



**AGENDA
PARKS AND RECREATION ADVISORY COMMITTEE
SUB-COMMITTEE MEETING
AUGUST 10, 2021
5:00 PM
CITY HALL UPSTAIRS CONFERENCE ROOM
204 ASH STREET
FERNANDINA BEACH, FL 32034**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. ASSESSMENT AND ACTION PLAN**
 - 3.1 Level of Service: Consensus
 - 3.2 Duplication of Services: Consensus
 - 3.3 Parks Assessment Reports
- 4. ADJOURNMENT**

All members of the public are invited to be present and be heard. Persons with disabilities requiring accommodations in order to participate in this program or activity should contact the City Clerk at 904-310-3115 or TTY/TDD 711 (for the hearing or speech impaired).

Level of Service

Parkland Acreage

Most municipal parks and recreation departments in the United States attempt to reach a minimum recommended 12 acres of parkland per 1,000 residents. The required parkland provides a sanctuary from traffic congestion, asphalt, and concrete and lowers temperatures, preventing heat islands. The acreage also provides a space for outdoor activity and exercise, and has been shown to reduce crime and raise property values. 12 acres per 1,000 residents remains a minimum requirement by the National Recreation and Parks Association. However, the State of Florida has statutorily required that counties and municipalities also plan for seasonal populations.

Due to the city's attractive beaches, it also houses a comprehensive network of hotels, B&Bs, VRBOs, and condos along with a growing number of day-trippers. Therefore, in compliance with the State of Florida's statutory requirement to plan for seasonal populations, the following Level of Service for Parkland Acreage provides for not only the number of residents in the city, but also its estimated paid lodging guest numbers within the city limits to comply with state statutes. (See appendix #, Visitor Bureau data)

According to Census.gov, the resident population of Fernandina Beach on July 1, 2019 was estimated to be 13,169. The President of the Amelia Island Convention & Visitors Bureau estimates that the overnight guest count comes close to the city's permanent resident population of 13,000, without day-trippers. Given the best information available, on an average daily basis, the guest count is between 8,951 and 10,506 based on seasonality. As of July 30, 2021, data supplied by the Amelia Island Convention and Visitors Bureau estimates that 691,145 paid lodging guests will visit Fernandina Beach in the next 12 months.

Please note that the following Level of Service Parkland Acreage numbers *do not* address the Visitor Bureau's data concerning the 1,343,600 day-trippers who have visited Amelia Island over the past 12 months. Day-trippers increasingly utilize the city's parks, facilities, and services.

Using the available data, the total minimum number of acres of parkland required by the National Recreation and Park Association at a rate of 12 acres per 1,000 of the total population would be 284.10 acres. Presently there are 632.90 acres under the supervision of the Parks and Recreation Department which include the beaches (Appendix #). The City of Fernandina Beach provides an estimated 26.73 acres of parkland per 1,000 paid lodgers (10,506) and residents (13,169).

For perspective, New York City offers 2.83 acres per 1,000 residents, Jacksonville, Florida offers 126 acres per 1,000 residents, New Orleans offers 71.1 acres per 1,000 residents.

Planning to provide greenspace and parkland for the city's residential and seasonal populations in the future will likely challenge the city to maintain a balance between its development plans, and its need to provide parkland for its burgeoning, seasonal population numbers.

Re: Level of Service for Park Acreage

From: **Gil Langley** <glangley@ameliaisland.com>

Date: Fri, Jul 30, 2021 at 6:02 PM

Subject: Estimated

To: Faith Ross

The number provided by different firms varies in large part to different protocols. Given that, the best figures we can come up with on a average daily basis is between 8,951 and 10,506. That number will change based on monthly demand caused by seasonality. Summer occupancy can run in the 85% range, whereas January will run 55%. I have included monthly occupancy rates for lodging and VBO. Where possible, the data is FB only.

For calendar year 2021, Arrivalist can provide granular info. For example, they show 1,032 Adult trips to "points of Interest". 32% of those were day trippers. Downtown FB has received 257,182 trips, Main Beach has had 30,125, and Atlantic Beach 16,423. The average length of stay is 2.5 days. I'm not sure if this is helpful, but available if needed.

I'm going out on a limb, but averages can be misleading. Given a population of FB at around 13,000, during the summer – excluding day trippers – I feel confident that the total of overnight guest comes close to the permanent resident population (Lodging, Vacation Rental, and friends and relatives). Other seasons are significantly less.

