



MARTIN COUNTY FLORIDA

Parks and Recreation



MASTER PLAN

JANUARY 2025





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01

Executive Summary

A. Purpose of this Plan

This Parks and Recreation Master Plan is an update of Martin County's 2016 Parks and Recreation Master Plan. Development of this updated plan took place from November 2023 to November 2024, and included community engagement, leadership interviews, and a needs assessment survey; inventory review and level of service analysis; operational, program, and maintenance analysis; and financial review. The Master Plan Update provides the framework to respond to the evolving needs of Martin County's growing community.

B. Planning Process Summary

This project has been guided by a Martin County Parks and Recreation project team made up of County staff. This team provided input to the BerryDunn consulting team throughout the planning process. This collaborative effort created a plan that draws upon the consultants' expertise while incorporating the local knowledge and institutional history that only staff and community members can provide. The project consisted of the following tasks:

Community Engagement

- Review of previous planning efforts and County historical information
- Extensive community involvement effort including focus groups, meetings with key stakeholders, and a community-wide public meeting
- Leadership interviews with County officials
- Social Pinpoint interactive project website
- Statistically valid community interest and opinion survey

Facility Inventory

- Update of selected inventory of parks and facilities using existing mapping, staff interviews, and on-site visits to verify amenities and assess the condition of the facilities and surrounding areas

Level of Service Analysis (Level of Service)

- The active parkland level of service and parking spaces per 1,000 residents are stipulated in Chapter 14 of the Capital Improvements of Martin County Comprehensive Growth Management Plan.
- Analysis addressing recreation, parks, and related services

Community Inventory

- The Department maintains a Recreation Programming Matrix that provides an overview of the programs and activities in Department-managed parks throughout Martin County.
- The Department also tracks programs offered within Martin County by other organizations in a Community Inventory-Programs Matrix.
- These documents are updated annually by the department.

Assessment and Analysis

- Review and assessment of relevant plans
- Benchmarking of current services compared to like-sized counties in the United States based on the 2023 National Recreation and Parks Association (NRPA) Park Matrix data
- Exploration of finance and funding mechanisms to support development and sustainability within the Parks and Recreation system

Needs Assessment

- Consideration of the profile of the community and demographics, including population growth
- Research of trends related to Martin County and American lifestyles to help guide the efforts of the Parks and Recreation Department over the next several years

Operational and Marketing Analysis

- Analysis of Parks and Recreation programming and service delivery
- Organizational Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis
- Broad assessment of the overall Parks and Recreation operations

Recommendations: Goals, Objectives, and Action Plan

- Identification and categorization of recommendations into themes with goals, objectives, and an action plan for implementation
- Development of an action plan for operational and capital improvements, including time frame to support the implementation of the plan

Other Plan Elements

- Review of current staffing and recommendation for future growth potential

C. Goals, Objectives, and Recommendations

The following recommendations are made based on the entirety of the master plan update process which was inclusive of members of the community. The public was given many opportunities to participate through focus groups, stakeholder meetings, public meetings and workshops, an invitation and open link survey, and an interactive website (Social Pinpoint). The Level of Service analysis of select parks and facilities and operations and maintenance analysis also provides feedback considerations for staff.

This section describes ways to enhance the Level of Service and Martin County's quality of life with improvements through

updated parks, services, facilities, amenities, a dedication to customer service, improved programming and service delivery, organizational efficiencies, and increased financial opportunities.

The following goals were identified for the County to focus on:

1. Maintain and invest in existing and new facilities.
2. Improve and enhance programming and service delivery.
3. Continue to improve organizational efficiencies.
4. Reduce operational subsidy.



GOAL 1: Maintain and invest in existing and new facilities

► Objective 1.1: Maintain existing facilities, parks, trails, beaches, and open spaces.

Maintenance of facilities and amenities should remain a top priority. The Department should continue to monitor the condition of existing parks, trails and pathways, beaches, and facilities, as residents have identified these resources as highly important to the quality of life in Martin County. Consider adding staff and resources to provide continuous maintenance of these areas. Monitor maintenance staffing and add seasonal staff as needed to meet current demand for services. Continue regular inspections of all facilities, parks, trails, beaches, and open spaces. Inspect all facilities at a minimum of twice a year.

Maintenance projects and annual maintenance needs should be funded on a regular schedule to address aging infrastructure. Priorities for future maintenance projects for these areas should be developed and reviewed regularly. Continue to invest in and use the Fixed Asset Replacement Budget (FARB), a component of the Capital Improvement Plan (CIP), to appropriate funding to address the capital improvement and development needs.

Using the Parks Assessment and park ratings, create a plan to replace outdated playgrounds; renovate outdated sports fields and court surfaces; upgrade or replace existing restroom facilities; and address the inconsistency and aging signage in parks, trails, beaches, and open spaces. Restrooms were a top priority from both focus group participants and survey respondents. As part of any individual park master plan, permanent restroom facilities should be included and Wi-Fi access increased in parks, beaches, and on trails.

A top priority from leadership interviews, public engagement, and the community survey was the need for shade at outdoor facilities. The Department should develop a

plan to install shade elements at playgrounds, athletic facilities, and spectator seating areas. Additionally, as the Department upgrades and improves existing facilities, it should explore opportunities to add restrooms, security lighting, storage, and other amenities.

The Department should continue to work to make its programs and services accessible to all people of all abilities. Ongoing self-evaluation of ADA standards must be a high priority for the Department, especially in terms of access. Focus groups participants and survey respondents indicated the need for accessible playgrounds.

► Objective 1.2: Add new facilities based on community input.

During the community needs assessments, the lack of public pickleball courts was identified as a priority need for the county. The Sports and Fitness Industry Association 2024 Annual Report showed that 13.5 million people participated in pickleball in the United States in 2023, representing a five-year growth of 35.7 percent. As a significant trend in park planning the incorporation of pickleball facilities in response to the sport's rapid rise in popularity has become a top priority. To meet the need, some agencies are incorporating pickleball facilities into their capital improvement plans to meet the community need for their own recreational or competitive sports.

The 2024 NRPA Agency Performance Report shows that communities in the 100,000 – 250,000 population range have one pickleball facility per 20,244 people. For all agencies reporting, the ratio is one pickleball facility per 12,597 people. Currently the County has four pickleball facilities and a total of 34 courts.

Based on feedback from survey and focus group participants, a top priority of the

community is a desire for additional indoor recreation space. The Department should continue to explore opportunities to add additional indoor recreation space either through partnerships, purchase of an existing facility, or construction of a new facility. The community has identified the need and desire for an indoor multipurpose recreation facility with basketball, pickleball, class and meetings spaces, and wellness/ yoga spaces. The typical facility size to house these functions would be 40,000 to 60,000 square feet.

The 2024 NRPA Agency Performance Report shows that communities with populations of 100,000–250,000 people have an average of one multipurpose recreation center per 57,750 people. For all agencies reporting (of all population sizes), the average ratio is one multipurpose recreation center per 32,786 people. Currently, Martin County does not have a multipurpose recreation center, but it does have five neighborhood community centers.

The community further prioritized and identified the need and desire for an additional aquatic facility. The facility features mentioned in community feedback included an “Olympic size” competitive pool (50 meter), a recreation instructional pool, and a diving well. Also identified by staff during the process was the opportunity to partner with the School District on construction and operations of the aquatic facility.

The Department currently operates the Sailfish Splash Waterpark that includes a competition swimming pool. Demand has grown and the pool at the high School is in need of replacement. There is space available at Sailfish Splash Waterpark to expand and include the additional features. This will continue to provide a centralized competitive facility as well as maximize resources.

The 2024 NRPA Agency Performance Report shows that communities in the 100,000 – 250,000 population range have an average of one outdoor swimming pool per 65,697 people. For all agencies reporting, the ratio

is one outdoor swimming pool per 45,919 people. Currently, the County has one outdoor competitive pool and one instructional swimming pool.

► **Objective 1.3:** Expand open space and parks.

A top priority of leadership interviews, survey respondents, focus groups, and other public engagement respondents was the expansion of open spaces and parks in Martin County. While there is a community perception that additional park land is needed, a more current need and effective use of available funding would be to use current dollars toward replacement/upkeep. As development expands west of I-95 and traffic increases, the percentage of the population within easy access of parks will decrease at which time additional park land will be needed.

► **Objective 1.4:** Explore opportunities to add trails for walking and bicycling.

Community members identified walking and biking connectivity as a high priority during the engagement process. Based on trends and demand, the County should coordinate with Stuart and other municipalities to develop and expand bicycle paths and walking trails to connect parks to one another and to neighborhoods to parks. The Department should develop and maintain a priority list for improving and adding bike paths and walking trails.

► **Objective 1.5:** Develop additional outdoor recreational facilities and amenities.

Continue to explore expansion of existing facilities to meet demand and increase outdoor programming opportunities: add outdoor fitness gyms, playgrounds, splash pads, and all-wheels parks to meet the needs identified in the master planning process. Facilities and amenities should be developed to ensure everyone has safe access to a recreation space within a three-mile drive from their residence.

A high priority for focus group participants and survey respondents was access to outdoor adventure sports. The Department should further explore opportunities at existing and new parks for adventure sports and outdoor activities such as all-wheels parks, pump tracks, skate bowls and parks, small-sided soccer/futsal, nature-based programs, and open water sports to increase programming and attract new users.

When asked about new and additional facilities and amenities, focus group participants and survey respondents rated as high priorities new and upgraded playgrounds, additional water access (specifically kayak and paddleboard launches), and dog parks.

To accomplish this objective, the County will need to develop individual master plans and conduct feasibility studies for existing and future available lands.

► **Objective 1.6:** Address current and future needs for athletic courts and fields.

As demand warrants, explore opportunities to add pickleball facilities, rectangle and diamond fields. To help increase field time, add sports field lighting to new facilities and improve the lighting at existing facilities where appropriate. Explore the opportunity to convert select grass fields to synthetic turf to increase playability and reduce downtime due to weather conditions.

The department should continue enhancing available space at Wojcieszack Park to add additional high-use, synthetic turf small-sided soccer fields. This expansion will help increase systemwide capacity for recreational youth and adult soccer. Additionally, the department should explore opportunities at the vacant parcel in Heritage Ridge and the undeveloped land at Pineapple Park to plan and develop facilities for active recreation that are in high demand, such as pickleball courts and other athletic courts and fields.



GOAL 2: Improve and enhance programming and service delivery.

► **Objective 2.1:** Enhance special event programming.

Focus groups and survey respondents identified expanded opportunities to attend and enhanced special event programming as a priority. The Department should continue to work with neighborhoods, cultural organizations, and other service providers to explore new community and cultural events, possibly themed by the community or season of the year. The Department should continue to look for opportunities to expand events and activities based on the demands and trends of the community demographics.

► **Objective 2.2:** Utilize technology to improve customer service and efficiencies.

The Department should continue to use a mixed-method approach to communicating with the public about programs, services, opportunities, and add Ai and metadata

from cell usage. Continue to use enhanced POS, registration and reservation systems to improve the customer experience. Other examples can include mobile marketing, which refers to the practice of reaching and engaging communities through mobile devices. Some of the techniques include SMS and MMS messages, mobile apps, push notifications, location-based promotion, in-app advertising, mobile search ads, and social media marketing platforms. Mobile marketing may be particularly effective for reaching young adults, who engage in mobile data applications at much higher rates than adults ages 30 and older. Usage rates of mobile applications demonstrate that chronologically across four major age cohorts, millennials tend to get information more frequently using mobile devices.

► **Objective 2.3:** Continue to grow programs and services accessible to citizens of all abilities.

The Department should continue to evaluate current offerings for people with special needs and partner with local non for profits to provide services. As opportunities arise and facilities become available, consider additional programs. Annually review the number of programs and distribution of programs for the special needs population and look for opportunities to increase and/or more equitably distribute programs and services.

► **Objective 2.4:** Continue to address recreational programming and activity needs of the community.

Martin County should continue to look for opportunities to expand indoor recreational programs and activities. The community would like to see additional programs for tweens, teens, people with special needs, and seniors. Fitness and wellness programming and services were another top priority from the public engagement process. Look for opportunities to install outdoor fitness equipment to help meet demand.

As new programs are developed, continue to monitor recreational trends to stay current with programming and demand. As popularity in program offerings and activities increases, continue to look for opportunities to expand programs around working hours and commuting schedules. Continue to explore opportunities to produce,

attract, promote, and maintain events. Continue to monitor participation and demand for family-centered recreational programs and adjust to meet the 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.

A top priority the community identified in the public engagement process was the desire to increase and provide more adventure-based programming such as paddleboarding, surfing, and rock climbing. The County has an abundance of adventure opportunities with the diversity of the natural environment. Additionally, the County should consider non-traditional recreation such as bike parks, pickleball, and disc golf for new programming opportunities. Consideration should also be given to non-sports programming, such as instructional programs, life skills, virtual programming, gaming, and Science, Technology, Engineering and Math (STEM) opportunities.

As new programs and services are developed, continue to monitor recreational trends to stay current with programming and demand. Consider becoming the innovator and initiator for new activities by offering introductory classes, clinics, and rental equipment to allow citizens and visitors to try and explore new sports.



GOAL 3: Continue to improve organizational efficiencies.

► **Objective 3.1:** Maintain existing Level of Service goal.

The Martin County Board of County Commissioners updated and adopted the current level of service in 2025 during a Comprehensive Growth Management Plan review process. Active parkland per 1000 residents and the number of parking spaces per 1000 residents are defined in Chapter 14,

Capital Improvement Element of the Martin County Comprehensive Growth Management Plan.

The adopted service levels are three acres of active park land per 1,000 residents and nine paved or unpaved parking spaces per 1,000 residents for County beaches. As the County continues to grow in population density east of I-95, the County should develop

an additional Level of Service standard that considers components within parks in a radius of 0.5 miles per component for walkability.

► **Objective 3.2:** Maintain existing quality standards for facilities and amenities.

The public strongly emphasized the need for Parks and Recreation to maintain and enhance existing facilities. The Department should keep enhancing and upgrading existing facilities and amenities, while also addressing low-scoring elements through the Fixed Asset Replacement Budget (FARB).

► **Objective 3.3:** Continue to be good stewards of the natural environment.

As development continues to occur in the County, take steps to obtain and preserve open space for the future and to help maintain the County's unique features. Continue to employ best practices to reduce environmental impacts and create a sustainable system of parks, trails, beaches, and facilities. Collaborate with the Public Works Department, Eco Systems Division to maintain environmentally safe practices in the maintenance of parks, golf courses, and beaches.

► **Objective 3.4:** Staff appropriately to meet current demand and maintain established quality of service.

As new facilities, amenities, and services are developed, and existing parks, beaches, trails, and facility upgrades are implemented, it is important to ensure that staffing levels are adequate to maintain current performance standards. The intensity of maintenance practices required for upgraded facilities and amenities requires additional manpower to be focused in this area. This would indicate the need for additional resources and most likely new maintenance positions within the Department.

In order to ensure high skill level and up-to-date competencies of current and future staff, update job descriptions, duties, and training curriculums to include advancements in the industry and to remain cutting edge. Ensure that staff have adequate and appropriate tools to perform their jobs. Continue to assess the advantages and disadvantages of using contractual services for part-time, seasonal, and instructional positions. Review the current volunteer program and look for additional opportunities to engage volunteers. Ensure proper training accompanies all volunteer positions.

► **Objective 3.5:** Maintain and keep current the Department Standard Operating Procedures (SOP) and Policies.

The Department should regularly review and update all departmental policies, procedures, and processes. The Department should engage staff in the review process, and where appropriate, include user and staff surveys and feedback.

Since the Parks and Recreation Department is governed by County code and internal standards of operations and policies, the Department should continue to review the County code chapter for Parks and Recreation every five years and recommend updates as needed.

► **Objective 3.6:** Increase appropriate partnerships within the community.

The Martin County Parks and Recreation Department currently partners with a number of agencies to provide programs and activities to the community. Continue to review partnership agreements and work with the School District and other community partners to increase access to facilities, amenities, programs, and services.



GOAL 4: Reduce operational subsidy and expand capital funding.

► **Objective 4.1:** Explore additional funding through the pursuit of grants and other means.

The Department currently takes advantage of grant opportunities available for programming and facility improvements. The Parks and Recreation Department should continue to pursue any and all grant opportunities at the federal, state, regional, and local levels. Continue contracting with a dedicated grant writer to research, submit, and track such grants.

The Department should consider new grant opportunities available for programming and parks, trails, beaches, and facility improvements. One opportunity many communities are taking advantage of is combining recreation facilities with emergency shelter projects to be eligible for Federal Emergency Management Agency (FEMA) and state emergency management funds.

Based on community input and the results from the community wide survey, the community appears somewhat willing to support the issuing of a Bond to pay for the improvements and new facilities recommended in this Master Plan. A campaign for an increased community investment may be a successful

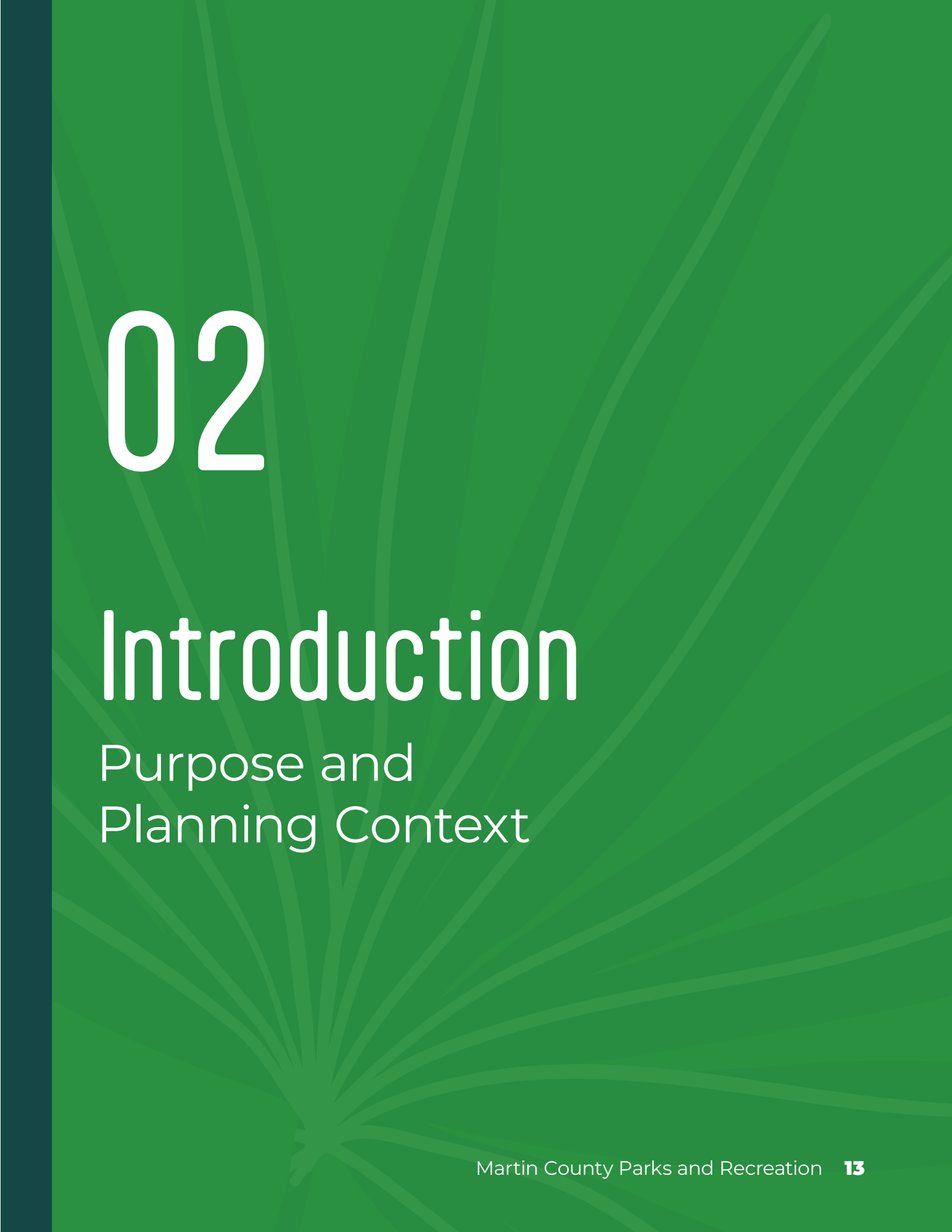
way of implementing the long-term recommendations in the Master Plan.

► **Objective 4.2:** Continue current cost recovery and revenue generation practices.

The Department has a strong history of operating special use facilities that are revenue neutral, or in most cases generate excess revenue to support facility improvements and expansions. Many parks and recreation departments around the country have a mechanism to collect activity fees and use those fees to lower the subsidy from the General Fund and grow recreational opportunities for the community.

► **Objective 4.3:** Partner with other service providers, when possible, to develop programs, services, and facilities to meet demand and growing trends.

The Department currently partners with many organizations to provide recreational opportunities for the community and visitors. The YMCA and the Martin County School District are two examples of successful partnerships. As popularity of parks, trails, beaches, program offerings, and activities increase, continue to look for opportunities to expand programs, services, and amenities while working with municipalities and other service providers within the community, and continue to formalize these agreements in writing.

A stylized, light green palm frond is centered on a dark green background, with its rays extending towards the corners of the page.

