

# Anderson Snow District Park Master Plan

## Task 2: Needs Assessment Report and Public Involvement

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## Introduction

Hernando County has an expansive multi-use park system that includes over 20 developed parks on 876.5 acres. These parks provide Hernando County residents with land dedicated to both passive and active recreational activities, ranging from simply enjoying the outdoors to swimming, boating, and engaging in team sports.

Anderson Snow District Park is one of Hernando County's premier sports and recreational complexes. Located just east of Spring Hill, FL, in the south-central part of Hernando County, Anderson Snow is home to baseball/softball and soccer fields, a playground and open play areas, bicycle trails, pavilions, restrooms, and picnic shelters. It also contains the infrastructure necessary to support team sports, including a concessions booth, press box, and clubhouse. These facilities serve baseball, softball, and soccer leagues that have over 3,650 players every year. In addition, Anderson Snow host numerous community events throughout the year that can serve over 10,000 residents.

To maximize Anderson Snow Park's potential the Hernando County Planning Department has partnered with Florida State University's Department of Urban & Regional Planning and the Mark & Marianne Barnebey Planning and Development Lab (the "FSU Research Team") to develop a park master plan to guide the improvement and potential expansion of Anderson Snow Park. The purpose of the plan is to optimize the park's assets; to strategically plan future park upgrades and expansion; to optimize the sports experience; to provide opportunities for public/private partnerships; and to prepare a long-term plan and vision that meets the needs of County residents, contributes to County tourism objectives, and has a positive impact upon the local economy.

The master planning process is comprised of three major phases: 1) an assessment of the park's current conditions, 2) a community-driven assessment of the park's needs and creation of a future vision, and 3) the development of the Anderson Snow Park Master Plan. This report summarizes the findings of the second phase of the master planning process by providing a comprehensive assessment of Anderson Snow Park's needs including the park's existing deficiencies, the economic development needs, and the needs the master plan will attempt to address. The needs assessment outlined in this report will provide a foundation for the ongoing master planning process that will be completed during the third phase of the planning process.

The Needs Assessment Report is organized into three major sections. First, the report outlines an overview of the park's physical features and characteristics; the second section outlines the public engagement methodology the Barnebey Lab employed to conduct the needs assessment; the third section provides a comprehensive needs assessment of the needs identified through the stakeholder engagement process that the FSU Research Team will incorporate in the master plan. Finally, the fourth section provides preliminary conclusions by outlining how the needs assessment will inform the master planning process, what the next steps in the process are, and how the community can be engaged.

## Summary of Anderson Snow Park's Existing Conditions

Anderson Snow Park is located at 1360 Anderson Snow Road just east of Spring Hill, Florida. Anderson Snow Park's existing sport facilities are located on a 49.9-acre rectangular parcel adjacent to Anderson Snow Road. Anderson Snow Park's existing facilities can be categorized into five main categories:

- Sports and Recreations Facilities – including baseball, softball, and soccer fields; and
- Structures – including clubhouses, concessions, restrooms, and maintenance buildings
- Access – including the entryway, parking, bike and pedestrian access, and transit access
- Supporting Infrastructure including lighting and stormwater
- Underutilized land

Deliverable 1: Park Conditions Report provided a comprehensive assessment of the park's current conditions including its sport facilities, additional amenities, supporting infrastructure, accessibility, and growth potential. To set the stage for the Needs Assessment, this section will summarize the Park Conditions Report's evaluation of Anderson Snow Park's existing facilities.

### ***Sports and Recreational Facilities***

#### ***Baseball/Softball Fields***

Anderson Snow Park has eight baseball/softball fields of varying sizes. Fields 1 through 4 are a quad of fields on the south end of the park. These four fields are oriented around a flagpole in the center of the quad interconnected by sidewalks running between each field. Ranging in size from approximately 200 to 300 feet from home plate to the foul pole, fields 1-4 include the largest fields in the park. Each field is complete with two dugouts, two small sets of bleachers, and a press box located behind home plate.