Feel free to call with questions. Have a good weekend.

Gil Langley CAE | President & CEO

Amelia Island Convention & Visitors Bureau

2398 Sadler Road, Suite 200

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TO: Faith Ross
FROM: Gil Langley
DATE: July 30, 2021
SUBJECT: Travel Patterns

We have compiled information from a variety of sources to provide our best answers. I'll source each for your conversations related to validity. Last year's numbers are an anomaly and can be discarded. Any comparisons we need to make will use FY2019 as a baseline.

Lodging & Day Trippers

According to Downs & St. Germain Research, there were 688,700 travelers staying in paid accommodations (Hotels/Resorts/VRBO/B & B). Visitors staying with Friends & Family totaled 239,300 and daytrippers totalled 530,000. Together they total 769,300 visitors per year – over 80,000 people more than lodging guests.

Using other research data (Arrivalist and Research Data) provides much higher numbers. The Arrivalist data, which tracks visitation using information from cell phones, documents some 1,043,594 day trips for the period of October 2020 through June 2021. (Arrivalist excludes those who live in a 25 mile radius. It does not track party size, but rather the number of phones visiting the destination. An SUV with 6 passengers counts as six trip visits.) Research Data Service provides estimates using intercept studies and estimates 1,343,600 day-tripper have visited Amelia Island over the past 12 months (or an average of 3,680 people per day). Please note that some of the difference between these two calculations is likely to be people working on the Island but living elsewhere.

In Fernandina Beach, until May there were 893 rooms in select service hotels and B&B offerings. Occupancy in 2019 ran at 73.4%. Based on an average travel party size at 2.1, the total number of visitors who paid lodging over a 12 month period was 684,484 or 1,875 per night.

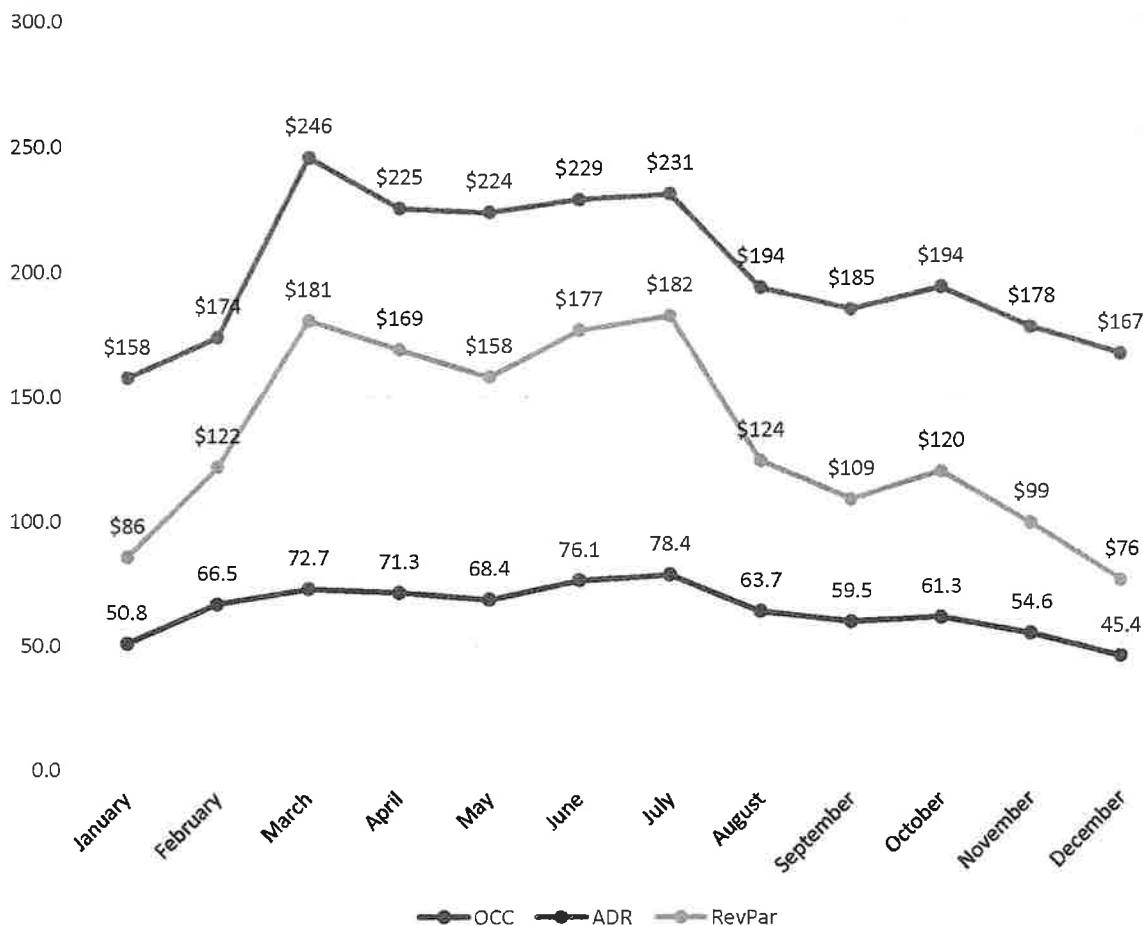
With the opening of Marriott properties and the ongoing construction of the Holiday Inn Express in the fall, these 336 rooms bring the total rooms to 1,229 in Fernandina Beach. Using the same research numbers, with the new inventory, paid lodging guests expected in the next 12 months totals 691,145 or 1,893 per night.



