is based on findings from surveys carried out in 2019 by the Physical Activity Council ("PAC"), resulting in a total of 18,000 online interviews. Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population. A sample size of 18,000 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at a 95 percent confidence level. Using a weighting technique, survey results are applied to the total U.S. population figure of 302,756,603 people (ages six and older).

The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S. This study looked at 122 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

##### CORE VS. CASUAL PARTICIPATION

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

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

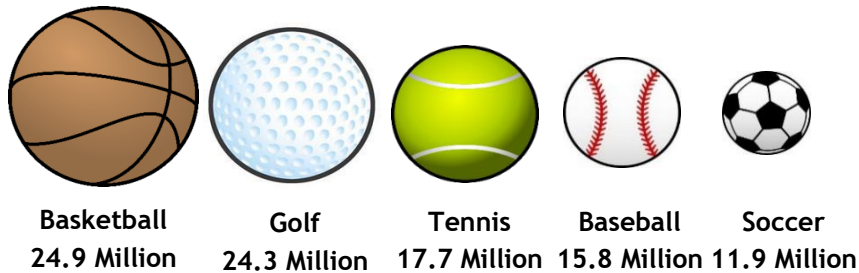
1.3.2 NATIONAL SPORT AND FITNESS PARTICIPATORY TRENDS

NATIONAL TRENDS IN GENERAL SPORTS

**PARTICIPATION LEVELS**

The sports most heavily participated in the United States were Basketball (24.9 million) and Golf (24.3 million), which have participation figures well in excess of the other activities within the general sports category. Followed by Tennis (17.7 million), Baseball (15.8 million), and Outdoor Soccer (11.9 million).

The popularity of Basketball, Golf, and Tennis can be attributed to the ability to compete with relatively small number of participants. Basketball's success can also be attributed 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. Even though Golf has experienced a recent decrease in participation in the last 5-years, it still continues to benefit from its wide age segment appeal and is considered a life-long sport. In Addition, target type game venues or Golf Entertainment Venues (e.g. Top Golf) have increased drastically (84.7%) as a 5-year trend. The emergence of Golf Entertainment, such as Top Golf, has helped increase participation for golf as an activity outside of traditional golf course environments.



**FIVE-YEAR TREND**

Since 2014, Golf Entertainment Venues (84.7%), Pickleball (40.5%), and Flag Football (23.1%) have emerged as the overall fastest growing sports. During the last five-years. Similarly, Baseball (20.2%) and Indoor Soccer (17.8%) have also experienced significant growth. Based on the trend from 2014-2019, the sports that are most rapidly declining include Ultimate Frisbee (-49.4%), Squash (-23.4%), Touch Football (-21.5%), Badminton (-15.1%), and Tackle Football (-14.6%).

**ONE-YEAR TREND**

In general, the most recent year shares a similar pattern with the five-year trends; with Boxing for Competition (8.2%), Golf- Entertainment Venues (6.7%), and Pickleball (4.8%) experiencing the greatest increases in participation this past year. However, some sports that increased rapidly over the past five years have experienced recent decreases in participation, such as Rugby (-10.8%) and Gymnastics (-1.5%). Other sports including Ultimate Frisbee (-15.5%), Sand Volleyball (-7.8%), Roller Hockey (-6.8%), and Touch Football (-6.3) have also seen a significant decrease in participate over the last year.

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

Highly participated in sports, such as Basketball, Baseball, and Slow Pitch Softball, have a larger core participant base (participate 13+ times per year) than casual participant base (participate 1-12 times per year). In the past year, Ice Hockey and Softball -Fast Pitch have increased core participation. While less mainstream sports, such as Boxing for Competition, Roller Hockey, Badminton, and Racquetball have



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larger casual participation base. These participants may be more inclined to switch to other sports or fitness activities.

National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2014	2018	2019	5-Year Trend	1-Year Trend
Basketball	23,067	24,225	24,917	8.0%	2.9%
Golf (9 or 18-Hole Course)	24,700	24,240	24,271	-1.7%	0.1%
Tennis	17,904	17,841	17,684	-1.2%	-0.9%
Baseball	13,152	15,877	15,804	20.2%	-0.5%
Soccer (Outdoor)	12,592	11,405	11,913	-5.4%	4.5%
Golf (Entertainment Venue)	5,362	9,279	9,905	84.7%	6.7%
Softball (Slow Pitch)	7,077	7,386	7,071	-0.1%	-4.3%
Football, (Flag)	5,508	6,572	6,783	23.1%	3.2%
Volleyball (Court)	6,304	6,317	6,487	2.9%	2.7%
Badminton	7,176	6,337	6,095	-15.1%	-3.8%
Soccer (Indoor)	4,530	5,233	5,336	17.8%	2.0%
Football, (Touch)	6,586	5,517	5,171	-21.5%	-6.3%
Football, (Tackle)	5,978	5,157	5,107	-14.6%	-1.0%
Gymnastics	4,621	4,770	4,699	1.7%	-1.5%
Volleyball (Sand/Beach)	4,651	4,770	4,400	-5.4%	-7.8%
Track and Field	4,105	4,143	4,139	0.8%	-0.1%
Cheerleading	3,456	3,841	3,752	8.6%	-2.3%
Pickleball	2,462	3,301	3,460	40.5%	4.8%
Racquetball	3,594	3,480	3,453	-3.9%	-0.8%
Ice Hockey	2,421	2,447	2,357	-2.6%	-3.7%
Ultimate Frisbee	4,530	2,710	2,290	-49.4%	-15.5%
Softball (Fast Pitch)	2,424	2,303	2,242	-7.5%	-2.6%
Lacrosse	2,011	2,098	2,115	5.2%	0.8%
Wrestling	1,891	1,908	1,944	2.8%	1.9%
Roller Hockey	1,736	1,734	1,616	-6.9%	-6.8%
Boxing for Competition	1,278	1,310	1,417	10.9%	8.2%
Rugby	1,276	1,560	1,392	9.1%	-10.8%
Squash	1,596	1,285	1,222	-23.4%	-4.9%

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

<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
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Figure 11: General Sports Participatory Trends



## NATIONAL TRENDS IN GENERAL FITNESS

### PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. These activities also have very few barriers to entry, which provides a variety of options that are relatively inexpensive to participate in and can be performed by most individuals. The most popular general fitness activities amongst the U.S. population include: Fitness Walking (111.4 million), Treadmill (56.8 million), Free Weights (51.4 million), Running/Jogging (49.5 million), and Stationary Cycling (37.1 million).



**Fitness Walking**  
111.4 Million



**Treadmill**  
56.8 Million



**Dumbbell Free Weights**  
51.4 Million



**Running/Jogging**  
49.5 Million



**Stationary Cycling**  
37.1 Million

### FIVE-YEAR TREND

Over the last five years (2014-2019), the activities growing most rapidly are Trail Running (46.0%), Yoga (20.6%), Cross Training Style Workout (20.2%), and Stationary Group Cycling (17.5%). Over the same time frame, the activities that have undergone the biggest decline include: Traditional Triathlon (-9.2%), Running/Jogging (-8.7%), Free Weights (-8.3%), and Fitness Walking (-1.0%).

### ONE-YEAR TREND

In the last year, activities with the largest gains in participation were Trail Running (9.9%), Dance, Step, & Choreographed Exercise (7.0%), and Yoga (6.0%). From 2018-2019, the activities that had the largest decline in participation were Traditional Triathlons (-7.7%), Non-Traditional Triathlon (-7.4%), Bodyweight Exercise (-2.8%), and Running/Jogging (-2.6%).

### CORE VS. CASUAL TRENDS IN GENERAL FITNESS

The most participated in fitness activities all have a strong core users base (participating 50+ times per year). These fitness activities include: Fitness Walking, Treadmill, Free Weights, Running/Jogging, Stationary Cycling, Weight/Resistant Machines, and Elliptical Motion/Cross Training, all having 48% or greater core users.



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National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2014	2018	2019	5-Year Trend	1-Year Trend
Fitness Walking	112,583	111,001	111,439	-1.0%	0.4%
Treadmill	50,241	53,737	56,823	13.1%	5.7%
Free Weights (Dumbbells/Hand Weights)	56,124	51,291	51,450	-8.3%	0.3%
Running/Jogging	54,188	50,770	49,459	-8.7%	-2.6%
Stationary Cycling (Recumbent/Upright)	35,693	36,668	37,085	3.9%	1.1%
Weight/Resistant Machines	35,841	36,372	36,181	0.9%	-0.5%
Elliptical Motion Trainer	31,826	33,238	33,056	3.9%	-0.5%
Yoga	25,262	28,745	30,456	20.6%	6.0%
Free Weights (Barbells)	25,623	27,834	28,379	10.8%	2.0%
Dance, Step, & Choreographed Exercise	21,455	22,391	23,957	11.7%	7.0%
Bodyweight Exercise	22,390	24,183	23,504	5.0%	-2.8%
Aerobics (High Impact/Intensity Training HIIT)	19,746	21,611	22,044	11.6%	2.0%
Stair Climbing Machine	13,216	15,025	15,359	16.2%	2.2%
Cross-Training Style Workout	11,265	13,338	13,542	20.2%	1.5%
Trail Running	7,531	10,010	10,997	46.0%	9.9%
Stationary Cycling (Group)	8,449	9,434	9,930	17.5%	5.3%
Pilates Training	8,504	9,084	9,243	8.7%	1.8%
Cardio Kickboxing	6,747	6,838	7,026	4.1%	2.7%
Boot Camp Style Cross-Training	6,774	6,695	6,830	0.8%	2.0%
Martial Arts	5,364	5,821	6,068	13.1%	4.2%
Boxing for Fitness	5,113	5,166	5,198	1.7%	0.6%
Tai Chi	3,446	3,761	3,793	10.1%	0.9%
Barre	3,200	3,532	3,665	14.5%	3.8%
Triathlon (Traditional/Road)	2,203	2,168	2,001	-9.2%	-7.7%
Triathlon (Non-Traditional/Off Road)	1,411	1,589	1,472	4.3%	-7.4%

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

<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
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Figure 12: General Fitness National Participatory Trends



## NATIONAL TRENDS IN OUTDOOR RECREATION

### PARTICIPATION LEVELS

Results from the SFIA report demonstrate a contrast of growth and decline in participation regarding outdoor/adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or within a group, and are not as limited by time constraints. In 2019, the most popular activities, in terms of total participants, from the outdoor/adventure recreation category include: Day Hiking (49.7 million), Road Bicycling (39.4 million), Freshwater Fishing (39.2 million), and Camping within ¼ mile of Vehicle/Home (28.2 million), and Recreational Vehicle Camping (15.4 million).



**Hiking**  
(Day)  
49.7 Million



**Bicycling**  
(Road)  
39.4 Million



**Fishing**  
(Freshwater)  
39.2 Million



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



**Camping**  
(Recreational Vehicle)  
15.4 Million

### FIVE-YEAR TREND

From 2014-2019, BMX Bicycling (55.2%), Day Hiking (37.2%), Fly Fishing (20.1%), Salt Water Fishing (11.6%), and Mountain Bicycling (7.2%) have undergone the largest increases in participation. The five-year trend also shows activities such as In-Line Roller Skating (-20.5%), Archery (-11.7%), and Adventure Racing (-9.5%) experiencing the largest decreases in participation.

### ONE-YEAR TREND

The one-year trend shows activities growing most rapidly being BMX Bicycling (6.1%), Day Hiking (3.8%), and Birdwatching (3.8%). Over the last year, activities that underwent the largest decreases in participation include: Climbing (-5.5%), In-Line Roller Skating (-4.4%), and Camping with a Recreation Vehicle (-3.5%).

### 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. This is likely why we see a lot of fluctuation in participation numbers, as the casual users likely found alternative activities to participate in.



National Participatory Trends - Outdoor / Adventure Recreation					
Activity	Participation Levels			% Change	
	2014	2018	2019	5-Year Trend	1-Year Trend
Hiking (Day)	36,222	47,860	49,697	37.2%	3.8%
Bicycling (Road)	39,725	39,041	39,388	-0.8%	0.9%
Fishing (Freshwater)	37,821	38,998	39,185	3.6%	0.5%
Camping (< 1/4 Mile of Vehicle/Home)	28,660	27,416	28,183	-1.7%	2.8%
Camping (Recreational Vehicle)	14,633	15,980	15,426	5.4%	-3.5%
Fishing (Saltwater)	11,817	12,830	13,193	11.6%	2.8%
Birdwatching (>1/4 mile of Vehicle/Home)	13,179	12,344	12,817	-2.7%	3.8%
Backpacking Overnight	10,101	10,540	10,660	5.5%	1.1%
Bicycling (Mountain)	8,044	8,690	8,622	7.2%	-0.8%
Archery	8,435	7,654	7,449	-11.7%	-2.7%
Fishing (Fly)	5,842	6,939	7,014	20.1%	1.1%
Skateboarding	6,582	6,500	6,610	0.4%	1.7%
Roller Skating, In-Line	6,061	5,040	4,816	-20.5%	-4.4%
Bicycling (BMX)	2,350	3,439	3,648	55.2%	6.1%
Climbing (Traditional/Ice/Mountaineering)	2,457	2,541	2,400	-2.3%	-5.5%
Adventure Racing	2,368	2,215	2,143	-9.5%	-3.3%

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

Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
---------	--------------------------------------	----------------------------------	-----------------------------------	------------------------------------

Figure 13: Outdoor / Adventure Recreation Participatory Trends





NATIONAL TRENDS IN AQUATICS

PARTICIPATION LEVELS

Swimming is deemed as a lifetime activity, which is most likely why it continues to have such strong participation. In 2019, Fitness Swimming was the absolute leader in overall participation (28.2 million) amongst aquatic activities, largely due to its broad, multigenerational appeal.



FIVE-YEAR TREND

Assessing the five-year trend, all aquatic activities have experienced growth. Aquatic Exercise stands out having increased (22.7%) from 2014-2019, most likely due to the ongoing research that demonstrates the activity's great therapeutic benefit, followed by Fitness Swimming (11.5%) and Competition Swimming (4.1%).

ONE-YEAR TREND

From 2018-2019, Competitive Swimming (-7.3%) was the only aquatic activity that declined in participation. While both Aquatic Exercise (6.4%) and Fitness swimming (2.3%) experienced increases when assessing their one-year trend.

CORE VS. CASUAL TRENDS IN AQUATICS

All aquatic activities have undergone increases in participation over the last five years, primarily due to large increases in casual participation (1-49 times per year). From 2014 to 2019, casual participants for Aquatic Exercise (35.7%), Competition Swimming (22.7%), and Fitness Swimming (18.4%) have all grown significantly. However, all core participation (50+ times per year) for aquatic activities have decreased over the last five-years.

National Participatory Trends - Aquatics					
Activity	Participation Levels			% Change	
	2014	2018	2019	5-Year Trend	1-Year Trend
Swimming (Fitness)	25,304	27,575	28,219	11.5%	2.3%
Aquatic Exercise	9,122	10,518	11,189	22.7%	6.4%
Swimming (Competition)	2,710	3,045	2,822	4.1%	-7.3%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Figure 14: Aquatic Participatory Trends



## NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

### PARTICIPATION LEVELS

The most popular water sports / activities based on total participants in 2019 were Recreational Kayaking (11.4 million), Canoeing (8.9 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.



**Kayaking**  
11.4 Million



**Canoeing**  
9.0 Million



**Snorkeling**  
7.7 Million



**Jet Skiing**  
5.1 Million



**Sailing**  
3.6 Million

### FIVE-YEAR TREND

Over the last five years, Stand-Up Paddling (29.5%) and Recreational Kayaking (28.5%) were the fastest growing water activity, followed by White Water Kayaking (9.9%) and Surfing (8.9%). From 2014-2019, activities declining in participation most rapidly were Water Skiing (-20.1%), Jet Skiing (-19.6%), Scuba Diving (-13.7%), Wakeboarding (-12.7%), and Snorkeling (-12.5%).

### ONE-YEAR TREND

Similarly, to the five-year trend, Recreational Kayaking (3.3%) and Stand-Up Paddling (3.2%) also had the greatest one-year growth in participation, from 2018-2019. Activities which experienced the largest decreases in participation in the most recent year include: Boardsailing/Windsurfing (-9.7%), Sea Kayaking (-5.5%), 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 causal user numbers are likely why a majority of water sports/activities have experienced decreases in participation in recent years.

National Participatory Trends - Water Sports / Activities					
Activity	Participation Levels			% Change	
	2014	2018	2019	5-Year Trend	1-Year Trend
Kayaking (Recreational)	8,855	11,017	11,382	28.5%	3.3%
Canoeing	10,044	9,129	8,995	-10.4%	-1.5%
Snorkeling	8,752	7,815	7,659	-12.5%	-2.0%
Jet Skiing	6,355	5,324	5,108	-19.6%	-4.1%
Sailing	3,924	3,754	3,618	-7.8%	-3.6%
Stand-Up Paddling	2,751	3,453	3,562	29.5%	3.2%
Rafting	3,781	3,404	3,438	-9.1%	1.0%
Water Skiing	4,007	3,363	3,203	-20.1%	-4.8%
Surfing	2,721	2,874	2,964	8.9%	3.1%
Wakeboarding	3,125	2,796	2,729	-12.7%	-2.4%
Scuba Diving	3,145	2,849	2,715	-13.7%	-4.7%
Kayaking (Sea/Touring)	2,912	2,805	2,652	-8.9%	-5.5%
Kayaking (White Water)	2,351	2,562	2,583	9.9%	0.8%
Boardsailing/Windsurfing	1,562	1,556	1,405	-10.1%	-9.7%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Figure 15: Water Sports / Activities Participatory Trends



### 1.3.3 LOCAL SPORT AND LEISURE MARKET POTENTIAL

#### MARKET POTENTIAL INDEX (MPI)

The following charts show sport and leisure market potential data for both the City of Connersville and Fayette 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 City or 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 City’s and County’s MPIs, the data demonstrates below average market potential index (MPI) numbers. This is particularly noticeable when analyzing the fitness market potential charts which show no activities scoring above 100. When assessing the general sports, outdoor activities, and commercial recreation MPI charts, a handful of these activities scored above the national average, but a majority of activities had slightly below average MPI scores.

These overall below average MPI scores show that Connersville and Fayette County residents have a rather limited participation presence when it comes to recreational 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 City and 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 areas will actively participate in offerings provided by the City’s Parks & Recreation Department.

#### GENERAL SPORTS MARKET POTENTIAL

When analyzing the general sports MPI charts, Softball and Volleyball are the top two activities amongst City and County residents when compared to the national average.

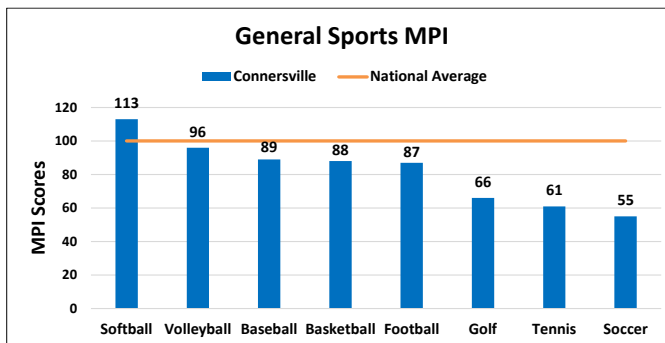


Figure 16: Connersville’s General Sports Participation Trends

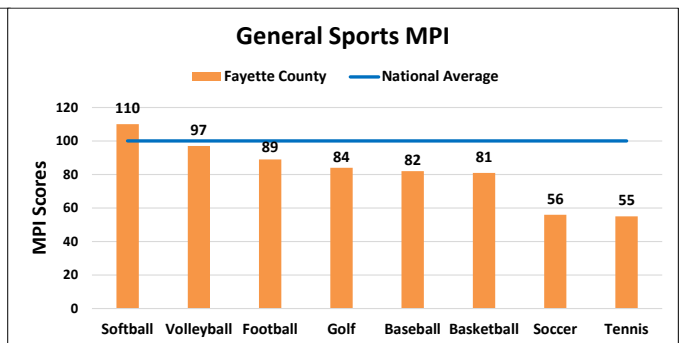


Figure 17: Fayette County’s General Sports Participation Trends

**FITNESS MARKET POTENTIAL**

The fitness MPI charts reveal that overall, the City and County are both less active when it comes to fitness and exercising than the national average. That being said, both charts show Walking for Exercise, Swimming, and Weight Lifting as the top three most heavily participated in activities when compared to the national average.

