



**AGENDA
PARKS AND RECREATION ADVISORY COMMITTEE
REGULAR MEETING
OCTOBER 12, 2021
5:00 PM
CITY HALL COMMISSION CHAMBERS
204 ASH STREET
FERNANDINA BEACH, FL 32034**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PLEDGE OF ALLEGIANCE**
- 4. APPROVAL OF MINUTES**
 - 4.1 September 14th Regular Meeting Minutes
 - 4.2 September 24th Sub-Committee Meeting
- 5. PUBLIC COMMENT NOT ON THE AGENDA**
- 6. PICKLEBALL COURT USAGE**
 - 6.1 Staff Recommended Options
- 7. ASSESSMENT AND ACTION PLAN**
 - 7.1 Update on Citizen Survey
 - 7.2 Review of Introduction, Executive Summary, Section 01: Existing Conditions
- 8. STAFF REPORT**
 - 8.1 September Report
- 9. OTHER BUSINESS**
- 10. NOTICE OF COMMUNICATION**

11. 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).

The Parks and Recreation Advisory Committee of the City of Fernandina Beach Florida, met on Tuesday, September 14, 2021 at 5:00 pm. Present were Member Norris, Member Grant, Member Kegler, Chair Ross, Member Chapman, Member Bartelt
Absent: Vice-Chair Pugh

1. Call to Order: Faith Ross called the meeting to order at 5:00pm
2. Roll Call
3. Pledge of Allegiance
4. Approval of Minutes
Member Norris made a motion to accept the minutes with the following corrections, Pg. 3, third line Chair Ross will write the summary, not Member Bartelt; the sub-committee date is actually September 24; Pg. 3, first sentence grammatical error, reference should be referenced. Motion was seconded by Member Grant. Motion passed being all ayes.
5. Public Comment Not on the Agenda
Shelly Duncan, 93 Oak Grove Place, Fernandina Beach
6. Ybor Alvarez Athletic Complex Parking
Chair Ross informed the Committee that the City Commission approved a \$1 lease for the area next to the Crane Island Real Estate office for additional parking. AIYS will be responsible for any improvements.
7. Assessment and Action Plan
7.1 Update on Citizen Survey
Update on survey responses, we have received 1,159 survey responses. Chair Ross distributed the original survey and requested that at the Sub-Committee meeting the members should discuss which questions should be changed or what would you add for the next time? Scott stated that staff would have surveys separated, City and non-city, prior to the end of the month.

7.2 Approval of Cover Sheet
The Committee decided on a cover sheet for the assessment. A photo of Egans Creek Pavilion (option #7) was selected.

7.3 Approval of Parks & Facilities Assessment
There was a discussion about the assessment. There was a discussion about available parking at the Peck Center. Member Chapman request a revision to the last line of the Cemetery, humorous but insensitive. In the City Hall Pocket Park portion there is mention of a horse drawn industry, which no longer exist. On Main Beach Park there is no mention of mobimat and that ADA beach wheelchairs chairs are available. At North Beach, there is no beach access for persons in a wheelchair. Ross requested language to address concerns brought forth by Member Chapman. Vice-Chair Pugh, via email, stated that Central Park should say baseball fields, with an s. Member Kegler requested that Veterans Park be added in the Central Park section. Chair Ross questioned if Ilan

Circle was a park maintained by the Parks & Recreation Department. Chair Ross requested that the City consider adding a bike path to connect Clinch Dr. to 7th St. by way of the 8th Street West Pocket Park. Chair Ross, while not advocating for, suggested that this is a good location for a dog park. Member Bartelt suggested noting there is no irrigation on the west side of 8th Street, but there is irrigation on the east side. There was a discussion about turning this location into a dog park. Member Norris made a motion to approve the parks & facilities assessment materials except for City Hall Pocket Park, Main Beach Park, North Beach Park, Peck, Central Park, and Cemetery. Motion was seconded by Member Grant. Motion passed 5-1 (Nay, Kegler) Member Kegler requested that all corrections be done separately.

8. Discussion Items

8.1 Outline Planning Progress

Chair Ross presented an outline for the assessment and action plan.

8.2 Action Plan

Vice-Chair Pugh suggested, via email, in section 1.a.iii, to add usage numbers by residency for all parks. There was a discussion about geotracking and collecting usage data. Scott gave an update on the cost assessment. Chair Ross stated that one of the 2022 goals should be moving towards NPRA certification for the Parks & Recreation Department. Chair Ross inquired when the lease is up at Hickory Street Park and suggested that lease be negotiated to include restrooms during soccer only. Chair Ross stated that any objections to the action plan should be send to Scott. Member Bartelt expressed a concern about making decisions strictly based on citizen survey responses.

9. Staff Report

Scott stated that Tuesday at the City Commission Meeting that the fee schedule would be discussed. Scott stated that the assessment will be completed by the end of 2021 or early 2022. Member Bartel stated that at Beach Access 38, the sand has eroded and needs to be addressed. Member Chapman suggested cleaning the trashcans in the parks. Scott stated that a workorder has been submitted and it should be done a few times during the year. There was a discussion about the process to reserve the Peck Center for community meetings.

