



Martin County, Florida

Parks and Recreation Master Plan - update

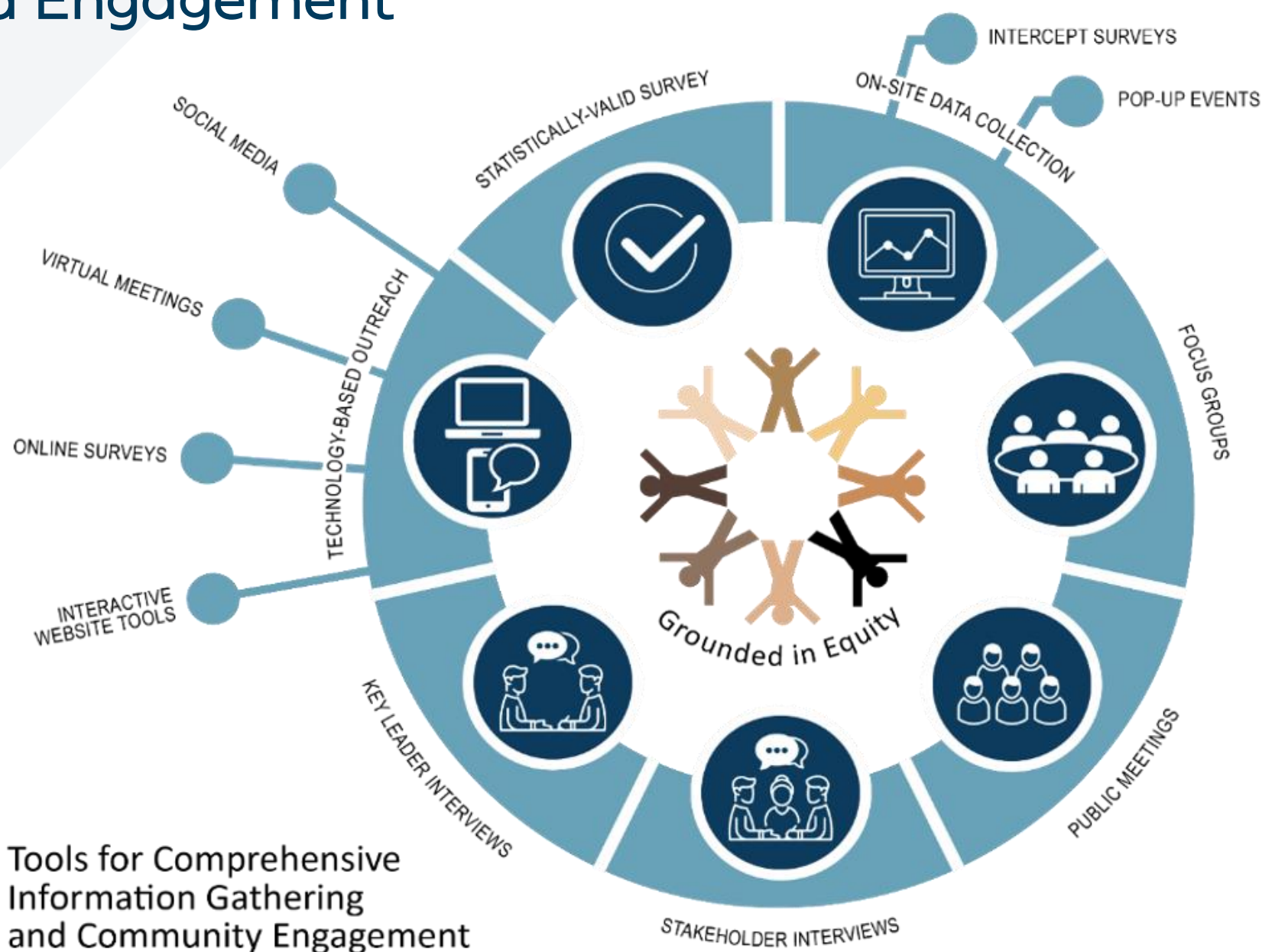
Final Presentation

December 9, 2025

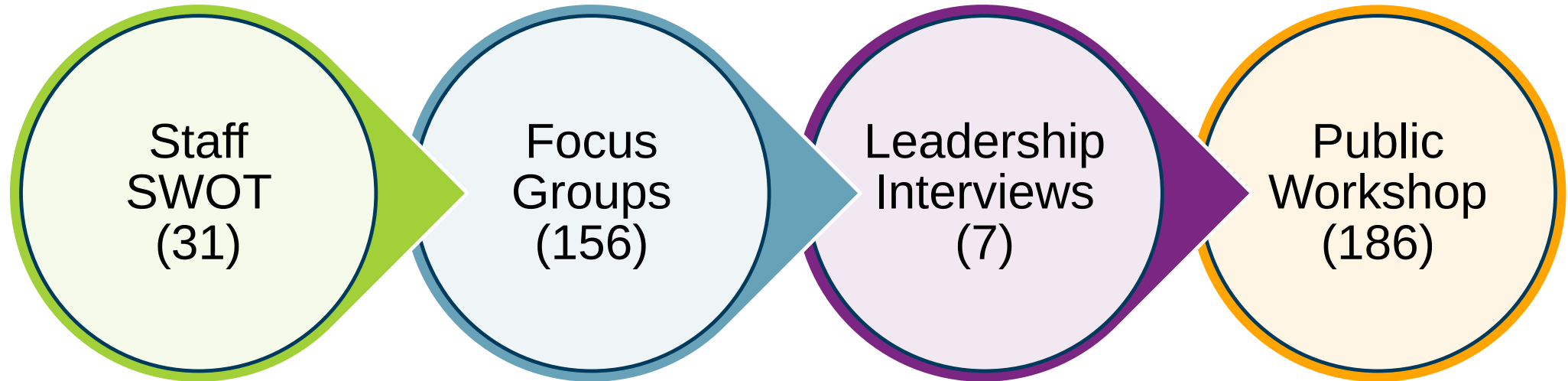
Highlights of Project Phases



Mixed-Method Engagement



Public Engagement Participants