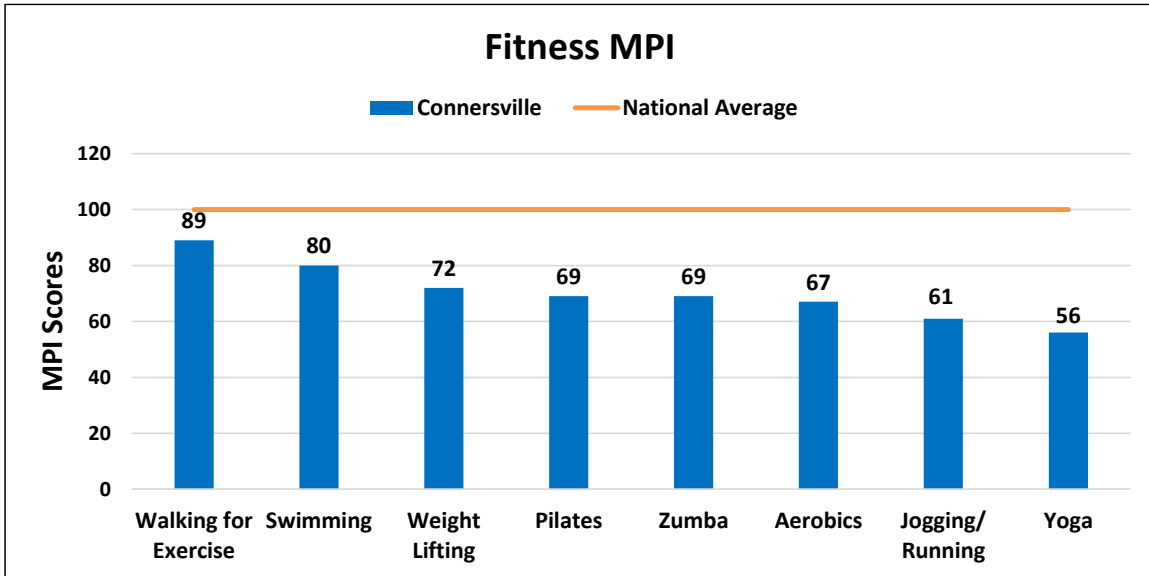


Figure 18: Connersville's Fitness Participation Trends

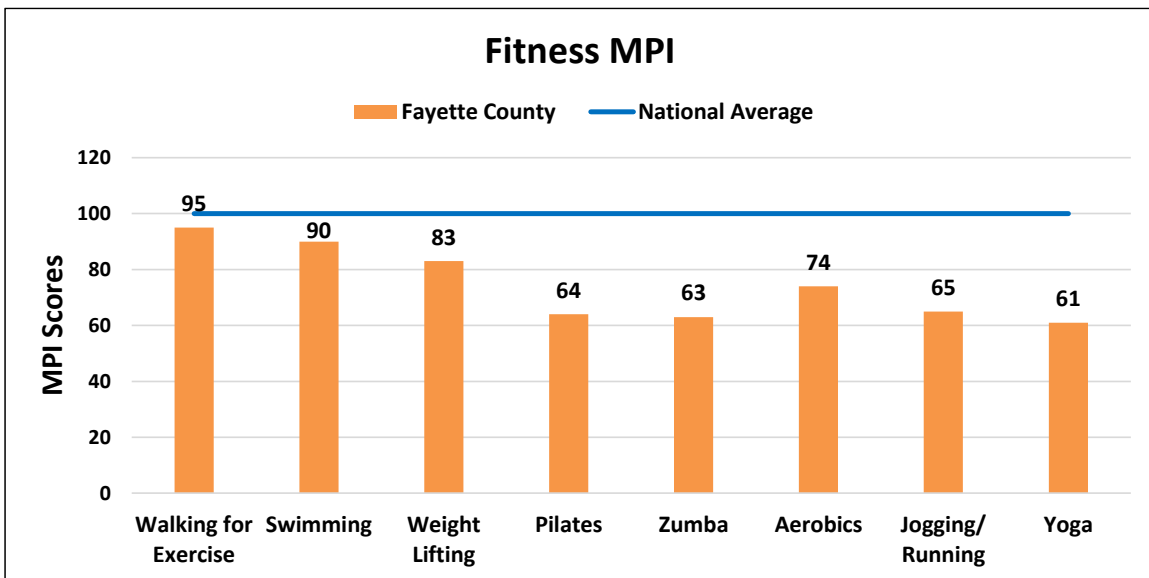


Figure 19: Fayette County's Fitness Participation Trends





### OUTDOOR ACTIVITY MARKET POTENTIAL

When analyzing **Figures 20** and **21**, Archery, Fishing, and Hunting with a Shotgun scored the highest amongst all outdoor activities for both City and County residents when compared to the national average. These charts reflect the highest collective MPI scores amongst the four assessed categories.

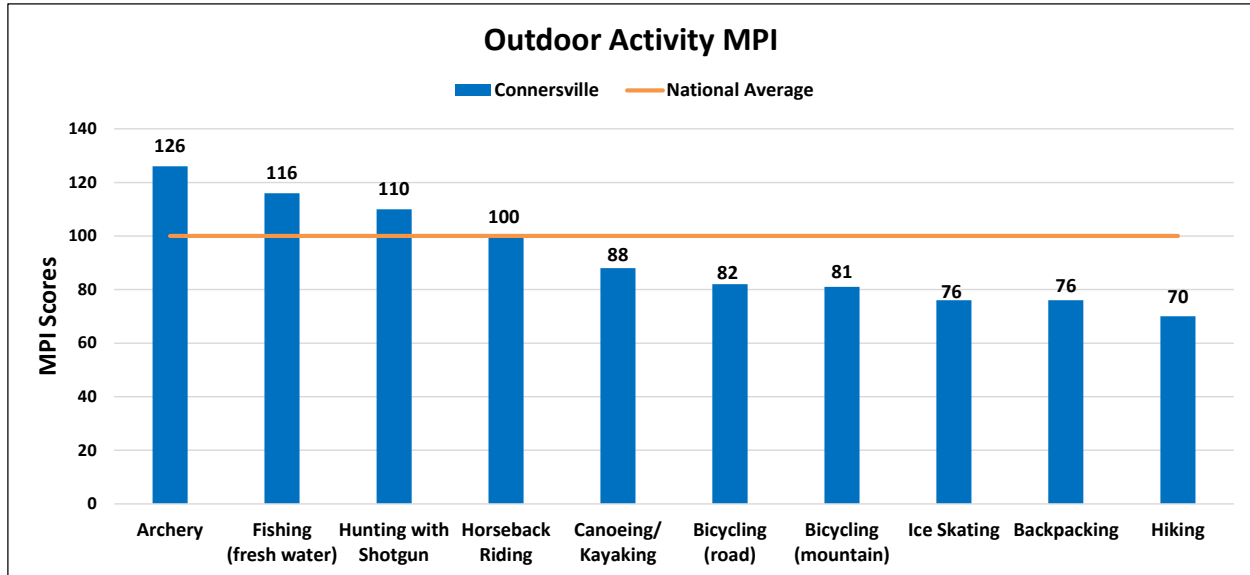


Figure 20: Connersville’s Outdoor Activity Participation Trends

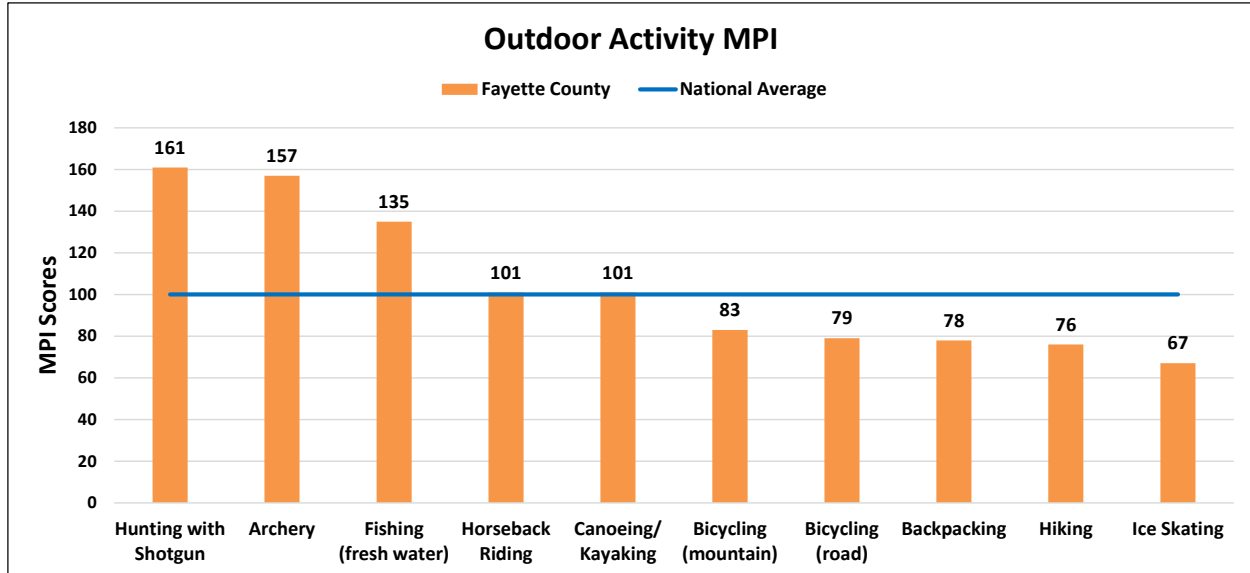


Figure 21: Fayette County’s Outdoor Activity Participation Trends

**COMMERCIAL RECREATION MARKET POTENTIAL**

The commercial recreation MPI charts show “Did painting/drawing”, “Spent \$1-\$99 on sports equipment”, “Attended a dance performance”, “Went overnight camping”, and “Did photo album/scrapbooking” as the top five activities among both City and County residents.

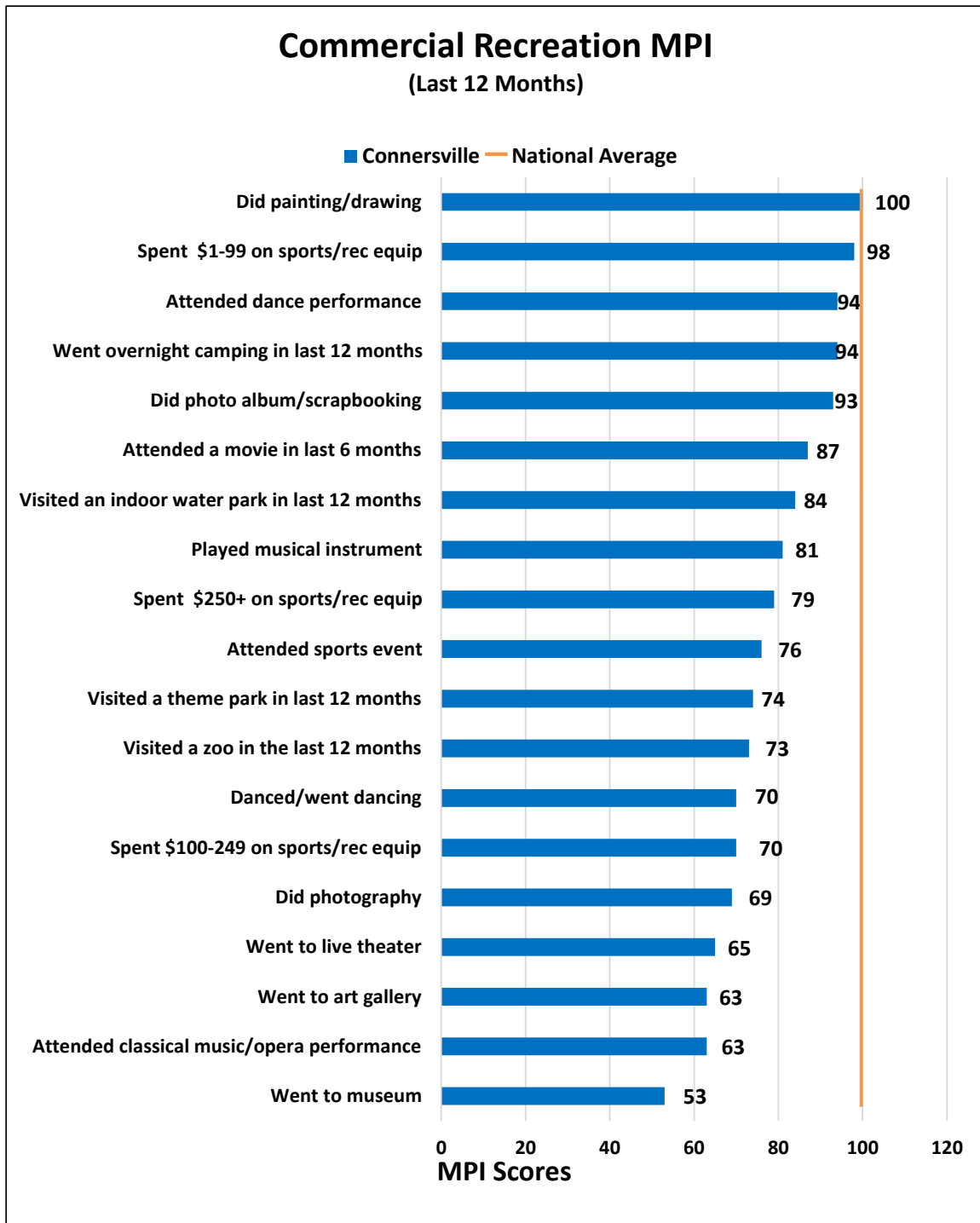


Figure 22: Connersville’s Commercial Recreation Participation Trends

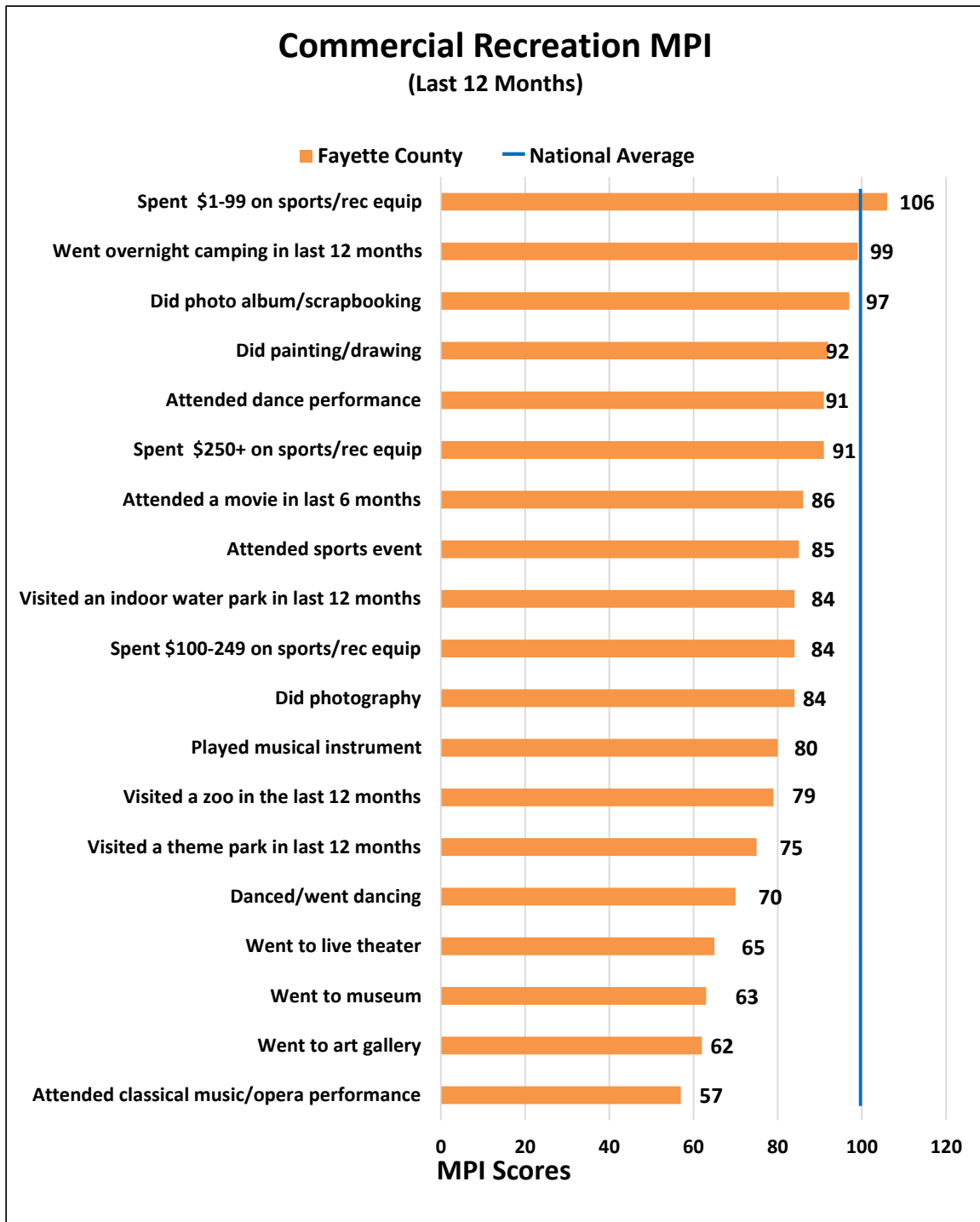


Figure 23: Fayette County's Commercial Recreation Participation Trends

#### LOCAL RECREATION TRENDS SUMMARY

City and County residents demonstrate participation trends that have overall below average potential index numbers in all four categories (general sports, fitness, outdoor activity, and commercial recreation). However, activities of particular interest that stood out for having 100+ Market Potential Index scores included:

- Participation in sports such as softball.
- Outdoor/wilderness activities such as archery, fishing, hunting with a shotgun, and horseback riding.

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 such as Department of Natural Resources (DNR) or local clubs/associations who can to ensure resident needs are being met.



## CHAPTER TWO – SIMILAR PROVIDER ANALYSIS

### 2.1 SERVICE AREA

In addition to the Demographics and Trends Analysis, PROS Consulting conducted a Similar Provider Assessment as part of the River’s Edge Park Market Study. The purpose of this assessment is to help identify the existing market. With River’s Edge Park already being home to Connersville’s Soccer Complex, one of the key focuses for this analysis is surrounding soccer facilities. Additionally, River’s Edge Park is being proposed as a possible site to relocate Connersville’s Sports Complex Babe Ruth Baseball diamonds. For that reason, baseball/softball complexes were also evaluated as part of this assessment.

The Consulting Team utilized a 60-minute drive-time from River’s Edge Park (326 E Veterans Memorial Dr, Connersville, IN 47331) for this Similar Provider analysis (**Figure 24**). In addition to being located within the designated drive-time, similar providers also had to meet certain search criteria; all complexes had to have a minimum of four fields/diamonds.

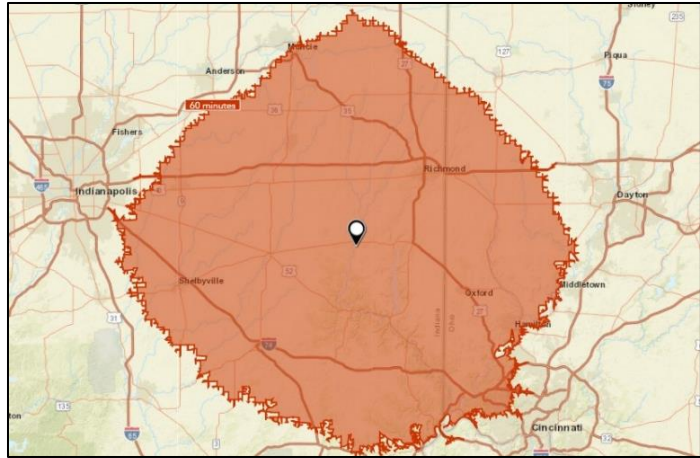


Figure 24: 60-Minute Drive Time

### 2.2 OVERVIEW

This assessment identified (15) fifteen baseball/softball complexes as well as (11) eleven soccer facilities located within a 60-minute drive-time and that met search requirements (**Figure 25**).

Baseball/Softball Complex		Soccer Complex	
Brookville Town Park	Eaton Little League Baseball Complex	Union County Youth Soccer Complex	Decatur County Soccer Club Fields
Franklin County Park	Batesville Youth Baseball/Softball Park	Hagerstown Youth Soccer Club	Miami Whitewater Soccer Complex
Laughlin Park	Heritage Park	Rushville Elementary School East	Morgan Ross Athletic Association Soccer Complex
Centerville Youth League	River City Sports Complex West	Richmond Premier Soccer Club	Kolping Park
Clear Creek Park	Groesbeck Park	Blue River Memorial Park	
Richmond Evening Optimist-Sports	Mid-America Ballyard	Sunman Elementary School	
Blue River Memorial Park	Triple Creek Park	Bill Gillespie Soccer Park	
Sunset Park			





Figure 25: Overview of Assessed Athletic Facilities



### 2.3 METHODOLOGY

As part of the similar provider analysis, the Consultant Team evaluated the condition of each of the baseball/softball complexes. Since physically visiting the sites wasn't feasible at the time of this assessment, Google Maps was utilized in order to get aerial and street views of each facility.

Park conditions were rated using a differential scale of excellent, good, fair, or poor. The table below provides the condition descriptions utilized in this analysis.