10. Other Business

Chair Ross presented a handout, introduction to existing conditions. Chair Ross suggested Scott create a visit your park day or a park awareness event.

11. Notice of Communication

Nothing

12. Adjournment

Meeting adjourned by Chair Ross at 6:55 pm

The Parks and Recreation Advisory Committee of the City of Fernandina Beach Florida, met on Tuesday, September 24, 2021 at 2:00 pm. Present were Member Grant, Member Bartelt, Chair Ross, Member Chapman

Absent: Vice-Chair Pugh, Member Norris, Member Kegler

1. Call to Order: Faith Ross called the meeting to order at 2:00pm
2. Roll Call
3. Pledge of Allegiance
4. Citizen Survey Results

4.1 Survey Results Data Display Preference

Chair Ross gave a background of how the questions for the survey were decided. Chair Ross proposed the following: remove no name/no address responses (Member Chapman does not agree with this), combine same household address responses. Remove the names & address for the appendix (to protect their information from being public). Small sample sizes would be excluded from the results. There was a discussion about how to display the results, bar graph, line graph, etc. All suggested changes should be sent to Scott Mikelson.

4.2 Survey Question Changes

There was a discussion about future surveys and making questions clear and understandable for accurate and concise responses.

4.3 Recommended Action Plan Additions

There was a discussion about the updated 2021 Action Plan (based on Committee suggestions). There were additional suggestions from Committee members presented. Member Chapman suggested removing geofencing. Chair Ross requested a plan for the pickleball courts as it relates to non-resident and resident use of the courts.

Other Business:

Member Bartelt noted that overflow parking for soccer has been established, however it is not rain resistant. Member Grant presented her suggestions; need two senior outdoor areas for relaxing/playing games and intimate seating. Trees or pavilions promoted as a place to play checkers or chess. Would like to have a meeting at the Peck Center to hear ideas from local residents about how to utilize the field and center. Would like for the City to provide designated City or senior parking. Would like to add a quarterly Parks & Recreation newsletter. Also, would like to see the construction of an outdoor, circular walking track. Member Chapman suggest more day trips for seniors, provided by Parks & Recreation. Also suggested more programs for high school kids, to get them involved. Chair Ross stated that any other suggestions should be forwarded to Scott Mikelson.

Member Chapman stated that he is disappointed that P&R Staff was not quarantined when Scott tested positive for COVID-19, finds that to be irresponsible on the part of the City.

DRAFT

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5. Adjournment
Meeting adjourned by Chair Ross at 3:28pm

A scenic view of a park. In the foreground, a paved path leads towards a gazebo. To the left of the path is a large palm tree and a bench. To the right is a wooden fence and a body of water. The sky is blue with some clouds.

PARKS & RECREATION

Assessment and Action Plan
2021

Acknowledgments

City of Fernandina Beach

Dale Martin, City Manager

Scott Mikelson, Parks and Recreation

Mary Hamburg, Digital Communications Specialist

City of Fernandina Beach Commission

Michael Lednovich, Mayor

Len Kreger, Vice Mayor

Bradley Bean, Commissioner

Chip Ross, Commissioner

David Sturges, Commissioner

COFB Parks and Recreation Advisory Committee

Cheryl Grant

Eric Bartelt

Faith Ross

Jean Pugh

Michael Kegler

Philip Chapman

William Norris

Citizens of Fernandina Beach

In great appreciation to those who dutifully filled out the surveys, contributed their time, suggestions, their comments, and offered their support.

Amelia Island Convention & Visitors Bureau

Gil Langley, CEO

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Introduction

The 2015 Parks and Recreation Master Plan addressed the Parks and Recreation and Open Space Element in six sections: (1) an overview of existing conditions, (2) the existing parks and recreation system, (3) a needs and priorities assessment, (4) the long-range Parks and Recreation vision, (5) implementation of the plan, (6) and the Comprehensive Plan goals, objectives and policies as they relate to the Recreation and Open Space Element. The following plan attempts to update these elements to further meet the recreation and open space needs of our community.

Executive Summary

Overview of Existing Conditions

Included in the following assessment and plan are more current statements of existing conditions in the City of Fernandina Beach as they relate to recreation and open space. Historical information in the 2015 Master Plan has been updated to include how the city's parkland was historically created and how its historic platting continues to impact the city's ability or inability to provide parkland for recreation in the future. Major industries were also updated to reflect current conditions, and how tourism and



the growth of Nassau County has affected the usage of recreational offerings within the community over the last five years. Population growth estimates changed, visitor and non-city populations impacting Parks and Recreation offerings were identified, the seasonal population was included as required by state statute, and the updated demographic economic and age profiles for Fernandina Beach from the recent 2020

U.S. Census have been included. All of these elements will likely impact the future services and offerings of the Parks and Recreation department in the next five to ten years.