02

Introduction

Purpose and
Planning Context

A. Purpose of this Plan

This Parks and Recreation Master Plan is an update of Martin County's 2016 Parks and Recreation Master Plan. Development of this updated plan took place from November 2023 to November 2024, and included community engagement, leadership interviews, and a

needs assessment survey; inventory review and Level of Service analysis; operational, program, and maintenance analysis; and financial review. The Master Plan Update provides the framework to respond to the evolving needs of this growing community.

B. Parks and Recreation Department Overview

The Martin County Parks and Recreation Department manages more than 1730 acres of public land, which consists of 74 public parks, beaches, and causeways, including a public golf course, waterpark, campground, community centers, and much more. There are more than 600 public park agencies in the state of Florida.

The Department is one of 27 public park agencies in the state that are accredited by the NRPA Commission for Accreditation of Parks and Recreation Agencies (CAPRA).

The Department strives to meet community demand for recreational services while seeking efficiencies through an organizational review of programs and personnel.

The Department continues to develop partnerships with public and private agencies, utilize volunteers to assist program needs, and network with other agencies through roundtable discussions on budget, user fees, partnerships, volunteer programs, capital investments, and marketing programs as a method for continued improvement of operations.

C. Department Mission and Vision

Mission

Parks and Recreation provides programs and parks that improve the quality of life and meet our community needs for recreation, wellness and leisure.

Vision

We strive to enhance the health, economy and well-being of our community through sustainable practices, leisure opportunities and environmental stewardship.

D. Community Inventory

The Martin County Parks and Recreation Department maintains an up-to-date Community Facility Inventory that documents all parkland and recreational facilities within the county. This inventory serves as a critical resource for planning future additions, renovations, or modifications to existing parks and facilities. In addition, the Department manages a Recreation Programming Matrix, which provides a comprehensive overview of programs and activities available in Department-operated parks across Martin County. This matrix reflects the County's

dedication to offering a diverse range of recreational options tailored to various life stages, age groups, and genders—from structured, supervised programs to self-directed or unsupervised activities. The Department also compiles a Community Inventory–Programs Matrix that tracks programs offered by other organizations throughout the county. All of these documents are updated regularly and used to identify gaps in services, programs, and facilities, ensuring that the recreational needs of the community are effectively addressed.

E. Commission for Accreditation of Park and Recreation Agencies (CAPRA) Standards for Evidence

By design, the development of this Parks and Recreation Master Plan update for the Martin County is intended to help the Parks and Recreation Department set short- and long-term goals to maximize the provision of parks and recreation services and facilities. The Master Planning process included a needs assessment, community survey, and a review of the county-wide comprehensive plan. The overall goal of this master plan is to objectively fill any gaps, validate that the information is complete, add priorities and recommendations, and compile the complete information in a formal plan for adoption.

This compiled Parks and Recreation Master Plan update is designed to assist the Parks and Recreation Department in meeting the accreditation requirements stated in the CAPRA National Accreditation Standards. Throughout the master planning process, many documents have been reviewed to positively contribute to the Department's readiness for the CAPRA Accreditation process in the following areas that should specifically provide evidence for:

- Agency Mission
- Agency Objectives
- Recreation and leisure trends analysis
- Needs Assessment
- Community inventory
- Level of service standards

Although BerryDunn can provide qualified services to assist with fulfillment of evidence for any/all of the other standards, creating the other separate detailed required plans and policies are not typically part of a master planning process, and therefore, are not included in this Master Plan. There were no known gaps or revealed areas of concern during this process. The Martin County Parks and Recreation Department has impeccable facilities, programs, and services, and should be commended on its overall standards of operation.

F. Methodology of this Planning Process

This project has been guided by a Martin County Parks and Recreation project team made up of County staff. This team provided input to the BerryDunn consulting team throughout the planning process. This collaborative effort created a plan that draws upon the consultants'

expertise while incorporating the local knowledge and institutional history that only staff and community members can provide. The project consisted of the following tasks:



**LEADERSHIP
INTERVIEWS**



**ONLINE
ENGAGEMENT**



**PLACER AI
VISITATION DATA**



**STATICALLY VALID
SURVEY**



**ON-SITE
ENGAGEMENT**



**FACILITIES
INVENTORY**



**LEVEL OF SERVICE
ANALYSIS**



**FINDINGS
PRESENTATION**



**DRAFT
RECOMMENDATIONS**



**DRAFT AND FINAL
PLAN PRESENTATION**

03

What We Want

Our Community, Trends,
and Identified Needs

A. Demographic Profile

BerryDunn provided a demographic review of Martin County, offering a detailed analysis of household and economic data as part of the Master Plan Update process.

This analysis offers insight into the potential market for community parks, trails, beaches, and recreation programs/services by highlighting where and how the community is projected to change.

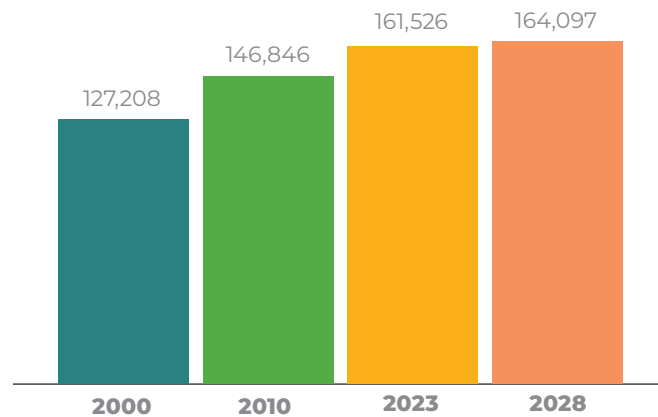
BerryDunn sourced population, age distribution, income, race/ethnicity, and other household characteristic data from ArcGIS Business Analyst using February 2024 U.S. Census estimates. Martin County's boundaries were used as the geographic area for this review. BerryDunn also compared Florida and U.S. data, where applicable, for additional context.



Population Characteristics

In 2023, Martin County's population was an estimated 161,526 residents—a 27% increase from 2000 (127,208 residents). Future projections suggest minimal growth, with an anticipated population of 164,097 by 2028 (Figure 1).

Figure 1: Population Change (2000–2028)



Population Growth Rate

The population growth rate from 2023–2028 is projected to increase 0.32% for Martin County. From 2020–2023, Martin County had an increase of 0.60%.

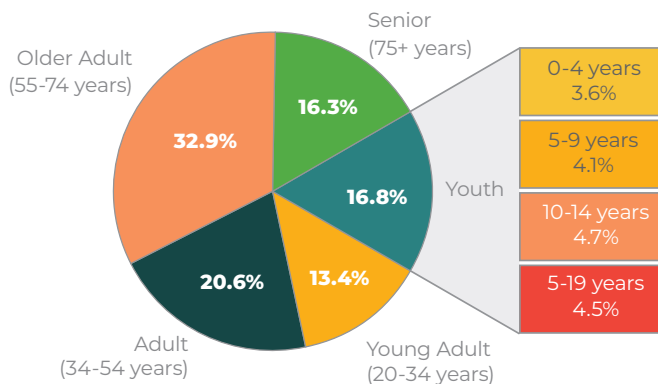
Table 1: Compound Annual Growth Rate (2010–2028)

Martin County Compound Annual Growth Rate	
2010–2020	0.76%
2020–2023	0.60%
2023–2028	0.32%

Age Distribution

The median age of Martin County residents is 54.4 years, which is slightly higher than Florida's 2023 median age of 42.9. Notably, Martin County's median age is higher than the United States' median age (39 years). The age groups composing the largest percentage of Martin County's population are older adults (55–74 years) at 32%, adults (35–54 years) at 20%, and youth (0–19 years) at 16%.

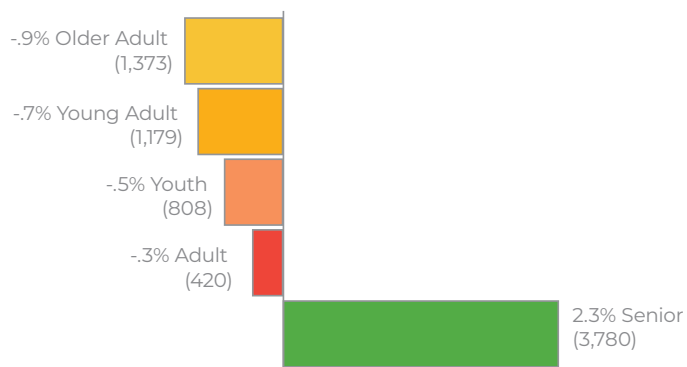
Figure 2: Age Distribution (2023)



Age Change Over Time

By 2027, all age populations apart from seniors (ages 75 years and over) are expected to decrease minimally. The senior population is expected to grow by 2.3%, or 3,780 residents.

Figure 3: Age Growth Expected by 2027



B. Current Trends

The provision of public Parks and Recreation services can be influenced by a wide variety of trends, including the desires of different age groups within the population, community values, and popularity of a variety of recreational activities and amenities. This section of the Plan reviews a number

of local and national trends that the County should consider when determining where to allocate resources toward the provision of parks, beaches, recreational facilities, and recreational programming for residents and visitors.

Park and Recreation Influencing Trends

The following pages summarize some of the key trends that could impact Martin County over the next 5 to 10 years.

In addition, Esri Business Analyst provides estimates for activity participation and consumer behavior based on a specific methodology and survey data to make up what Esri terms "Market Potential Index".

Overall Nationwide Sports Participation Trends

This section aims to identify and analyze the current trends in sports and recreation, with a particular focus on participation trends derived from the Sports & Fitness Industry Association (SFIA) 2024 Report.¹

Understanding the latest trends in sports is crucial for Martin County to effectively plan and develop programs and utilize space in a way that reflects participation data.

Most Popular Sports and Activities



Basketball is the most popular team sport with 29.7 million participants.



Tennis is the most popular racquet sport with 23.8 million participants.



Walking for fitness is the most prevalent form of aerobic exercise.

Increase in Popularity



Pickleball continues to grow rapidly with participation growing by 51.8% in 2023.



Tai chi saw a 16.3% increase in participation in one year; however, yoga continues to lead in popularity for conditioning activities.



Dance, step, and other choreographed exercises have grown by 3.3% since 2018, attracting 26.2 million participants each year.

Decline in Participation



Ultimate Frisbee has experienced a significant decline in participation (-4.9% since 2018).



Stationary cycling (group exercise) has been heavily impacted by at-home fitness equipment, declining by 6.2% in five years with 6.2 million participants.

¹ SFIA. February 27, 2024. "SFIA's Topline Participation Report Shows Strong Positive Trends Across All Sports And Fitness Categories." Sports & Fitness Industry Association. *SFIA's Topline Participation Report Shows Strong Positive Trends Across All Sports And Fitness Categories*

Top Trending Sports and Five-Year Growth

Figure 5 demonstrates the total U.S. participation rates across all activity categories reported on by SFIA for those five years and over from 2018 and 2023. Fitness has led in popularity over the last five years.

Figure 5: U.S. Participation 2018 Versus 2023

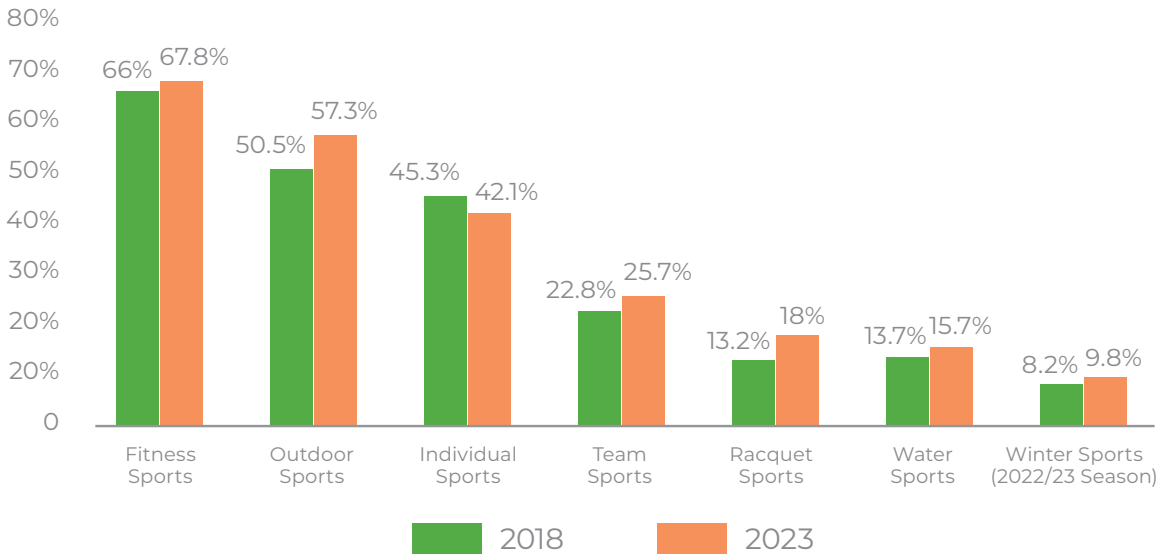


Table 2 shows the top team sports by participation and growth rate over the past five years (2018–2023) from the latest SFIA report.

Table 2: National Top Sports by Activity

	2023 Participation (Millions)	Five-Year Growth (2018–2023)
TEAM SPORTS		
Basketball	29.7 M	+4.3%
Baseball	16.6 M	+1.0%
Football (Flag)	7.2 M	+2.0%
Football (Tackle)	5.6 M	+1.8%
Football (7-on-7)	2.6 M	NA
Lacrosse	1.9 M	-1.0%
Roller Hockey	1.2 M	-6.5%
Rugby	1.1 M	-6.5%

	2023 Participation (Millions)	Five-Year Growth (2018–2023)
Soccer (Outdoor)	14 M	+4.3%
Softball (Fast-Pitch)	2.3 M	+0.9%
Swimming on a Team	3.3 M	+2.1%
Volleyball (Beach/Sand)	3.9 M	-3.8%
Volleyball (Court)	6.9 M	+2.3%
RACQUET SPORTS		
Tennis	23.8 M	+6.3%
Badminton	6.5 M	+0.6%
Pickleball	13.5 M	+35.7%
WATER ACTIVITIES		
Boardsailing/Windsurfing	1.4 M	-1.4%
Kayaking (Recreational)	14.7 M	+6.1%
Kayaking (Sea/Touring)	2.8 M	+0.1%
Sailing	4.1 M	+2.0%
Stand-Up Paddling	4.1 M	+3.7%
Surfing	3.9 M	+7.4%
INDIVIDUAL ACTIVITIES		
Golf (9 or 18-hole golf course)	26.5 M	+1.9%
Golf (off-course ONLY: driving range, golf entertainment venue, indoor simulator)	18.4 M	+15.1%
Golf (on- or off-course)	45 M	+6.1%
Skateboarding	8.9 M	+7.3%

	2023 Participation (Millions)	Five-Year Growth (2018–2023)
Trail Running	14.8 M	+8.3%
OUTDOOR ACTIVITIES		
Bicycling (BMX)	4.4 M	+5.4%
Bicycling (Mountain/Non-Paved Surface)	9.2 M	+1.4%
Bicycling (Road/Paved Surface)	42.2 M	+1.8%
Camping (RV)	16.4 M	+1.0%
Fishing (Freshwater/Other)	42.6 M	+1.9%
Fishing (Saltwater)	15 M	+3.3%
Hiking (Day)	61.4 M	+5.3%

Estimated Local Adult Participation in Fitness, Sports, and Outdoor Activities

Figures 6, 7, and 8 compare the level of participation for fitness, sport, and outdoor activities, respectively, for Martin County and the state of Florida. Both Martin County and

Florida share similar participation rates in fitness, sports, and outdoor activities, with some of these activities only differing by 1% or less.

Figure 6: Local Participation in Fitness Activities

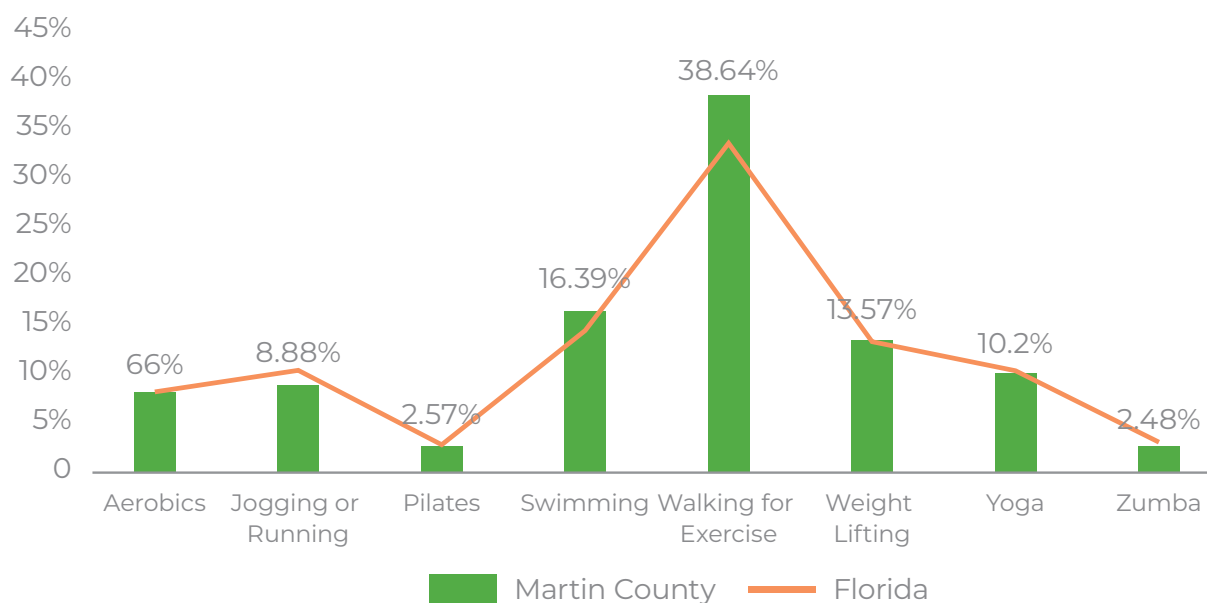


Figure 7: Local Participation in Sport Activities

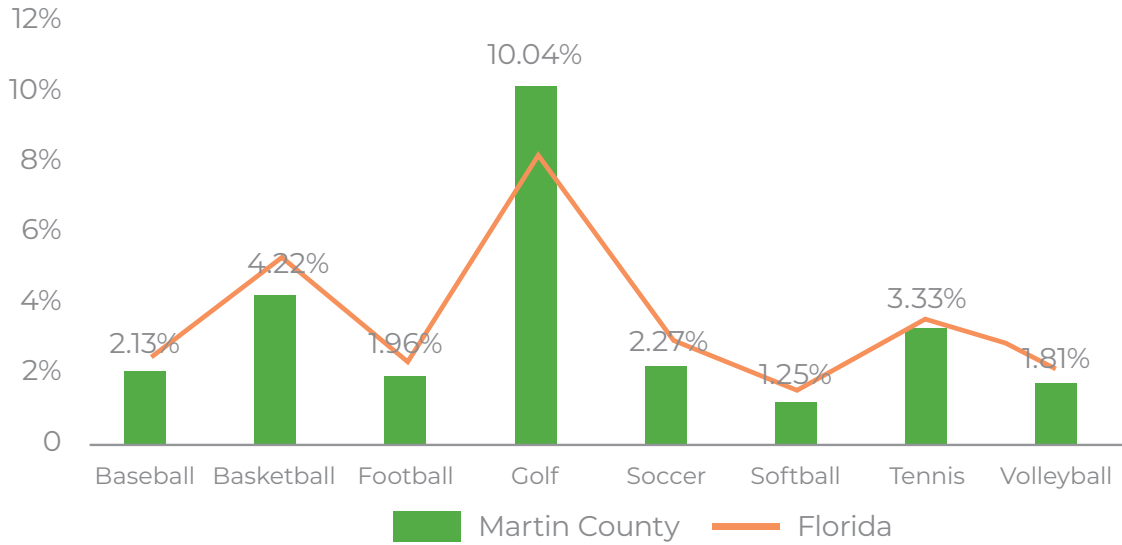
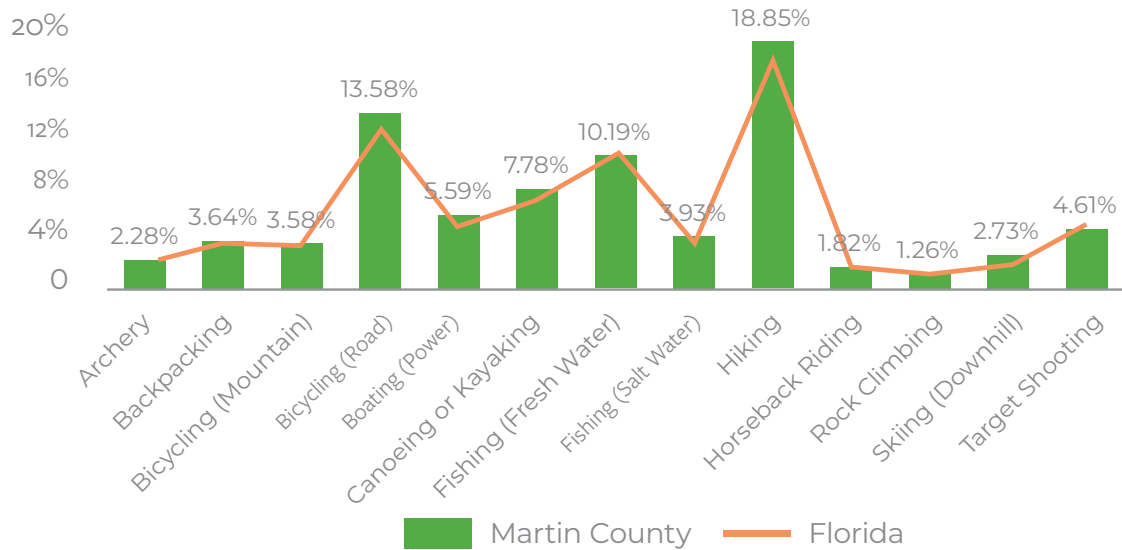


Figure 8: Local Participation in Outdoor Recreation



Recreation Expenditures

In 2023, the average annual expenditure by each Martin County resident on membership fees for social, recreation, and/or health clubs was an estimated \$289.20, and sports, recreation, and exercise equipment

expenditures averaged \$285.34. Additional information regarding the average and total recreational expenditures is provided in Tables 3 and 4.

