

City of Seminole Recreation Master Plan



MARCH 2024

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01 | Existing Conditions

To gain a baseline understanding of recreation in the City of Seminole, the Project Team reviewed the system's existing conditions. Each section provides unique insight into the current state of the City of Seminole's parks and facilities.

This includes:

- Existing site conditions review
- Understanding of planning framework
- Demographics and population
- Current park usage through mobile analytics data
- Recreation programming and participation trends

Additionally, a thorough architectural and programmatic analysis of the Seminole Recreation & Aquatics Center has been conducted to understand how this particular asset provides for the recreational needs of the community.

Parks & Facilities Today

To best serve a community it is key to understand that parks and facilities work as a system; not one park or facility will be able to provide for all the needs of residents within a city. The City of Seminole manages a total of 6 properties, including the Recreation Center Complex and the currently undeveloped Repetto Property, all of which work together as a system to provide a variety of offerings and user experiences to residents. To best understand the system today, the Project Team visited each property and conducted a field assessment of the property's Design and Ambiance (Park DNA). This assessment focuses on understanding the user experience of the space including how the park functions and whether it is comfortable and welcoming to use.

The following considerations have been taken in this assessment.

First Impression

How do you arrive at the site?
Is the site welcoming?

Inclusivity

Can the site be used by people of different ages/abilities?

Comfort

Is there enough shade?
Is there enough seating?

Sociability

Does the site provide spaces for people to gather?

Things to Do

Are there enough amenities in this site to provide recreational use?

Sense of Place

Are there clear entry signs and park hours?
Is there branding/placemaking?

Functionality

Does the site provide the function it is designed to serve? Is that function still valid?

Infrastructure

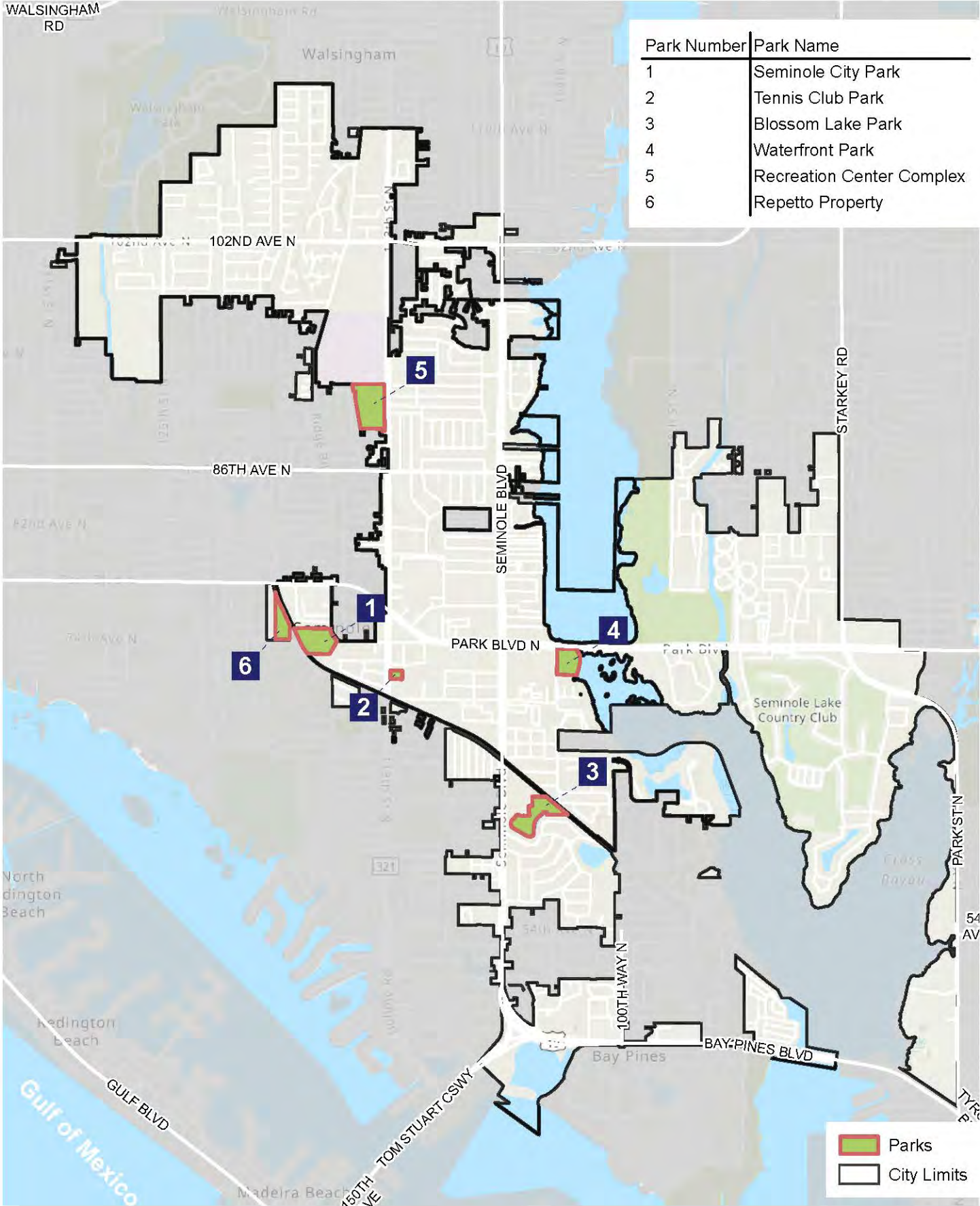
What is the condition of the site infrastructure?
Are there any technical issues that need to be addressed (e.g., drainage, erosion)?

Circulation Patterns

Are the circulation patterns functional?
Does the existing layout make sense?

Maintenance

Does the site feel well-maintained?

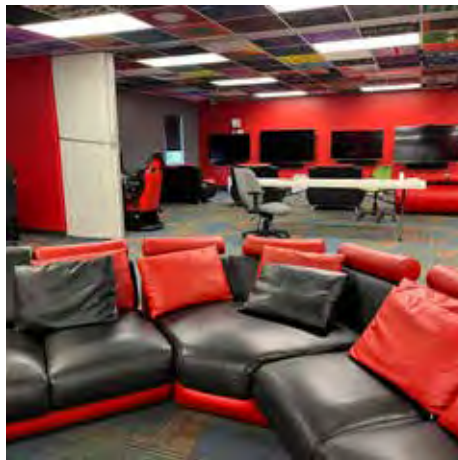


Seminole Recreation Center

The City of Seminole Recreation Center is located along 113th Street adjacent to St. Petersburg College. The retrofitted building includes a mix of spaces including the gymnasium, staff offices and aquatics center as well as a number of smaller meeting rooms dedicated to various programming. The site includes additional park amenities such as a playground and basketball courts, however, the primary use of the park comes from activities within the Recreation Center. Additionally, athletic fields to the south of the site host various athletic leagues including Seminole FC. Separate access to these fields is available off 113 Street and include an unpaved parking area. The site slopes south to a stormwater pond. A further analysis of the programming and architecture of the building is needed to determine if this building is suitable for the current and future needs of the community.

Location 9100 113th St.

Acreage 15.92



Seminole City Park

Seminole City Park is a shady centralized park near the intersection of Park Boulevard and 113th Street. The park welcomes visitors through a long tree allee driveway leading to the parking area and a building facility containing the Parkview Room, available for event rental, and the Seminole Historic Society. A stormwater pond serves as the backdrop to the bandshell which includes stepped amphitheater seating. Towards the back of the property sits a large destination playground including play equipment for younger and older children as well as a picnic area with shelters. There is a restroom building which is nearing the end of its useful life. This restroom and adjacent bike facilities connect the park to the Pinellas Trail to the rear of the property serving as a trailhead and stopping point for trail users.

Overall, the park is in great condition providing a welcoming and comfortable environment for all park visitors. With the restroom building's potential for enhancement, there is an opportunity to highlight and strengthen the park's connection to the Pinellas Trail as both a trailhead to the trail and an access point into the park.

Location 7464 Ridge Rd.

Acreage 10.21

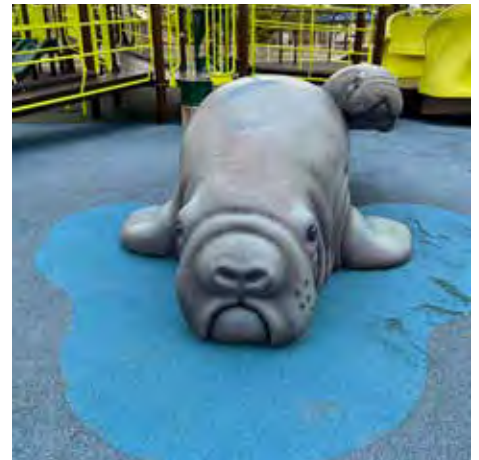


Waterfront Park

The City acquired land for Waterfront Park, along Lake Seminole adjacent to Home Depot, in 2012 and has since developed the park into a welcoming public space for families. The park driveway is paved with permeable paver parking stalls. Much of the park has been completed in recent years and is in great condition. The northern half of the park consists of family amenities including a new fully accessible destination playground, picnic pavilions, and a large restroom building. An open green space to the east provides access to space for flexible uses such as pick-up soccer. South of the parking lot, park amenities provide access to the waterfront including an observation boardwalk along the mangroves and a floating kayak launch connecting to a blueway through the Pinellas County Aquatic Preserve managed by FDEP. The final elements of the Master Plan to be completed are the construction of a large gazebo and a Veteran’s Memorial.

Location 10400 Park Blvd.

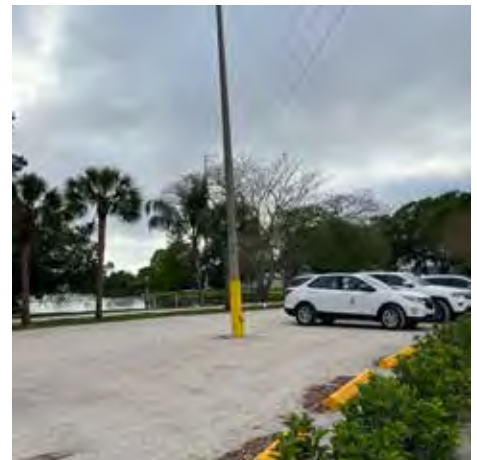
Acreage 8.09



Blossom Lake Park

Blossom Lake Park is tucked in a residential area along the Pinellas Trail near Seminole Boulevard. The park is accessible by car through an unpaved drive off Blossom Lake Drive, a residential street, as well as by foot or bike through the Pinellas Trail which runs along the entirety of the northeastern edge of the park. Blossom Lake Park includes a variety of amenities such as playground, basketball court, and recently updated walking path with fitness equipment. Portions of the park have been recently renovated, such as the playground, walking trail and fitness equipment, while some amenities, such as the basketball court, may be in need of repair. There is an opportunity to further celebrate the park’s connection to the trail and create a welcoming entry point. Currently, entry from the trail includes a small pavilion but there are no bike racks or signage for park visitors entering from the trail.

Location	10407 Blossom Lake Dr.
Acreage	10.91



Repetto Property

Located near Seminole City Park, the City of Seminole acquired the Repetto Property in 2022. A long brick driveway leads to the existing house. Toward the back of the lot, a shady wooded area sits adjacent to the Pinellas Trail. Prior to the purchase of the property, the front lawn of the space was used to provide overflow parking on special event days at Seminole City Park. Future plans for the site have yet to be developed, but it is likely that the site will continue to provide overflow parking as well as programming within the Repetto house.

Location 11877 74th Ave.

Acreage 5.33



Tennis Club Park

Located along 113th Street, Tennis Club Park is a small park including four tennis courts, one of which is also striped for pickleball, and a small restroom building. Although a small footprint, the park is well laid out and provides public access to the tennis courts. Improvements have been made to the park recently, including resurfacing of all four courts, additional landscaping and mulch, and fence repair. There is limited court seating which has been temporarily amended with plastic chairs, a more durable solution may provide adequate seating for court users.

Location 7283 113th St.

Acreeage 1.26



Comprehensive Plan

Recreation and Open Space Element

The City has a Level of Service (LoS) standard, as established in Policy 1.1.1 of the Recreation/ Open Space Element of the Comprehensive Plan, of 3 acres per 1,000 residents. The Element also establishes standards for two specific park typologies: neighborhood parks and community parks.

Table 1 provides a breakdown of service area/population served and facility types by park type:

Park Facility	Service Area / Population Served	Facilities
Neighborhood	0.25 – 0.5 mile 1/per 5,000	Play apparatus areas, recreation buildings, sports fields, multi-purpose fields, senior citizen areas, landscaping, open space, free play area. Recommended minimum size: 2 acres.
Community	0.5 – 3 miles 1/per 5,000	All facilities found in the neighborhood park plus facilities to service the entire family. Pools, softball/baseball fields, tennis courts, play areas, picnic areas, passive and active recreation areas, and recreation buildings. Recommended minimum size: 2-5 acres.
Recreation / Open Space	3 acres per 1,000	All active and passive recreation areas.

Additional LoS standards have been established for specific activities:

Activity	Per Person Level-of-Service Standard
Baseball/Softball	1 field per 5,000
Basketball	1 court per 5,000
Fishing (from land)	1 site per 5,000
Football/Soccer	1 field per 6,000
General Play	1 play area per 10,000
Physical Exercise (jogging)	1 parcourse per 15,000
Swimming (pool)	1 pool per 25,000
Tennis	1 court per 2,000
Volleyball	1 court per 6,000

Source: Outdoor Recreation in Florida 2008 serves as the principal source.

The City monitors the LoS and addresses any deficiencies through the Capital Improvement Element and/or annual budgeting. This includes cooperation between the City, the County, and the School Board to help identify projects to address the deficiencies.

Meeting or exceeding the needs of the community sometimes necessitates addressing multiple uses/activities within one park. This is implemented directly through Policy 1.1.3, which stipulates park and recreation lands are to be planned for multiple uses and located in areas most suitable to satisfy the needs of the population. This also means as new development is occurring, the land set aside for recreational purposes are determined to be adequate and suitable during the site planning process and not as a result of leftover land, as described by Policy 1.1.4.

Objective 1.2 keeps the Parks Department engaged in collaboration between the City and businesses and other development authorities to coordinate with cultural organizations (local art, culture, history) in planning and redevelopment efforts.

The City continues to respond to the needs of the community, inclusive of special needs populations, to ensure facilities and services are available to all. Similarly, parking facilities for parks and recreation facilities for both bicyclists and disabled drivers continues to be a priority.

The City is tasked with the responsible investment in the parks system. The policies within Objective 1.5 examine various methods to fund future endeavors for Recreation/Open Space. These methods involve the prioritization of parks during new development (as previously mentioned in Policy 1.1.4), operating budgeting, user fees, tax incentives, and density transfers.

The Recreation/Open Space Element considers the future recreation needs and opportunities of the City within Objective 1.6. Where available, the City explores expanding the adopted LoS standards through obtaining and developing future passive and active recreational facilities. Further, the City continues to work with the County and other appropriate governmental agencies to maintain public access to Lake Seminole and Long Bayou.

Demographic & Socioeconomic Analysis

Demographic and Socioeconomic Overview

The Project Team conducted an in-depth demographic and socioeconomic analysis of the local and sub-regional market associated with the park properties identified for inclusion in the City of Seminole Recreation Master Plan. The goal of this portion of the analysis is to determine the key characteristics of local, as well as regional, participants, visitors, and guests to Seminole, FL. A complete demographic report has been included in the appendix of this document.

The chart below shows some of the key demographic factors used in analyzing the utilization of facilities by local, sub-regional, and regional individuals who are potential users of park assets. While these statistics do not serve as strict predictors of a parks and recreation department's opportunity to meet its objectives, the Project Team has developed a proprietary analytical process that considers these factors and several others as part of the analyses required in the study.

Category	10 minutes	15 minutes	30 minutes	60 minutes	90 minutes	240 minutes
Population	111,770	278,277	830,405	3,000,178	4,527,677	15,433,923
Growth Projections - Next 5 Years	-0.45%	-0.35%	0.00%	+2.6%	+3.4%	+3.9%
Median Age (U.S. Median: 38.5)	54.7	52.0	49.7	43.2	44.7	43.5
Median HH Income (U.S. Median: \$70,784)	\$64,691	\$61,669	\$62,612	\$65,130	\$65,480	\$65,556
Median HH Income % Above/ Below Adjusted Cost of Living (Index: 103.5)	-11.70%	-15.82%	-14.54%			
Spending Rec. Lessons (Per Lesson - U.S. Avg.: \$143)	\$128.92	\$123.01	\$126.44	\$135.68	\$132.46	\$131.71

Demographic and Socioeconomic Insights

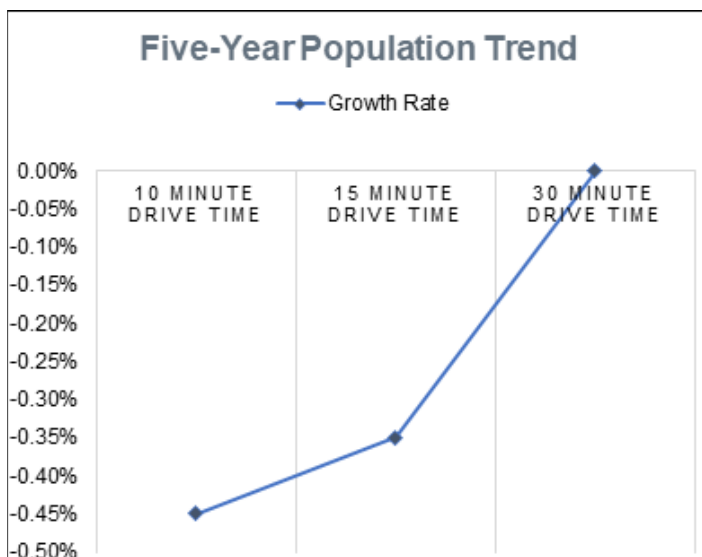
The following insights add context to the data below and are based on the project team’s experience in the planning, opening, and management of successful parks and recreation facilities and assets.

Population Size

The Project Team uses drive times from a point location (Seminole Recreation Complex) to analyze the population of potential participants that parks and recreation assets may capture. Seminole and its surrounding areas can be described as densely populated, with a population of approximately 830,000 in the local market (30-minute drive time). With an approximate population of 3 million in the sub-regional market (60-minute drive time), the Project Team classifies the sub-region as more than moderately populated.

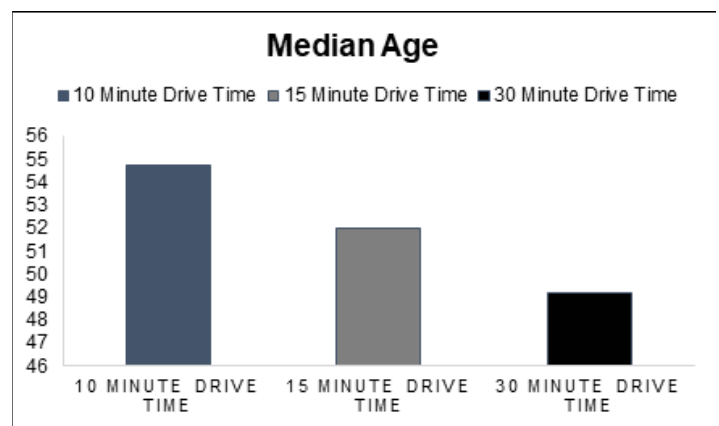
Population Growth

The population is expected to remain consistent in the immediate and surrounding areas over the next five years, with estimates of potential decreases in population of less than 1-percent in the 10-minute drive time interval.



Age

The median age ranges within all sub-regional drive time intervals vary from 54.7 to 49.7, which is higher than the national median of approximately 38.5. In markets that are below the national median, the Project Team typically observes a high percentage of children and young adults in the market, which are key age segments for recreation.



Mobile Analytics

Mobile Analytics Data Overview

The Project Team researched and assessed mobile analytic data from March 28, 2022, to March 27, 2023, to present an overview of the existing visitation and participation at the following locations within Seminole:

- Seminole Recreation Center Complex
- City Park
- Waterfront Park
- Blossom Lake Park
- Repetto Property
- Tennis Club Park

Mobile analytics can provide valuable insights into how visitors interact with a particular location, helping to understand which areas are most popular, which amenities are most frequently used, and how long visitors tend to stay. Mobile analytics can also be used to identify patterns in visitor behavior which may help to identify operational and resource improvements while enhancing visitor experiences.

The following chart is a summary of the percentage of visitor home locations by density, within 5-miles, 10-miles, and 20-miles, to each of the analyzed sites, as well as the lifestyle profile of the primary visitor, including head of household age range, household size, age of children in the home, and estimated household income.

Mobile Analytics - Park Sites
March 2022-March 2023

Park Name	Location	Visitation within 5-miles	Visitation within 10-miles	Visitation within 20-miles	Lifestyle Profile: Primary Visitor Type (% of Visitors)	Description of Primary Visitor	Lifestyle Profile: Head of Household Age	Lifestyle Profile: Household Size	Age of Children at Home	Lifestyle Profile: Estimated Household Income
Recreation Center Complex	9100 113th St.	66%	82%	87%	D16: Settled in Suburbia	Upper middle-class family units living comfortably in established suburbs	36-45	2 persons	13-18	\$ 50,000 - \$74,999
City Park	7464 Ridge Rd.	66%	82%	88%	K40: Bohemian Groove (8.6%)	Mature, unattached individuals enjoying settled urban lives	51-65	1 person	N/A	\$ 50,000 - \$74,100
Waterfront Park	10400 Park Blvd.	59%	80%	85%	E20: No Place Like Home (13.63%)	Older, established multi-generational households	51-65	5 + persons		\$ 50,000 - \$74,101
Blossom Lake Park	10407 Blossom Lake Dr.	64%	77%	83%	B09: Family Fun-tastic	Upscale, middle-aged families with younger children pursuing busy, kid-centered lives in satellite cities	36-45	2 persons	13-18	\$ 125,000 - \$149,999
Repetto Property	11877 74th Ave.	66%	76%	90%	Q63: Footloose and Family Free (35%)	Settled couples widowed individuals active and comfortable lifestyles	76+	1 person	N/A	\$ 50,000 - \$74,999
Tennis Club Park	7283 113th St.	65%	77%	82%	C 1 1 : Sophisticated City Dwellers (10.68%)	Wealthy boomer-aged couples living in cities and closed-in suburbs	51-65	2 persons	N/A	\$ 125,000 - \$149,999

Seminole Recreation Center

Seminole Recreation Center, located at 9100 113th St. in Seminole, FL includes meeting rooms, an auditorium, gymnasium, fitness center, outdoor swimming pool and splash pad, and many other supplemental spaces. The facility also includes a playground, outdoor basketball courts, and multi-purpose fields. The facility was purchased in two phases in 1991 and includes approximately 15 acres. The facility was renovated and expanded between 1999 and 2008 to add the gymnasium, racquetball courts, swimming pool, and other specialty areas.

Review and analysis of mobile data notes that for the period from March 2022 to March 2023, there were 1,360 unique visitors to the Seminole Recreation Center. This includes 4,723 total visits. The highest visitor volume by hour of day was between 5pm and 7pm and greatest visitor volume on Saturday. The charts in the following pages summarize visitor volume by time, day of week, and by week. Visitor volume can help predict a range of important factors related to a business or organization, such as staffing needs, resource allocation, marketing and promotional strategies, and overall revenue and profitability.

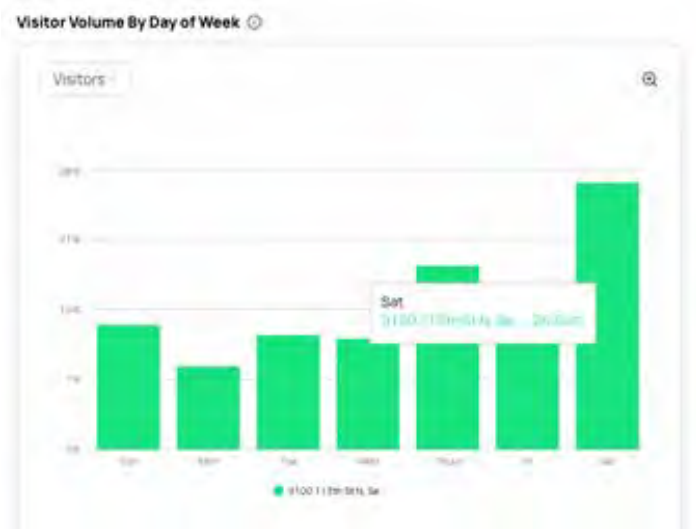
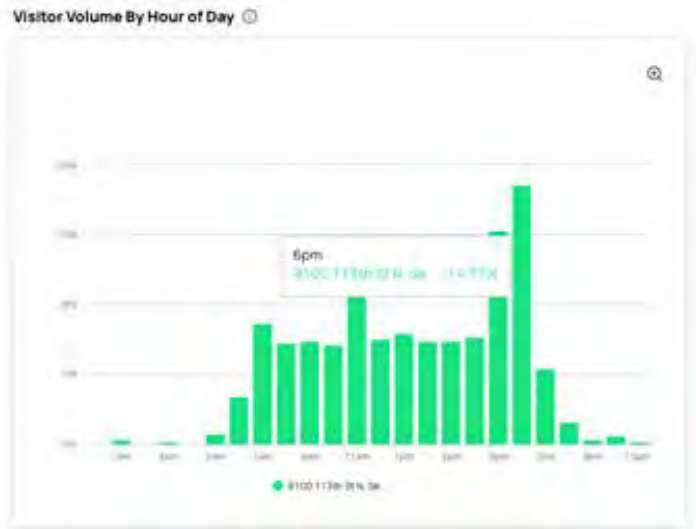


By analyzing visitor volume, businesses and organizations can gain insights into peak and off-peak periods of activity and adjust staffing and resource levels accordingly to maximize operational efficiency and customer satisfaction. For example, if a business experiences a surge in visitor volume during certain hours of the day or week, it may need to schedule additional staff or resources to ensure timely service and avoid long wait times.

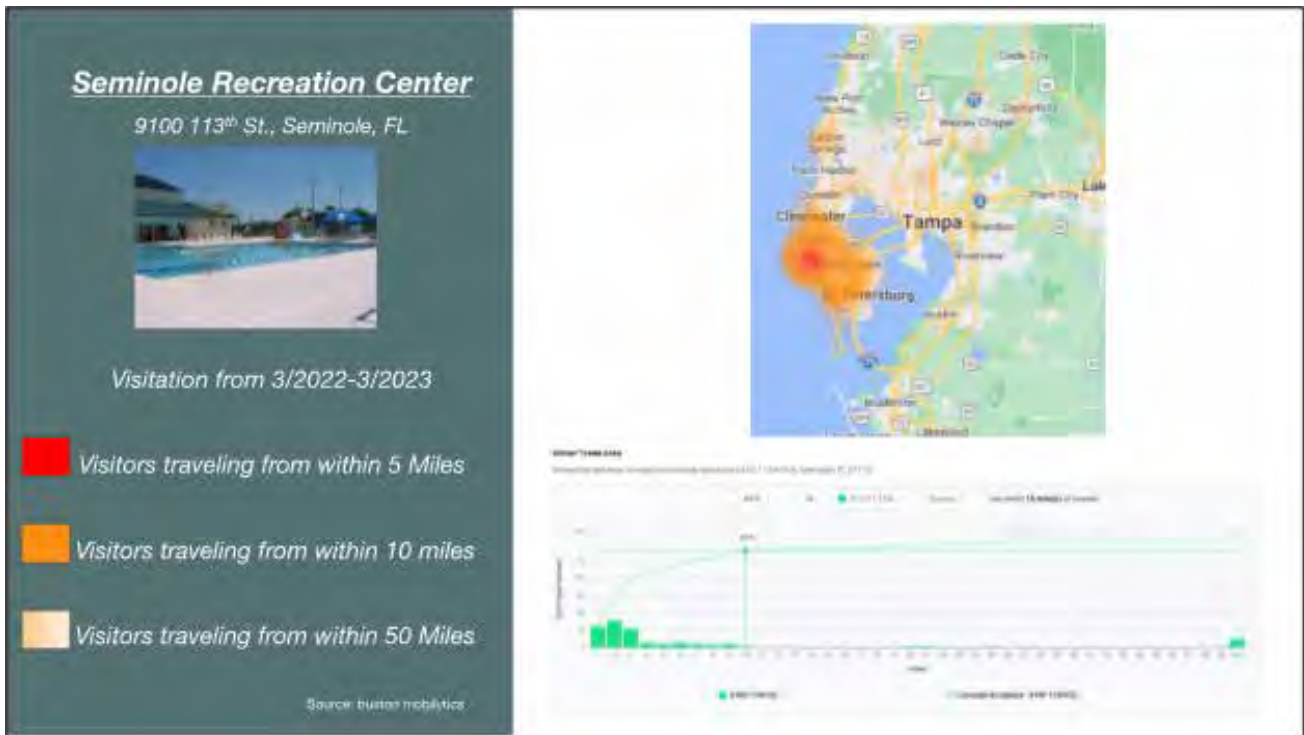
Visitor volume can also inform marketing and promotional strategies, as businesses can target specific times of day or week when visitor volume is highest to increase brand visibility and engagement. For instance, Seminole recreation may offer a special program during a typically slow period to attract more customers and boost sales.

In addition, visitor volume by hour can be used to forecast revenue and profitability, as businesses can estimate how much revenue they can expect to generate during peak and off-peak periods. This information can be used to optimize pricing strategies, manage inventory levels, and make informed business decisions based on projected revenue and expenses.

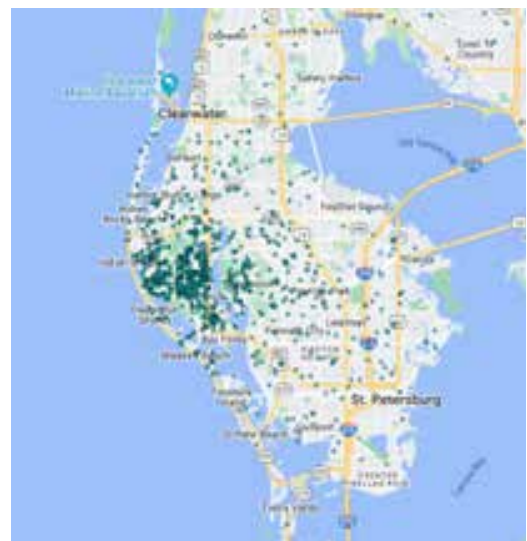
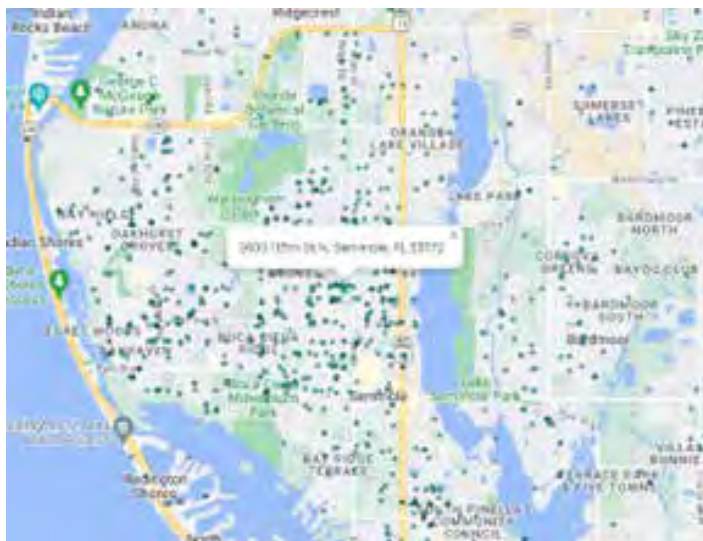
Visitor volume by hour notes that the greatest volume of visitation to the Seminole Recreation Center occurred during the period researched was between 5pm and 7pm. The second most visited time was between 11am and noon, followed by 7am to 8am.



The largest percentage of visitors, or primary visitors, visited from within 10 miles. Primary visitors are unique individuals who have interacted with a specific site or location and are identified through a device ID. Understanding and analyzing primary visitors can provide a picture of user behavior and engagement to help the department optimize the programs and facilities to improve user experiences and program participation.



The maps below detail that the larger concentrations of visitor households to the Seminole Recreation Center, for the time researched, are located within the greater Seminole area, as well as the areas adjacent to Seminole and areas within unincorporated Pinellas County.



The concentration of visitor origin to the Seminole Recreation Center is represented by over 35% of visitors who reside in the zip codes 33772 and 33776. The following chart details the zip codes of the most frequent visitors to the Center.



The household characteristics of primary users is based on the percent of visitors in specific categories. Most visitors analyzed through mobile analytics for the Seminole Recreation Center are classified as “Settled in Suburbia,” which is a demographic/psychographic profile of visitors who reside in suburban areas and have settled down into a more stable and established lifestyle.

In the context of tourism or travel, "Settled in Suburbia" visitors may be characterized by their preferences for more predictable and familiar experiences, such as family-friendly attractions, restaurants, and accommodations. They may also have higher levels of disposable income and be more interested in activities that reflect their values and interests, such as outdoor recreation, cultural events, or educational opportunities. The following notes the primary and secondary visitors, as well as the visitor propensity to visit the Seminole Recreation Center. Primary and secondary visitor households have a propensity of greater than 1.0x and represent more than 1-percent of visitors to a facility. These visitors represent the ideal visitor segments based on lifestyle, life stage, behavior, and consumer characteristics, according to mobile data observations of actual customers at the Seminole Recreation Center.

Primary Visitor

Households 20+ % more likely to visit than the average household

	D16: Settled in Suburbia <small>Upper income, older family with young children, professionals & white</small> View Details	9.96% <small>of visitors</small>	1.48X <small>more</small>
	B09: Family Fun-tastic <small>Upper income, single parent, white & black, children, professionals, both females, lower % of white & black</small> View Details	9.81% <small>of visitors</small>	3.49X <small>more</small>
	A04: Picture Perfect Families <small>Upper income, white, 40+ yrs old, no kids, no kids in household, professionals</small> View Details	4.09% <small>of visitors</small>	1.41X <small>more</small>
	D15: Sport Utility Families <small>Upper income, multi-generational, white & black, age 40+, no kids, professionals, multiple children</small> View Details	3.41% <small>of visitors</small>	3.8X <small>more</small>

Secondary Visitor

households up to 19% more likely to visit than the average household

	J34: Suburban Sophisticates <small>Upper income, white, 40+ yrs old, no kids, no kids in household, professionals</small> View Details	10.62% <small>of visitors</small>	1.1X <small>more</small>
	O51: Digitally Savvy <small>Upper income, white, 40+ yrs old, no kids, no kids in household, professionals</small> View Details	3.54% <small>of visitors</small>	1.06X <small>more</small>
	I31: Hard Working Values <small>Upper income, white, 40+ yrs old, no kids, no kids in household, professionals</small> View Details	3.12% <small>of visitors</small>	1.02X <small>more</small>
	C13: Philanthropic Sophisticates <small>Upper income, white, 40+ yrs old, no kids, no kids in household, professionals</small> View Details	1.78% <small>of visitors</small>	1.17X <small>more</small>

The following charts provide additional visitor information based on actual household attributes (not census data) including marital status, presence of children in the household, number of persons in the household, head of household age, head of household ethnicity, and household income.





Most visitors to the Seminole Recreation Center are married with two people living in their home. They have children; however, most children are not living at home. They are between 35 and 65+ years old, with a household income between \$50,000 and \$125,000. Have attended some college and have owned their single-family home for a period of time greater than one year. The mobile analytic data associated with the Seminole Recreation Center correlate to demographic and socioeconomic data from US Census data for the zip codes 33772 and 33376.