Scale of Conditions	
Assessment Finding	General Description
<b>Excellent</b> 	<b>Diamonds/facilities are in excellent condition with little or no maintenance problems noted. Diamonds/facilities do not feature any major design issues that contribute to diminished use or maintenance.</b>
<b>Good</b> 	<b>Diamonds/facilities are in good condition and feature only minor maintenance problems. Generally, most maintenance issues with these diamonds/facilities appear to be the result of age and/or heavy use. Diamonds/facilities may only feature minor design issues that contribute to diminished use or maintenance (i.e., drainage, structural, utilities, etc.).</b>
<b>Fair</b> 	<b>Diamonds/facilities are in fair condition and indicate ongoing maintenance problems. Generally, most maintenance issues with these diamonds/facilities appear to be the result of age and heavy use. Some maintenance issues may be compounded over time due to being deferred because of budget and/or resource limitations.</b>
<b>Poor</b> 	<b>Diamonds/facilities are in poor condition and clearly show ongoing maintenance problems that ultimately may result in suspended use for repair/replacement. Maintenance issues with these diamonds/facilities are the result of age and heavy use, and generally are compounded over time due to deferred maintenance as a result of budget and/or resource limitations. Diamonds/facilities may feature major design issues that contribute to diminished use or maintenance (i.e., drainage, structural, utilities, etc.).</b>



## 2.4 FINDINGS

### 2.4.1 BASEBALL/SOFTBALL SIMILAR PROVIDERS

A total of (15) fifteen baseball/softball facilities were identified within the designated 60-minute drive-time and deemed as true similar providers. Complexes ranged in size from four to seven diamonds with an average of four and a half diamonds at each site. Of these fifteen facilities, nearly  $\frac{3}{4}$  offer at least one lit diamond, with seven complexes being completely lighted. Additionally, nearly all (93%) of the complexes offer a concession stand, permanent restroom facilities, and a minimum of one picnic shelter.

In assessing facility operators, a majority of the baseball/softball complexes are managed by city/county parks and recreation departments. The remaining facilities are operated by clubs, non-profit organizations, or private providers. However, it should be noted that even with a high number of baseball/softball providers in the surrounding service area, a majority of them are rather aged and in strong need of renovations and preventive maintenance. Utilizing the previously defined rating scale, only two complexes received a 4-star (Excellent) rating (Blue River Memorial Park & Triple Creek Park), with the overall average rating being 2.4-stars.

Baseball/Softball Complex	Location	Drive-Time	# of Diamonds	Lighted vs. Non-Lighted	Amenities			Facility Operator	Diamond/Facility Condition (1 to 4 stars)
					Concession Stand	Restrooms	Shelters		
Brookville Town Park	Brookville, IN	21 minutes	4	Lighted	X	X	3	Franklin County Girls Softball Organization	★★
Franklin County Park	Brookville, IN	23 minutes	4	Lighted	X	X	7	Franklin County Parks & Recreation Department	★★
Laughlin Park	Rushville, IN	24 minutes	5	Lighted	X	X	2	Rushville Parks Department	★★
Centerville Youth League	Centerville, IN	29 minutes	5	Lighted	X	X	1	Centerville Youth Leagues	★★★★
Clear Creek Park	Richmond, IN	36 minutes	4	Lighted	X	X	1	Richmond Parks & Recreation Department	★★★★
Richmond Evening Optimist- Sports	Richmond, IN	37 minutes	4	Lighted	X	X	3	Richmond Evening Optimist Club	★★
Blue River Memorial Park	Shelbyville, IN	43 minutes	4	Lighted	X	X	3	Shelbyville Parks & Recreation Department	★★★★★
Sunset Park	Knightstown, IN	44 minutes	4	Lighted	X	X		Knightstown Parks & Recreation	★★
Eaton Little League Baseball Complex	Eaton, OH	47 minutes	4	Lighted	X	X	1	Eaton Little League	★★★★
Batesville Youth Baseball/Softball Park	Batesville, IN	49 minutes	7	Non-Lighted	X	X	1	Batesville Youth Baseball & Softball Organization	★★
Heritage Park	Colerain Township, OH	54 minutes	4	Non-Lighted			1	Colerain Parks & Services Division	★★
River City Sports Complex West	Harrison, OH	54 minutes	6	Lighted	X	X	1	River City Sports Complex (Private)	★★
Groesbeck Park	Colerain Township, OH	56 minutes	4	Non-Lighted	X	X	1	Colerain Parks & Services Division	★
Mid-America Ballyard	Cincinnati, OH	57 minutes	4	Lighted	X	X	1	Mid-America Ballyard (Private)	★★
Triple Creek Park	Cincinnati, OH	59 minutes	4	Non-Lighted	X	X	1	Great Parks of Hamilton County	★★★★★

Figure 26: Baseball/Softball Complex Similar Providers

MAP OF BASEBALL/SOFTBALL SIMILAR PROVIDERS

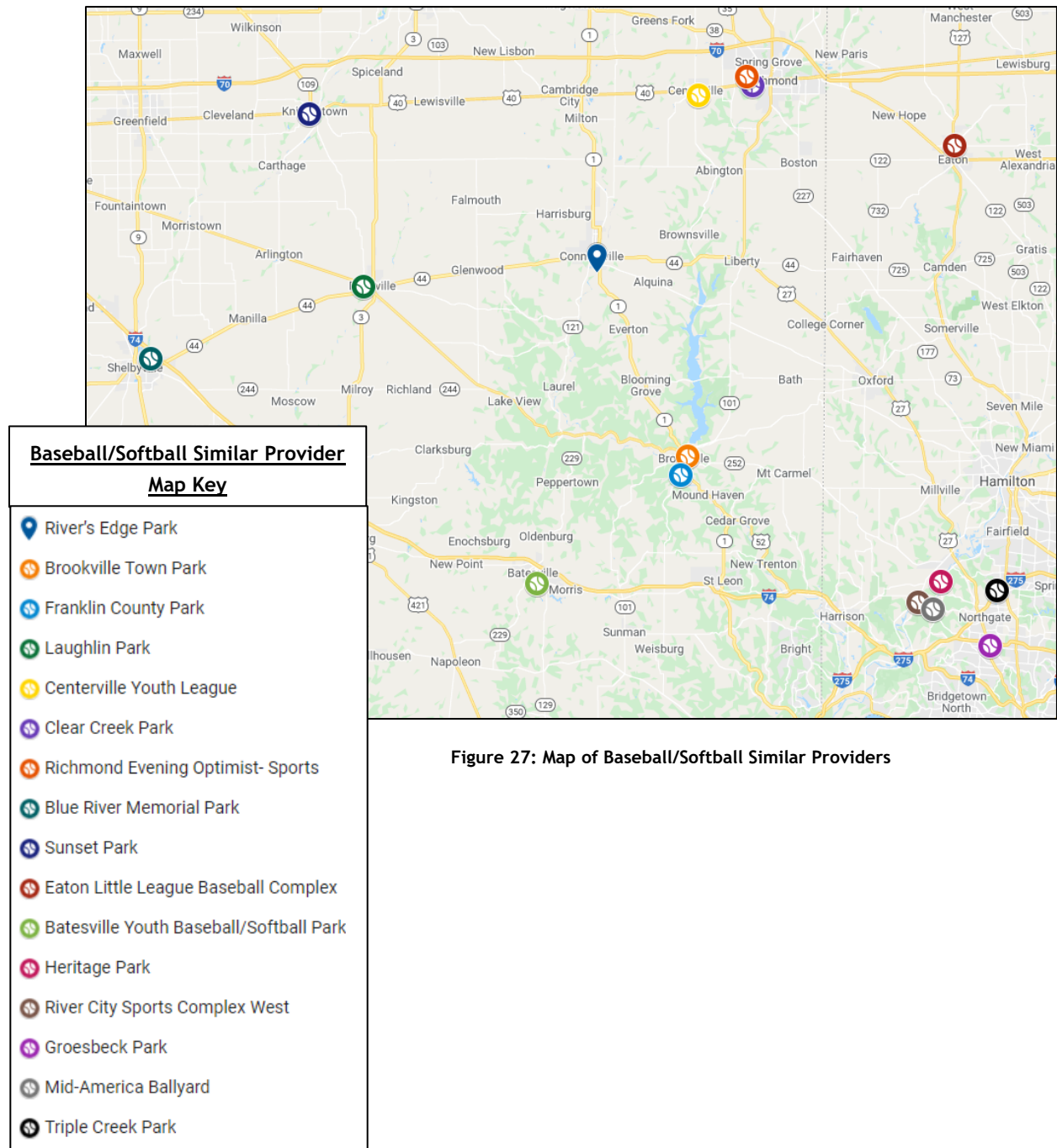


Figure 27: Map of Baseball/Softball Similar Providers



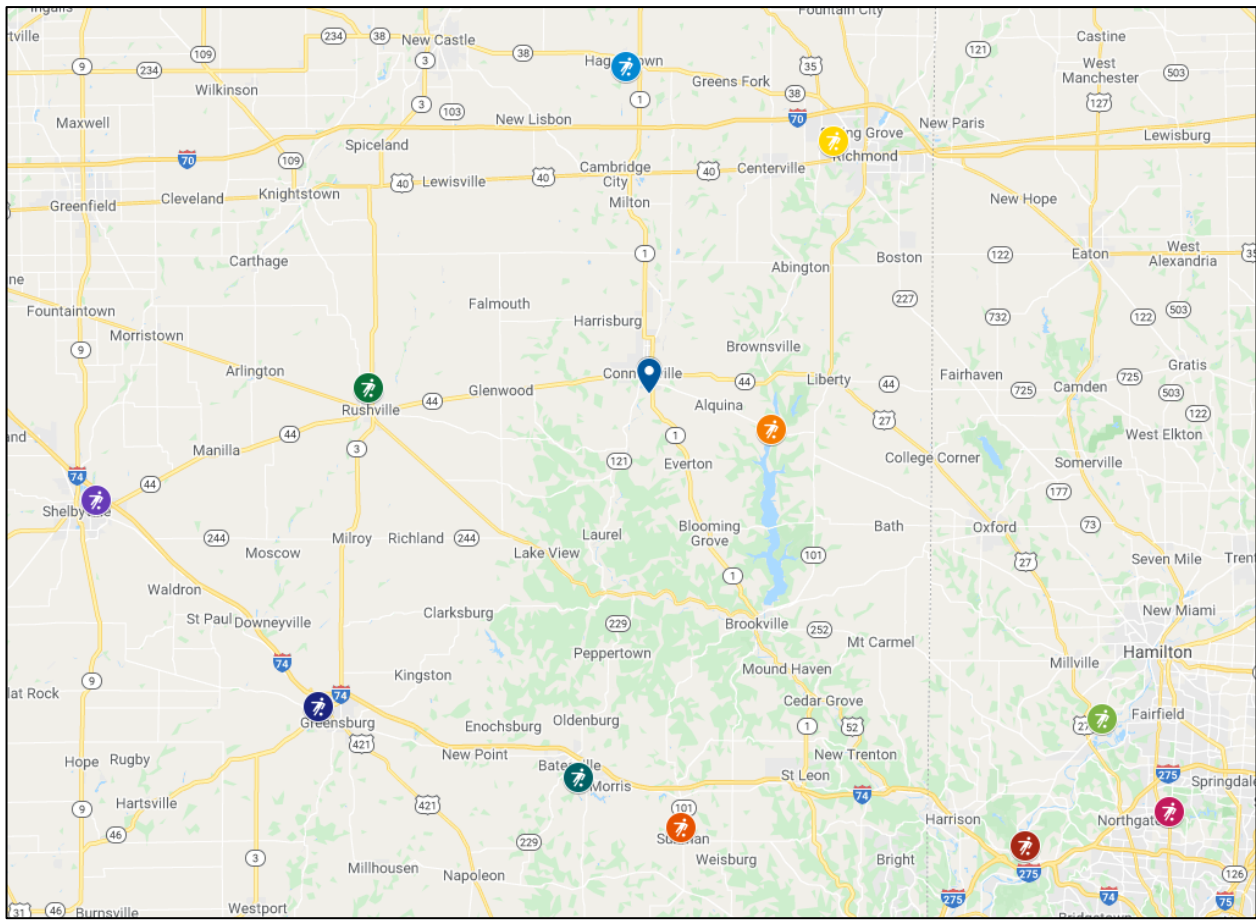
2.4.2 SOCCER SIMILAR PROVIDERS

A total of (11) eleven soccer facilities were identified within the designated 60-minute drive-time and deemed as true similar providers. Complexes ranged in size from four to sixteen fields with an average of seven fields at each site. All of these facilities consist of grass fields, with only one site (Kolping Park) being partially lit. Just over half of these soccer complexes offer a concession stand (7) with five of them providing permanent restroom facilities. A majority of the remaining sites offer temporary alternatives such as food trucks and port-a-lets.

Soccer Complex	Location	Address	Drive-Time	# of Fields	Grass vs. Turf	Lighted vs. Non-Lighted	Amenities		
							Concession Stand	Restrooms	Shelters
Union County Youth Soccer Complex	Liberty, IN	3890 W Old Dunlapville Road Liberty, IN 47353	13 minutes	4	Grass	Non-Lighted	X		
Hagerstown Youth Soccer Club	Hagerstown, IN	201 Teetor Road Hagerstown, IN 47346	31 minutes	4	Grass	Non-Lighted	X		1
Rushville Elementary School East	Rushville, IN	390 W 16th Street Rushville, IN 46173	31 minutes	4	Grass	Non-Lighted			
Richmond Premier Soccer Club	Richmond, IN	1032 Grove Road Richmond, IN 47374	38 minutes	6	Grass	Non-Lighted		X	
Blue River Memorial Park	Shelbyville, IN	725 Lee Boulevard Shelbyville, IN 46176	43 minutes	16	Grass	Non-Lighted	X	X	
Sunman Elementary School	Sunman, IN	925 N Meridian Street Sunman, IN 47041	45 minutes	6	Grass	Non-Lighted	X	X	1
Bill Gillespie Soccer Park	Batesville, IN	922 Delaware Rd, Batesville, IN 47006	49 minutes	12	Grass	Non-Lighted	X	X	1
Decatur County Soccer Club Fields	Greensburg, IN	1427 W. Vandalia Road Greensburg, IN 47240	49 minutes	4	Grass	Non-Lighted			
Miami Whitewater Soccer Complex	Cleves, OH	8715 Hamilton Cleves Pike Road Cleves, OH 45002	51 minutes	16	Grass	Non-Lighted			1
Morgan Ross Athletic Association Soccer Complex	Hamilton, OH	3133 Hamilton Cleves Hamilton, OH 45013	53 minutes	4	Grass	Non-Lighted	X		
Kolping Park	Cincinnati, OH	10235 W Mill Road Cincinnati, OH 45231	60 minutes	6	Grass	Lighted	X	X	

Figure 28: Soccer Complex Similar Providers

MAP OF SOCCER SIMILAR PROVIDERS















<b>Soccer Similar Provider Map Key</b>	
 River's Edge Park	 Sunman Elementary School
 Union County Youth Soccer Complex	 Bill Gillespie Soccer Park
 Hagerstown Youth Soccer Club	 Decatur County Soccer Club Fields
 Rushville Elementary School East	 Miami Whitewater Soccer Complex
 Richmond Premier Soccer Club	 Morgan Ross Athletic Association Soccer Complex
 Sunman Elementary School	 Kolping Park

Figure 29: Map of Soccer Similar Providers





## 2.5 SUPPLEMENTAL RESEARCH

To support the Similar Provider Assessment, travel baseball teams were researched in the surrounding area. There are at least fourteen (14) youth travel teams based in the surrounding 60-minute drive time area from Connersville. This research indicates there is a larger pool of travel teams that play (or would potentially play) within the area.





Travel Baseball Teams		Location	Drive-Times	Age Group	Travel Baseball Teams		Location	Drive-Times	Age Group
	Indiana Crush	Liberty, IN	16 minutes	10U-14U		Top Flight Titans	Greensburg, IN	46 minutes	8U-10U
	Indiana Raptors	Cambridge City, IN	23 minutes	12U		Indiana Sliders	Shelbyville, IN	46 minutes	15U
	Diamond Dawgs	Centerville, IN	29 minutes	10U-18U		Indiana Bandits Select	Greenfield, IN	53 minutes	8U
	Eastern Indiana Braves	Wayne County, IN	31 minutes	11U		Midwest Astros	Greenfield, IN	53 minutes	9U-18U
	Stateline Sluggers	Richmond, IN	34 minutes	10U-13U		Diamond Cutters	New Palestine, IN	53 minutes	10U-13U
	Richmond Royals	Richmond, IN	34 minutes	8U & 12U		Indiana Intensity	Lawrenceburg, IN	60 minutes	16U
	Batesville Bats	Batesville, IN	45 minutes	10U-14U		Indiana Dingers	Muncie, IN	60 minutes	13U

Figure 30: Youth Travel Teams

In addition to the preceding baseball/softball and soccer complex market analysis, the Consulting Team developed supplemental research on additional amenities that could be added to River's Edge Park.

**2.5.1 AMPHITHEATERS**

Through community engagement, it has been noted that residents would like a centralized gathering location. An amphitheater would meet said needs while also providing a space for concerts, plays, and special events. A small amphitheater structure has already been built at River's Edge Park but there is an opportunity to expand and enhance the existing structure into something similar to Riverside Park's or Colerain Park's amphitheaters.

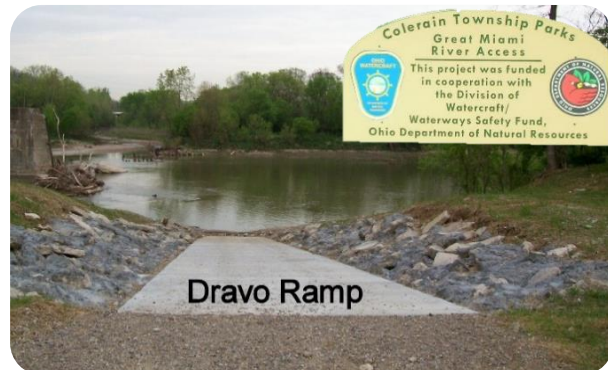
- Riverside Park Amphitheater
  - 100 W Water Street  
Rushville, IN 46173
- Colerain Park Amphitheater
  - 4725 Springdale Road  
Colerain Township, OH 45251



**2.5.2 CANOE/KAYAK LAUNCHES**

With River's Edge Park being located long side Whitewater River another potential amenity would be increased river access. Currently, there is a canoe/kayak ramp. River access is popular for several surrounding parks along the Whitewater River and Great Miami River.

- Riverview Park
  - Lawrenceburg, Harrison, OH 45030
- Dravo Park
  - 9225 East Miami River Road  
Colerain Township, OH 45251
- Blue River Memorial Park
  - 725 Lee Boulevard  
Shelbyville, IN 46176
- Heritage Park
  - 11405 E Miami River Road  
Colerain Township, OH 45251





## CHAPTER THREE – CORE PROGRAM

### 3.1 STAKEHOLDER INTERVIEWS AND FOCUS GROUPS

PROS Consulting conducted in-person focus groups over three days in fall 2020 (October 19, October 22, and November 2). These meetings included various stakeholders such as: local travel league coaches, high school and middle school coaches, sport sponsors, local business owners, civic groups city departments, local trail groups, and local government representatives (Park Board, City Council, Mayor, County Council, County Commissioners, and local park agencies). In addition, PROS Consulting conducted one-on-one phone interviews with stakeholders who could not make the scheduled focus group times.

Based on feedback from these stakeholder interviews and focus groups, the following key themes regarding River's Edge Park and/or Connersville Parks and Recreation Department emerged. **It should be noted, however, this summary reflects responses provided by participants and comments do not necessarily constitute consultant recommendations.** The following key themes are not provided in any prioritized order.

### 3.2 SYNTHESIS AND KEY THEMES

**Communication to-date has centered around sports.** River's Edge Park was to be developed in stages and include multiple diamond fields along with supporting amenities. However, stakeholders acknowledged the plan has not been fully executed which has led to some amenities being built but then uncertainty has arisen since nothing more has been developed.

**At a minimum, River's Edge Park should develop new diamond fields to replace those in the floodplain.** The initial site plan included diamond fields beyond the number to replace the existing floodplain fields in-kind. Stakeholders agree that there is absolutely a need for diamond fields at the site; however, stakeholders have inconsistent perspectives as to the number of fields that should ultimately end up at the site.

**River access is paramount to the park's future.** Stakeholders see the adjacent river as an important connection point to the park and as a standalone destination. Noted as one of the area's best canoeing and kayaking locations, River's Edge Park can expand its user draw if it provides an entry/exit to the river (along with a river trail) while providing park amenities that would increase user length of stay.

**Health-related amenities need to be present.** Fayette County is rated as one of the lowest Indiana counties in terms of health-related statistics. Therefore, stakeholders feel strongly that the park should include a well-connected trail/pathway system along with outdoor exercise equipment.

**The park should have a local focus with the potential to draw tourism.** Stakeholders noted that any new park development should meet the needs of local residents first and tourism second. Many individuals acknowledged the City's recent history of not completing projects and therefore see River's Edge Park as an opportunity to increase trust in local government.

**Indoor recreation space is still a challenge within the community.** Many stakeholders indicated a desire to see indoor recreation space as part of the site plan. Many acknowledged there were initial conversations to provide this type of amenity at the park site years ago. Indoor recreation space would also increase the availability of rentable/reservable space for residents.

**Support amenities and park features must be considered.** Like many parks, River's Edge Park should have park shelters, benches, restrooms, parking, and sufficient ingress/egress into and out of the park.

Stakeholders noted that the park could have great amenities and features but without attention to the details, park use and popularity would be hindered.