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Ten Year Monthly Average



Vacation Rentals

We have engaged a new research partner KeyData, which measures Vacation Rental performance. Based on their information there are 820 listings online, including 317 listings on Airbnb; 471 listings VRBO; and 32 listings on both. Using the normal capacity of each unit (3 bedroom sleeps 6 for example) generates the number of "pillows" as the metric. As a new data source, this inventory has yet to be de-duplicated (i.e. listed on both VRBO and AirB&B). Using a figure of 25% for duplicates provides a nightly the resultant performance is as follows:

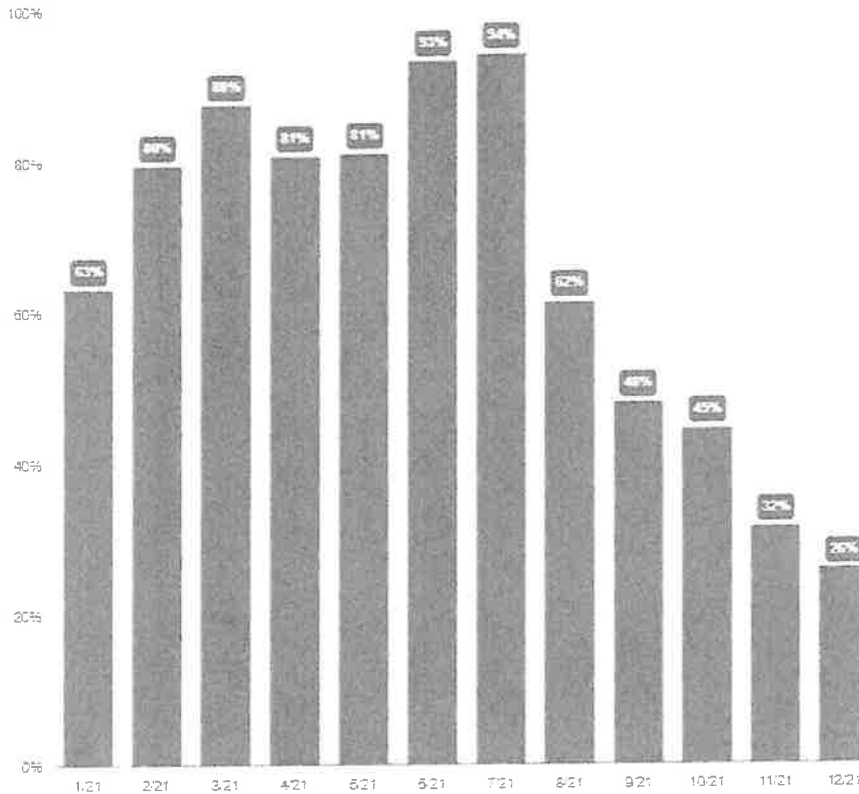
Average Occupancy 2021: 66%

Projected Nights Rented in 2021: 148,153 (820 listings x 365 x Occ less duplicates)

Projected Pillows Rented in 2021: 896,328 (4,961 pillows x 365 x Occ less duplicates)

Projected visitor per night: 2455

2021 Occupancy of OTAs in City of Fernandina Beach By Month



The bedroom types are:

The unit types are:

12 Studios
36 one bedroom
459 two bedroom
255 three bedroom
38 four bedroom
13 five bedroom
5 six bedroom

210 houses
74 townhouses
522 Condos

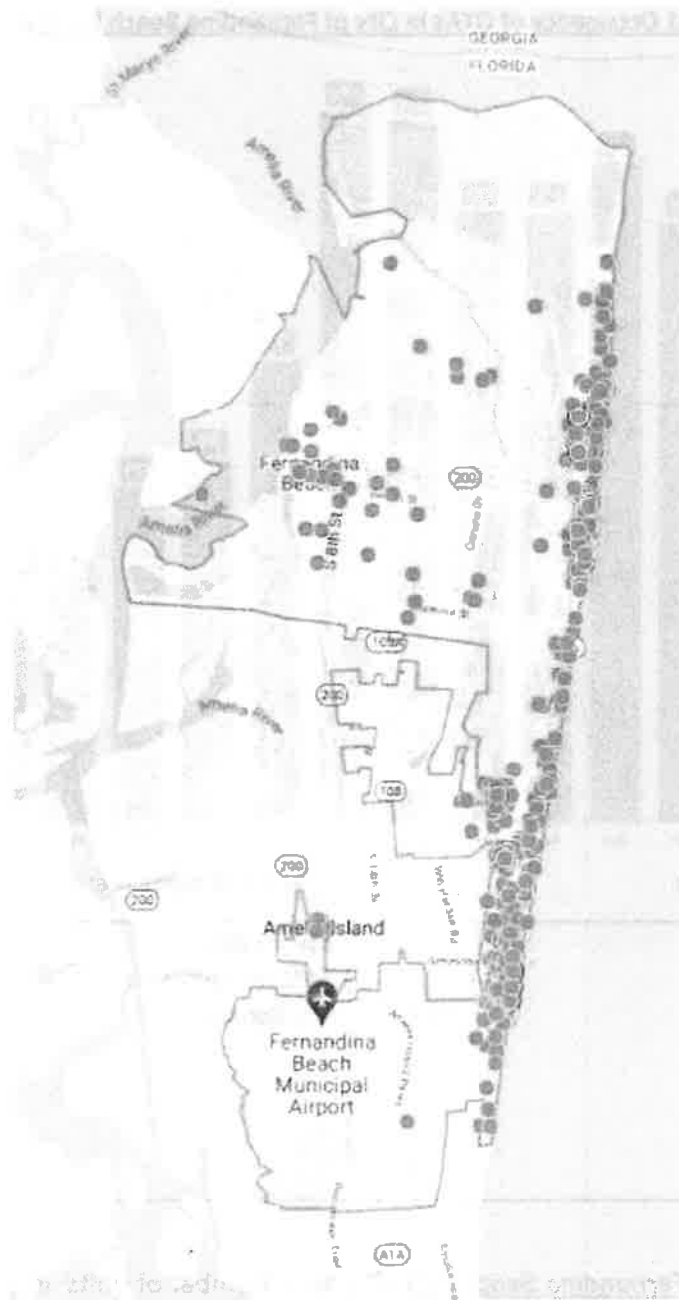
These figures are for Fernandina Beach only. The total number of units in unincorporated Amelia Island is 922 with a capacity of 5,044 visitors per night. Using the same 25% for duplicates provides a nightly capacity 3,783. With a 66% occupancy rate, on any given night 2,496 people are staying in rentals outside of Fernandina Beach city limits.

This does not include units not online. The island wide number of visitors staying in vacation rentals is 4,951 on any given night.

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Island Locations of Vacation Rentals