Seminole City Park

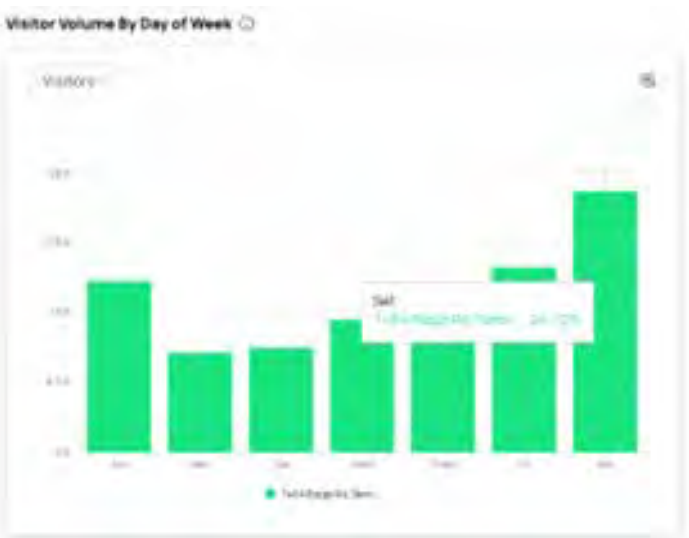
Seminole City Park, located at 7464 Ridge Rd., includes a large meeting/banquet hall, police sub-station, walking paths, pavilions and picnic areas, a lake with a fountain, gazebo, playground, and many other supplemental amenities. The park land, formerly known as the Meares Lake tract, was purchased in 1974 and includes approximately 11 acres. The meeting/banquet hall was formerly City

Hall, which was located at the park from 1977 to 2005. The park is used for many leisure pursuits including City-produced special events (such as festivals and concerts), private events (such as family reunions, weddings, and birthday parties), as well as individual and group active and passive recreation.

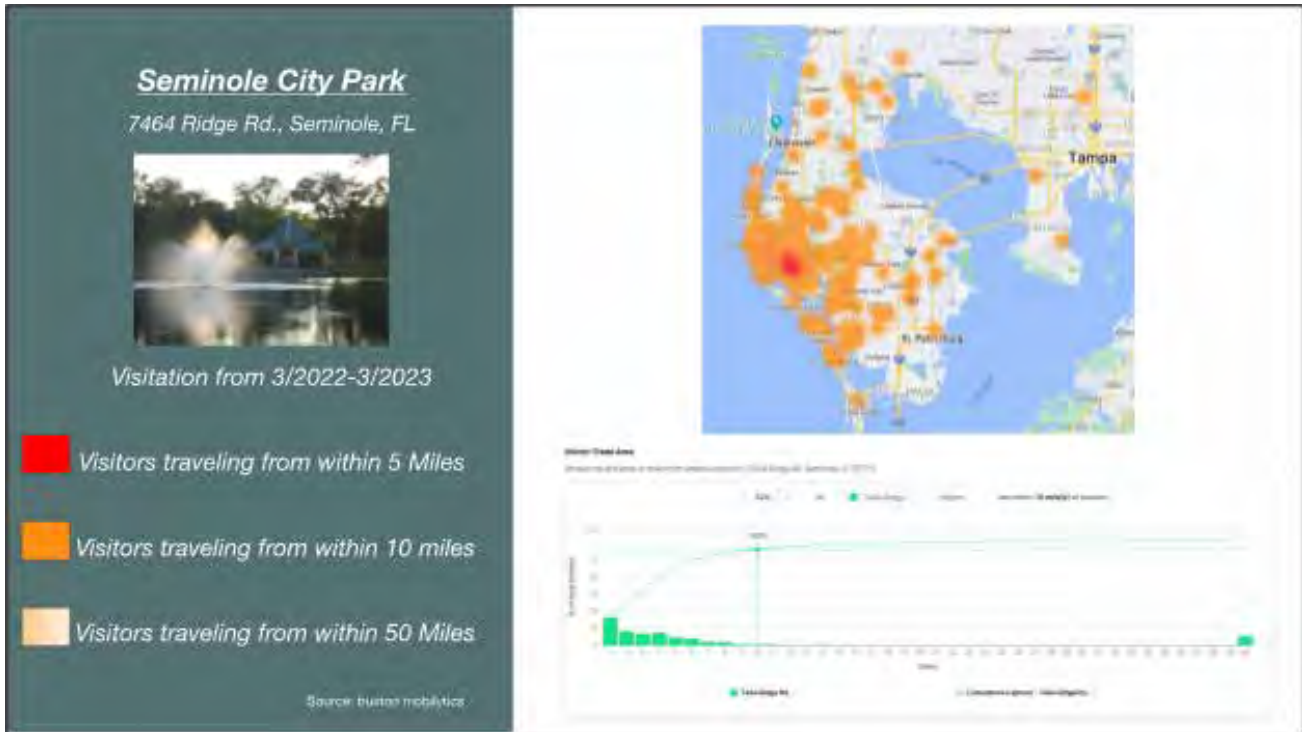


Review and analysis of mobile data notes that for the period from March 2022 to March 2023, there were 1,219 unique visitors to the Seminole City Park. This includes 3,763 total visits. The highest visitor volume by hour of day was between 8am and 10am and greatest visitor volume on Saturday. The charts below summarize visitor volume by time, day of week, and by week.

Visitor volume trend by week indicated that the greatest volume during the period analyzed were the weeks of September 19, 2022, October 3, 2022, and October 10, 2022. These dates correspond to the Music in the Park events held on September 23, October 7, and October 14, 2022. Additional weeks that showed increased visitation were the weeks of March 21, 2022, April 4, 2022, April 18, 2022, and February 27, 2023.



82-percent of the visitors to the Seminole City Park reside within 10 miles of the location. The map and charts below detail the density of visitor origin within 50 miles, as well as the total percentage of visitors within 10 miles and the home geography zip code of visitors. The greatest percentage of visitors to City Park live within the 33772-zip code.



The highest percentage of visitors, as analyzed through mobile analytics for the Seminole City Park, are classified as “Bohemian Groove,” which is a demographic/psychographic profile of visitors who are mature, unattached individuals enjoying settled urban lives. This visitor comprises 8.66-percent of the households that visit Seminole City Park. The following note the primary and secondary visitors, as well as the visitor propensity to visit the Seminole City Park. Primary and secondary visitor households have a propensity of greater than 1.0x and represent more than 1-percent of visitors and represent the ideal visitor segments based on lifestyle, life stage, behavior, and consumer characteristics, based on mobile data observations of actual customers at the Seminole City Park. Individual lifestyle/household characteristic profile information is included in the appendix.



The following charts provide further visitor information based on actual household attributes (not census data) including marital status, presence of children in the household, number of persons in the household, head of household age, head of household ethnicity, and household income.

Marriage Status



Children



Number of Persons in Household



Head of Household Age



Head of Household Ethnicity



Household Income



Household Education Level



Home Type



Home Ownership



Most visitors to the Seminole City Park are married with two or more people living in their home. They have children; however, most children are not living at home. They are mainly between 55 and 64 years old, with a household income between \$75,000 and \$100,000. Visitors have attended some college and have owned their single-family home for a period of time greater than one year. It is important to note that the data shows that a diverse range and mix of people from a broad spectrum of age, income and ethnicity use the park.

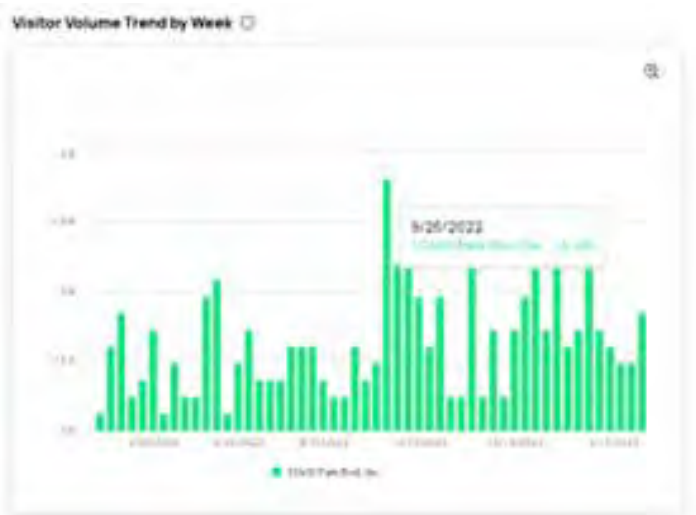
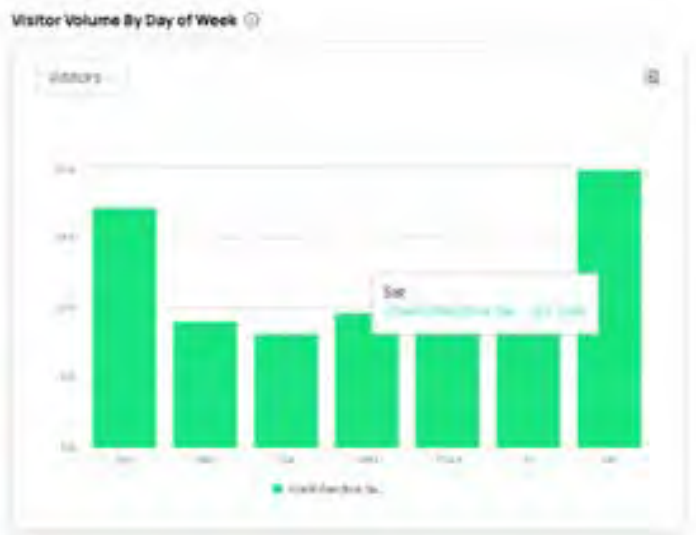
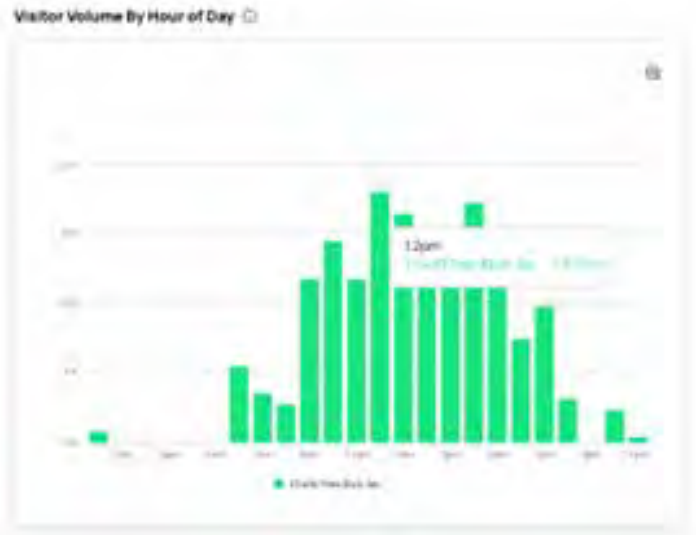
Waterfront Park

Waterfront Park, located at 10400 Park Blvd., includes an accessible/all-abilities playground, open grass field, walking paths, pavilions and picnic areas, canoe/kayak launch, and other supplemental amenities, such as restrooms and paved parking. The park land, located on the former site of the Jesse's Landing Restaurant, includes approximately seven acres of land adjacent to Long Bayou. The park was open to the public in November of 2017 with an official ribbon cutting ceremony on November 4th, 2017. The park is used for active and passive individual and group recreation and leisure pursuits.

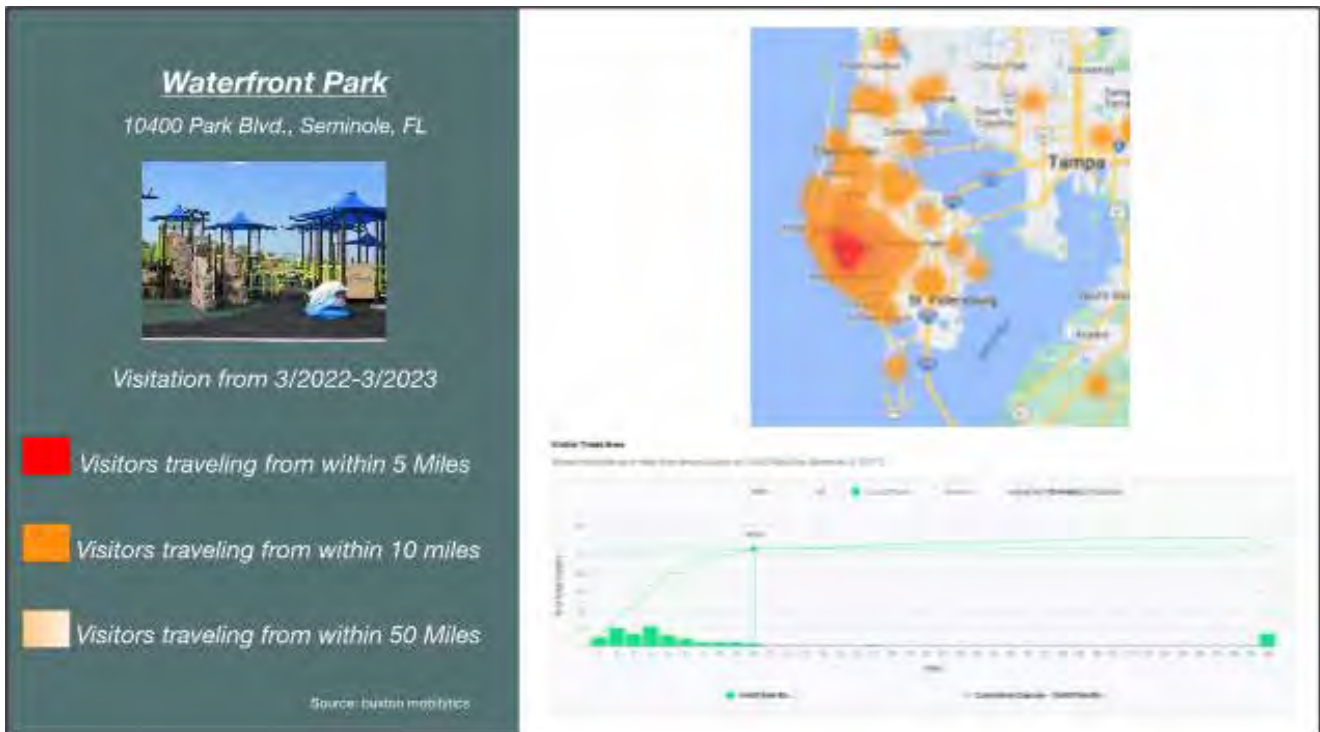


Review and analysis of mobile data notes that for the period from March 2022 to March 2023, there were 1,088 unique visitors to Waterfront Park. This includes 2,791 total visits. The highest visitor volume by hour of day was between 12pm and 4pm with greatest visitor volume on Saturday. The charts that follow summarize visitor volume by time, day of week, and by week.

Visitor volume trend by week indicated that the greatest volume during the period analyzed were the weeks of September 26, 2022, January 2, 2023, and February 6, 2023.



80% of the visitors to Waterfront Park reside within 10 miles of the location. The map and charts that follow detail the density of visitor origin within 50 miles, as well as the total percentage of visitors within 10 miles and the home geography zip code of visitors. The greatest percentage of visitors to Waterfront Park live within the 33777-zip code.

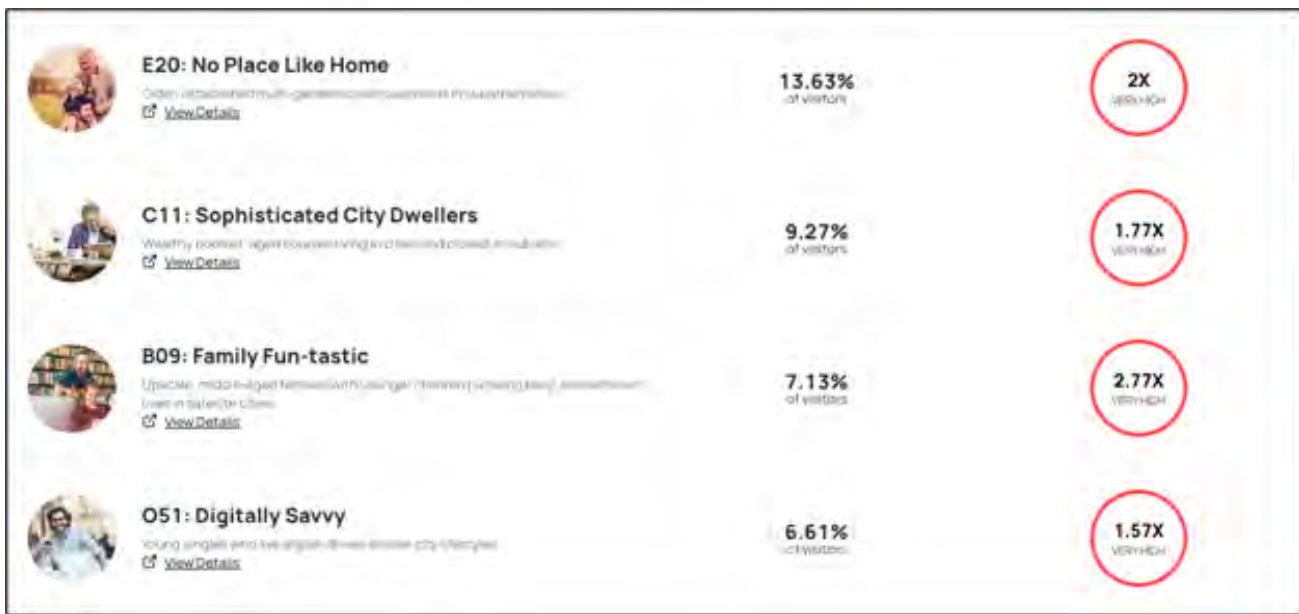


Visit Origination

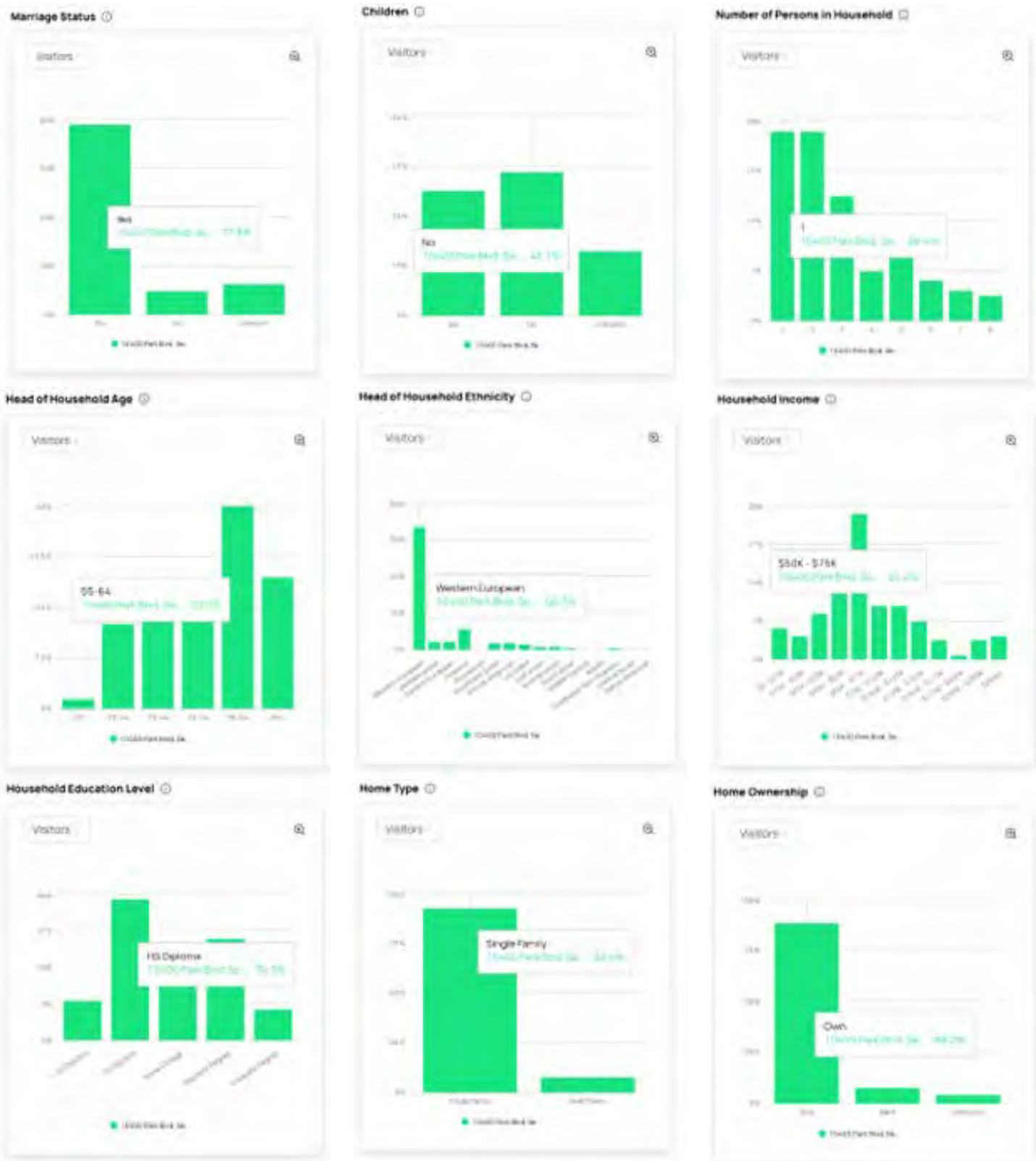
Shows the percent of visitors to 10400 Park Blvd, Seminole, FL 33777 location by home geography zip code



The highest percentage of visitors, as analyzed through mobile analytics for Waterfront Park, are classified as “No Place Like Home,” which is a demographic/psychographic profile of visitors who are older, established multi-generational households in suburban areas. This visitor comprises 13.63% of the households that visit Waterfront Park. The following note the primary and secondary visitors, as well as the visitor propensity to visit the Waterfront Park. Primary and secondary visitor households have a propensity of greater than 1.0x and represent more than 1% of visitors and represent the ideal visitor segments based on lifestyle, life stage, behavior, and consumer characteristics, based on mobile data observations of actual customers at the Waterfront Park. Individual lifestyle/household characteristic profile information is included in the appendix.



The following charts provide further visitor information based on actual household attributes (not census data) including marital status, presence of children in the household, number of persons in the household, head of household age, head of household ethnicity, and household income.



Most visitors to Waterfront Park are married with two or more people living in their home. They may have children; however, most children are not living at home. They are mainly between 55 and 64 years old, with a household income between \$50,000 and \$75,000. Visitors have a high school diploma and have owned their single-family home for a period of time greater than one year. Data regarding the size of the household for visitors to Waterfront Park shows larger households that may include children. This suggests that users of this park are participating in multi-generational centered activities, such as picnics and the accessible playground.

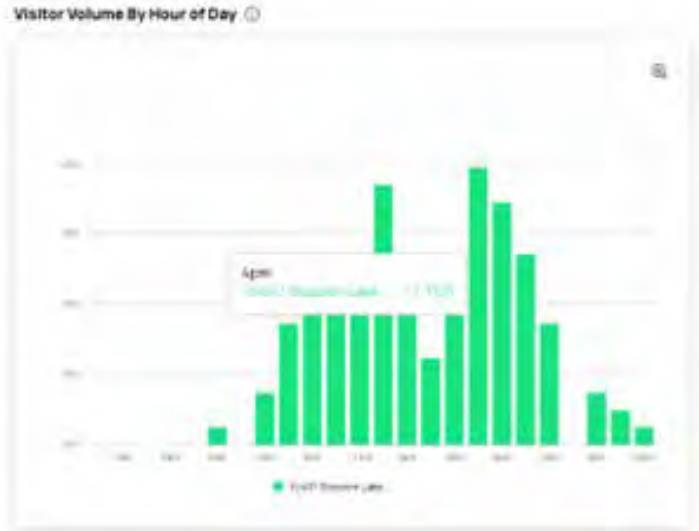
Blossom Lake Park

Blossom Lake Park, located at 10455 Blossom Lake Dr., includes an accessible/all-abilities playground, open grass field, walking paths with fitness stations, pavilions and picnic areas, basketball court and other supplemental amenities, such as restrooms and parking. The park includes approximately 4.5 acres of land adjacent to the Pinellas Trail. In 2019, the City of Seminole was awarded grant funds through the Florida Recreational Development Assistance Program to provide ADA accessible playground equipment and a paved fitness trail at Blossom Lake Park. The park is used for active and passive individual and group recreation and leisure pursuits.

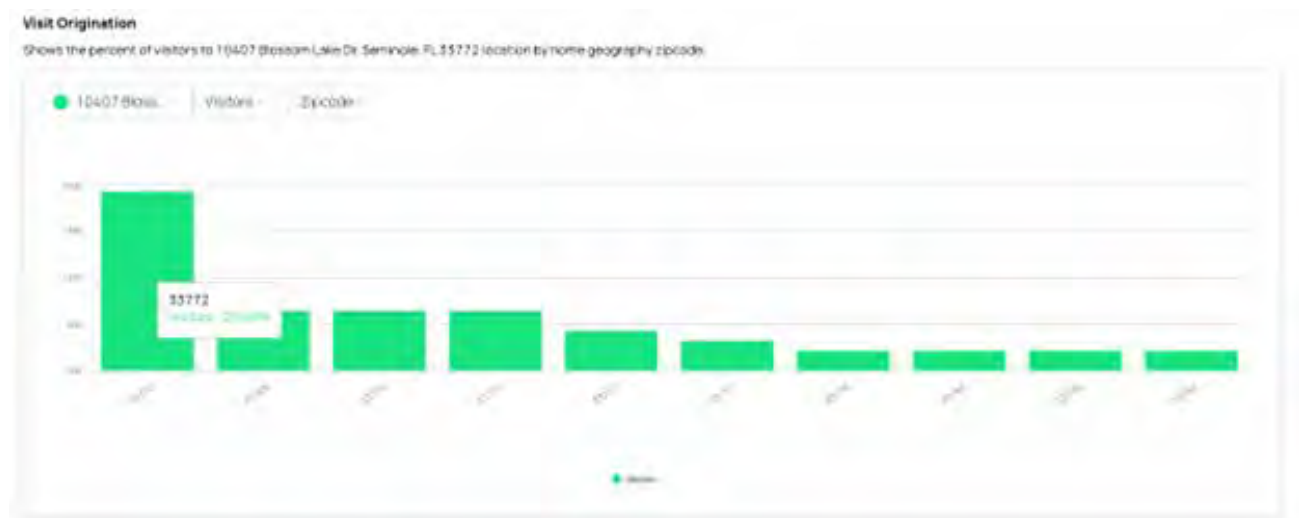
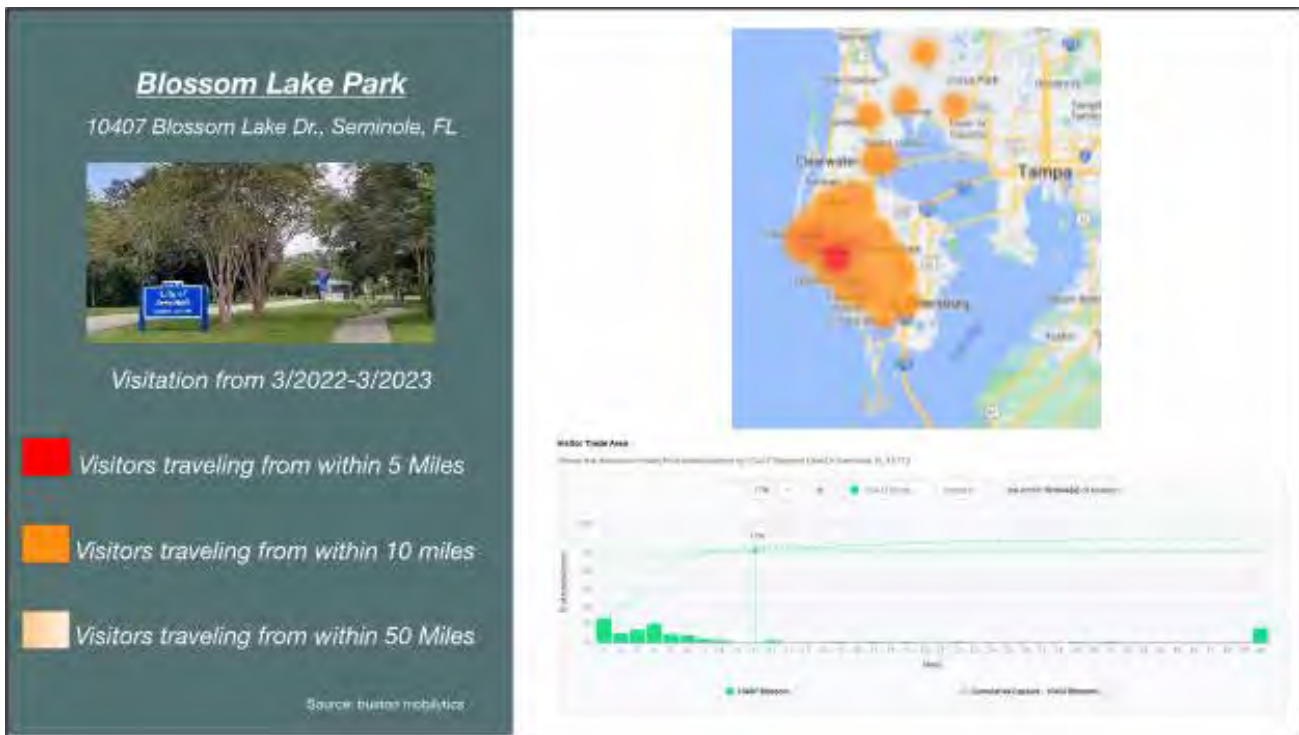


Review and analysis of mobile data notes that for the period from March 2022 to March 2023, there were 471 unique visitors to Blossom Lake Park. This included 1,487 total visits. The highest visitor volume by hour of day was between 4pm and 7pm with greatest visitor volume on Sunday. The charts that follow summarize visitor volume by time, day of week, and by week.

Visitor volume trend by week indicated that the greatest volume during the period analyzed were the weeks of September 26, 2022, November 21, 2022, and January 9, 2023.



77% of the visitors to Blossom Lake Park reside within 10 miles of the park. The highest concentration of visitors lives within 5 miles of the park (64%). The map and charts that follow detail the density of visitor origin within 50 miles, as well as the total percentage of visitors within 10 miles and the home geography zip code of visitors. The greatest percentage of visitors to Blossom Lake Park live within the 33772-zip code.

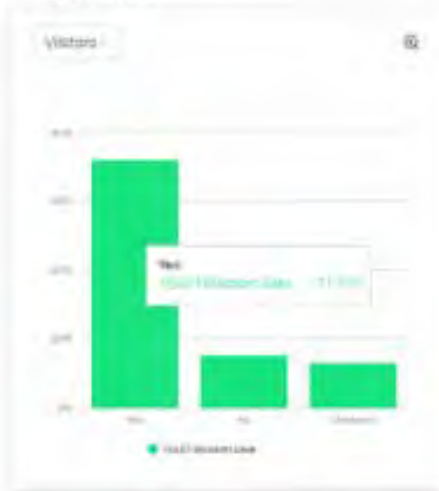


The highest percentage of visitors, as analyzed through mobile analytics for Blossom Lake Park, are classified as “Family Fun-tastic,” which is a demographic/psychographic profile of visitors who are upscale, middle-aged families with younger children pursuing busy, kid-friendly lives. This visitor comprises 18.51-percent of the households that visited Blossom Lake Park. The following chart details the primary and secondary visitors, as well as the visitor propensity to visit Blossom Lake Park. Primary and secondary visitor households have a propensity of greater than 1.0x and represent more than one percent of visitors and represent the ideal visitor segments based on lifestyle, life stage, behavior, and consumer characteristics, based on mobile data observations of actual customers at the Seminole City Park. Individual lifestyle/household characteristic profile information is included in the appendix.



The following charts provide further visitor information based on actual household attributes (not census data) including marital status, presence of children in the household, number of persons in the household, head of household age, head of household ethnicity, and household income.

Marriage Status



Children



Number of Persons in Household



Head of Household Age



Head of Household Ethnicity



Household Income



Household Education Level



Home Type



Home Ownership



Most visitors to Blossom Lake Park are married with two or more people living in their home. They may have children; however, most children are not living at home. They are mainly between 55 and 64 years old, with a household income between \$75,000 and \$100,000. Visitors have attended some college and have owned their single-family home for a period of time greater than one year. Data suggests that visitors to Blossom Lake Park may have households comprised of 2 or more individuals and a median household income that aligns with the US median household income. Based on the number of persons within the household and the income level, the data suggests that the users of Blossom Lake Park are most likely utilizing multi-generational and family assets, such as the walking trail, playgrounds, and picnic areas.

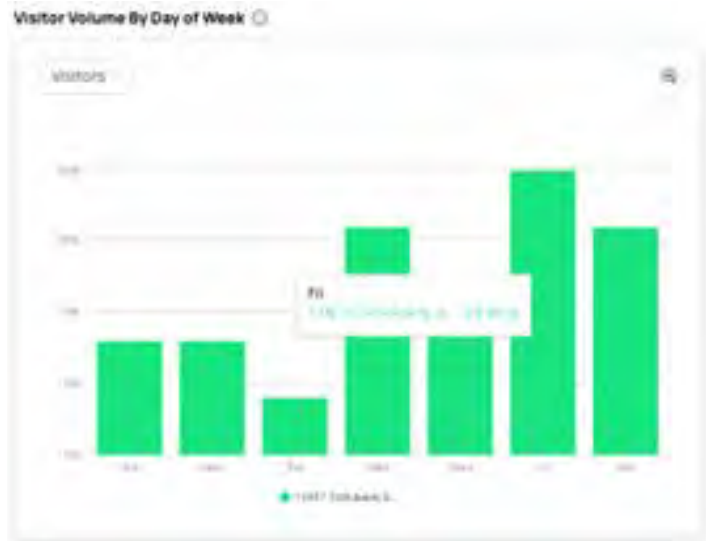
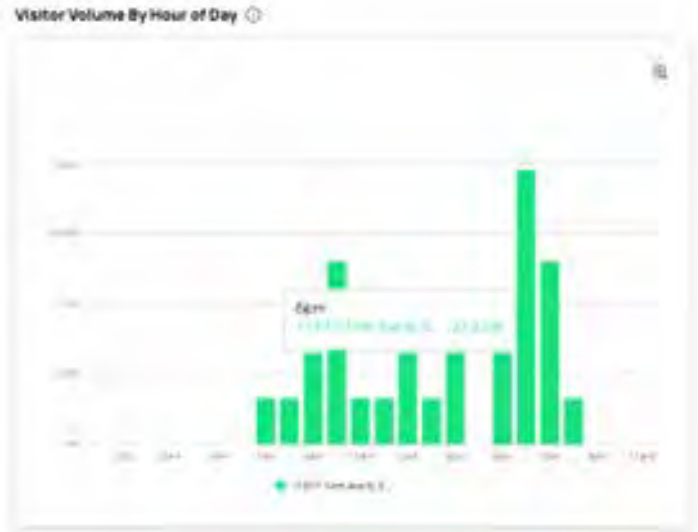
Repetto Property

The Repetto Property, located at 11877 74th Ave., includes a single-family home on approximately five acres that was previously owned by the family of Al Repetto. The property is adjacent to Seminole City Park and is separated from City Park by the Pinellas Trail. The property is fenced and currently in various stages of renovation and inventory. The property is only accessible to the public for parking during specific events held at City Park.

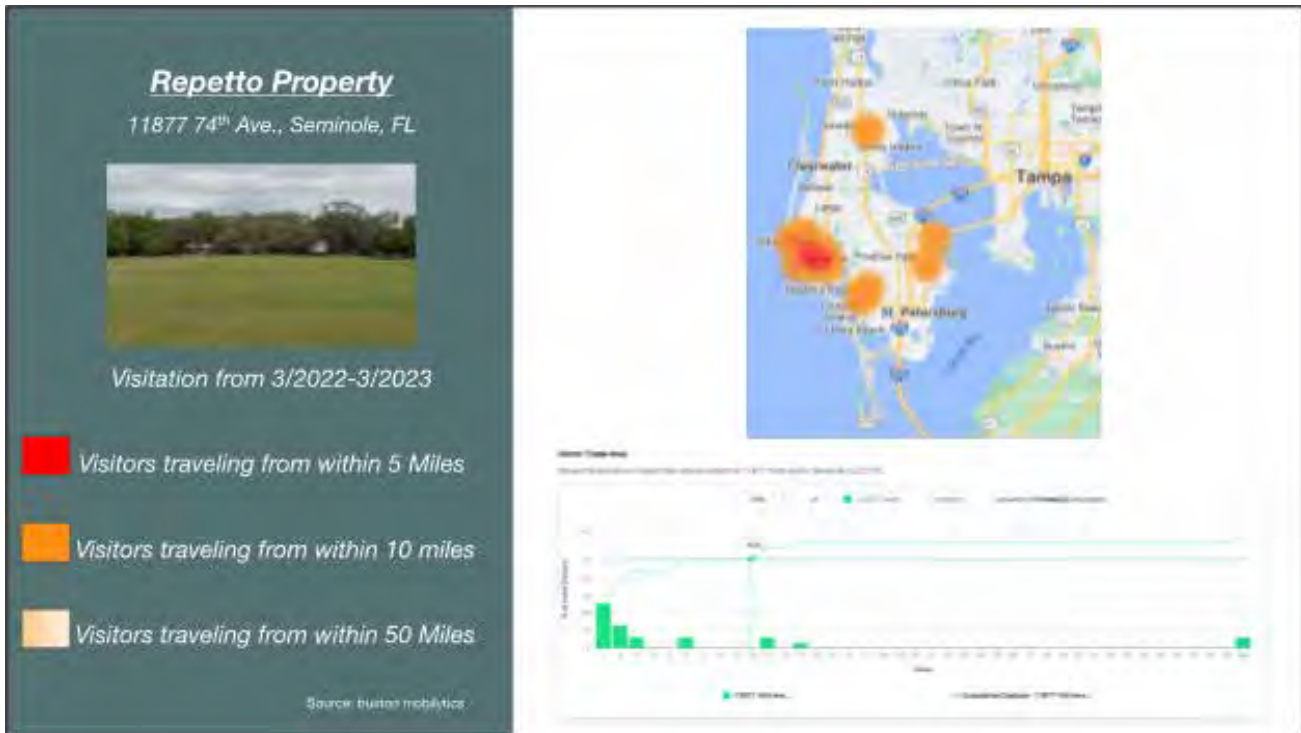


Review and analysis of mobile data notes that for the period from March 2022 to March 2023, there were 129 unique visitors to the Repetto Property. This includes 513 total visits. The highest visitor volume by hour of day was between 6pm and 7pm with greatest visitor volume on Friday (concert nights). The charts that follow summarize visitor volume by time, day of week, and by week.