The Existing Parks and Recreation System

An assessment of the city's parks and facilities was conducted by members of the Parks and Recreation Advisory Committee utilizing online forms which assessed parks and recreation facilities for the key elements of access, comfort, and ADA compliance, as suggested by the National Recreation and Parks Association. The assessment form also included questions concerning maintenance and safety. A photo inventory of park amenities and facilities was also created to document future changes in the city's parks and recreation system and provide documentation for insurance purposes. A current listing of the programs of the Parks and Recreation department has also been included.

Existing Park Amenities Assessment

The following assessment is dedicated to the documentation of existing conditions of park amenities within the city limits of Fernandina Beach. It has been compiled utilizing recommendations from the National Recreation and Parks Association, the American Disabilities Act, and Florida statutes.

Park Name *

Short answer text

Needs and Priorities Assessment

Utilizing the citizen survey questions of the 2015 Parks and Recreation Master Plan and its additional focus questions, an updated online survey was conducted to encourage the community to participate in a needs and priority assessment. In 2021 over one thousand responses were received from the community. Outreach included the use of websites, social media, a video, business cards, utility bill inserts, signage, and readily available paper surveys.

In order of importance, most survey respondents relayed that they utilized the beaches, the waterfront, and the Greenway for their recreation. In order of importance, they enjoyed their easy access to facilities, parklands, and facilities, nature, affordability, and cleanliness and the well-maintained condition of their parks and facilities. They emphatically disliked the trash and litter left behind by others, and no segment of the respondents (over 15%) requested additional parks or facilities.



COFB Parks and Recreation Survey

Thank you for taking time to complete this survey. Your responses will assist the City of Fernandina Beach in developing an Assessment and Action Plan for the Parks and Recreation Department. The City's recreation facilities, parks, and activities are listed below with specific questions seeking your input as a City resident.

Some city pickleball players requested more prime court time, and some found that their access to pool facilities was limited by work schedules or competing aquatic classes. Some residents expressed a concern that it was becoming increasingly more difficult to park at their chosen location of recreation (%).

The Long-Range Parks and Recreation Vision

From the citizen survey, the city's 2020 U.S. Census demographic profile, a brief duplication of services assessment, and an assessment of a future need for the department to develop fiscal policies that would benefit it, certain themes continued to converge. Citizens enjoyed their easy access to the natural environment of their park system, the beaches, the waterfront, trails, and nature. The purchase of additional equipment, new buildings or facilities requires larger amounts of capital and funding for continued maintenance which also competes with private entities. To further satisfy the expressed needs of the community, the department should likely be encouraged to pursue programs that promote further enjoyment of nature and the outdoors which are also less costly to construct and maintain. Further promotion of more outdoor sports teams by demographic profile would encourage more social cohesion in the more transient population, and the provision of more aquatic and court space, solely for city residents, may be warranted if usage numbers reflect a need. In utilizing the city's newly acquired conservation lands, new opportunities for low cost, passive recreation may meet city residents continued demands for trails and views of nature. To fund Parks and Recreation improvements, an increased desire for additional fees may be utilized along with moving toward a For-Profit, digital, educational, historical or nature-based tour system of the city's parklands which targets the tourist population. Seeking other For-profit streams of revenue could also substantially assist with budgetary shortfalls to maintain affordability for residents living at the poverty level.

Implementation of the Plan

Many of the strategies recommended in the Action Plan were focused on generating funds for the existing parks and recreation system and promoting efficiency. Strategies included gaining grant funding through the National Recreation and Parks Association. The organization also assists with master planning, goal setting, and planning for efficiency while providing quality programming. Strategies for monitoring the usage of visitors and non-resident populations were suggested to provide fee pricing platforms and evidence of need to the Amelia Island Conference Center & Visitors Bureau for future funding. A fee for service recommendation was also offered.

Section 1: Overview of Existing Conditions

Updated Historical Changes

History Affecting Recreation Planning:

The Old Town of Fernandina Beach, a historically significant site, was officially established and platted by the Spanish in 1811. Subsequently occupied and reoccupied by three Old-World European countries, its historical plat remains an integral part of Old Town's planning culture with recreation centered on a historically platted San Carlos Plaza and Bosque Bello Cemetery. In 1857, with the southward expansion of the city necessitated by the construction of a rail line to Cedar Key, the city's bustling waterfront and small residential lot sizes were drawn out by the Florida Railroad with little regard for recreational needs. Historic Fernandina Beach remains largely defined by its historic platting of 1811 and 1857. However, outside of the city's historically platted areas, it has adopted larger lot sizes for housing, included subdivisions, and has set aside areas for commercial and industrial development and recreation. However, with large sections of the city lacking platted recreation land due to historical platting from the 1800's, the city continues to face challenges in the future in meeting an accessibility standard of providing a park within ½ mile of every residence.