Social Pinpoint – Overall Engagement (1/29/2024 – 4/4/2024)

Online Engagement by the Numbers

3,754 Site Visits

1,874 Unique Users

382 Ideas Wall Comments

41 Budget Responses

29 Forum Responses



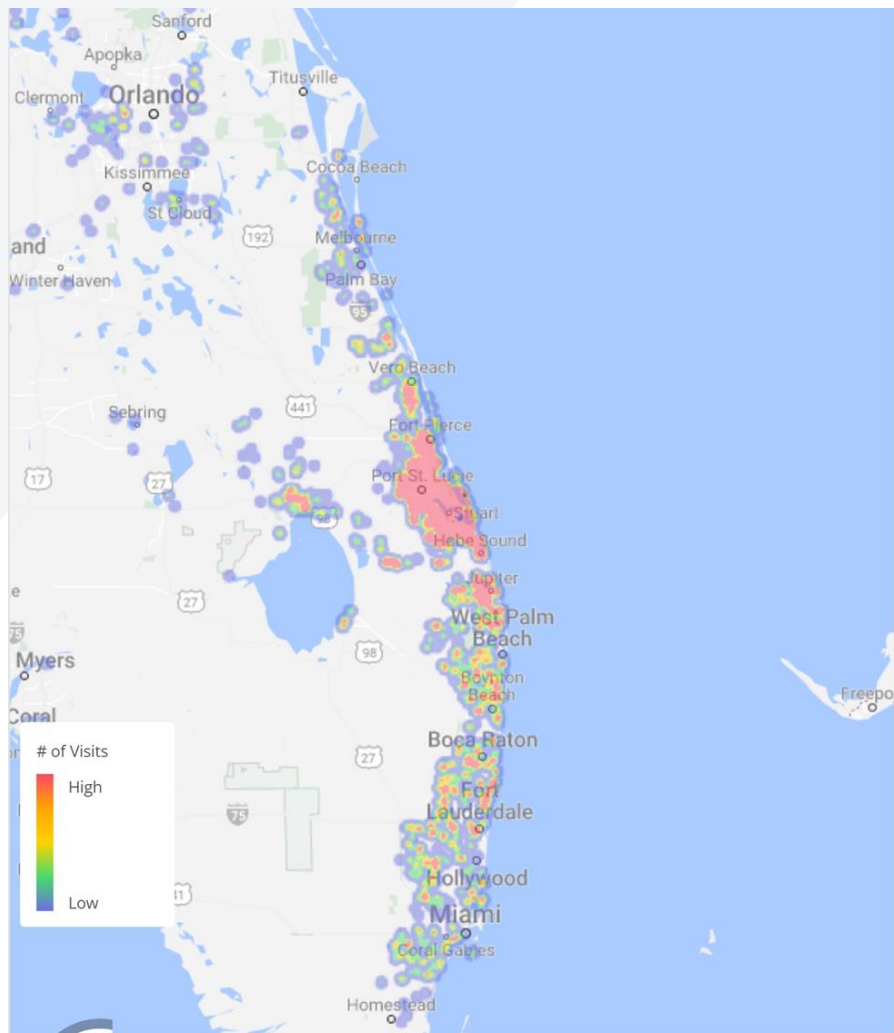
Placer AI: Annual Visits, Visitors, and Visitor Frequency

