

Town of Winterville

Comprehensive Recreation Plan



The Two Views of Recreation Offerings

Local governments general fall somewhere along this spectrum

Parks and Recreation
as an

EXPENSE

Similar to a police
department or a fire
department.

Money goes in
Services come out

Nothing more, no
significant impact on
the bottom line



Parks
&
Recreation

Parks and Recreation
as an

INVESTMENT

You get the service,
but you also get the
economic dividends
of your investment

Money goes in
Services come out

+

Additional ROI comes
from the investment

This spectrum generally
gauges how leadership views
parks and recreation

Research Supports That Parks And Recreation Acts More Like An INVESTMENT

Property Values Increase:

Economic research has demonstrated consistently that homes and properties located near parklands have higher values than those located farther away. Higher home values not only benefit the owners of these properties but also add to the tax base of local governments.¹

8%-20%

Average property value increase².

Economic Development:

Parks and recreation improves the quality of life in communities and benefits the local economic development of a region. Eighty-seven percent of corporate executives responding to a 2023 Area Development survey rated-quality of life features as an important factor for a headquarters, factor or other company facility.¹

75%

of Executives want see quality of life as important when locating facilities

Visitor Spending:

Many local park and recreation agency amenities spur tourism to their respective locales, generating significant economic activity, including but not limited to increased sales, local restaurants/bars and hotels.¹

$$\left(\begin{array}{l} \text{Economic impact} \\ \text{of patron spending} \end{array} \right) = \left(\begin{array}{l} \text{Number} \\ \text{of Visits} \end{array} \right) \times \left(\begin{array}{l} \text{Average spending} \\ \text{per Visit} \end{array} \right) \times (\text{Multiplier})$$

Events are not a matter of IF you will have an impact, but how much of an impact it will have³.

Sources:

1. "The Economic Impacts of Parks: An Examination of the Fiscal Effects of Operations and Capital Spending by Local Park and Recreation Agencies on the US Economy.
2. Crompton, J.L. 2001. Parks and Economic Development. PAS Report No. 502. American Planning Association, Chicago, Illinois.
3. Center for Economic Studies: Michigan State University: 2007 Quantifying the Economic Impacts of Community Events

Grants Leverage that Local Investment

1. Eligibility: The County Is eligible for all these funds
2. Partnering: Partnering with the local governments is possible. Non-profits are not typically eligible
3. Leveraging local funds: These grants are great ways to leverage local investments of funds.
4. Key considerations: Planning is critical in receiving all these funds
5. Public Input: Public needs and wants are the backbone of justifying these funds to the funding body.