**Phased development is OK.** Stakeholders are almost unanimous when it comes to how the park should be developed. Stemming from historical viewpoints, residents desire to see “successes” with any park development and so creating amenities that are utilized and maintained appropriately is more important at the onset than creating a wide variety of amenities and features that are underutilized or poorly maintained.

**There is a desire to have tourism offset costs.** Even though stakeholders prefer a “local recreation” priority for any new sport fields, they agree that tourism opportunities should exist to offset operating costs. However, all acknowledged a lack of city-wide support amenities such as motels/hotels and restaurants that will hinder large tourism draws to the area.

**River's Edge Park should provide destinations other than sports.** Stakeholders expressed a strong desire to see the existing park amphitheater enhanced to create opportunities for concerts, festivals, and events. Additionally, there is a strong desire to see alcohol capabilities provided at the site to increase the user draw.

**Camping should be a consideration due to the lack of nearby lodging options.** Stakeholders suggested camping as an alternative to help solve potential tourism-related lodging challenge. Many youth travel sport teams involve large families/spectators. It has been mentioned that Connersville's location may be conducive to day trips; however, there is still a large industry trend that travel sport team spectators will stay closer to the tournament area.

**River's Edge Park can be used as a catalyst to bring people to live in the area; and give Connersville a new identity.** Stakeholders expressed a desire to see this park used as an attraction for new residents. And to make this a reality, stakeholders desire to see a local focus, with the ability to attract tourism, while being maintained appropriately.

**River's Edge Park must be set up for success, not status quo.** No matter what features and amenities are developed at the park, stakeholders are adamant that the park should be operated with long-term sustainability in mind and must include the following:

- Proper staffing
- Marketing support
- Funding for operations and maintenance
- Capital and lifecycle replacements

**Sport fields should be multifunctional.** To maximize use and opportunities, the sports fields should be designed in a manner that allows park staff to program them for different sports and for different age segments (based on field dimension requirements).

**Stakeholders are not opposed to third-party management.** Regardless of who manages the facility, stakeholders desire to see it done right from the beginning. If the desire is to see a tournament facility, a third-party makes sense; however, if it is a local use park, stakeholders desire to see the City remain in control, but with appropriate staffing and operational support.

**Community pride, utilization, and park sustainability are hallmarks for “success.”** Stakeholders indicate true “success” is related to community buy-in and ownership of the park; something to be proud of, used facilities, and long-term operations and maintenance.



A park restaurant could enhance the destination capabilities. Stakeholders expressed a desire to increase park utilization by developing a restaurant on site. Many park systems across the country are utilizing land leases to bring food and beverage opportunities into parks. A restaurant, or café of some sort, would cater to sporting events, river users, park users, and the general public.

### 3.3 COMMUNITY SURVEY

The City of Connersville Parks and Recreation Department launched an online survey on December 3, 2020. The survey was open through December 28, 2020 and 143 responses were collected. The survey's purpose was to augment the stakeholder engagement process by allowing the general public to provide input for River's Edge Park's future.

The following sections present the key survey findings related to River's Edge Park.

#### 3.3.1 WHAT SPORTS NEED TO BE ACCOMMODATED AT RIVER'S EDGE PARK?

Respondents indicated a need to serve recreational sport activities more than travel sports at River's Edge Park. Specifically, youth baseball, youth softball, and youth soccer topped the list. It should be noted that a large portion of respondents reported not having an opinion, or being indifferent.

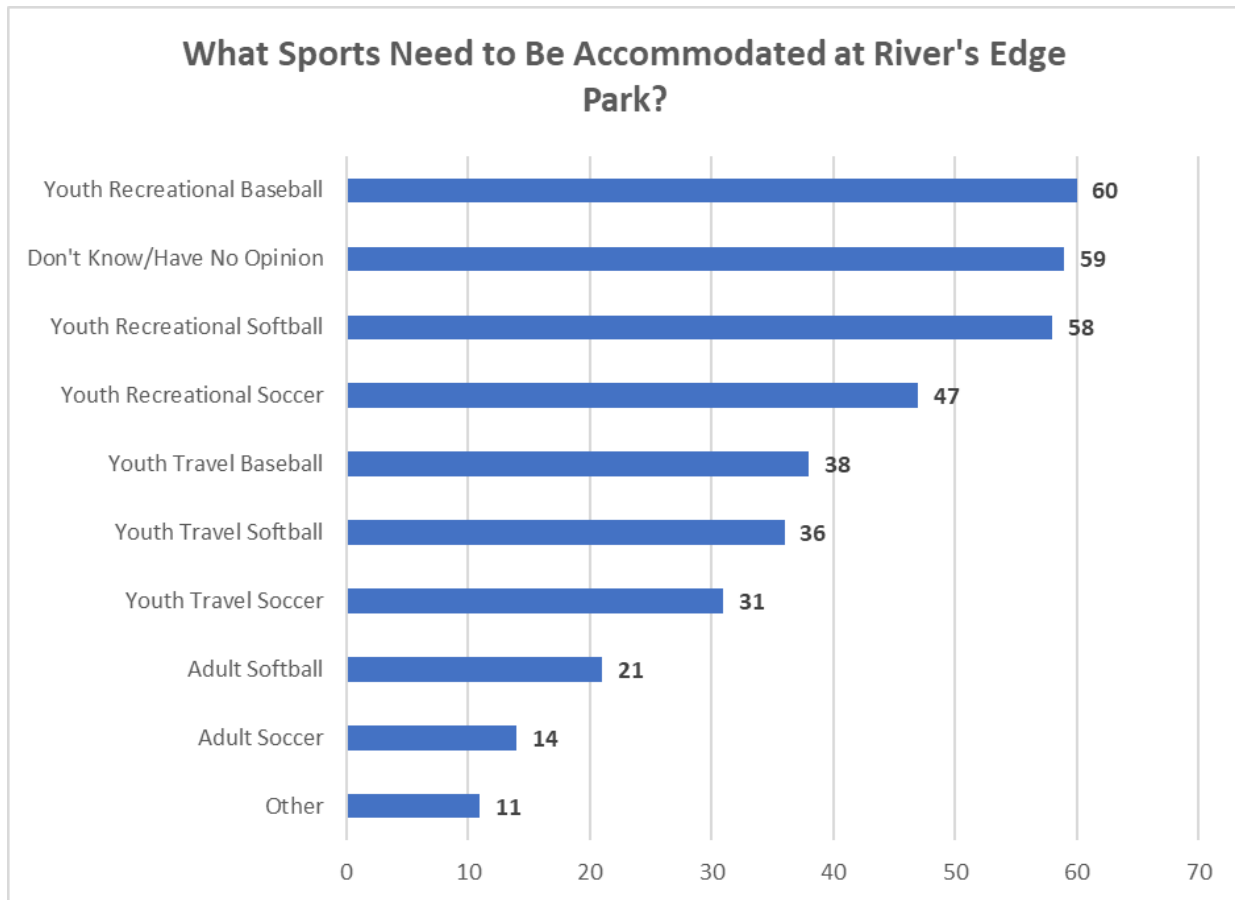


Figure 32: Sports That Should Be Accommodated at River's Edge Park



3.3.2 WHAT AGE GROUP FOR SPORTS IS MOST IMPORTANT TO YOUR HOUSEHOLD?

Respondents indicated those under 12-years-old are most important to be accommodated through sports. A large portion of respondents reported as not having this question being applicable to their household.

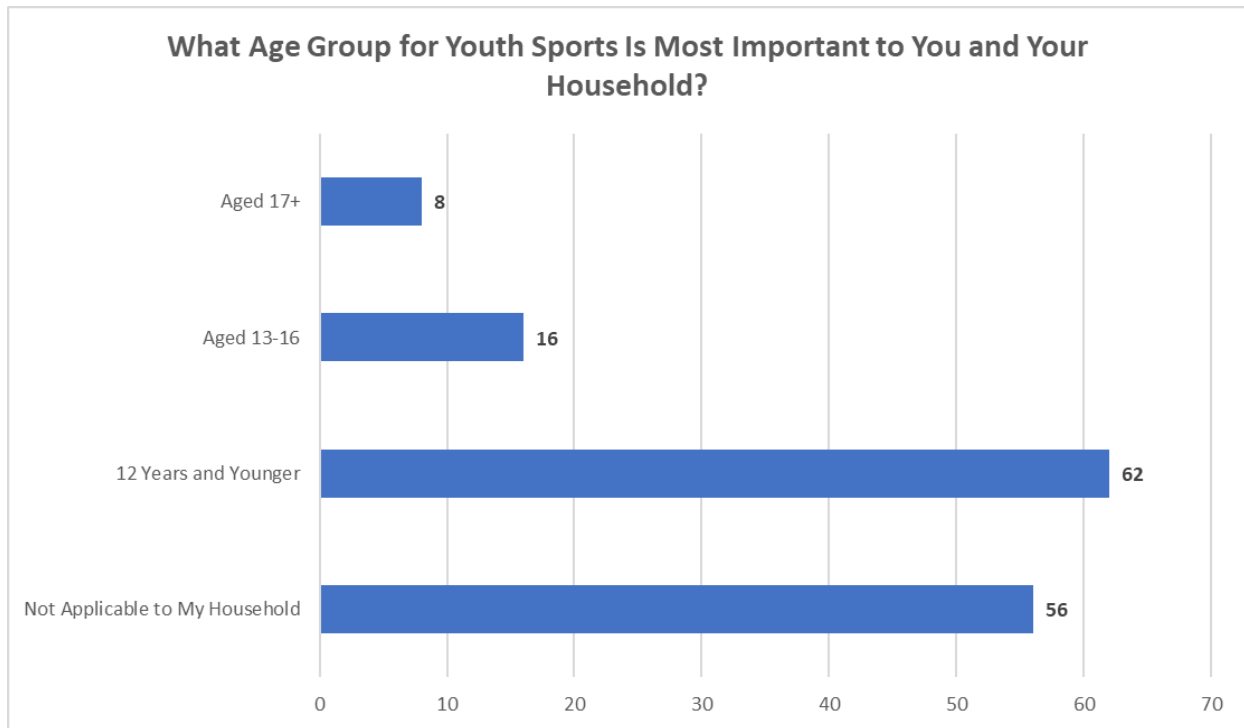


Figure 33: Age Groups That Should Be Accommodated at River's Edge Park





### 3.3.3 MOST IMPORTANT RIVER'S EDGE PARK AMENITIES

When asking about general park amenities, respondents indicate a strong importance for restroom facilities, walking trails, athletic field lighting, scoreboards, shaded spectator seating, playgrounds, and picnic shelters. Least important amenities include BBQ grills, indoor facilities for game officials, and river access.

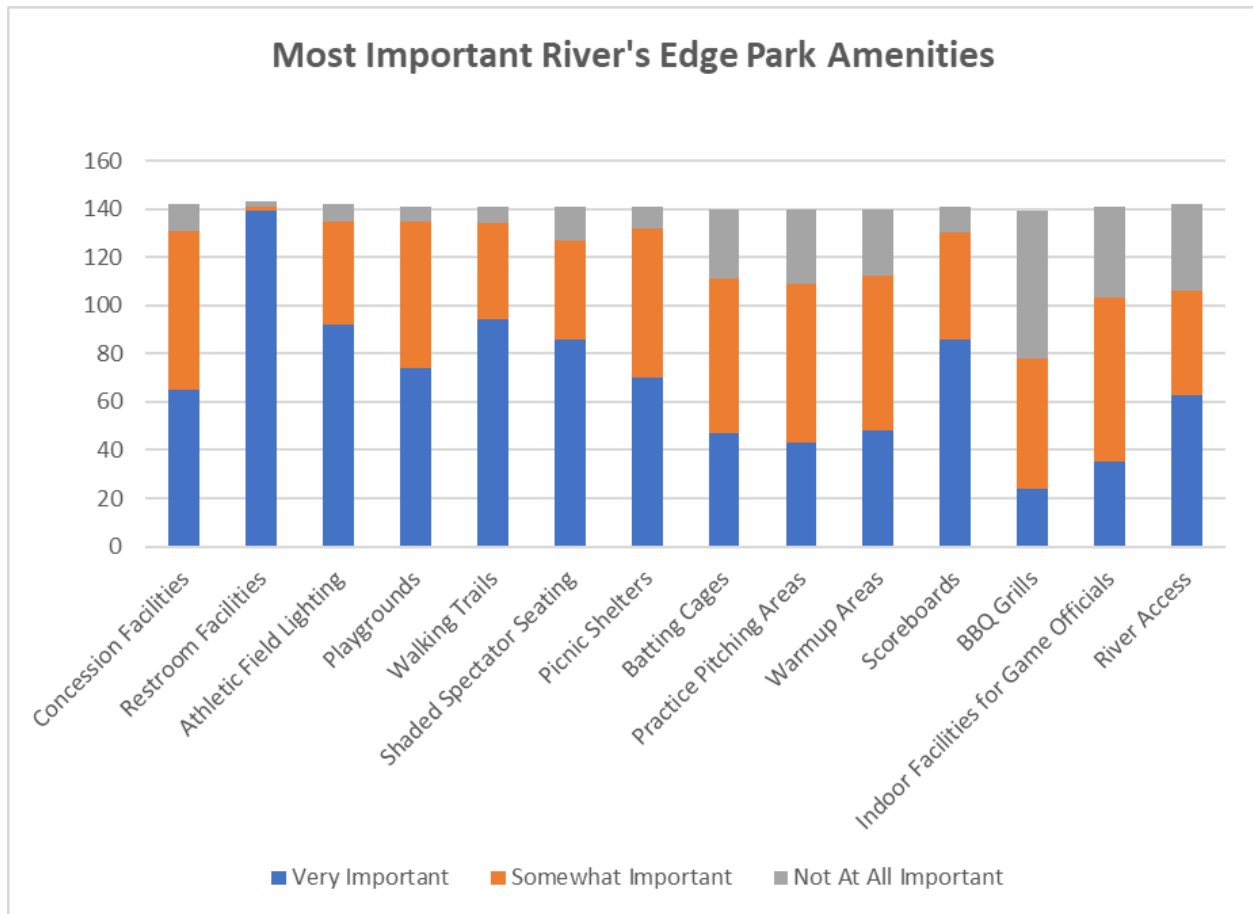


Figure 34: Most Important River's Edge Park Amenities



3.3.4 SUPPORT FOR RESIDENT/NON-RESIDENT FEE

Respondents do not show a strong favor or unfavorable opinion about River's Edge Park having a resident/non-resident fee structure.

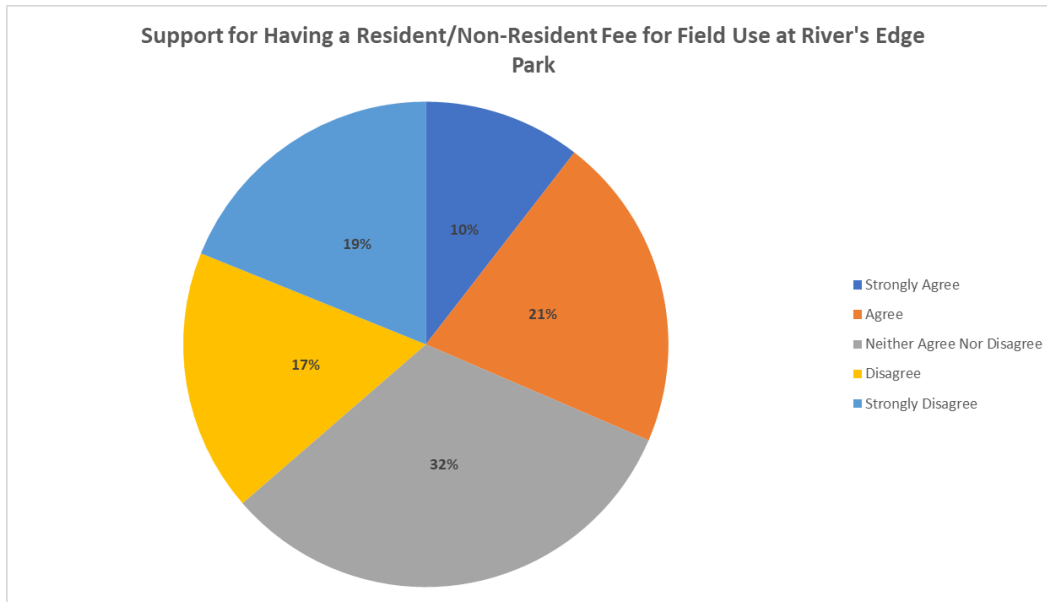


Figure 35: Resident/Non-Resident Fee Support

3.3.5 SHOULD A NEW SPORTS COMPLEX BE 100% SELF-SUPPORTING?

Half of the respondents agree that a new sports complex should be 100% self-supporting. However, approximately 1/3 of respondents did not express an opinion.

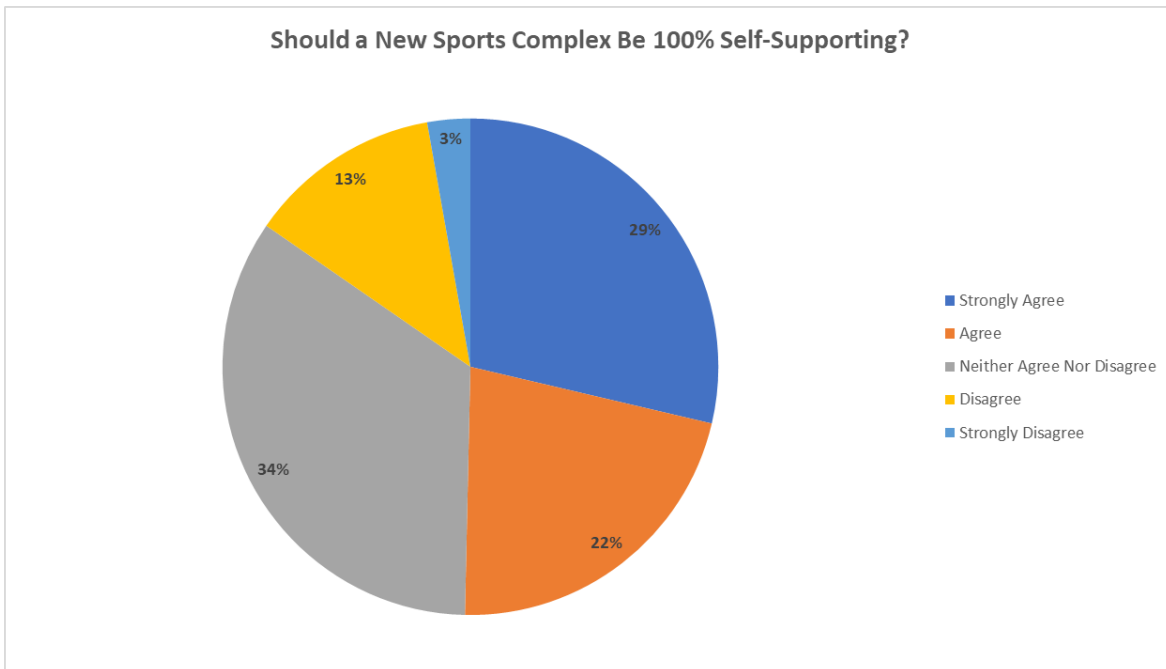


Figure 36: Degree of Support for 100% Self-Support



### 3.4 CORE PROGRAM

After reviewing all public engagement information, the following core program is recommended for developing River's Edge Park:

#### **Phase I**

##### Amenities

- Four multi-functional diamond fields (300' but can be scaled down)
- One dedicated youth/t-ball field
- Walking paths
- Parking
- Expanded amphitheater
- Park shelters
- Benches along paths
- Dog waste stations
- Exercise equipment
- River connection to park
- Park lighting
- Spectator seating
- Large playground
- Formalized soccer fields
- Restrooms
- Concessions

##### Programs/experiences

- Music in the park
- Festivals/events
- Local recreation use
- Tournament play (4-pod fields minimum for baseball and 6-field minimum for soccer)
- Canoeing, kayaking, and other human-powered water activities

#### **Phase II**

##### Amenities

- Indoor recreation space OR additional diamond field(s) with camping options (park layout may be prohibitive for both of these additions)
- If indoor recreation space option is selected, incorporate a restaurant/larger café as part of the plan
- Additional playground (to ensure one is near baseball/amphitheater and one is near soccer)

##### Programs/experiences

- Expanded tournament play or indoor recreation leagues, rentals, and programming
- Camping/lodging
- Dining
- Retail

## CHAPTER FOUR – OPERATIONS AND FINANCIAL MANAGEMENT

### 4.1 INTRODUCTION

The following represents a comprehensive financial analysis depicting how the site could operate. The financial analysis is crafted with a set of assumptions in mind. Assumptions represent educated guesses based on proven market data and known industry best practices and standards.

Key Assumptions:

- The site will host major tournaments including, but not limited to, baseball, softball, and soccer. Other considerations are made for activities such as lacrosse, football, and field hockey.
- The City of Connersville will host league play and normal field rentals.
- The City of Connersville will operate and maintain their own concessions operations.
- The site will hold special events.
- Amphitheater reservations will be available year-round.
- River's Edge Park will pursue alternative revenue streams including sponsorships and naming rights.
- Staffing levels include existing and new positions. Additional positions will need to be added if existing positions cannot be attributed to the new facility.