Table 3: Estimated Average Recreational Expenditures Per Resident, 2023

Average Expenditures	Martin County	Florida
Membership Fees for Social/Recreation/Health Clubs	\$289.20	\$247.79
Fees for Participant Sports Excluding Trips	\$137.90	\$112.45
Tickets to Parks or Museums	\$27.01	\$25.58
Fees for Recreational Lessons	\$136.56	\$122.32
Sports/Rec/Exercise Equipment	\$285.34	\$261.83
Bicycles	\$54.53	\$51.38
Admission to Sports Events Excluding Trips	\$55.95	\$49.80
Camping Equipment	\$18.58	\$18.32
Hunting and Fishing Equipment	\$66.15	\$65.21
Water Sports Equipment	\$14.95	\$13.10
Other Sports Equipment	\$11.82	\$10.37

Table 4: Estimated Total Recreational Expenditures, 2023

Total Expenditures	Martin County	Florida
Membership Fees for Social/Recreation/Health Clubs	\$20,335,443	\$2,207,688,441
Fees for Participant Sports Excluding Trips	\$9,696,590	\$1,001,868,438
Tickets to Parks or Museums	\$1,899,163	\$227,889,471
Fees for Recreational Lessons	\$9,602,360	\$1,089,837,321
Sports/Rec/Exercise Equipment	\$20,063,639	\$2,332,758,868
Bicycles	\$3,834,417	\$457,729,242
Admission to Sports Events Excluding Trips	\$3,934,028	\$443,699,623
Camping Equipment	\$1,306,162	\$163,239,395
Hunting and Fishing Equipment	\$4,651,556	\$580,987,483
Water Sports Equipment	\$1,051,431	\$116,721,762
Other Sports Equipment	\$831,472	\$92,429,070

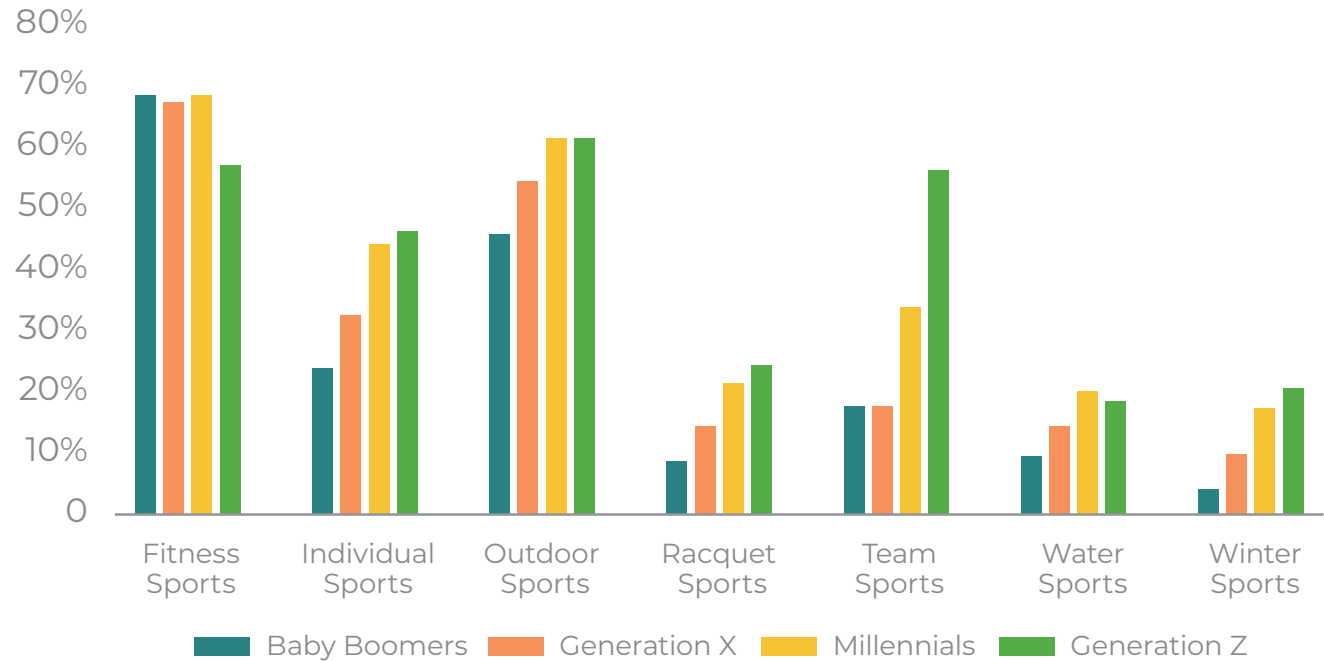
Age-Related and Generational Trends

Activity participation varies based on age, but it also varies based on generational preferences. The SFIA issues a yearly report on generational activity. In the 2024 SFIA report,² inactivity declined in every age group in the last year, and across each generation, the most participation was seen in fitness and outdoor activities. Figure 9 reflects SFIA participation data by generation.

Table 5: Generations

Generation	Age Range
Generation Alpha	Born 2010–Present
Generation Z	Born 1997–2010
Millennials	Born 1981–1996
Generation X	Born 1965–1980
Baby Boomers	Born 1946–1964
Silent Generation	Born 1928–1945

Figure 9: Activity Participation by Generation (2024)



² SFIA. February 27, 2024. "SFIA's Topline Participation Report Shows Strong Positive Trends Across All Sports And Fitness Categories." Sports & Fitness Industry Association. *SFIA's Topline Participation Report Shows Strong Positive Trends Across All Sports And Fitness Categories*

C. Community and Stakeholder Input

Introduction

Community engagement is a key element in local government planning and development, creating a two-way process between the citizens of the community and the local agency. Effective community engagement offers a platform for people to voice their opinions and inform the agency of decisions that impact their quality of life.

Collaborative community engagement processes have the capacity to create a shared vision of the agency's plan, and when successful, help to create an outcome that reflects the community's values and likely increases their support.

Martin County worked closely with the BerryDunn team to hold community focus groups, a public workshop, and leadership meetings.

Community Engagement Goals

- Design an engagement process that captures the public's perceptions and interests regarding the current and future needs for Martin County's parks, facilities, and programs.
- Engage stakeholders who represent multiple demographics and interests.

- Offer opportunities for Martin County staff and leadership to participate in the discussion and provide perspectives on the services Martin County provides.

Desired Community Engagement Outcomes

- Achieve participation that represents Martin County's diverse residents and their varying recreational interests.
- Gather input for the final plan that provides clear guidance and priorities from Martin County staff and residents.

Community Engagement Summary

A collaborative team of County staff and consultants conducted the information gathering process, which consisted of a series of seven community focus groups, one public engagement workshop, and leadership interviews from January 29 to February 2, 2024. In total, 280 individuals participated in the process.

The County staff did an exceptional job reaching the community, engaging multiple populations and regions of the county. They used a mixed method approach from social media, email, website posts and phone calls. This approach yielded an excellent turnout.

Figure 10: Community Engagement Summary



Staff SWOT
(31)



Focus Groups
(156)



Leadership Interviews
(7)



Public Workshop
(86)

The focus groups were open conversations with community members to understand key strengths, challenges, and areas for opportunity in Martin County. During the public engagement workshop, attendees

received a high-level overview of the Master Plan Update project and were given an interactive opportunity to prioritize activities, facilities, and programs they are most interested in.

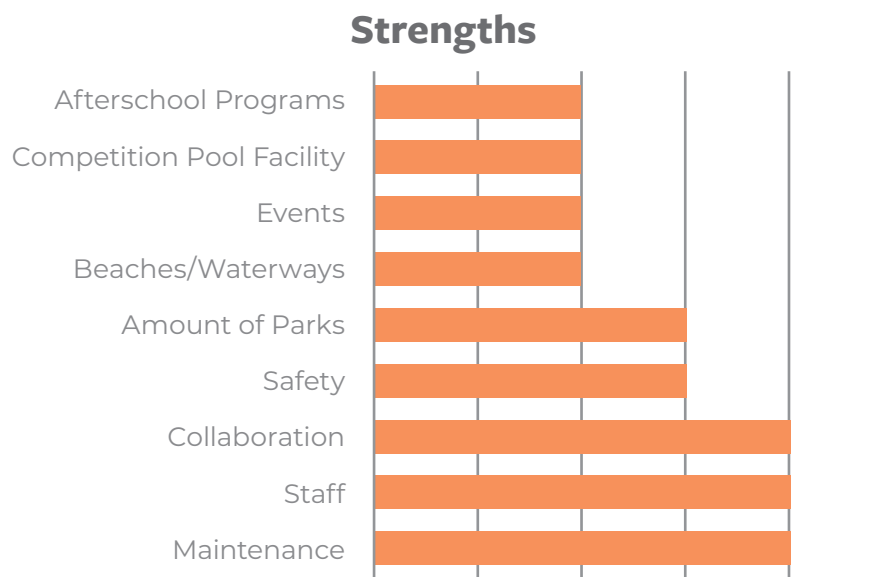
Focus Group Feedback

This section summarizes comments from the focus group discussions.

STRENGTHS

- Positive, collaborative experiences with Martin County Parks and Recreation staff
- Overwhelming appreciation for the maintenance of parks and facilities, notably the cleanliness of restrooms
- Free access to a variety of different parks
- Variety of activities and events, including afterschool programs, senior programs, and summer camps

Figure 11: Top Strengths of Martin County Parks and Recreation



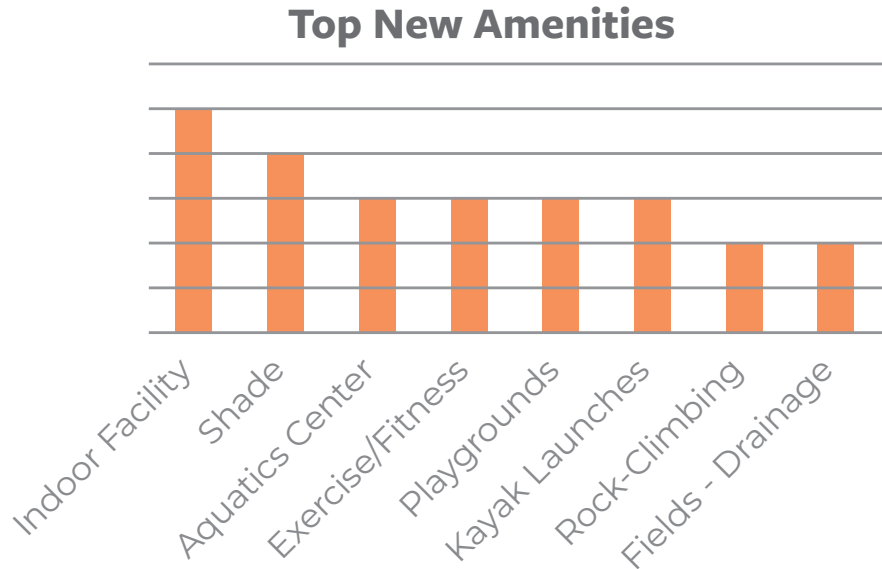
CHALLENGES/AREAS OF IMPROVEMENT

- Accessibility to beaches, facilities, and programs
- Lack of shade and indoor facilities to aid community members through the warm and changing climate
- Need for adequate field space and allocation to support diverse range of sports programming
- Need for adequate parking and connectivity to parks and facilities using alternate methods of transportation
- Limited access to fishing piers and lack of kayak-specific accesses

NEW AMENITIES

Focus group participants' top priorities for new amenities were an indoor multisport facility, shade, and an aquatic center.

Figure 12: Top New Amenities



PRIORITIES

When asked to prioritize the outcome of the master planning process, focus group participants' top selections were preserving greenspace, reducing environmental impacts/sustainable practices, adding an indoor multisport facility, and improving water access.

Key Themes from the Public Engagement

- Development
- Reflecting the unique needs of the County
- Adequate funding and budgeting
- Environmental Sustainability
- Preservation of green space
- Water/waterway quality
- Sustainability and impact
- Equity and Accessibility
- Equivalent facilities throughout the county
- Accessibility for all ages and abilities
- Infrastructure and Facilities
- Build an indoor multisport facility
- Update and maintain existing assets
- Expand competitive aquatic facilities
- Expand sports fields, parks, and facilities
- Improve roller hockey rink
- Recreation and Sports
- Increase family-friendly activities and facilities
- Expand pickleball courts
- Create safer biking opportunities

D. Random Invitation Community Needs Assessment Survey Executive Summary

Overview

ETC Institute administered a Parks and Recreation Needs Assessment Survey for Martin County, Florida during the early months of 2024. The purpose of the survey was to help determine parks and recreation priorities for the community.

Methodology

ETC Institute mailed a survey packet to a random number of households in Martin County. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Martin County from participating, everyone who completed the survey online was required to enter their home address prior to submitting their survey. ETC Institute then matched the addresses entered online with the addresses originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The survey aimed to collect a minimum of 400 completed responses from residents, and this target was surpassed with 425 completed surveys collected. The overall results for the sample of 425 residents have a precision of at least +/-4.75% at the 95% level of confidence.

The major findings of the survey are summarized here in the following pages.

BerryDunn presented the full survey report as a staff report to the County, which was comprised of the following sections:

- Executive summary of major findings
- **Section 1:** Charts showing the overall results of the survey
- **Section 2:** Benchmarks
- **Section 3:** Priority Investment Ratings (Priority Investment Rating)
- **Section 4:** Tabular data showing the overall results for all questions on the survey
- **Section 5:** Copy of the cover letter and survey instrument

Parks and Facilities Use

SATISFACTION WITH PARKS AND FACILITIES

Respondents were asked to rate their satisfaction with parks and facilities in Martin County. The top parks/facilities that respondents were satisfied with include beaches (91%), Indian Riverside Park (90%), and Halpatiokee Regional Park (87%).

BARRIERS

The primary reasons that prevent respondents from visiting facilities more often include lack of shade (24%), not aware of parks or facilities locations (21%), and lack of desired amenities (20%).

Recreation Program Use

SATISFACTION WITH PROGRAMS

Respondents were asked to rate their satisfaction with the recreation programs in Martin County. The top programs that respondents were satisfied with include Music at the Mansion (80%), special events (72%), and movie night (64%).

BARRIERS

The primary reasons that prevent respondents from participating in programs more often include not knowing what is offered (57%), too busy/not interested (21%), and inconvenient program times (13%).

Communication

The most common communication methods respondents use to learn of recreational programming and activities include word of mouth (72%), social media (47%), and the County website (46%). Respondents' top three preferred methods of communication were social media (53%), the County website (41%), and emails (36%).



Outside Organizations

The top organizations that residents used for recreation and sports activities in the last year include Martin County (80%), other cities/counties (41%), and private clubs (31%).

Benefits, Importance, and Improvements to Parks and Recreation

Respondents were asked to rate their level of support for each potential action to improve the Parks and Recreation system. The top three actions respondents highly supported include: maintaining and improving existing facilities and amenities (87%); adding shade structures to existing facilities and amenities (84%); and developing additional multi-use pathways/bikeways (76%). The top three potential actions that are most important to households include: adding shade structures to existing facilities and amenities (43%), maintaining and improving existing facilities and amenities (36%), and developing additional multi-use pathways/bikeways (31%).

Additional Findings

IMPORTANCE OF HIGH-QUALITY RECREATION PROGRAMS/FACILITIES

Respondents were asked to rate how important it is for the County to provide high-quality recreation programs and facilities. 84% of residents believe that it is “very important” for the County to provide high-quality recreation programs and facilities; 11% believe it is “somewhat important”; 1% of respondents were “not sure”; and only 4% believed it was “not important”.

Recreation Facilities Needs and Priorities

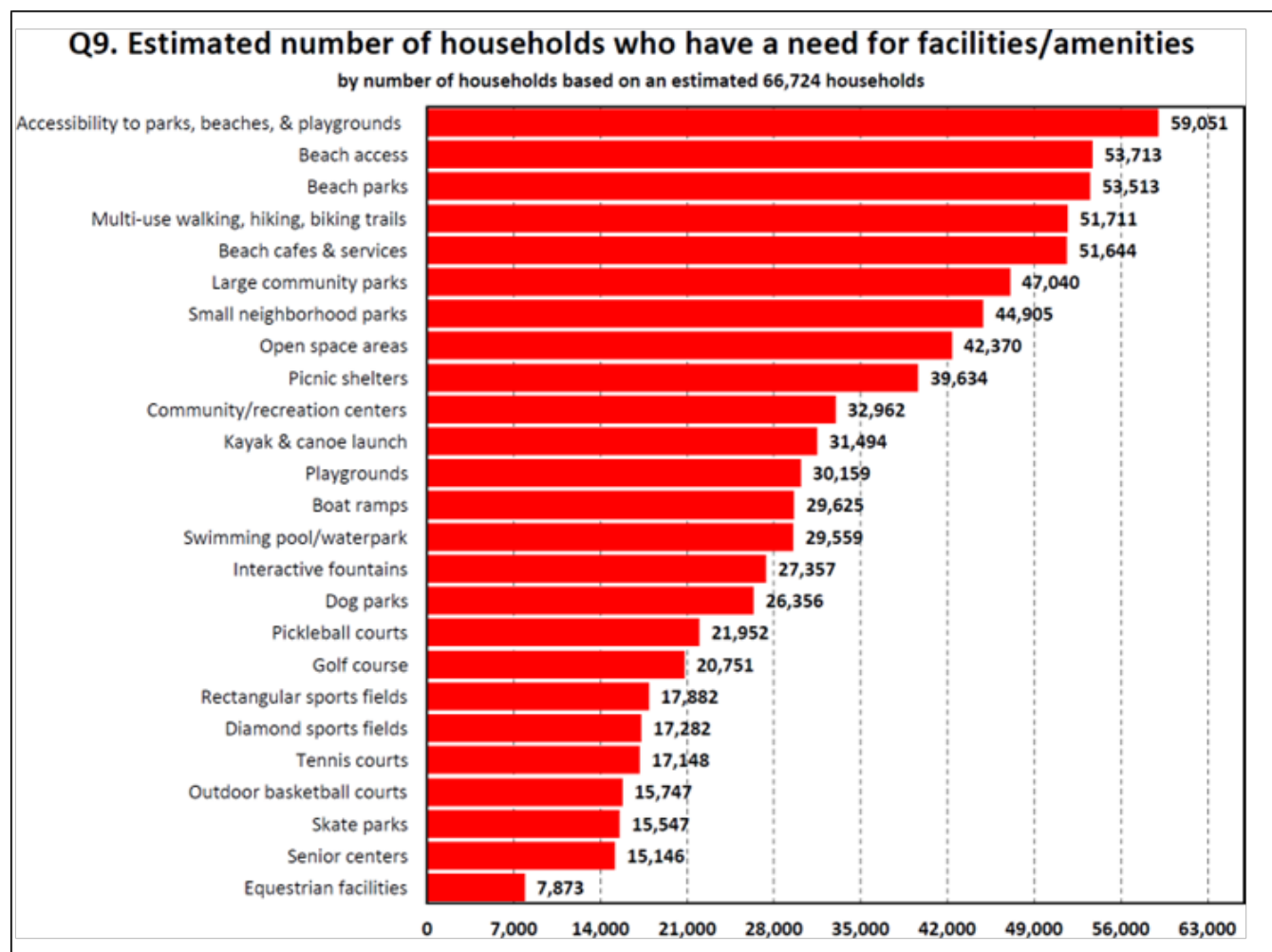
Respondents were asked to identify if their household had a need for 25 recreation facilities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities.

The three facilities with the highest percentage of households that have a need were:

1. Accessibility to parks, beaches, and playgrounds–59,051 households
2. Beach access–53,713 households
3. Beach parks–53,513 households

The estimated number of households that have unmet needs for each of the 25 facilities assessed is shown in the chart below.