The Free Grant Fund Myth

Think of grants as like your 401k match that your employer offers

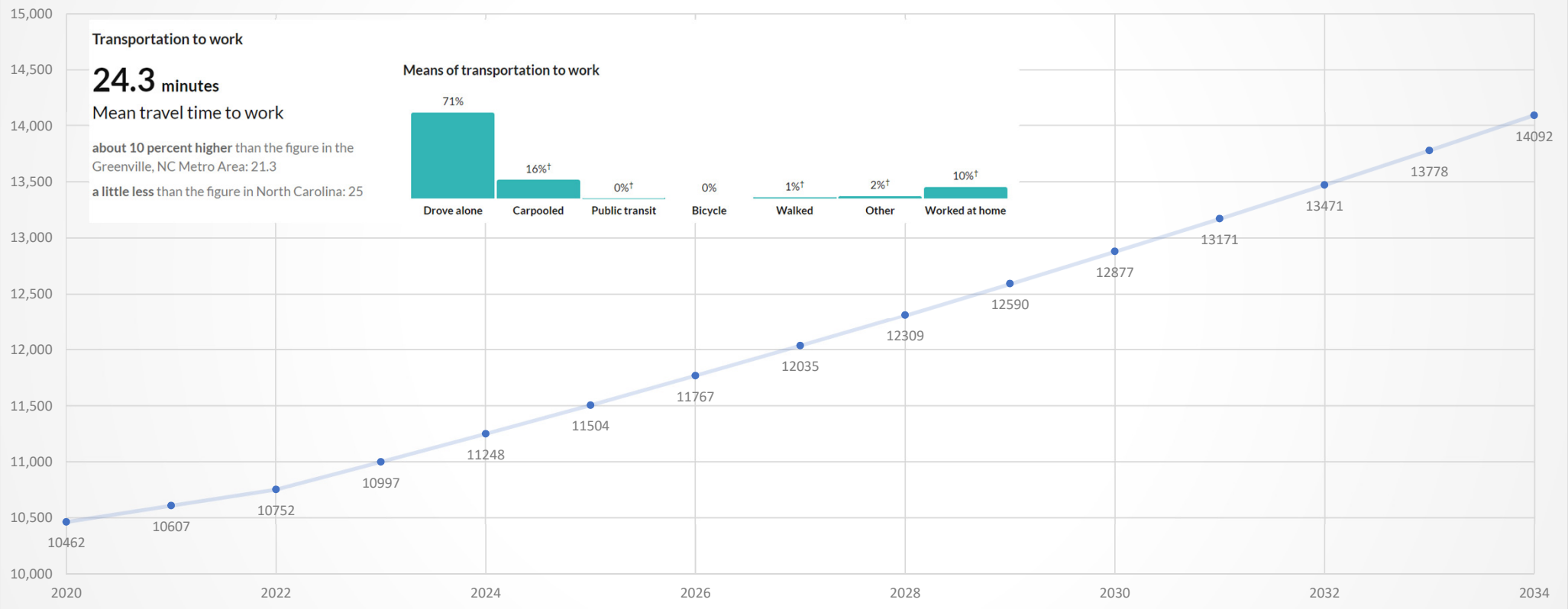
Why should your company give you free retirement funds if you don't find it important enough to invest

While free grant funds do happen, it's like basing your retirement plans on a rich uncle/aunt's benevolence