Changes in Open Space and Conservation Land:

In an attempt to save environmentally sensitive lands and the need to substantially decrease flood insurance rates, the city has made considerable progress in purchasing land and rezoning residential land to conservation. With almost all of the recreation zoned land in the city dedicated to active use, these lands offer opportunities for passive recreation in the future. Additional open space has also been created to promote resiliency with the enactment of ordinances requiring areas to be set aside for stormwater management. An increased pervious surface requirement for residential and commercial development has also created additional open space through the adoption of recent Land Development Code amendments.

Years 2019-2021 Conservation Land Acquired

Date	Source	Parcel #	Location	Acres
11/12/2019	Dodd	00-00-31-1616-0003-0000	526 Citrona Drive	3.33
11/12/2019	Episcopal Church	00-00-31-1800-0217-0010	N 11th Street	5.92
11/12/2019	Floyd Garrett	00-00-31-1800-0217-0060	N 12th Street	1.58
11/9/2020	JR Holdings of North Florida	00-00-31-1540-0017-0010	1060 Jean Lafitte Avenue	2.47
11/9/2020	JR Holdings of North Florida	00-00-31-1540-0018-0030	1st Avenue	0.52
1/15/2021	Pheasant Run LLC	29-3N-28-0000-002-0020	South Pheasant Lane	5.35
8/6/2021	Surf Home Builders	00-00-31-1651-0116-0000	Lot 116, Ketch Court	0.14

Source: COFB Finance Department, Land Conservation Trust Fund

Other city-owned properties presently utilized for recreation, or those with the potential for recreational uses, were rezoned from Government or Residential use to Recreation zoning.

Year 2020 City-Owned Lands Rezoned to Recreation

Parcel Number	Location	Acres
11-2N-28-0000-0005-0060	Canopy Drive	6.82
11-2N-28-0000-0005-0070	1531 Canopy Drive	2.83
11-3N-29-0000-0005-0000	215.5 Lighthouse Circle	2.38
00-00-31-1800-0302-0000	1129 S 8th Street	1.34
00-00-31-1800-0180-0040	1198 8th Street	0.15

Source: COFB City Clerk's Office, Nassau County Property Appraiser

Changes in Economic Development:

The 2015 Master Plan historically attributed the major economic development of the City of Fernandina Beach to the Port of Fernandina. Today, according to the Nassau County Economic Development Board (NCEDB), many industries in the city far surpass the employment numbers of the Port of Fernandina.

According to the Nassau County Economic Development Board, major employers on Amelia Island include WestRock, Rayonier Advanced Materials, Baptist Medical Center, senior living and care centers, the Omni Plantation, the Ritz Carlton, and various local, governmental agencies. The NCEDB is further attempting to diversify the area's economy in the future with higher paying jobs in the technology sector. (NCEDB: <https://www.nassauflorida.com/business-resources/major-employers/>)

Major Employers

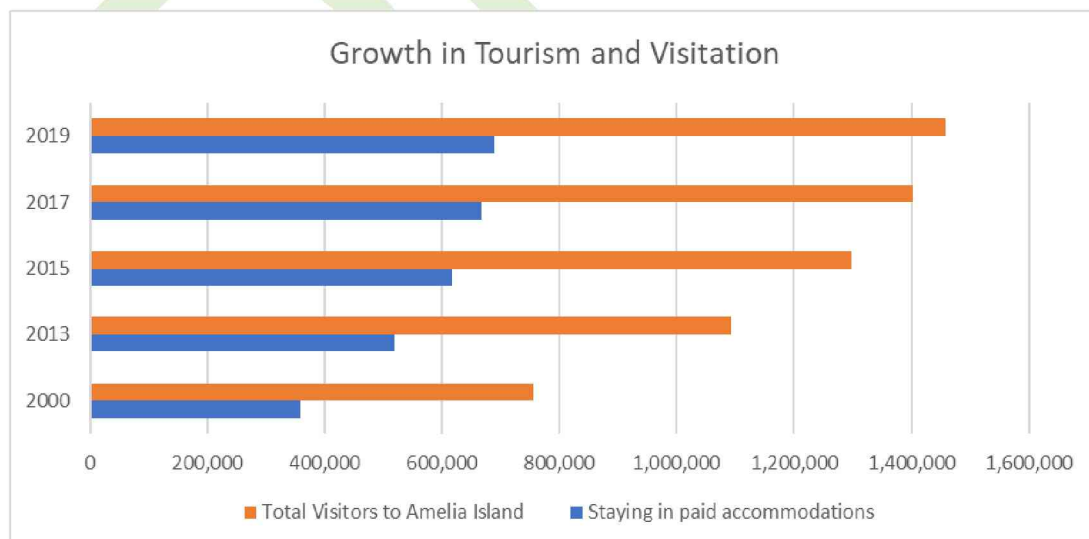
Manufacturing	
Westrock	586
Rayonier Advanced Materials	305
Healthcare	
Baptist Medical Center Nassau	450
Care Centers of Nassau	149
Osprey Village Independent Living Retirement	120
Community and Memory Care	
Hospitality	
The Omni Amelia Island Plantation	675
The Ritz-Carlton, Amelia Island	545
Public Sector	
Nassau County School District	1,596
Nassau County Government	435
Federal Aviation Administration	550
Agriculture	
Rayonier	164