Figure 13: Estimated Number of Households Who Have a Need for Facilities/Amenities



Facility Importance

In addition to assessing the needs for each amenity, ETC Institute also assessed the importance that residents placed on each facility. Based on the sum of respondents' top four choices, these were the four facilities that ranked most important to residents:

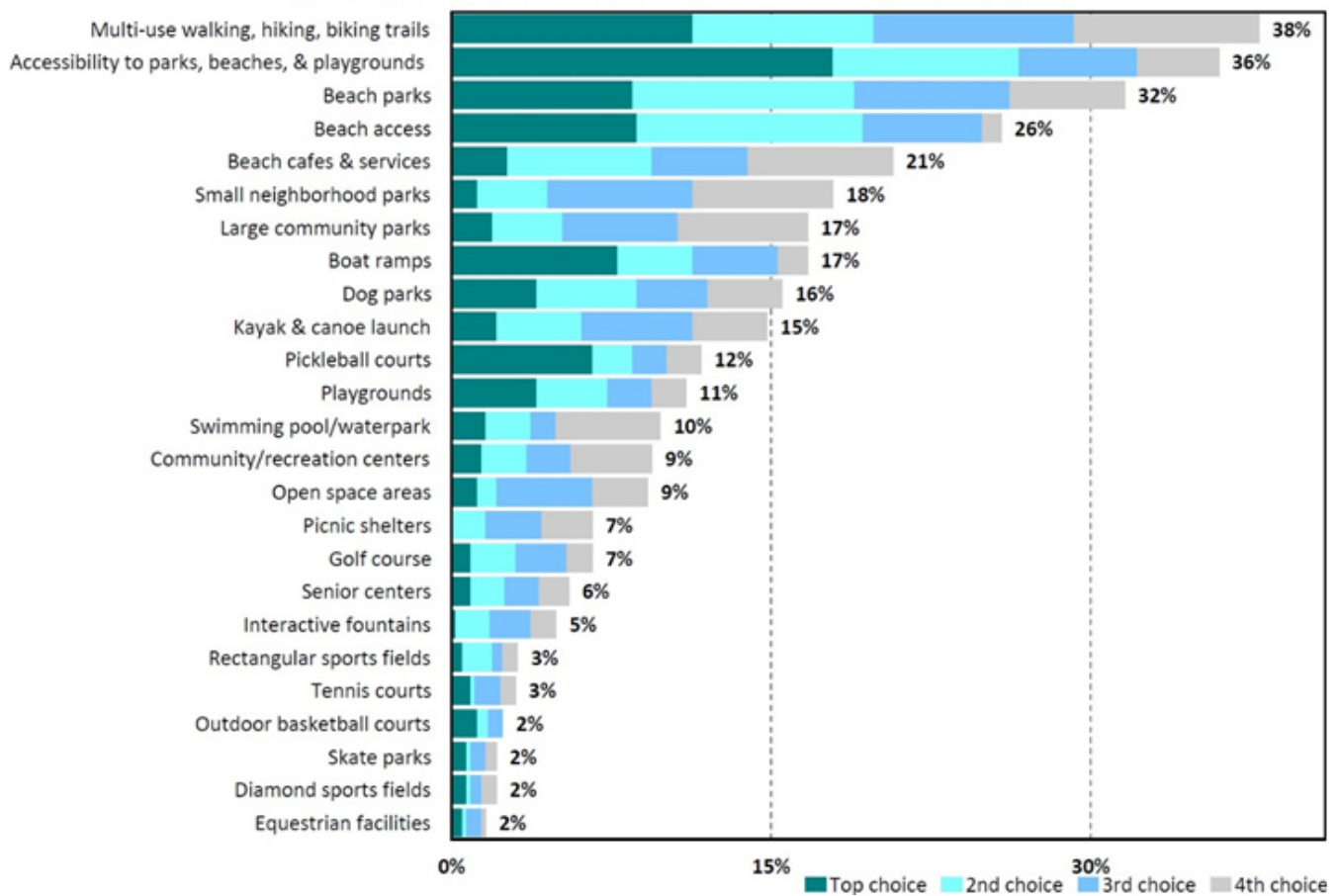
- Multi-use walking, hiking, biking trails (38%)
- Accessibility to parks, beaches, and playgrounds (36%)
- Beach parks (32%)
- Beach access (26%)

The percentage of residents who selected each facility as one of their top four choices is shown in Figure 14.

Figure 14: Facilities/Amenities Most Important to Households

Q10. Facilities/amenities most important to households.

by percentage of respondents who selected the items as one of their top four choices



Priorities for Facility Investments

ETC Institute developed the Priority Investment Rating to provide organizations with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating equally weighs the importance that residents place on facilities and how many residents have unmet needs for the facilities.

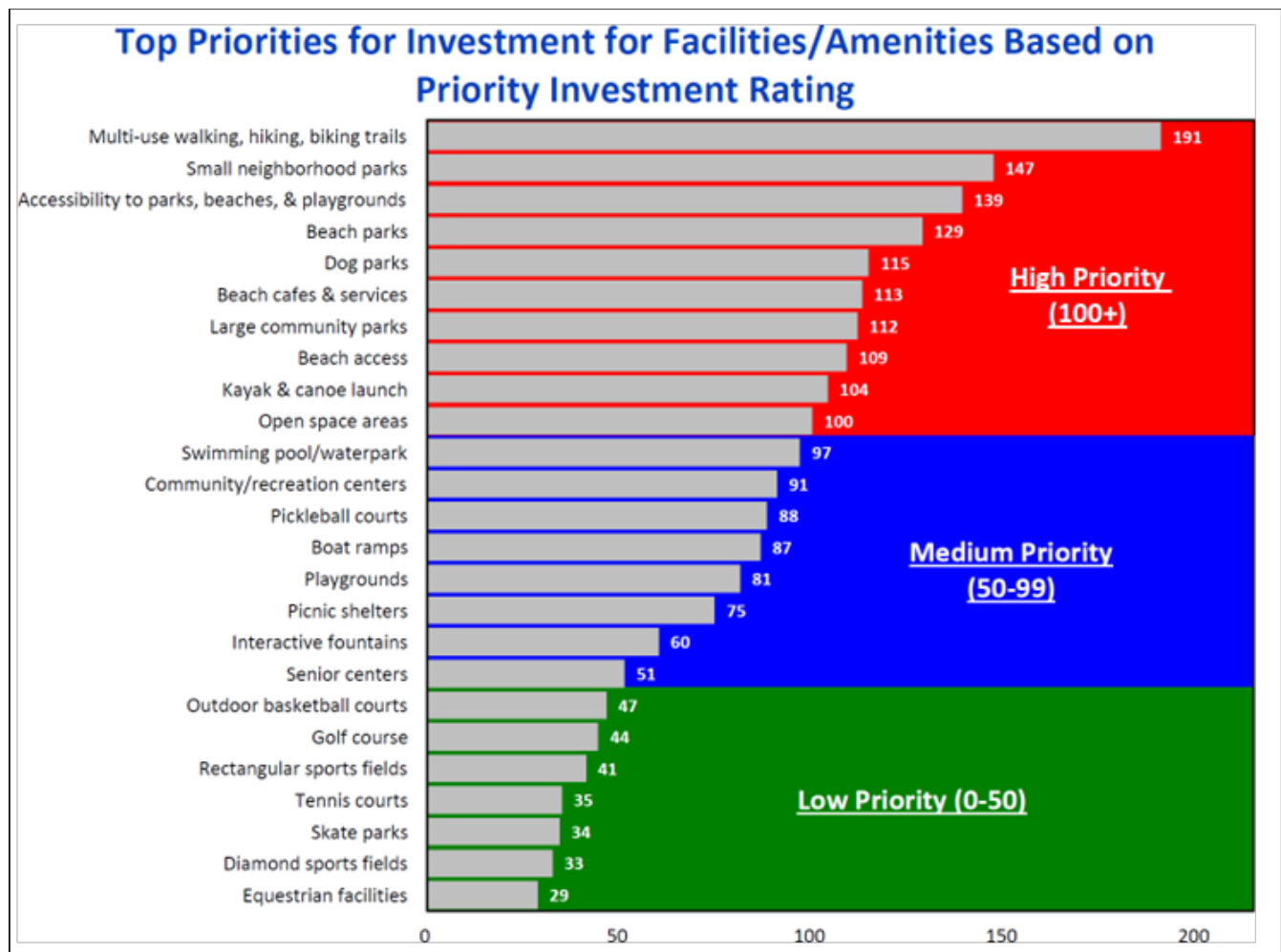
Based on the Priority Investment Rating, the following facilities were rated as high priorities for investment:

- Multi-use walking, hiking, biking trails (PIR= 191)

- Small neighborhood parks (PIR= 147)
- Accessibility to parks, beaches, and playgrounds (PIR= 139)
- Beach parks (PIR= 129)
- Dog parks (PIR= 115)
- Beach cafes and services (PIR= 113)
- Large community parks (PIR= 112)
- Beach access (PIR= 109)

The chart below shows the Priority Investment Rating for each of the 25 facilities assessed in the survey.

Figure 15: Top Investment Priorities for Facilities/Amenities Based on Priority Investment Rating



Programs Needs and Priorities

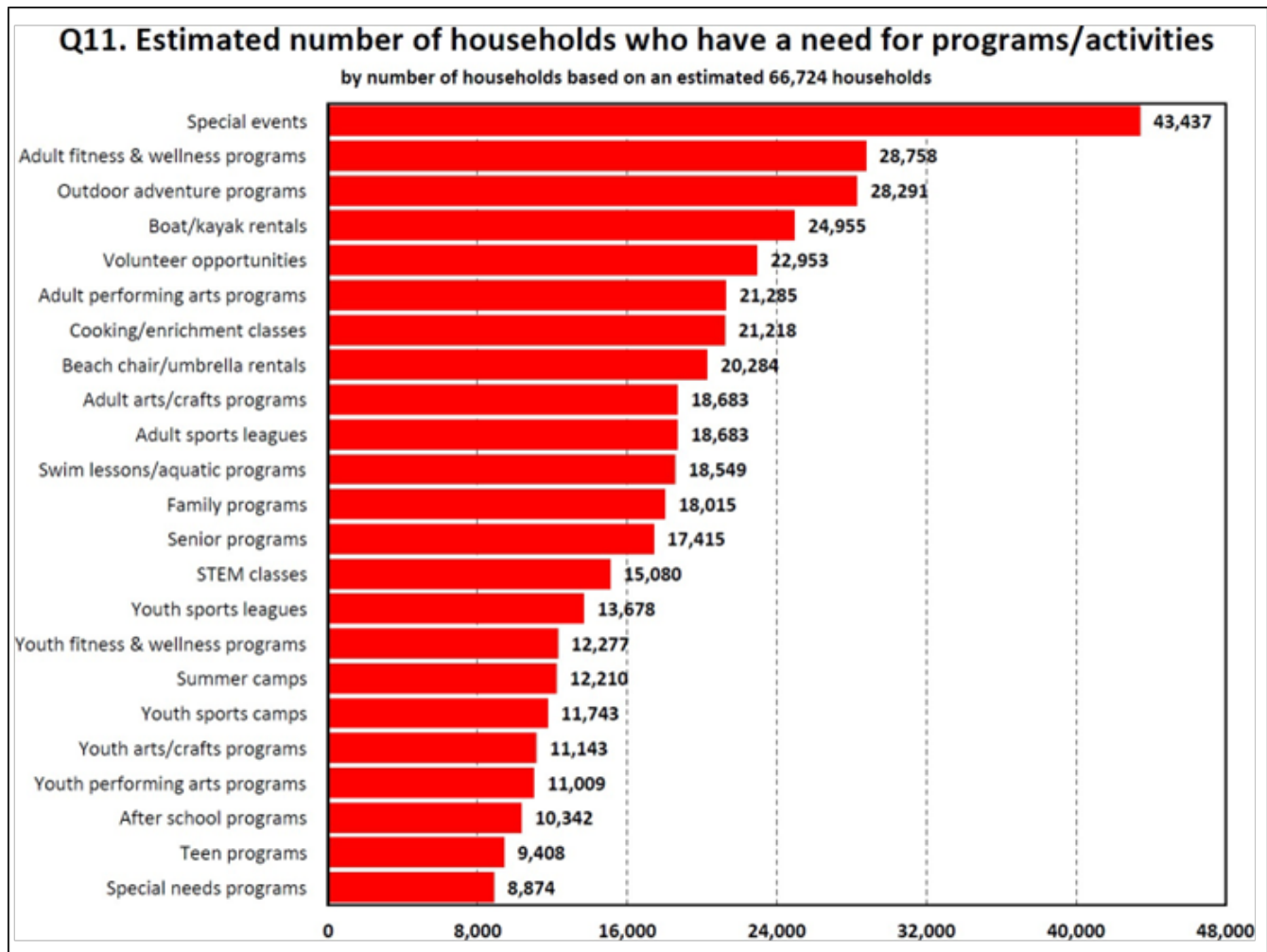
Respondents were asked to identify if their household had a need for 23 programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for programs.

The three programs with the highest percentage of households that have a need were:

- Special events–43, 437 households
- Adult fitness and wellness programs–28, 758 households
- Outdoor adventure programs–28, 291 households

The estimated number of households that have unmet needs for each of the 23 programs assessed is shown in the chart below.

Figure 16: Estimated Number of Households Who Have a Need for Programs/Activities



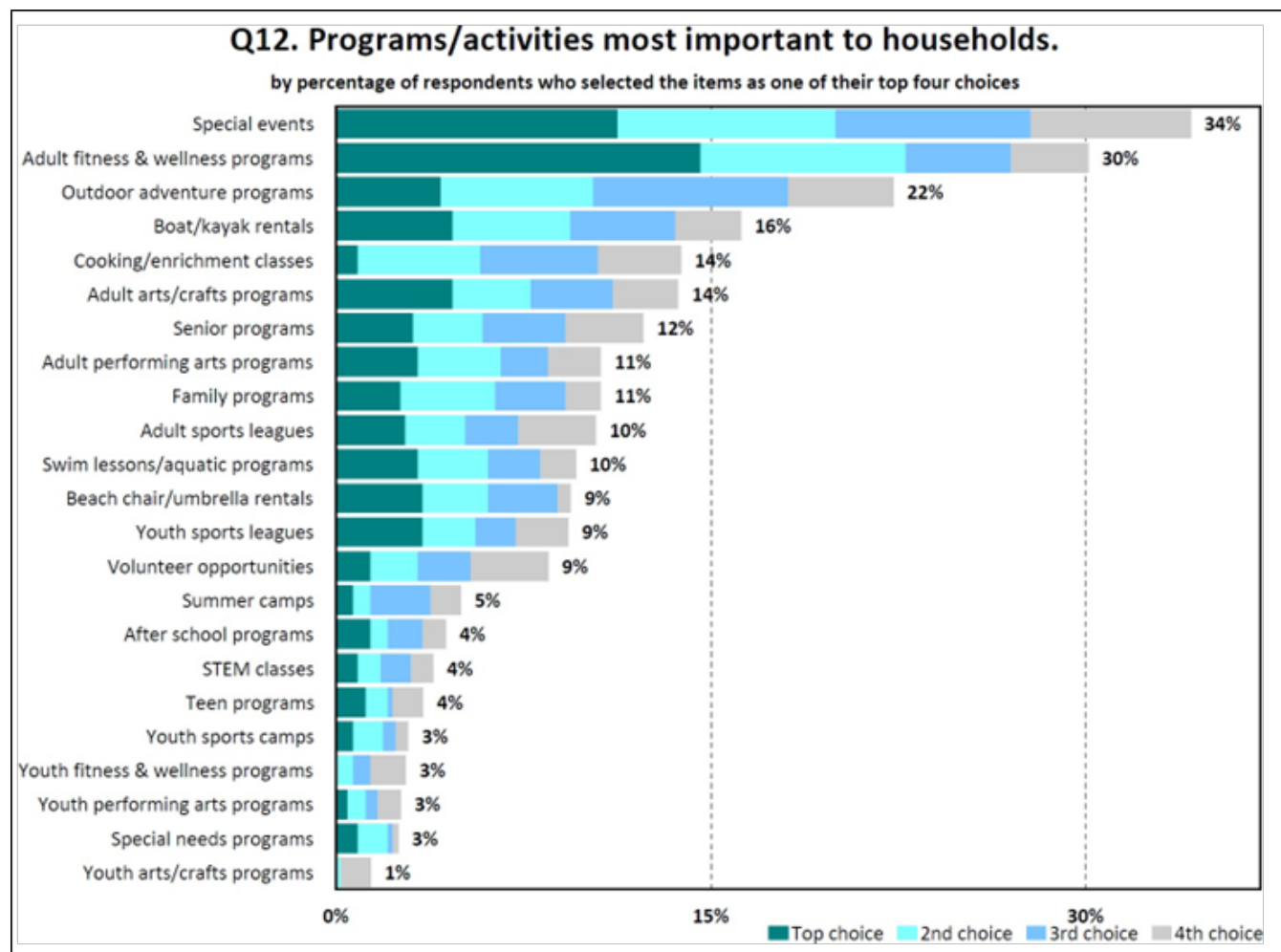
Program Importance

In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four programs that ranked most important to residents:

1. Special events (34%)
2. Adult fitness and wellness programs (30%)
3. Outdoor adventure programs (22%)
4. Boat/kayak rentals (16%)

The percentage of residents who selected each program as one of their top four choices is shown in the chart below.

Figure 17: Programs/Activities Most Important to Households



Priorities for Program Investments

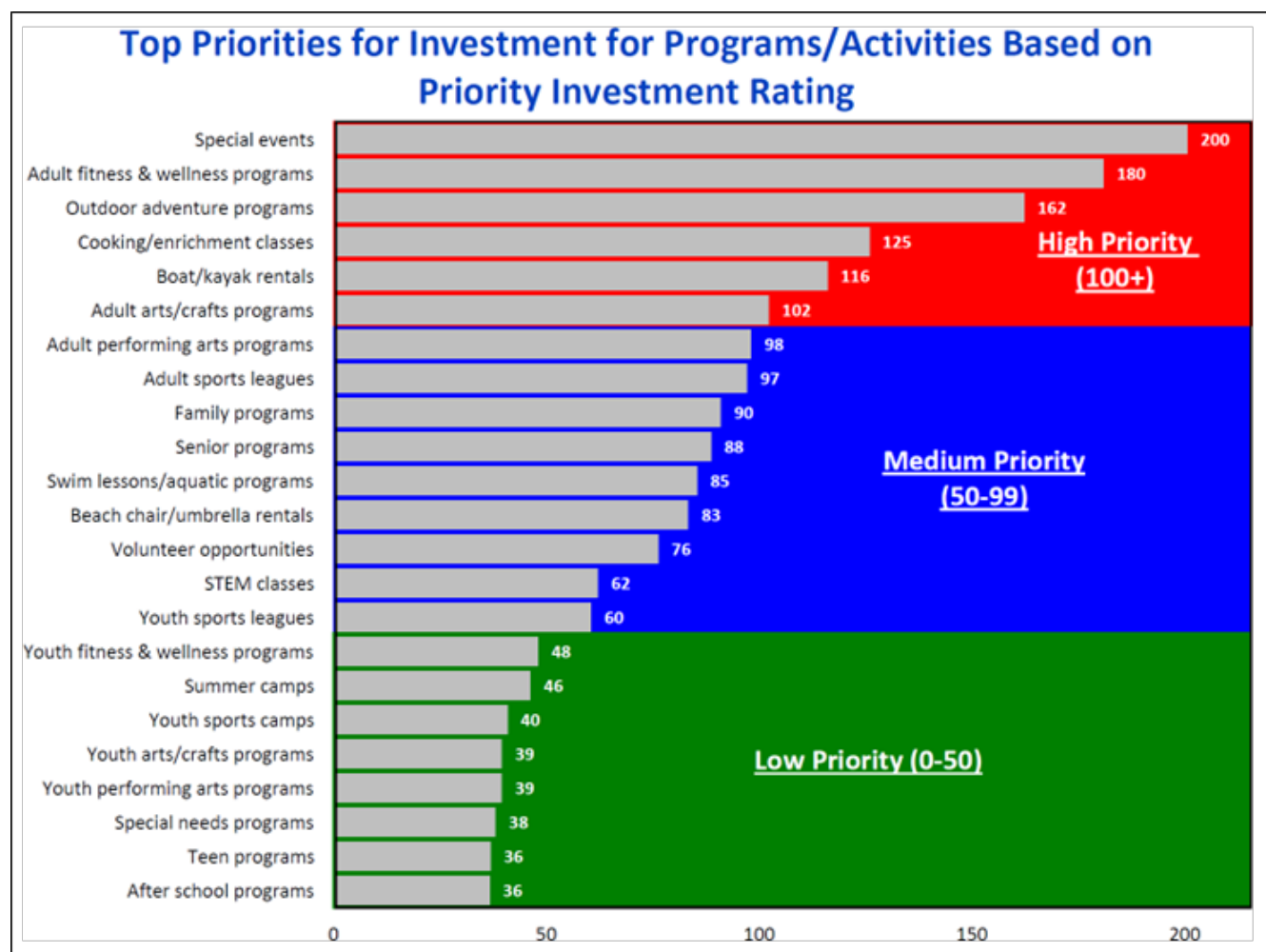
The Priority Investment Rating was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating equally weighs (1) the importance that residents place on programs and (2) how many residents have unmet needs for the programs. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

Based on the Priority Investment Rating, the following programs were rated as high priorities for investment:

- Special events (Priority Investment Rating= 200)
- Adult fitness and wellness programs (PIR= 180)
- Outdoor adventure programs (PIR= 162)
- Cooking/enrichment classes (PIR= 125)
- Boat/kayak rentals (PIR= 116)
- Adult arts/crafts programs (PIR= 102)

The chart below shows the Priority Investment Rating for each of the 23 programs assessed in the survey.

Figure 18: Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating



E. Online Community Engagement: Social Pinpoint Summary

Introduction

Social Pinpoint is a powerful tool that helps agencies gather feedback and insights from community stakeholders. Utilizing the engagement features on Social Pinpoint allows agencies to easily collect and analyze feedback from a range of community stakeholders including residents, customers, businesses, and employees.