Visitor volume trend by week indicated that the greatest volume during the period analyzed were the weeks of October 3, 2022, followed by September 5, 2022, September 26, 2022, and October 31, 2022.



76% of the visitors to the Repetto Property reside within 10 miles of the park. The highest concentration of visitors lives within two miles of the park (57-percent). The map and charts that follow detail the density of visitor origin within 50 miles, as well as the total percentage of visitors within 10 miles and the home geography zip code of visitors. The greatest percentage of visitors to the Repetto Property live within the 33772-zip code.



The highest percentage of visitors, as analyzed through mobile analytics for the Repetto Property, are classified as “Footloose and Family Free,” which is a demographic/psychographic profile of visitors who are settled couples and widowed individuals living active and comfortable lifestyles. This visitor comprises 35.01-percent of the households that visited the Repetto Property. The following chart details the primary and secondary visitors, as well as the visitor propensity to visit the Repetto Property. Primary and secondary visitor households have a propensity of greater than 1.0x and represent more than 1-percent of visitors and represent the ideal visitor segments based on lifestyle, life stage, behavior, and consumer characteristics, based on mobile data observations of actual customers at the Repetto Property. Individual lifestyle/household characteristic profile information is included in the appendix.



The following charts provide further visitor information based on actual household attributes (not census data) including marital status, presence of children in the household, number of persons in the household, head of household age, head of household ethnicity, and household income.

Marriage Status



Children



Number of Persons in Household



Head of Household Age



Head of Household Ethnicity



Household Income



Household Education Level



Home Type



Home Ownership



Most visitors to the Repetto Property are married with two or more people living in their home. They may have children; however, most children are not living at home. They are mainly between 55 and 64 years old, with a household income between \$35,000 and \$100,000. Visitors have attended college and have owned their single-family home for a period of time.

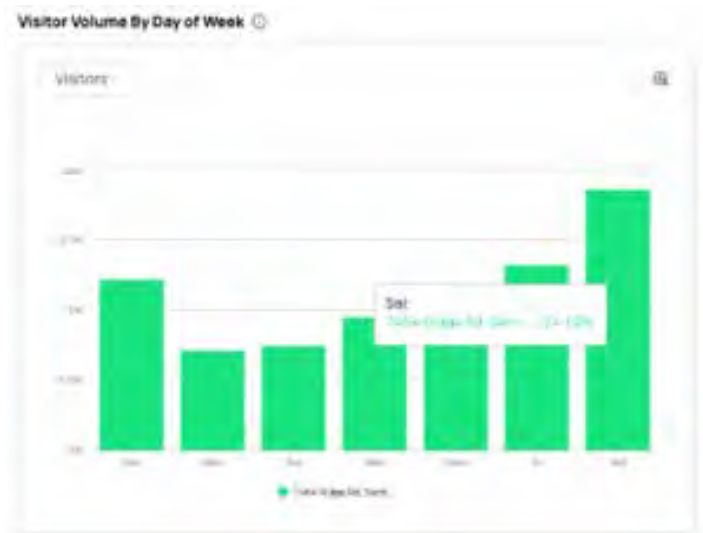
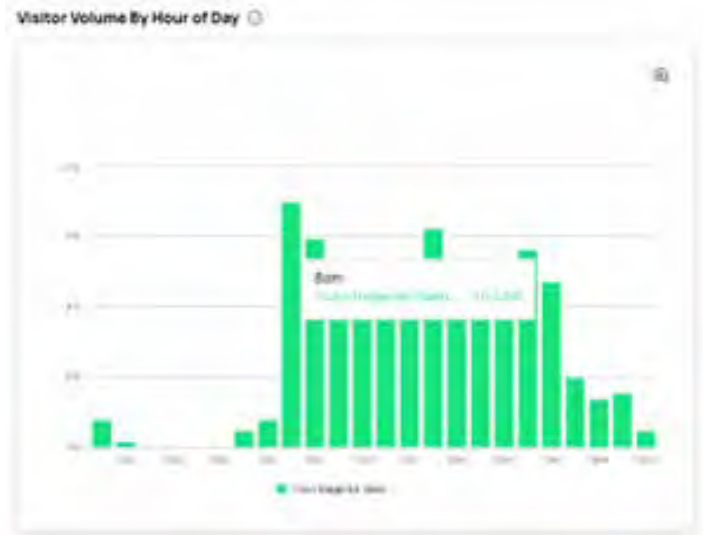
Tennis Club Property

The Tennis Club Property, located at 7283 113th St. includes four tennis courts, restrooms, and parking. The park includes approximately 1.26 acres of land. In 2022, the City of Seminole was awarded a \$50,000 grant through the Florida Recreational Development Assistance Program for improvements to the Tennis Club Park.

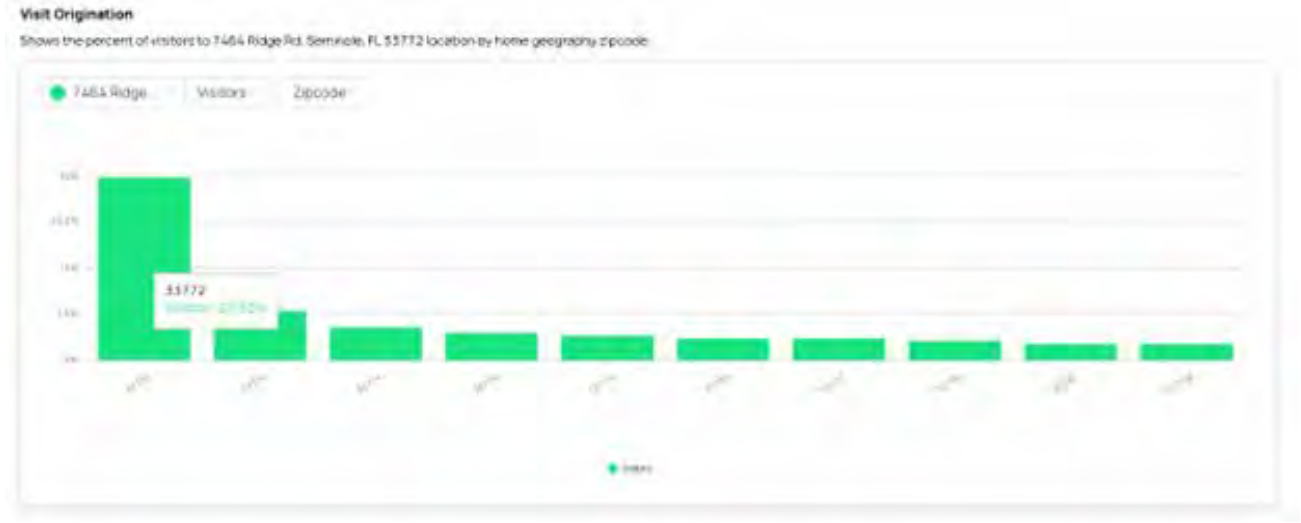
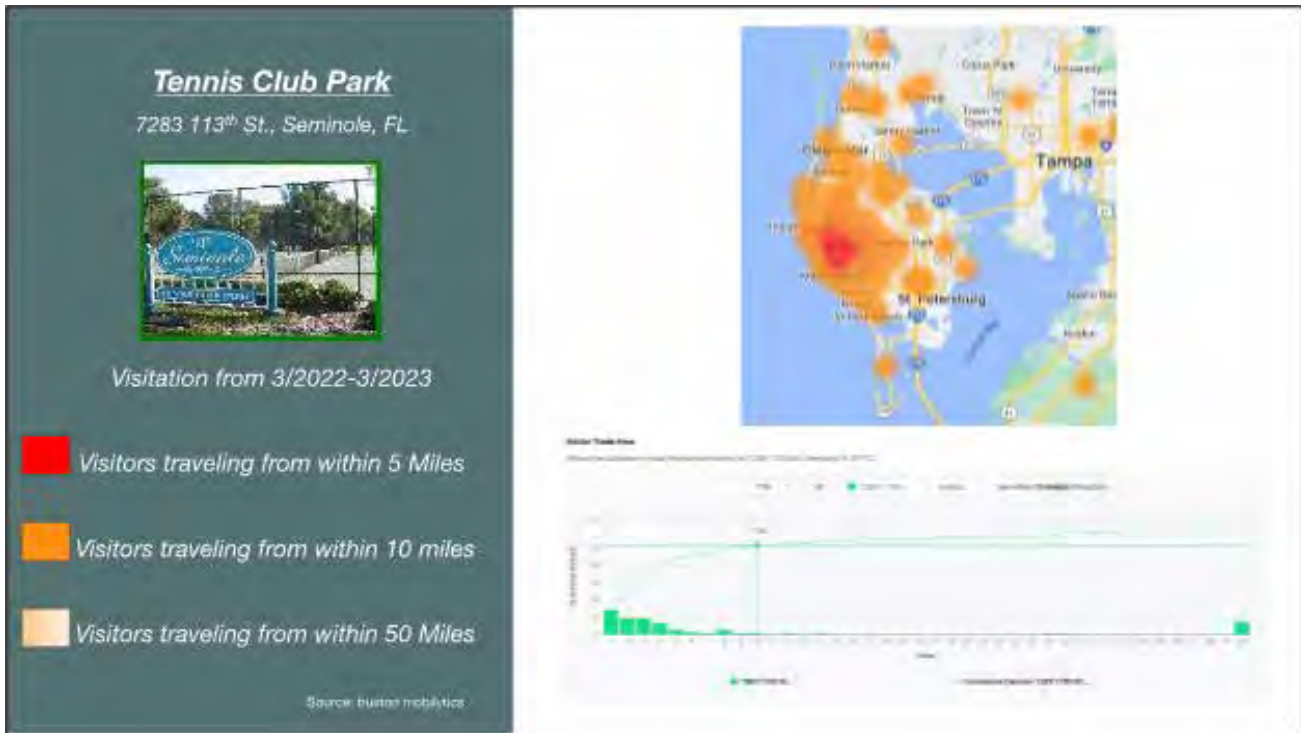


Review and analysis of mobile data notes that for the period from March 2022 to March 2023, there were 809 unique visitors to Tennis Club Park. This included 1,863 total visits. The highest visitor volume by hour of day was between 8am and 7pm with greatest visitor volume on Saturday. The charts that follow summarize visitor volume by time, day of week, and by week.

Visitor volume trend by week indicated that the greatest volume during the period analyzed were the weeks of September 19, 2022, October 3, 2022, and October 10, 2022.



82-percent of the visitors to the Tennis Club Property reside within 10 miles of the park. The highest concentration of visitors lives within 8 miles of the park (79-percent). The map and charts that follow detail the density of visitor origin within 50 miles, as well as the total percentage of visitors within 10 miles and the home geography zip code of visitors. The greatest percentage of visitors to the Tennis Club Property live within the 33772-zip code.



The highest percentage of visitors, as analyzed through mobile analytics for the Tennis Club Park, are classified as “Bohemian Groove,” which is a demographic/psychographic profile of visitors who are mature, unattached individuals typically between the ages of 51-65. Many of these individuals are renters, living alone, and occupying a single-family property. The following chart details the primary and secondary visitors, as well as the visitor propensity to visit the Tennis Club Park. Primary and secondary visitor households have a propensity of greater than 1.0x and represent more than one percent of visitors and represent the ideal visitor segments based on lifestyle, life stage, behavior, and consumer characteristics, based on mobile data observations of actual customers at the Tennis Club Park. Individual lifestyle/household characteristic profile information is included in the appendix.

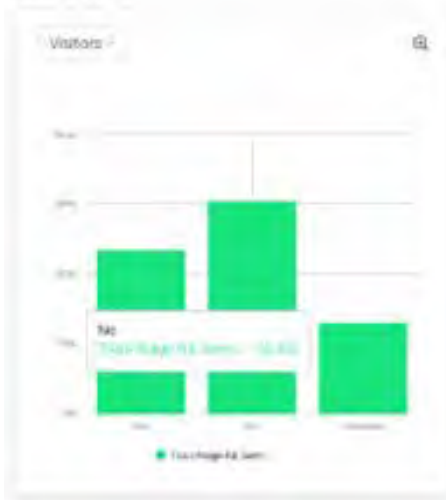


The following charts provide further visitor information based on actual household attributes (not census data) including marital status, presence of children in the household, number of persons in the household, head of household age, head of household ethnicity, and household income.

Marriage Status



Children



Number of Persons in Household



Head of Household Age



Head of Household Ethnicity



Household Income



Household Education Level



Home Type



Home Ownership



Most visitors to the Tennis Club Park are married with two or more people living in their home. They are mainly between 55 and 64 years old, with a household income between \$50,000 and \$100,000. Visitors have attended college and have owned their single-family home for a period of time.

Recreation Programming and Participation Trends

Introduction

As part of the Master Planning Process, the Project Team performed a Recreation Program Assessment of the programs and services offered by the City of Seminole Recreation Department (herein after known as the “Department”). The assessment offers an in-depth analysis of the programs and service offerings and helps identify strengths, weaknesses, and opportunities regarding programming. The assessment also assists in identifying the core programs, program gaps, key system-wide issues, areas of improvement, and future programs and services for residents and visitors.

The Project Team based these program findings from a review of information provided by the Department including program descriptions, financial data, demographics, mobile analytics, website content, partnership agreements, promotional materials, and discussions with staff. This report addresses the program offerings from a system perspective for the entire portfolio of programs, as well as individual program information.

Based on the 2025 Comprehensive Plan Recreation Element, the mission of the Department is to:

“Ensure the provision, protection, and maintenance of a coordinated, efficient, and accessible system of public recreational parks and facilities and promote private recreational opportunities which shall meet the needs of current and future residents, visitors, and tourists.”¹

To help achieve this mission, the Department provides a broad range of recreation and leisure programming for all ages. The Department focuses on indoor and outdoor experiences that includes activities for adult, youth, special interests, and community fellowships and gatherings. Programs provide an opportunity for participants to enjoy life-long leisure interests, learn new skills, develop friendships, and have fun. These programs are supported with dedicated spaces which include:

- One (1) Recreation Center
- One (1) Tennis Club
- One (1) Community Pool
- Four (4) Parks

¹ City of Seminole – 2025 Comprehensive Plan – Recreation/Open Space Element – 24 Oct 17

Core Program Areas

Philosophies in recreation core programming are fundamental beliefs and values that guide the development, implementation, and evaluation of recreation programs. These philosophies aim to create meaningful and engaging experiences for participants while promoting well-being and engagement. The philosophy of core program areas assists staff, policy makers, and the public focus on what is most important. Core programs focus on various activities that cater to the needs and interests of community while promoting overall well-being. Program areas are considered to be core programs if they meet the majority of the following categories:

- **Longevity:** The program has been provided for a duration of time (over 4 – 5 years) and is expected by the community.
- **Budgetary Share:** The program area consumes a relatively large portion (5% or more) of the Department's overall budget.
- **Recurrence:** The program area is offered multiple times/ seasons per year (3-4 or more).
- **Inclusivity:** The program has wide demographic appeal.
- **Skill Range:** There is a tiered level of skill development available within the program area.
- **Dedicated Facilities:** There are facilities designed to support the program area.
- **Market Share:** Program participation includes a significant percentage of the local market (20% or more).

Existing Core Program Areas

After a review of program descriptions, financial data, demographics, mobile analytics, website content, partnership agreements, promotional materials, and discussions with staff, the Project Team identified the following core program areas currently being offered by the Department:

Aquatics

The aquatics core program area aims to improve the quality of life and enhance the health of the community by promoting water safety, improving swimming skills, enhancing physical fitness, providing therapeutic benefits, fostering enjoyment and relaxation, and cultivating community engagement. Examples aquatics program include:

- Group and private swim lessons
- Barracudas summer swim team
- American Red Cross lifeguard certification classes

Athletics

The athletics core program area aims to improve physical fitness, foster and development teamwork and cooperation skills, provide healthy competition, develop leadership skills, fostering enjoyment and relaxation, and cultivate long-term activity and a healthy lifestyle. Examples athletics program include:

- Adaptive sports
- Basketball, lacrosse, volleyball, pickleball, flag-football, and kickball leagues
- Track & field and cross-country team

eSports and Technology

The eSports core program area aims to provide participants essential life skills, such as cognitive skill development (problem-solving, critical thinking, decision-making and strategic planning), improved hand-eye coordination and reaction time, social interaction and teamwork, and goal setting. Example eSports programs include:

- Fortnite, Rocket, Super Smash Bros. league
- Events such as: Madden Bowl, Monthly tournaments
- Valorant club

Fitness/Wellness

The fitness and wellness core program area includes physical, mental, and healthy behavior classes. This core program area aims to improve participant physical health, enhance mental health, encourage social interaction, and enhance the quality of life and overall health of the community. Example programs include:

- Bike bootcamp
- Cardio drumming
- Pure Pilates
- Kickboxing HiiT
- Step-Tastic
- Personal Training

Senior/Older Adults

The senior/older adult core program area includes wellness, arts, and cultural activities. This core program area caters to the unique needs and interests of seniors/older adults and aims to improve and enhance social engagement, physical health, mental stimulation, emotional wellbeing, skill development, enjoyment, and relaxation. Example programs include:

- Day trips
- Weekly movies
- Lunch and learn workshops

Special Events/Community Events

The special events core program includes concerts, festivals, holiday themed events, and other hosted events. These events aim to connect with the community, strengthen community identity, and connect people to place, self, and others. Example of Department produced events include:

- Family Night Out: Movies
- Pow Wow Festival
- Art in the Park
- Taco Fest

Youth Programming

The youth programming core program area includes camps, arts, literacy, and holiday activities. This core program area aims to improve the quality of life of youth by encouraging active and healthy lifestyles, building positive life skills, and encouraging skill development.

- Martial arts, dance, baton, and twirling classes
- Preschool: Lil' Kickers, Lil' Chefs, Lil' Sports
- Summer camp
- Out-of-school camps
- Rec After Dark themed programs
- Teen Xtreme

The chart below details the existing core program and secondary program areas, as identified through program assessment. While the primary program areas are typically the main focus of and the core the Department programming, secondary program areas complement the primary areas and are additional programs and activities that enhance recreational opportunities, but do not meet the main core criteria noted above.

Existing Core Program Areas	
Aquatics Programs	Senior/Older Adults
Athletic Programs	Special Events
eSports/Technology	Youth Programs
Fitness & Wellness Programs	
Secondary Program Areas	
Art Programs	Rental Programs

Classification of Recreation Programs

Classifying activities and programs is the first step in building a recreation program. This also pinpoints gaps and lack of service if certain categories of recreation programs aren't offered to the community. Recreation program areas are classified as active or passive and can include programs ranging from creative arts to athletics and technology-based programs. The following chart provides additional details regarding how programs are classified.

<i>Classification of Program Foundation/Area</i>		
<i>Program Area</i>	<i>Description</i>	<i>Activity Examples</i>
Active	Involves physical movement or activity on the part of the participant	Exercise, sport activities, dancing, fitness classes
Passive	Does not require physical activity; designed to provide resources or entertainment	Exhibits, displays, movies, educational, cards, computer games, etc.

Program Formats

In addition to classification categories, different program formats are utilized in presenting the recreation experience to participants. For the purposes of analysis, the Project Team categories the programs offered by the department in the following categories:

Categories of Program Formats		
Program Format	Description	Examples
Clinics, Workshops, & Classes	Organized program or event that is designed to provide instruction, training, or information on a specific topic.	Learn-to-swim, yoga workshop, cooking classes, painting, etc.
Tournaments, Contests, & Leagues	Competitive event or series of events that involves individuals or teams competing against each other in a specific activity or sport.	Basketball tournament, soccer league, pickleball league, etc.
Camps	Recreational and educational activities for children during the daytime hours, typically between the hours of 9am and 5pm, with before and after camp times available as additional programs. May include single or multi-day program days.	Summer camp, specialized sports camps, out-of-school day camps, etc.
Trips & Tours	Organized programs or events that involve travel to a specific destination or multiple destinations. These programs are typically designed to provide participants with a unique and educational experience, allowing them to explore new places and cultures, learn about history and geography, and connect with other individuals who share similar interests.	Day trips to museums, dining experiences, theme parks, etc.
Clubs	Group of individuals who share a common interest in a particular activity.	Chess, Mah Jong, cards, book club, etc.
Creative Arts	A variety of activities and programs that are focused on artistic expression and creativity. These programs are designed to encourage individuals to explore their creative potential, develop new skills, and express themselves through a variety of artistic mediums.	Theater, improv, ceramics, drawing, graphic design, etc.
Special Events	Organized programs or activities that are designed to celebrate a particular occasion, theme, or holiday, and provide participants with a unique and memorable experience.	Festivals, parades, carnivals, concerts, etc.

Program Matrix

A program matrix is a tool that can be used to assess and evaluate recreation programs. It is essentially a table that lists the various components of a program (such as the foundation of the program, format, target audience, and participants). A program matrix has been developed for the Department to track progress and assess the effectiveness of the program being offered. This information provided insights into the age segments of the population served, the composition of programs being offered by Department staff versus contracted partners, and the historic participation.

Overall, the program matrix is a useful tool for assessing and evaluating recreation programs by providing a structured framework for program planning, implementation, and evaluation, as well as facilitating clear communication, resource allocation, and continuous improvement. By using the matrix to collect data and track progress, program managers can make informed decisions about program design and delivery and demonstrate the value of their programs to Department and City leadership. The following program matrix charts provide insight into the programs offered by the Department and programs being offered by partners.

Recreation Program Matrix																							
Programs	Who?		Foundation		Program Formats					Ages & Demographics					Fees		FY20	FY21	FY22	FY23 (In Progress)			
	Contractor	Department	Active	Passive	Clinics, Workshops, Classes	Tournaments, Contests, Leagues	Camps	Trips & Tours	Clubs	Creative Arts	Special Events	All Ages	Ages 0-12	Ages 13-18	Ages 19-49	Ages 50-69					Ages 70+	Fees Charged	Free to Everyone
Aquatics																							
American Red Cross Lifeguard Certification Course		X	X		X									X	X	X		X		0	3	0	2
Barracudas Summer Swim Team		X	X		X								X	X				X		29	48	44	
Group Swim Lessons		X	X		X								X					X		149	325	239	
Private Swim Lessons		X	X		X								X					X			88	139	

Note: Areas in gray indicate unavailable data.

Recreation Program Matrix																							
Programs	Who?		Foundation		Program Formats					Ages & Demographics					Fees		FY20	FY21	FY22	FY23 (In Progress)			
	Contractor	Department	Active	Passive	Clinics, Workshops, Classes	Tournaments, Contests, Leagues	Camps	Trips & Tours	Clubs	Creative Arts	Special Events	All Ages	Ages 0-12	Ages 13-18	Ages 19-49	Ages 50-69					Ages 70+	Fees Charged	Free to Everyone
Athletics																							
Adaptive Sports (x3)		X	X		X							X						X		11	9	6	
Co-Ed Youth Flag Football		X	X		X								X	X				X		0	70	86	95
Coach Fuller's Football Skills Camp	X		X		X								X	X				X		N/A	N/A	0	
Speed & Athletic Development Training		X	X		X								X	X				X		11	21	1	
Coach Fuller's Speed & Athletic Development Training - 4 week session	X		X		X								X	X				X					
Coach Fuller's Sport Conditioning	X		X		X								X	X				X		0		16	
Instructional Basketball League		X	X		X													X		61	53	71	54
Intramural Kickball League		X	X		X									X				X		N/A	2	0	0

Note: Areas in gray indicate unavailable data.

Recreation Program Matrix																							
Programs	Who?		Foundation		Program Formats					Ages & Demographics					Fees		FY20	FY21	FY22	FY23 (In Progress)			
	Contractor	Department	Active	Passive	Clinics, Workshops, Classes	Tournaments, Contests, Leagues	Camps	Trips & Tours	Clubs	Creative Arts	Special Events	All Ages	Ages 0-12	Ages 13-18	Ages 19-49	Ages 50-69					Ages 70+	Fees Charged	Free to Everyone
Pickleball & Poinsettia Holiday Extravaganza		X								X				X	X	X	X			N/A	N/A	6	
Seminole Stuffing Showdown		X	X											X	X	X	X			N/A	0	0	
Seminole Yellow Jacket Lacrosse	X		X		X							X	X				X			N/A	14	0	
Spring Pickleball League		X	X		X									X	X		X					0	
SRC Spirit Cheer	X		X		X							X	X				X			15		0	
SRC Spirit Flag Cheer	X		X		X							X	X				X					0	
Youth Basketball League Junior & Senior		X	X		X							X	X				X			89	98	109	101
Youth Cross Country	X		X		X							X	X				X			0		24	
Youth Track & Field	X		X		X							X	X				X			16	29	39	31
Youth Volleyball	X		X		X							X	X				X			12	47	44	

Note: Areas in gray indicate unavailable data.

Recreation Program Matrix																						
Programs	Who?		Foundation		Program Formats					Ages & Demographics					Fees		FY20	FY21	FY22	FY23 (In Progress)		
	Contractor	Department	Active	Passive	Clinics, Workshops, Classes	Tournaments, Contests, Leagues	Camps	Trips & Tours	Clubs	Creative Arts	Special Events	All Ages	Ages 0-12	Ages 13-18	Ages 19-49	Ages 50-69					Ages 70+	Fees Charged
Esports/Technology																						
Esports Fall Guys League		X		X	X							X	X				X		N/A	N/A	0	
Esports Fortnite League		X		X	X							X	X				X		N/A	8	7	0
Esports Gaming Clubs (x4)		X		X				X				X	X				X		N/A	0	0	
Esports Madden Bowl		X		X	X							X	X	X			X		N/A	N/A	0	
Esports Monthly Tournament Series		X		X	X							X	X				X		N/A	N/A	20	20
Esports Rocket League. 2x2 League		X		X	X							X	X				X		N/A	N/A	0	
Esports Super Smash Bros. League		X		X	X								X				X		N/A	N/A	0	
Esports Teams (x2)		X		X	X							X	X				X		N/A	N/A	0	
Valorant Club		X		X				X				X	X				X		N/A	N/A	0	
Fitness/Wellness																						
Personal Training	X		X		X								X	X	X	X			33	26	229	119
Pilates	X		X		X								X	X	X	X				895	1113	446
Fit Forever	X		X		X								X	X	X	X				1232	1653	650
Step Tastic	X		X		X								X	X	X	X				301	420	122
Kickboxing	X		X		X								X	X	X	X				399	457	89
FBF	X		X		X								X	X	X	X				301	434	116
Bike Bootcamp	X		X		X								X	X	X	X				78	321	56
Mall Milers (x6)		X	X				X				X						X					6
Cardio Drumming	X		X		X								X	X	X	X				N/A	1574	552

Note: Areas in gray indicate unavailable data.

Recreation Program Matrix																							
Programs	Who?		Foundation		Program Formats						Ages & Demographics					Fees		FY20	FY21	FY22	FY23 (In Progress)		
	Contractor	Department	Active	Passive	Clinics, Workshops, Classes	Tournaments, Contests, Leagues	Camps	Trips & Tours	Clubs	Creative Arts	Special Events	All Ages	Ages 0-12	Ages 13-18	Ages 19-49	Ages 50-69	Ages 70+					Fees Charged	Free to Everyone
Rentals																							
Birthday Party Packages		X	X							X		X	X				X		6	7	4	7	
Senior Activities																							
Afternoon Delight		X		X	X												X	X	585	411	478	328	
Brush Masters	X			X	X												X	X				0	
Day Trips		X	X				X								X	X	X		356	272	447	323	
Lunch & Learn		X		X	X												X	X	X	25	25	31	51
Picnic in the Park		X		X	X												X	X				93	110
Rec on the Run		X	X		X												X	X	1			16	
Senior Cards Social Hour		X		X	X												X	X				8	4
Senior Holiday Wreaths (Fall Edition)		X		X					X	X							X		X			14	
Senior Social		X		X	X					X							X	X	X	15		29	
Special Events																							
Adaptive Prom		X	X							X								X				13	27
Pow Wow		X	X							X									X				
Concert Series		X	X							X									X				

Note: Areas in gray indicate unavailable data.

Recreation Program Matrix																											
Programs	Who?		Foundation		Program Formats						Ages & Demographics					Fees		FY20	FY21	FY22	FY23 (In Progress)						
	Contractor	Department	Active	Passive	Clinics, Workshops, Classes	Tournaments, Contests, Leagues	Camps	Trips & Tours	Clubs	Creative Arts	Special Events	All Ages	Ages 0-12	Ages 13-18	Ages 19-49	Ages 50-69	Ages 70+					Fees Charged	Free to Everyone				
Youth Programming																											
Baton Advanced Twirling	X		X		X							X	X					X								49	50
Baton Beginning	X		X		X							X	X					X		12	4	15				25	
Baton Competitive	X		X		X							X	X					X		51	60	88				62	
Baton Intermediate	X		X		X							X	X					X		17	0	0				0	
Baton Private Lessons	X		X		X							X	X					X							9	21	
Baton Skills	X		X		X							X	X					X							11	31	
Dance Classes - Hip Hop	X		X		X							X	X					X							0	0	
Dance Classes - Jazz	X		X		X							X	X					X							0	0	
Dance Classes - Tap	X		X		X							X	X					X							0	0	
Field Trip Favorite		X	X		X							X	X					X							26	2	
Friday Night Lights Basketball		X	X		X							X	X					X							20	0	
Friday Nights Lights Wiffle Ball		X	X		X							X	X					X		6		0					
Kids Night Out		X	X				X					X	X					X		259	185	335				310	
Lil Boo Bash		X	X									X													16	41	
Lil Chefs		X	X						X			X						X		10	7	6				8	
Lil Driver		X	X		X							X						X		5	11	6					
Lil Explorers		X	x		X							X										9	N/A				
Lil Kickers		X	X		X							X						X		0	5	10				10	
Lil Picassos Holiday Craft Nights		X		X					X			X						X		0		9					
Lil Sports		X	X			X						X						X							12	9	
Lil Astronauts		X	X		X							X													12	9	
Lil Linebackers		X	X		X							X													9		

Note: Areas in gray indicate unavailable data.

Recreation Program Matrix

Programs	Who?		Foundation		Program Formats						Ages & Demographics					Fees							
	Contractor	Department	Active	Passive	Clinics, Workshops, Classes	Tournaments, Contests, Leagues	Camps	Trips & Tours	Clubs	Creative Arts	Special Events	All Ages	Ages 0-12	Ages 13-18	Ages 19-49	Ages 50-69	Ages 70+	Fees Charged	Free to Everyone	FY20	FY21	FY22	FY23 (In Progress)
Lil Ninjas		X	X		X							X										11	
Lil' Robotics		X	X		X																	9	N/A
Lil Tumblers		X	X		X							X						X		8	12	7	
Little Buzz Coed Lacrosse	X				X							X	X									0	
Rec After Dark		X	X				X						X					X		28	34	77	60
Schools Out Days		X	X				X					X	X					X		184	178	234	136
Specialty Camps - Baton Camp	X		X				X					X	X							9	12	11	
Specialty Camps - Archery Camps	X		X				X					X	X							11	42	43	
Specialty Camps - Attackbots Camp	X		X				X					X	X									20	
Specialty Camps - Broadway Theater Camp	X		X				X					X	X									6	0
Specialty Camps - Disney Theater Dance Camp	X		X				X					X	X									2	0
Specialty Camps - Esports		X	X				X					X	X							5		12	
Specialty Camps - Ninja Warrior Camp	X		X				X					X	X							17		24	
Specialty Camps - Pokemania Camp	X		X				X					X	X									18	
Specialty Camps - Soccer Camp	X		X				X					X	X							20	25	32	

Note: Areas in gray indicate unavailable data.

Recreation Program Matrix																																										
Programs	Who?		Foundation		Program Formats						Ages & Demographics					Fees		FY20	FY21	FY22	FY23 (In Progress)																					
	Contractor	Department	Active	Passive	Clinics, Workshops, Classes	Tournaments, Contests, Leagues	Camps	Trips & Tours	Clubs	Creative Arts	Special Events	All Ages	Ages 0-12	Ages 13-18	Ages 19-49	Ages 50-69	Ages 70+					Fees Charged	Free to Everyone																			
Specialty Camps - Triathlon Training Camp	X		X				X						X	X																												
Specialty Camps - Basketball Camps	X		X				X						X	X																												
Spring Break Camp - Survivor Week		X	X				X						X	X																												
Summer Camp - Kidventures		X	X				X						X	X																												
Summer Camp - Post Camp TX		X	X				X							X																												
Summer Camp - Post Camp KV		X	X				X						X	X																												
Summer Camp - Pre-Camp KV		X	X				X						X	X																												
Summer Camp - Pre-Camp TX		X	X				X							X																												
Summer Camp - Teen Xtreme		X	X				X						X	X						X																						
Teen Drone Racing		X	X											X																												
Teen Lock In		X	X											X																												
Teen Lock In April 30 - May 1		X	X				X							X																												
Teen Trip Howl-o-Scream		X	X				X							X																												
Teens in the Kitchen		X	X					X						X																												
Winter Break Camp (x2)		X		X										X																												
Young Chefs		X	X				X						X						X																							
Young Drone Flight School		X		X	X								X	X					X																							
Young Gardeners		X	X		X								X	X																												

Note: Areas in gray indicate unavailable data.

Recreation Program Matrix																											
Programs	Who?	Foundation		Program Formats						Ages & Demographics					Fees		FY20	FY21	FY22	FY23 (In Progress)							
	Contractor	Department	Active	Passive	Clinics, Workshops, Classes	Tournaments, Contests, Leagues	Camps	Trips & Tours	Clubs	Creative Arts	Special Events	All Ages	Ages 0-12	Ages 13-18	Ages 19-49	Ages 50-69	Ages 70+	Fees Charged	Free to Everyone								
Young Holiday Baking Party	X		X					X				X	X											0			
Young Mad Scientists	X		X						X			X	X												10		
Young Chefs	X		X					X				X	X												13	11	
Young Picassos	X		X						X			X	X												15	6	
Secondary Programs																											
Crafts with a Kick (x2)	X		X						X					X	X	X	X	X	X					13	6	7	
Library Programs																											
Youth Programs																											
Story Time	X		X	X								X							X								
Baby Sign Language	X		X	X								X							X								
Toddler Wiggle, Giggle, and Sing	X		X	X								X							X								
Tween Graphic Novel Club	X		X					X					X						X								
STEAM Saturdays	X		X	X								X							X								
Tutoring			X	X								X	X						X								
Adult Programs																											
One-on-One Tech Help	X		X	X							X								X								
Instructional Mah Jongg	X		X	X							X				X	X			X								
Seminole Chess Club	X		X	X							X								X								
Scrabble Group	X		x					X					X	X	X				X								
Thinkers Haven Discussion Group	X		X					X					X	X	X				X								
Riveting Reads Book Group	x		x					X					X	X	X				X								
Crafty Adults	X		x	X					X				X	X	X				X								
Friday Movie Matinee	X		x							X			X	X	X				X								

Note: Areas in gray indicate unavailable data.