Changes in Tourism and Expendable Income:

Despite all of the city's major economic drivers, tourism and rising household income levels in the city have likely been the most instrumental in changing the nature and number of recreational opportunities privately offered within the City of Fernandina Beach in the past five years. Paddle boarding, fishing charters, kayaking adventures, multiple types of yoga classes, fitness classes, surfing lessons, and tours are among a few of the offerings to have arrived with the rise of tourism and more expendable income (Appendix A).

Amelia Island Growth in Tourism

Year	2000	2013	2015	2017	2019
Staying in paid accommodations	359,121	519,400	618,200	666,300	688,700
Total Visitors to Amelia Island	755,400	1,092,500	1,297,900	1,402,900	1,458,100



Source: 2019 Amelia Island Tourism Development Council - Value of Tourism Report

Growth in City Household Income

	2010	2015	2019	April 1, 2020 Census
Median Household Income	45,954	52,448	63,942	63,942
(2019 Dollars)	49,568	56,573	63,942	63,942
Mean Household Income	69,100	71,415	94,644	
(2019 Dollars)	74,534	77,031	94,644	

Source: Census.gov, American Community Survey, and Census.gov, 2020 Census

With the recent construction and expansion of the Nassau Council on Aging on Island Walk Drive, more recreational options have also been given to the city's older, less active population. Nassau County's investment in this facility negated a city need for the construction of a Senior Center as proposed in the 2015 Parks and Recreation Master Plan.

The 2015 plan also advocated greater visitation to Main Beach Park with an Avenue of Flags. This need was met by tourism and expendable income with the addition of a larger hotel and an additional popular eatery. The scarcity of parking at this site provides further evidence of its increased usage and popularity.

Changes in revenue:

Another historic change to note concerning revenue sources dedicated to recreation is the community's desire to increase funding for Parks and Recreation amenities. The 2015 Parks and Recreation Master Plan recommended an increase in the city's Parks and Recreation Impact Fee. In January of 2019 the City Commission of Fernandina Beach followed the 2015 recommendation. The Commission increased the city Parks and Recreation Impact Fees by 58%, allowing growth to further absorb the cost of new recreational amenities (Appendix B).

Changes in population estimates and growth projections:

In 2015, the Master Plan's residential population projections for Fernandina Beach were obtained from the University of Florida's Bureau of Economic and Business Research (BEBR). The city's anticipated population was estimated to be 13,337 in 2020. The recent April 1, 2020 U. S. Census Bureau reports the population of Fernandina Beach as 13,052, adding 1,565 people to its population since its last census count of 11,487 in 2010. The University of Florida (BEBR) anticipates the city's largest amount of future permanent population growth to occur between 2020 and 2030.

February 4, 2020 City of Fernandina Beach Small Area Population Estimates and Projections

Year	2018	2020	2025	2030	2040	2045
Population Estimates	12,761	13,523	14,357	15,480	15,658	15,816
Estimated Population						
Added Per Year		752	834	1,123	178	158

Source: University of Florida Bureau of Economic and Business Research

Changes in Seasonal Population Estimates and Projections:

Florida Statute 163.3177 (1) Required and optional elements of comprehensive plan; studies and surveys

"3. The comprehensive plan shall be based upon permanent and seasonal population estimates and projections, which shall either be those published by the Office of Economic and Demographic Research or generated by the local government based upon a professionally acceptable methodology . . ."

Florida Statute 163.3164 (42) defines "seasonal population".

"Seasonal population" means part-time inhabitants who use, or may be expected to use, public facilities or services, but are not residents and includes tourists, migrant farmworkers, and other short-term and long-term visitors.

The city's previous 2015 Parks and Recreation Master Plan's seasonal population numbers were obtained from a Nassau County Growth Management Department affordable housing study. For the purpose of planning for recreation and open space for seasonal populations, the updated, extensive volume of tourism data collected by the Amelia Island Conference Center and Visitors Bureau (AICCVB) was utilized (Appendix C). The Amelia Island Conference Center and Visitors Bureau estimates that the seasonal population almost doubles the city's population, between 8,951 and 10,506 nightly visitors, during the city's summer season. Estimates of future growth of the industry on Amelia Island and in the City of Fernandina Beach are dependent upon many factors. However, due to the island's finite land mass, making future predictions of the city's seasonal lodging population will likely become easier to predict in the near future.