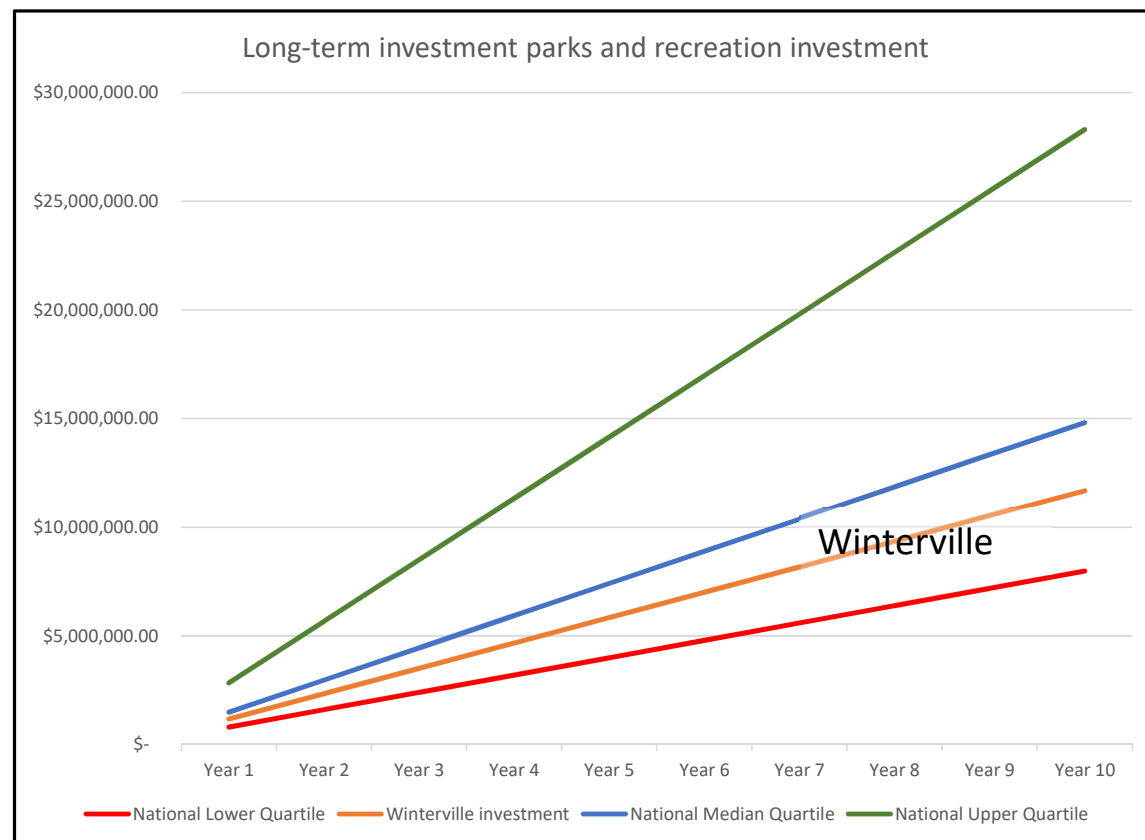
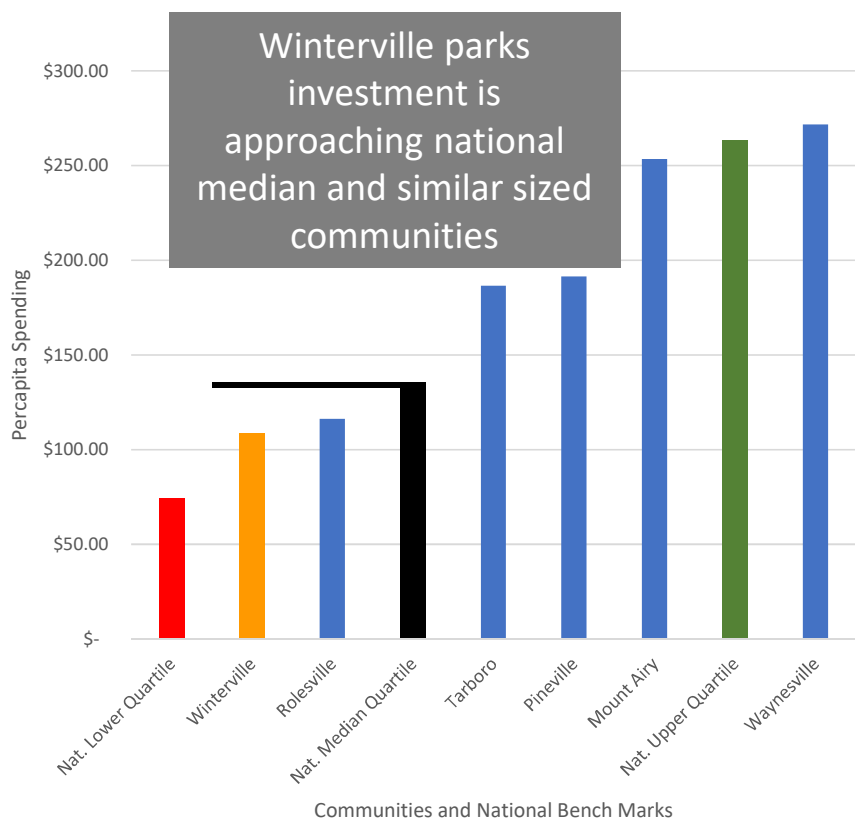
State Funds \$500k Max	Federal Funds \$500k Max	Federal Trails Funding	State Land Protection and Waterways	
				<div data-bbox="1625 992 1997 1339" style="border: 1px solid gray; border-radius: 15px; padding: 10px; background-color: #e0e0e0;"> <p>New North Carolina Park funds added this year.</p> <p>Accessible Parks Grant</p> <p>Great Trails State Funding</p> </div>