Age Segment Analysis

The table below depicts each of the core program areas and the most prominent age segments that they serve. Primary (noted with a 'P') and secondary (noted with an 'S') markets are identified for each for program area. Blank boxes identify potentially “underserved” age segments.

Core Program Areas	Preschool (5 & Under)	Elem. School (Grade K - 5)	Middle School (Grade 6 - 8)	High School (Grade 9-12)	Young Adult (Age 18-24)	Adult (25-44)	Middle-Age Adults (Age 45-64)	Senior Adults (Ages 65+)	Families
Aquatics Programs	P	P	P	P	P	P	S	S	P
Athletic Programs	P	P	P	P	P	S	S		S
eSports/Technology		P	P	P	S				
Fitness & Wellness Programs	S	S	S	S	P	P	P	P	P
Senior/Older Adults							S	P	P
Special Events & Concerts	S	S	S	S	S	S	S	S	P
Youth Programs	P	P	P	P	S	N/A	N/A	N/A	P

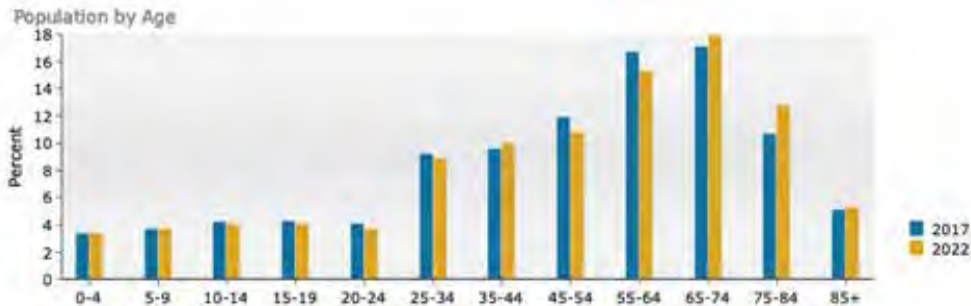
The age segment analysis was completed by Core Program Areas, exhibiting an overarching view of the age segments served by the different program areas, and displaying any gaps in segments served. Based on the age demographics noted in the Master Plan, current programs offered and presented by the Department address all age-groups within the community’s age profile, however the majority of program address the active and passive recreation needs of youth and families, while a smaller percentage of the total program address the active and passive recreation needs of adults and seniors. This area is supplemented by programs offered by the Seminole Community Library.

According to the Florida Office of Economic and Demographic Research, the 65+ age group is expected to grow significantly over the next 15 years. The population of Floridians aged 65 years and older is projected to increase from 4.5 million to 2020 to 6.9 million in 2035. Growth of this age group in the greater Seminole, FL area is expected to see corresponding increases in this age segment. Additionally, it is equally important to examine programming for all ages as parks and recreation programs attract new families and as the age distribution shifts over time.

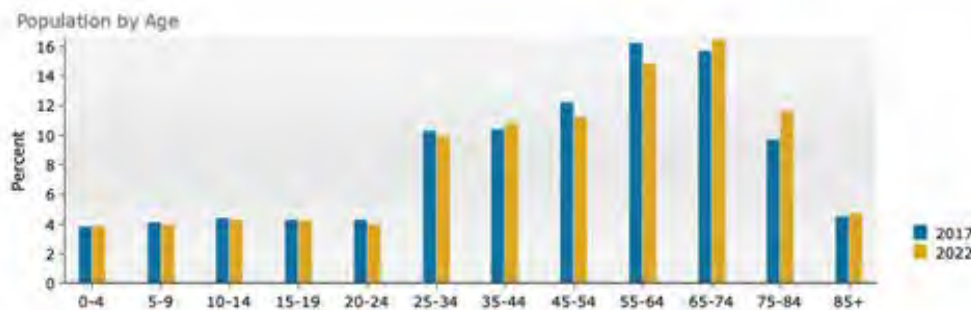
As such, it is imperative to understand how to plan for growth in an aging population and how the Department may be able to collaborate with other partners to enrich existing and create inclusive programs for all age ranges.

Based on the demographics of the area served by the Department, population is expected to remain consistent in the immediate and surrounding areas over the next five years, with estimates of potential decreases in population of less than 1-percent in the 10-minute drive time intervals. The median age ranges within all local drive time intervals vary from 54.7 to 49.7, which is higher than the national median of approximately 38.5. In 2020, the median age in Florida was 42.2 years old. Approximately 85% of the population in all local drive time intervals is over the age of 18, while approximately 30% of the population in all local drive times is over the age of 65. The charts below detail the population by age within the 10-minute, 15-minute, and 30-minute drive time intervals.

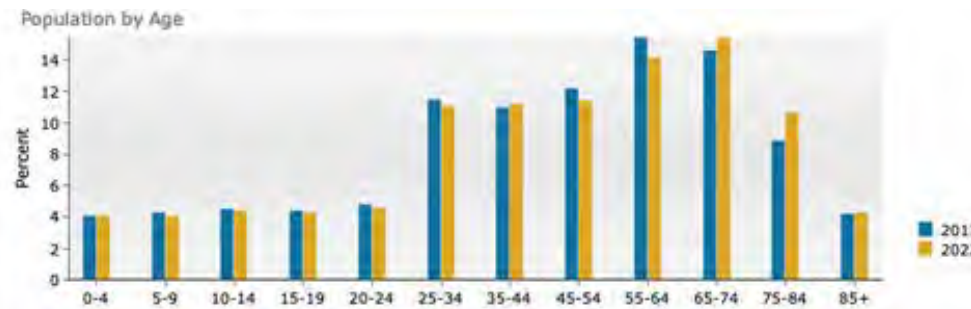
10-minute Drive Time



15-minute Drive Time



30-minute Drive Time



While the Core Program Areas meet the foundations of “Recreation” as defined by NRPA (recreation as an activity in which a person engages for a positive purposeful end, it is important to address health equity and the availability of programs for people of all abilities to experience and engage in high-quality parks and recreation². The Project Team noted minimal programs focused on “Therapeutic/Adaptive” recreation. The Florida Department of Health notes that 1 in 3 Florida adults have a disability (3.5 million Floridians) and that individuals with disabilities are 1.4 times more likely to experience obesity, depression, and high cholesterol than individuals without disabilities³. Individuals with disabilities are also 2 times more like to have high blood pressure, 3 times more likely to have heart disease, and 4 times more like to experience depression. These are all health conditions that impact quality of life and may be improved through regular participation in recreation programs.

2 Equity in Parks and Recreation: A Historical Perspective. 2021. National Recreation and Park Association.

3 2021 Florida Disability & Health Stats – data from 2019 Florida Behavioral Risk Factor Surveillance System (BRFSS)

Program Lifecycle

A program lifecycle analysis is a method of evaluating the effectiveness and efficiency of a program through each stage of the program. Program lifecycle analysis involved reviewing each program offered by the Department to determine the stage of growth or decline, based on participant trends, for each program. This provides a way of informing strategic decisions about the mix of programs to ensure that programs are being identified for areas of improvement, determining if the program is meeting its objectives, and if the program needs to be modified, expanded, or discontinued. Recreation programs require resources, such as staff, funding, and facilities. Analyzing the lifecycle can help managers and stakeholders allocate resources more effectively.

This analysis is not based on strict quantitative data, but rather is based on the project team’s experience of managing recreation and event centers throughout the United States, the South region, and in the state of Florida. The following table shows the percentage distribution of the various lifecycle categories of the Department’s programs. These percentages were obtained by categorizing each of the Department’s program by stage, in coordination with historical participation, with the total number of programs provided by staff. Approximately 58% of all programs fall within the beginning stages

Lifecycle Stage		Description	Program Distribution		Recommended Distribution
STAGE 1	Introduction	New program - Launch of program	27%	58%	50-60%
	Take-Off	Participation gains momentum	18%		
	Growth	Sustained growth in participation	13%		
STAGE 2	Mature	Program is well-established and participation has reached a level of stability.	26%	26%	40%
STAGE 3	Saturation	Program has reached maximum potential - max participant leveled are reached.	5%	12%	0 - 10%
	Decline	Program participation declines over time. Decreasing demand and interest in the program.	7%		

*4% not classified due to lack of available program data at time of analysis

(Introduction, Take-Off, and Growth). A heavy distribution of programs within this stage helps the Department to assess program strengths and weakness to amend program elements to attract new participants and work to move the program into the new stage. The Department should anticipate many of the programs in the Growth stage to transition to the Mature stage and have several new programs in the planning and pre-implementation stage as this transition occurs. The Mature stage of programming is the anchor of the program portfolio and is where consistent program participation occurs. It is a natural progression for programs to evolve and move between the stages as the programs become more consistent and sustainable. This evolution also includes program saturation (especially due to market competition) and decline. If a program reaches these stages rapidly, it could be an indication that the quality of the program does not meet expectations, that market competition exists, or there is not much demand for the programs.

The total number of programs that are categorized with Stage 1 are within the recommended distributions, while the programs categorized within Stage 2 and Stage 3 exceed the recommended distribution. There are six factors that are directly related to these trends:

1. Indoor fitness related programming space is limited, thus limiting program growth; there is a need for expanded fitness class space.
2. Existing creative arts, eSports/technology, and senior space may be programmed more frequently and at non-traditional program times (i.e., daytime programming may attract homeschool and/or senior participants, later evening leagues may attract working young professionals).
3. Leagues, such as basketball, have limited facility space and may be limited in growth due to physical building constraints.
4. Aquatic season is limited to summer months only, as the existing pool is not heated.
5. Existing pool does not meet size and depth requirements for aquatics leagues and programs such as water polo, diving, and scuba.
6. Existing number of staff may limit recreation program opportunities.

Staff should complete a Program Lifecycle Analysis on an annual basis to ensure that the percentage distribution closely aligns with desired performance. Annual program performance measures to track program growth/decline, participant retention, and the percentage of new programs implements may help the Department plan for new program, population, and community trends.

Recreation Center and Aquatics Center Assessment

The Seminole Recreation Center is an existing 49,000sf building comprised of two wings: a former church-turned-multipurpose wing, and a secondary addition containing the gymnasium, staff office, and aquatics center. The design team conducted a walk-through of the space guided by city staff and met to discuss maintenance challenges and upcoming renovation/replacement costs.

After a thorough review of the existing facilities and supporting mechanical/electrical systems, the design team determined that the Recreation and Aquatics Center is nearing the end of its useful life based on the following:

The building layout contains numerous inefficiencies that inhibit optimal use of the building to meet current program needs. The main entry is not centrally located and counterintuitive for new patrons. An entryway and lobby off the East of the building would be easier to identify for all users and would create easier access for patrons using ADA parking spaces.

The concessions stand, while adjacent to the main multipurpose room of the building, is too far from the athletic fields, gym, and aquatics center to be easily identifiable and profitable.

The pump house is largely deficient from a mechanical standpoint, requiring expensive yearly upgrades and maintenance contracts due to residential pumps having been specified for the commercial pool system.

The pool is undersized based on current utilization and needed programming. City staff relayed interest from the public in scuba, kayak, and water safety programming which the existing pool depth cannot accommodate. Future growth of the facility will lead to a strain on pool availability for free swim, lap swim, rentals, swim teams, and other existing aquatics programming. Additionally, The umbrellas on the pool deck are at the end of their useful life and require replacement. Ultimately, the pool is limited in its capacity due to it's depth and seasonality.



While large, the overall square footage of the building is underutilized due to an inadequate structural system to support assembly and recreation programming on the second floor. This is due to the retrofitted design of the former church. The city currently pays to maintain and run space that is not frequently utilized or programmed to its full potential. A good example of this is the Senior Center, which averages only a handful of visitors each day, but can easily accommodate over 80 people. The senior center, party room (former nursery), dance room, racquetball courts, craft rooms, and media center are all under utilized based on their size and location in the existing building.

The building could benefit from increased visual connectivity between the lobby and surrounding program rooms to increase awareness of the center’s resources available to the community. Internal storefront systems and room adjacencies would help bring awareness to the abundant technological, senior-based, art, and media resources available to the community on the second floor.

Based on the city’s Capital improvement plan, there is a tally of projects totaling over three million dollars that will need to be implemented over the next 5 years to keep the building functioning as-is. These items include pump room replacement, roof restoration, elevator replacement, a new dance floor, updated weight room equipment, façade improvements, a new chiller system, and improvements to the shade systems on the pool deck. This money could be used to support the design and construction of a new building that better suites the needs of the Recreation Center Staff and surrounding community with a more efficient square footage, and more environmentally resilient design.



Architectural Analysis of the Existing Seminole Recreation and Aquatics Center

LEVEL 1

Room Number	SF (Approx)	Programming	OCC. TYPE	SF/PERSON
118	290	Electrical	S	300
117	76	Custodial	S	300
119	1034	Kitchen	A	200
120	2022	Game Room (Weight Room)	A	50
122	96	Communication	S	300
121	84	Elevator Equipment	S	300
110	1404	Platform (Stage)	A	15
111	4282	Meeting Room	A	15
108	285	Corridor		
107	429	Corridor		
101	688	Storage	S	300
102	51	Toilet		
103	614	Nursery (Party Room)	A	15
104	684	Activity (Dance Room)	A	15
104A	681	Activity (Dance Room)	A	15
105	599	Concession/Store	A	200
106	306	Stairs		
114	209	Vestibule	A	15
113	179	Storage	S	300
112	209	Vestibule	A	15
116	292	Corridor		
115	419	Corridor		
Elevator	76	Elevator		
143	399	Womens Locker	A	50
143A	351	Women's Toilet Room		
143B	85	Women's Shower		
143C	71	Family Toilet		
142	131	Pool Office	B	150

<i>OCC. COUNT</i>	<i>Maintenance Issues</i>	<i>Cost Associated</i>	<i>Additional Comments</i>	<i>Programming Notes</i>
1				
1				
5				Potential catering lease space during non-program times
40	Ceiling too low for equipment, New equipment needed	\$58,800.00	Ceiling too low	
1				
1				
94				
285				
2				
41				Potential to Repurpose for new programs
46	Requires Floor Replacement	\$25,000.00		Potential to Repurpose for fitness
45	Requires Floor Replacement	(see above)		Potential to Repurpose for fitness
3				
14				
1				
14				
	will require replacement			
8				
1				

LEVEL 1 (CONT.)

Room Number	SF (Approx)	Programming	OCC. TYPE	SF/PERSON
144	397	Men's Locker		
144A	225	Men's Toilet Room		
144B	75	Men's Shower		
144C	68	Family Toilet		
141	457	Locker Lobby		
140	627	Corridor		
134	6500	Gymnasium	A	15
136	794	Racquetball Court	A	50
137	384	Men's Toilet Room		
138	419	Women's Toilet Room		
139	70	Custodial	A	300
134A	241	Entry	A	15
130	694	Office Suite	B	150
131	92	Office	B	150
132	105	Office	B	150
133	95	Office	B	150
124	356	Mechanical	S	300
125	299	Gym Storage	S	300
127	160	Electrical	S	300
126	42	Pump Room	S	300
129	1684	Group Fitness	A	50
135	785	Racquetball Court	A	50
128	606	Corridor		
123	5166	Lobby	A	15
				TOTAL

LEVEL 1 NET SF	36387
LEVEL 1 GROSS SF	39134

<i>OCC. COUNT</i>	<i>Maintenance Issues</i>	<i>Cost Associated</i>	<i>Additional Comments</i>	<i>Programming Notes</i>
433	Leaking Domed Roof		USE 50SF PP FOR PLUMBING	Gym space limits program capacity - only 1 court
16				Potential to repurpose for fitness
1				
16				
5				
1				
1				
1				
1				
1				
1				
1				
1				
1	New Fire Panel Needed			
34			Used as MP/Fitness Room	
16				Potential to repurpose for fitness/spin studio
344				
1474				

Restrooms Required (Building)	Men = 6	Women = 12
Restrooms Required (Pool)	Men = 4	Women = 7
Restrooms Required (Total)	Men = 10	Women = 19

Calculation: M-740/125=6 W-740/65=12
Existing: 9 men, 15 Women, 3 unisex
Need: 2 additional restrooms

LEVEL 2

<i>Room Number</i>	<i>SF (Approx)</i>	<i>Programming</i>	<i>OCC. TYPE</i>	<i>SF/PERSON</i>
200	620	Classroom (ESports)	A	15
200A	617	Classroom (ESports)	A	15
202	600	Classroom (Craft Room)	A	15
202A	624	Classroom (Craft Room)	A	15
201	589	Corridor		
203	540	Classroom (Media Center)	A	15
204	269	Stair		
205	205	Men's Toilet Room		
206	282	Control Room (Director's Office)	B	150
207	300	Women's Toilet Room		
208	1204	Mezzanine	A	15
209	77	Corridor		
212	642	Classroom (Senior Room)	A	15
212A	682	Classroom (Senior Room)	A	15
210	564	Classroom (Community Room)	A	15
210A	653	Classroom (Community Room)	A	15
210B	654	Classroom (Community Room)	A	15
211	682	Corridor		
215	168	Stair		
Outdoor Walkway				
				TOTAL

LEVEL 2 NET SF	9972
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TOTAL NET SF	46359
TOTAL GROSS SF	49000
TOTAL OCCUPANCY	1969

<i>OCC. COUNT</i>	<i>Maintenance Issues</i>	<i>Cost Associated</i>	<i>Additional Comments</i>	<i>Programming Notes</i>
41				
41				
40				Potential studio media lease space during non-program times
42				Potential studio lease space during non-program times
36				Potential podcast/social media lease space during non-program times
2				
80				
43				
45				
38				
44				
44				
			352 SF	
495				

Restrooms Required	Men = 2	Women = 4
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Calculation: $M=248/125=2$ $W=248/65=4$
Sufficient restroom count.

SITE ASSESSMENT

<i>Room Number</i>	<i>SF (Approx)</i>	<i>Programming</i>	<i>OCC. TYPE</i>	<i>SF/PERSON</i>
<i>SITE PROGRAMMING</i>				
	147	Pool Storage / Pump House	S	300
		Pool	A	50
		Pool Deck	A	15/30
		Parking Lot		
		Soccer Fields		
		Playground		
		Outdoor Basketball Courts		
<i>BUILDING MAINTENANCE</i>				
		Roof		
		Facade Maintenance		
		HVAC		
		Fire Panel Replacement		
<i>TOTAL PROJECTED COSTS</i>				

<i>OCC. COUNT</i>	<i>Maintenance Issues</i>	<i>Cost Associated</i>	<i>Additional Comments</i>	<i>Programming Notes</i>
1	Annual Pump Failure	\$450,000.00		
86				Limited capacity due to depth and seasonality
845	BIG umbrellas	\$65,000.00	15p/sf after 10', 30 p/sf up to 10 ft from pool	
	Resurfacing	\$130,000.00		
	redevelopment	\$550,000.00		
	replace playground	\$385,000.00		Limited visibility and access due to location behind building
	Basketball Goal Replacement	\$25,000.00		Limited visibility and access due to location behind building
	Roof replacement	\$1,000,000.00		
	Exterior Patch, Seal, and Paint	\$250,000.00		
	Chiller Replacement	\$142,500.00		
	Replace	\$11,000.00		
		\$3,092,300.00		



02 | Public Engagement

Public engagement provides opportunities for community engagement as well as important understanding of needs and desires as understood by the community. In order to gain an understanding of community needs, this plan contains the following public engagement:

- Initial Public Workshop
- Online Survey
- Follow-up Public Workshop

Insight gathered through this public engagement helped shape the Guiding Principles described in Chapter 4 | Action Plan which become the goals and objectives for parks and recreation within Seminole.

Public Workshop #1

The Project Team facilitated an informal open house style public workshop with various stations providing opportunities between residents and the Project Team. This public workshop served to provide the residents of the City of Seminole with the opportunity to communicate their needs and desires regarding the recreation offerings in the City as a whole, as well as specific desires regarding the Seminole Recreation Center and city parks. Each of the various stations were especially designed to optimize the input received to best understand the needs of the community.

The following is a breakdown of the stations and the type of input collected at each point.

Welcome Station

As participants entered the workshop, they were greeted at a welcome table and provided a summary of the project and public workshop format. Comment cards were provided for participants to fill out and return by the end of the workshop.

Recreation Programming

Activity

During the activity, participants were provided with 12 orange stickers, symbolizing their preferences and desires for activities and programs within Seminole Recreation. They were encouraged to place these stickers on the activities or programs they enjoy the most, would like to see included, or increased in future programming.

By allocating the orange stickers, participants had the opportunity to actively express their preferences and shape the future of Seminole Recreation's program offerings. The stickers are a visual representation of their support and enthusiasm for specific activities, indicating their desire to see them emphasized or expanded in the future.

Purpose

The sticker allocation activity fostered a sense of ownership and empowerment among participants, as they had the chance to directly influence future programming decisions. This hands-on approach allowed Seminole Recreation to gain invaluable insights into the activities that resonated most strongly with the community.

The data collected from the sticker allocations was thoroughly analyzed to identify the trends and patterns that emerge. By discerning the activities that received the highest sticker allocations, Seminole Recreation will gain a clear understanding of the most popular and desired programs within the community.

Programming Fund Allocation

Activity

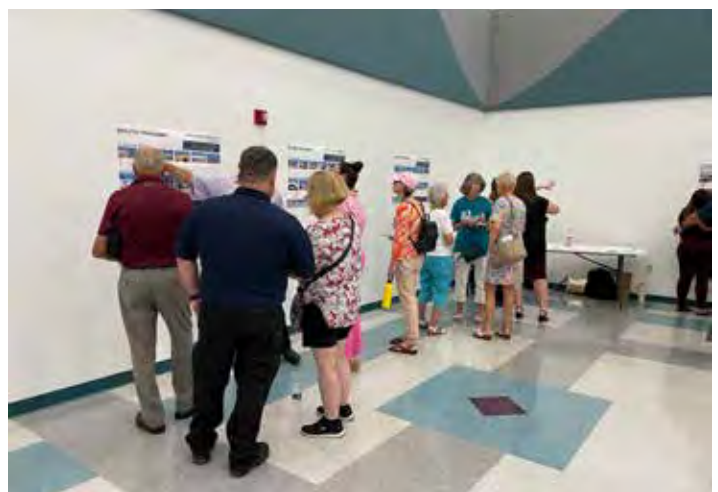
During the activity, participants were provided with six green stickers, symbolizing potential funding allocation, and were encouraged to place these stickers on the activities or programs they believed should receive enhanced resources or improvements within Seminole Recreation.

By allocating the green stickers, participants had the opportunity to express their preferences and prioritize the areas they believed would benefit the most from additional funding. This activity aimed to gather insights into the community's aspirations and identify the programs or activities that held the highest importance to the participants.

Purpose

Through the strategic placement of the green stickers, participants contributed to the collective decision-making process regarding the allocation of resources within Seminole Recreation. The stickers are a visual representation of their support for specific activities or programs, indicating their desire to see them flourish and receive potential enhancements. The stickers acted as a tangible representation of the community's desires, reflecting their vision for an enhanced recreation experience within Seminole.

This activity not only provided an opportunity for participants to voice their preferences but also fostered a sense of ownership and active involvement in shaping the future of Seminole Recreation. By collectively identifying the areas of importance, the community's diverse perspectives and needs were considered, ensuring a well-



rounded approach to resource allocation. This collaborative approach aimed to ensure that the investments made in enhancing or improving recreation align with the community's desires and aspirations. Ultimately, this will create an enjoyable and inclusive recreational experience for all.

Parks

The Parks station aimed to understand the needs and desires of Seminole residents regarding the City's park facilities. The following boards and activities were provided to gather input and generate discussion between participants and the Project Team.

Park System Map

A park system map was provided to orient participants on the various park facilities and amenities provided within the City. Participants were asked to identify which parks they currently visit and whether they were aware of all the parks and amenities provided within the City. This conversation served as the basis for understanding any improvements needed within specific parks or the system as a whole.

Park Improvements

Following discussions around the park system map, participants could note improvements they would like to see in each of the different parks including the Recreation Center grounds. Additional non-site-specific comments were also captured as part of this process.

Preferred Amenities

A visual preference survey was conducted to understand what amenities and facilities are most needed within the City. Participants could place a dot sticker on amenities they would like to see within their parks.

Possible options included:

- Sports Fields
- Sports Courts
- Playgrounds
- Fitness Equipment
- Boardwalks
- Paths
- Restrooms
- Pavilions
- Water Fountains
- Bike Racks

Repetto Property

The City of Seminole acquired the Repetto Property in 2019 for the development of recreational activities. This board provided background information on the site and asked participants to envision what types of activities or amenities they would like to see on the site particularly considering its adjacency to the Pinellas Trail and Seminole City Park.

Recreation Center

Activity

The Recreation Center station contained an exhibit of the existing Recreation Center floorplans accompanied by photographs of interior spaces. Participants were asked to share their experience of the existing spaces including what they felt currently works and what could be improved.





Public Workshop Input

The Project Team facilitated a public workshop meeting at the Recreation Center on the evening of May 16th, 2023, from 5:30-7:30 pm and received a total of 55 participants. The meeting was advertised at all park facilities and the Recreation Center as well as through social media. Additionally, users of the Recreation Center at the time of the workshop were invited to participate in the activities. Input has been organized by programming comments, park system comments, and comments specific to the Recreation Center.

OPEN HOUSE MEETING

Tuesday, May 16th

5:30-7:30 pm

55 Participants

Programming
Aquatics

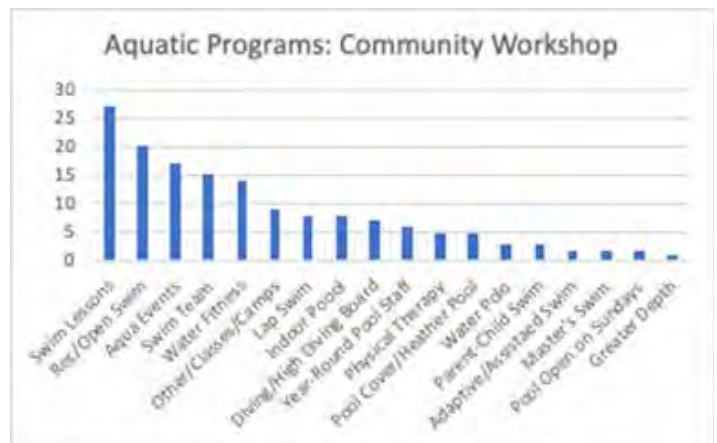
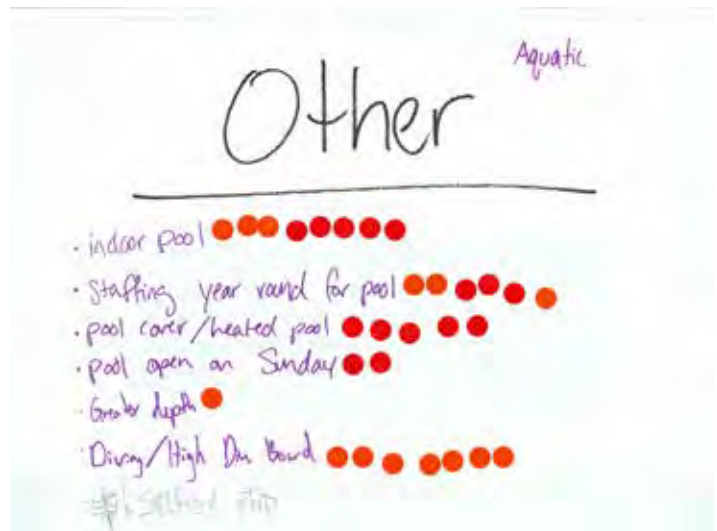
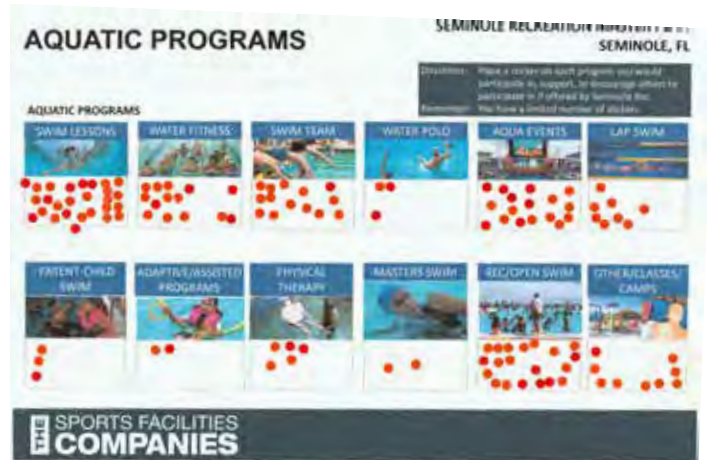
The results of the voting activity revealed clear trends in the community’s preferences for various activities and programs within Seminole Recreation. Swim lessons emerged as the most important activity amongst aquatics, receiving 27 votes, indicating a strong demand for swimming instruction. Rec/Open Swim followed closely behind with 20 votes, indicating a popular choice for general swimming access. Aqua events and swim team activities also garnered significant interest with 17 and 15 votes, respectively.

A splash pad and a pool with greater depth were identified as the least important activities, each receiving only one vote. This suggests that these particular features may not be a priority for the community at this time.

The results also indicated moderate interest in water fitness (14 votes), other classes and camps (9 votes), lap swim (8 votes), and an indoor pool (8 votes). Diving and high dive board activities, as well as year-round pool staff, received 7 and 6 votes, respectively, indicating a moderate level of interest.

While some activities received lower vote counts, such as water polo (3 votes), parent-child swim (3 votes), adaptive/assisted programs (2 votes), and master’s swim (2 votes), it is important to note that these activities still hold some level of interest within the community.

The voting activity provided valuable insights into the community’s preferences and priorities, helping guide future programming decisions within Seminole Recreation. The high demand for swim lessons and rec/open swim highlights the community’s interest in aquatic activities, while the lower interest in certain features indicates where resources and efforts could be better reallocated to higher interest activities to better meet community needs.



Athletic Programs

The results of the voting activity revealed significant trends in the community's preferences for various athletic activities and programs within Seminole Recreation. Outdoor tennis and pickleball emerged as the most important activities, receiving 34 votes, indicating a strong demand for these sports. Rectangle fields for various sports followed closely behind with 24 votes, suggesting a popular choice for team sports and outdoor athletic programs.

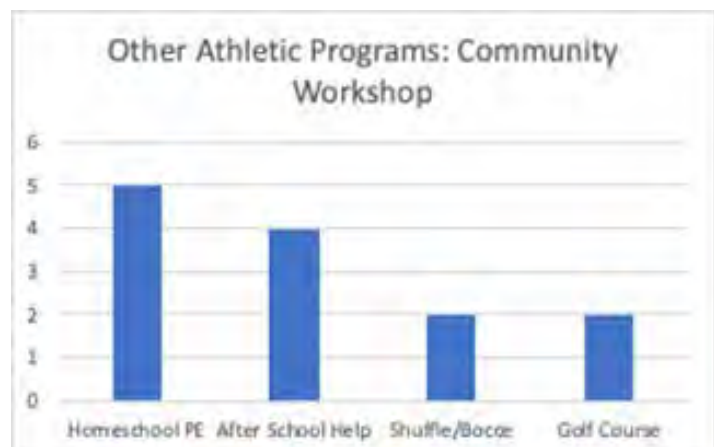
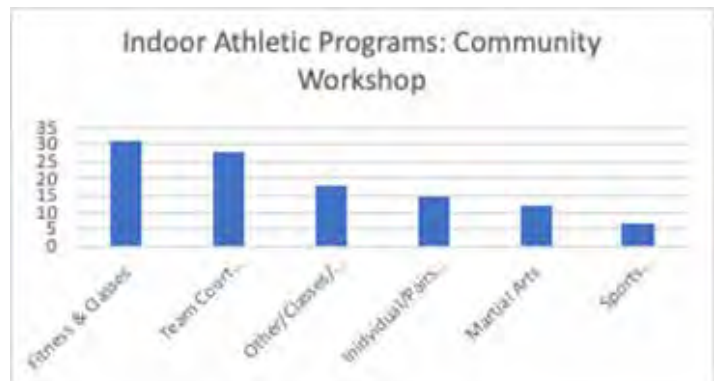
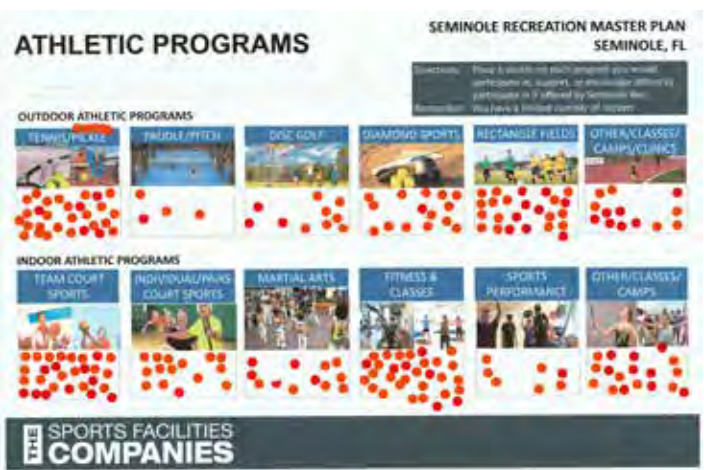
Shuffleboard, bocce, and a golf course were identified as the least important activities, each receiving only 2 votes. This indicates that these particular activities or programs may not be a priority for the community at this time.

The results also indicated substantial interest in fitness and classes for indoor athletic programs, with 31 votes, highlighting the community's desire for fitness-related activities. Team court sports received 28 votes, demonstrating a significant interest in sports like basketball, volleyball, or similar team-based activities.

Additionally, the voting activity showed notable interest in other athletic programs such as individual/pairs court sports (15 votes), martial arts (12 votes), disc golf (10 votes), and other classes, camps, or clinics (13 votes), indicating a diverse range of preferences within the community.

While some activities received lower vote counts, such as sports performance (7 votes), homeschool PE (5 votes), after school help (4 votes), paddle/pitch (4 votes), and golf course (2 votes), it is important to note that these activities still hold some level of interest within the community. However, they are lower priorities in resource allocation.

The high demand for outdoor tennis, pickleball, and fitness-related activities signifies the community's interest in active and engaging athletic programs. Meanwhile, the lower interest in certain features like shuffleboard, bocce, and a golf course indicates where resources and efforts could be better reallocated to higher interest activities to better meet community needs.



Recreation Programs

Outdoor festivals and events emerged as the most important activities, receiving 40 votes, highlighting the community’s strong interest in engaging outdoor experiences and community gatherings.

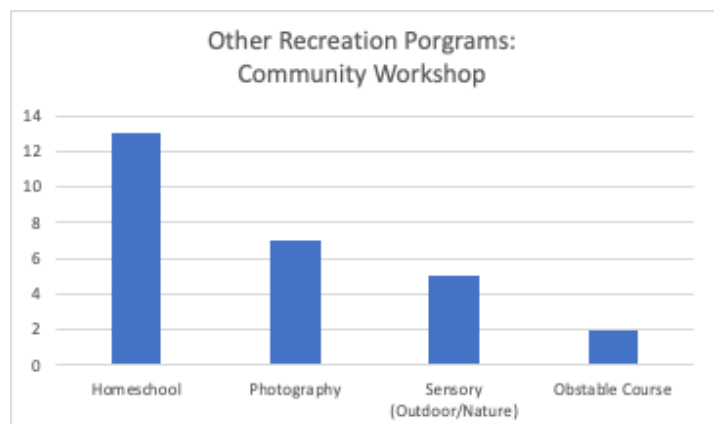
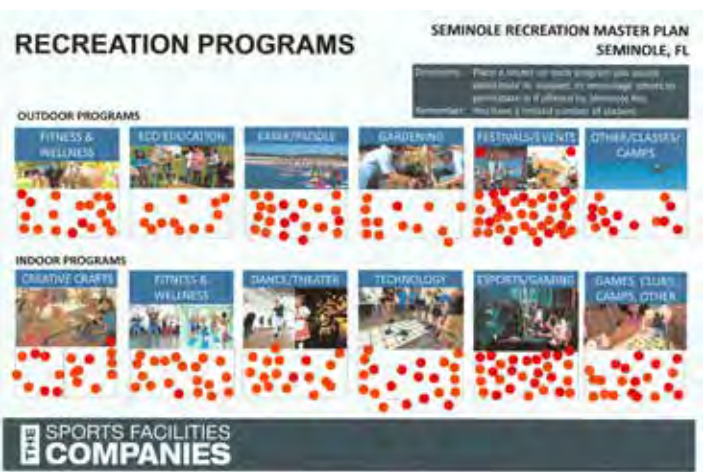
In contrast, an obstacle course was identified as the least important activity, receiving only 2 votes, indicating that it may not be a priority for the community at this time.