Historical Growth Trend of Amelia Island Tourism

Year	Number of Visitors	Percent Change
FY 2011	432,100	-
FY 2012	459,600	+6.4
FY 2013	504,300	+9.7
FY 2014	566,600	+12.4
FY 2015	608,700	+7.4
FY 2016	639,400	+5.0
FY 2017	652,100	+2.0
FY 2018	684,800	+5.0
FY 2019	692,100	+1.1
FY 2020	566,300	-18.2
YFYTD 2021 (Sep.-Aug.)	608,800	+7.5

"From FY 2011 to FY 2019, commercial lodging visitation to the destination (Amelia Island) grew by +60.2% or an average of +7.5% per year." *Source: Research Data Services, Inc., Tampa, FL*

Changes in Park and Facility Usage:

The Amelia Island Conference Center and Visitors Bureau (AICCVB) also identifies population sectors which may tend to utilize parks and recreation facilities beyond hotel visitations. Verified through the services of an outside company, an estimated 1.3 million daytrips to Amelia Island were also recorded over the past 12 months (July 2020 to July 2021). Of this day-time, non-resident population, one segment frequently utilizes the city's recreation services. Non-residents from the nearby unincorporated portions of Nassau County who lack recreation services and facilities find city recreation services amenable (historical usage data, (Appendix D).

Unless the unincorporated areas of Nassau County construct their own recreation facilities and services, pressure from the unincorporated sections of Nassau County to utilize the city's recreation lands and services will likely increase as the population of Nassau County continues to grow. *At the projected rapid growth rate of 6,000 to 9,000 residents every 5 years, at a minimum, Nassau County will add a population the size of Fernandina Beach to its population every 10 years.* See the table below.

Increases in Nassau County Population Growth Projections

	2020 Census	2025	2030	2035	2040	2045
Nassau County	90,352	99,151	107,454	114,621	121,087	126,888
Population Increase		8,799	8,303	7,167	6,466	5,801
% Increase		9.74%	8.37%	6.67%	5.64%	4.79%

Source: State of Florida Office of Economic and Demographic Research

Though the City of Fernandina Beach maintains free public access to its parklands and minimal fees for facility usage, it is important to note, in general, the city's nearby, non-city residents are financially equipped to pay for city and county recreational amenities. *The 2020 Census data maintains that half of the population of Nassau County has a household income of more than \$69,943 per year with 9 % of its population living at the Poverty Level. In contrast, half of the households of Fernandina Beach subsist on less than \$63,942 per year per household with 12.5% living at the Poverty Level.* Despite a larger number of non-city households possessing higher median household incomes, nearby unincorporated Nassau County residents continue to utilize the recreation facilities and services of Fernandina Beach rather than fund their own services.

Comparison of Median Household Incomes

	2010	2015	2019
Nassau County	\$60,729	\$54,116	\$69,943
City of Fernandina Beach	\$45,954	\$52,448	\$63,942

Source: Census.gov, reported in 2019 Dollars

"The median household income divides the income distribution into two equal parts: one-half of the cases falling below the median income and one-half above the median." Source: Census.gov

Changes in mobility:

Recent demographic information from the most recent 2020 U. S. Census suggests that the City of Fernandina Beach has experienced a significant turnover in population between 2015 and 2020. Data suggests that this turnover rate may continue in the future within the city's population (Appendix E).

Due to the nature of the city's burgeoning, transient, seasonal population, and the recent findings of the city's 2020 Census information (34.4% of the city's population being identified as age 65 and over), community cohesion will likely become more difficult to maintain. Residential properties will likely continue to turn over due to the age of the population or due to the demand for seasonal use. Parks and Recreation's role in encouraging social cohesion has been assistive in the past, however it will likely become more critical in the future if the city is to maintain a core sense of community, or that "small town feel", for which it is noted.

ADD single-family sales information for 2015 through June 2021 from the Property Appraiser's Office (Presently in Progress).

Demographics

Much has changed in the city's demographic profile since the adoption of the 2015 Parks and Recreation Master Plan. Fernandina's population segments which changed the most are the age group of 65 and older and the size of the city's African American population. From 2010 to 2020, the city's 65+ age group grew 72%. Over ten years it grew from 20% of the population to 34.4%. This age group's participation in the 2021 Parks and Recreation Citizen Survey was **???? of the survey's total responses**. However, over the last ten years a 34% decline has occurred in the city's African American population. And despite the continued increases in the city's Median Household Income, 12.5% of the city's residents are presently reported as living below the Poverty Level.