This analysis will provide Martin County insights that can inform decision-making and help the County better understand and meet the community's needs and expectations.

These insights can lead to recommendations that drive change and improve outcomes for all stakeholders. Martin County's Social Pinpoint site included an ideas wall, forum, and a budget prioritization tool.

The Social Pinpoint site for Martin County's Master Plan Update was active from January 29, 2024, to April 4, 2024, and the site received over 3,700 visits. During this time, the site generated 382 ideas wall comments, 41 budget responses, and 29 forum responses.

Online Engagement by the Numbers



3,754 Site Visits



1,874 Unique Users



382 Ideas Wall Comments



41 Budget Responses



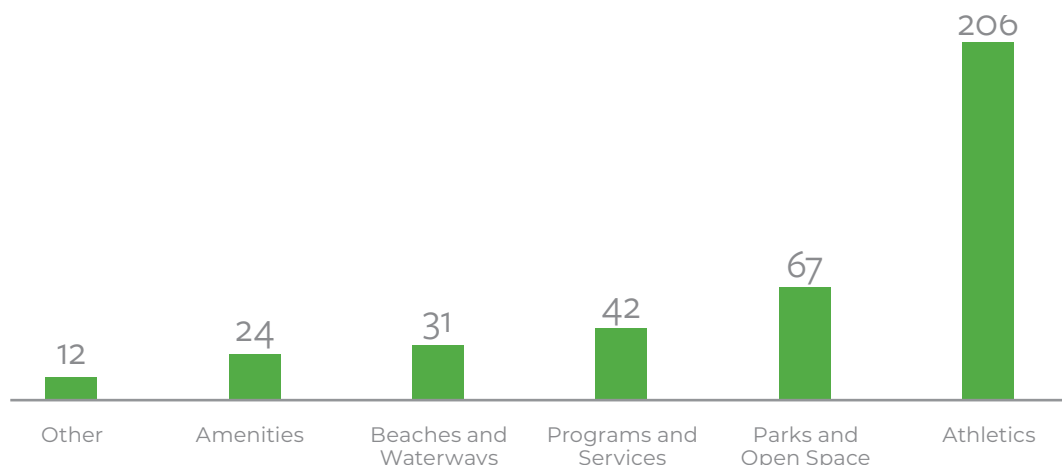
29 Forum Responses

Ideas Wall

The ideas wall, which received 382 comments, allowed community members to share their ideas and feedback regarding amenities, athletics, beaches and waterways, parks and

open spaces, programs and services, and miscellaneous topics. Figure 19 demonstrates the categories and the number of responses each category received.

Figure 19: Ideas Wall Categories



Athletics

The athletics category received the most responses, with 206 comments in total. The following category represents the top themes related to athletics.

INDOOR SPORTS FACILITIES AND GYMNASIUMS

The overwhelming consensus among residents is that there is an acute shortage of indoor facilities for sports such as basketball and volleyball. Participants feel that the lack of these facilities hinders the growth of local sports programs; limits opportunities for youth to practice and play, especially given the unpredictable weather in Florida; and forces families to travel out of the County, which adds inconvenience and cost. There is a strong call for the construction of multi-court, multi-use indoor recreation centers that would support a variety of sports and community events. Indoor sports facilities and gymnasiums were a top theme among comments in other ideas wall categories besides athletics.

Parks and Open Space

The parks and open space category received a total of 67 comments. The following categories represent the top themes related to parks and open space.

DEMAND FOR INDOOR SPORTS FACILITIES

There is a strong consensus on the need for an indoor sports complex, highlighting basketball and volleyball as key activities. The community perceives this as a critical step towards supporting youth development, fostering a healthier lifestyle, and providing a safe environment for recreational activities.

ENHANCEMENTS FOR EXISTING OUTDOOR SPORTS INFRASTRUCTURE

Several comments express the need for improvements to current outdoor sports facilities, such as resurfacing the Halpatokee Hockey Rink with sports court tile and providing weather protection. There is a clear desire for upgrading and properly maintaining these spaces to encourage more participation and potentially host events that could benefit the local economy.



"Our community is in need of a large rec center to house the growth of youth sports! Local volleyball and basketball programs are constantly in need of indoor gym space and all trying to use the same space. Travel programs are continuing to grow and helping a lot of kids in the area get into colleges for their sport! Youth sports make a huge impact on children and we need a facility to help support! Build a facility that could bring money into the community!"

(92 UPVOTES)

ACCESSIBILITY AND INCLUSION

Residents call for increased accessibility, including beach wheelchairs and viewing platforms for those with mobility challenges. There is a vocal demand for making recreational activities inclusive and accessible to all members of the community.

Programs and Services

The programs and services category received a total of 42 comments. The following categories represent the top themes related to programs and services. Many of the comments in this section were related to the spaces and facilities needed to accommodate the desired programs.

ACCESSIBILITY AND INCLUSION

There is a strong voice for more accessibility in recreational spaces, not only for children and teenagers, but also for adults with disabilities. Suggestions include classes, lessons, social groups, and specially organized events.

ROLLER HOCKEY RINK UPGRADES AT HALPATIOKEE PARK

Numerous comments focus on the need to upgrade the Halpatiokee roller hockey rink with a new surface, such as sports court tiles, and weather protection. There is also a call for new boards with plexiglass to replace the chain-link fence. These improvements are believed to be pivotal for players' safety and enjoyment and for attracting more competitive leagues and tournaments.

Beaches and Waterways

The following categories represent the top themes related to beaches and waterways.

FACILITY AND ACCESS UPGRADES

Many comments focus on the need for renovation and improvement of water access points, particularly at the Stuart Causeway.



This includes repairing damage from storms, cleaning up hazardous debris, and adding amenities like showers and bathrooms. Comments emphasize the safety and quality of water access for sports such as paddleboarding, windsurfing, and kayaking.

BEACH AND WATERWAY MAINTENANCE

Concerns about maintaining sand levels at beaches, clearing rocks and boulders, and ensuring cleanliness at beaches like Santa Lucia were highlighted. Additionally, some comments mentioned the need for artificial reefs to protect against erosion and maintain the integrity of beaches.

ACCESSIBILITY

There is a strong sentiment for increasing accessibility, especially for individuals with mobility challenges. This includes requests for beach wheelchairs, more inclusive access to ocean views, and potentially more accessible infrastructure like boardwalks and piers.

Amenities

The amenities category received a total of 24 comments.

INDOOR FACILITIES AND GYMS

The most prominent theme is the need for indoor sports facilities, such as basketball courts and gyms. Residents have expressed

that there is a significant lack of indoor space for sports, which affects the youth and their ability to practice and compete, especially compared to neighboring counties. There is also a desire for community activity and recreation centers.

“After being a parent of travel basketball for the past three years, I learned Martin County lacks the indoor facilities our neighboring counties have. We have faced difficulties getting the adequate space for practice in our local area that is readily available. [...] Martin County presents with constant growth and our youth are part of this continuous growth. An indoor facility would give our youth the advantage to be competitive with their neighboring counties.”

(70 UPVOTES)

AQUATICS

There are suggestions for aquatic centers, public pools, and programs related to swimming for all ages. The feedback highlights a need for more opportunities to learn to swim and engage in water activities safely. There were a handful of comments regarding aquatic programs that users would like to see. Those programs included:

- Swim lessons
- Swim teams
- Masters swim program
- Water polo
- Water aerobics

OUTDOOR ADVENTURE AND SPORTS AMENITIES

Requests include bike parks, pump tracks, playgrounds for older kids, and adventure elements like zip lines and obstacle courses.

There are specific requests for a bocce ball court, more pickleball courts, and an ice-skating rink to accommodate different sporting interests in the community.

Budget Responses

The budget feature provides insights from stakeholders into the way they would prioritize budgeting for key facilities, amenities, and programs. Users were given a budget of \$200 to prioritize various items. Developing an indoor facility, which was also a common theme on the ideas wall, received the most budget allocation with \$2,232. Upgrading playgrounds (\$1,044) and adding shade structure to existing facilities and amenities (\$869) followed. Users were given an option to select “other”; however, the tool does not allow users to describe what they are classifying as “other”.

Figure 20: Budget Responses Summary



Conclusion

Martin County’s Social Pinpoint site received high engagement from community members, with many comments focused on the community’s desire for an indoor facility. The overwhelming sentiment among users is a pressing need for a multi-court, multi-use indoor facility to address the shortage of indoor sports facilities, particularly for basketball and volleyball. The urgent need for indoor sports facilities reflects the County’s growing population and underscores the importance of investing in community well-being and youth development. An indoor venue can foster youth development, provide equitable access to sports, host tournaments for significant economic benefits, promote healthier lifestyles, and serve as valuable community gathering spaces.

Users also expressed that upgrading the Halpatiokee roller hockey rink with new surfaces and safety features is crucial for enhancing player experience and attracting competitive leagues.

Additionally, there is a clear call for enhancements to existing outdoor sports

infrastructure, inclusive accessibility measures, and responsible environmental preservation efforts, reflecting a holistic approach to community well-being and recreational needs.

The community emphasizes the urgent need for renovations and improvements to water access points, particularly at the Stuart Causeway, to enhance safety and amenities for water sports enthusiasts. Concerns about beach maintenance and accessibility underscore the community’s commitment to ensuring equitable access and environmental stewardship, calling for measures to maintain sand levels, clear debris, and increase accessibility for individuals with mobility issues.

Based on the feedback collected using Social Pinpoint, Martin County should prioritize addressing the community’s requests for an indoor facility, enhancements to the Halpatiokee roller hockey rink, environmental preservation and rehabilitation efforts, and accessibility enhancements throughout the Master Plan Update process.

F. Visitation Analysis: Placer.ai Summary

Introduction

Placer.ai is a location analytics platform that uses anonymous and aggregated data to provide insights into visitor behaviors and patterns. This platform can provide agencies with an analysis of geolocated devices, which enables insights into park visitation, time spent in parks, where visitors are traveling before and after they visit a location, and more. Placer.ai is a privacy-first company that helps ensure the location data it receives is anonymous, aggregated, and verified by data scientists before being delivered to the customer.

Placer.ai data can assist Martin County in making data-driven decisions by offering a variety of insights, including the following explored in this report:

- Visitor demographics
- Visitor consumer profiles
- Visitation annual, monthly, daily, and hourly trends

- Visitor experience within the facility or park
- Visitor journey pre- and post-visit

BerryDunn analyzed the following locations in Placer.ai and determined geographical boundaries using geographic information system (GIS) files.

- Sailfish Sands Golf Course
- Sailfish Splash Waterpark
- Halpatiokee Regional Park
- Stuart Beach
- Jensen Beach

Visitor Demographics

Figure 21 summarizes the visitor demographics for each location. The median household income of visitors ranges from \$64,900 to \$69,900. Between 25.8% and 34.4% of visitors hold a bachelor's degree or higher. The majority of visitors are white. The average visitor has a household size of two people.

Figure 21: Visitor Demographics Summary

Audience Overview

Summary				
Properties	Median Household Income	Bachelor's Degree or Higher	Most Common Ethnicity	Persons per Household
 Sailfish Sands Golf Course SE St Lucie Blvd, Stuart, FL	\$69.8K	32.7%	White (75.1%)	2.37
 Sailfish Splash Waterpark SE Ruhnke St, Stuart, FL	\$69.3K	31.0%	White (69%)	2.65
 Halpatiokee Regional Park SW Lost River Rd, Stuart, FL	\$66.3K	30.2%	White (67.4%)	2.64
 Stuart Beach NE Ocean Blvd, Stuart, FL	\$69.9K	34.4%	White (76%)	2.35
 Jensen Beach Park NE Ocean Blvd, Jensen Beach, FL	\$64.9K	25.8%	White (64.1%)	2.60
Jun 1st, 2023 - May 31st, 2024 Data Source: Census 2021 Data provided by Placer Labs Inc. (www.placer.ai)				



Consumer Profiles

Experian Mosaic is a data set created and maintained by Experian, a global information services company. Experian categorizes household consumer segments based on demographics, lifestyle, and behavior data, which can be helpful for conducting

marketing research, targeting marketing, and understanding consumer behavior. According to Placer.ai, the most common audience profiles across each facility are Booming with Confidence, Power Elite, Golden Year Guardians, and Middle-Class Melting Pot.

Table 6: Consumer Profiles

Profile	Description	Key Features	Interests
Booming With Confidence	Prosperous, established couples in their peak earning years living in suburban homes	• Affluent • Environmental philanthropists • Highly educated • Savvy investors • Tech apprentices • Upscale housing	• Arts: plays, concerts, movies, museums • Nightlife and restaurants • Reading
Power Elite	The wealthiest households in the U.S living in the most exclusive neighborhoods and enjoying all that life has to offer	• Active and fit • Charitable giving • Highly educated • Politically conservative • Wealthy • Well invested	• Arts: plays, live theatre performances, music concerts, and museums • Fitness: golf, swimming, tennis • Traveling, cooking, reading
Golden Year Guardians	Retirees living in older homes, settled residences, and communities	• Cautious money managers • Domestic holidays • Established credit • Health conscious • Retired • Technology novices	• Community groups: churches, veteran clubs, AARP • Reading, gardening, needlework, playing cards
Middle-Class Melting Pot	Middle-aged, established couples living in suburban homes	• Comfortable spending • Financially informed • Married • Multicultural • Sturdy, blue collar • Suburb living	• Music • Gardening • Nightlife: bowling, movies, restaurants • Health clubs: rowing and cardio machines

Visitor Trends

The following sections reflect mobility data from Placer.ai, which provides insights into visitor trends and highlights when visitors most often visit facilities throughout the year, week, and day.

ANNUAL

Figure 22 reflects the annual visits, visitors, and visitor frequency for each location analyzed in this report over the last 12 months. Jensen Beach saw the most visitors and visits; Sailfish Sands Golf Course saw the least. Halpatiokee Regional Park sees the most visitors who return for multiple visits, with the average visitor frequency being 4.49 visits.

Figure 22: 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)

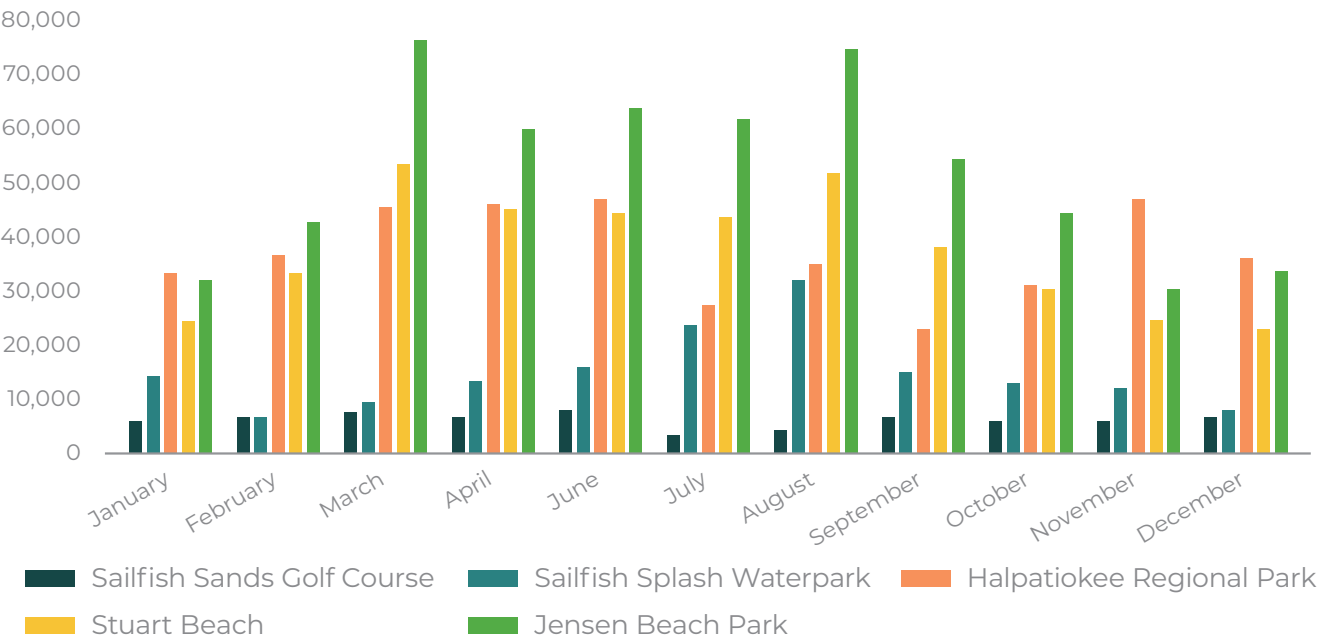


MONTHLY

Figure 23 shows monthly visitation for each facility in the last 12 months. Both Stuart Beach and Jensen Beach experienced the most visitors in March. Sailfish Splash Waterpark experienced peak attendance in July; Sailfish Sands Golf Course experienced peak attendance in May; and Halpatiokee

Regional Park experienced peak attendance in November. The least busy month for each facility varies between February (Sailfish Splash), June (Sailfish Sands), August (Halpatiokee), November (Jensen Beach), and December (Stuart Beach).

Figure 23: Monthly Visitation



DWELL TIME

Table 7 reflects the average length of time visitors spend at the facility. On average, visitors spend more than an hour at most

facilities, with the exception of Jensen Beach, which sees an average dwell time of just under an hour at 56 minutes.

Table 7: Average Dwell Time

Sailfish Sands Golf Course	Sailfish Splash Waterpark	Halpatiokee Regional Park	Stuart Beach	Jensen Beach
103 minutes	145 minutes	112 minutes	62 minutes	56 minutes

DISTANCE TRAVELED

Figure 24 reflects the average distance visitors traveled to get to the facility. Most visitors from all locations travel between 10 miles and

30 miles. There are also significant visitors traveling 3 to 5 miles and 250 miles or more.

Figure 24: Distance Traveled to Facility

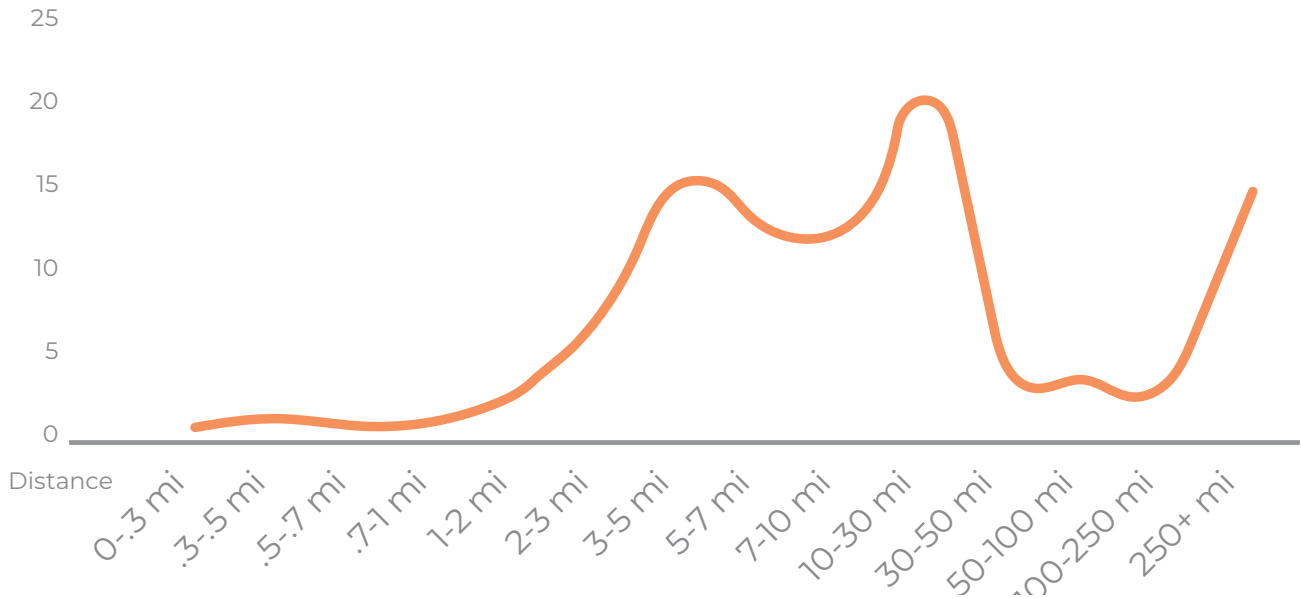


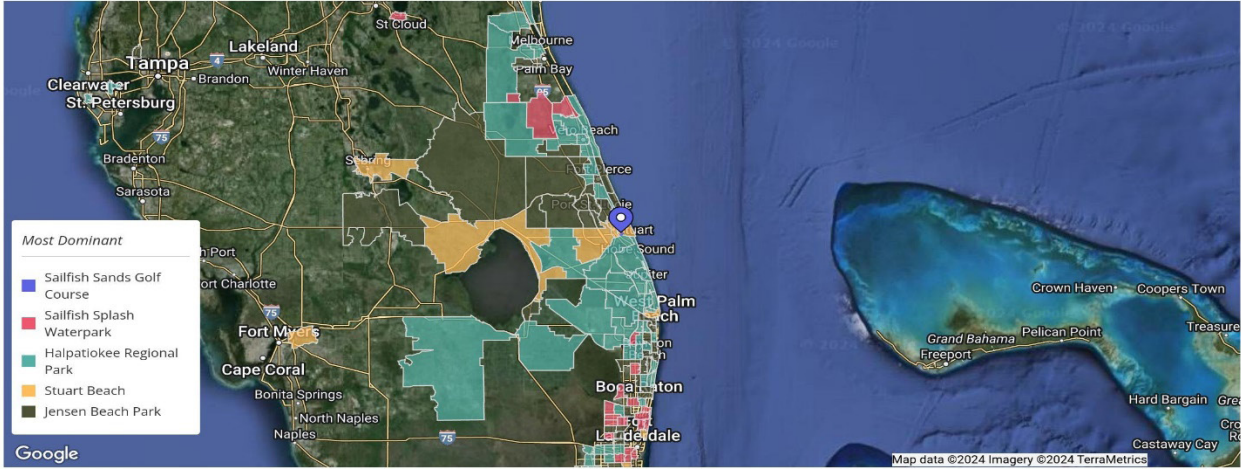
Figure 25 provides more insight into the exact ZIP codes from which visitors originate. For Sailfish Sands, Sailfish Splash, Halpatiokee Park, and Stuart Beach, the most popular

location visitors are traveling from is Port Salerno (ZIP code 34997). For Jensen Beach, the most popular location visitors are traveling from is Port Saint Lucie (ZIP code 34952).