The results also demonstrated substantial interest in other outdoor programs such as kayaking/paddling (21 votes), fitness and wellness (19 votes), gardening (13 votes), and eco education (12 votes). These trends showcase the community’s enthusiasm for outdoor recreation, environmental education, and hands-on experiences.

Within the indoor program category, esports/gaming garnered the highest interest with 28 votes, followed closely by fitness and wellness, technology, and games/clubs/camps, each receiving 20 votes. Dance/theater and creative crafts also demonstrated notable interest with 18 and 16 votes, respectively.

In the “Other” category, homeschooling programs received 13 votes, indicating a segment of the community interested in educational alternatives and non-traditional educational options. Photography programs garnered 7 votes, while sensory (outdoor/nature) activities received 5 votes.

The high demand for outdoor festivals and events highlights the community’s desire for social engagement and unique experiences. Conversely, the lower interest in an obstacle course suggests a potential reallocation of resources towards more popular activities.



Other Programs

Adult/senior travel and trips emerged as the most important activities, receiving 24 votes, indicating a strong interest in socializing and exploring new experiences among the community members.

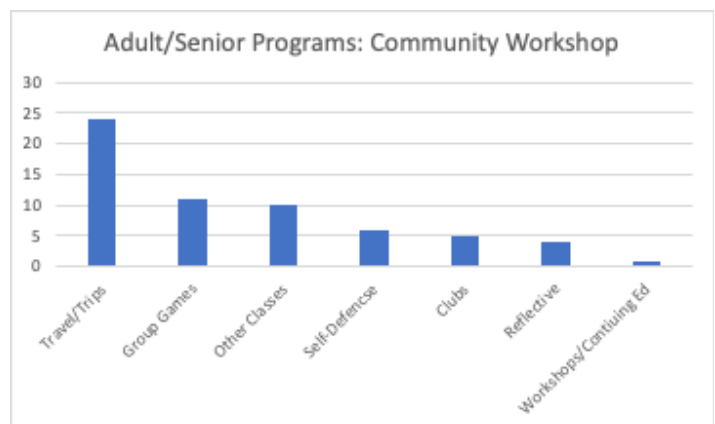
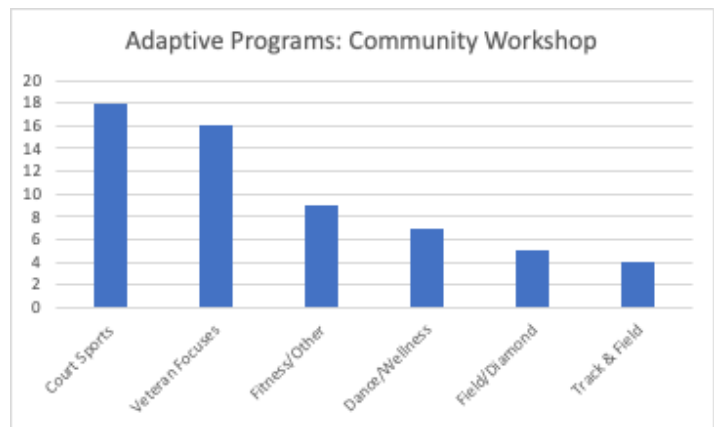
In contrast, adult/senior workshops and continued education were identified as the least important activities, receiving only 1 vote, suggesting that they may not be a priority for the community at this time.

Within the adaptive program category, court sports received the highest interest with 18 votes, followed by veteran-focused programs with 16 votes. Fitness/other activities, dance/wellness, and field/diamond sports also demonstrated notable interest with 9, 7, and 5 votes, respectively.

In the adult/senior program category, group games garnered 11 votes, while other classes received 10 votes. Self-defense, clubs, and reflective activities showed moderate interest with 6, 5, and 4 votes, respectively.

The high demand for adult/senior travel and trips highlights the community's desire for social engagement and leisure experiences. Conversely, the lower interest in adult/senior workshops and continued education suggests the need for alternative programming or a potential reallocation of resources.

These trends offer valuable information for Seminole Recreation in creating programs that meet the desires and needs of the community, promoting social connection, well-being, and lifelong learning opportunities for adults and seniors. The charts detail the total votes received for each adaptive or senior specific program type.



KEY TAKEAWAYS: PROGRAMMING

1. High preference for rectangle sports including a strong preference for team sports and outdoor athletic programs.
2. Notable demand for fitness and classes
3. Avid community interest in outdoor experiences and community gatherings
4. Strong community interest in social engagement and distinctive leisure experiences

Fund Allocation

During the workshop, community members expressed their funding preferences and indicated the areas of importance within Seminole Recreation by allocating green stickers. The trend data obtained from this activity provided valuable insights into the community's funding priorities and highlighted the relative importance assigned to different recreational categories.

HOW/WHERE SHOULD \$ BE SPENT TO ENHANCE RECREATION IN SEMINOLE?

SEMINOLE RECREATION MASTER PLAN SEMINOLE, FL

Directions: Place a sticker on each area where you think \$ should be spent to enhance or improve recreation in Seminole.

Remember: You have a limited number of stickers

Category	Stickers
OUTDOOR PASSIVE	25
OUTDOOR ATHLETIC	35
AQUATICS	25
INDOOR PASSIVE	15
INDOOR ATHLETIC & FITNESS	35
ENVIRONMENTAL	25

THE SPORTS FACILITIES COMPANIES

Indoor athletic and fitness activities emerged as the highest funding priority, with a significant allocation of 66 green stickers. This trend signifies the community's strong support for enhancing resources and investments in indoor sports and fitness programs.

Outdoor athletic activities closely followed, with 59 green stickers allocated, demonstrating the community's desire for allocating funding towards outdoor sports and related initiatives.

Aquatics, including swimming and water-related programs, garnered substantial support with 55 green stickers, indicating the community's recognition of the importance of aquatic facilities and the need for investments in this area.

On the other hand, indoor passive activities received a relatively lower allocation of 23 green stickers, suggesting that these areas may be of lesser importance for funding allocation compared to other categories. Outdoor passive activities, which received 45 green stickers, held a higher priority in terms of funding preferences.

The trend data also revealed that environmental programs, focusing on nature conservation and education, received 41 green stickers, reflecting the community's desire to allocate funding towards environmental initiatives.

By analyzing this trend data, Seminole Recreation can make informed decisions regarding funding allocation, ensuring that resources are dispensed according to the community's identified priorities. The data and findings provide a valuable roadmap for enhancing indoor athletic and fitness offerings, supporting outdoor athletic activities, investing in aquatics facilities, and exploring opportunities to further develop outdoor passive experiences.

The community's funding preferences will guide Seminole Recreation in aligning investments with the community's desires and aspirations. Through this inclusive approach, Seminole Recreation aims to create a well-balanced and engaging recreational environment that meets the diverse needs and preferences of the community.

TOP FUNDING PRIORITIES

1. INDOOR ATHLETIC AND FITNESS

The highest number of green stickers, totaling 66, were allocated to this category. This indicates that community members strongly support allocating funding towards enhancing indoor sports and fitness programs.

2. OUTDOOR ATHLETIC ACTIVITIES

With 59 green stickers allocated, outdoor athletic activities emerged as a close second in terms of funding priorities. The community has shown significant interest in allocating resources to enhance outdoor sports and recreational pursuits.

3. AQUATICS

The allocation of 55 green stickers to aquatics reflects the community's desire to invest in swimming facilities and water-related programs. This category holds notable importance and is considered a priority for funding allocation.

Parks

General Comments

Based on conversations regarding the park system, most Seminole park users primarily visit the Seminole Recreation Center, for its programming, and Seminole City Park, for special events. Many participants at the meeting indicated that they were unaware of other park offerings often citing Blossom Lake Park as an unknown park. As a result, participants indicated a need for improved communications about parks and special events including improved grassroots communication and a more robust presence of park offerings within the website.

Preferred Amenities

Participants at the Amenity Voting activity were primarily interested in additional sports fields noting the lack of diamond fields within the City of Seminole and the limited number of rectangle fields at the Recreation Center grounds. Other popular amenities included passive neighborhood park amenities such as playgrounds, pavilions, paths, and water fountains. Participants noted that water fountains may need repair or replacement with several preferring water bottle fillers over traditional fountains. Additional active amenities needed included sports courts (namely shuffleboard, pickleball, and basketball courts), and outdoor fitness equipment.





Seminole City Park

Many residents visit this park currently for special events, however, the park also provides passive daily functions.

- Additional special events
- Updates to pavilions and bandshell
- Add basketball court
- Provide path around lake with seating

Tennis Club Park

Park use within this park is limited to tennis and pickleball players. Additional uses are limited due to space constraints.

- Improve communications about this park

Blossom Lake Park

Blossom Lake Park is tucked in a residential area and many Seminole residents are not aware of this park. Pinellas Trail users have passed the park but did not realize it was a City park. This park has recently received improvements.

- Improve communications about this park
- Update pavilions
- Provide additional exercise equipment

Waterfront Park

Waterfront Park is a newly developed park. Most participants were aware of this park even if they had not yet visited. Trees have been recently installed and are not yet large enough to provide substantial shade.

- Needs more shade
- Improve pedestrian connections to Bayou Grande/The Addisons


Recreation Center (Grounds)

The Recreation Center grounds contain the only sportsfields within the City of Seminole, it is also the most visible site for Seminole recreation. As a result, there is large demand for additional sportsfields and sports courts on the site.

- More sportsfields
- Additional basketball courts
- Walking/running loop

Repetto Property



Comments around the Repetto Property focused primarily on programming within the existing building structure. However, programming suggestions were largely varied including senior center, rental space, children's programming including a nature center and homeschooling groups, performing arts center, and young adult attraction. Participants agreed that the future park should engage the Pinellas Trail and maintain overflow parking for Seminole City Park. There is some opportunity to include passive amenities on-site including walking paths and amenities engaging the tree canopy.



LEGEND:
▭ Repetto Property Boundary
▭ City Boundary

Seminole Recreation Master Plan
City of Seminole, FL

What is the Repetto Property?


Located near Seminole City Park, the City of Seminole acquired the Repetto Property in 2022. A long brick driveway leads to the existing house. Toward the back of the lot, a shady wooded area sits adjacent to the Pinellas Trail. Prior to the purchase of the property, the front lawn of the space was used to provide overflow parking on special event days at Seminole City Park. Future plans for the site have yet to be developed, but it is likely that the site will continue to provide overflow parking as well as programming within the Repetto house.

In the future, the Repetto Property should have...

What are your ideas for the park? Let us know.
Write down amenities and programs you'd like to see happen at the Repetto Property.

- ✓ Senior Center / Programming - Rental for events - retreats + Weddings + Birthdays, etc. (Indoor + Outdoor Venues)
- CHILDREN NATURE CENTER TO EXPLORE NATURE & LEARN ABOUT HOW TO CARE FOR OUR PLANET + Fall in love with nature again (Forest Bathing)
- Create a "Welcome to Seminole" SIGNAGE STATION ALONG THE TRAIL / HOW TO USE CANOPY AREA ✓
- theatre-performing ARTS Center
- * Senior Center ADA compliant
- * Children's camp - Art, Environmental, Gardening ✓
- * Keep front area for parking for events at Seminole City Park.
- * Place for Homeschooling groups to meet ✓
- seminole needs a cool place for young adults... (food, venue, music, cool lighting...)
- Grow Glaze Performing Arts Center. Rt a track for public

this could be a perfect space. I sound this

 Repetto Property

KEY TAKEAWAYS: PARKS

1. Participants indicated a lack of awareness of parks and amenities.
2. Current park users are highly satisfied with park quality
3. Primary deterrent to use is comfort. Shade, water fountains & seating are key.
4. There is a strong connection between parks and the Pinellas Trail.

Recreation Center Comments

First Floor

1 MAIN LOBBY
Too Big!

2 MAIN OFFICE

3 GROUP FITNESS ROOM
Support machine for group fitness

4 GYM

5 LIGHT / CARdio ROOM
Security/Health Monitoring: Make Diversity of Machines More Space!!

6 POOL VESTIBULE

7 MEETING ROOM

8 LOCKER ROOM
would like Royal lockers

9 DANCE STUDIO
Remove floor!

10 PARTY ROOM

11 RAQUETBALL COURT

12 POOL DECK
More open hours

LEVEL 1 EXISTING CONDITIONS
WASTED SPACE!

PLAYGROUND (outside)

1-2

Main Entry

Visitors feel that the front door is not in an ideal location and should be closer to the main parking lot for visitor convenience, oriented toward 113th st. for maximum visibility. The main entry location is hard to find for new visitors. The main lobby is too large and contains a surplus of unused space. Lobby is only filled 1-2 times per year for fair-type events and patrons feel those events could be held in the gym or multipurpose room spaces. The main office allows staff to keep eyes on the front door for added security. This is seen by the public as a positive for when the front desk attendant is not immediately available. Generally, the front desk is seen as a major security asset.

3

Group Fitness

The group fitness room/cycle studio is a heavily used room that is viewed largely as a major asset to the building. Patrons expressed an appreciation for the space and it's offerings, but wish that the room was larger and held a wider variety of equipment.

4

Gym

The gym is another space which gathered largely positive feedback. Patrons enjoy the offering of activities in the space, the natural lighting, and the close proximity to the main lobby. Some Patrons asked to see more pickleball courts, longer pickleball play hours, and beginners pickleball courses in the gym.

5

Weight/Cardio Room

The weight/cardio room received mixed reviews. The most common request was for updated equipment, a larger variety of equipment, and for a larger space with better music. A senior visitor requested that a member of staff should be stationed in the fitness room or have eyes on the fitness room for security and health monitoring. Taller ceilings would be seen as an added benefit.

6+8

Pool Vestibule

The pool vestibule and locker rooms are appreciated and well-used. Visitors did say that the pool lobby could be updated to create a fresher look. The locker rooms are spacious and clean. Two patrons expressed a desire for the city to provide keyed locks in the locker rooms. An indoor pool with extended weekend hours would be a major asset to some constituents.

7

Meeting Room

The meeting room is seen as a positive, multiuse space. Visitors appreciate the use of the space for kids camp activities, allowing the gym to be freed for adult programming during certain times in the summer. Natural light and a connection to the outdoors would be an added benefit.

9

Dance Studio

The dance studio is underused. Would like to see more dance programming added to the roster. Floor needs to be replaced. One visitor noted that ballroom dancing would be appreciated.

Second Floor



13

Senior Lounge

The senior lounge is appreciated but quite large and underused. Furniture could be updated and the space could be condensed to create a more intimate feel. Visitors appreciate the complimentary coffee.

15

Community Room

The community room is a flexible space used for HOAs and other large group gatherings. One comment requested an update to the interior finishes, but otherwise comments centered around the space functioning well for its intended purpose.

16

Exterior Corridor

The exterior corridor did not receive any feedback. One visitor appreciated the abundance of natural light in the stairwell and felt it encourages visitors to take the stairs.

19+21

eSports Room

The eSports room gathered an overwhelmingly positive response. Visitors reported enjoying movies there, as well as taking advantage of the gaming consoles and capabilities available. This seems to be a major positive for the teen and preteen populations.

22-23

Craft Room

It was noted by multiple visitors that the craft room, though appreciated, could use more craft programming to make use of the space. The Digital Den is appreciated for its photoshop classes and the technology available, however one visitor did mention that some software is outdated.

Other Spaces

Visitors to the community feedback meeting noted the following spaces and programming missing from the building and would be appreciated: arcade, children's sensory space, outdoor classroom, rental space to hold small business meetings, updated rims on the outdoor basketball hoops, an indoor track, additional indoor and outdoor pickleball courts, shuffleboard courts, cooking classes, and tutoring/homeschool curriculum.

Survey

The public input survey was to gather the community’s feedback on the City of Seminole’s parks, recreation, facilities, amenities, and more. The overarching goal of this analysis is to ensure the City’s planning efforts align with the needs and desires of the community. The survey ran from **May 18th to June 19th** and gathered a total of **302 responses**.

To best reach City of Seminole residents, the public input survey was advertised both online via social media and on-site at the various City facilities throughout the survey’s run. On-site outreach included QR codes taking participants directly to the survey page. Additional social media ads were used to target City of Seminole residents. **Of the 73.43% of Seminole responses 50.17% of them are 33772.** The survey featured an array of questions ranging from frequency of visits to preferred and desired amenities to rating specific criteria. The following pages provide a summary of the results.

ONLINE SURVEY

May 18th - June 19th

302 Responses

Key Takeaways

Barriers to Use

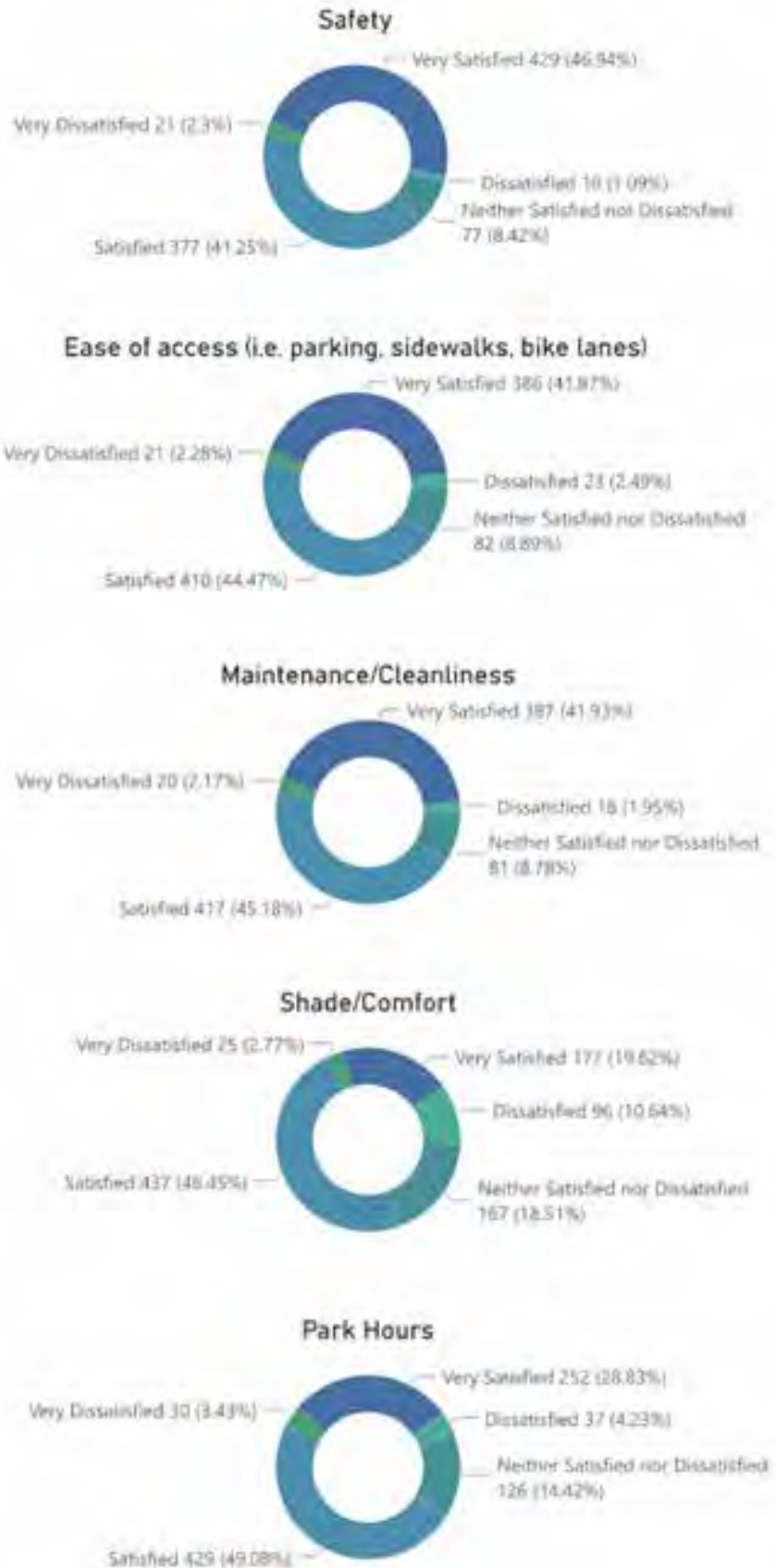
While 80.76% of respondents utilize the parks system, respondents who do not identified a wide swath of obstacles to park use. The most frequent reason was **a lack of awareness of the programming and amenities in the parks**, a topic discussed in the section “Communication Methods.” There may be some number of residents that simply do not utilize the parks system but by their own volition; not because there is some barrier to entry.



User Experience Satisfaction

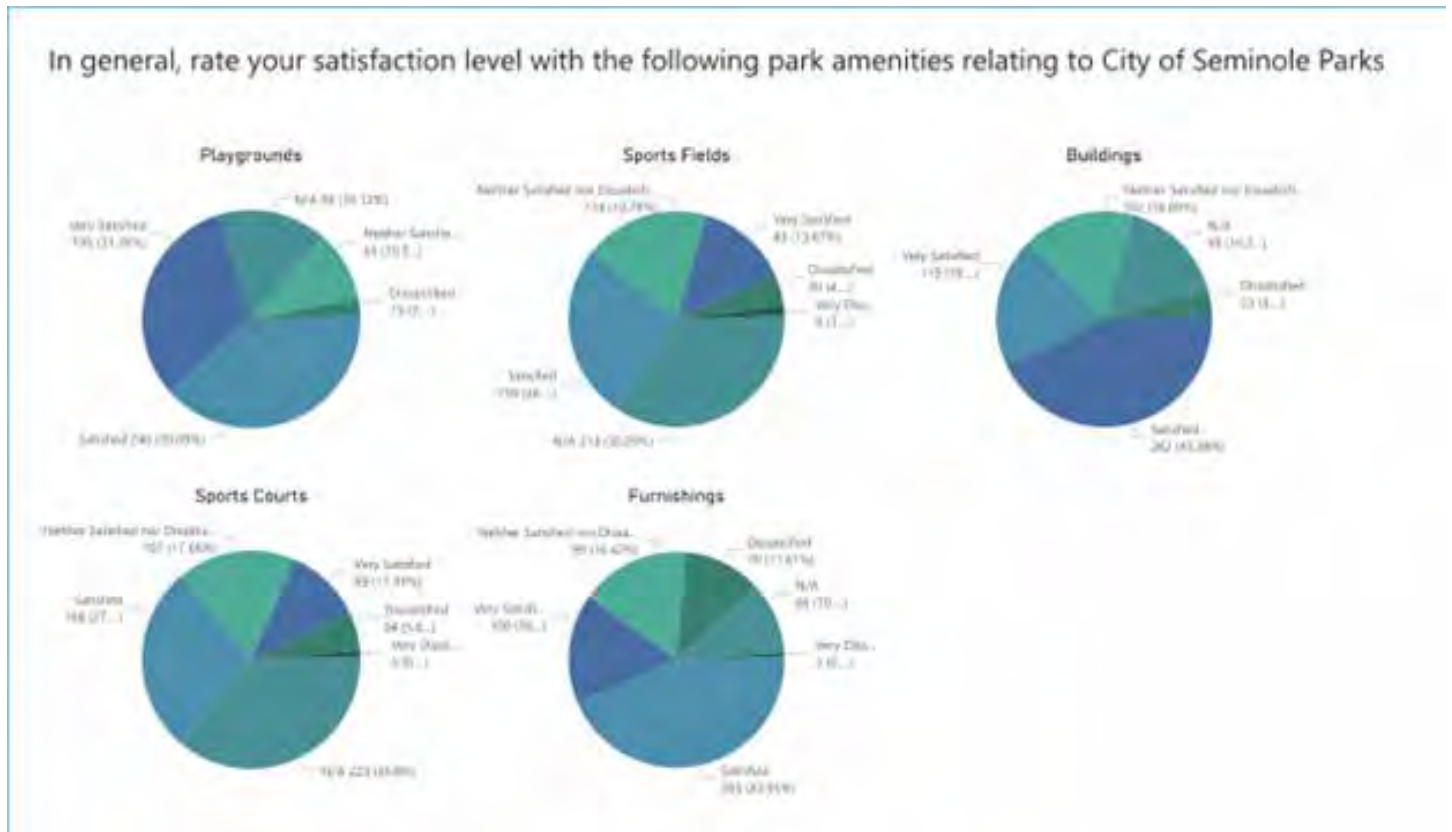
User Experience satisfaction helps determine if a park user's needs are met and whether they will return to the park/facility for repeat visits. These metrics work in a cohesive manner to provide the optimal experience to as many park users as possible and help the city understand what parks users feel could improve park experience.

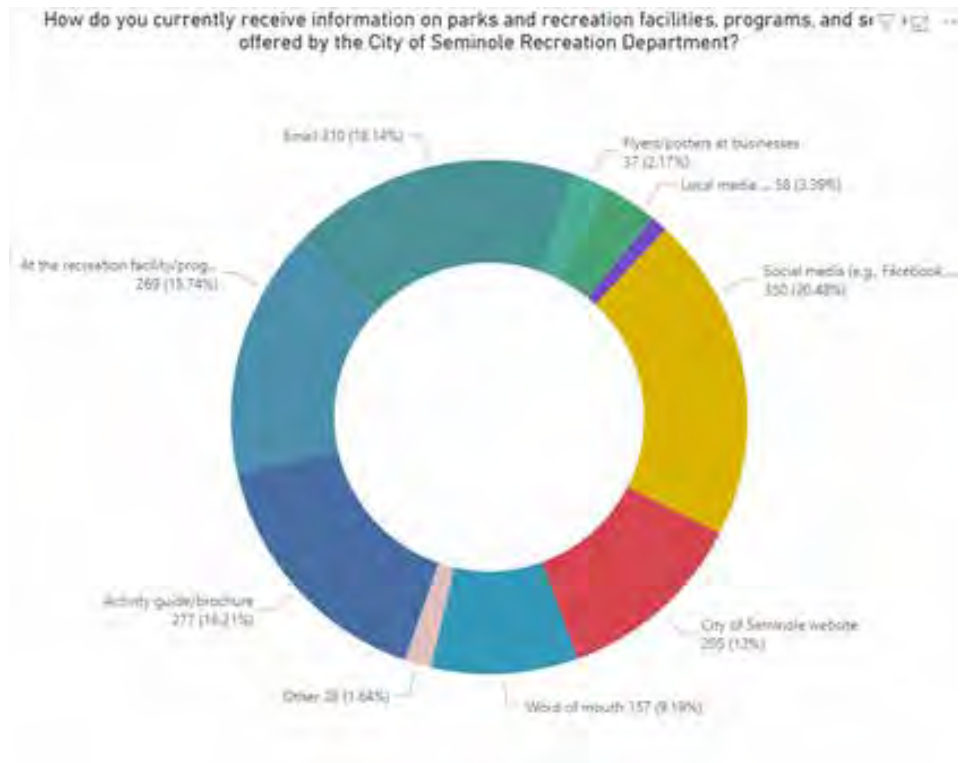
The key User Experience metrics were divided into five categories: safety, ease of access, maintenance/cleanliness, shade/comfort, and park hours. In general, the majority of responses indicate **“highly satisfied” or “satisfied” with each category, the highest majority being safety (88.2%) and the lowest being shade/comfort (68.1%).**



Specific Amenity Satisfaction

Survey respondents were asked to rate their satisfaction of specific park amenities: playgrounds, sports fields (i.e., soccer, multi-purpose), buildings (i.e., rental spaces, restrooms), sports courts (i.e., basketball, pickleball), and furnishings (i.e., water fountains, benches). **While playgrounds, buildings, and furnishings were overall satisfactory, sports fields and sports courts saw less than 50% “satisfied” or “highly satisfied.”** This is likely due to the limited offering of these amenities throughout the system. Currently, only the Recreation Center grounds include sportsfields. Tennis courts are available at Tennis Club Park, while basketball courts are available at various facilities. However, with the growing interest in pickleball nationwide, it is possible that these amenities are strained and perceived as limited in availability.





Communication Methods

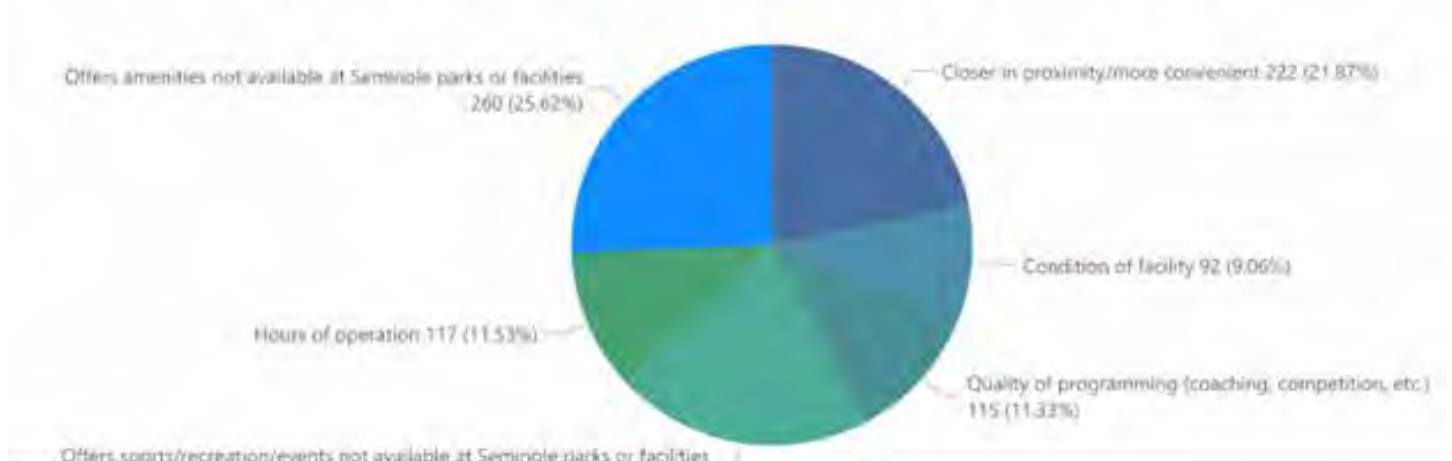
Many respondents indicated they receive information from about the parks and recreation facilities and programs via social media (20.4%) or email (18.1%). The Activity Brochure and postings at locations are also heavily utilized for information about facilities and programs. Survey results do not indicate the City’s website as one of the more effective information centers.

Non-City of Seminole Parks

74.28% of respondents indicated they visit parks or facilities other than those provided by the city. The primary reasons for these visits were: **offers amenities not available at Seminole parks or facilities (25.62%), closer in proximity/more convenient (21.87%), and offers sports/recreation/events not available at Seminole parks or facilities (20.59%).**

The reasons presented for utilizing non-city parks are in line with the data from the other metrics. Park users will travel when their needs are not met. Satisfaction, ease of access, and accessibility, among other factors, all play roles in meeting the needs of users. There are situations where a respondent may live in a neighborhood or municipality that provides some of their parks needs. Additionally, this may indicate a potential lack of awareness from park users of the park amenities and programming offered within the City of Seminole that may meet their needs.

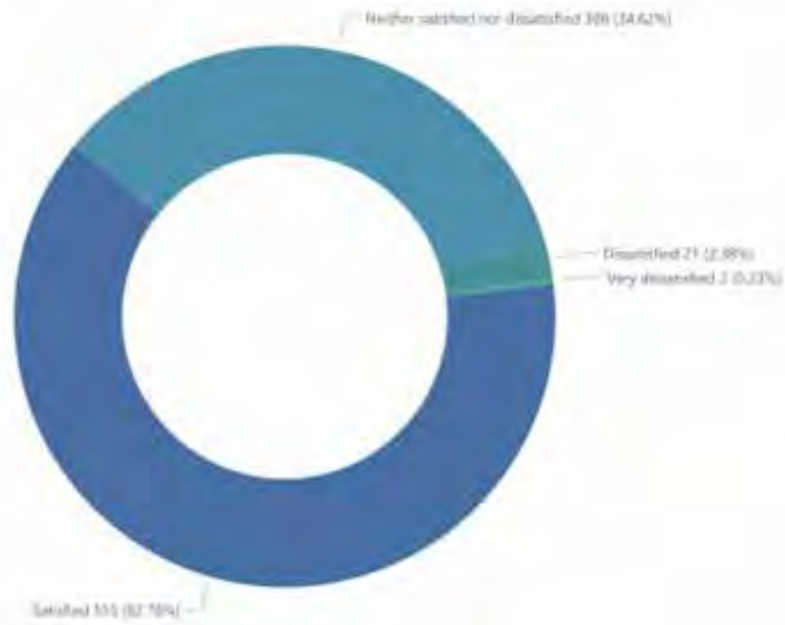
Why does your household use/visit other parks and/or sports/recreation facilities?



Stress and Mental Health

62.78% of respondents were satisfied with the ability to relieve stress and address their mental health within City of Seminole Parks. A further 34.62% responded “neither satisfied nor dissatisfied.” Those who were dissatisfied felt they would be better able to relieve stress with **additional outdoor exercise equipment and with increased walking areas**. The parks system help maintain a high quality of life for residents within the city. In particular, this highlights the importance of offering and maintaining passive park amenities and open green spaces within the city.

How would you rate your satisfaction with the ability to relieve stress and address your mental health within City of Seminole parks and facilities?



Additional Considerations

Transportation

While **a vast majority of park users (92.27%) indicated they use a motor vehicle** to visit parks and recreation facilities, **it is notable that 25.32% also use a bicycle and 23.18% walk or run to a park.** Additionally, 18.45% of respondents indicated they use the Pinellas Trail. Altogether, there is an opportunity to provide amenities for park users utilizing alternate modes of transportation and celebrate locations where parks run adjacent to the Pinellas Trail.

Accessibility

Accessibility continues to be an important factor to consider when evaluating the parks system. All members of the community should have access to every park. 13.71% of the respondents to this question indicated someone in their household had a disability or they provided caregiver/support services. Of these, most respondents felt the system was either “somewhat accessible” or “completely accessible.” No responses were submitted that ranked the park as “completely inaccessible.” The Recreation Department should continue to strive to provide access to recreation opportunities for all members of the community.

Key Issues Matrix

The Key Issues Matrix combines input received through the public input process, technical support, and observations gathered through inventory to discern emerging themes guiding the direction of the Plan. Each key issue denotes both where this observation originated as well as the level of concern raised. This allows for a system which not only organizes the issues, but provides a method for prioritization of issues to be addressed in future recommendations. The combination of various input methodology provides a guide that includes desires and needs from the community as well as technical considerations regarding the functionality of the system

	<i>Existing Conditions</i>	
	<i>Site Visits</i>	<i>Program Review</i>
Active Seminole		
Parks and recreation provides opportunities for healthy lifestyles and outdoor recreation.		
Provide team sports and athletic programs	-	high
Meet demand for indoor athletic and fitness activities	-	high
Increase access to aquatics programs	high	high
Highlight and engage with the Pinellas Trail	low	low
Provide and promote tennis and pickleball offerings	mid	mid
Provide opportunities for outdoor fitness i.e. trails, outdoor fitness equipment	mid	high
Playground space	low	high
Social Seminole		
Parks and facilities help build community and forge social connections.		
Grow adult/senior travel program	-	mid
Support and promote eSports program offerings	-	mid
Expand recreation aquatics/Build a splash pad	high	high
Support and promote home school/after school youth/teen development	-	mid

Public Input			
Public Workshop	Survey	Consultant Opinion	Comments
high	high	high	Limited offerings of sportsfields currently
high	high	high	Existing space limits indoor athletics offerings
high	high	high	Existing outdoor aquatics facilities limit year-round use and participation
mid	-	mid	High percentage of trail users
high	high	mid	Need for additional Pickleball space (existing indoor space is shared with other programs, outdoor space limited due to only one court being lined for pickleball at Tennis Club Park)
mid	mid	mid	Address mental health and stress
-	high	mid	Survey identified community need for additional playground space
high	mid	mid	Create opportunities for senior involvement in programs and activities to increase participation
mid	mid	mid	Limited use of existing program space and community engagement, opportunity for growth
high	high	high	Splash pad currently limited to Seminole Rec Center, Survey respondents identified desire for splash pad and shade at other parks
mid	mid	mid	Opportunity to enhance utilization of program space during day time hours for additional program offerings

	Existing Conditions	
	Site Visits	Program Review
Aware Seminole		
Residents are aware of the programs and amenities provided by Seminole Recreation.		
Improve communication of park offerings and amenities	-	high
Improve awareness of programs offered	-	high
Simplify and clarify recreation website	-	high
Improve pricing communication strategy (esp. non-residents)	-	high
Cultural Seminole		
Seminole recreation celebrates and promotes arts and culture.		
Support and promote arts and crafts programs	-	mid
Continue to support and grow outdoor festivals and special events	high	high
Natural Seminole		
Parks provide access to the natural world		
Provide access to water (kayaking/paddling)	low	low
Offer community gardening opportunities	-	low
Provide environmental education where possible	low	low
Invest and promote outdoor passive activities (trails, paths, playgrounds, etc.)	high	high
Provide additional tree canopy throughout parks for shade and comfort	high	high

Public Input			
Public Workshop	Survey	Consultant Opinion	Comments
high	high	high	Quarterly recreation guide,
	high	high	park users do not believe desired programs are provided by Seminole
high	low	mid	Users primarily learn through program guide and social media
-	high	high	Non-residents don't feel welcome due to price point, a price comparison to private providers/monthly cost may better illustrate price strategy and improve perception of financial accessibility
mid	mid	mid	Limited existing programming, room for growth
high	high	high	Existing indoor and outdoor space provides limited opportunity for growth
mid	low	low	Current access floating kayak launch at Waterfront Park
mid	low	low	
mid	low	low	High impact/cost: programming, low impact/cost: interpretative signage
high	high	high	Need for additional playgrounds and accessible walking paths
high	high	high	Need for additional natural or constructed shade structures

Public Workshop #2

Public Workshop Format

A second public workshop was held on August 23rd from 5:30-7:30 pm. The public workshop provided residents with the opportunity to provide input on the emerging themes developed from the first public workshop as well as guide the direction of Recreation Center. There was a total of 60 participants in attendance at this workshop.