Demographic Profile of the City of Fernandina Beach

	Year 2000 *	Year 2010 *	Year 2019-2020
Social Characteristics			
Average Household Size, persons	2.28	2.3	2.14
Median Age (years)	43	43.1	56.9
Male %	47.7	48.9	48.6
Female %	52.3	51.1	51.4
Under 5 years old %	5	6	3.4
Total under 18 years %	-	-	11.8
18 to 65 years %	-	-	53.8
65 years and over %	12	20	34.4
High School Degree %	87.1	89.8	93.8
Bachelor's Degree or higher %	32.4	32.2	40.7
Civilian Veterans %	19.8	15.7	10.8
Speaks a language other than English at home %	6	11	8.5
Race			
White %	81.5	77.3	84.3
African American %	16.2	15.9	10.5
Other %	2.3	6.8	5.2
Economic Characteristics			
Per Capita Income **	24,517	30,236	43,693
Median Household Income **	40,893	53,945	63,942
Individuals below Poverty Level %	10.2	13.2	12.5
Housing Characteristics			
Median Value of Single Family Homes	134,500	308,000	333,900
Mean Travel Time to Work (in minutes)	22.6	23.9	24.2

*2015 Parks and Recreation Master Plan

** Adjusted to 2019 dollars

Sources: 2020 U. S Census, DATA USA (<https://datausa.io/profile/geo/fernandina-beach-fl/>)

A Dramatic Shift

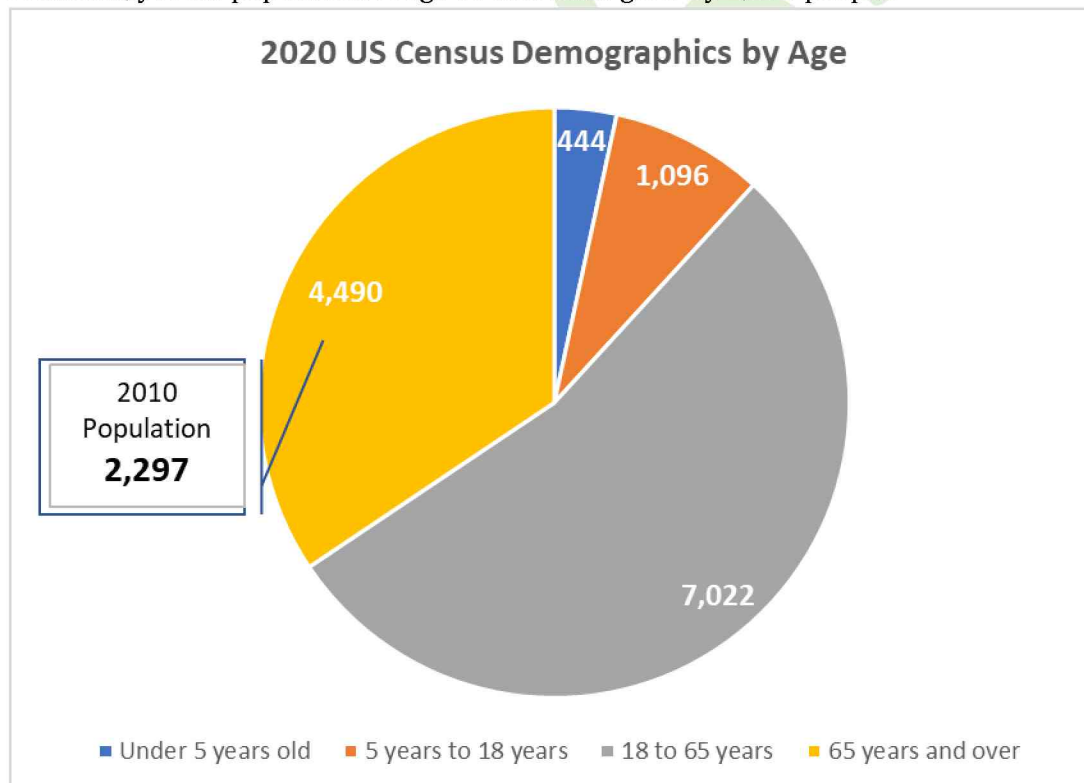
Due to a dramatic shift in the demographic profile of the city's residents toward an older population, the department will likely need to reevaluate its future recreational services and programming to meet the needs of an aging population. Finding recreational programming to promote social cohesion within this older community, due to an anticipated regular turnover of housing due to age and seasonal population changes, will likely require more outreach to neighborhoods, community organizations, and church groups.

It is important to note that the total population of Fernandina Beach only grew by 1,156 residents from 2010 to 2020. However, between 2010 and 2020, the population of individuals 65 and older grew by 2,193. The population of 65 and older was 2,297 in Year 2020. The 2020 Census now records 4,490 residents age 65 and older residing in the City of Fernandina Beach. More collaboration with the Council on Aging will likely need to occur in offering future services and programs for this newly arrived, growing segment of the city's population.

2020 U.S. Census: Demographics by Age

Age Group	Number	%
Under 5 years old	444	3.4
5 years to 18 years	1,096	8.4
18 to 65 years	7,022	53.8
65 years and over	4,490	34.4

U. S. Census Data: From Year 2010 to 2020 the city's total resident population grew by 1,156 residents, yet the population of age 65 and older grew by 2,193 people.