Metrics					
Metric Name	 Sailfish Sands Golf Course SE St Lucie Blvd, Stuart, FL	 Sailfish Splash Waterpark SE Ruhnke St, Stuart, FL	 Halpatiokee Regional Park SW Lost River Rd, Stuart, FL	 Stuart Beach NE Ocean Blvd, Stuart, FL	 Jensen Beach Park NE Ocean Blvd, Jensen Beach, FL
Visits	72.2K	169.3K	421.5K	416K	583.8K
Visitors	30.4K	53.1K	93.9K	175.6K	245.5K
Visit Frequency	2.46	3.2	4.49	2.37	2.38

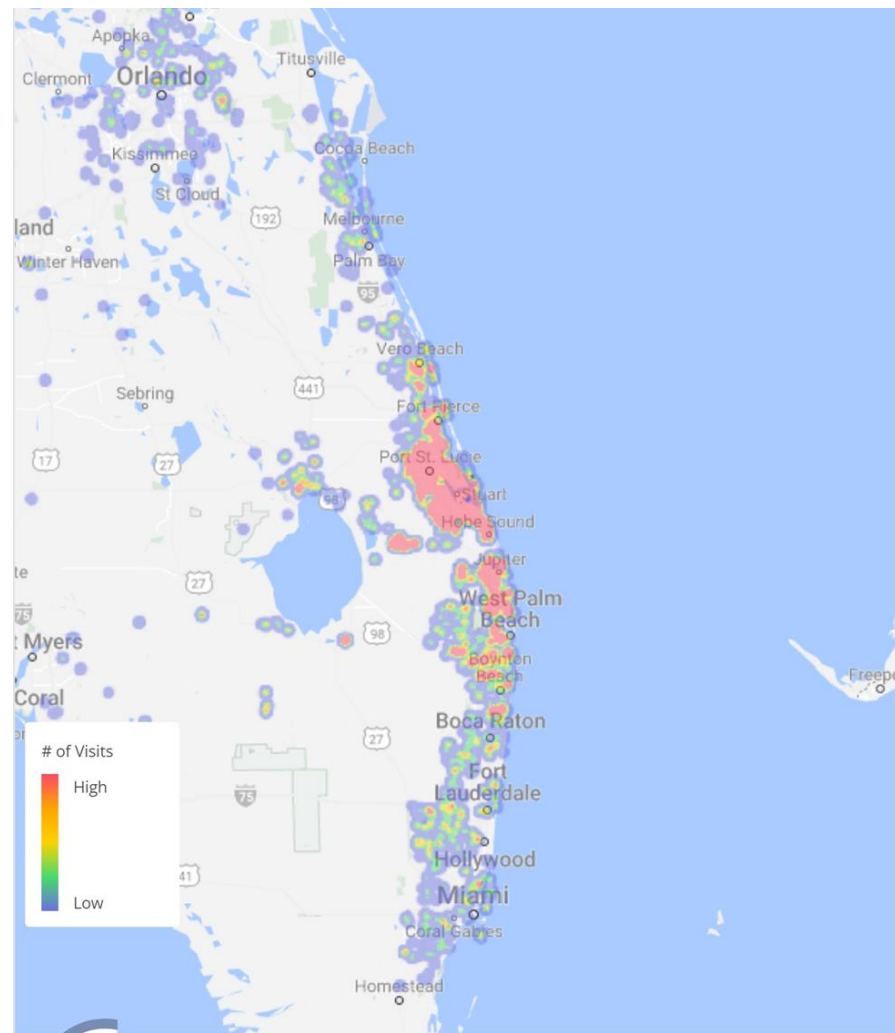
Jun 1st, 2023 - May 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Placer AI: Visitor Origination