The following is a breakdown of the stations and the type of input collected at each point.

Emerging Themes

Activity

Emerging themes developed through the previous key issues matrix were tested and further developed through public participation in this station. This station provided participants with a large board including each of the five emerging themes and a short description. Participants were asked to place post-it suggestions on each of the emerging theme columns as to how Seminole recreation could meet this goal.

Key Findings

Active Seminole

Suggestions in this category included active sports such as access to sportsfields, bike trails, and additional fitness classes.

Social Seminole

Suggestions in this category included enhanced event opportunities, activities for senior residents, and additional table games within parks.

Aware Seminole

Suggestions ranged from connecting with local groups to increasing social media presence and including information boards along the Pinellas Bike Trail.

Cultural Seminole

Participants suggested art classes such as photography, pottery, music, dance, and drama as well as cultural programs such as OLLI, expat meet-ups, and cultural dinners. Additionally, participants were interested in cultural events such as Latin Heritage and MLK Day festivals.

Natural Seminole

This category included the least suggestions focusing on providing green space, additional trails, and partnerships with the County.



Recreation Center

Activity

The public was provided with two stations that included a blank architectural title block sheet with a color-designated facility program and cutouts of program elements for the Seminole Recreation Master Plan. The cutouts were color-coded to represent different types of program elements of the supplied facility program. Public participants arranged the supplied cutout program elements and provided the team with valuable insights on the desired programming ideas and the public's preferred adjacency for a new recreation facility.

Key Findings

Most of the public program adjacency layouts were unique, but participants had common ideas for their perceived new recreation center program elements:

- Separation of the arts from athletics
- Lots of natural light, windows, bringing the outdoors in.
- Workshops and meeting rooms adjacent to the main corridor/ lobby entry
- A focal point corridor (possibly a courtyard) with views of nature and a "pop-up" style event/informal gathering space
- Each program space should be treated as a "wing" of the building for self-evident program wayfinding
- More teen/college age activities. Participants would like to see more interaction with the college next door.
- Seminole needs to differentiate itself from other recreation centers by offering unique indoor activities, such as:
 - Indoor playground
 - Skate park
 - Rock climbing
 - Arcade
 - Indoor soccer
 - Indoor track
- In addition to athletics, a coffee shop/study area would be heavily used by teens and could even be staffed by them after school and on weekends/summers.
- Drive-in movie nights and food truck rallies would also attract a lot of teens/young adults.



General Comments

Activity

A catch-all activity provided participants with the opportunity to share their thoughts in regards to the various aspects of the City. Large notepads included the phrase "We want to hear from you in regards to..." with the various categories including: parks, programming, facilities, and other. Participants could write in their suggestions under each category.

Process

Parks

Comments for parks included additional shade at Waterfront Park, pickleball courts, kayak rentals, mountain bike trails, and skate parks. Participants were concerned with having access to soccer fields.

Programming

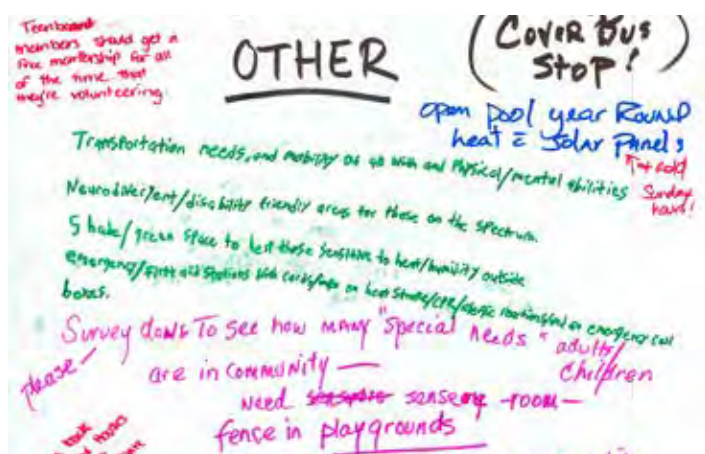
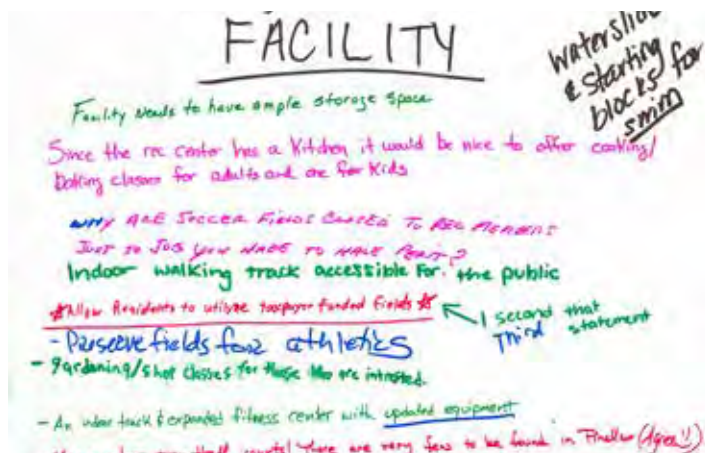
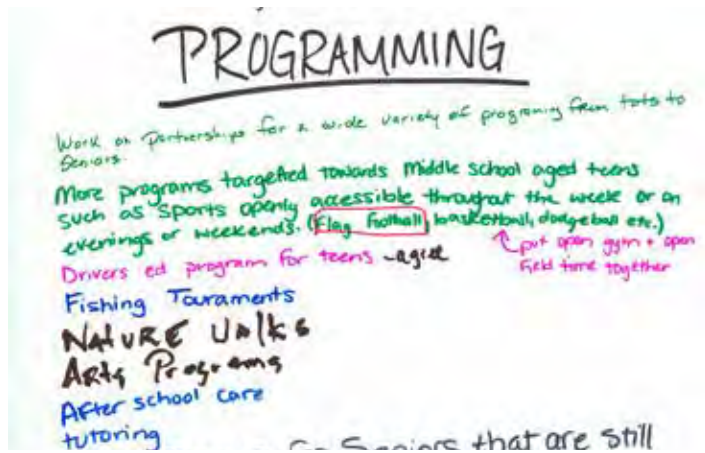
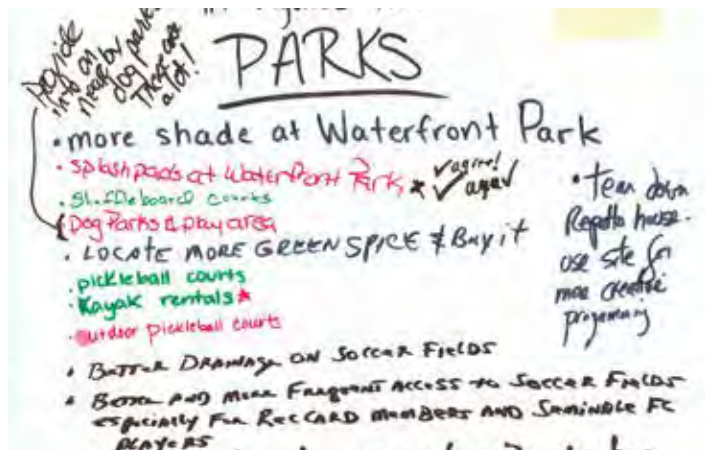
Programming suggestions included sports programming, nature-based recreation such as fishing tournaments and nature walks, arts programming, and senior programming. Additional suggestions included drivers ed programs, afterschool care and tutoring.

Facility

Facility comments included multiple suggestions for indoor walking tracks as well as suggestions for cooking classes, indoor racquetball courts, and areas for performing arts.

Other

The Other category included comments relating to any topic within the City including covering bus stops, increased transit and mobility, and inclusivity.





03 | Needs Assessment

The Needs Assessment provides a data-driven approach to understanding how the current offerings of parks and programming provided by Seminole Recreation currently meet the needs of residents. By understanding where gaps in service may occur, this plan aims to identify opportunities for growth and improvement within the system.

This section includes:

- Program Gap Analysis
- Parks Level of Service Analysis

Gap Analysis



Market Overview

Seminole, Florida

Incorporated in 1970, Seminole, Florida, is a picturesque suburban community located within Pinellas County on the stunning Gulf Coast of the Sunshine State. With approximately 19,000 residents, Seminole maintains its peaceful, small-town ambiance, making it an attractive destination for families and retirees seeking a serene lifestyle. Over the years, the City has experienced gradual growth, reflecting its enduring appeal as a residential haven.

Seminole's prime location along the Gulf Coast provides residents and visitors alike with easy access to breathtaking beaches. Miles of pristine shoreline offer opportunities for sun-soaked days, swimming, fishing, and engaging in various water sports. The City also boasts a range of parks and recreational facilities, making it an ideal destination for outdoor enthusiasts interested in activities such as hiking, biking, and bird-watching. Furthermore, Seminole's vibrant arts and cultural scene, including local galleries, music venues, and community events, celebrate the creative spirit of its residents.

The City of Seminole is known for its excellent schools, commitment to safety, and a strong sense of community. Its steady growth, combined with the perfect blend of coastal beauty and suburban comfort, continues to attract individuals and families looking for a tranquil yet vibrant Florida lifestyle.



* Image: Seminole City Park

Key Data: Sports In The Region

As part of the process of analyzing the existing and future sports and recreation assets in Seminole, FL, SFA determined the total number of potential sports participants in the local, sub-regional, and regional markets.

SFA calculates sports participation using a blend of national and regional sports participation rates as reported by the National Sporting Goods Association (NSGA) and the Sports and Fitness Industry Association (SFIA). The projections consider only active sports participants who play their respective sport in an organized format a specific number of times per year. The qualifying participation threshold varies by sport and is intended to separate casual participants from core participants; core participants are more likely to pay to visit the facility because they play consistently enough to consider paying for and participating in an organized program on a regular basis.

The following table lists the “primary” sports and activities that could be accommodated within the facility types that most regularly drive a high volume and frequency of sport participants and events, as well as the number of potential participants that could be attracted from the local, sub-regional, and regional marketplaces. SFA calculates the potential participants by multiplying each primary sport’s core participation rate with each drive time population. SFA notes that this calculation does not factor in existing service providers, and it is likely that existing facilities in the local, sub-regional, and regional marketplaces will impact the likelihood that existing and new facilities could capture more or less core participants from those areas.

POTENTIAL CORE SPORTS PARTICIPANTS

Sport/Activity	Core Participation Rate	Local (10 min.) Participants	Local (15 min.) Participants	Local (30 min.) Participants	Sub Regional (60 min.) Participants	Regional (240 min.) Participants
Basketball	6.36%	7,108	17,696	52,807	190,787	981,471
Tennis	5.55%	6,205	15,449	46,100	133,557	856,823
Soccer	3.44%	3,846	9,575	28,573	103,232	531,060
Table Tennis	3.22%	3,595	8,950	26,706	94,587	496,362
Volleyball	2.92%	3,266	8,132	24,266	87,672	451,013
Pickleball	1.51%	1,691	4,210	12,564	45,392	233,510
Flag Football	1.36%	1,515	3,773	11,259	40,678	209,260
Archery	1.29%	1,438	3,850	10,685	38,602	198,583
Martial Arts	1.06%	1,186	2,953	8,811	31,835	163,769
Cheerleading	0.77%	863	2,150	6,415	23,176	119,226
Futsal	0.77%	860	2,142	6,392	23,093	118,797

Source: SFA, National Sporting Goods Association, Sports & Fitness Industry Association



*Image: 2023 Seminole Barracudas Swim Team

POTENTIAL CORE SPORTS PARTICIPANTS

Sport/Activity	Core Participation Rate	Local (10 min.) Participants	Local (15 min.) Participants	Local (30 min.) Participants	Sub Regional (60 min.) Participants	Regional (240 min.) Participants
Badminton	0.61%	678	1,689	5,041	18,211	93,683
Track & Field	0.59%	656	1,634	4,877	17,622	92,561
Lacrosse	0.58%	654	1,627	4,856	17,545	90,259
Wrestling	0.57%	634	1,577	4,707	17,006	87,483
Adventure Racing	0.46%	513	1,277	3,812	13,771	70,843
BMX	0.45%	508	1,265	3,776	13,643	70,187
Swim Team	0.32%	362	900	2,686	9,705	49,924
Racquetball	0.31%	343	855	2,550	9,214	47,397
Ultimate Frisbee	0.23%	258	641	1,914	6,915	35,573
Squash	0.13%	151	375	1,120	4,047	20,818
Rugby	0.13%	149	372	1,109	4,008	20,616
MMA (Competition)	.06%	72	179	533	1,925	9,904

Source: SFA, National Sporting Goods Association, Sports & Fitness Industry Association

As a preliminary step in determining the demand analysis for certain sports and recreation services, SFA groups core participation rates and potential participants in the region by asset type. As illustrated in the charts, there exists a substantial pool of potential participants that outdoor and indoor sports and recreation assets currently engage with to some extent. However, there is a clear opportunity for expansion and improvement in capturing even more of this potential participant base.

Indoor Sport/Activity	Core Participation Rate	Local (30 min.) Participants
Basketball	6.36%	52,807
Volleyball	2.92%	24,266
Pickleball	1.51%	12,564
Martial Arts	1.06%	8,811
Cheerleading	0.77%	6,415
Futsal	0.77%	6,392
Badminton	0.61%	5,041
Racquetball	0.31%	2,550
Total	14.30%	118,846

Field Sport/Activity	Core Participation Rate	Local (30 min.) Participants
Soccer	3.44%	28,573
Flag Football	1.36%	11,259
Archery	1.29%	10,685
Lacrosse	0.58%	17,828
Ultimate Frisbee	0.23%	6,915
Rugby	0.13%	4,008
Total	7.03%	79,268

Aquatic Sport/Activity	Core Participation Rate	Local (30 min.) Participants
Swim Team	0.32%	9,705
Total	0.32 %	9,705

Outdoor Court Sport/Activity	Core Participation Rate	Local (30 min.) Participants
Basketball	6.36%	52,807
Tennis	5.55%	46,100
Pickleball	1.51%	12,564
Total	13.42 %	111,471

The City of Seminole boasts a variety of existing sports and recreational assets, both indoor and outdoor, designed to cater to the diverse needs and interests of its community. These assets include indoor facilities such as courts and program rooms, outdoor fields for various sports and activities, an outdoor aquatics facility with a particular focus on swim teams, and versatile outdoor courts accommodating basketball, tennis, and pickleball enthusiasts. Based on these well-rounded offerings, the potential to engage participants within a 30-mile radius is substantial: indoor sports and activity assets have the potential to attract approximately 118,846 participants; field sports and activity assets could draw from a pool of 79,268 potential participants; outdoor aquatics, especially swim team activities, could engage around 9,705 individuals; and outdoor court sports and activities have the potential to cater to about 111,471 participants.

Understanding potential participants is paramount when evaluating existing assets and planning for new ones. It provides critical insights into how to best utilize current facilities and tailor future developments to meet the needs and interests of the community. By analyzing the demographics, preferences, and estimated participation levels of potential users, cities like Seminole can make informed decisions on resource allocation and program expansion. This knowledge ensures that sports and recreation facilities are optimized to attract and engage a diverse range of participants, enhancing the overall community experience, promoting physical activity, and fostering a sense of inclusivity and well-being. Additionally, it allows for efficient scheduling, coordination, and management of sports events, practices, and tournaments, resulting in a more vibrant and sports-friendly environment for all.



*Image: Seminole Recreation & Aquatics Center

Key Data: Existing Service Providers

During the master planning process, the Project Team has undertaken a comprehensive analysis to assess the potential influence of competing facilities on the operational success of both new and existing recreation assets. These facilities in the market represent possible competition, currently hosting programs, tournaments, or other events that could have repercussions on operations. The comprehensive analysis, included as part of the Master Planning process, includes various factors, such as market demand, utilization rates, financial projections, and participant demographics, which guide decision-making regarding program expansion, future facility development, and park enhancements. Assessing existing recreation providers is a crucial aspect of ensuring effective decision-making and aligning future plans with the community's needs and preferences. The following factors used to perform this analysis included, but were not limited to:

Existing sports and recreation inventory:

SFA analyzed existing facility inventory in terms of the quantity of existing sports assets, the quality of those assets, and their proximity to critical supporting structures and businesses.

Proximity to the facility:

SFA determined the proximity of existing sports and recreation assets to the new facility, recognizing that closer assets will have a larger impact from a competitive standpoint than assets that are farther away.

Seasonality:

SFA utilized its experience in managing similar facilities to determine the optimized seasonality for hosting programs and events. In addition, SFA recommended asset types based on their ability to flexibly support year-round programming, especially in climate-challenged markets.

Marketing reach and capture rate:

SFA based the ability of facility recommendations to effectively market and capture sports and recreation participants, tournaments, and events. This is based on market factors such as demographics and socioeconomics, competitive factors which includes the quality of existing facilities in the region and destination factors. Site accessibility and the reputation of the destination are considered in destination factors.

Program mix and service offerings:

SFA created a programming model that reflects a robust, detailed set of revenue streams for the facility based on the type, size, quantity, and quality of assets.



*Images: Seminole Recreation Participants

Existing Local Service Providers

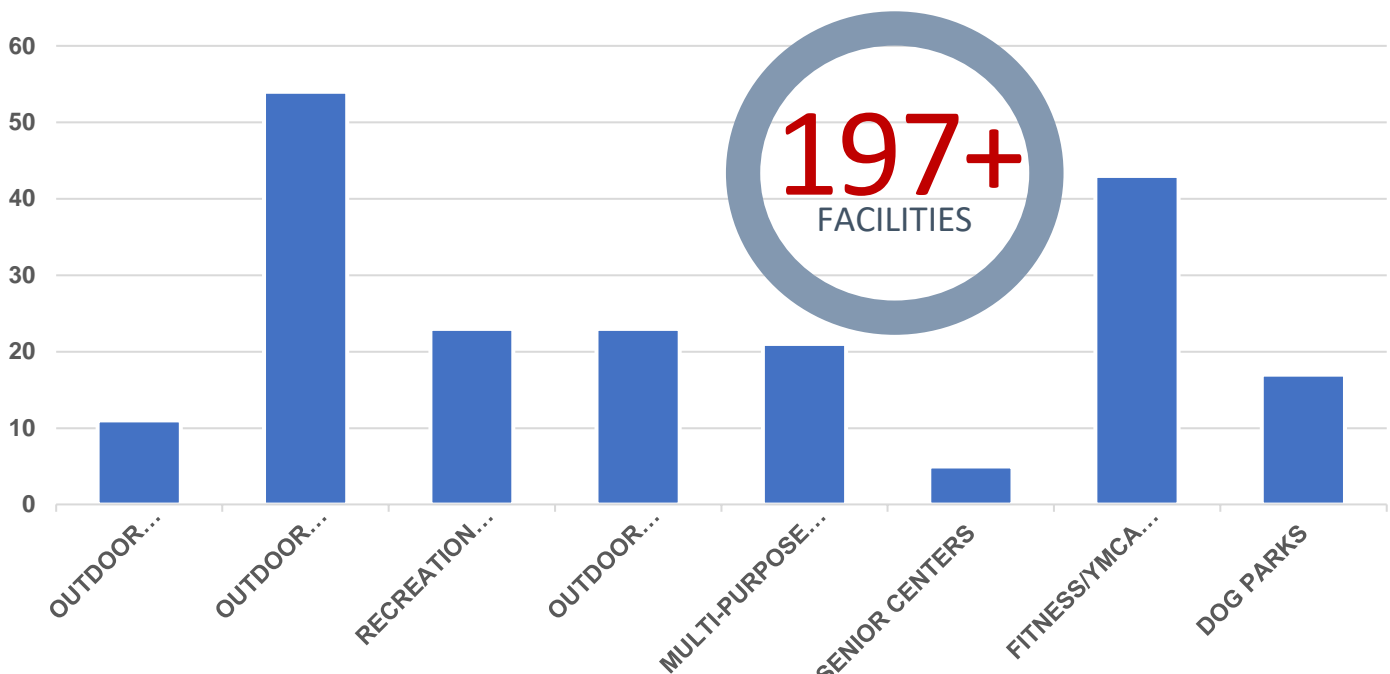
As a preliminary step in determining the market opportunity for certain sports and recreation services, SFA reviews the local market for existing public and private service providers. SFA analyzes specific asset types based on the Client's vision and direction for the facility. In addition, while considering the existing facility, SFA conducts a standard market assessment that, along with the potential program and sport participants, offers a deeper understanding of the current facility's status and the potential for additional facility requirements. SFA researched the following asset types in the greater Seminole area, including the sub-region surrounding the market:

- Outdoor Aquatics
- Outdoor Tennis/
Pickleball Courts
- Recreation Centers
- Outdoor Basketball
Courts
- Multi-Purpose Fields
- Dedicated Senior
Centers
- Fitness/YMCA
Facilities
- Dog Parks



*Image: Seminole Barracudas Swim Team

EXISTING SERVICE PROVIDERS



The tables that follow show a sampling of the public and private outdoor aquatics, tennis/pickleball courts, basketball courts, recreation centers, multi-purpose fields, senior centers, fitness/YMCA facilities, and dog parks in the local market, within 30 minutes of the Seminole Recreation and Aquatics Center. SFA included facilities from the aforementioned asset types within the body of the report due to their relevance to the recommended facility program. SFA has included an expanded list of facilities analyzed in the local market in the Appendix.

Recreation Centers	Drive Time (Minutes)
Bardmoor Community Center	10
Southwest Recreation Complex	10
Highland Recreation Complex	14
Forbes Recreation Center	15
* Largo Community Center	15

Outdoor Aquatics Facilities	Drive Time (Minutes)
Seminole Middle School	5
Southwest Recreation Complex	10
Highland Family Aquatic Center	14
Walter Fuller Pool	16
Skyview Pool	17

Outdoor Tennis/Pickleball Court Facilities	Drive Time (Minutes)
Tennis Club Park	5
Palm Hill Country Club	9
Southwest Recreation Complex	10
Bay Shores Yacht and Tennis Club	10
Seminole Lake Family Tennis Center	11

Multi Purpose Field Facilities	Drive Time (Minutes)
Blossom Lake Park	8
Pinebrook Park	12
ROC Park	12
City Courts at Pinellas Park	15
Kolb Park	15

Outdoor Multi Purpose Field Centers	Drive Time (Minutes)
Seminole Junior Warhawks Soccer Complex	6
SJWAA Soccer Complex	7
SYAA Athletic Complex	7
Belcher Soccer Complex	14
Fast 5 Soccer	15

Dedicated Senior Centers	Drive Time (Minutes)
Pinellas Park Senior Center	15
Dr. William E. Hale Senior Activity Center	27
Gulfport Senior Center	27
Aging Well Center	27
The Sunshine Center	29

Fitness/YMCA Facilities	Drive Time (Minutes)
The Exercise Coach Seminole	3
Crunch Fitness - Seminole	4
Curves	4
Esporta Fitness	5
SPENGA Seminole	5

Dog Park Facilities	Drive Time (Minutes)
Dog Park at Walsingham Park	6
Boca Ciega Millennium Dog Park	7
Dog Park & Bone Run	10
Madeira Beach Dog Park	12
Indian Rocks Beach Dog Park	13
Helen Howarth Dog Park	15

* Largo provides Senior specific programming within the Largo Community Center however this facility offers multiple recreation programs and activities, and it classified as a Recreation Center.

KEY INSIGHTS:

- SFA observed a moderate volume of Recreation Community Centers (23) within the local market (30-minutes drivetime of the Seminole Recreation & Aquatics Center).
- SFA observed a moderate level of Outdoor Aquatics Centers (11) within the local market. Based on previous aquatics experience, SFA recognizes that a community needs approximately 220 square feet of aquatic space for every 1,000 residents. To service the residents within 30-minutes of the Seminole Recreation & Aquatic Center, there would need to be approximately 183,000 square feet of publicly accessible aquatic space. There is approximately 55,000 square feet of outdoor aquatic space within 30-minutes of the Seminole Recreation & Aquatic Center. It is important to note that Shore Acres Pool and E.H. McLin Pool are just outside of the 30-minute drivetime but have an immediate impact in address in aquatic square feet needed to meet community needs.
- SFA observed a high volume of tennis facilities and courts within the local market. SFA noted 54 facilities with approximately 271 tennis courts.
- SFA observed a low volume of dedicated public Senior Centers within the market. Five (5) senior centers were observed including centers in Pinellas Park, Dunedin, Gulfport, Clearwater, and St. Petersburg. However, senior centers associated with private retirement communities, including Lake Seminole Square and Freedom Square, supplement the public senior centers.
- SFA observed a high volume of fitness centers within the local market. Forty-three (43) fitness centers were noted within a 15-minute drive of the Seminole Recreation & Aquatic Centers.
- Eighteen (18) dog parks, of varying size, were noted within a 30-minute drive from the facility location. SFA notes that this is a satisfactory amount to serve the immediate community. Noting that the population within 30-minutes of the Seminole Recreation Center is approximately 830,405 and the NRPA benchmark for dog parks is 1 dog park for every 43,532 there is a need for 1 additional dog park. Potential 2023-2024 improvements to the Madeira Beach dog park may provide greater dog park opportunities for area residents.

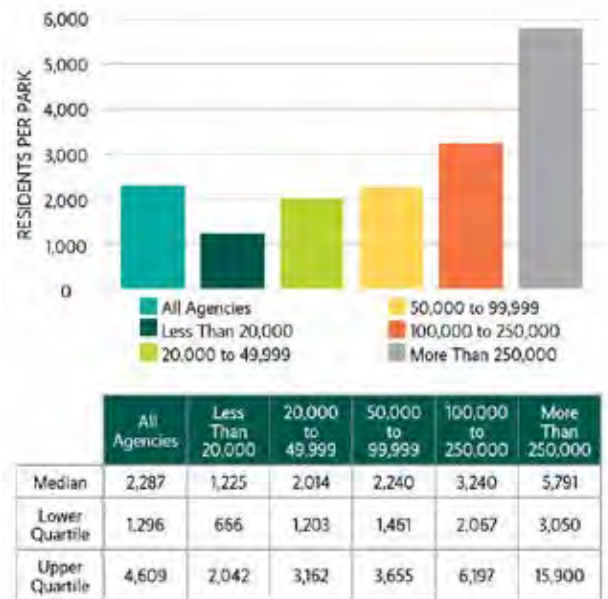


Asset Benchmarks - Parks System

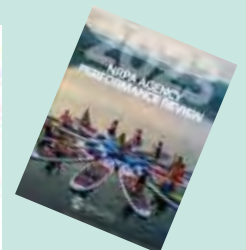
Residents Per Park

Since 1914, parks and architectural professionals have worked to develop estimates of park needs based on populations. While professionals have modified the standards over time, especially for densely populated cities, the benchmarks of today are widely recognized by parks, planning, and architectural governing boards and authorities. Understanding peer agencies and the prevalence per facility type provides more context regarding the types of facilities that are owned and operated by departments with a similar population size. According to the National Recreation and Park Association 2023 Agency Performance Review (NRPA), which presents data from more than 1,000 unique park and recreation agencies across the United States as reported between 2019 and 2022, the median number of residents per park for a jurisdiction similar to Seminole, FL (under 20,000) is 1,225. Based on the six (6) parks noted in the City of Seminole Park & Recreation Asset Inventory, the agency is providing one (1) park for approximately every 3,200 residents.

It is important to consider that while Seminole may not conform precisely to the median park standards, the city's unique geographic and demographic factors, as well as its proximity to neighboring jurisdictions, contribute to a different but still valuable approach to parks and recreational amenities. The city's commitment to providing green spaces and recreational facilities that cater to its residents' needs remains evident, and this perspective should be taken into account when assessing the overall adequacy of parks and recreational services in the community.

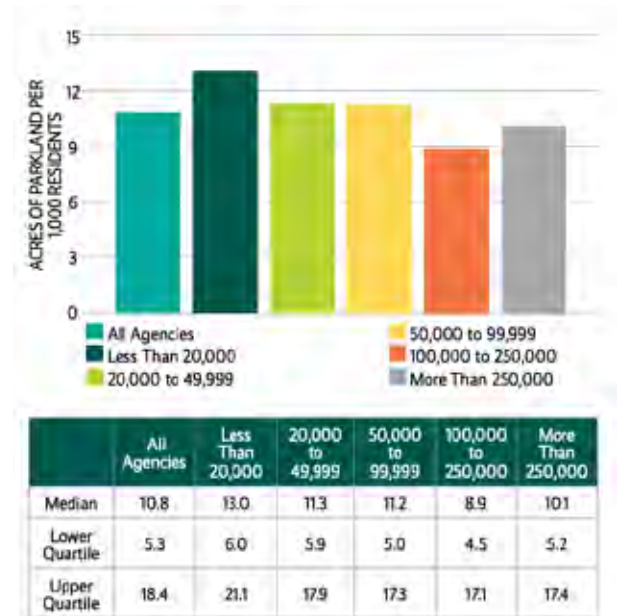


See the report here:
[2023 NRPA AGENCY PERFORMANCE REVIEW](#)



Acres Of Parkland

The benchmark for parkland per resident, as established by the National Recreation and Park Association (NRPA), serves as a vital yardstick for communities across the United States. This benchmark provides a standardized measure by which cities and municipalities can assess their provision of green spaces and recreational facilities relative to their population. Understanding and meeting this benchmark is essential because it helps ensure that communities are adequately equipped with accessible parks and recreational amenities that enhance residents' quality of life. Additionally, adhering to the NRPA's parkland per resident benchmark reflects a commitment to promoting active and healthy lifestyles among residents.



In Seminole, FL, possessing an estimated 52 acres of parkland, the City offers a parkland ratio of 2.74 acres per 1,000 residents. This figure falls below the benchmark established by the National Recreation and Park Association (NRPA) for jurisdictions with populations under 20,000, where the median number of park acres per 1,000 residents is 13 and the Lower Quartile of park acres per 1,000 residents is 6.

City of Seminole Parks	Total Acres of Parkland
Recreation Center Complex	15.92
City Park	10.21
Waterfront Park	8.09
Blossom Lake Park	10.91
Tennis Club Park	1.26
Repetto Property	5.33
Total Acres Count	51.72

While Seminole provides valuable green spaces and recreational areas, it is essential to acknowledge that the City of Seminole benefits from its proximity to various county parks within Pinellas County, totaling over 20,000 acres of green space. Notable county parks contributing to the 20,000 acres of greenspace include Lake Seminole Park (258 acres), Walsingham Park (354 acres), Ridgecrest Park (23 acres), Pinewood Cultural Park (175 acres), Boca Ciega Millennium Park (186 acres) and War Veterans' Memorial Park (112 acres). These additional acres of county parks significantly impact the parkland per 1,000 resident benchmark for Seminole, as residents have access to a combined parkland area that surpasses the established benchmark.



Asset Benchmarks - System Amenities

The City of Seminole's Parks & Recreation assets encompass a variety of facilities and amenities designed to serve the community. Within Seminole City Park, Blossom Lake Park, Waterfront Park, and other areas, the City provides three outdoor basketball courts, 1.3 miles of scenic walking trails, and four tennis courts that double as pickleball courts. Additionally, residents can enjoy four playgrounds, a comprehensive recreation center featuring an indoor gymnasium and a dedicated senior center, as well as an outdoor aquatic center complete with a multi-lane lap pool and a refreshing spray park area. Furthermore, Seminole boasts two full-sized rectangular fields for various recreational activities.

It is essential to note that while these facilities contribute significantly to the City's recreational landscape, Seminole residents also benefit from other public and private amenities available within the region. This comprehensive review considers the entirety of assets owned and maintained by the Parks and Recreation Department, excluding facilities operated by the School District, which are not accessible or intended for public use.

The following chart illustrates the collective number of City assets suitable for programming by Parks and Recreation and its community partners. Some of these assets are strategically grouped together in specific locations to optimize their utility. For instance, Seminole's four tennis courts are thoughtfully located within Tennis Club Park. Likewise, the City's two rectangle fields are conveniently accessible to the Recreation Center and Aquatic Complex. Seminole currently lacks dedicated pickleball courts, and enthusiasts utilize the tennis courts at Tennis Club Park, as well as the gym inside the Recreation Center, for pickleball play. Additionally, while the City does not have a dedicated dog park, residents of Seminole have access to various dog parks located throughout the county to cater to their canine companions' exercise and socialization needs.



The recreational amenities and assets offered by the City of Seminole play an integral role in enhancing the quality of life for its residents. These assets are provided in conjunction with a range of complementary public and private facilities and assets, contributing to the overall recreational landscape of Seminole. An assessment of these assets was conducted, taking into account the specific facilities owned and maintained by the City of Seminole.

The chart below presents a comprehensive overview of the total number of recreational assets owned and maintained by the City of Seminole, as of 2023. These assets are distributed across various locations throughout the city and are available for programming by the Parks and Recreation Department, as well as community partners. Assets that fall below the established NRPA benchmarks are highlighted in pink and those aligning with the benchmarks are shown in gray, signifying that these benchmarks are either met or supplemented by the proximity of other publicly available recreation assets in close proximity to the city, which residents can utilize. The City of Seminole is committed to enhancing

the recreational experiences of its residents by continually assessing and improving its parks and amenities. This analysis of assets helps guide the city in making informed decisions to address any deficiencies and ensure that the recreational needs of the community are met.

It's important to note that the size and nature of the playgrounds in Seminole, which can be considered both local and subregional playgrounds, may not align perfectly with the NRPA benchmark reflecting a deficit. Additionally, the physical condition and the community image of the recreation center also play significant roles in determining its priority for improvement or replacement. These factors highlight the importance of considering local nuances and priorities when interpreting and applying benchmark data. While benchmarks provide valuable insights, they should be used in conjunction with a comprehensive understanding of the community's unique needs and circumstances to make well-informed decisions regarding recreational facilities and programs.