Based upon the market analysis, the planning team identified viable revenue sources for the park. It should be noted, however, that the park will generate different revenue amounts depending on the phasing of services and amenities it will provide its users.

### 4.2 PRO FORMA BREAKDOWN

<b>Pro Forma Revenues &amp; Expenditures</b>						
Connersville - River's Edge Park						
REVENUES AND EXPENDITURES						
	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Revenues*						
Phase I	\$135,875.00	\$139,951.25	\$144,149.79	\$148,474.28	\$152,928.51	\$157,516.36
Expenditures	\$267,204.55	\$271,808.56	\$276,595.60	\$281,572.97	\$286,748.24	\$292,129.29
Net Revenues Over (Under)						
Expenditures	(\$131,329.55)	(\$131,857.31)	(\$132,445.82)	(\$133,098.69)	(\$133,819.73)	(\$134,612.93)
Total Cost Recovery	51%	51%	52%	53%	53%	54%

\*NOTE: Revenues assume a full-time year of operations.

<b>Pro Forma Revenues &amp; Expenditures</b>						
Connersville - River's Edge Park						
REVENUE MODEL						
DIVISION	ACCOUNT TITLE	PRICE	UNITS	REVENUES	EXPLANATION	
<b>REVENUES</b>						
Phase I	Tournaments-Softball	\$250.00	12	4	\$12,000.00	\$250/team; 12 teams/tournament; 4 tournaments/year.
Phase I	Tournaments-Baseball	\$250.00	12	12	\$36,000.00	\$250/team; 12 teams/tournament; 12 tournaments/year.
Phase I	Tournaments-Soccer	\$200.00	10	12	\$24,000.00	\$200/team; 10 teams/tournament; 12 tournaments/year.
Phase I	Baseball League	\$40.00	1	300	\$12,000.00	\$40/participant; average of 300 participants/year.
Phase I	T-Ball League	\$25.00	1	185	\$4,625.00	\$25/participant; average of 185 participants/year.
Phase I	Soccer League	\$25.00	1	700	\$17,500.00	\$25/participant; average of 700 participants/year.
Phase I	Girls Slow Pitch Softball	\$25.00	1	150	\$3,750.00	\$25/participant; average of 150 participants/year.
Phase I	Amphitheater Rental	\$300.00	1	20	\$6,000.00	\$300/full day rental; 20 rentals/year.
Phase I	Special Events	\$10.00	6	100	\$6,000.00	\$10/ticket; 6 events/year; 100 participants/event.
Phase I	Food Truck Revenues				\$2,500.00	10% revenue share
Phase I	General Concessions				\$1,500.00	Food and beverage revenue.
Phase I	Miscellaneous Revenue				\$10,000.00	Sponsorships, naming rights, etc.
<b>SUBTOTAL PHASE I CONSTR REVENUES</b>					<b>\$135,875.00</b>	

Figure 37: Operating Pro Forma: Overall and Revenue Model



## Parks & Recreation Department

<b>Pro Forma Expenditures</b>		
<b>Connersville - River's Edge Park</b>		
<b>Expenditures</b>		
<b>ACCOUNT TITLE</b>	<b>BUDGET</b>	<b>EXPLANATION</b>
<b>PERSONAL SERVICES</b>		
Park Superintendent	\$7,695.00	15% of time
Park Other Employees	\$33,330.00	20% of time
Park Rec Director	\$8,910.00	33% of time
Facility Manager/Mx	\$40,000.00	New Position
Tournament Staff	\$4,224.00	2 PT @ average \$8.25 for average 8 hrs/wk for 32 weeks
Concession Staff	\$4,224.00	2 PT @ \$8.25 for average 8 hrs/wk for 32 weeks
Employer's Share of FICA	\$6,257.16	6.36% of Salaries and Wages
Employer's Share of Medicare	\$1,559.14	1.49% of Salaries and Wages
Additional Full-Time Benefits	\$44,967.50	50% of Full Time Regular
<b>Subtotal PHASE I</b>	<b>Personal Services</b>	<b>\$151,166.80</b>
<b>SUPPLIES</b>		
Stationary & Printed Materials	\$0.00	
Office Supplies	\$250.00	
Gasoline	\$350.00	
Garage & Motor Supplies	\$250.00	
Repair Parts	\$300.00	
Small Tools & Minor Equip.	\$300.00	
Other Maint. Supplies	\$250.00	
Safety Supplies	\$500.00	
General Program Supplies	\$300.00	
Food & Beverage	\$1,000.00	
Retail Goods	\$0.00	
Other Miscellaneous	\$250.00	
<b>Subtotal PHASE I</b>	<b>Supplies</b>	<b>\$3,750.00</b>
<b>OTHER SERVICES &amp; CHARGES</b>		
Medical Fees (Drug Tests)	\$300.00	Quarterly random screenings for all employees
Program Contractors	\$500.00	Officials for Department-run tournaments.
Concession Supplies and Taxes	\$4,224.00	Equivalent to staffing costs.
Info Sys Maint/Contracts	\$600.00	Phone and IT system support
Criminal Background Checks	\$0.00	
Marketing & Promotions	\$6,793.75	5% of revenue
Security Services	\$600.00	Alarm monitoring
Training Travel & Lodging	\$250.00	
Telephone Line Charges	\$500.00	
Cellular Phone Fees	\$250.00	
General Insurance	\$0.00	
Printing (Not Office Supplies)	\$0.00	
Events Maintenance	\$3,600.00	5% of Tournament Revenues
Electricity	\$50,000.00	\$10,000 per lighted field
Water & Sewer	\$6,000.00	
Gas	\$0.00	
Cable Service	\$900.00	
Equipment Repairs & Maint.	\$1,000.00	
Field Maintenance	\$20,000.00	\$4,000 per engineered field; \$2,000 per synthetic field
General Turf Maintenance	\$4,500.00	\$1,500/acre for 3 acres
General Parking Lot Maintenance (w/o snow removal)	\$1,250.00	\$250/acre for 5 acres
General Trail Maintenance	\$1,000.00	\$1000/mi for 1 mile
Trash Collection	\$250.00	\$250 / Mon Dumpster
Other Rental & Leases	\$600.00	Water coolers
Subscriptions	\$120.00	
Staff Clothing	\$1,000.00	5 @ \$200 ea.
Awards	\$1,000.00	
Irrigation Materials	\$2,500.00	
Police Road Control/Event Security	\$320.00	\$20/officer per day for 1 hour
Repair Parts	\$2,500.00	Plumbing, Hardware, Electrical, Lighting, etc...
Other Fees & Licenses	\$1,480.00	ASCAP license for music (\$730), CPR/First Aid/AED certifications (7x250)
Special Projects	\$250.00	Staff morale/incentives
Other Fees & Licenses	\$3,230.00	ASCAP license for music (\$730), CPR/First Aid/AED certifications (10x250)
Special Projects	\$1,000.00	Staff morale/incentives
Asset Depreciation	\$0.00	
<b>Subtotal Phase I</b>	<b>Other Services</b>	<b>\$112,287.75</b>
<b>TOTAL EXPENSES PHASE I</b>		<b>\$267,204.55</b>
<b>NET REVENUE/(LOSS) - PHASE I</b>		<b>(\$131,329.55)</b>
cost recovery**		50.9%

Figure 38: Operating Pro Forma: Expenditure Model



### 4.3 VIABILITY

Staffing is the main concern for this site's development. Any new infrastructure will be met with community expectation to ensure a well-maintained asset is available for public use. At this time, the Connersville Parks and Recreation staff is small and adding a state-of-the-art facility will increase expectations and maintenance requirements. However, the lack of local lodging and support amenities will make it difficult for a third-party operator to manage the facility. The City will most likely need to manage and operate the facility on its own at the onset in order to "prove out" the sports tourism concept and potential.

River's Edge Park has the potential to be a local and regional destination for sports while providing an open-access community asset. Based on findings from this report, the consultant team has determined the future development of the site is viable for the amenities outlined in the program plan. The City should proceed with a phased approach as to not overbuild the site initially. The proposed development would provide the City with a unique site that balances sport and community recreation, and would serve as a valuable asset that has the potential to influence economic impact within the community.

### 4.4 SITE CONSIDERATIONS

It should be noted that there are site considerations that must be taken into account for any future development including, but not limited to:

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#### 4.4.1 INGRESS AND EGRESS

In order to maximize the site's functionality, it is imperative that the surrounding road system is improved commensurate with the development of a state-of-the-art facility. Additionally, the park should have at least two entrances to facilitate traffic flow.

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#### 4.4.2 RIVER ACCESS

Stakeholders identified a strong desire to utilize the river as part of the park's development. All Phase I development should be mindful of increasing river access even if complete access does not come to fruition until a Phase II development.



## CHAPTER FIVE – APPENDIX

### 5.1 NON-PARTICIPANT INTEREST BY AGE SEGMENT

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

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

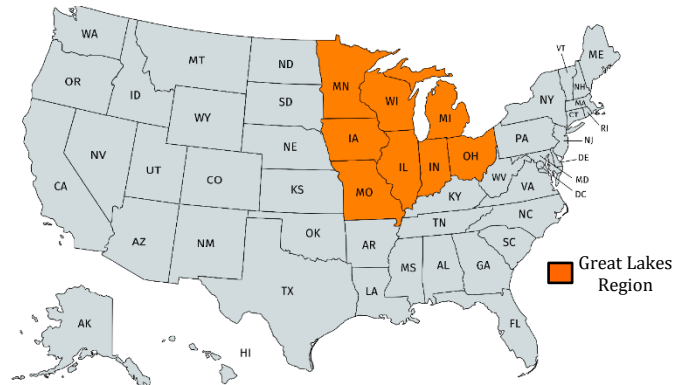


Figure 39: Aspirational Activities by Age Segment

5.2 NATIONAL AND REGIONAL PROGRAMMING TRENDS

5.2.1 NRPA'S PROGRAMS OFFERED BY PARK AND RECREATION AGENCIES (GREAT LAKES REGION)

NRPA's *Agency Performance Review 2020* summarizes key findings from NRPA Park Metrics, which is a benchmark tool that compares the management and planning of operating resources and capital facilities of park and recreation agencies. The report contains data from 1,053 park and recreation agencies across the U.S. as reported between 2017 and 2019.



Based on this year's report, the typical agency (i.e., those at the median values) offers 187 programs annually, with roughly 64% of those programs being fee-based activities/events.

According to the information reported to the NRPA, the top five programming activities most frequently offered by park and recreation agencies, both in the U.S. and regionally, are described in the table below (Figure 40). A complete comparison of regional and national programs offered by agencies can be found in Figure 41.

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

Top 5 Most Offered Core Program Areas (Offered by Parks and Recreation Agencies)	
Great Lakes (% of agencies offering)	U.S. (% of agencies offering)
<ul style="list-style-type: none"> <li>Themed Special Events (88%)</li> </ul>	<ul style="list-style-type: none"> <li>Themed Special Events (88%)</li> </ul>
<ul style="list-style-type: none"> <li>Social Recreation Events (86%)</li> </ul>	<ul style="list-style-type: none"> <li>Team Sports (87%)</li> </ul>
<ul style="list-style-type: none"> <li>Team Sports (85%)</li> </ul>	<ul style="list-style-type: none"> <li>Social Recreation Events (87%)</li> </ul>
<ul style="list-style-type: none"> <li>Health &amp; Wellness Education (82%)</li> </ul>	<ul style="list-style-type: none"> <li>Fitness Enhancement Classes (82%)</li> </ul>
<ul style="list-style-type: none"> <li>Fitness Enhancement Classes (80%)</li> </ul>	<ul style="list-style-type: none"> <li>Health &amp; Wellness Education (81%)</li> </ul>

Figure 40: Top 5 Core Program Areas



## Parks & Recreation Department

Overall, Great Lakes Region parks and recreation agencies are very similar to the U.S. average regarding program offerings. However, utilizing a discrepancy threshold of +/-5% (or more), Great Lakes agencies are currently offering Health & Wellness Education, Individual Sports, Safety Training, Performing Arts, Natural & Cultural History Activities, Visual Arts, Golf, and Running/Cycling races at a higher rate than the national average.

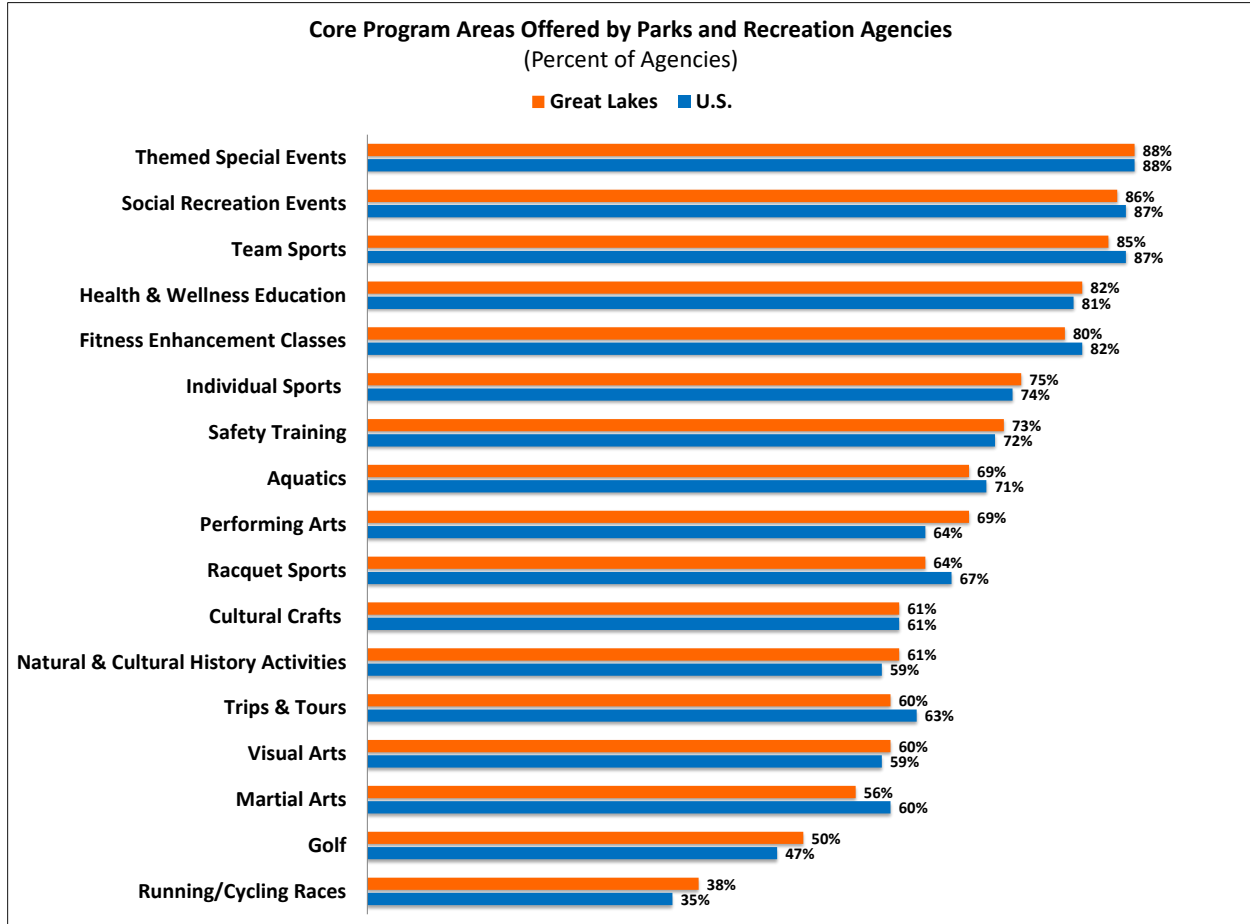


Figure 41: Programs Offered by Parks and Recreation Agencies

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

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

Based on information reported to the NRPA, the top three targeted programs offered by park and recreation agencies, nationally and regionally, are described in the table below (Figure 42). A complete comparison of regional and national targeted program offerings can be found in Figure 43.

Top 3 Most Offered Core Program Areas (Targeting Children, Seniors, and/or People with Disabilities)	
Great Lakes (% of agencies offering)	U.S. (% of agencies offering)
<ul style="list-style-type: none"> <li>Summer Camp (81%)</li> </ul>	<ul style="list-style-type: none"> <li>Summer Camp (83%)</li> </ul>
<ul style="list-style-type: none"> <li>Senior Programs (76%)</li> </ul>	<ul style="list-style-type: none"> <li>Senior Programs (78%)</li> </ul>
<ul style="list-style-type: none"> <li>Teen Programs (62%)</li> </ul>	<ul style="list-style-type: none"> <li>Teen Programs (65%)</li> </ul>

Figure 42: Top 3 Core Target Program Areas

Agencies in the Great Lakes Region tend to offer targeted programs at a lower rate than the national average; however, Preschool Programs and Before School Programs are offered at a higher rate.