	A	B	C	D	E	F
1	Level of Service for Parkland Acreage					
2						
3	Number of City Residents			13,169.00	https://www.census.gov/quickfacts	
4	Number of Paid Overnight Lodging (Seasonal) Population			10,506.00		
5		Total Population		23,675.00		
6	Recommended NRPA Standard: 12 acres per 1,000			12.00		
7	2021 COFB Acreage Level of Service Per 1,000 Total Population			26.73		
8	NRPA Minimum Acres required for Fernandina Beach			284.10		
9	Total Acreage Under Parks and Recreation Supervision			632.90		
10						
11	Acreage Under Parks & Recreation Supervision					
12	Name	Address	Assessed	Acreage	Appraiser Link	
13	Atlantic Avenue Park	2500 Atlantic	Bartelt	16.61	https://maps.nassauflpa.com/Nass	
14	Bosque Bello Cemetery	1320 14th St	Kegler	32.04	https://maps.nassauflpa.com/Nass	
15	Central Park	1200 Atlantic Ave	Pugh	19.49	https://maps.nassauflpa.com/Nass	
16	Egans Creek Park	2201 Atlantic	Chapman	3.34	https://maps.nassauflpa.com/Nass	
17	Greenway N of Jasmine	2555 Jasmine	Norris	145.19	See Greenway Tab	
18	Greenway S of Jasmine	2400 Jasmine	Pugh	231.77	See Greenway Tab	
19	Hickory Street Park	S 15th & Hickory	Kegler	9.76	https://maps.nassauflpa.com/Nass	
20	Lighthouse Park	215.5 Lighthouse Circle	Norris	2.38	https://maps.nassauflpa.com/Nass	
21	Main Beach Park	32 N Fletcher	Norris	5.26	https://maps.nassauflpa.com/Nass	
22	Martin Luther King	Elm St	Kegler	4.81	https://maps.nassauflpa.com/Nass	
23	North Beach Park	1230 N Fletcher	Grant	1.33	https://maps.nassauflpa.com/Nass	
24	Peck Center Park	530 S 10th	Bartelt	3.66	https://maps.nassauflpa.com/Nass	
25	Pocket Park 8th & Lime West	1129 S 8th	Ross	1.34	https://maps.nassauflpa.com/Nass	
26	Pocket Park 8th & Lime East	1198 S 8th	Ross	0.15	https://maps.nassauflpa.com/Nass	
27	Pocket Park on Ash	Corner of Ash/S 2nd	Ross	0.60	https://maps.nassauflpa.com/Nass	
28	Pocket Park on Centre	209 Centre St	Ross	0.12	https://maps.nassauflpa.com/Nass	
29	Simmons Rd Park	1650 Simmons Rd	Chapman	6.72	https://maps.nassauflpa.com/Nass	
30	Sunrise Park	South end of Sunrise Dr	Grant	2.84	https://maps.nassauflpa.com/Nass	
31	Train Depot Park	102 Centre St	Ross	0.30	https://maps.nassauflpa.com/Nass	
32	Ybor Alvarez Sports Complex	Corner Bailey/Crane Islar	Bartelt	22.00	https://maps.nassauflpa.com/Nass	
33	Total Acreage Assessed			509.71		
34	Note* Assessed acreage does not include:					
35	Waterfront Park			6.25	In transition for assessment	
36	Beaches			116.94	Defer to Beach Access Study	
37	Total Acreage Under Parks and Recreation Supervision			632.90		
38						
39	Other Acreage for Recreation					
40	Golf Course			275.52	Golf Course Management & Staff	
41						
42	Total Recreation Acreage Under City Administration			908.42		

Duplication of Services

DRAFT Summary of July 29, 2021 Subcommittee Meeting

Data for the discussion of the duplication of recreation services was compiled from private entities and various agencies within the City of Fernandina Beach and its immediate environs. The Committee requested that the Nassau County School system recreation offerings be removed from the assessment. The Nassau public school system's recreational activities are not open to the public in general.

The Committee came to some of the following conclusions:

1. Presently there is not enough data to assess usage or the amount of participation in the City's recreational offerings.
2. Presently there is not enough data to assess the direct or indirect costs of each City recreational offering or service.
3. The aging buildings of the Parks and Recreation Department buildings are requiring annual, substantial monetary resources in repair and maintenance costs.
4. The State of Florida's outdoor recreation program (SCORP) invests in outdoor recreation which lessens its investment in facilities (buildings) and their maintenance. It focuses its recreation services on its resource, parkland.
5. The City's Parks and Recreation Department is likely underutilizing its massive recreational resources of parkland and natural resources.
6. Tourists should be considered as targeted revenue streams in offering outdoor educational/recreational programming.
7. Phasing out older buildings frees up massive amounts of monetary resources to pursue more relevant programming or services that could be more self-sustaining.
8. Consolidating services and buildings not only makes them easier to manage, but also makes them more cost effective and cost efficient.
9. However, if duplicated services produce worthwhile revenue, they should be pursued to meet maintenance costs.
10. Fees for ALL field and court sports need to be instituted to assist with maintenance costs.
11. The City's demographic makeup should play a major role in determining the services and programming made available by the Parks and Recreation Department.
12. Presently, two service populations seem to be underserved at this time, active older adults and younger children.
13. Promoting community cohesion could also be accomplished by offering programming to the recent burgeoning population of active adult newcomers who have no connection to the community.
14. Recreation grant monies need to be pursued, possibly through the National Recreation and Parks Association.