Figure 25: Visitor Origin Heat Map by ZIP Code

Visitors By Origin

- Sailfish Sands Golf Course**
2000 SE St Lucie Blvd, Stuart, FL 34996
- Sailfish Splash Waterpark**
931 SE Ruhnke St, Stuart, FL 34994
- Halpatiokee Regional Park**
8303 SW Lost River Rd, Stuart, FL 34997
- Stuart Beach**
825 NE Ocean Blvd, Stuart, FL 34996
- Jensen Beach Park**
4191 NE Ocean Blvd, Jensen Beach, FL 34957



- Sailfish Sands Golf Course**
2000 SE St Lucie Blvd, Stuart, FL 34996
- Sailfish Splash Waterpark**
931 SE Ruhnke St, Stuart, FL 34994
- Halpatiokee Regional Park**
8303 SW Lost River Rd, Stuart, FL 34997
- Stuart Beach**
825 NE Ocean Blvd, Stuart, FL 34996
- Jensen Beach Park**
4191 NE Ocean Blvd, Jensen Beach, FL 34957

Zipcode / City	Sailfish Sands Golf... # Visits	Sailfish Splash Wa... # Visits	Halpatiokee Regio... # Visits	Stuart Beach # Visits	Jensen Beach Park # Visits
34952 Port Saint Lucie, FL	2.7K	6.7K	12.2K	13.8K	70.6K
34957 Jensen Beach, FL	7.5K	14.8K	15.2K	24.5K	67.1K
34953 Port Saint Lucie, FL	4.4K	15.3K	14.3K	21.1K	66.7K
34983 Port Saint Lucie, FL	1K	4.3K	9.1K	6.7K	38.1K
34984 Port Saint Lucie, FL	1.1K	3.1K	5K	9.8K	24.3K
34997 Port Salerno, FL	12.4K	26.6K	116K	65.6K	24.1K
34994 Stuart, FL	4.5K	4.5K	21.4K	31.2K	19.8K
34986 Port Saint Lucie, FL	812	2.6K	4.9K	5K	17.9K
34996 Stuart, FL	7.5K	3.7K	9.5K	31K	15.5K
34990 Palm City, FL	9K	21.7K	42K	52.2K	15K

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



Visitor Journey

Figures 26 through 30 reflect the locations visitors are traveling from before and after they visit the facilities. Across all locations, most visitors are coming from or going home or to work.

Figure 26: Sailfish Sands Golf Course Visitor Journey

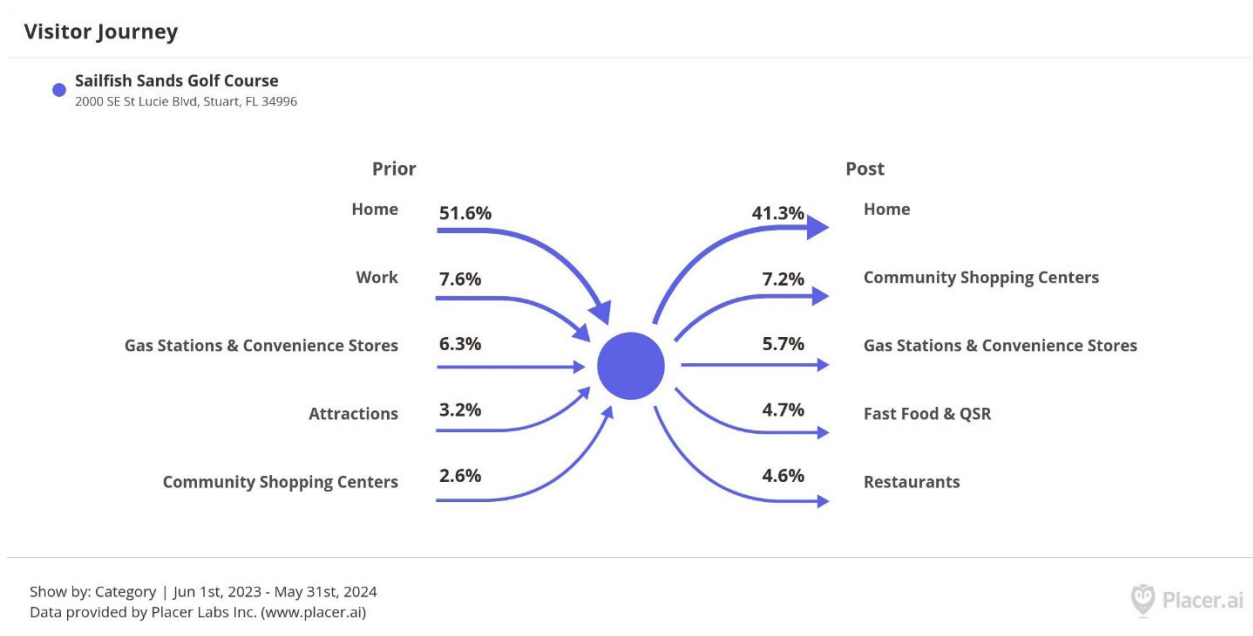


Figure 27: Sailfish Splash Waterpark Visitor Journey

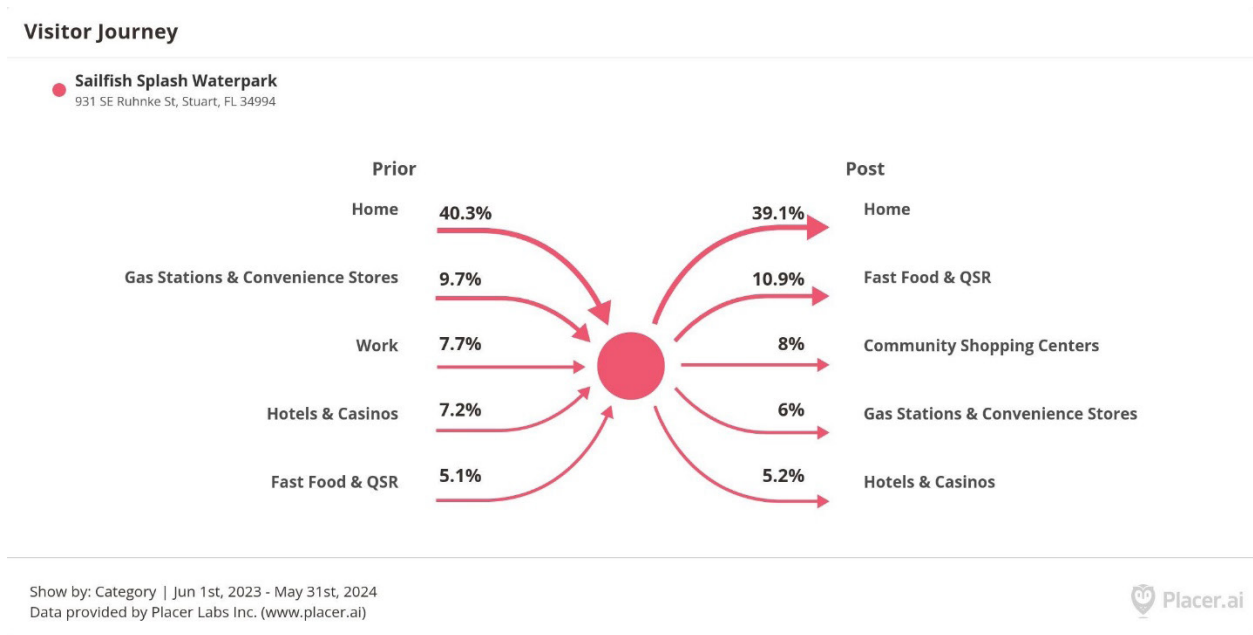


Figure 28: Halpatiokee Regional Park Visitor Journey

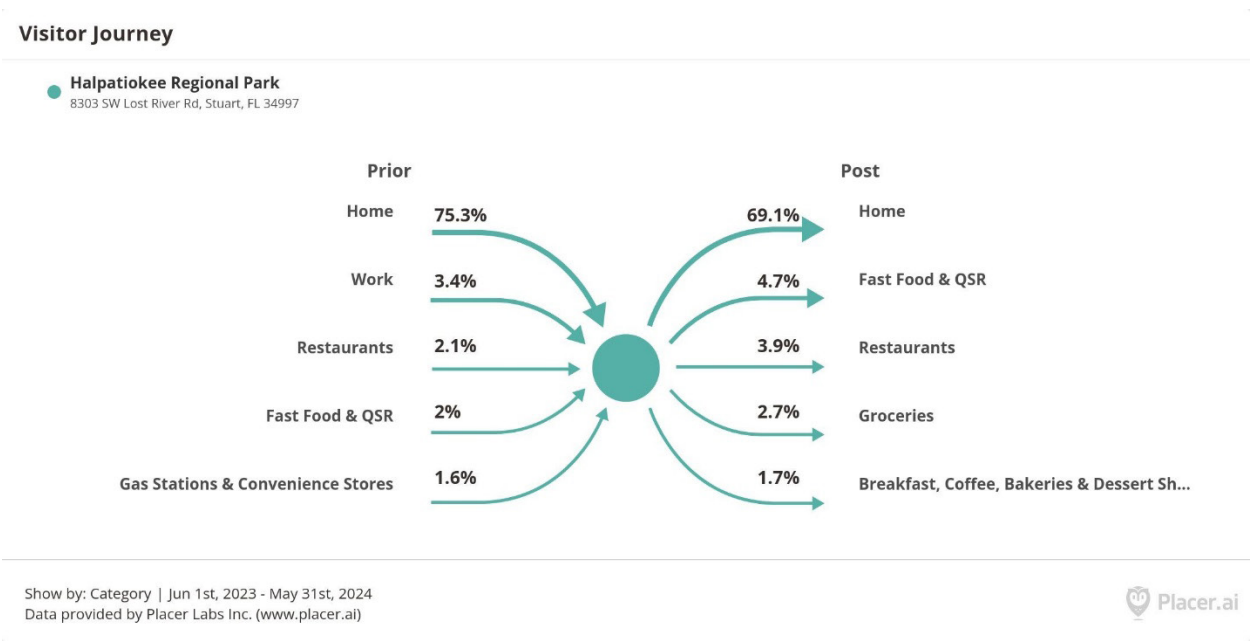


Figure 29: Stuart Beach Visitor Journey

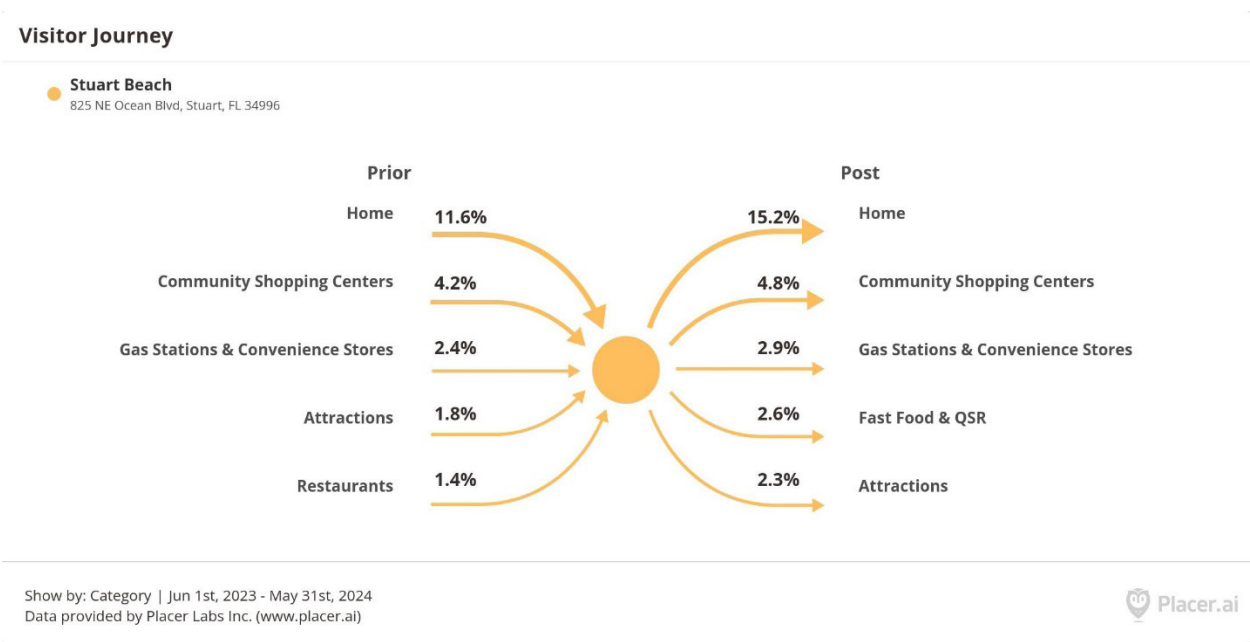
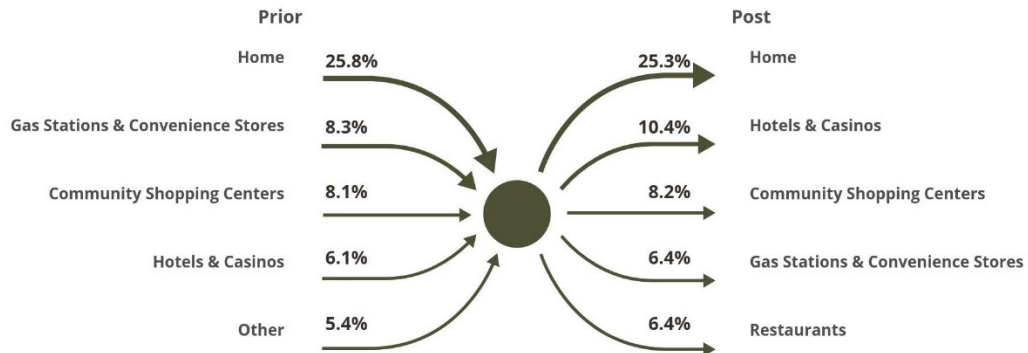


Figure 30: Jensen Beach Visitor Journey

Visitor Journey

● **Jensen Beach Park**
4191 NE Ocean Blvd, Jensen Beach, FL 34957



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

Placer.ai

What We Want

03

MASTER PLAN UPDATE JANUARY 2025



04

Organizational and Financial Assessment

A. Organizational Analysis

Introduction

BerryDunn broadly assessed the current organizational and management structure and staffing of the Department with respect to effectiveness and efficiency.

Martin County Parks and Recreation is one of 27 public park agencies in the state that are accredited by the Commission for Accreditation of Parks and Recreation Agencies from the National Recreation and Park Association for excellence in service and operations. The Department strives to meet community demands for recreational services while seeking efficiencies through an organizational review of programs and personnel. Additionally, they work to be good stewards of the environment and promote stewardship among the citizenry so that the people might value the place where they live and actively engage with their surroundings and each other through recreational activities.

The vision of the Martin County Parks and Recreation Department is “To strive to enhance the health, economy, and well-being of our community through sustainable practices, leisure opportunities, and environmental stewardship”. Residents and visitors to the County’s park facilities interact with first-rate employees. The County’s facilities and programs enjoy brand recognition and institutional status among the variety of recreational opportunities available within the County. The parks are filled with people who reflect the diversity of Martin County. Their participation fosters in them a sense of ownership in the community, which in turn generates social involvement and environmental stewardship. The Department keeps pace with the recreational needs of its constituents and responds positively to citizen input. Despite the growth in Martin County, the Department strikes a balance between development and the protection of natural resources. The Department values professionalism, family centeredness, safety, and fiscal responsibility.

The Martin County Parks and Recreation Department consists of:

PARKS AND RECREATION/ADMINISTRATION

- Administration manages departmental resources and coordinates County park policies, personnel, rules and regulations, correspondence, and other necessary support services.

PARKS OPERATIONS: PARKS

- Operations provides maintenance, repairs, and minor improvements to 74 park locations countywide, incorporating environmentally sound practices, and works with the Capital Projects Department on the construction of major projects and numerous renovations. In addition, Parks Operations provides support for over 100 special events annually; administers contracts; implements an automated work and asset management system and perpetual inventory system with all related reports; actively participates in countywide safety programs; and prepares athletic facilities for numerous youth and adult sports activities.



INDIAN RIVERSIDE PARK ADMINISTRATION

- Indian Riverside Park (IRSP) is a premier family destination park, providing park patrons with a number of activity opportunities. The park features beach access to the Indian River Lagoon, a fishing pier, walking paths, open green spaces, an interactive play fountain, and several facilities available for reservation. The park facilities include four picnic pavilions, the Frances Langford Dockside Pavilion, Captain Sewall's house, and the Mansion at Tuckahoe, which includes the Tuckahoe plaza and amphitheater. All of the park facilities are available for rental for private or community events. Additionally, the park includes two contractual partners: the U.S. Sailing Center and the Children's Museum of the Treasure Coast.

RECREATION PROGRAMS

- This division oversees management, permitting, and implementation of recreation programs, athletics, special events, event support, facility scheduling, volunteers, and special population programming.

RECREATION GRANTS

- No cost after school and summer programming throughout Martin County that include opportunities for recreation, education, health and wellness, as well as arts and culture programming are provided throughout all program locations. No cost teen events and programming opportunities are offered to middle school and high school students throughout the year.

COOPERATIVE EXTENSION SERVICES

Educational programs are offered in the following areas:

- Commercial Horticulture and Sustainable Agriculture
- Florida Sea Grant Program
- Florida Master Naturalist Certification
- Florida Friendly Landscaping Certified Professional
- Florida Friendly Landscaping (FFL)
- 4-H Youth Development
- Nutrition and Health
- Master Gardener Certification Training
- Green Industry Best Management Practices Fertilizer Certification
- Certification/License: Pesticide, Aquatic, General Standards, etc.

PHIPPS PARK

- Phipps Park Campground is a 55-acre conservation and recreational campground area located along the Okeechobee Waterway. Park amenities include boat ramp access, restrooms, laundry rooms, and 105 scenic campsite views.

SAILFISH SPLASH WATERPARK/POOL

- Sailfish Splash Waterpark and competitive pool provides exceptional lifeguard services to safeguard the public for all offered aquatic activities. The facility offers a comprehensive swim program, exciting waterpark attractions, full-service concession operation, cabana rental program, gift store, various recreation swim activities, and hosts collegiate, high school, and club swim team practices and swim meets.

GOLF COURSE OPERATIONS

- Sailfish Sands Golf Course consists of a reversible 9-hole and a championship 18-hole golf course that provides an exceptional golfing experience to the general public. The facility includes other services including but not limited to clubhouse/hitting bays, putting green, professional golf lessons, pro-shop sales, Toptracer driving range, food/beverage concessions, restaurant, and tournaments open to the public.

Parks and Recreation develops and implements leisure time activities that promote positive opportunities to enhance the quality of life for youth, teens, adults, and seniors. The Department encourages physical, creative, and imaginative participation that serves and expands the interest and

opportunities for participants beyond school, work, or home.

The Martin County Parks and Recreation Department manages more than 1730 acres of public land, which consists of 74 public parks, beaches, and causeways, and includes a public golf course, waterpark, campground, community centers, and much more.

The Department continues to develop partnerships with public and private agencies, utilize volunteers to assist program needs, and network with other agencies through roundtable discussions on budget, user fees, partnerships, volunteer programs, capital investments, and marketing programs as a method for continued improvement of operations.

B. Recreation Program Analysis

Program Development

Understanding core services in the delivery of Parks and Recreation services will allow the Martin County Parks and Recreation Department to improve upon those areas while developing strategies to assist in the delivery of other services. The basis of determining core services should come from the vision and mission developed by the County and what brings the greatest community benefit in balance with the competencies of the Department, current trends, and the market.

The Department should pursue program development around the priorities identified by customer feedback, program evaluation process, and research. The following criteria should be examined when developing new programs.

- **Need:** outgrowth of a current popular program, or enough demonstrated demand to successfully support a minimal start (one class, for instance)
- **Budget:** accounting for all costs and anticipated (conservative) revenues should meet cost recovery target established by the Department
- **Location:** appropriate, available, and within budget
- **Instructor:** qualified, available, and within budget
- **Materials and supplies:** available and within budget
- **Marketing effort:** adequate and timely opportunity to reach intended market, within budget (either existing marketing budget or as part of new program budget)

The Department needs further research into what types of programming would be successful. Successful programs utilize continuous creative assessments, research, and planning. The Department has a process that evaluates the success of current program offerings and criteria to determine if new program ideas should be instituted or if changes should be made to current programs. Maintaining the current dashboards and evaluation process will help to ensure success.