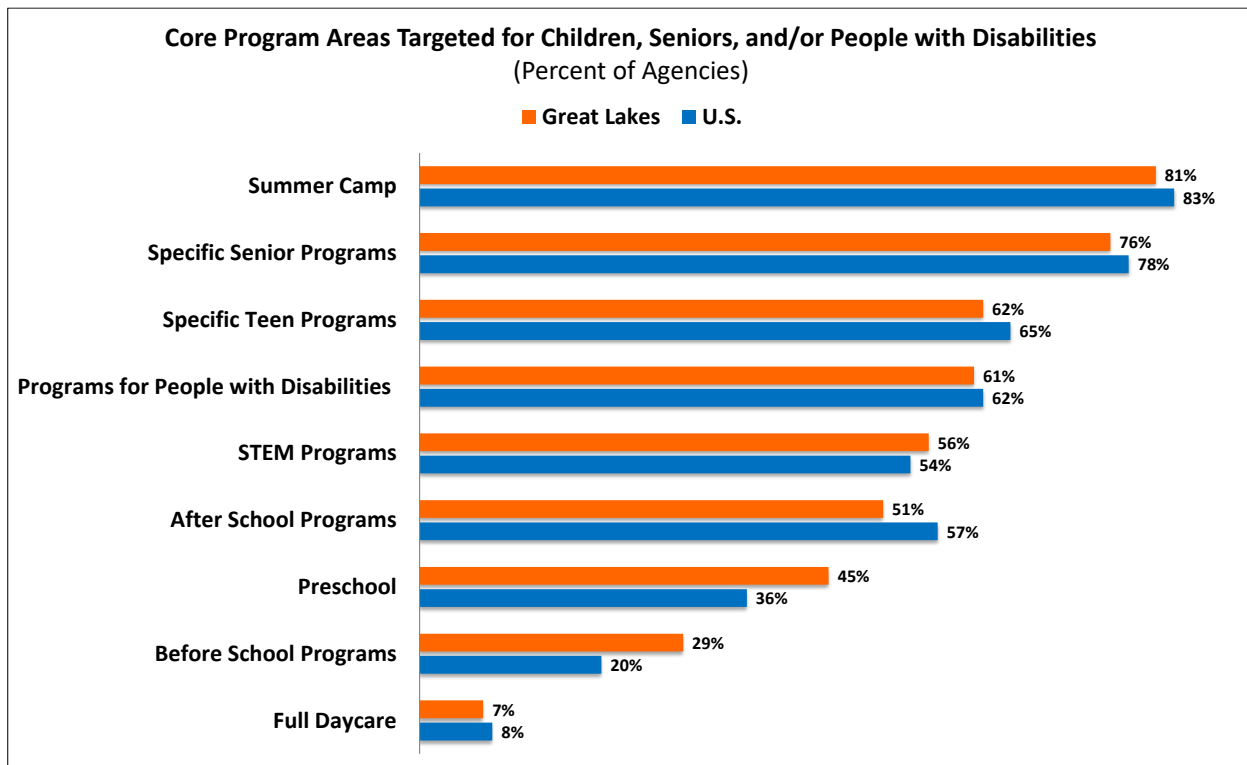


Figure 43: Targeted Programs for Children, Seniors, and People with Disabilities



### 5.3 CORE VS. CASUAL PARTICIPATION TRENDS

#### 5.3.1 GENERAL SPORTS

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Basketball</b>	<b>23,067</b>	<b>100%</b>	<b>24,225</b>	<b>100%</b>	<b>24,917</b>	<b>100%</b>	<b>8.0%</b>	<b>2.9%</b>
<i>Casual (1-12 times)</i>	7,321	32%	9,335	39%	9,669	39%	32.1%	3.6%
<i>Core(13+ times)</i>	15,746	68%	14,890	61%	15,248	61%	-3.2%	2.4%
<b>Golf (9 or 18-Hole Course)</b>	<b>24,700</b>	<b>100%</b>	<b>24,240</b>	<b>100%</b>	<b>24,271</b>	<b>100%</b>	<b>-1.7%</b>	<b>0.1%</b>
<b>Tennis</b>	<b>17,904</b>	<b>100%</b>	<b>17,841</b>	<b>100%</b>	<b>17,684</b>	<b>100%</b>	<b>-1.2%</b>	<b>-0.9%</b>
<b>Baseball</b>	<b>13,152</b>	<b>100%</b>	<b>15,877</b>	<b>100%</b>	<b>15,804</b>	<b>100%</b>	<b>20.2%</b>	<b>-0.5%</b>
<i>Casual (1-12 times)</i>	4,295	33%	6,563	41%	6,655	42%	54.9%	1.4%
<i>Core (13+ times)</i>	8,857	67%	9,314	59%	9,149	58%	3.3%	-1.8%
<b>Soccer (Outdoor)</b>	<b>12,592</b>	<b>100%</b>	<b>11,405</b>	<b>100%</b>	<b>11,913</b>	<b>100%</b>	<b>-5.4%</b>	<b>4.5%</b>
<i>Casual (1-25 times)</i>	6,622	53%	6,430	56%	6,864	58%	3.7%	6.7%
<i>Core (26+ times)</i>	5,971	47%	4,975	44%	5,050	42%	-15.4%	1.5%
<b>Softball (Slow Pitch)</b>	<b>7,077</b>	<b>100%</b>	<b>7,386</b>	<b>100%</b>	<b>7,071</b>	<b>100%</b>	<b>-0.1%</b>	<b>-4.3%</b>
<i>Casual (1-12 times)</i>	2,825	40%	3,281	44%	3,023	43%	7.0%	-7.9%
<i>Core(13+ times)</i>	4,252	60%	4,105	56%	4,048	57%	-4.8%	-1.4%
<b>Football, Flag</b>	<b>5,508</b>	<b>100%</b>	<b>6,572</b>	<b>100%</b>	<b>6,783</b>	<b>100%</b>	<b>23.1%</b>	<b>3.2%</b>
<i>Casual (1-12 times)</i>	2,838	52%	3,573	54%	3,794	56%	33.7%	6.2%
<i>Core(13+ times)</i>	2,669	48%	2,999	46%	2,989	44%	12.0%	-0.3%
<i>Core Age 6 to 17 (13+ times)</i>	1,178	52%	1,578	54%	1,590	56%	35.0%	0.8%
<b>Volleyball (Court)</b>	<b>6,304</b>	<b>100%</b>	<b>6,317</b>	<b>100%</b>	<b>6,487</b>	<b>100%</b>	<b>2.9%</b>	<b>2.7%</b>
<i>Casual (1-12 times)</i>	2,759	44%	2,867	45%	2,962	46%	7.4%	3.3%
<i>Core(13+ times)</i>	3,545	56%	3,450	55%	3,525	54%	-0.6%	2.2%
<b>Badminton</b>	<b>7,176</b>	<b>100%</b>	<b>6,337</b>	<b>100%</b>	<b>6,095</b>	<b>100%</b>	<b>-15.1%</b>	<b>-3.8%</b>
<i>Casual (1-12 times)</i>	5,049	70%	4,555	72%	4,338	71%	-14.1%	-4.8%
<i>Core(13+ times)</i>	2,127	30%	1,782	28%	1,756	29%	-17.4%	-1.5%
<b>Football, Touch</b>	<b>6,586</b>	<b>100%</b>	<b>5,517</b>	<b>100%</b>	<b>5,171</b>	<b>100%</b>	<b>-21.5%</b>	<b>-6.3%</b>
<i>Casual (1-12 times)</i>	3,727	57%	3,313	60%	3,065	59%	-17.8%	-7.5%
<i>Core(13+ times)</i>	2,859	43%	2,204	40%	2,105	41%	-26.4%	-4.5%
<b>Soccer (Indoor)</b>	<b>4,530</b>	<b>100%</b>	<b>5,233</b>	<b>100%</b>	<b>5,336</b>	<b>100%</b>	<b>17.8%</b>	<b>2.0%</b>
<i>Casual (1-12 times)</i>	1,917	42%	2,452	47%	2,581	48%	34.6%	5.3%
<i>Core(13+ times)</i>	2,614	58%	2,782	53%	2,755	52%	5.4%	-1.0%
<b>Football, Tackle</b>	<b>5,978</b>	<b>100%</b>	<b>5,157</b>	<b>100%</b>	<b>5,107</b>	<b>100%</b>	<b>-14.6%</b>	<b>-1.0%</b>
<i>Casual (1-25 times)</i>	2,588	43%	2,258	44%	2,413	47%	-6.8%	6.9%
<i>Core(26+ times)</i>	3,390	57%	2,898	56%	2,694	53%	-20.5%	-7.0%
<i>Core Age 6 to 17 (26+ times)</i>	2,590	43%	2,353	44%	2,311	47%	-10.8%	-1.8%
<b>Gymnastics</b>	<b>4,621</b>	<b>100%</b>	<b>4,770</b>	<b>100%</b>	<b>4,699</b>	<b>100%</b>	<b>1.7%</b>	<b>-1.5%</b>
<i>Casual (1-49 times)</i>	2,932	63%	3,047	64%	3,004	64%	2.5%	-1.4%
<i>Core(50+ times)</i>	1,689	37%	1,723	36%	1,695	36%	0.4%	-1.6%
<b>Volleyball (Sand/Beach)</b>	<b>4,651</b>	<b>100%</b>	<b>4,770</b>	<b>100%</b>	<b>4,400</b>	<b>100%</b>	<b>-5.4%</b>	<b>-7.8%</b>
<i>Casual (1-12 times)</i>	3,174	68%	3,261	68%	2,907	66%	-8.4%	-10.9%
<i>Core(13+ times)</i>	1,477	32%	1,509	32%	1,493	34%	1.1%	-1.1%

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

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

Figure 44: Core vs Casual Participation Trends: General Sports



5.3.2 GENERAL SPORTS (CONTINUED)

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
<b>Track and Field</b>	<b>4,105</b>	<b>100%</b>	<b>4,143</b>	<b>100%</b>	<b>4,139</b>	<b>100%</b>	<b>0.8%</b>	<b>-0.1%</b>
<i>Casual (1-25 times)</i>	1,797	44%	2,071	50%	2,069	50%	15.1%	-0.1%
<i>Core(26+ times)</i>	2,308	56%	2,072	50%	2,070	50%	-10.3%	-0.1%
<b>Cheerleading</b>	<b>3,456</b>	<b>100%</b>	<b>3,841</b>	<b>100%</b>	<b>3,752</b>	<b>100%</b>	<b>8.6%</b>	<b>-2.3%</b>
<i>Casual (1-25 times)</i>	1,841	53%	2,039	53%	1,934	52%	5.1%	-5.1%
<i>Core(26+ times)</i>	1,615	47%	1,802	47%	1,817	48%	12.5%	0.8%
<b>Pickleball</b>	<b>2,462</b>	<b>100%</b>	<b>3,301</b>	<b>100%</b>	<b>3,460</b>	<b>100%</b>	<b>40.5%</b>	<b>4.8%</b>
<i>Casual (1-12 times)</i>	1,459	59%	2,011	61%	2,185	63%	49.8%	8.7%
<i>Core(13+ times)</i>	1,003	41%	1,290	39%	1,275	37%	27.1%	-1.2%
<b>Racquetball</b>	<b>3,594</b>	<b>100%</b>	<b>3,480</b>	<b>100%</b>	<b>3,453</b>	<b>100%</b>	<b>-3.9%</b>	<b>-0.8%</b>
<i>Casual (1-12 times)</i>	2,435	68%	2,407	69%	2,398	69%	-1.5%	-0.4%
<i>Core(13+ times)</i>	1,159	32%	1,073	31%	1,055	31%	-9.0%	-1.7%
<b>Ice Hockey</b>	<b>2,421</b>	<b>100%</b>	<b>2,447</b>	<b>100%</b>	<b>2,357</b>	<b>100%</b>	<b>-2.6%</b>	<b>-3.7%</b>
<i>Casual (1-12 times)</i>	1,129	47%	1,105	45%	1,040	44%	-7.9%	-5.9%
<i>Core(13+ times)</i>	1,292	53%	1,342	55%	1,317	56%	1.9%	-1.9%
<b>Ultimate Frisbee</b>	<b>4,530</b>	<b>100%</b>	<b>2,710</b>	<b>100%</b>	<b>2,290</b>	<b>100%</b>	<b>-49.4%</b>	<b>-15.5%</b>
<i>Casual (1-12 times)</i>	3,448	76%	1,852	68%	1,491	65%	-56.8%	-19.5%
<i>Core(13+ times)</i>	1,082	24%	858	32%	799	35%	-26.2%	-6.9%
<b>Softball (Fast Pitch)</b>	<b>2,424</b>	<b>100%</b>	<b>2,303</b>	<b>100%</b>	<b>2,242</b>	<b>100%</b>	<b>-7.5%</b>	<b>-2.6%</b>
<i>Casual (1-25 times)</i>	1,158	48%	1,084	47%	993	44%	-14.2%	-8.4%
<i>Core(26+ times)</i>	1,266	52%	1,219	53%	1,250	56%	-1.3%	2.5%
<b>Lacrosse</b>	<b>2,011</b>	<b>100%</b>	<b>2,098</b>	<b>100%</b>	<b>2,115</b>	<b>100%</b>	<b>5.2%</b>	<b>0.8%</b>
<i>Casual (1-12 times)</i>	978	49%	1,036	49%	1,021	48%	4.4%	-1.4%
<i>Core(13+ times)</i>	1,032	51%	1,061	51%	1,094	52%	6.0%	3.1%
<b>Wrestling</b>	<b>1,891</b>	<b>100%</b>	<b>1,908</b>	<b>100%</b>	<b>1,944</b>	<b>100%</b>	<b>2.8%</b>	<b>1.9%</b>
<i>Casual (1-25 times)</i>	941	50%	1,160	61%	1,189	61%	26.4%	2.5%
<i>Core(26+ times)</i>	950	50%	748	39%	755	39%	-20.5%	0.9%
<b>Roller Hockey</b>	<b>1,736</b>	<b>100%</b>	<b>1,734</b>	<b>100%</b>	<b>1,616</b>	<b>100%</b>	<b>-6.9%</b>	<b>-6.8%</b>
<i>Casual (1-12 times)</i>	1,181	68%	1,296	75%	1,179	73%	-0.2%	-9.0%
<i>Core(13+ times)</i>	555	32%	437	25%	436	27%	-21.4%	-0.2%
<b>Boxing for Competition</b>	<b>1,278</b>	<b>100%</b>	<b>1,310</b>	<b>100%</b>	<b>1,417</b>	<b>100%</b>	<b>10.9%</b>	<b>8.2%</b>
<i>Casual (1-12 times)</i>	1,074	84%	1,118	85%	1,204	85%	12.1%	7.7%
<i>Core(13+ times)</i>	204	16%	192	15%	212	15%	3.9%	10.4%
<b>Rugby</b>	<b>1,276</b>	<b>100%</b>	<b>1,560</b>	<b>100%</b>	<b>1,392</b>	<b>100%</b>	<b>9.1%</b>	<b>-10.8%</b>
<i>Casual (1-7 times)</i>	836	66%	998	64%	835	60%	-0.1%	-16.3%
<i>Core(8+ times)</i>	440	34%	562	36%	557	40%	26.6%	-0.9%
<b>Squash</b>	<b>1,596</b>	<b>100%</b>	<b>1,285</b>	<b>100%</b>	<b>1,222</b>	<b>100%</b>	<b>-23.4%</b>	<b>-4.9%</b>
<i>Casual (1-7 times)</i>	1,209	76%	796	62%	747	61%	-38.2%	-6.2%
<i>Core(8+ times)</i>	388	24%	489	38%	476	39%	22.7%	-2.7%

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

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

Figure 45: Core vs Casual Participation Trends: General Sports Continued



5.3.3 GENERAL FITNESS

National Core vs Casual Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Fitness Walking</b>	<b>112,583</b>	<b>100%</b>	<b>111,001</b>	<b>100%</b>	<b>111,439</b>	<b>100%</b>	<b>-1.0%</b>	<b>0.4%</b>
<i>Casual (1-49 times)</i>	35,694	32%	36,139	33%	36,254	33%	1.6%	0.3%
<i>Core(50+ times)</i>	76,889	68%	74,862	67%	75,185	67%	-2.2%	0.4%
<b>Treadmill</b>	<b>50,241</b>	<b>100%</b>	<b>53,737</b>	<b>100%</b>	<b>56,823</b>	<b>100%</b>	<b>13.1%</b>	<b>5.7%</b>
<i>Casual (1-49 times)</i>	22,525	45%	25,826	48%	28,473	50%	26.4%	10.2%
<i>Core(50+ times)</i>	27,716	55%	27,911	52%	28,349	50%	2.3%	1.6%
<b>Free Weights (Dumbbells/Hand Weights)</b>	<b>56,124</b>	<b>100%</b>	<b>51,291</b>	<b>100%</b>	<b>51,450</b>	<b>100%</b>	<b>-8.3%</b>	<b>0.3%</b>
<i>Casual (1-49 times)</i>	18,195	32%	18,702	36%	19,762	38%	8.6%	5.7%
<i>Core(50+ times)</i>	37,929	68%	32,589	64%	31,688	62%	-16.5%	-2.8%
<b>Running/Jogging</b>	<b>51,127</b>	<b>100%</b>	<b>49,459</b>	<b>100%</b>	<b>50,052</b>	<b>100%</b>	<b>-2.1%</b>	<b>1.2%</b>
<i>Casual (1-49 times)</i>	23,083	45%	24,399	49%	24,972	50%	8.2%	2.3%
<i>Core(50+ times)</i>	28,044	55%	25,061	51%	25,081	50%	-10.6%	0.1%
<b>Stationary Cycling (Recumbent/Upright)</b>	<b>35,693</b>	<b>100%</b>	<b>36,668</b>	<b>100%</b>	<b>37,085</b>	<b>100%</b>	<b>3.9%</b>	<b>1.1%</b>
<i>Casual (1-49 times)</i>	18,255	51%	19,282	53%	19,451	52%	6.6%	0.9%
<i>Core(50+ times)</i>	17,439	49%	17,387	47%	17,634	48%	1.1%	1.4%
<b>Weight/Resistant Machines</b>	<b>35,841</b>	<b>100%</b>	<b>36,372</b>	<b>100%</b>	<b>36,181</b>	<b>100%</b>	<b>0.9%</b>	<b>-0.5%</b>
<i>Casual (1-49 times)</i>	14,590	41%	14,893	41%	14,668	41%	0.5%	-1.5%
<i>Core(50+ times)</i>	21,250	59%	21,479	59%	21,513	59%	1.2%	0.2%
<b>Elliptical Motion/Cross Trainer</b>	<b>31,826</b>	<b>100%</b>	<b>33,238</b>	<b>100%</b>	<b>33,056</b>	<b>100%</b>	<b>3.9%</b>	<b>-0.5%</b>
<i>Casual (1-49 times)</i>	15,379	48%	16,889	51%	17,175	52%	11.7%	1.7%
<i>Core(50+ times)</i>	16,448	52%	16,349	49%	15,880	48%	-3.5%	-2.9%
<b>Yoga</b>	<b>25,262</b>	<b>100%</b>	<b>28,745</b>	<b>100%</b>	<b>30,456</b>	<b>100%</b>	<b>20.6%</b>	<b>6.0%</b>
<i>Casual (1-49 times)</i>	14,802	59%	17,553	61%	18,953	62%	28.0%	8.0%
<i>Core(50+ times)</i>	10,460	41%	11,193	39%	11,503	38%	10.0%	2.8%
<b>Free Weights (Barbells)</b>	<b>25,623</b>	<b>100%</b>	<b>27,834</b>	<b>100%</b>	<b>28,379</b>	<b>100%</b>	<b>10.8%</b>	<b>2.0%</b>
<i>Casual (1-49 times)</i>	9,641	38%	11,355	41%	11,806	42%	22.5%	4.0%
<i>Core(50+ times)</i>	15,981	62%	16,479	59%	16,573	58%	3.7%	0.6%
<b>Dance, Step, Choreographed Exercise</b>	<b>21,455</b>	<b>100%</b>	<b>22,391</b>	<b>100%</b>	<b>23,957</b>	<b>100%</b>	<b>11.7%</b>	<b>7.0%</b>
<i>Casual (1-49 times)</i>	13,993	65%	14,503	65%	16,047	67%	14.7%	10.6%
<i>Core(50+ times)</i>	7,462	35%	7,888	35%	7,910	33%	6.0%	0.3%
<b>Bodyweight Exercise</b>	<b>22,390</b>	<b>100%</b>	<b>24,183</b>	<b>100%</b>	<b>23,504</b>	<b>100%</b>	<b>5.0%</b>	<b>-2.8%</b>
<i>Casual (1-49 times)</i>	8,970	40%	9,674	40%	9,492	40%	5.8%	-1.9%
<i>Core(50+ times)</i>	13,420	60%	14,509	60%	14,012	60%	4.4%	-3.4%

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

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

Figure 46: Core vs Casual Participation Trends: General Fitness

5.3.4 GENERAL FITNESS (CONTINUED)

National Core vs Casual Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Aerobics (High Impact/ Intensity Training)</b>	<b>19,746</b>	<b>100%</b>	<b>21,611</b>	<b>100%</b>	<b>22,044</b>	<b>100%</b>	<b>11.6%</b>	<b>2.0%</b>
<i>Casual (1-49 times)</i>	10,242	52%	11,828	55%	12,380	56%	20.9%	4.7%
<i>Core(50+ times)</i>	9,504	48%	9,783	45%	9,665	44%	1.7%	-1.2%
<b>Stair Climbing Machine</b>	<b>13,216</b>	<b>100%</b>	<b>15,025</b>	<b>100%</b>	<b>15,359</b>	<b>100%</b>	<b>16.2%</b>	<b>2.2%</b>
<i>Casual (1-49 times)</i>	7,679	58%	9,643	64%	10,059	65%	31.0%	4.3%
<i>Core(50+ times)</i>	5,537	42%	5,382	36%	5,301	35%	-4.3%	-1.5%
<b>Cross-Training Style Workout</b>	<b>11,265</b>	<b>100%</b>	<b>13,338</b>	<b>100%</b>	<b>13,542</b>	<b>100%</b>	<b>20.2%</b>	<b>1.5%</b>
<i>Casual (1-49 times)</i>	5,686	50%	6,594	49%	7,100	52%	24.9%	7.7%
<i>Core(50+ times)</i>	5,579	50%	6,744	51%	6,442	48%	15.5%	-4.5%
<b>Trail Running</b>	<b>7,531</b>	<b>100%</b>	<b>10,010</b>	<b>100%</b>	<b>10,997</b>	<b>100%</b>	<b>46.0%</b>	<b>9.9%</b>
<b>Stationary Cycling (Group)</b>	<b>8,449</b>	<b>100%</b>	<b>9,434</b>	<b>100%</b>	<b>9,930</b>	<b>100%</b>	<b>17.5%</b>	<b>5.3%</b>
<i>Casual (1-49 times)</i>	5,353	63%	6,097	65%	6,583	66%	23.0%	8.0%
<i>Core(50+ times)</i>	3,097	37%	3,337	35%	3,347	34%	8.1%	0.3%
<b>Pilates Training</b>	<b>8,504</b>	<b>100%</b>	<b>9,084</b>	<b>100%</b>	<b>9,243</b>	<b>100%</b>	<b>8.7%</b>	<b>1.8%</b>
<i>Casual (1-49 times)</i>	5,131	60%	5,845	64%	6,074	66%	18.4%	3.9%
<i>Core(50+ times)</i>	3,373	40%	3,238	36%	3,168	34%	-6.1%	-2.2%
<b>Cardio Kickboxing</b>	<b>6,747</b>	<b>100%</b>	<b>6,838</b>	<b>100%</b>	<b>7,026</b>	<b>100%</b>	<b>4.1%</b>	<b>2.7%</b>
<i>Casual (1-49 times)</i>	4,558	68%	4,712	69%	4,990	71%	9.5%	5.9%
<i>Core(50+ times)</i>	2,189	32%	2,126	31%	2,037	29%	-6.9%	-4.2%
<b>Boot Camp Style Training</b>	<b>6,774</b>	<b>100%</b>	<b>6,695</b>	<b>100%</b>	<b>6,830</b>	<b>100%</b>	<b>0.8%</b>	<b>2.0%</b>
<i>Casual (1-49 times)</i>	4,430	65%	4,780	71%	4,951	72%	11.8%	3.6%
<i>Core(50+ times)</i>	2,344	35%	1,915	29%	1,880	28%	-19.8%	-1.8%
<b>Martial Arts</b>	<b>5,364</b>	<b>100%</b>	<b>5,821</b>	<b>100%</b>	<b>6,068</b>	<b>100%</b>	<b>13.1%</b>	<b>4.2%</b>
<i>Casual (1-12 times)</i>	1,599	30%	1,991	34%	2,178	36%	36.2%	9.4%
<i>Core(13+ times)</i>	3,765	70%	3,830	66%	3,890	64%	3.3%	1.6%
<b>Boxing for Fitness</b>	<b>5,113</b>	<b>100%</b>	<b>5,166</b>	<b>100%</b>	<b>5,198</b>	<b>100%</b>	<b>1.7%</b>	<b>0.6%</b>
<i>Casual (1-12 times)</i>	2,438	48%	2,714	53%	2,738	53%	12.3%	0.9%
<i>Core(13+ times)</i>	2,675	52%	2,452	47%	2,460	47%	-8.0%	0.3%
<b>Tai Chi</b>	<b>3,446</b>	<b>100%</b>	<b>3,761</b>	<b>100%</b>	<b>3,793</b>	<b>100%</b>	<b>10.1%</b>	<b>0.9%</b>
<i>Casual (1-49 times)</i>	2,053	60%	2,360	63%	2,379	63%	15.9%	0.8%
<i>Core(50+ times)</i>	1,393	40%	1,400	37%	1,414	37%	1.5%	1.0%
<b>Barre</b>	<b>3,200</b>	<b>100%</b>	<b>3,532</b>	<b>100%</b>	<b>3,665</b>	<b>100%</b>	<b>14.5%</b>	<b>3.8%</b>
<i>Casual (1-49 times)</i>	2,562	80%	2,750	78%	2,868	78%	11.9%	4.3%
<i>Core(50+ times)</i>	638	20%	782	22%	797	22%	24.9%	1.9%
<b>Triathlon (Traditional/Road)</b>	<b>2,203</b>	<b>100%</b>	<b>2,168</b>	<b>100%</b>	<b>2,001</b>	<b>100%</b>	<b>-9.2%</b>	<b>-7.7%</b>
<b>Triathlon (Non-Traditional/Off Road)</b>	<b>1,411</b>	<b>100%</b>	<b>1,589</b>	<b>100%</b>	<b>1,472</b>	<b>100%</b>	<b>4.3%</b>	<b>-7.4%</b>