Duplication of Services: Questions

1. Core services?

If the Commission continues to cut budgets, what are the core services that need to be protected?

2. Priority of core services?

If the hurricane hits, or the economy fails, what absolutely needs to be kept in action or restarted immediately?

3. Nassau County School System: a better statement? Suggestions?

Though the Nassau County School System offers competitive youth sports to a limited talent pool, the City's sports' leagues are open to all youth ability levels. City league sports also encourage neighborhood and community cohesion. *Leave the school system in the data?*

Duplication of Services: Revisions

2021 Action Plan

Developing Short and Long Term Goals and Objectives

(August 24, 2021 Regular Meeting Discussion)

Initiation of Goals and Objectives:

Developed from Duplication of Services:

1. Providing Usage Numbers
 - a. Install counting devices such as beacons/geofencing
 - b. Further utilize card scan data
 - c. Slowly add usage numbers for all parks, fields, courts, and front desk to monthly staff report.
2. Providing "Cost Center" data for recreational parks, services, and facilities which includes:
 - a. Capital costs
 - b. Anticipated maintenance costs
 - c. Utility costs
 - d. Human (personnel) costs
3. Create a priority list of capital improvements based on critical core services, usage, and cost center information.
4. Create a consolidation of services and facilities management plan.
5. Develop a "small steps" outdoor recreation plan for tourism and local interest.
6. Staff shall recommend field and court sports fees to assist with maintenance and capital costs of fields and courts.
7. PRAC shall assist staff with the development of additional services for the underserved populations of older active adults and younger children.
8. By the end of 2022, the Fernandina Beach Parks and Recreation Department will begin the process of certification with the National Recreation and Parks Association.
9. Identify recreational facilities or services that may be easily supported by Nassau County.

Consensus: Writing the Parks' Reports

1. Criteria for General Rating: Individual Parks

ADA Compliance Questions

- 3. Number of handicap parking spaces?
- 5. Number of handicap ramps?
- 9. Is handicap accessible stall present?
- 14. Playground equipment accessible?
- 16. Is handicap seating designated at sports fields?
- 23. Is handicap seating designated at each sports court?

Access & Comfort Questions

- 2. Estimate of available parking spaces for all visitors?
- 7. Bicycle racks exist?
- 10. Is water present?
- 11. Is seating available?
- 26. Existence of lighting?
- 27. Is shade available?

Safety Questions

- 6. Condition of the sidewalks? Needs additional?
- 12. Check the seating options that are in poor condition.
- 13. Condition of the playground equipment?
- 25. Condition of wooden walkways?
- 28. Is appropriate safety lighting available?

Maintenance Questions

- 1. What is the condition of the park's sign?
- 4. Condition of handicap parking space signage?
- 6. Condition of the sidewalks? Needs additional?
- 8. Condition of the restrooms?
- 12. Check the seating options that are in poor condition.
- 13. Condition of the playground equipment?
- 15. Condition of the sports fields?
- 17. Condition of the multipurpose courts?
- 18. Condition of the tennis courts?
- 19. Condition of the pickleball courts?
- 20. Condition of the soccer fields?
- 21. Condition of the skate park?
- 22. Condition of the petanque courts?
- 24. Condition of outdoor fitness equipment?
- 25. Condition of wooden walkways?

2. Overall Summary of Statements for Parks? (Good, acceptable, poor?)

- a. Strengths of our parks: Most rated a "Good" for safety? or 95% rated "acceptable" for access and comfort?
- b. Statements of improvement needs? 5% rated a 'poor' for ? More general statements?

3. Individual Park Reports:

- a. Cover page with title, central photo, amenities listed in text.
- b. Page 2: Summary with general ratings and assessor's comments.
- c. Page 3: Page of raw questions and data?
- d. Or just place all raw data in a file on Parks & Rec hard drive?

4. Authors of Reports:

- a. Chair creates cover page.
- b. Each assessor writes their own report using uniform structure.
- b. Chair writes general summary reports, members read reports for accuracy and add comments.