Winterville is growing: Attracting commuters and those that work from home

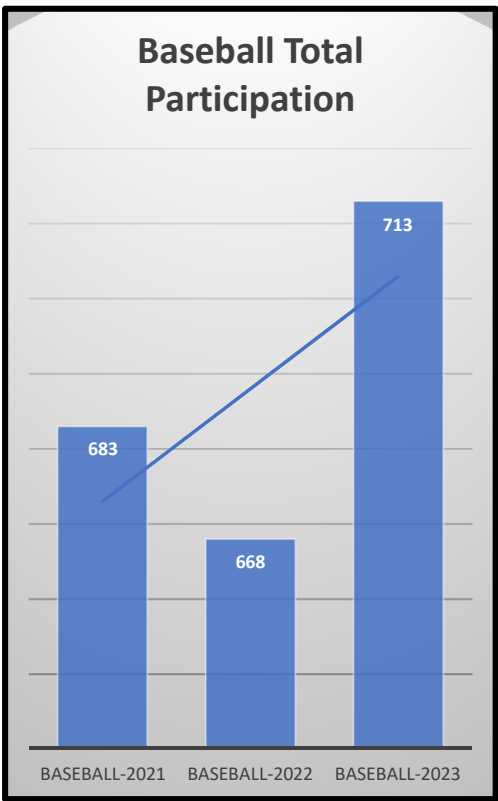
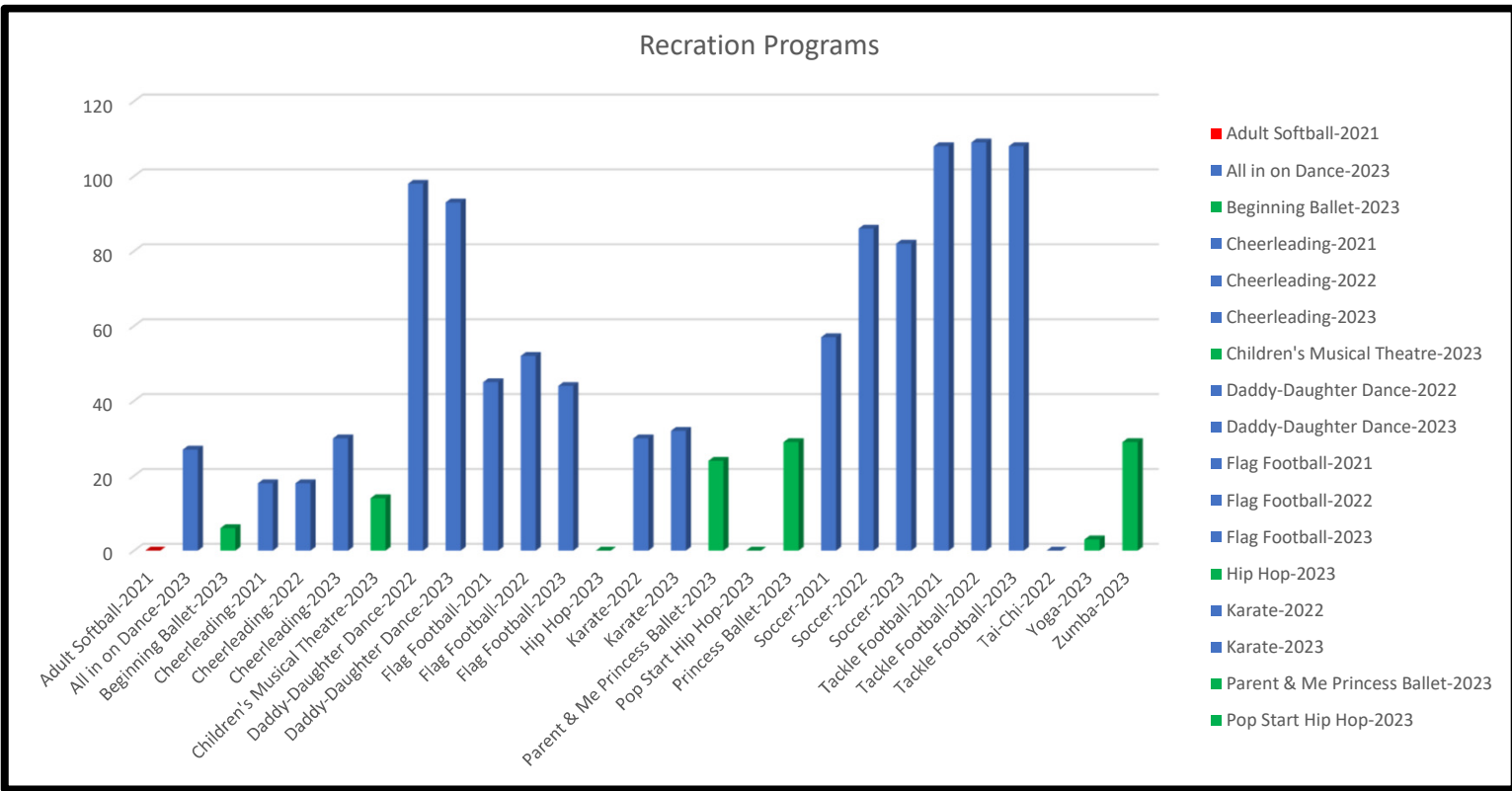
Winterville Population Estimate