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

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

Figure 47: Core vs Casual Participation Trends: General Fitness Continued



5.3.5 OUTDOOR/ADVENTURE RECREATION

National Core vs Casual Participatory Trends - Outdoor / Adventure Recreation								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Hiking (Day)	36,222	100%	47,860	100%	49,697	100%	37.2%	3.8%
Bicycling (Road)	39,725	100%	39,041	100%	39,388	100%	-0.8%	0.9%
<i>Casual (1-25 times)</i>	19,269	49%	20,777	53%	20,796	53%	7.9%	0.1%
<i>Core(26+ times)</i>	20,456	51%	18,264	47%	18,592	47%	-9.1%	1.8%
Fishing (Freshwater)	37,821	100%	38,998	100%	39,185	100%	3.6%	0.5%
<i>Casual (1-7 times)</i>	19,847	52%	21,099	54%	20,857	53%	5.1%	-1.1%
<i>Core(8+ times)</i>	17,973	48%	17,899	46%	18,328	47%	2.0%	2.4%
Camping (< 1/4 Mile of Vehicle/Home)	28,660	100%	27,416	100%	28,183	100%	-1.7%	2.8%
Camping (Recreational Vehicle)	14,633	100%	15,980	100%	15,426	100%	5.4%	-3.5%
<i>Casual (1-7 times)</i>	7,074	48%	9,103	57%	8,420	55%	19.0%	-7.5%
<i>Core(8+ times)</i>	7,559	52%	6,877	43%	7,006	45%	-7.3%	1.9%
Fishing (Saltwater)	11,817	100%	12,830	100%	13,193	100%	11.6%	2.8%
<i>Casual (1-7 times)</i>	6,999	59%	7,636	60%	7,947	60%	13.5%	4.1%
<i>Core(8+ times)</i>	4,819	41%	5,194	40%	5,246	40%	8.9%	1.0%
Birdwatching (>1/4 mile of Vehicle/Home)	13,179	100%	12,344	100%	12,817	100%	-2.7%	3.8%
Backpacking Overnight	10,101	100%	10,540	100%	10,660	100%	5.5%	1.1%
Bicycling (Mountain)	8,044	100%	8,690	100%	8,622	100%	7.2%	-0.8%
<i>Casual (1-12 times)</i>	3,707	46%	4,294	49%	4,319	50%	16.5%	0.6%
<i>Core(13+ times)</i>	4,336	54%	4,396	51%	4,302	50%	-0.8%	-2.1%
Archery	8,435	100%	7,654	100%	7,449	100%	-11.7%	-2.7%
<i>Casual (1-25 times)</i>	7,021	83%	6,514	85%	6,309	85%	-10.1%	-3.1%
<i>Core(26+ times)</i>	1,414	17%	1,140	15%	1,140	15%	-19.4%	0.0%
Fishing (Fly)	5,842	100%	6,939	100%	7,014	100%	20.1%	1.1%
<i>Casual (1-7 times)</i>	3,638	62%	4,460	64%	4,493	64%	23.5%	0.7%
<i>Core(8+ times)</i>	2,204	38%	2,479	36%	2,521	36%	14.4%	1.7%
Skateboarding	6,582	100%	6,500	100%	6,610	100%	0.4%	1.7%
<i>Casual (1-25 times)</i>	3,882	59%	3,989	61%	4,265	65%	9.9%	6.9%
<i>Core(26+ times)</i>	2,700	41%	2,511	39%	2,345	35%	-13.1%	-6.6%
Roller Skating (In-Line)	6,061	100%	5,040	100%	4,816	100%	-20.5%	-4.4%
<i>Casual (1-12 times)</i>	4,194	69%	3,680	73%	3,474	72%	-17.2%	-5.6%
<i>Core(13+ times)</i>	1,867	31%	1,359	27%	1,342	28%	-28.1%	-1.3%
Bicycling (BMX)	2,350	100%	3,439	100%	3,648	100%	55.2%	6.1%
<i>Casual (1-12 times)</i>	1,205	51%	2,052	60%	2,257	62%	87.3%	10.0%
<i>Core(13+ times)</i>	1,145	49%	1,387	40%	1,392	38%	21.6%	0.4%
Climbing (Traditional/Ice/Mountaineering)	2,457	100%	2,541	100%	2,400	100%	-2.3%	-5.5%
Adventure Racing	2,368	100%	2,215	100%	2,143	100%	-9.5%	-3.3%
<i>Casual (1 times)</i>	1,004	42%	581	26%	549	26%	-45.3%	-5.5%
<i>Core(2+ times)</i>	1,365	58%	1,634	74%	1,595	74%	16.8%	-2.4%

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%)

Figure 48: Core vs Casual Participation Trends: Outdoor/Adventure Recreation

5.3.6 AQUATICS

National Core vs Casual Participatory Trends - Aquatics								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Swimming (Fitness)</b>	<b>25,304</b>	<b>100%</b>	<b>27,575</b>	<b>100%</b>	<b>28,219</b>	<b>100%</b>	<b>11.5%</b>	<b>2.3%</b>
<i>Casual (1-49 times)</i>	16,459	65%	18,728	68%	19,480	69%	18.4%	4.0%
<i>Core(50+ times)</i>	8,845	35%	8,847	32%	8,739	31%	-1.2%	-1.2%
<b>Aquatic Exercise</b>	<b>9,122</b>	<b>100%</b>	<b>10,518</b>	<b>100%</b>	<b>11,189</b>	<b>100%</b>	<b>22.7%</b>	<b>6.4%</b>
<i>Casual (1-49 times)</i>	5,901	65%	7,391	70%	8,006	72%	35.7%	8.3%
<i>Core(50+ times)</i>	3,221	35%	3,127	30%	3,183	28%	-1.2%	1.8%
<b>Swimming (Competition)</b>	<b>2,710</b>	<b>100%</b>	<b>3,045</b>	<b>100%</b>	<b>2,822</b>	<b>100%</b>	<b>4.1%</b>	<b>-7.3%</b>
<i>Casual (1-49 times)</i>	1,246	46%	1,678	55%	1,529	54%	22.7%	-8.9%
<i>Core(50+ times)</i>	1,464	54%	1,367	45%	1,293	46%	-11.7%	-5.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	
							Mostly Casual Participants (greater than 75%)	

Figure 49: Core vs Casual Participation Trends: Aquatics

5.3.7 WATER SPORTS/ACTIVITIES

National Core vs Casual Participatory Trends - Water Sports / Activities								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Kayaking (Recreational)</b>	<b>8,855</b>	<b>100%</b>	<b>11,017</b>	<b>100%</b>	<b>11,382</b>	<b>100%</b>	<b>28.5%</b>	<b>3.3%</b>
<b>Canoeing</b>	<b>10,044</b>	<b>100%</b>	<b>9,129</b>	<b>100%</b>	<b>8,995</b>	<b>100%</b>	<b>-10.4%</b>	<b>-1.5%</b>
<b>Snorkeling</b>	<b>8,752</b>	<b>100%</b>	<b>7,815</b>	<b>100%</b>	<b>7,659</b>	<b>100%</b>	<b>-12.5%</b>	<b>-2.0%</b>
<i>Casual (1-7 times)</i>	6,935	79%	6,321	81%	6,192	81%	-10.7%	-2.0%
<i>Core(8+ times)</i>	1,818	21%	1,493	19%	1,468	19%	-19.3%	-1.7%
<b>Jet Skiing</b>	<b>6,355</b>	<b>100%</b>	<b>5,324</b>	<b>100%</b>	<b>5,108</b>	<b>100%</b>	<b>-19.6%</b>	<b>-4.1%</b>
<i>Casual (1-7 times)</i>	4,545	72%	3,900	73%	3,684	72%	-18.9%	-5.5%
<i>Core(8+ times)</i>	1,810	28%	1,425	27%	1,423	28%	-21.4%	-0.1%
<b>Sailing</b>	<b>3,924</b>	<b>100%</b>	<b>3,754</b>	<b>100%</b>	<b>3,618</b>	<b>100%</b>	<b>-7.8%</b>	<b>-3.6%</b>
<i>Casual (1-7 times)</i>	2,699	69%	2,596	69%	2,477	68%	-8.2%	-4.6%
<i>Core(8+ times)</i>	1,225	31%	1,159	31%	1,141	32%	-6.9%	-1.6%
<b>Stand-Up Paddling</b>	<b>2,751</b>	<b>100%</b>	<b>3,453</b>	<b>100%</b>	<b>3,562</b>	<b>100%</b>	<b>29.5%</b>	<b>3.2%</b>
<b>Rafting</b>	<b>3,781</b>	<b>100%</b>	<b>3,404</b>	<b>100%</b>	<b>3,438</b>	<b>100%</b>	<b>-9.1%</b>	<b>1.0%</b>
<b>Water Skiing</b>	<b>4,007</b>	<b>100%</b>	<b>3,363</b>	<b>100%</b>	<b>3,203</b>	<b>100%</b>	<b>-20.1%</b>	<b>-4.8%</b>
<i>Casual (1-7 times)</i>	2,911	73%	2,499	74%	2,355	74%	-19.1%	-5.8%
<i>Core(8+ times)</i>	1,095	27%	863	26%	847	26%	-22.6%	-1.9%
<b>Surfing</b>	<b>2,721</b>	<b>100%</b>	<b>2,874</b>	<b>100%</b>	<b>2,964</b>	<b>100%</b>	<b>8.9%</b>	<b>3.1%</b>
<i>Casual (1-7 times)</i>	1,645	60%	1,971	69%	2,001	68%	21.6%	1.5%
<i>Core(8+ times)</i>	1,076	40%	904	31%	962	32%	-10.6%	6.4%
<b>Wakeboarding</b>	<b>3,125</b>	<b>100%</b>	<b>2,796</b>	<b>100%</b>	<b>2,729</b>	<b>100%</b>	<b>-12.7%</b>	<b>-2.4%</b>
<i>Casual (1-7 times)</i>	2,199	70%	1,900	68%	1,839	67%	-16.4%	-3.2%
<i>Core(8+ times)</i>	926	30%	896	32%	890	33%	-3.9%	-0.7%
<b>Scuba Diving</b>	<b>3,145</b>	<b>100%</b>	<b>2,849</b>	<b>100%</b>	<b>2,715</b>	<b>100%</b>	<b>-13.7%</b>	<b>-4.7%</b>
<i>Casual (1-7 times)</i>	2,252	72%	2,133	75%	2,016	74%	-10.5%	-5.5%
<i>Core(8+ times)</i>	893	28%	716	25%	699	26%	-21.7%	-2.4%
<b>Kayaking (Sea/Touring)</b>	<b>2,912</b>	<b>100%</b>	<b>2,805</b>	<b>100%</b>	<b>2,652</b>	<b>100%</b>	<b>-8.9%</b>	<b>-5.5%</b>
<b>Kayaking (White Water)</b>	<b>2,351</b>	<b>100%</b>	<b>2,562</b>	<b>100%</b>	<b>2,583</b>	<b>100%</b>	<b>9.9%</b>	<b>0.8%</b>
<b>Boardsailing/Windsurfing</b>	<b>1,562</b>	<b>100%</b>	<b>1,556</b>	<b>100%</b>	<b>1,405</b>	<b>100%</b>	<b>-10.1%</b>	<b>-9.7%</b>
<i>Casual (1-7 times)</i>	1,277	82%	1,245	80%	1,112	79%	-12.9%	-10.7%
<i>Core(8+ times)</i>	285	18%	310	20%	292	21%	2.5%	-5.8%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	
							Mostly Casual Participants (greater than 75%)	

Figure 50: Core vs Casual Participation Trends: Water Sports/Activities



## 5.4 STAKEHOLDER RESPONSE AGGREGATE

### 5.4.1 EXISTING UNDERSTANDING OF RIVER'S EDGE PARK

- It was supposed to be developed in stages
- The process began and somewhere along the way, ran into issues
- There was supposed to be a community center where the soccer fields are about 15 years ago
- It seems that the community starts and stops things often
- Guaranteed Energy Savings Plan was what those solar panel funds were supposed to be used for
- Land was donated that would have a natatorium available but that never came to pass
- We then had a need for soccer fields which is what is out there right now
- Ohio Valley Gas was involved in the soccer field development
- I know it is where a sports complex is and there is an amphitheater
- I am aware of what has gone in to the existing plans
- The solar fields altered the layout of the park according to the layout
- There was supposed to be a YMCA built but that never happened
- There are so many complexes going up around us now - Rushville is building a 2-pod at the school
- Their current ball fields are in a flood plain and the City purchased the property where they can host tournaments as well
- Baseball and softball fields for a bunch of different age groups
- Tourism draw and hospitality
- Nicely laid out baseball fields
- I heard one or two football fields as well
- There is a plan in place for the park to my knowledge
- Previous conversations were held about how to run baseball tournaments but beyond that, not much more than what has been out there in the newspaper
- It was supposed to be a sports complex
- There was talk about moving the Industrial Park out there
- Supposed to be two fields around a concession stand and then another concession stand around four fields

### 5.4.2 MOST PRESSING NEEDS THAT CAN BE ADDRESSED BY DEVELOPING THE PARK

- The baseball fields should be brought out of the floodplain
- Phased development should occur but more defined and with bigger successes
- The river is a critical asset and surrounding communities take advantage of the river (river fests)
- The river could really help our community and tourists
- The existing parking lot needs to be paved
- Whatever is built, it needs to look nice; stay small and make them aesthetically pleasing
- There does seem to be a need for baseball fields at River's Edge because the existing fields are in a flood plain and they were always used
- There is a need for youth to have more outdoor activities (exercising, away from screens)
- BMX bike park, pump track (see there is a need for this on Facebook)
- Walking trails connected to Second Street Park and then to downtown
- We could be a regional destination for soccer as an economic driver
- We need a restaurant and retail
- We have a need for indoor recreation space
- Top Golf experience; get people engaged at a younger age



- More basketball courts
- Pickleball
- River activation
- Kickball field
- The sidewalks are uneven in town and so there is a need for smooth, paved trails for many of our residents
- Electronics that allow people to build parks themselves; interactivity
- Circular track and field track
- The canoe/kayak launch isn't being used as anticipated; the river is underdeveloped and should be a part of the park's vision
- Basketball courts (outdoors and indoors)
- There is a need for indoor recreation space
- Automotive direction; mechanical sports; people need more than just physical sports
- Indoor recreation space that can support weather rainouts (volleyball, basketball, etc.)
- Expanding the trail system; increasing the walking areas
- Utilize the amphitheater as much as possible (movies in the park?); open-air activities
- There is a need for diamond fields in Connersville
- There is not really a need for football fields
- We at least need to replace the baseball fields from where they are right now because they get flooded out a couple times every year
- Existing facilities are antiquated which makes maintenance much higher
- We could enhance tourism via a recreation complex
- Golay Center in Columbia City (indoor space)
- Football fields
- There should be at least 8 diamond fields
- The river needs to be developed and utilized
- Rentable space
- Golf driving range
- Football fields
- It is a difficult spot but it is a good spot to access the river (even a beach-type environment)
- Building out the canoe/kayak launch/access
- Walking paths are needed in that park
- Indoor recreation space (basketball especially)
- Outdoor swimming area
- Park shelters are needed
- Parking has to be adequate to support the events
- Ingress and egress
- We have a lack of shade and it is also windy out there; places to get out of the sun
- The youth baseball focus has been very splintered over the years and what is the real need for youth baseball and girls' softball?
- The existing fields need to get out of the river and floodplain at least
- We have the Nickel Plate trail on the north side so is there something on the south side? We need to create a trail system
- Indoor recreation space
- River trail
- Canoe and kayak launch; activate the river



## Parks & Recreation Department

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- We need baseball fields that don't flood; two smaller fields and two larger fields
- Outdoor skating rink; dedicated space for something else during the summer
- Boys and Girls Club location?
- There are no sidewalks or other modes of transportation for folks to get to this park who would really need it (food deserts on other side of town)
- We need services for senior services:
  - Horseshoes
  - Shuffleboard
  - Cornhole
- The Little League World Series was here in 2000 but the fields have been here and probably not used to the extent they should be
- Are sports good? Yes. Do we need 8 fields? No. Can we do multi-functional diamond fields with fencing changes? Yes.
- Our community has a large section that are not athletes so we need to ask ourselves how will this generate money?
- Paved walking trails, but this is not going to draw someone from other communities to come here
- If they can turn it into a park that could host tournaments, that would draw revenue because people have to travel, purchase food, purchase gas, etc.
- Six fields would probably be max at this particular location
- U13 is probably the bigger economic driver
- There needs to be a local component but with the capability to draw tourism
- The amphitheater is a good idea for live events and concerts
- More walking paths
- Baseball and softball because we've had several tournaments flood out
- We used to have a softball league and it would be nice to bring that back
- This is an opportunity to make Connersville "A Sports Town" because we need to create a new identity
- We need more quantity and quality of fields
- We are in need of indoor multi-purpose space
  - Pickleball
  - Volleyball
  - Tennis
  - Football
  - Futsal
- Football field
- Safe place for the local community to play baseball; we need to be concerned with our local youth first and travel leagues second
- Multi-use fields so they can be more functional
- It would be tough to fit an adult-sized field in the spaces up there
- We need more access to the river
- More walking paths
- We are a very obese county so we need to address that
- There is a need to get the existing fields out of the flood plain
- We have to have good people taking care of the fields if we want to have tournament play; we are centrally located which is a big draw but only if we have good care of the fields
- We need to invest in soccer fields

- We need to invest in softball fields
- Indoor soccer is popular but the Miller Building is not the answer
- There is a need for flag football (youth and adults)
- Smalley's Lake needs to be incorporated
- Numbers are decreasing and if we can get out of the floodplain, we can spark more interest in youth playing
- We have to figure out how to get more youth in sports; need to combat the mischief going on in town
- Tournaments cost people a lot of money to play
- Rec leagues need to come first
- We should not start out as big as we can be; we need to start out in-kind
- We don't even know that we will be able to utilize a big facility if we have it because people may not change places of where they currently are playing
- Five-six fields would be a good number (with 1-2 fields being 300-foot fields)
- Financial needs - offset costs
- Create an opportunity for our kids to do something positive; provide an alternative solution for our youth
- Overall, anything we can do to benefit our community is important
- We are in a dire need for new facilities because we are in a flood plain
- Baseball numbers have decreased over the last 10 years but we need to get some initial excitement back
- Baseball - four fields are needed but need to have multi-functionality and does not count softball; with softball - maybe 6 or 7
- It is OK to start smaller
- The 13-16 age group is becoming non-existent but our younger groups are OK

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### 5.4.3 ADDITIONAL PROGRAMS AND/OR AMENITIES

- They have Discovery Camp at the Roberts Park center but it would be cool to have it somewhere else
- Alcohol abilities
- Outdoor wedding venue with reception area
- More parking
- Family-friendly river exploring
- A playground that is functional and has sightlines
- Covered programming space
- Splashpad/interactive water play
- Monkey bars on the playground
- The amphitheater is too small
- A clear pathway for parents and spectators to get to and from the playing sport areas
- Events that would draw more people to our community
- School field trips and nature walks in the wooded areas near the park (the undeveloped areas)
- Some sort of education center (structured way)
- Reservable, rentable indoor space
- Use of outside vendors
- Plenty of parking
- Electrical hookups