Sailfish Splash Waterpark / 931 Se Ruhnke St, Stuart, FL 34994 | Based on Home Location, by Visits | Min. Visits: 1 | Jun 1st 2023 to May 31st 2024 | Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. Data provided by Placer Labs Inc. (www.placer.ai)



Halpatiokee Regional Park / 8303 Sw Lost River Rd, Stuart, FL 34997 | Based on Home Location, by Visits | Min. Visits: 1 | Jun 1st 2023 to May 31st 2024 | Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. Data provided by Placer Labs Inc. (www.placer.ai)



Statistically Valid Needs Assessment Survey

The statistically valid survey helps to understand needs and prioritize competing interests.

Goal 400 Surveys

Received 425 Surveys

95% Confidence Level

Survey Development and Design

Random Sampling

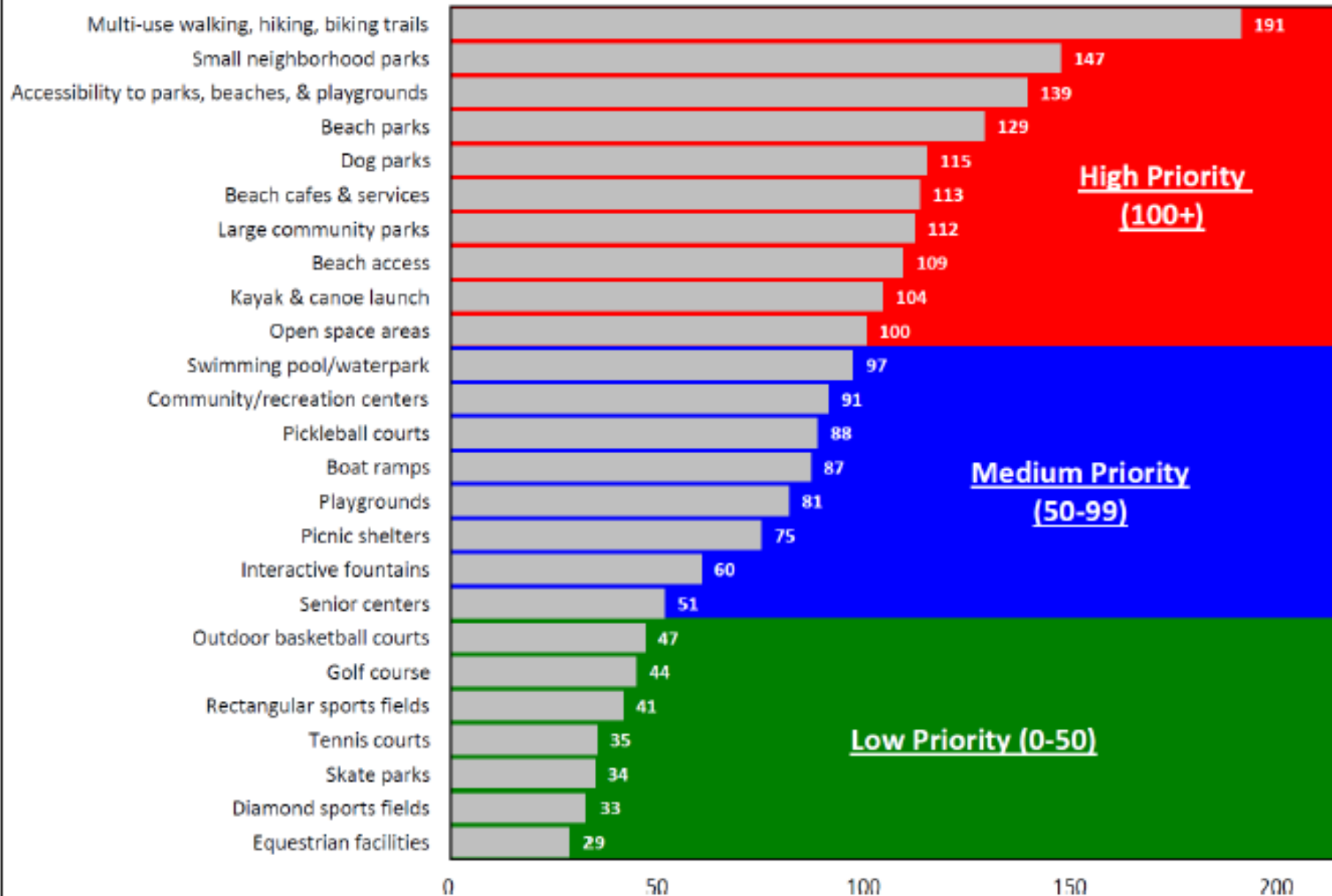
Mail and Online Versions

Spanish Translation

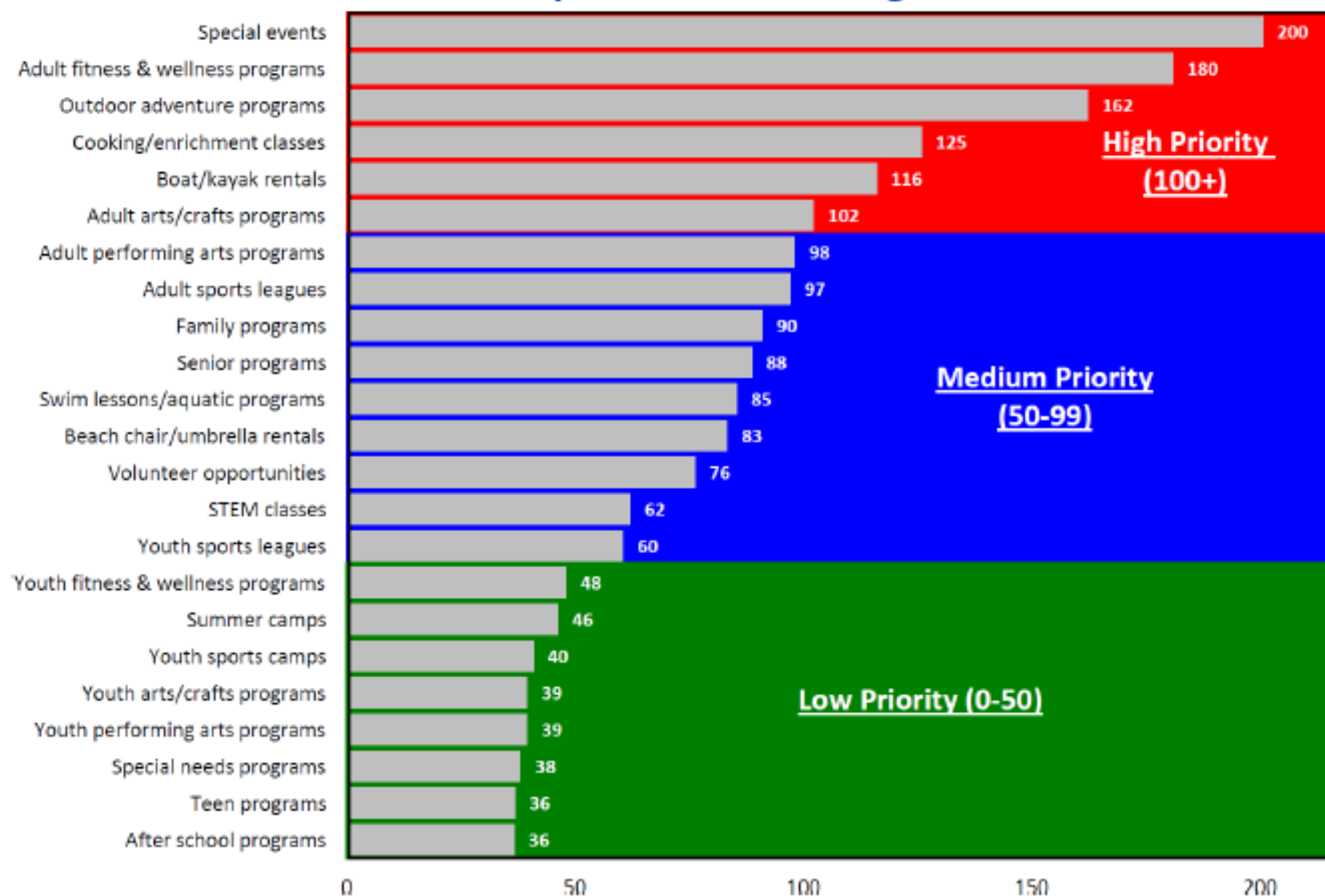
Gathers Information From Nonusers



Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



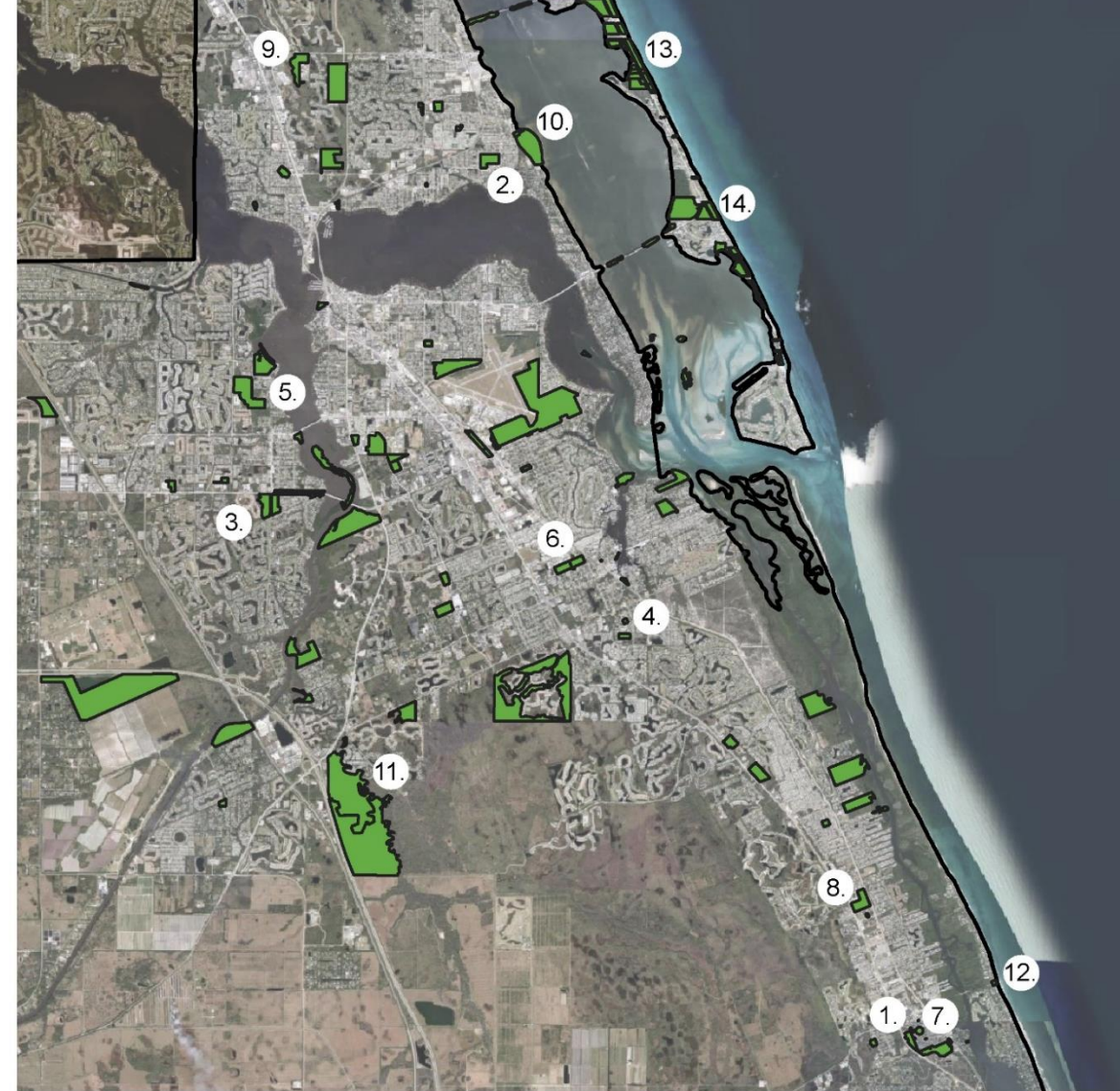
Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating