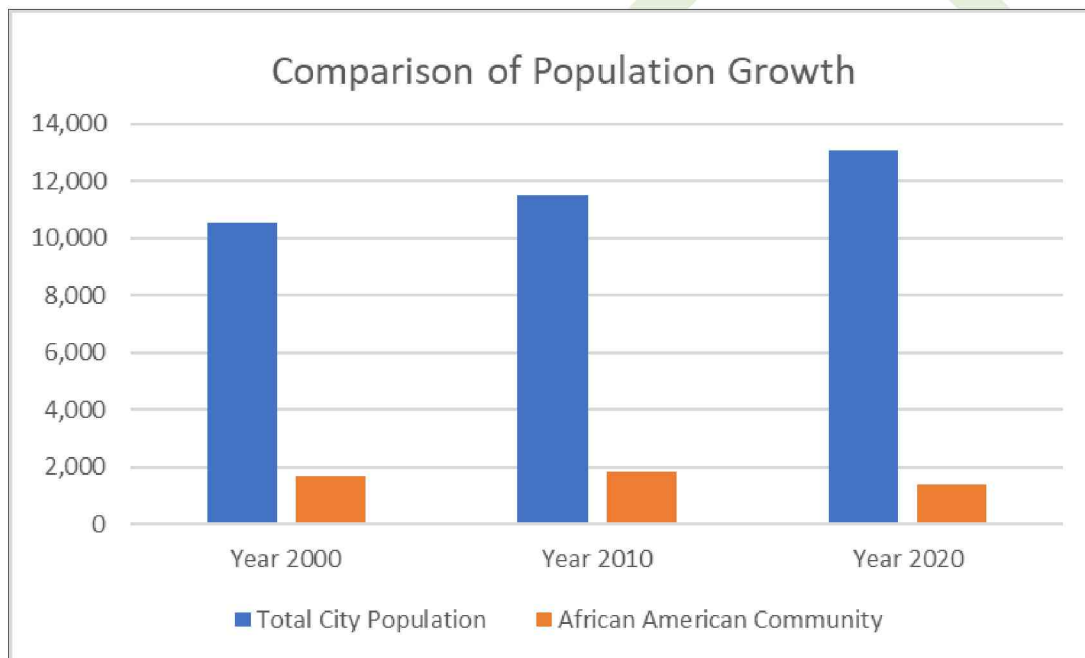
Another Significant Shift in Demographics

Year 2020 census data confirms a significant loss of the city's African American population. A 15.9% population in Year 2010 diminished to 10.5% of the city's total population. With a significant loss within the African American community, an attempt was made to locate data on the age profiles within this community. No data could be reasonably found or compiled on age profiles within the city limits. Without this data, recreational programming to meet the needs of the community in the future will likely need to include a more systematic, informal outreach on the part of the department to promote inclusion.

Year	Total City Population	African American Community	Gain or Loss
2000	10,549	1,709*	-
2010	11,487	1,826*	117
2020	13,052	1,370	-456

**2015 Parks and Recreation Master Plan*

Sources: 2020 U. S Census, Census.gov, DATA USA (<https://datausa.io/profile/geo/fernandina-beach-fl/>)



PARKS & RECREATION

(September, 2021; Scott Mikelson)

Atlantic Recreation Center Activities

- 51 Atlantic Fitness Memberships. 89% City Residents.
- 49 Pool Memberships. 75% City Residents.
- 52 Water Aerobic Membership. 66% City Residents.
- 18 Pool/Fitness Memberships. 98% City residents.
- 1,308 Individual uses of the Atlantic Fitness Center.
- 1,384 Individual uses of the Atlantic Pool.
- 984 Individual uses of Water Aerobics at Atlantic Pool.

Number of Facility Reservations in addition to our regularly scheduled courses, sponsored events and after school programs

- 3 Inside Rentals
- 15 Pavilion Rentals

Bosque Bello Cemetery

- 12 Burial Permits issued
- 2 Monument Permits issued
- 26 Bosque Bello Cemetery lots sold
- 29 Deeds were processed
- 861 Full lots available for purchase

Atlantic Recreation Youth Program

- Our preschool program has 14 children
- Our after-school program has 94 children
- Our 6 ft fence was installed around the playground

Special Event Permits

- 2 permits were issued.

MLK After School Tutoring Program

- Our program has 14 children in the program. All participants are city residents.

Peck Gym Use

- Individual weight room uses: 163 City, 7 Non-City
- Open Adult Volleyball: 2 City, 14 Non-City
- St. Michael Academy basketball teams: 188 players

MLK Recreation Center

- 65 Individual uses of MLK. Jr. Pool 70% City Residents.
- 183 Individual uses of Water Aerobics at MLK Jr. Pool 63% City Residents.

Vandalism

- Vulgar language and pictures were written/drawn on picnic tables in the playground at Head Start at the Peck Center.

Adult Sports

- Fall Adult Co-ed Softball League: 7 teams, 111 players

On the Horizon

- Cost Analysis was approved by City Commission (10/05/2021)
- Columbarium Discussion
- Review 2015 Master Plan
- Maintenance (Safety Issues)
- Action and Assessment Plan
- Five-year capital improvement