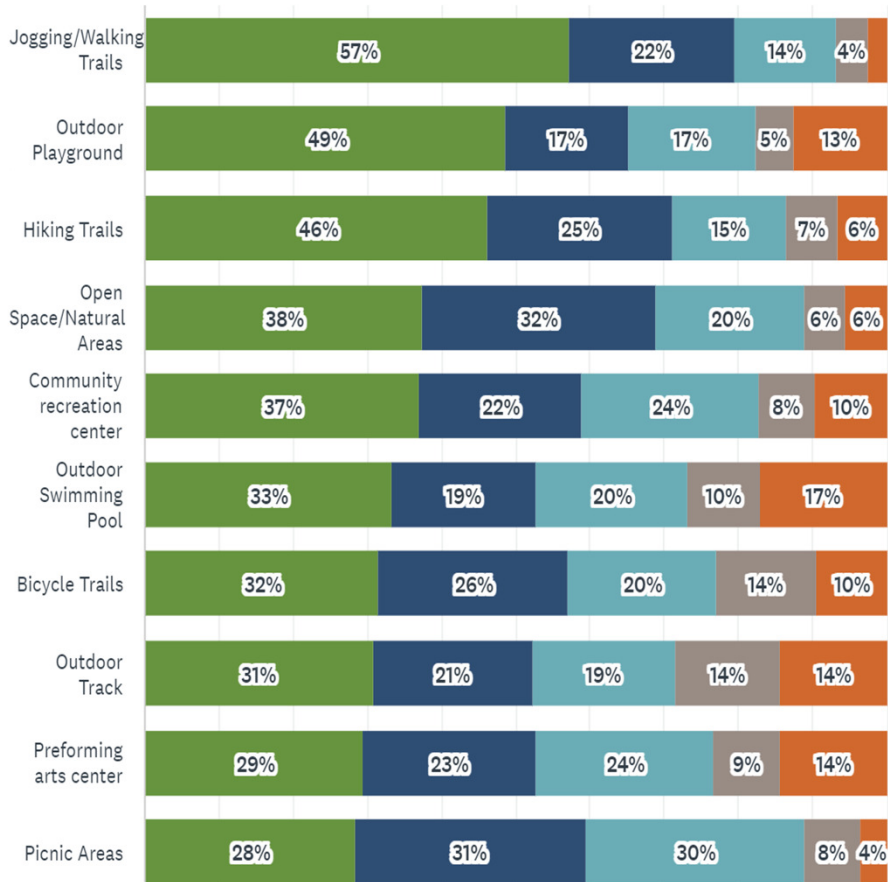
Benchmarking your investment: Approaching the national median level



Program participation has been growing



What the community wants



- Top needs expressed:
1. Indoor recreation
 2. Improved walking opportunities
 3. Additional athletic facilities
 4. A bit of adventure
 5. Updated/more playgrounds

Top Resident Needs			Top Visitor Interest				
Top 10	#1	Gymnasium	Indoor	Top 10	#1	Adventure Playground	Outdoor
	#2	Soccer Fields	Outdoor		#2	Natural Surface Trails	Outdoor
	#3	Baseball Fields	Outdoor		#3	Traditional Playground	Outdoor
	#4	Adventure Playground	Outdoor		#4	Dog Friendly Fountain	Outdoor
	#5	Natural Surface Trails	Outdoor		#5	Pickleball/Tennis court	Outdoor
	#6	Weightlifting/ Carido	Indoor		#6	Paved trails	Outdoor
	#7	Paved Trails	Outdoor		#7	Climbing Wall	Outdoor or Indoor
	#8	Football Fields	Outdoor		#8	Tot Lot	Outdoor
	#9	Teen Programing	Indoor		#9	Teen Programing	Indoor
	#10	Climbing Wall	Outdoor or Indoor		#10	Dog Agility Course	Outdoor