Type of Asset	2023 Asset Count	2023 Seminole FL Residents per Asset	2023 NRPA Benchmark: Resident per Asset (Pop. Less than 20,000)	2023 NRPA Benchmark Asset Count	Gap/Surplus
Basketball Courts (Outdoor)	3	6,393	3,729	5	-2
Dog Parks	0	0	11,100	2	-2
Miles of Trails (Walking/Jogging)*	1.3	14,754	5,000	4	-3
Multi-Use Courts (Tennis/Pickleball Overlay)	4	4,795	4,868	4	0
Pickleball (Stand Alone)	0	0	3,252	6	-6
Playgrounds	4	4,795	2,014	10	-6
Recreation Centers (including Gyms)	1	19,180	9,745	2	-1
Rectangle Fields- Soccer (Full Size)	2	9,590	6,955	3	-1
Senior Center	1	19,180	14,000	1	0
Swimming Pool (Outdoor)	1	19,180	9,745	2	-1
Tennis Courts	4	4,795	2,805	7	-3
Tot Lot (Ages 0-3)	1	19,180	5,816	3	-2

* Trails do not include Pinellas Trail or Pinellas Trail access

Asset Benchmarks - Outdoor Facilities

2023 NRPA benchmarks for peer agencies of similar population size note that 95% of park and recreation agencies have one playground for every 2,014 residents, while 86% of peer agencies have one basketball court for every 3,729 residents and 76% of peer agencies have one outdoor tennis court for every 2,805 residents. In regard to multi-purpose fields, 60% of peer agencies have one multi-purpose rectangular field for every 3,859 residents, while 51% of peer agencies note having one outdoor swimming pool for every 9,745 residents. SFA reviewed the City of Seminole, FL population and compared it to the range of population per facility by jurisdiction for peer agencies to identify surpluses and deficits of assets. The chart below provides a comparison of the number of Seminole residents per asset to the benchmark standard for 2023 provided by NRPA.

Note: The NRPA (National Recreation and Park Association) provides industry standards and benchmarks for outdoor recreational facilities and amenities that have been included in the Appendix. While benchmarks can provide valuable insights and comparisons, it is important to recognize that they are not a replacement for a comprehensive capacity analysis. Benchmarks offer reference points and performance indicators that can help assess performance relative to industry standards or similar organizations. However, they do not provide a detailed understanding of an organization's unique capacity requirements.

Type of Asset	2023 Asset Count	2023 NRPA Benchmark: Resident per Asset (Pop. Less than 20,000)	2023 NRPA Benchmark Asset Count	Gap/Surplus
Basketball Courts (Outdoor)	3	3,729	5	-2
Dog Parks	0	11,100	2	-2
Miles of Trails (Walking/Jogging)*	1.3	5,000	4	-3
Multi-Use Courts (Tennis/Pickleball Overlay)	4	4,868	4	0
Pickleball (Stand Alone)	0	3,252	6	-6
Playgrounds	4	2,014	10	-6
Recreation Centers (including Gyms)	1	9,745	2	-1
Rectangle Fields- Soccer (Full Size)	2	6,955	3	-1
Senior Center	1	14,000	1	0
Swimming Pool (Outdoor)	1	9,745	2	-1
Tennis Courts	4	2,805	7	-3
Tot Lot (Ages 0-3)	1	5,816	3	-2

* Trails do not include Pinellas Trail or Pinellas Trail access

The availability and functionality of active park assets and amenities, including specialized athletic fields, community facilities, and playgrounds rely to a significant extent on meeting the needs of the community through public and private facilities or organizations. Additionally, the proximity of these assets and amenities to population centers plays a crucial role. It is crucial to emphasize that the resident-per-asset benchmark is indeed an essential reference point for information and planning purposes; however, it should not be regarded as a strict predictor of assets that fall below the benchmark.



2023 NRPA benchmarks for peer agencies of similar population size note that 63% of park and recreation agencies have one recreation center (including gyms) for every 9,745 residents, while 41% of peer agencies have one senior center for every 14,000 residents. SFA reviewed the City of Seminole, FL population and compared it to the range of population per facility by jurisdiction for peer agencies to identify surpluses and deficits of assets. The chart below provides a comparison of the number of Seminole residents per asset to the benchmark standard for 2023 provided by NRPA.

Type of Asset	2023 Asset Count	Seminole, FL Est. Population 2028	2028 Seminole FL Residents per Asset	2023 NRPA Benchmark: Resident per Asset (Pop. Less than 20,000)	2023 NRPA Benchmark Asset Count	Gap/Surplus
Recreation Centers (including Gyms)	1	18,846	18,846	9,745	2	-1
Senior Center	1	18,846	18,846	14,000	1	0

The City of Seminole's recreational program offerings are centered around a single recreation center, which also houses an area for senior citizen specific programs, serving the entire population of approximately 19,000 residents. This arrangement does not fully align with the benchmark set by the National Recreation and Park Association (NRPA) for similar jurisdictions, which suggests a higher number of recreation centers to cater to a similar population size. However, it is important to note that the City of Seminole benefits from the presence of 23 additional recreation centers within a 30-minute radius of the Seminole Recreation & Aquatics Center. Furthermore, there are five senior centers within the same proximity. These neighboring facilities collectively contribute to the fulfillment of recreational needs and services, helping to mitigate the deficit identified by the NRPA benchmark. This illustrates the collaborative nature of recreational provisions in the area, ensuring that residents have access to a variety of facilities that together enhance their quality of life.

It is worth noting that the National Recreation and Park Association (NRPA) provides industry standards and benchmarks for indoor recreational facilities and amenities, which can be found in the Appendix. It is important to emphasize that while these benchmarks offer valuable reference points, they should not be considered a replacement for a comprehensive capacity analysis. Benchmarks are indeed helpful for evaluating performance in relation to industry standards or similar organizations, offering useful performance indicators. However, they do not provide a detailed understanding of the unique capacity requirements of an organization.



Asset Benchmarks - 2028 Estimate of Needs

Population predictions based on US Census estimates play a vital role in understanding and planning for future demographic trends. These estimates utilize various data sources and statistical methods to project population growth, distribution, and characteristics over time. By analyzing historical population data, birth and death rates, migration patterns, and other relevant factors, the US Census Bureau can generate predictions that provide valuable insights for policymakers, urban planners, and businesses. It is important to note that these projections are dynamic and subject to change based on a multitude of factors, including economic conditions, housing developments, and shifts in regional demographics. In the case of the Seminole Recreation & Aquatic Center, the estimated population growth within its 10-minute radius is projected to experience a slight decline of approximately 0.45% over the next five years. While this decline may seem marginal, it underscores the need for ongoing assessment and adaptability in recreational resource planning to ensure alignment with the evolving needs of the community.

These population predictions serve as a foundation for anticipating changes in community needs, such as healthcare, education, housing, and infrastructure, including athletic assets. These predictions help inform decisions related to resource allocation, public services, and strategic planning at the local, state, and national levels. By understanding how the population is likely to

evolve, policymakers can proactively address emerging challenges and capitalize on new opportunities.

While population predictions based on US Census estimates provide valuable guidance, it is important to recognize that they are subject to uncertainties and assumptions. External factors, such as changes in migration patterns, fertility rates, or government policies, can impact actual population trends. Nevertheless, these estimates serve as a starting point for understanding future population dynamics and formulating evidence-based strategies to support sustainable growth and development.

The chart below provides an overview of 2023 recreational assets in Seminole in relationship to the anticipated 2028 population. It is important to acknowledge the inherent variability involved in predicting future benchmarks. Factors such as evolving trends, unforeseen circumstances, and changing priorities can significantly impact the accuracy of these predictions. Utilizing 2023 benchmarks helps to navigate the challenges associated with predicting future benchmarks and minimizes potential conflicts arising from overly speculative projections.

Assets that are below the benchmark are highlighted in pink, and those consistent with the benchmarks are noted in gray.

Type of Asset	2023 Asset Count	Seminole, FL Est. Population 2028	2028 Seminole FL Residents per Asset	2023 NRPA Benchmark: Resident per Asset (Pop. Less than 20,000)	2023 NRPA Benchmark Asset Count	Gap/Surplus
Basketball Courts (Outdoor)	3	18,846	6,282	3,729	5	-2
Dog Parks	0	18,846	0	11,100	2	-2
Miles of Trails (Walking/Jogging)*	1.3	18,846	14,497	5,000	4	-2
Multi-Use Courts (Tennis/Pickleball Overlay)	4	18,846	4,712	4,868	4	0
Pickleball (Stand Alone)	0	18,846	0	3,252	6	-6
Playgrounds	4	18,846	4,712	2,014	9	-5
Recreation Centers (including Gyms)	1	18,846	18,846	9,745	2	-1
Rectangle Fields- Soccer (Full Size)	2	18,846	9,423	6,955	3	-1
Senior Center	1	18,846	18,846	14,000	1	0
Swimming Pool (Outdoor)	1	18,846	18,846	9,745	2	-1
Tennis Courts	4	18,846	4,712	2,805	7	-3
Tot Lot (Ages 0-3)	1	18,846	18,846	5,816	3	-2

* Trails do not include Pinellas Trail or Pinellas Trail access

Walkable Access to Assets

The Trust for Public Land’s (TPL) ParkServe system shows that 32 percent of the population of Seminole lives within a 10-minute walk of publicly-owned parks, trails, open-space, school recreation assets available for public use, and/or privately-owned assets managed for full public use. While this measure is below TPL’s stated average of 55 percent of urban populations living within a 10-minute walk of a park, considerations for population demographics, equitable access to public facilities, and stated goals of facilities must be considered when evaluating service and developing recommendations for improvement.

Using TPL’s data, the map to the right shows the geographic boundaries of Seminole and demonstrates the areas within the city that should be considered locations of moderate, high, and very high priority for improved walkable access to parks and recreation assets.

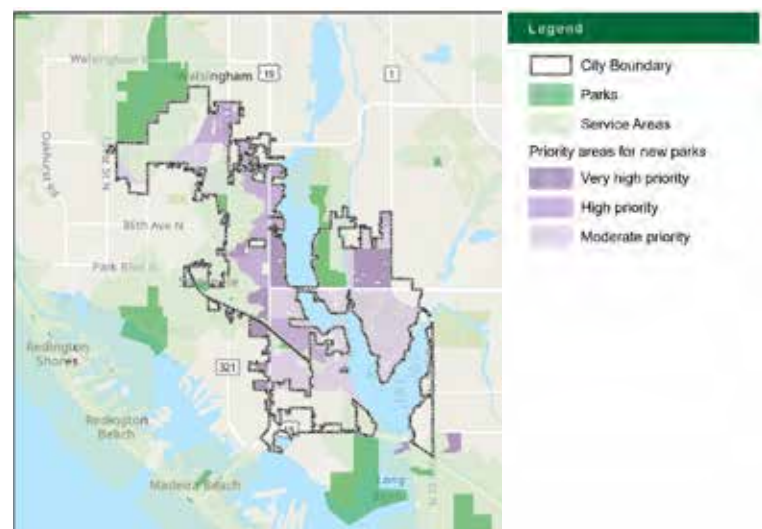
As outlined in the map legend, the light green areas show service areas from which a park and/or recreation asset exists within a 10-minute walk. The purple areas show locations from which there is no park and/or recreation asset with a 10-minute walk, with darker purple areas representing areas of the highest need/priority.

Walkability and easy access to parks play a pivotal role in enhancing the overall quality of life within a community. It fosters physical activity, encourages social interaction, and provides tranquil spaces for relaxation and recreation. In the context of Seminole, Florida, ensuring that a significant portion of residents can conveniently reach a park within a 10-minute walk is paramount. Several factors could contribute to the lower-than-desired walkability score noted by the TPL in Seminole, FL. Suburban planning, which often prioritizes vehicular access and larger land parcels, can sometimes result in park deserts where residents must rely on cars for access. Furthermore,

Seminole’s population distribution, existing infrastructure, and neighborhood layouts may also impact walkability.

To improve the walkability score and increase residents’ access to parks, a multifaceted approach can be considered. Firstly, urban planning strategies that prioritize mixed-use developments and pedestrian-friendly infrastructure can encourage walking and reduce reliance on automobiles. Retrofitting existing neighborhoods with pedestrian pathways, crosswalks, and well-maintained sidewalks can also make walking to parks more appealing and feasible. Collaborations with schools, community organizations, and local businesses can promote walking initiatives and raise awareness about the benefits of nearby parks. Moreover, green space development within residential areas, even in smaller parcels, can create more distributed park access points.

Given the goals of this assessment and the need to provide access to recreation facilities and opportunities to all residents, SFA considers this information most useful for future discussions related to expanded service areas and ways to increase walkability to parks and greenspaces.



Programming

Seminole's Parks and Recreation Department is committed to serving its community comprehensively, offering programs that align with the trends seen in many park and recreation agencies nationwide. When compared to other communities, Seminole is proactive in providing specialized programming for different segments of its population.

- Programming for Older Adults:** Seminole aligns well with the national trend, as 77% of all park and recreation agencies offer programming for older adults, while only 61% of park and recreation agencies serving jurisdictions less than 20,000 offer specific senior programs. This demonstrates the city's commitment to the well-being and social engagement of its senior citizens, ensuring they have opportunities to remain active and connected within the community.
- Teen Programs:** With 65% of agencies nationwide offering programs for teens, Seminole's focus on this demographic is in line with broader industry practices. The City recognizes the importance of providing constructive and engaging activities for its teenage residents, fostering personal growth and development during these formative years.
- Summer Camp:** The fact that 82% percent of all park and recreation agencies nationally, while only 60% of peer agencies, offer summer camp programming underscores the significance of the need for youth-related out-of-school programming. Seminole is on par with this trend, highlighting its dedication to ensuring that youth have access to recreational and educational opportunities that enhance their quality of life throughout the year.
- STEM-Specific Programs:** More than half of park and recreation agencies nationally, while only 42% of peer agencies, provide STEM-specific programs, showcasing the growing emphasis on science, technology, engineering, and mathematics education. Seminole's alignment with this trend, through STEM-based programming and the technology lounge reflects its commitment to equipping community members with valuable skills and knowledge in these critical fields.

In summary, Seminole's Parks and Recreation Department not only follows national trends in program offerings but also tailors its services to meet the specific needs and interests of its diverse community. While the size of the population may influence the scope of some programs, Seminole demonstrates a dedication to providing inclusive and enriching experiences for residents of all ages and abilities.



Program Mix & Service Offerings

Aquatics

With the available City inventory, other providers' inventory, community desires, and national trends, the Project Team conducted a gap analysis to understand overlaps or duplication of services. The analysis reviewed all programs that are operated by the City, outsourced, cosponsored and operated in City facilities, and offered by existing service providers. Programs are categorized as noted in the Core Program Areas: Aquatics Programs, Athletic Programs, eSports/Technology, Senior/Older Adults, Special Events, Youth Programs, and Fitness & Wellness Programs.

The table below displays the aquatics programs offered by the City and programs offered within the community by external service providers.

Aquatics Programs	City of Seminole Programs	Similar External Service Providers
Adult/Masters Swim		✓
Aqua Rehab Classes		✓
Diving		✓
Group Lessons	✓	✓
Lap Swim	✓	✓
Lifeguard Certification	✓	✓
Open Swim	✓	✓
Private Lessons	✓	✓
Slides/Obstacle Course	✓	✓
Warm Water Pool		✓
Water Aerobics	✓	✓
Youth Swim Team	✓	✓

GAPS:

There are currently no aquatics programs that are unfulfilled by existing community service providers or offered directly by the City.

Programs that are not offered by the City, but are offered by existing service providers within the community include:

- Adult/Master Swim
- Aqua Rehab Classes
- Diving
- Warm Water Pool

While the City has a few gaps in aquatics programming, they are covered by external service providers within the community (with-in 30-minute drive). The City may benefit from further examination of the needs of those specific programs to see if additional services are needed within the community.

Athletics

The Project Team also reviewed athletic program offerings. The table below displays the athletic programming that is offered by the City, community partners, and services offered by external service providers.

Athletic Programs	City of Seminole Programs	Similar External Service Providers
Adaptive Sports	✓	✓
Adult Flag Football		✓
Adult/Seniors Baseball		✓
Archery	✓	✓
Cheerleading	✓	✓
Competitive/Travel Baseball		✓
Competitive/Travel Basketball League		✓
Competitive/Travel Soccer		✓
Contact Youth Football		✓
Developmental Soccer	✓	✓
Developmental Basketball League	✓	✓
Gymnastics		✓
Kickball League	✓	✓
Pickleball Drop-In Play	✓	✓
Pickleball League	✓	✓
Skills Camps	✓	✓
Speed & Athletic Development Training	✓	✓
Sport Conditioning	✓	✓
Youth Baseball		✓
Youth Basketball League Junior & Senior	✓	✓
Youth Cross Country	✓	✓
Youth Flag Football	✓	✓
Youth Lacrosse	✓	✓
Youth Track & Field	✓	✓
Youth Volleyball	✓	✓

GAPS:

There are currently no athletic programs that are unfulfilled by existing community service providers or offered directly by the City.

The City of Seminole provided a comprehensive list of program offerings for athletics and outdoor recreation. Existing service providers are covering the gaps noted, included the majority of adult-based athletics programming and competitive/travel-based youth athletic programming. It is important to note that indoor athletics offerings are limited by the City due to the availability of the single gym within the Recreation Center

eSports/Technology

The Project Team also reviewed alternative program offerings. The table below displays the eSports/Technology/STEM programming that is offered by the City, community partners, and services offered by external service providers.

eSports/Technology/STEM Programs	City of Seminole Programs	Similar External Service Providers
Esports Adult/Senior League		✓
eSports Camps	✓	
Esports Teams /Clubs	✓	
Esports Tournaments	✓	✓
Esports Youth League	✓	
Lil' Robotics	✓	
Robotics Club		✓
STEM/STEAM Camps	✓	✓

GAPS:

The City of Seminole Parks & Recreation Department has taken a forward-thinking approach to cater to the evolving interests and preferences of its residents by introducing an eSports/Technology Lounge that stands as a leader in the region. In recognizing the increasing popularity of eSports and technology-based activities among its community members, the department has created a dedicated space that provides access to cutting-edge technology and gaming equipment. This initiative not only offers an exciting and interactive platform for individuals of all ages but also promotes digital literacy and skill development in an engaging and inclusive environment.

In a region where external service providers for eSports and technology-based programs are limited, the City of Seminole's eSports/Technology Lounge has become a hub for fostering a sense of community, competition, and skill-building. By offering a unique and well-equipped space, the Parks & Recreation Department has positioned itself as a pioneer in providing these opportunities. Furthermore, the lounge complements the existing school-based programs offered by the Pinellas County School System and St. Petersburg College, contributing to a comprehensive approach to technology education and recreation. As the demand for eSports and technology-related activities continues to grow, the City of Seminole's commitment to innovation and inclusivity places it at the forefront of providing valuable resources for its residents.

Senior/Older Adults

The Project Team also reviewed senior/older adult program offerings. The table below displays the senior/older adult specific programming that is offered by the City, community partners, and services offered by external service providers.

Senior/Older Adult Programs	City of Seminole Programs	Similar External Service Providers
Book Club	✓	✓
Chess	✓	✓
Craft Classes	✓	✓
Lunch & Learns	✓	✓
Special Interest Clubs	✓	✓
Table/Card Games	✓	✓
Tech Help	✓	✓
Trips/Excursions	✓	✓
Word Games	✓	✓

GAPS:

The City of Seminole Parks & Recreation Department has shown a dedicated commitment to providing a diverse range of programs tailored specifically for seniors and older adults within the community. These programs cater to the unique needs and interests of this demographic, offering opportunities for social engagement, physical activity, and skill enhancement. While the department's efforts are commendable, it is worth noting that external service providers also contribute significantly to offering similar programs. These external providers encompass a variety of entities, including neighboring parks and recreation departments, private living facilities, apartment/condominium associations, and special clubs.

Although no significant gaps have been identified in the current landscape of senior-specific programs, it remains crucial for the Seminole Parks & Recreation Department to maintain a proactive approach. Regular assessments of community and participant needs should continue to be a priority to ensure that emerging needs are promptly recognized and addressed. By staying attuned to the evolving preferences and requirements of the senior population, the department can remain a dynamic and responsive resource for its residents, ultimately enhancing the quality of life for seniors in Seminole.

Special Events

The Project Team also reviewed special event program offerings. The table below displays the special event programming that is offered by the City, community partners, and services offered by external service providers

Special Events	City of Seminole Programs	Similar External Service Providers
4th of July Celebration/Parade		✓
Adaptive Prom	✓	✓
Art in the Park/ Art Festivals	✓	✓
Breakfast With Santa	✓	✓
Carnival	✓	✓
Concert Series	✓	✓
Craft Fair	✓	✓
Daddy Daughter/Mom Son/Parent Child Dances	✓	✓
December Holiday Parade	✓	✓
Doggy Derby	✓	✓
Food Truck Rally/Food Truck Nights	✓	✓
Halloween Events/Festival	✓	✓
New Years Eve Celebration		✓
Pow Wow	✓	
running (5k, Half Marathon)		✓
Springtime Festival/Egghunt		✓
Taco Fest/Ethnic Festivals	✓	✓
Winterfest	✓	✓
Yard Sale	✓	✓
Youth Triathlon	✓	

The City of Seminole Parks & Recreation Department takes pride in its regular production of special events that bring the community together in celebration and enjoyment. These events serve as integral moments in the city’s cultural calendar, fostering a strong sense of unity among residents. Furthermore, the department offers unique events such as the Pow Wow and the Youth Triathlon, which stand out as distinctive experiences not readily provided by external service providers in the area. While some external providers, including neighboring parks and recreation departments, churches, and private entities, contribute their fair share to community programming, the City of Seminole’s commitment to offering diverse and one-of-a-kind events ensures that residents have access to exceptional opportunities for social engagement and memorable experiences.

Youth Programs

The Project Team also reviewed youth program offerings. The table below displays the youth programming that is offered by the City, community partners, and services offered by external service providers.

Youth Programs	City of Seminole Programs	Similar External Service Providers
Archery	✓	✓
Art/Cooking Classes	✓	✓
Baton Twirling	✓	✓
Dance Classes	✓	✓
Field Trips	✓	✓
Kids Night Out	✓	✓
Martial Arts	✓	✓
Music/Voice/Choral		✓
Pre-School Developmental Programs (Sports, Arts, etc.)	✓	✓
Specialty Camps/Clinics/Clubs	✓	✓
Summer Camp	✓	✓
Drone Racing/ Flight School	✓	✓
Teen Programs (Teen Board, Internships, Specialty Nights)	✓	✓
Theater/Improve/Acting Classes/Camps	✓	✓

GAPS:

The City of Seminole Parks & Recreation Department has developed a robust portfolio of youth programs designed to cater to the diverse interests and needs of its young residents. From active sports programs to engaging passive classes, the department strives to provide a comprehensive range of opportunities that encourage youth to stay active, learn new skills, and cultivate their talents. While the City offers an extensive array of youth programs, it is essential to acknowledge the presence of external service providers in the area. These providers, including neighboring parks and recreation departments, dance schools, martial arts academies, and various others, contribute to the richness of youth programming options available to Seminole residents. This collaborative environment ensures that young individuals have a plethora of choices to explore their passions and interests, fostering a vibrant and active youth community in Seminole.

Fitness & Wellness

The Project Team also reviewed fitness and wellness program offerings. The table below displays the fitness and wellness programming that is offered by the City, community partners, and services offered by external service providers.

Fitness & Wellness Programs	City of Seminole Programs	Similar External Service Providers
Bike/Spin Classes	✓	✓
Cardio Drumming	✓	
Cardio Equipment	✓	✓
Circuit Weight Training Equipment	✓	✓
Fit Forever (50+ Focused)	✓	✓
Free Weight Equipment	✓	✓
Interval Training		✓
Kickboxing	✓	✓
Martial Arts	✓	✓
MMA		✓
Personal Training	✓	✓
Pilates	✓	✓
Step Tastic/Aerobics	✓	✓
Walking/Running	✓	✓
Yoga	✓	✓
Zumba		✓

GAPS:

The Seminole community enjoys a wealth of fitness opportunities and wellness options within a convenient 30-minute radius of the Seminole Recreation Center. With a multitude of fitness classes, gyms, and wellness programs accessible to residents, there is no shortage of options for those looking to maintain an active and healthy lifestyle. One unique offering in Seminole is the cardio drumming class, a distinctive blend of fitness and wellness that incorporates the therapeutic benefits of music. While the abundance of fitness opportunities may seem to pose challenges for future program growth and development, it is important to recognize that fitness and wellness are highly popular and integral aspects of American society. This popularity suggests that the demand for such programs may continue to thrive, making it less likely that the saturation of options will impede the city’s potential for expanding fitness and wellness initiatives.

Conclusion

In conclusion, the City of Seminole's Parks & Recreation Department plays a vital role in serving its community, offering a diverse range of programs and facilities. While the city faces certain gaps in its recreational amenities, including the shortage of outdoor basketball courts, pickleball courts, rectangular fields, and outdoor aquatics, it is important to note that some of these needs are being fulfilled by other publicly available recreation programs and parks located in close proximity to Seminole.

The benchmark standards set by the National Recreation and Park Association (NRPA) provide valuable reference points for evaluating Seminole's recreational offerings. However, it is equally important to understand that these benchmarks should not be viewed as rigid mandates, as various factors unique to Seminole, such as proximity to County parks and facilities, contribute to its residents' access to recreational amenities.

Looking ahead, the City of Seminole should continue to assess its future needs based on evolving demographics and trends in the community, as well as trends within parks and recreation. This includes considering the potential impact of declining population growth within a 10-minute radius of the Seminole Recreation & Aquatic Center. By staying responsive to the changing needs and preferences of its residents, Seminole can ensure that its Parks & Recreation Department continues to enhance the overall quality of life for its community members, while maintaining existing facilities to the highest standards and strategically planning for the replacement of facilities at the end of their useful life to stay current with recreation assets and programs.



Level of Service Analysis

The Recreation and Open Space Element (ROS) defines acreage-based, facility-based, and geographic levels of service (LOS) for three park facility categories to meet the needs of residents. The following table provides the current LOS standard for the City of Seminole.

Level-of-Service Standards for Parks and Open Space		
Park Facility	Service Area / Population Served	Facilities
Neighborhood	0.25 – 0.5 mile 1/per 5,000	Play apparatus areas, recreation buildings, sports fields, multi-purpose fields, senior citizen areas, landscaping, open space, free play area. Recommended minimum size: 2 acres.
Community	0.5 – 3 miles 1/per 5,000	All facilities found in the neighborhood park plus facilities to service the entire family. Pools, softball/baseball fields, tennis courts, play areas, picnic areas, passive and active recreation areas, and recreation buildings. Recommended minimum size: 2-5 acres.
Recreation / Open Space	3 acres per 1,000	All active and passive recreation areas.

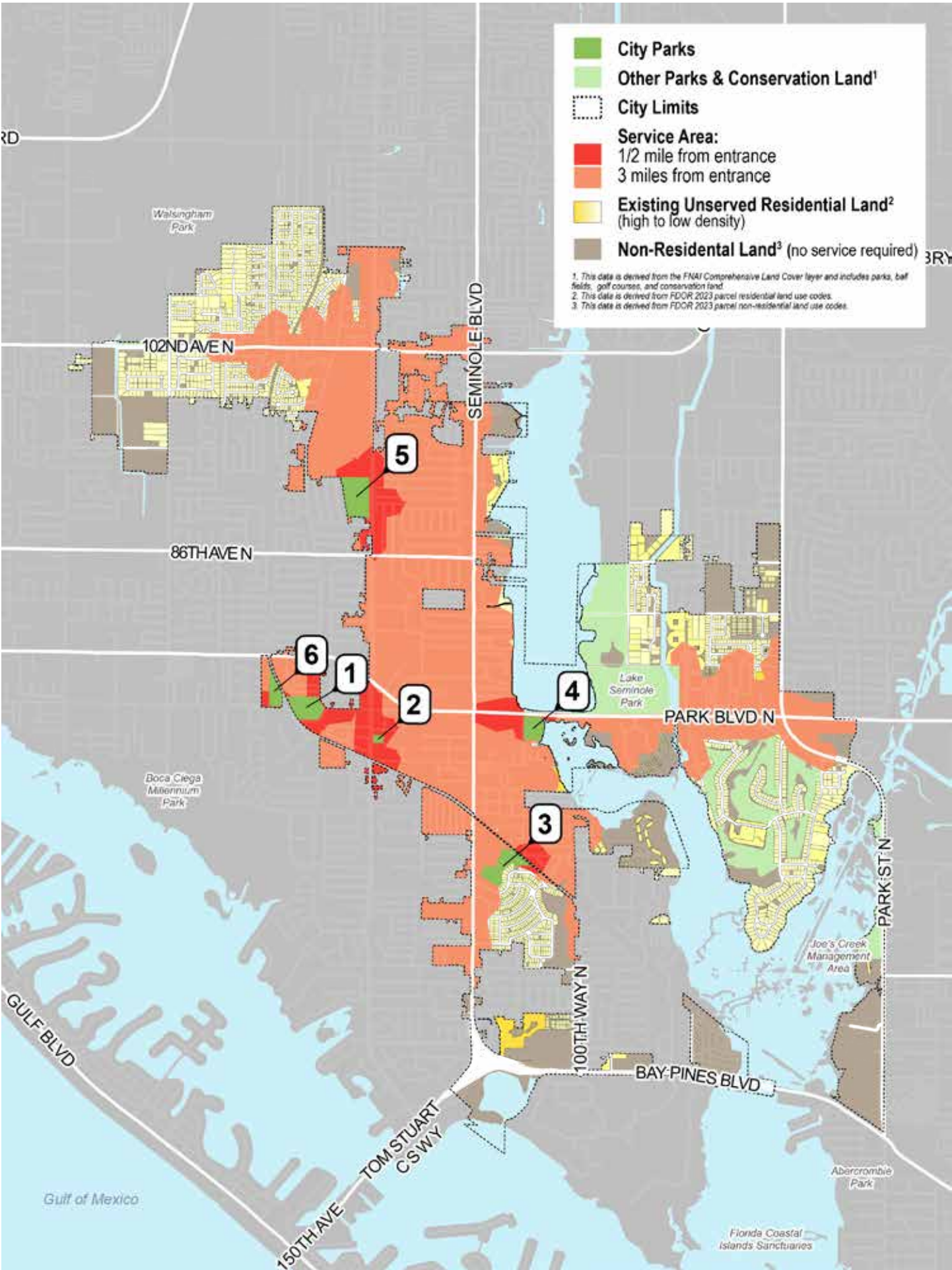
In reviewing the existing park system, it is important to note that Seminole Recreation does not currently use park types, as determined in the ROS element, in their management of park sites. Since there is a large overlap between the facility descriptions for both Neighborhood and Community Parks, and the required number of facilities per 5,000 residents is the same for both park types, the review of existing LOS has combined Neighborhood and Community Parks into a single category. Additionally, the City of Seminole determined in its 2025 Comprehensive Plan levels of service (LOS) standards for its parks and recreational facilities that “may be met by existing and/or future County or public school facilities”. For this reason, the following review of existing and projected LOS includes Lake Seminole Park and its acreage (within City limits) as part of the LOS review. The Repetto Property is not considered within the review of Neighborhood/Community Parks needed as this property is currently undeveloped and does not provide public access to recreational amenities, however its acreage is counted towards the

total acreage within the Recreation/Open Space requirement. Based on this review of existing and projected LOS, the City of Seminole is meeting the acreage and facility LOS determined with the ROS element, see table below.

Park Levels of Service for City of Seminole (2010 - 2050)										
Year	2010	2020	2022	2023	2025	2030	2035	2040	2045	2050
Total Population	17,233	19,364	19,476	19,428	19,919	20,554	21,092	21,540	21,935	22,304
Neighborhood/Community Parks										
# Needed	3	4	4	4	4	4	4	4	4	4
# Provided	4	5	6	6	6	6	6	6	6	6
Surplus/Deficiency	1	1	2	2	2	2	2	2	2	2
Recreation/Open Space										
Acreage Needed	51.70	58.09	58.43	58.28	59.76	61.66	63.28	64.62	65.81	66.91
Acreage Provided*	192.73	203.64	208.97	208.97	208.97	208.97	208.97	208.97	208.97	208.97
Surplus/Deficiency*	141.03	145.55	150.54	150.69	149.21	147.31	145.69	144.35	143.17	142.06

Geographic LOS

A review of the geographic LOS was conducted to review the geographic distribution parks based on the distances determined within the ROS element. Since park types are not currently determined for existing parks, all parks were mapped for Neighborhood Park access (1/2 mile) and Community Park access (3 miles). Neighborhood Park service area is generally considered to be parks within a short walking or biking distance, whereas Community Park service area is more likely to be accessed by a vehicle. Based on this review, the City currently provides poor coverage in regards to Neighborhood Park access but almost full coverage with regards to Community Park access, except for areas in the northwest and southeast of the City, see map on following page. However, it is important to note that these areas are likely covered by other service providers, namely Walsingham Park to the northwest and Lake Seminole Park to the southeast.



- City Parks
- Other Parks & Conservation Land¹
- City Limits
- Service Area:**
- 1/2 mile from entrance
- 3 miles from entrance
- Existing Unserved Residential Land² (high to low density)
- Non-Residential Land³ (no service required)

1. This data is derived from the FNAI Comprehensive Land Cover layer and includes parks, ball fields, golf courses, and conservation land.
 2. This data is derived from FDOR 2023 parcel residential land use codes.
 3. This data is derived from FDOR 2023 parcel non-residential land use codes.

3RY

Park Comprehensive Plan and LOS Recommendations

Findings collected from reviewing the City's Comprehensive Plan, park LOS mapping, and comparative LOS research, show that the City of Seminole is meeting the population-based park LOS standard it set in its 2025 Comprehensive Plan, however, it is not ensuring all residents are within the determined service areas of its neighborhood and community parks. The City's boundaries and urban form do not provide opportunities for the acquisition or development of park land acquisition. The following recommendations have been drafted to address these issues and enable the City to strategize ways it can improve its delivery of park and recreation services to current and future residents.

1. Remove LOS standards for "Specific Activities", which are per capita requirements on specific recreational facilities. While these metrics may be useful for benchmarking, the provision of specific amenities should be flexible to the specific needs of the community.
2. Many of the City's parks are currently larger than the recommended size prescribed in their Comp Plan definitions and provide a wide variety of recreational amenities and experiences. Park types in park systems are typically used to differentiate between smaller parks providing close-to-home recreation and larger parks with more available amenities. In the City of Seminole, nearly every park could be classified as a Community Park based on their size and available recreation opportunities. Since "Neighborhood" and "Community" park types require the same number of parks per capita and current parks cannot easily be categorized into these park types, it is recommended that the definition be simplified to include only a Developed Park category, maintaining the same 1 park per 5,000 resident metric currently used.
3. Based on the current park type definitions, the City of Seminole provides adequate service when parks are viewed through a Community Park lens and inadequate service when viewed through a Neighborhood Park lens. Taking into account the lack of available land for acquisition, existing urban form, and general preference for motor vehicle transportation by residents, it is recommended that geographic distribution be addressed in one of the following two ways:
 - a. Consider designating all parks with a "city-wide" service area.
 - b. Consider adopting a 3-mile service area for all Developed Parks.

4. Incorporate more policies related to Objective 1.2 intended to strengthen old and develop new local partnerships to support parks and recreation:
 - a. Promote the coordinated creation of parks and the donating of parkland to the City by local businesses and organizations.
 - b. Promote coordination between the City and the County, State, and other appropriate government agencies to increase park development, service sharing, and environmental health.
 - c. Promote the coordinated planning of community events with local businesses and organizations that increase park usage and foster park land acquisition.
 - d. Ensure policies, programs, and partnerships that support the continued coordination between the City and the Pinellas County School Board to provide park services to residents are maintained or improved.
5. Expand on Policy 1.4.2. with new policies that support mobility, such as the promoting the addition of new crosswalks, bike lanes, trails, and other complete street elements that enable residents to have expanded transportation options for traveling to parks. Consider developing a Complete Streets policy and/or a Safe Routes to School policy.
6. Incorporate a new objective and subsequent policies that support the Plan's Guiding Principles, including those that support Recreation Master Plan implementation, innovative park design, public engagement, equity and intergenerationally, and the promotion and protection of natural resources such as tree canopies and open spaces.
7. Expand on Policy 1.6.1 with new policies that will commit the City to regularly assess park and recreational facility quality and needs to enable it to make park improvements/expansions where they are needed most.
8. Encourage the leveraging of the local road network (many major roads run through or intersect with the City) to strengthen City trails and connections to parks.



04 | Action Plan

The information and insights gathered in the previous chapters culminate in the development of the Action Plan which provides a guide and blueprint for the future of Seminole Recreation. Recommendations contained within this chapter have been developed based on discovery and understanding of existing conditions, public engagement, and data-driven gap analysis to provide response and implementable recommendations. The Guiding Principles included within this section provide goals and objectives for the system followed by specific recommendations to achieve those goals.

The Action Plan includes:

- Guiding Principles
- Programming Recommendations
- Site-Specific Recommendations
- Capital Improvement Plan
- Recreation Center Vision

Guiding Principles

Guiding Principles provide aspirational goals and objectives for Seminole Recreation that reflect the needs and desires discovered through the Needs Assessment and Public Engagement as well as observed conditions of the current parks and facilities. These Guiding Principles help shape the recommendations provided in this section for the future of parks and recreation in the City of Seminole.