Moreover, new leisure and recreation trends may drive different needs. It is very easy to focus on programs that have worked for a number of years, especially if they are still drawing enough interested participants to justify the program's continuation. Starting new programs, based on community demand and/or trends, can be risky, due to the inability to predict their success. If the program interest seems strong, as with those identified in the citizen survey, then the programs should be expanded. Available space may hinder new or expanded opportunities in some cases.

Using historical participation levels to determine program popularity and participant feedback can be helpful in deciding if programs should be continued. In addition, citizen surveys, participant feedback, and research on trends in park and recreational programming are useful tools in determining future programming needs and desires. Sources for trends information include:

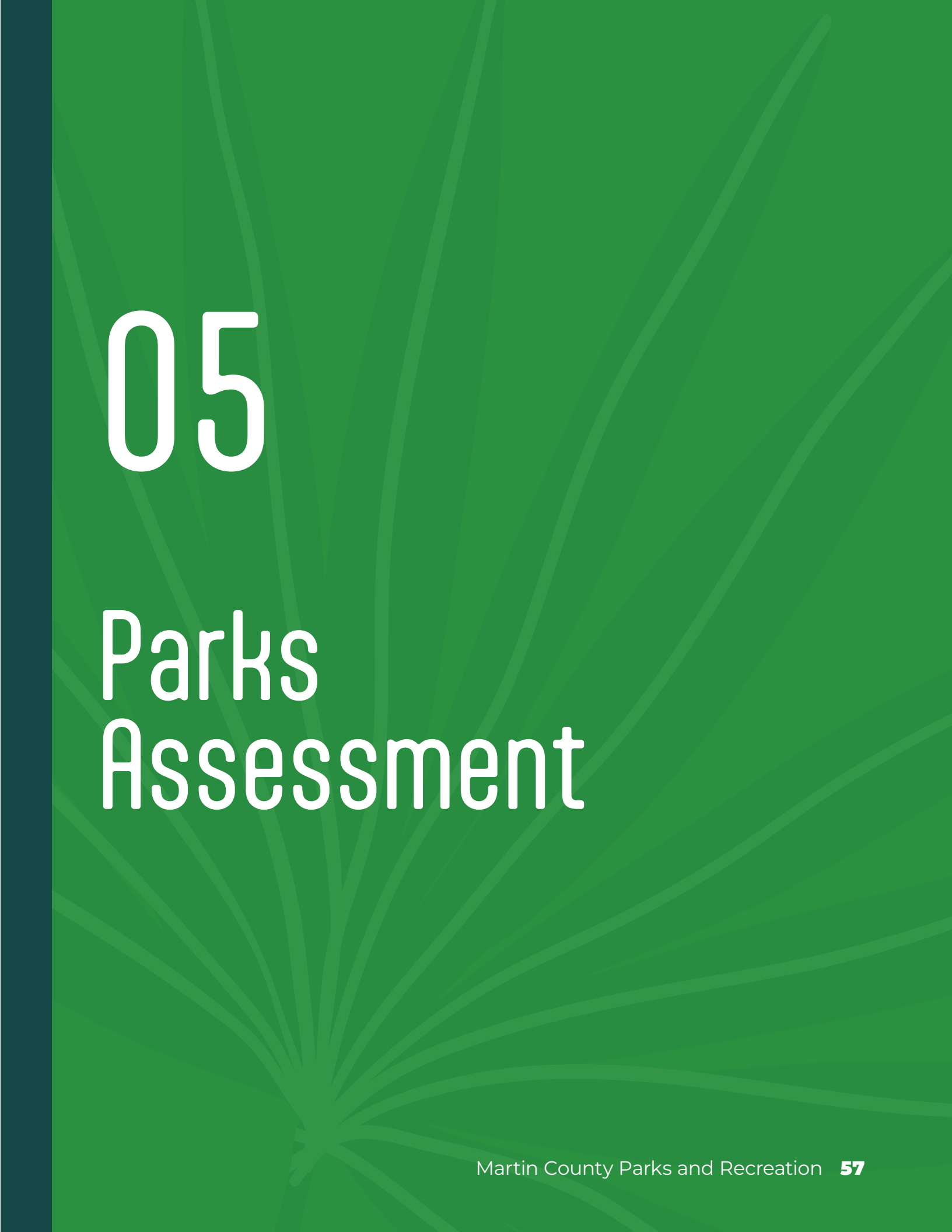
- Florida Recreation and Park Association conferences
- NRPA conference, website, and reports

- International Health, Racquet, and Sports Association
- Parks and Recreation Trade Publications
- Outdoor Recreation Publications

Program Evaluation

All current programs should be evaluated annually to determine if they should be continued, changed (market segment focus, time/day offered, etc.), or discontinued. A few simple questions should be asked about each program that includes:

- Is participation increasing or decreasing? If participation is increasing, then it could clearly mean that the program should be continued. If participation is decreasing, are there any steps to take to increase interest through marketing efforts, a change in the time/day the program is offered, or a change in the format or instructor? If not, it may be time to discontinue the program.
- Is there information contained in the participation feedback that can be used to improve the program?
- Are cost recovery goals being met? If not, can fees be realistically increased?
- Is there another provider that is more suitable to offer the program? If yes, the Department could provide referrals for its customers for the program it does not or is not willing or able to offer.
- Is this program taking up facility space that could be used for expansion of more popular programs or new programs in demand by the community?

The background of the page is a solid green color with a subtle, stylized pattern of palm fronds radiating from the bottom center. The fronds are represented by thin, curved lines of varying lengths, creating a sense of movement and depth. The overall aesthetic is clean and modern, with a focus on natural elements.

05

Parks Assessment

A. Inventory Process and Scoring Information

This inventory was completed in a series of steps. The planning team first prepared a preliminary list of existing parks and amenities using information provided by the County, aerial photography, and GIS data.

Next steps involved field visits conducted by the consulting team to confirm the preliminary park data and collect additional information. During the field visits and evaluations, detailed components were added to the data set, and each park component was evaluated as to how well it met expectations.

The inventory team uses the following rating system to evaluate each park component, comfort and convenience feature, and overall design and ambiance:

- 0** = Not Functioning
- 1** = Below Expectations
- 2** = Meets Expectations
- 3** = Exceeds Expectations

Each park was scored in the following five categories:

- 1.** Evaluation of Park Design and Ambiance
- 2.** Neighborhood Score
- 3.** Community Score
- 4.** Evaluation of Comfort and Convenience Features
- 5.** Evaluation of Component Condition

Evaluation of Park Design and Ambiance

The quality of the overall design and ambiance was assessed. A pleasant environment and thoughtful design contribute significantly to enhancing the users' experience, while their absence can detract from it. Effective design enhances aesthetics and fosters a sense of security and enjoyment, ultimately encouraging frequent and extended visits.

Neighborhood Score

Each park was assessed from the viewpoint of nearby residents' immediate neighborhood. Parks with high scores are easily reachable on foot for neighborhood pedestrians and blend harmoniously with the surrounding community. Parks with lower neighborhood scores may be situated far from residential areas, making them less accessible by foot, or they may attract large crowds without adequate parking facilities.

Community Score

An evaluation of parks from the standpoint of residents in the broader community was conducted to assess their value to the entire community. Parks that received high scores in this category possess distinctive characteristics within the recreation system. They tend to attract a wide range of visitors from across the community, have the necessary capacity and accompanying amenities to accommodate larger crowds, or are located in areas accessible primarily by car. Conversely, parks with lower scores may have restricted parking options or limited access for the broader community.

Evaluation of Comfort and Convenience Features

The purpose of this inventory is to assess the various features that contribute to the comfort and convenience of park users. While these components may not be the main reason users visit the park, they play a significant role in enhancing their overall experience by creating a more pleasant environment. Features like shade, seating, and restrooms

are particularly valuable as they contribute to the overall value of a park. The assessment involved documenting and evaluating a total of 12 components:

- | | |
|--------------------------|-----------------------------|
| 1. Park Access | 7. Trash Receptacles |
| 2. Parking | 8. BBQ Grills |
| 3. Restrooms | 9. Path Connectivity |
| 4. Seating | 10. Landscape |
| 5. Picnic Tables | 11. Shade |
| 6. Water Fountain | 12. Lights |

Evaluation of Component Condition

The primary objective of this inventory is to conduct a comprehensive assessment of the various components that constitute a park and evaluate their current condition. This process involves systematically documenting and analyzing the different elements within the park to gain a clear understanding of their state, functionality, and overall health.

The inventory aims to identify and catalog all significant components of the park, such as structures (e.g., playgrounds, pavilions, sports facilities), natural elements (e.g., trees, water bodies, wildlife), and pathways. Each component is assessed in terms of its functionality, safety, aesthetics, and compliance with relevant regulations.

Figure 31: Martin County Visited Parks Map



- 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.** IRSP
- 11.** Halpatiokee Regional Park
- 12.** Hobe Sound Beach
- 13.** Jensen Beach
- 14.** Stuart Beach

Park Assessment Summary and Recommendations

The Parks Assessment for the Martin County Parks and Recreation Master Plan Update assesses various features contributing to users' comfort and convenience, such as park access, parking, seating, restrooms, and more. Each park was scored in four categories: evaluation of comfort and convenience features, park design and ambiance, and neighborhood and community scores. The document also includes detailed assessments of 14 parks in Martin County, and an overall visited parks map and inventory process. The Parks and Recreation Department selected these parks as a sample of the overall system of the 74 parks and facilities in the County. The following is a summary of the assessment.

OVERALL

Martin County parks exude a welcoming, serene atmosphere, blending natural beauty with thoughtfully designed amenities. Lush greenery, well-maintained landscapes, and pristine environments characterize the overall look of these parks and beaches. The parks offer picturesque trails, scenic picnic spots, playgrounds, sports fields, courts, and skate parks, all maintained in good condition. The beaches offer various amenities like picnic pavilions, restrooms, playgrounds, outdoor showers, and cafes. They are well-maintained and generally in good condition.

The County offers diverse recreational facilities and activities, including coastal parks like Jensen Beach and Stuart Beach for swimming and surfing and waterfront parks such as IRSP, which has a splash park and fishing pier. Halpatokee Regional Park, the largest in the County, boasts hiking and biking trails, sports fields, and a large lake for kayaking. The system also includes Sailfish Splash Waterpark, Hitting Bays at Sailfish Sands Golf Course, and community centers with fitness and educational programs.



COMFORT AND CONVENIENCE AMENITIES

Amenities throughout the parks and beaches cater to user convenience and comfort. Restrooms are well-maintained and reflect upgrades with a similar appearance. Features like picnic pavilions, trash receptacles, and benches are offered throughout every park/beach and are in fair condition with a similar appearance. However, there is an opportunity to add shade structures, as some playgrounds, outdoor fitness areas, and bleachers do not have shade.

SPORTS FIELDS AND COURTS

The sports fields are well-maintained and thoughtfully designed to accommodate various athletic activities. Soccer fields are lined and ready for matches, while baseball and softball diamonds boast well-groomed infields and outfields, complete with bleachers for spectators. Tennis and pickleball courts are well-maintained and show signs of recent resurfacing. Many parks also include

versatile multipurpose fields that can host a variety of sports, from lacrosse to flag football. While many fields and courts are well-maintained, there are signs of wear and tear and outdated features. Many of the field turfs need replacement, and basketball courts need resurfacing and upgraded hoops and backboards.

ACCESSIBILITY

Parks are generally designed with pathways and trails that are wheelchair-friendly and easy to navigate. Accessible parking spaces are strategically located near park entrances, making it convenient for individuals with mobility challenges to access facilities and amenities such as picnic areas, playgrounds, and restrooms. While, in general terms, most amenities within the parks and beaches are accessible, there is room for improvement. There are opportunities for inner park pedestrian circulation and ground surfaces in playgrounds and outdoor exercise equipment.

Apart from the above overall assessment summary of the parks, each visited park was evaluated in four categories: evaluation of comfort and convenience, evaluation of park design and ambiance, neighborhood score, and community score. An overall score was then determined. The top three highest-scoring parks were Halpatiokee Regional Park, IRSP, and LCpl Justin Wilson Memorial Park. These parks scored higher because of their overall ambiance and multitude of amenities. The lowest-scoring parks were Zeus Park, Jock Leighton Park, and William G. “Doc” Myers Park. These parks scored lower due to the number of amenity components being less than the rest.

GENERAL RECOMMENDATIONS:

- Address low-scoring park components and amenities from the Park Assessment report and any features that show signs of aging by upgrading, replacing, or

repurposing components or amenities where appropriate.

- Improve shade throughout parks at existing components and amenities.
- Replace aging fields and courts where appropriate.
- Create additional ADA accessible paths within parks to facilitate access to components and amenities.
- Replace mulch and sand ground surfaces in playgrounds and outdoor exercise areas with accessible surfaces (e.g., pour-in-place rubber, artificial turf) where appropriate.

Table 8: Park Assessment Summary

Park Name	Total Score
Halpatiokee Regional Park	61
Indian Riverside Park	57
LCpl Justin Wilson Memorial Park	54
Stuart Beach	49
Langford Park	48
Wojcieszak Park	46
Hobe Sound Beach	44
Jensen Beach	43
J.V. Reed Park	39
Pineapple Park	38
New Monrovia Park	37
William G. “Doc” Myers Park	37
Jock Leighton Park	36
Zeus Park	32

06

Where We Go from Here

Goals, Objectives,
Recommendations
and Action Table

Residents and community leaders are increasingly recognizing that parks and recreation facilities, programs, and services are essential to creating and maintaining communities where people want to live, work, play, socialize, recreate, learn, and visit. These amenities should be investments in the long-term vitality and economic sustainability of any active and desirable community.

Martin County is committed to providing comprehensive, high-quality parks, beaches, trails, programs, facilities, and services to the community. The following section outlines the complete list of recommendations and action plans that will position the County toward the future of maintaining and improving the quality of life for their residents and visitors.

A. Recommendations

The following recommendations are made based on the entirety of the master plan update process which was inclusive of members of the community. The public was given many opportunities to participate through focus groups, stakeholder meetings, public meetings and workshops, an invitation and open link survey, and an interactive website (Social Pinpoint). The Level of Service analysis of select parks and facilities and operations and maintenance analysis also provided feedback considerations for staff.

This section describes ways to enhance the Level of Service and Martin County's quality of life with improvements through updated parks, services, facilities, amenities, a dedication to customer service, improved

programming and service delivery, organizational efficiencies, and increased financial opportunities.

The following goals were identified for the County to focus on:

1. Maintain and invest in existing and new facilities.
2. Improve and enhance programming and service delivery.
3. Continue to improve organizational efficiencies.
4. Reduce operational subsidy.



GOAL 1: Maintain and invest in existing and new facilities

► Objective 1.1: Maintain existing facilities, parks, trails, beaches, and open spaces.

Maintenance of facilities and amenities should remain a top priority. The Department should continue to monitor the condition of existing parks, trails and pathways, beaches, and facilities, as residents have identified these resources as highly important to the quality of life in Martin County. Consider adding staff and resources to provide continuous maintenance of these areas. Monitor maintenance staffing and add seasonal staff as needed to meet current demand for services. Continue regular inspections of all facilities, parks, trails, beaches, and open

spaces. Inspect all facilities at a minimum of twice a year.

Maintenance projects and annual maintenance needs should be funded on a regular schedule to address aging infrastructure. Priorities for future maintenance projects for these areas should be developed and reviewed regularly. Continue to invest in and use the Fixed Asset Replacement Budget (FARB), a component of the Capital Improvement Plan (CIP), to appropriate funding to address the capital improvement and development needs.

Using the Parks Assessment and park ratings, create a plan to replace outdated playgrounds; renovate outdated sports fields and court surfaces; upgrade or replace existing restroom facilities; and address the inconsistency and aging signage in parks, trails, beaches, and open spaces. Restrooms were a top priority from both focus group participants and survey respondents. As part of any individual park master plan, permanent restroom facilities should be included and Wi-Fi access increased in parks, beaches, and on trails.

A top priority from leadership interviews, public engagement, and the community survey was the need for shade at outdoor facilities. The Department should develop a plan to install shade elements at playgrounds, athletic facilities, and spectator seating areas. Additionally, as the Department upgrades and improves existing facilities, it should explore opportunities to add restrooms, security lighting, storage, and other amenities.

The Department should continue to work to make its programs and services accessible to all people of all abilities. Ongoing self-evaluation of ADA standards must be a high priority for the Department, especially in terms of access. Focus groups participants and survey respondents indicated the need for accessible playgrounds.

► **Objective 1.2:** Add new facilities based on community input.

During the community needs assessments, the lack of public pickleball courts was identified as a priority need for the county. The Sports and Fitness Industry Association 2024 Annual Report showed that 13.5 million people participated in pickleball in the United States in 2023, representing a five-year growth of 35.7 percent. As a significant trend in park planning the incorporation of pickleball facilities in response to the sport's rapid rise in popularity has become a top priority. To meet the need, some agencies are incorporating pickleball facilities into their capital improvement plans to meet the

community need for their own recreational or competitive sports.

The 2024 NRPA Agency Performance Report shows that communities in the 100,000 – 250,000 population range have one pickleball facility per 20,244 people. For all agencies reporting, the ratio is one pickleball facility per 12,597 people. Currently the County has four pickleball facilities and a total of 34 courts.

Based on feedback from survey and focus group participants, a top priority of the community is a desire for additional indoor recreation space. The Department should continue to explore opportunities to add additional indoor recreation space either through partnerships, purchase of an existing facility, or construction of a new facility. The community has identified the need and desire for an indoor multipurpose recreation facility with basketball, pickleball, class and meetings spaces, and wellness/ yoga spaces. The typical facility size to house these functions would be 40,000 to 60,000 square feet.

The 2024 NRPA Agency Performance Report shows that communities with populations of 100,000–250,000 people have an average of one multipurpose recreation center per 57,750 people. For all agencies reporting (of all population sizes), the average ratio is one multipurpose recreation center per 32,786 people. Currently, Martin County does not have a multipurpose recreation center, but it does have five neighborhood community centers.

The community further prioritized and identified the need and desire for an additional aquatic facility. The facility features mentioned in community feedback included an “Olympic size” competitive pool (50 meter), a recreation instructional pool, and a diving well. Also identified by staff during the process was the opportunity to partner with the School District on construction and operations of the aquatic facility.

The Department currently operates the Sailfish Splash Waterpark that includes a

competition swimming pool. Demand has grown and the pool at the high School is in need of replacement. There is space available at Sailfish Splash Waterpark to expand and include the additional features. This will continue to provide a centralized competitive facility as well as maximize resources.

The 2024 NRPA Agency Performance Report shows that communities in the 100,000 – 250,000 population range have an average of one outdoor swimming pool per 65,697 people. For all agencies reporting, the ratio is one outdoor swimming pool per 45,919 people. Currently, the County has one outdoor competitive pool and one instructional swimming pool.

► **Objective 1.3:** Expand open space and parks.

A top priority of leadership interviews, survey respondents, focus groups, and other public engagement respondents was the expansion of open spaces and parks in Martin County. While there is a community perception that additional park land is needed, a more current need and effective use of available funding would be to use current dollars toward replacement/upkeep. As development expands west of I-95 and traffic increases, the percentage of the population within easy access of parks will decrease at which time additional park land will be needed.

► **Objective 1.4:** Explore opportunities to add trails for walking and bicycling.

Community members identified walking and biking connectivity as a high priority during the engagement process. Based on trends and demand, the County should coordinate with Stuart and other municipalities to develop and expand bicycle paths and walking trails to connect parks to one another and to neighborhoods to parks. The Department should develop and maintain a priority list for improving and adding bike paths and walking trails.

► **Objective 1.5:** Develop additional outdoor recreational facilities and amenities.

Continue to explore expansion of existing facilities to meet demand and increase outdoor programming opportunities: add outdoor fitness gyms, playgrounds, splash pads, and all-wheels parks to meet the needs identified in the master planning process. Facilities and amenities should be developed to ensure everyone has safe access to a recreation space within a three-mile drive from their residence.

A high priority for focus group participants and survey respondents was access to outdoor adventure sports. The Department should further explore opportunities at existing and new parks for adventure sports and outdoor activities such as all-wheels parks, pump tracks, skate bowls and parks, small-sided soccer/futsal, nature-based programs, and open water sports to increase programming and attract new users.

When asked about new and additional facilities and amenities, focus group participants and survey respondents rated as high priorities new and upgraded playgrounds, additional water access (specifically kayak and paddleboard launches), and dog parks.

To accomplish this objective, the County will need to develop individual master plans and conduct feasibility studies for existing and future available lands.

► **Objective 1.6:** Address current and future needs for athletic courts and fields.

As demand warrants, explore opportunities to add pickleball facilities, rectangle and diamond fields. To help increase field time, add sports field lighting to new facilities and improve the lighting at existing facilities where appropriate. Explore the opportunity to convert select grass fields to synthetic turf to increase playability and reduce downtime due to weather conditions.

The department should continue enhancing available space at Wojcieszack Park to add additional high-use, synthetic turf small-sided soccer fields. This expansion will help increase systemwide capacity for recreational youth and adult soccer. Additionally, the department

should explore opportunities at the vacant parcel in Heritage Ridge and the undeveloped land at Pineapple Park to plan and develop facilities for active recreation that are in high demand, such as pickleball courts and other athletic courts and fields.