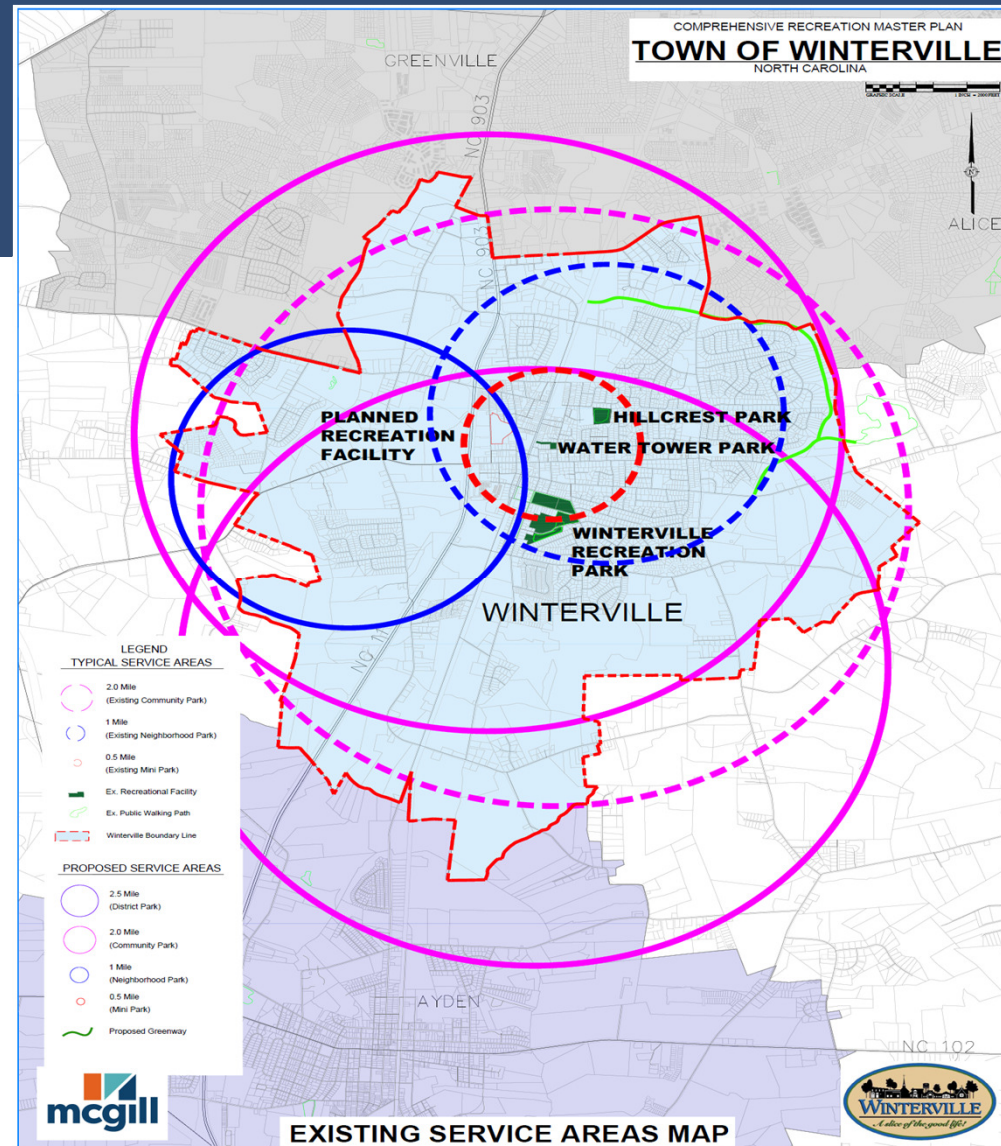
From approximately 252 total resident's input votes From approximately 157 total visitor's input votes

Denotes shared interest among residents and visitors (400+ total participants)

Facility Outlook

Key Considerations

1. You have no indoor facilities
2. Your current parks are generally built out.
3. There are currently no parks west of the railroad tracks.
4. Alice Keene Park (Pitt County) and Boyd Lee Park (Greenville) are both east of the Town Center
5. From years 5-10 you'll need to start to landbank



Questions?