Each of the following Guiding Principles have been tested through public engagement with specific recommendations derived from community input.

The Guiding Principles are:

1. Active Seminole
2. Social Seminole
3. Aware Seminole
4. Cultural Seminole
5. Natural Seminole





Active Seminole

Seminole Rec should continue to provide and expand access to **fitness and wellness** opportunities.

Objectives

- Promote a healthy-living habits by providing sports and athletic programming
- Provide active recreation amenities throughout all Seminole parks
- Enhance visibility of Pinellas Trail as a healthy alternative mode of transportation

Implementation Strategy

- Expand team sports and athletic programs
- Meet demand for indoor athletic and fitness activities
- Increase access to aquatics programs
- Expand and promote racquetsport offerings
- Provide opportunities for outdoor fitness i.e., trails, outdoor fitness equipment
- Highlight and engage with the Pinellas Trail



Social Seminole

Recreation should provide opportunities for community building and socializing.

Objectives

- Foster community building
- Connect senior community to provide enhanced support network
- Provide socialization opportunities for various age groups

Implementation Strategy

- Grow adult/senior travel program
- Support and promote eSports program offerings
- Support and promote homeschool and youth/teen development
- Expand recreation aquatics
- Provide and update playground space



Aware Seminole

Residents should have ease of access to information about park amenities and recreational offerings.

Objectives

- Increase public awareness of recreation offerings
- Meet residents where they are in terms of how they want to receive information
- Provide clarity in regards to pricing for recreation programs

Implementation Strategy

- Simplify and clarify recreation website
- Continue to distribute and promote Recreation Guide
- Provide in-situ access to information such as bulletin boards and QR code to website
- Improve pricing communication strategy (especially for non-residents)



Cultural Seminole

Seminole Rec should celebrate and promote art and culture in the community.

Objectives

- Celebrate local culture
- Promote arts in the community
- Support cultural events

Implementation Strategy

- Create public art program in parks
- Provide space for visual and performing arts
- Continue to provide arts programming
- Connect with local groups to support cultural special events



Natural Seminole

Parks should protect natural resource and provide opportunities for outdoor recreation.

Objectives

- Protect natural resources
- Provide nature-based recreation opportunities
- Protect and promote tree canopy conservation

Implementation Strategy

- Use Florida-friendly plantings to reduce mowing and water usage
- Incorporate Low-Impact Design (LID) stormwater strategies to improve stormwater management. These include incorporated rain gardens at parking lot, vegetating existing swales, and littoral planting at stormwater ponds.
- Celebrate opportunities to view wildlife with interpretative and educational signage
- Preserve existing tree canopy of healthy large trees
- Provide tree canopy along pedestrian paths, parking lots, and near park amenities to provide shade and comfort

Program Recommendations

Program Mix & Service Offerings Recommendations

Building upon the extensive work completed thus far, the Project Team recommends the introduction and expansion of several programs designed to address the needs of the community and elevate the range of recreational offerings available to both the City of Seminole residents and visitors. These recommendations are rooted in a comprehensive analysis, which encompassed thorough market research, a gap analysis, and program evaluation, including program lifecycle analysis and historical participation review. The culmination of these efforts has provided insights into the current state of recreation services in Seminole, shedding light on existing gaps and areas where improvement and expansion are warranted.

It is important to note that the programs offered by the City of Seminole are in various stages (Introduction, Take Off, Growth, and Maturation), which are consistent with the lifecycle of recreation programming. Since approximately 58% of the City of Seminole Parks and Recreation programs are within the Introduction, Take Off, and Growth phases, it is imperative that the department closely monitor trends and factors such as population, demand and supply, as well as market conditions and competition to ensure that programs are distributed within each of the phases and are fulfilling the needs of the community.

Furthermore, conducting an annual program review that includes a program lifecycle analysis is crucial for the City of Seminole Parks and Recreation Department. This evaluation allows for the tracking of metrics such as participation, retention, program growth, and how the introduction of new programs is received by the community. By

regularly assessing these metrics, the department can proactively respond to evolving community trends and preferences, ensuring that recreational opportunities remain engaging and relevant for residents and visitors alike. Additionally, maintaining a robust system for tracking program participation, growth, and retention through data collection and analysis tools will continue to provide valuable insights into program effectiveness and areas for improvement, enabling the department to optimize resource allocation and enhance overall community satisfaction with recreational offerings.

Based on a comprehensive evaluation of existing facilities, programs, and the community's needs, the Project Team recommends prioritizing the implementation of several key programs aimed at enhancing the recreational offerings for Seminole residents and visitors. These programs include:

- Adult/Master Swim
- Adaptive Aquatics (encompassing aquatics for individuals with disabilities, aqua rehab)
- Expanded group fitness classes (featuring interval training, plyometrics, and full-body workouts)
- Expanded cultural and traditional arts programs (such as choral, music, theater, and dance programs)

It is important to highlight that successful execution of these programs may benefit from exploring partnerships with independent providers or external organizations. Seminole Parks and Recreation currently employs this approach with other programs, and expanding these partnerships can leverage specialized expertise and additional resources, ensuring effective delivery and sustainability of programs. Importantly, this expansion will provide valuable recreational

opportunities for the Seminole community without imposing a substantial impact on the overall operating budget of the department.

By introducing these recommended programs, Seminole Parks and Recreation will significantly enrich its offerings, catering to a broader range of interests and needs within the community. The addition of adult and adaptive aquatics programs acknowledges the diverse demographics and inclusivity, ensuring accessibility for individuals of all abilities. The expansion of group fitness classes responds to the growing demand for varied and challenging workout options, promoting physical well-being and healthy lifestyles. Furthermore, broadening cultural and traditional arts programs fosters creativity, expression, and community engagement, contributing to a vibrant cultural scene within Seminole. Overall, these initiatives enhance the quality of life for residents and visitors alike, enriching their recreational experiences and strengthening the fabric of the community.

Cost Recovery

Based on the reported operating budget and revenue data associated with programs and special events offered or produced by the City of Seminole Parks and Recreation department from FY2019 to FY2023, it is evident that during this period of time the department consistently demonstrated a commendable cost recovery rate. This rate ranged between 23% and 31% of its operating budget during this period. Comparatively, the National Recreation and Park Association (NRPA) indicates that a typical parks and recreation agency recovers an average of 24.6% of its operating expenditures from non-tax revenue sources, which encompass program fees, sponsorships, rentals, and other forms of earned revenue.

When evaluating the City of Seminole against this national benchmark, it becomes clear that the efforts of the department in generating revenue have consistently met or exceeded the national average. This underscores the department's dedication to financial sustainability and resourcefulness in funding programs and initiatives. However, it is essential to recognize the potential for further improvement and enhancement in revenue generation.

Expanding program revenue and associated sources such as program and event sponsorships will play a crucial role in enhancing cost recovery for the department. By actively seeking additional revenue streams and fostering partnerships with local businesses and organizations, the department can bolster its financial resilience. Furthermore, prioritizing efforts to annually assess and potentially expand program revenue is essential for sustaining and improving the effectiveness of the City of Seminole Parks and Recreation department.

Site Recommendations

The following site-specific recommendations have been derived from a review of the existing conditions of the various sites as well as resident input through the public engagement process. Recommendations were developed with City staff input to provide implementable guidance for improvements to the various parks and facilities.



Seminole City Park

- Upgrade restrooms
- Create celebrated entry/ trailhead with Pinellas Trail
- Provide path around lake with seating



Tennis Club Park

- Provide formal seating bleachers with shade structure
- Manage invasive species at water's edge
- Replace water fountain with fixture including bottle-filling station



Blossom Lake Park

- Update restrooms
- Upgrade existing pavilions where needed
- Resurface basketball courts and add lighting to extend hours during winter
- Create celebrated entry/ trailhead with Pinellas Trail
- Provide littoral planting and designated fishing areas
- Provide additional tree canopy planting along pathways and retention areas



Waterfront Park

- Plant additional shade trees
- Add area lighting for evening play
- Explore kayak rental vendors options
- Explore improved pedestrian connections



Repetto Property Site-Specific Master Plan with the following considerations:

- Keep overflow parking space for City Park events
- Update existing building structure for multi-purpose/ rental space including art programs & evening rental space

Potential outdoor amenities:

- Formal Pinellas Trail trailhead
- Basketball/Pickleball Courts
- Outdoor classroom
- Fitness parcours
- Picnic area



Recreation Center Site-Specific Master Plan including the following:

- New vision for Recreation Center and Aquatics building
- Parking
- Playground
- Basketball court(s)
- Perimeter walking/running loop
- Improve soccer field drainage to enhance usage

The Pinellas Trail & The Park System

The Pinellas Trail is a recreational asset for residents of Seminole and should be considered as part of the network of recreational amenities available. The Gap Analysis points to a desire for trail experiences within Seminole, however, these do not necessarily have to be provided by Seminole Recreation, especially when an asset such as the Pinellas Trail exists. Of the six park properties, three (Seminole City Park, Repetto Property, and Blossom Lake Park) directly interface with the Pinellas Trail, while one (Tennis Club Park) sits at close proximity of the trail. However, in many cases access to the trail is buried or hidden with little amenities provided. There exists an opportunity to celebrate and increase awareness of the Pinellas Trail for Seminole residents while improving the user experience for those interested in using the trail for recreation. Conversely, users of the trail may be inclined to visit the parks if these are made visible through welcoming gateways providing improved visibility of the parks system. As such, this Plan recommends improvements to the parks interfacing the trail to better connect with this regional asset.

Potential improvements include:

- Branded wayfinding signage including maps of the trail, adjacent park properties, and event bulletin boards
- Enhanced hardscape and landscape improvements
- Bike racks
- Bike repair station
- Water fountain and bottle filling station

Coordination with the County is needed to develop a partnership and determine wayfinding plans and potential funding sources.

Capital Improvement Plan

The following provides a summary of Capital Improvements developed through the Master Planning process. Costs developed as part of the CIP provide planning budgeting costs to serve in the financial planning of future fiscal years and are subject to change depending on the economic climate.

Projects have been generally prioritized to:

1. Address deficiencies within existing parks
2. Provide indoor recreation space for enhanced programming offerings
3. Enhance existing parks

City staff worked with the Project Team to carefully strategize the financial sustainability of proposed improvements.

<i>Park Name</i>	<i>Short-Term (1 to 2 years)</i>	<i>Mid-Term (3 to 5 years)</i>	<i>Long-Term (6+ years)</i>	<i>Upgrade Enhancement Total</i>
Seminole City Park	\$150,000.00	\$135,000.00	\$-	\$285,000.00
Tennis Club Park	\$-	\$12,500.00	\$-	\$12,500.00
Blossom Lake Park	\$-	\$215,000.00	\$-	\$215,000.00
Waterfront Park	\$250,000.00	\$170,000.00	TBD **	\$420,000.00
Repetto Property*	\$1,557,000.00	\$445,000.00	\$-	\$2,002,000.00
Recreation Center*	\$2,499,200.00	\$31,240,000.00	\$-	\$33,739,200.00
GRAND TOTAL	\$4,456,200.00	\$32,217,500.00	TBD **	\$36,373,700.00

* Site Specific Master Plan

** Cost to be determined. Includes exploration of kayak vendor options & exploration of improved pedestrian connections at Waterfront Park.

Recreation Center Vision

Recreation Center Program Statement

To understanding the scope of the program needed within the Recreation Center, the Project Team developed a program statement based on public engagement and the gap analysis to develop a conceptual layout for future improvements or replacement of the facility. The goal of this project is to develop community-based recreational assets that enhance the sense of place and quality of life for residents by creating access to top quality sports and recreation, while helping improve the overall health and wellness of those in and around the City of Seminole, FL.

Conceptual Recreation Center Objectives

- To provide guidance and information to the City related to current trends and recommendations, proper elements and amenities of desired spaces and activities within recreation centers, aquatics facilities, and parks.
- To provide recommendations to the City regarding the size, location and suggested components.
- To provide alternative conceptual and schematic designs based on approved recommendations.
- To provide recommendations of cost estimates and for construction and operations of the recreation center and aquatics facilities.

The following program addresses the key summary points from the meetings and information received to date from the City of Seminole.

Aquatic facility needs to accommodate:

- Learn to swim programs
- Water fitness programs
- Recreational events and activities (including open swim)
- Adult fitness swimming
- Lap swim
- Developmental swim team practices
- Lifeguard training
- Special events and rentals
- Recreational/daily use

The recreation center needs to accommodate:

- Youth summer/camp programs
- Independent and group fitness
- Team court-based leagues (youth and adult)
- Technology-based program space
- Art/maker-space program space
- General program space that can be used for senior lunches, homeschool programs, etc.

After carefully considering the identified needs, feedback gathered through the Community Survey, and analyzing the prevailing trends in recreation, a comprehensive facility program has been formulated and proposed to effectively address the present and future requirements.

Space	Indoor Programming Product/Service	Count	Approx. SF each	Total SF	% of Footprint
Courts	Basketball Courts (actual courts 84' x 50')	2	8,450	16,900	56.3%
	Volleyball Courts	4	Over Basketball Courts		0.0%
	Pickleball Courts	6	Over Basketball Courts		0.0%
	<i>Total Court Sq. Ft.</i>			16,900	56.3%
Fitness Center	Fitness Center	1	8,450	8,450	26.9%
	Main Group Exercise Romm	1	1,675	1,675	5.3%
	Group Exercise/Dance/Wellness Rooms	2	575	1,150	3.7%
	<i>Total Fitness Center Sq. Ft.</i>			11,275	35.9%
Flex Space	Lobby/Welcome Area	1	4,673	4,673	14.9%
	Manager's Offices	3	100	300	1.0%
	Recreation Division Office Area	1	920	920	2.9%
	Kitchen (warming)	1	1,300	1,300	4.1%
	Café Seating Area	0	900	0	0.0%
	Flex Program Rooms	2	900	1,800	5.7%
	Tech Lounge/Gaming	1	900	900	2.9%
	Rental Audio/Video Podcast Studio Space	1	650	650	2.1%
	Art/Makerspace Studio Classroom	1	900	900	2.9%
	Locker Rooms	2	1,197	2,395	7.6%
<i>Total Flex Space Sq. Ft.</i>			13,838	44.1%	
Required SF for Products and Services				25,113	80.0%
Mechanical, Electrical, Storage, etc. 10% of P&S SF (Excl. Leased Space)				2,511	8.0%
Common Area, Stairs, Circulation, etc. 15% of P&S SF (Excl. Leased Space)				3,767	12.0%
Total Estimated Indoor Athletic Facility SF				31,391	100%
Estimated Building Footprint				58,420	
Total Building Acreage				1.34	

Space	Indoor Programming Product/Service	Count	Approx. SF each	Total SF	% of Footprint
Aquatics - Outdoor	Outdoor Zero-depth Leisure Pool with in-water lounge area	1	3,500	3,500	11.7%
	Outdoor 6-lane lap pool	1	3,500	3,500	11.7%
	Competition Lap Lane Pool (25 Yard, 6 Lane)	0			0.0%
	Zero Depth entry programming pool with spray features	1	1,500	1,500	5.0%
	Locker Rooms and Restrooms (connected to outdoor)	2	850	1,700	5.7%
	Multi-Purpose Room/Party/Wet Classroom (Indoor)	1	830	830	2.8%
	Pool Storage	1	600	600	2.0%
	Pool Mechanical Room	1	1,000	1,000	3.3%
<i>Total Aquatics Sq. Ft.</i>			12,880	42.9%	
Aquatics Flex Space	Lobby/Welcome Area (Indoor)	1	350	350	1.2%
	Offices (Lifeguard + Admin)	1	1,120	1,120	3.7%
	<i>Total Aquatics Flex Space Sq. Ft.</i>			1,470	4.8%
Required SF for Products and Services				14,350	47.8%
Building Mechanical, Electrical, Janitor				400	1.3%
Common Area, Stairs, Circulation, etc.				1,270	4.2%
Total Estimated Indoor Athletic & Outdoor Activities Facility SF (Options 1 & 2)				30,000	100%
Total Acreage				0.65	

Site Development

	Quantity	Approx. SF each	Total SF	% of Total	
Parking Spaces Total	Parking Spaces Total (10'x18') (20' x 20' Inc. aisles)	331	400	132,400	69.6%
	Setbacks, Green Space, Trails, etc.	25% Indoor SF, 50% Outdoor		57,855	30.4%
Total Estimated Site Development SF			190,355	100%	
Total Site Development Acreage			4.37		
Total Complex Acreage			8.49		

Option 1 | Renovation & New Addition

The Renovation and New Addition option proposes a 49,000 SF Renovation to the existing Recreation building priced at \$250 / SF with a 19,250 SF Addition / New construction cost at \$350 / SF. The renovation and addition to the existing recreation center is estimated to cost \$18.9M with a total building area of 68,250SF, not including sitework, outdoor aquatics program, or site utilities. The addition would be attached to the existing gymnasium and protrude partially in the existing east parking area of the current recreation center where the existing racquetball courts are located.

The renovation and addition facility includes the following program areas:

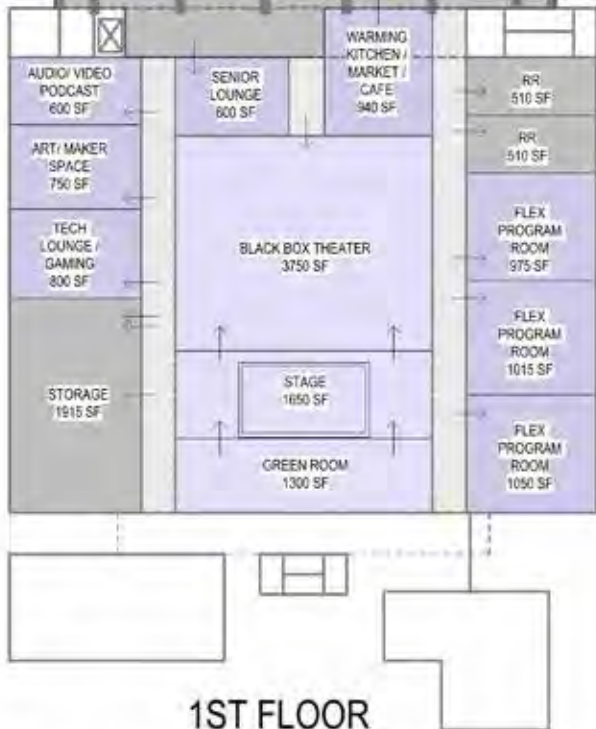
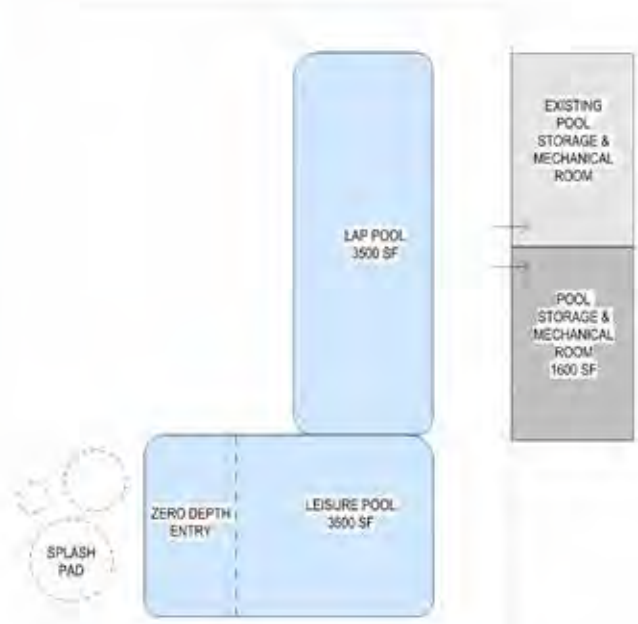
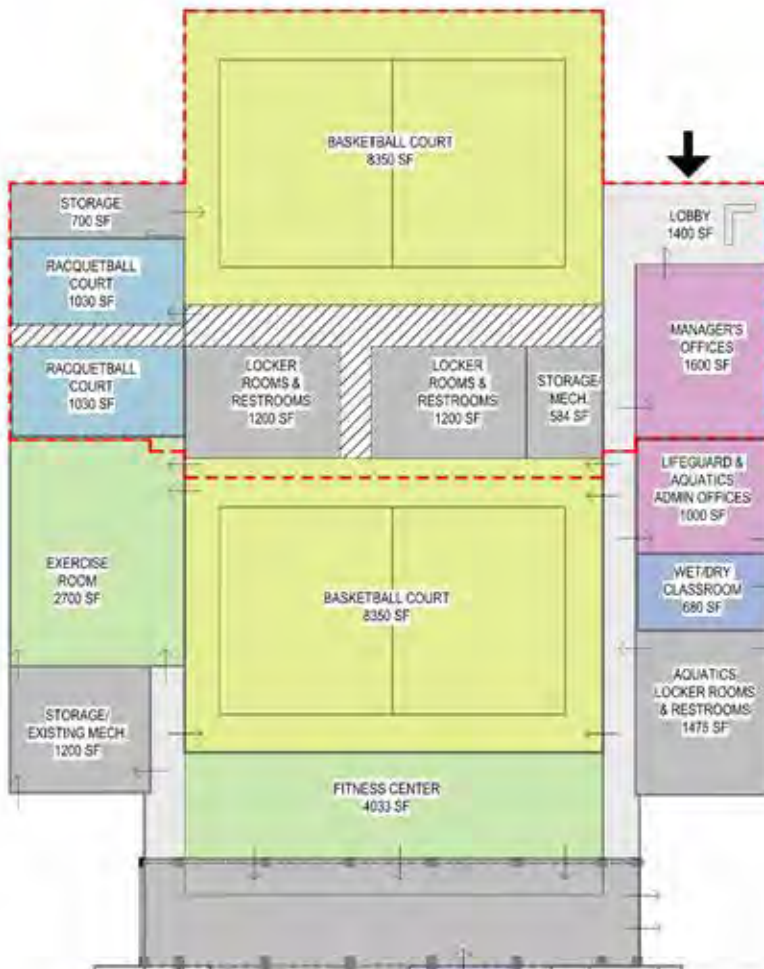
19,250 SF Addition to the existing building includes:

- A 1400 SF lobby to provide the building a visible main entry located on the east side of the site, close to the east parking lot. The lobby is adjacent to a 1600 SF manager's office suite.
- To enhance the sports program, a new corridor leads to a full-size 8,350-SF basketball court equipped with retractable pickleball and volleyball nets. Adjacent 1,200-SF locker rooms offer convenient access, while two new racquetball courts provide additional recreational options. A 700-SF storage room supports the basketball court, and a dedicated 500-SF mechanical space ensures smooth operation of the new facilities.

49,000SF Renovation of the existing building includes:

- A renovation of the existing aquatics wing with 1000 SF of lifeguard and aquatics admin offices, a 680 SF Wet / Dry classroom, and 1475 SF of dedicated Locker rooms and classrooms. This wing conveniently connects to an outdoor aquatics area, accessible from both the recreation center and the outdoor space itself.

- The 4,033-SF open-concept fitness center with transparent glazing that replaces the current offices will create a visual connection into the existing entry / lobby area. A large 2,700 SF detached group exercise room will replace the northeast room.
- The existing lobby space & vestibule areas will be renovated into a senior 600 SF lounge area and a 940 SF Warming kitchen & Market Café to promote revenue for the recreation center and a gathering space in the existing lobby.
- A performing arts program area that includes a 3750 SF Black Box Theater, a 1,650-SF stage area, and a 1,300-SF green room/stage storage area. This new program area will be in the existing central east wing of the first floor.
- A new cultural wing: 600 SF Audio/video podcast studio, 750 SF art/maker space, 800 SF Tech lounge & gaming room, and 1,915 SF storage room will replace the northeast wing. The art/maker space serves both the community and the facility as a rentable room, ideal for hosting art studios, 3D printing workshops, or other creative ventures. The spaces provide unique opportunities for engagement, from hosting casual gaming tournaments to recording podcasts and fostering social connections.
- The existing southeast wing will be renovated and converted into two 510-square-foot restrooms and three approximately 1,000-square-foot flex spaces. These renovated rooms will offer versatile possibilities. They can combine to create one large event space or be divided into three separate rooms, maximizing rental opportunities, and generating revenue for ownership.



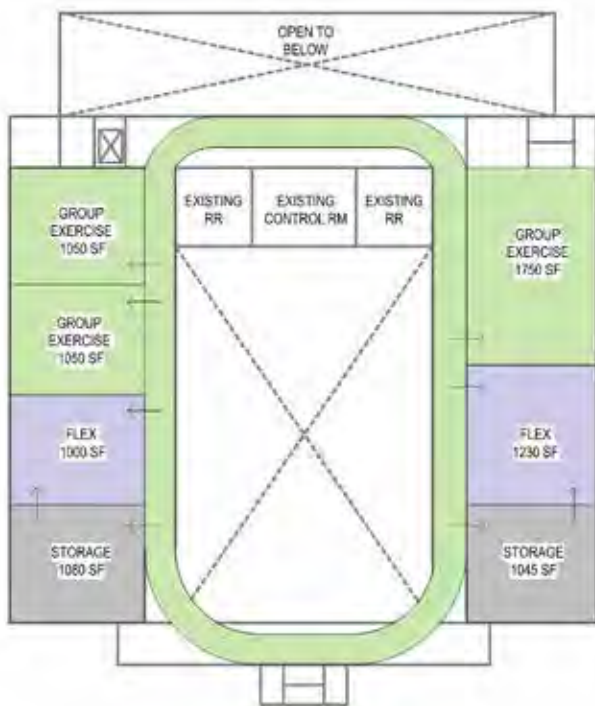
1ST FLOOR

	GYMNASIUM
	FITNESS
	OFFICES
	FLEX SPACE
	PERFORMING ARTS
	POOL
	INDOOR AQUATICS
	STORAGE, LOCKER ROOMS, RESTROOMS, CATERING KITCHEN, BACK OF HOUSE
	NEW BUILDING ADDITION

1 PROGRAMMING - RENOVATION + MAJOR ADDITION

— EXISTING STRUCTURE = ~49,000 SF
 - - - ADDITION = ~19,250 SF

- The existing second-floor perimeter spaces will be renovated to accommodate the remaining required program spaces. These spaces include two 1,050-square-foot group exercise rooms, a 1,000-square-foot flex space, and a 1,080-square-foot storage space. The central space on the second floor overlooks the first-floor central space where the Black Box theater is located. The perimeter of this second-floor overlook is suggested for conversion into a running track.



2ND FLOOR

LEVEL 1: 39,134 SF	
ADDITION: 19,250 SF	
<hr/>	
LEVEL 2: 9,866 SF	
<hr/>	
TOTAL BUILDING SF: 68,250 SF	

<u>BUILDING COST ESTIMATE</u>	
TOTAL SF = 68,250 SF	
RENOVATION = \$250/SF @ 49,000 SF = \$12,250,000	
NEW ADDITION = \$350/SF @ 19,250 SF = \$6,737,500	
= \$18,987,500	
*(NO SITE/ POOL/ UTILITIES)	

<u>OVERALL BUILDING EFFICIENCY</u>	
<u>REQ. PROGRAM</u>	= $\frac{51,020 \text{ SF}}{68,250 \text{ SF}} = 74\%$
<u>BLDG. GROSS</u>	

Option 2 | New Construction

The New Construction concept proposes a 58,420 SF new Recreation building with a construction cost of \$20.5M (\$350/SF), not including sitework, outdoor aquatics program, or site utilities. The new building would be located in the existing east parking area of the current recreation center.



BUILDING COST ESTIMATE

\$350 PER SF @ 58,420 SF =
\$20,447,000

*(NO SITE/ POOL/ UTILITIES)

GROSS BUILDING SF: 58,420 SF



The new facility includes the following program areas:



A performing arts program area that includes a 3800 SF Black Box Theater, a 1,500-SF stage area, and a 1,300-SF green room/stage storage area. The green room also features a concession window accessible from the lobby space to serve the public, supported by a 700-SF back-of-house catering kitchen. Refer to exhibit 1 for a reference image.



An access-controlled, 4,665-SF lobby area serves as a versatile space. It can function as a gathering area for the performing arts program or transform into a “pop-up” style event space. A centrally located front desk connects to a 1,230-SF manager’s office suite, while two restroom facilities cater to the public within this main lobby. The lobby space provides a public area while an access-controlled corridor provides access to the members and back of house area of the building. Refer to exhibit 2 for a reference image.



The 4,000-SF open-concept fitness center, with its three attached group exercise rooms, boasts glazing on its east façade. This feature highlights the rec center’s fitness activities to passersby on the main thoroughfare, 113th Street, serving as a natural attraction and advertisement for the new center. Refer to exhibits 3A & 3B for reference images.





Two full-size, 8,450-SF basketball courts align to the east façade, featuring retractable pickleball and volleyball nets for a dynamic sports program. This expansive gym also boasts two connected racquetball courts and a generous 1,050-SF storage space. Leading to the courts are two 1,200-SF locker rooms, convertible into flex spaces if deemed too large by ownership. Refer to exhibits 4A & 4B for reference images.



A 900-SF art/maker space serves both the community and the facility as a rentable room, ideal for hosting art studios, 3D printing workshops, or other creative ventures.

Three 900-SF flex spaces offer versatile possibilities. They can combine to create one large event space or be divided into three separate rooms, maximizing rental opportunities and generating revenue for ownership. Refer to exhibits 5A & 5B for reference images.





A 900-SF tech lounge/gaming room, a professional audio/video podcast studio, and a welcoming 650-SF senior center. Each space provides unique opportunities for engagement, from hosting casual gaming tournaments to recording podcasts and fostering social connections for seniors. Refer to exhibits 6A & 6B for reference images.



A 830-SF wet/dry classroom, two 850-SF aquatic locker rooms, and a spacious 1,120-SF lifeguard and aquatics administration office. Forms an aquatics wing of the building, this wing conveniently connects to an outdoor aquatics area, accessible from both the recreation center and the outdoor space itself.

Recommended Vision

Based on the program needs of Seminole and developed concepts, WJA recommends that the City proceed with Option 2: The New Construction 58,420 SF building.

The new construction option is preferred due to:

Optimized building program and improved efficiency

Compared to the renovation and addition option, the new construction option offers a 13% greater building program relative to layout efficiency. This translates to approximately \$2.7 million in additional cost to achieve an equivalent program layout under the Option 1 renovation & addition proposal. Furthermore, the renovation program would have disjointed elements scattered throughout the building, making visibility and security more challenging.

Longer lifespan and reduced maintenance

The new construction building's overall lifecycle would vastly exceed that of the renovated building, eliminating the need for ongoing maintenance routines to fix outdated or inefficient systems. While replacing the existing building shell is possible during renovation, additions would be inherently less efficient due to limitations in the original materials and construction methods. A new building allows for the installation of contemporary, energy-efficient systems, delivering direct energy savings and reducing building operation costs throughout its lifespan.

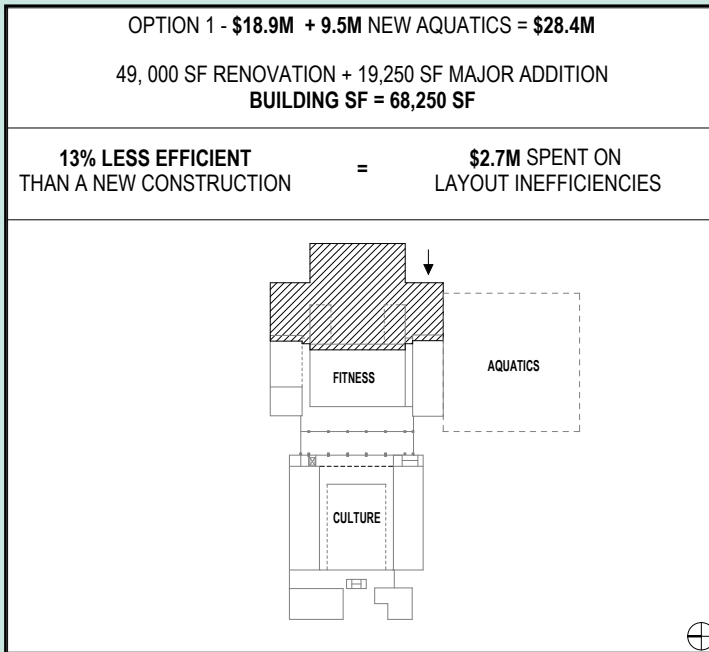
Controlled and separate phasing

Unlike the renovation option's disruptive phasing, the new building proposal allows for continued operation of the existing facility during construction. The new building would be constructed separately in the existing east parking lot. Once complete, the old recreation center would be demolished, and a new parking area would be built in its place, ensuring minimal disruption to ongoing activities. (See Potential Phasing Options on pg. 174)

Contemporary aesthetic and showcase opportunity

While this report focuses on floor plan development for the recreation center's program elements, the new construction layout allows for greater design control over the building's overall visual composition. This optimized layout presents an opportunity to design a contemporary building that makes a strong visual statement, showcasing the active recreational activities available to Seminole residents, especially those passing by on 113th Street. The preferred option also provides a sense of entry from the parking area that can provide a proper welcoming sequence to the visitors to the center.

Option 1 | Renovation & New Addition



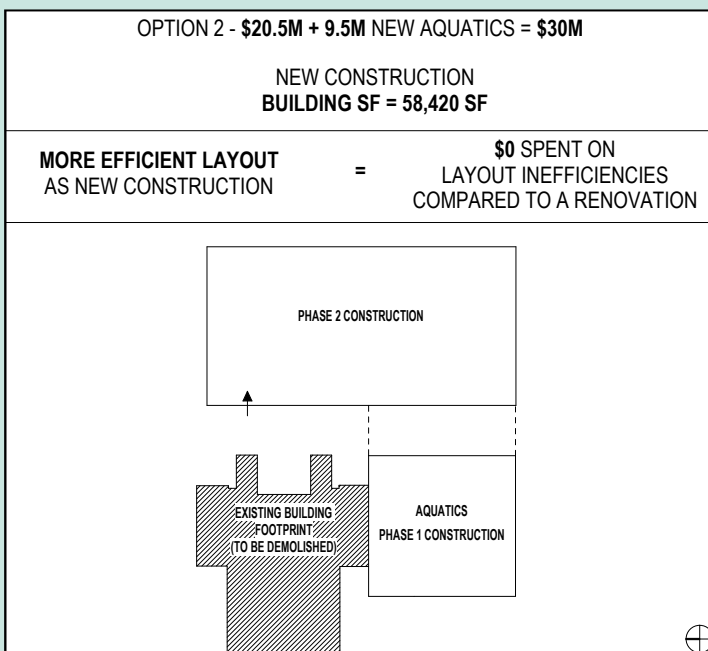
Pros

- Lower investment costs if building fabric is salvageable.
- Minor updates and improvements on current space is less costly than starting from scratch with new materials.
- Ongoing operations during construction phasing.
- Building entrance from main parking lot.

Cons

- Ongoing future maintenance routines, overall life cycle is less.
- New program is disjointed.
- Potential hazardous conditions/ existing materials.
- Mechanical/ electrical/ plumbing/ civil updates (contingencies).
- Unknowing existing structural conditions (contingencies).
- Energy inefficiency.
- Increased susceptibility for mold and humidity.
- Updating space to ADA standards and codes complications.
- Existing site features/ configuration.
- Disjoined program leads to reduced security / less supervision

Option 2 | New Construction



Pros

- Showpiece within the community; overall billboard staple for organization.
- Building design meets programming requirements.
- Consistent project schedule with continuing operations.
- Overall life cycle of building and less maintenance.
- Opportunity to phase sequence construction duration to continue ongoing operations.
- Opportunity to design a contemporary building with spatial design.
- Efficient building systems & energy savings.
- More accessible spaces.
- Redesign of parking and mass transit accesses to building.
- Improved asset value. Influential on future activities.
- Public expectations for corporate investments in sustainability.
- Enhanced site features with a master plan intent.

Cons

- Higher cost
- Construction laydown / possible parking impacts during new construction phase

Potential Phasing Options



01

2023 EXISTING



02

OPTION 1 - \$18,987,500

49,000 SF RENOVATION + 19,250 SF MAJOR ADDITION



03

OPTION 2 - \$20,447,000
BEFORE DEMOLITION
BUILDING SF = 58,420 SF



04

OPTION 2 - \$20,447,000
NEW CONSTRUCTION



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