GOAL 2: Improve and enhance programming and service delivery.

► **Objective 2.1:** Enhance special event programming.

Focus groups and survey respondents identified expanded opportunities to attend and enhanced special event programming as a priority. The Department should continue to work with neighborhoods, cultural organizations, and other service providers to explore new community and cultural events, possibly themed by the community or season of the year. The Department should continue to look for opportunities to expand events and activities based on the demands and trends of the community demographics.

► **Objective 2.2:** Utilize technology to improve customer service and efficiencies.

The Department should continue to use a mixed-method approach to communicating with the public about programs, services, and opportunities. This can include mobile marketing, which refers to the practice of reaching and engaging communities through mobile devices. Some of the techniques include SMS and MMS messages, mobile apps, push notifications, location-based promotion, in-app advertising, mobile search ads, and social media marketing platforms. Mobile marketing may be particularly effective for reaching young adults, who engage in mobile data applications at much higher rates than adults ages 30 and older. Usage rates of mobile applications demonstrate that chronologically across four major age cohorts, millennials tend to get information more frequently using mobile devices.

► **Objective 2.3:** Continue to grow programs and services accessible to citizens of all abilities.

The Department should continue to evaluate current offerings for people with special needs. As opportunities arise and facilities become available, consider additional programs. Annually review the number of programs and distribution of programs for the special needs population and look for opportunities to increase and/or more equitably distribute programs and services.

► **Objective 2.4:** Continue to address recreational programming and activity needs of the community.

Martin County should continue to look for opportunities to expand indoor recreational programs and activities. The community would like to see additional programs for tweens, teens, people with special needs, and seniors. Fitness and wellness programming and services were another top priority from the public engagement process. Look for opportunities to install outdoor fitness equipment to help meet demand.

As new programs are developed, continue to monitor recreational trends to stay current with programming and demand. As popularity in program offerings and activities increases, continue to look for opportunities to expand programs around working hours and commuting schedules. Continue to explore opportunities to produce, attract, promote, and maintain events. Continue to monitor participation and demand for family-centered recreational programs and adjust to meet the 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.

A top priority the community identified in the public engagement process was the desire to increase and provide more adventure-based programming such as paddleboarding, surfing, and rock climbing. The County has an abundance of adventure opportunities with the diversity of the natural environment. Additionally, the County should consider non-traditional recreation such as bike parks, pickleball, and disc golf for new programming opportunities. Consideration should also

be given to non-sports programming, such as instructional programs, life skills, virtual programming, gaming, and Science, Technology, Engineering and Math (STEM) opportunities.

As new programs and services are developed, continue to monitor recreational trends to stay current with programming and demand. Consider becoming the innovator and initiator for new activities by offering introductory classes, clinics, and rental equipment to allow citizens and visitors to try and explore new sports.



GOAL 3: Continue to improve organizational efficiencies.

► **Objective 3.1:** Maintain existing Level of Service goal.

The Martin County Board of County Commissioners updated and adopted the current level of service in 2025 during a Comprehensive Growth Management Plan review process. Active parkland per 1000 residents and the number of parking spaces per 1000 residents are defined in Chapter 14, Capital Improvement Element of the Martin County Comprehensive Growth Management Plan.

The adopted service levels are three acres of active park land per 1,000 residents and nine paved or unpaved parking spaces per 1,000 residents for County beaches. As the County continues to grow in population density east of I-95, the County should develop an additional Level of Service standard that considers components within parks in a radius of 0.5 miles per component for walkability.

► **Objective 3.2:** Maintain existing quality standards for facilities and amenities.

The public strongly emphasized the need for Parks and Recreation to maintain and enhance existing facilities. The Department should keep enhancing and upgrading existing facilities and amenities, while also addressing low-scoring elements through the FARB.

► **Objective 3.3:** Continue to be good stewards of the natural environment.

As development continues to occur in the County, take steps to obtain and preserve open space for the future and to help maintain the County's unique features. Continue to employ best practices to reduce environmental impacts and create a sustainable system of parks, trails, beaches, and facilities. Collaborate with the Public Works Department, Ecosystem Restoration and Management Division to maintain environmentally safe practices in the maintenance of parks, golf courses, and beaches.

► **Objective 3.4:** Staff appropriately to meet current demand and maintain established quality of service.

As new facilities, amenities, and services are developed, and existing parks, beaches, trails, and facility upgrades are implemented, it is important to ensure that staffing levels are adequate to maintain current performance standards. The intensity of maintenance practices required for upgraded facilities and amenities requires additional manpower to be focused in this area. This would indicate the need for additional resources and most likely new maintenance positions within the Department.

In order to ensure high skill level and up-to-date competencies of current and future staff, update job descriptions, duties, and training curriculums to include advancements in the industry and to remain cutting edge. Ensure that staff have adequate and appropriate tools to perform their jobs. Continue to assess the advantages and disadvantages of using contractual services for part-time, seasonal, and instructional positions. Review the current volunteer program and look for additional opportunities to engage volunteers. Ensure proper training accompanies all volunteer positions.



GOAL 4: Reduce operational subsidy and expand capital funding.

► **Objective 4.1:** Explore additional funding through the pursuit of grants and other means.

The Department currently takes advantage of grant opportunities available for programming and facility improvements. The Parks and Recreation Department should continue to pursue any and all grant opportunities at the federal, state, regional, and local levels. Continue contracting with a dedicated grant writer to research, submit, and track such grants.

► **Objective 3.5:** Maintain and keep current the Department Standard Operating Procedures (SOP) and Policies.

The Department should regularly review and update all departmental policies, procedures, and processes. The Department should engage staff in the review process, and where appropriate, include user and staff surveys and feedback.

Since the Parks and Recreation Department is governed by County code and internal standards of operations and policies, the Department should continue to review the County code chapter for Parks and Recreation every five years and recommend updates as needed.

► **Objective 3.6:** Increase appropriate partnerships within the community.

The Martin County Parks and Recreation Department currently partners with a number of agencies to provide programs and activities to the community. Continue to review partnership agreements and work with the School District and other community partners to increase access to facilities, amenities, programs, and services.

The Department should consider new grant opportunities available for programming and parks, trails, beaches, and facility improvements. One opportunity many communities are taking advantage of is combining recreation facilities with emergency shelter projects to be eligible for Federal Emergency Management Agency (FEMA) and state emergency management funds.

Based on community input and the results from the community wide survey, the community appears somewhat willing to support the issuing of a Bond to pay for the improvements and new facilities recommended in this Master Plan. A campaign for an increased community investment may be a successful way of implementing the long-term recommendations in the Master Plan.

► **Objective 4.2:** Continue current cost recovery and revenue generation practices.

The Department has a strong history of operating special use facilities that are revenue neutral, or in most cases generate excess revenue to support facility improvements and expansions. Many parks and recreation departments around the country have a mechanism to collect activity fees and use those fees to lower the subsidy

from the General Fund and grow recreational opportunities for the community.

► **Objective 4.3:** Partner with other service providers, when possible, to develop programs, services, and facilities to meet demand and growing trends.

The Department currently partners with many organizations to provide recreational opportunities for the community and visitors. The YMCA and the Martin County School District are two examples of successful partnerships. As popularity of parks, trails, beaches, program offerings, and activities increase, continue to look for opportunities to expand programs, services, and amenities while working with municipalities and other service providers within the community, and continue to formalize these agreements in writing.

B. Action Plan and Prioritization

The following goals, objectives, and action items for the recommendations are drawn from the public input, inventory, Level of Service analysis, findings feedback, and all of the information gathered during the Master Plan update planning process. The primary focus is maintaining, sustaining, and improving Martin County parks, beaches, trails, facilities, programs, and services. Funding availability, staff buy-in, and political and community support will play significant roles in future planning efforts.

TIME FRAME TO COMPLETE IS DESIGNATED AS:

- Short-term (up to 3 years)
- Mid-term (4–6 years)
- Long-term (7–10 years)
- Ongoing (occurs on a continuous basis)

Table 9: Goal 1: Invest in Current Infrastructure and Address Aging Facilities

 GOAL 1: Maintain and invest in existing and new facilities		
Objective 1.1: Maintain existing facilities, parks, trails, beaches, and open spaces.		
ACTIONS	1.1.A Continue to monitor the condition of existing parks, trails and pathways, beaches, and facilities. Priorities for future maintenance projects for these areas should be developed and reviewed regularly.	●●●●
	1.1.B Provide appropriate staff and resources to ensure continuous maintenance of these areas.	●○○○
	1.1.C Maintenance staffing should be monitored, and seasonal staff may be added as needed to meet current demand for services.	●●●●
	1.1.D Regular inspections of all facilities, parks, trails, beaches, and open spaces should continue. All facilities should be inspected at a minimum of twice a year.	●●●●
	1.1.E Maintenance projects and annual maintenance needs should be funded on a regular schedule to address the aging infrastructure. Priorities for future maintenance projects for these areas should continue to be developed and reviewed regularly.	●●●●
ACTIONS	1.1.F Using the Parks Assessment and park ratings, create a plan to replace outdated playgrounds; renovate outdated sports fields and sport court surfaces; upgrade or replace existing restroom facilities; and address inconsistent and aging signage in parks, trails, beaches, and open spaces.	●○○○ ●●●●
	1.1.G A top priority from leadership interviews, public engagement, and the community survey was the need for shade at outdoor facilities. The Department should develop a plan to install shade at playgrounds, athletic facilities, and spectator seating areas.	●○○○
	1.1.H As the Department upgrades and improves existing facilities, it should explore opportunities to add restrooms, security lighting, storage, and other amenities.	●●●●
	1.1.I Continue to work to make programs and services accessible to all people of all abilities. Continued self-evaluation of ADA standards must be a high priority for the Department, especially in terms of access.	●○○○ ●●●●
●○○○ Short-term ●●○○ Mid-term ●●●○ Long-term ●●●● Ongoing		



GOAL 1: Maintain and invest in existing and new facilities

Objective 1.2: Add new facilities based on community input.

ACTIONS	1.2.A Based on feedback from focus group participants and the survey results, a top priority of the community is a desire for additional indoor recreation space. Continue to explore opportunities to add additional indoor multipurpose recreation space either through partnerships, purchase of an existing facility, or construction of a new facility.	●○○○
	1.2.B The community prioritized and identified the need and desire for an indoor aquatic facility. The facility features mentioned included an “Olympic size” competitive pool (50 meter), a recreation instructional pool, and diving well. Continue to explore a partnership with the School District for construction and programming.	●○○○
	1.2.C Based on feedback from focus group participants and the survey results, a top priority of the community is a desire for additional indoor recreation space. Continue to explore opportunities to add additional indoor multipurpose recreation space either through partnerships, purchase of an existing facility, or construction of a new facility.	●○○○

Objective 1.3: Expand open space and parks.

ACTIONS	1.3.A Look for opportunities to expand open space and parks as development continues to occur.	●●○○ ●●●●
	1.3.B Review the current volunteer program and look for additional opportunities to engage volunteers.	●●●●

Objective 1.4: Explore opportunities to add trails for walking and bicycling.

ACTIONS	1.5.A Coordinate with the municipalities in the County to develop and expand bicycle paths and walking trails to connect neighborhoods to parks, and parks to parks.	●○○○ ●●●●
	1.5.B A priority list for improving and adding bike paths and walking trails should be developed and maintained.	●○○○ ●●●●

●○○○ Short-term ●●○○ Mid-term ●●●○ Long-term ●●●● Ongoing



GOAL 1: Maintain and invest in existing and new facilities

Objective 1.5: Develop additional outdoor recreational facilities and amenities.

ACTIONS

1.5.A Continue to explore expansion of existing facilities to meet demand and increase outdoor programming opportunities.

● ● ● ●

1.5.B Develop facilities and amenities to ensure all citizens have safe access to a recreation space within a three-mile drive from their residence.

● ● ● ●

1.5.C Explore opportunities at new and existing parks to add adventure sports and outdoor activities such as all-wheels parks, pump tracks, skate bowls and parks, futsal, nature-based programs, and open water sports to increase programming and attract new users.

● ○ ○ ○
● ● ● ●

1.5.D To accomplish this objective, the County will need to develop individual master plans and conduct feasibility studies for existing and future available lands.

● ● ● ●

Objective 1.6: Address current and future needs for athletic courts and fields.

ACTIONS

1.6.A As existing parks are renovated and new parks developed, explore opportunities to add pickleball facilities, rectangle and diamond fields to meet increases in need and demand.

● ○ ○ ○
● ● ○ ○

1.6.B Increase field time by adding sports field lighting to new facilities and improving lighting at existing facilities where appropriate.

● ○ ○ ○
● ● ● ●

1.6.B Increase field time by adding sports field lighting to new facilities and improving lighting at existing facilities where appropriate.

● ○ ○ ○

● ○ ○ ○ Short-term ● ● ○ ○ Mid-term ● ● ● ○ Long-term ● ● ● ● Ongoing

Table 10: Goal 2: Improve and Enhance Programming and Service Delivery

 GOAL 2: Improve and enhance programming and service delivery.		
Objective 2.1: Enhance special event programming.		
ACTIONS	2.1.A Expand opportunities and enhance existing special event programming based on demand and trends in community demographics.	●●○○
	2.1.B Continue to work with neighborhoods, cultural organizations, and other service providers to explore new community and cultural events.	●●●●
Objective 2.2: Utilize technology to improve customer service and efficiencies.		
ACTIONS	2.2.A Continue to use a mixed-method approach to communicating with the public about programs, services, and opportunities, such as mobile marketing.	●●●●
Objective 2.3: Continue to grow programs and services accessible to citizens of all abilities.		
ACTIONS	2.3.A Continue to evaluate current offerings for people with special needs. As opportunities arise and facilities become available, consider additional programs.	●○○○
	2.3.B Annually review the number of programs and distribution of programs for the special needs population and look for opportunities to increase and/or more equitably distribute programs and services.	●●●●
Objective 2.4: Continue to address recreational programming and activity needs of the community.		
ACTIONS	2.4.A Continue to look for opportunities to expand indoor recreational programs and activities.	●●●●
	2.4.B Look for opportunities to increase programs for tweens, teens, people with special needs, and seniors.	●●●●
	2.4.C Fitness and wellness programming and services were another top priority from the public engagement process; look for opportunities to install outdoor fitness equipment to help meet demand.	●○○○
	2.4.D Continue to monitor participation and demand for family-centered recreational programs, and adjust to meet the needs of the community.	●●●●
●○○○ Short-term ●●○○ Mid-term ●●●○ Long-term ●●●● Ongoing		



GOAL 2: Improve and enhance programming and service delivery.

Objective 2.5: Explore opportunities for non-traditional recreation and serve as the primary gateway for citizens and visitors to access.

ACTIONS	2.5.A A top priority of the public engagement process was the desire by the community to increase and provide more adventure-based programming such as paddleboarding, surfing, and rock climbing.	●○○○
	2.5.B Consideration should also be given to non-sports programming such as instructional programs, life skills, virtual programming, gaming, and STEM opportunities.	●○○○
	2.5.D Consider becoming the innovator for new activities by offering introductory classes, clinics, and rental equipment to allow citizens and visitors to try and explore new sports.	●●○○
●○○○ Short-term ●●○○ Mid-term ●●●○ Long-term ●●●● Ongoing		

Table 11: Goal 3: Continue to Improve Organizational Efficiencies



GOAL 3: Continue to improve organizational efficiencies.

Objective 3.1 Maintain existing Level of Service goals.

ACTIONS	3.1.A Continue the planning goal of three acres of park land per 1,000 population and existing component levels in parks, and nine parking spaces per 1,000 population for County beaches.	●●●●
	3.1.B Consider developing a Level of Service standard that considers components within parks within a radius of 0.5 miles per component for walkability.	●○○○ ●●●●
Objective 3.2: Maintain existing quality standards for facilities and amenities.		
ACTIONS	3.2.A Continue to improve and upgrade existing facilities and amenities through the FARB and Life Cycle Replacement programs.	●●●●
●○○○ Short-term ●●○○ Mid-term ●●●○ Long-term ●●●● Ongoing		



GOAL 3: Continue to improve organizational efficiencies.

Objective 3.3: Continue to be good stewards of the natural environment.

ACTIONS

3.3.A As development continues to occur in the County, take steps to obtain and preserve open space for the future and to help maintain the County's unique features.

●○○○

3.3.B Continue to employ best practices to reduce environmental impacts and create a sustainable system.

●○○○

Objective 3.4: Staff appropriately to meet demand and maintain established quality of service.

ACTIONS

3.4.A As new facilities, amenities, and services are developed, and existing parks, beaches, trails, and facility upgrades are implemented, it is important to ensure that staffing levels are adequate to maintain current performance standards.

●●●●

3.4.B Continue to assess the advantages and disadvantages of using contractual services for part-time, seasonal, and instructional positions.

●●●●

3.4.C Review the current volunteer program and look for additional opportunities to engage volunteers.

●●●●

Objective 3.5: Maintain and keep current the Department SOP and policies.

ACTIONS

3.5.A Continue to review and update all departmental policies, procedures, and processes regularly.

●●●●

3.5.B Engage staff in the review of policies, procedures, and processes.

●●●●

3.5.C Continue to review the County code chapter for Parks and Recreation every five years and recommend updates as needed.

●●●●

Objective 3.6: Increase potential partnerships within the community.

ACTIONS

3.6.A Build on existing partnerships.

●●●●

3.6.B Continue to review partnership agreements and work with the School District and other community partners to increase access to facilities, amenities, programs, and services.

●●●●

3.6.C Partner with the School District to explore the feasibility of expanding the aquatic center to serve the district and the community.

●○○○

●○○○ Short-term ●●○○ Mid-term ●●●○ Long-term ●●●● Ongoing

Table 12: Goal 4: Reduce Operational Subsidy

 GOAL 4: Reduce operational subsidy.		
Objective 4.1 Explore additional funding through the pursuit of grants.		
ACTIONS	4.1.A Continue to pursue any and all grant opportunities at the federal, state, regional, and local levels.	● ● ● ●
	4.1.B Continue contracting with a dedicated grant writer to research, submit, and track grants.	● ● ● ●
	4.1.C Explore combining recreation facilities with emergency shelter projects to be eligible for FEMA and state emergency management funds.	● ○ ○ ○
Objective 4.2: Continue current cost recovery and revenue generation practices.		
ACTIONS	4.2.A Continue operating special use facilities that are revenue neutral or in most cases generate excess revenue to support facility improvements and expansions.	● ● ● ●
Objective 4.3: Partner with other service providers, when possible, to develop programs, services, and facilities to meet demand and growing trends.		
ACTIONS	4.3.A Continue to look for opportunities to expand programs, services, and amenities while working with the School District, other municipalities, and other service providers within the community, and continue to formalize these agreements in writing.	● ● ● ●
● ○ ○ ○ Short-term ● ● ○ ○ Mid-term ● ● ● ○ Long-term ● ● ● ● Ongoing		

C: Implementation Guidelines/Strategies

The following is a listing of suggestions for successful implementation of the Parks and Recreation Master Plan Update.

These elements represent the commitment and discipline required to integrate the process into daily operations, now and in the future.

- The Parks and Recreation Master Plan becomes the roadmap for the Department. When decisions or responses to the community are needed, the plan becomes the reference point for decision-making and whether or not new issues or responses to the community are of higher importance than what has been established as existing direction.
- The Parks and Recreation Master Plan should be provided as part of the new employee orientation program.
- Post the Executive Summary of the plan on the website and track results on the site. This will assist in providing the community with information about the Department's strategic direction and its commitment to results. It may also be helpful to print a color brochure of the Executive Summary to distribute to interested partners and community members to provide a quick snapshot of the plan.
- A staff member or team should have responsibility of being the project manager or "champion" of the plan's implementation to help ensure success. This champion is responsible for monitoring the plan's progress and works with other staff, County management, and other departments to effectively integrate the plan within operations.
- A staff member or team should be assigned accountability for each recommendation. The project lead will have responsibility for tracking progress of the plan.
- The Department should regularly report on Master Plan progress. Divide the plan into separate fiscal years and report one year at a time, as an ongoing annual work plan. Each action item for the year should include a list of strategies that support its completion. The strategies are developed prior to each year for the upcoming list of action items and are developed by the staff members involved in completing the action item. It is the project leader's responsibility to report on their action items in a quarterly report. A suggestion is to enter each year's data on a spreadsheet or strategic planning software that lists the goals, objectives, action items, start dates, completion dates, and the name of the staff member responsible for the action items completion.
- At the end of the year, perform an annual review of the Parks and Recreation Master Plan and document any changes to objectives and action items to reflect changes in priorities. This process can be included at an annual review meeting in which successive years' objectives and action items are discussed as part of the annual budget process. Action items will tie into both the operating and capital budget process.
- Update major stakeholders on the plan's implementation and results on an annual basis.
- Conduct staff meetings on a quarterly or semi-annual basis to review progress on implementation of the plan.
- Post a chart of each year's recommendations on office walls in administrative areas with a check-off column designating completion as part of a visual management program.
- If there are ideas for new strategies that arise throughout the year, include them on a written "parking lot" and review them

as part of the annual just-in-time review to determine if they change or replace any existing strategies or action items.

- At the five-year mark of the plan, complete a shortened update, including repeating the statistically valid survey and demographic projections. Adjust existing recommendations as necessary.

Figure 32: Implementation Guidelines: Strategies for Success





MARTIN COUNTY FLORIDA

Parks and Recreation

MASTER PLAN

UPDATE

 BerryDunn