Parks Assessment

Overall

- Detailed assessment of 14 parks, sample of the overall system of 73 parks and facilities
- Atmosphere & Design
 - welcoming and serene
 - blend of natural beauty and thoughtfully designed amenities
 - lush greenery and well-maintained landscapes
- Park Features
 - picturesque trails and scenic picnic spots
 - playgrounds, sports fields, courts, skate parks
 - Well-maintained and in good condition
- Beach amenities
 - picnic pavilions, restrooms, playgrounds, outdoor showers, cafes
 - well-maintained and in good condition
- Recreational Facilities & Activities
 - coastal parks, waterfront parks, regional park, waterpark, golf course, and community centers



1. J.V. Reed Park
2. Langford Park
3. Jock Leighton Park
4. New Monrovia Park
5. LCpl Justin Wilson Memorial Park
6. Wojcieszak Park
7. Zeus Park

8. William G. "Doc" Myers Park
9. Pineapple Park
10. Indian Riverside Park
11. Halpatiokee Regional Park
12. Hobe Sound Beach
13. Sand Dune Cafe
14. Stuart Beach

GOAL 1: Maintain and invest in existing and new facilities.

Objective 1.1

Maintain existing facilities, parks, trails, beaches, and open spaces.

Objective 1.2.

Add new facilities based on community input.

Objective 1.3:

Expand open space and parks.

Objective 1.4:

Explore opportunities to add trails for walking and bicycling.

Objective 1.5:

Develop additional outdoor recreational facilities and amenities.

Objective 1.6:

Address current and future needs for athletic courts and fields.



GOAL 2: Improve and enhance programming and service delivery.

Objective 2.1:

Enhance special event programming.

Objective 2.2:

Utilize technology to improve customer service and efficiencies.

Objective 2.3:

Continue to grow programs and services accessible to citizens of all abilities.

Objective 2.4:

Continue to address recreational programming and activity needs of the community.

Objective 2.5:

Explore opportunities for non-traditional recreation and serve as the primary gateway for citizens and visitors to access.



GOAL 3: Continue to improve organizational efficiencies.

Objective 3.1

Maintain existing Level of Service goals.

Objective 3.2:

Maintain existing quality standards for facilities and amenities.

Objective 3.3:

Continue to be good stewards of the natural environment.

Objective 3.4:

Staff appropriately to meet current demand and maintain established quality of service.

Objective 3.5:

Maintain and keep current the Department Standard Operating Procedures (SOP) and policies.

Objective 3.6:

Increase appropriate partnerships within the community.



GOAL 4: Reduce operational subsidy and expand capital funding.

Objective 4.1

Explore additional funding through the pursuit of grants and other means.

Objective 4.2:

Continue current cost recovery and revenue generation practices.

Objective 4.3:

Partner with other service providers, when possible, to develop programs, services, and facilities to meet demand and growing trends.



Comments or Questions?

Thank You!

**Feel Free to Reach Out
to Us!**

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