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- Camping spots? Can we produce a few camping spots for people that come into town?
- We need increased river access for canoes/kayaks
- River walk - pathway; some sort of other transportation method to the park; DNR-funded pathway grants
- Canoe/kayak launch spot
- Drones are becoming more popular; how do we incorporate more technology into the mix?
- Do we light the fields?
- Parking
- Expanded trails
- Overnight camping
- Shooting sports (trap range)
- Picnic areas and shelters
- Equestrian trail connected to campground
- Skatepark
- Ziplining
- Activate the river
- Weddings and outdoor venues
- Senior programs
- Pickleball
- Outdoor exercise equipment
- Things to do for young adults
- Nature activities for little kids
- Local music acts are really popular but the amphitheater needs to be expanded and elevated most likely; performing arts
- Major music concerts with alcohol
- “Ale on the Trail” activity/event
- Reception hall which means you can have alcohol
- “Memory Lane” for tree memorials/donations
- There has to be room for food
- More safety-related amenities
- Need to connect dots for transportation and safety
- Restrooms
- There needs to be more youth activities (especially teens and junior high)
- Covered facilities like shelters and pavilions
- It needs to be a multi-generational park
- Place for the library to pull in, 4-H, food trucks, etc.
- Even an indoor facility with an outdoor space
- Outdoor game tables
- Farmer’s Market
- Child care shortage in the community so that could be attached to an indoor recreation space
- We lost the after-school program so it would be great if the bus could drop kids off at the park after school
- Be more on the front end of trending sports
  - Lacrosse
  - Pickleball
  - Futsal

- Disc golf
- Sand volleyball courts
- Shelter/pavilion
- The school has an archery club; this may be a good fit
- Outdoor movie screen; this would be a destination facility
- Restrooms
- ADA accessibility (paved areas, curbs, wheel chair accessibility, etc.)
- Trail connection from the boat launch through the park
- Better musical venue
- Beer/wine tasting and events
- Exercise equipment
- The paved trail is always packed (goes from business to business)
- We don't have the YMCAs and Boys and Girls clubs anymore so we are missing the structured youth activities/programs; this in addition to indoor recreation space
- Parking
- Public facilities
- Family-oriented experiences
- Ample parking
- Easy access
- Places for people to stay (RV areas) because people travel
- No matter what, there needs to be more parking because if we had even one more activity to the site, parking will be an even bigger issue because it is a challenge now; we will need substantially more parking
- Multiple ingress and egress points to the park; stoplights because of highway access
- More summer camps
- Concessions
- Bathrooms
- Field irrigations
- We would be more in favor of natural grass as opposed to synthetic
- Hybrid diamonds would be OK because it does give you the guarantee
- Outdoor skating rink
- There needs to be shade for visitors and park users
- Safety features to make sure different field users aren't getting hit by baseballs or softballs
- Walking trails
- Expanded amphitheater (unbelievable that Rushville has a giant one and we have this really small one)
- We need a field that four different age groups can play on and we can utilize temporary fencing if need be
- Volleyball
- Kick-ball tournaments
- Soccer
- Baseball
- Softball
- Mesh grid system (high technology area)
- Kids need to have an experience here like nowhere else (give the kids a "Big League" experience)
- River trail is a fantastic thing to do



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- The current amphitheater does not work; not located in the right location (should have the river as a backdrop); maybe a portable stage is a more prudent investment
- Playground
- Athletics
- Men and women's softball tournaments (slow pitch)
- I would love to have a grass infield but it may not make sense

### 5.4.4 PARK'S ROLE BOTH LOCALLY AND REGIONALLY

- There is definitely a local role because our community comes together for youth sports; it will be a huge gathering place
- It will also be enhanced if the river is activated
- Connersville will not be a baseball hub and any major tournaments probably won't be played here; we need to be realistic about that
- Locally - it would help engage youth and give people more options
- Regionally - it could really be a draw, for soccer - we have been to Richmond, Newcastle, and Hagerstown lately
- Locally - this can boost our health (we are the worst county in the state)
- This could be the shot in the arm to our community
- Regionally - we hide the river so we need to activate the river because we have one of the fastest moving bodies of water around
- There are parcels of land nearby the park that would be great for camping
- There is enough room out there to hold regional events and traffic
- Locally, there could be greater river access; can there be fishing tournaments?
- The trail would need to be expanded to create/facilitate an access point
- Regionally - baseball tournaments because there is a need for this
- Community collaboration is huge; we collaborated on Futsal; every community should share (you are here one weekend and you are there the other weekend, etc.)
- The amphitheater could really be used for festivals and special events in addition to concerts if we can serve alcohol there
- It has to be both regional and local and that is why we need 8 fields
- With music and sports tournaments, it is regional; it should be a regional draw; we want people to bring their money here and spend it
- Locally, we don't have anything that will attract new residents to the community
- The original intent was to bring teams to the community
- If we are depending on this for revenue, there may be a challenge, but if we are not, we may be OK
- This is more of a local park
- There are a lot of systems around us that are building parks to get people outdoors
- There is nothing here to generate tourist interest
- At the end of the day, a family of four is not going to leave Rushville and come to Connersville to play at their new park
- Brookville is close by that has the lake; Metamore has water that it is famous for
- Travel sports has turned into a multi-billion-dollar industry
- There are a lot facilities nearby but you have to drive through Connersville to get there; we could draw people to our community
- This park can give us an identity; there isn't anything around us that would be anything like this



- This park would be us ahead of the curve for something we haven't done
- We are centrally located between Indy, Cincy, Dayton, etc. so this is the prime spot
- Our prison is jammed pack and so we need to have things for youth to do
- We need to keep the lower-level recreation sports alive and growing because this is more important to our town
- The park can be whatever the city wants it to be; I don't think it can just be rec though anymore; especially, because rec just won't bring in money
- This park has to be a combination of local and regional if it wants to be successful
- This is dependent upon the will of the community; whether it is river walks, trails, sports, etc. this promotes community health and this is a blue-collar community that we need to inspire
- Connersville (and Fayette County) is looking for, "How do we make ourselves feel good?" and we need to create those experiences
- If you create a park for the community, but then are fortunate enough to attract tourism, that is an added bonus (tourism can multiply revenue up to 7x)
- It can do both; it can draw a crowd and also things will start popping up across the road
- This park can be a catalyst for that side of town; there are a lot of people/businesses waiting in the wings to see what happens at the park
- Both; locally - we have a need to get our fields out of the flood plains
- Regionally - we need to fit the need but not make it too big; it needs to be whatever we can support and what we can draw
- It can do both

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### 5.4.5 KEY ISSUES

- The youth are taught (whether directly or indirectly) that you are not going to stay here; you are going to grow up, graduate, and move away
- The City's Comprehensive Plan is not up to date
- If we can't take care of what we have, how are we going to take care of something new?
- How are community members going to take this building process seriously and believe it is going to happen?
- Funding because that is always an issue because we always need to beg, borrow, and steal
- Marketing and awareness are very difficult in Connersville - how do we get the word out? It seems nobody is reading the newspaper anymore
- We need a way to reach underprivileged residents somehow and someday; providing things at a lower cost; better serve low income
- Transportation issues - kids can ride bikes but is it really safe to do so currently?
- This is a community with resources but you have to ignite the passion for it
- Participation in activities within our community is energized when City leadership is enthused
- Biggest barrier is how to pay for it
- We have to keep the River's Edge development to an affordable, realistic, and with a maintenance focus in mind
- Organized programming will be a challenge; with a facility that size, there will need to be somebody dedicated to programming and maximizing the site's potential
- In order to do tournaments well, there needs to be someone in town that can host, manage, and organize that process
- There is nowhere for people out of town to stay in our town
- There has to be a hotel on the side of town because there is nothing over there



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- That side of town does not have any restaurants which will be hard to draw people (people aren't going to drive across town)
- There is a challenge with ingress/egress because there is really one road that we have access to the property; there needs to be a route in between the church and the soccer fields; traffic will have to be directed if we have tournaments; traffic will be backed up on Veteran's trying to turn north on US1
- Need to make sure the deer population is controlled with fences (high enough) to keep them out of the fields
- Need to have a strategy for summer time pest control at evenings
- Need to look at the church's response to having alcohol served right next door
- Management because volunteerism is just not there anymore
- Volunteers are not held accountable at the end of the day so we cannot simply rely on them
- We need to be set up for success, not status quo
- We need to make sure that something happens as a result of this study; positivity needs to be produced as a result of this study
- Sustainability for the long haul
- Our locals want amenities but they do not want to pay for it; our tax base does not allow us to maintain the type of facilities that we want
- It concerns us that we will put money into a park that won't draw people from outside of town because we won't be able to maintain it
- We need to know what the market says to know should we even be building diamond fields
- We already can't afford to maintain what we have so we won't be able to maintain something new
- Charging user groups to play on fields leaves a bad taste in their mouth
- Marketing will be a big challenge
- Baseball numbers are dwindling
- Trails and riding bikes
- Free family-friendly activities that are fun
- There is no place for someone to stay here from out of town
- Budget; we need to make sure we can take care of it after it is built
- Is the City ready and willing to help support the facility?
- We need more staff
- We really need to have a strategy for how to do things right the first time
- There is an insurance implication for the park because it is technically not in the city limits; it would be under the purview of the volunteer fire department
- Ingress and egress off of the highway have to happen or at least Veteran's Memorial
- Everybody thinks it is going to be the next Grand Park
- We need to fill what we can fill and utilize and not anything more
- We have a huge transportation issue as denoted by the most recent Community Health Needs Assessment
- We don't have anything else to offer people coming into our community (no vibrant downtown life, hotels, shops, boutiques, things to be active within the community, etc.)
- The existing regional attractions we have do not create secondary economics effects for our community

- The current Comprehensive Plan is 11 years out of date and Purdue Extension has been helping with data collection and such for a new one but it is not funded to complete the project; this has led our community to miss out on millions of dollars
- We have transportation challenges for local residents
- We've lost over 600 youth over the years due to a shrinking population
- Funding for operations because the City budget is constrained; this facility needs to be sustainable
- I just don't see any "wow factor" that will be put at this park that will draw people
- Funding will probably be the biggest one
- If there is a canoe/kayak launch, consideration must be made for put-in and take-out locations and transportation to and from
- Maintenance has to be top-notch and it has to be sustainable from year to year
- Running tournaments is a full-time job and responsibility
- Marketing; has to have a plan in place
- Our city residents destroy things so we need to be cognizant of vandalism and preventative measures (fencing, lighting, cameras, etc.)
- More security
- Funding
- Operations - we need more staff
- Infrastructure - we need to have support features and no longer half-assing things (more lighting, irrigation, the things that make the park complete...)
- Need to have a strategy of how to make the fields multi-functional so that has implications for design
- We don't have any hotels or good restaurants so that will be limiting; however, it is 50/50 as to whether people stay over or just drive there and back
- I worry that people think running tournaments is easy; we cannot expect that people will just show up
- I worry about us half-assing it after it is built
- Connersville has always been behind the times as a City
- Maintenance is Union so it will be challenging to have someone take care of our fields to the level and frequency that they need to be
- There is still a mentality of not paying for fields; but on the flip side, if we charge for fields, there is an expectation of field maintenance
- We need to gather as much community input as we can; create buy-in
- Need to balance the different user groups: 1) interested in the river activities, 2) amphitheater and special events, and 3) sports/athletics; need to appease rather satisfy each of these groups
- We are not a bedroom community; we need the bike trails and walkability, river access, activities, etc.
- More people need to be involved and on board
- Staffing would need to be increased
- Marketing is not necessarily a big deal for sports complexes because they tend to take care of themselves
- It all boils down to the numbers
- Ingress and egress off of Memorial
- We need the right people running it so we can bring tournaments in and have space for local use
- Local should be first and money should be second



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- My hope would be that it is done locally
- Will we be able to attract anyone here? The market is becoming more saturated with sports complexes; I have a concern if we just building it to bring in tournaments
- We would need a hotel
- Would need restrooms closer to the field

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### 5.4.6 FUNDING CONSIDERATIONS

- It makes sense to privatize some things so it may make fiscal sense
- There is nothing worse than building something and then it just falls apart; we need longevity
- Community residents don't really care if it is managed third-party or in-house; they just care about the end results
- Residents will not really pay for facility usage so that may deter a third-party contract
- I think it is going to have to be supported by the City because it is going to take a while before it will be self-sustaining
- It needs to be under the operation of the City
- I can also see a third party "expert" running the facility from the beginning makes sense as well
- The fear is there is a serious problem if there is no City oversight there with a third party
- Do not rely on volunteers; have to rely on an entity with a lease agreement
- Strongly urge an outside entity to manage this type of facility due to size and existing budget conditions
- Sustainability factor with events (they go on and fund themselves)
- A third-party management of sports fields makes sense
- Private investment and management make a lot of sense because local government usually messes things up
- Naming rights and sponsorships can help support financially
- The high school needs to be involved in the park
- There are Connersville families that can support the park financially but it will need to be presented in a good way to them
- I think it needs to be subsidized to an extent
- Concerts and signature events (with alcohol) can help pay for the park
- We need to ask ourselves can we really sustain whatever it is that we build? What do the community statistics look like (birth rates, people moving out, etc.)?
- We will have challenges maintaining and sustaining whatever we build because we are a declining population
- We will need to have corporate support/naming right revenue generation
- A third-party will probably be helpful managing the facility because of how the community is structured now
- Just to manage it, more staff need to be hired
- If doing this through a third-party, they would have to hire staff and deal with maintenance
- Whoever is most qualified
- If it is managed in-house, the staff has to expand because they would need a lot of help
- Keeping management under the City is important
- If they build a tournament facility, they will not be able to run it themselves
- There are missed opportunities currently regarding the soccer fields and not pushing tournaments
- More funding needs to be put in the budget to maintain it

- There is money in the community but we need to demonstrate trust to them so they will get on board and support our efforts
- I like partnerships; not opposed to a private/public partnership
- We are not going to do this management wrong
- We have to take a look at maintenance staffing needs once we know what the demand dictates what we build
- It is OK to phase the build out
- It is OK to even build a separate sports commission entity to run it
- The hospital may be willing to pitch in financially
- I would like to see things done in-house as much as possible

#### 5.4.7 VISIONS FOR “SUCCESS”

- Our community needs to identify its identity; hone in on our brand
- If we take care of what we have and have nice things, other opportunities will come along
- Facilities need to be designed with low maintenance in mind
- Success: a smaller park that encompasses the soccer fields to make them better quality; smaller baseball fields but of nicer quality; paved pathways and parking; the river is incorporated to really make this park activated; basketball courts; some sort of indoor recreation center; and incorporates our community's identity
- When people are making use of it; it is being used a lot, more than just one day a week
- How many people have we launched via the canoe/kayak launch?
- Long range - if things pop up around it to support it (restaurants, shops, etc.)
- If going a baseball route - regular utilization and travel tournaments
- Cars in the parking lot all weekend long
- More families outside together
- Something to entice parents to get out and moving
- We definitely need to replace the sports fields that we have now and get them to this park (a better area); this is a baseline
- A facelift for the City; this will help us attract people
- Revitalize that part of town
- The City is “proud” of the facility - how it is working, being maintained, etc.
- Return on investment (ROI); can we stay in the black or will we be in the red? We can't afford to throw money into a ballpark that isn't marketing or used well
- Overall improvement in the quality of life in Connersville; there is so much more to be offered there that we cannot offer now
- This would give people a choice of things to do because we don't really have another place to offer anything
- We are smackdab in between Indy, Dayton, and Cincy so bringing people here from these areas
- We need to get this park USABLE even if it starts small and is built in phases, that is OK
- Attendance, maintenance, and upkeep
- The amphitheater has to be expanded in order to really be functional
- It is sustainable and we can financially keep it going
- We need tourism to come to our town to put us back on the map; increase revenue for businesses and bring things back to our community
- It would be great to utilize the ball diamonds to generate revenue that will then, in turn, fund the improvements to the amphitheater and such



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- A regional game plan in mind is what will support it
- It would grow and people would move in; able to expand
- Whatever it is that is developed, it would operate and maintained sustainably
- We created quality of life features that causes our children to come back here and live in Fayette County
- Utilization with financial sustainability; able to support itself
- Tournaments booked in advance
- Concert series booked in advance
- Parking lots full
- We need to expand our trail system
- Connect the park to fifth street bike path
- Create River's Edge Café
- Create River's Edge Park as a stopping point for canoes/kayaks; heavily used in the summer
- It is a place that allows everyone in our community an opportunity to use
- If we build this thing, even with four diamonds, and it is not used, this will have been a failure
- If we just focus on kids that play baseball, this is a failure
- It needs to connect (physically and social fabric/system) the community; needs to be a system that intrigues someone to keep going and explore more
- Community/neighborhood/local buy-in and pride for taking control, management, and ownership of this park
- We need to start small, build the excitement, build revenue, and then make it bigger
- City companies need to spend a day, sweat equity, etc. to buy-in to this park
- Utilization
- Buy-in from all segments of the community
- Something that instills pride within the community
- Appeals to younger populations
- Something that brings in people from other communities
- Enough utilization that we get the interest from corporations to cover the costs
- Utilization; people use it
- People are going to take care of it; it is worth the time and money
- If tournaments are an intended use, success means there are tournaments
- If this is created just because of politics, this is not successful
- What the numbers look like at the end of the day - (park utilization, revenue generation, etc.) - is it just sitting there vacant?
- Success is not something looks good but it is not being used
- Utilization; it is being used all the time; it becomes a positive hub for the community
- Ten years in we are in the black and now we have some restaurants and gas stations, etc.
- For the park is open 10-, 15-, and 20-years from now
- The park has maintained its maintenance
- Investing in infrastructure for use is a good investment of public monies; complete cost recovery is ambitious and would be a long vision
- At the end of the day, you have to make some sort of money
- The facility is built for the youth and for Connersville but there has to be an understanding that rec league will not just make it survive
- Rec league and local youth have to come first but can't be the only thing (rec reserved for M-Th and leagues F-Su)



- Start with a 4-quad with 300' fences that have temporary fences marked off so we can play whatever we need
- Some sort of activity out there everyday
- Benefits everybody, people to maintain it, and makes us money
- We have been able to appease the different subset activity groups
- The community comes together to embrace the new plan and strategy for this park
- We bring tournaments here
- We build a couple business over in that direction
- We bring people into the community
- We give the kids a better place to play but this can't be the only measure
- I would like to see the park utilized non-stop
- Established goals are met
- It pays for itself and then some to help pay for future goals
- Baseball fields exist to begin with because our fields have been in a flood plain forever
- Could we attract people to our town and help the economy a bit? Sure, that would be helpful. But we are not going to be a Grand Park but we also need to have the right people running it.
- It just needs to help the community in some way; it can be canoeing, walking, sports, entertainment, tourism, etc.

#### 5.4.8 ADDITIONAL QUESTIONS, CONCERNS, AND/OR SUGGESTIONS

- Somewhere around 10,000 people come into our community each year for the Polar Express; we need to include our transportation (rail system) heritage in branding; incorporate Robert's Park branding
- Both City and County need to work together on this
- Be mindful of Babe Ruth
- The high school built a new indoor fieldhouse but it opened during COVID so not sure what the strategy is to open this facility for public access
- Is baseball really the way to go? A campground seems more economical.
- Can the baseball fields go in Robert's Park instead?
- Maybe the central part of the park is the central hub for activity
- I'm tired of something to do here
- Non-traditional uses (rodeos, changeable fields, demolition derbies, etc.?)
- Make sure we are complimenting the activities offered at Roberts Park
- We need to check City ordinances to see if we are allowed to offer alcohol in River's Edge Park
- Will have to be mindful of the noise pollution from the amphitheater concerts because the sound will travel
- Second Street Park in Connersville is currently being developed as well
- Need to create the spaces and facilities that are multi-functional; open us up to offering new and different experiences
- If we build it, a hotel will come in
- Eastview Elementary School may actually make more sense as a sports field location
- Get the permission from the superintendent to pass along a survey to school kids' parents
- What are the family dynamics and county demographics? Will our citizens/population even support these things?
- We need to talk to the campground owner
- The only way Connersville will grow is as a "bedroom community"



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- We need to be able to close the park off for a dedicated event/festival
- We need to be mindful of electrical power and drainage
- The amphitheater needs to be bigger; or maybe we just pull one in when we have a big concert
- We need to check WiFi connectivity out there
- There is another park in the county that is building a baseball field (could be a school park)
- Need to make sure we have teens as part of the focus group conversation
- Do we even use the amphitheater in Robert's Park now?
- Use our City's size to our advantage
- We use our resources well to take care of youth even though we are in an economically depressed area
- Have they ever considered a YMCA coming in or some other entity utilize that park and operate it? But I realize this takes away some money for the park system/city
- I just don't see the need for eight ballfields
- Parks can grow from a nice trail system (especially nature trails)
- Could we do wiffle ball tournaments? Something different with athletics?
- Phasing the park's development is OK
- We need this facility to start building up that part of the city
- We already don't take advantage of our soccer fields; they are just used for rec and nobody is pushing for tournaments
- The City needs to understand that money needs to be put into things to get money out of it
- Make sure this is the community's plan so they see themselves in it and they will be willing to invest in it
- Duke would be interested in assisting financially in some programmatic functions that we would love to have the discussion for (sponsoring teams, sponsoring a walking trail with fitness equipment, etc.)
- Someone with a backbone is needed to run this sports complex
- We need to take pride and ownership of this new park and not throw good money after bad; we need to keep it simple
- We need to start with the basics and make them nice
- Residents are used to not having things come to fruition
- There is a lot of negativity in our small town
- Building new fields is only the first step to getting sports going in Connersville; we need to build them and then work on creating positivity
- We need to partner with the neighboring campground
- What if we can build a RV park/area on site?
- The high school JV team would play at the new fields
- It would be great to use local people in the park's development as much as possible (from excavating to construction to electric to etc.)