Fields 5 and 6 are located near the park's entrance in between the pavilion and the maintenance buildings. Primarily used for tee-ball and younger players, these are the smallest fields in Anderson Snow, ranging from approximately 115 to 125 feet from home plate to the foul pole. Unlike the park's other fields, fields 5 and 6 are not well lit. This was a major concern raised by baseball and softball stakeholders as it limited how much those fields could be used.

Approximately 200 feet in length, fields 7 and 8 are roughly the same size as fields 2 and 3, a standard little league size. Just like all the fields at Anderson Snow, fields 7 and 8 have two dugouts, two small sets of bleachers, and a press box located behind home plate. These fields are well-lit and well-maintained. The fields are also supported by concession buildings, shaded picnic tables located between each field and a batting cage.

## ***Soccer Fields***

Anderson Snow Park is designed to support six full-sized soccer fields. These well-lit fields are lined by trees to provide a natural barrier between each field. They are also sloped and crowned to allow water to drain off the field. To accommodate the needs of a wide range age-groups and practice needs, the fields can be lined in different field configurations. For example, at the time of this study, the fields were lined to include two full-sized fields, four smaller half-sized fields for younger age-groups, and two full-size practice fields.

Despite being overused at times, the fields are kept in excellent condition by the park's maintenance staff. As will be discussed in the next section, the soccer fields are supported by a club house and pavilion on the south end of the fields.

## ***Recreational Facilities***

***Playground:*** To provide an additional community amenity, Anderson Snow Park has an approximately 11,000 sq. ft. playground. Numerous Open House participants and survey respondents indicated that the playground needed an upgrade. The sand surface and the lack of play features were identified as being particularly problematic. This sand surface is difficult for children with disabilities to use the playground. In this way, upgrading the playground was one of the key needs identified by the public. However, Hernando County's Parks and Recreation Department has already begun the process of upgrading the playground to address these issues. While the details of the new playground are still being finalized, it will be a significant upgrade and will be ADA accessible.

***Pavilions:*** Providing much needed shelter from the sun and the rain, Anderson Snow also has a series pavilions scattered throughout the park. The two largest pavilions are located near the main entrance and next to the soccer clubhouse. Each of these pavilions has several picnic tables. Single picnic table pavilions are also located between all the baseball fields.

## ***Structures***

Anderson Snow Park's sports fields are supported by seven structures that serve necessary functions to keep the park running smoothly. These structures include concession buildings, bathrooms, pavilions, and maintenance buildings.

From conversations with Hernando County Parks and Recreation staff and sports league stakeholders, the buildings were generally considered to be in fairly good condition. However, the layout of the structures was problematic. For example, the concession stand is not well lit and faces away from the baseball field. Stakeholders at the open house confirmed that many people do not feel comfortable going to the concession stand during night games, so they are forced to use press box as a concession stand instead.

## ***Access***

Anderson Snow Park is primarily accessible by vehicle through a main entrance on Anderson Snow Road. However, the park has four additional points of entry:

- The two parking lots immediately north and south of the main entrance have driveways accessing Anderson Snow Road.
- A service road on the northern edge of the property accesses Anderson Snow Road.
- The park is also accessible by bike via the Suncoast Trail at the southeast corner of the property.

The following highlights key features of Anderson Snow Park's accessibility including its entrance, parking, and bicycle and pedestrian access.

### ***Entryway***

Anderson Snow Park has one primary entryway that provides access to all the park's facilities. The entryway has a gate and an entrance sign, but several stakeholders suggested that the current entryway does not provide a grand entrance to the park as the entry drive is intermittently lined by an unattractive chain link fence and leads directly west to the maintenance building instead of to a central focal point.

### ***Parking***

Anderson Snow currently has approximately 654 parking spaces, 19 of which are handicapped parking spaces. The paved parking lots are located on the west side of the park adjacent to Anderson Snow Road.

The parking lot is divided into two primary sections. The north lot, which provides easy access to the soccer fields, has 412 parking spaces. The south lot's 242 parking spaces provide easy access to the baseball fields. In addition to the main entrance, each section of the parking lot is accessible directly from Anderson Snow Road through secondary entry ways. For major community events, such as the fourth of July, the 43-acre parcel on the east side of the park is also used as an overflow parking lot.

### ***Bicycle and Pedestrian Access:***

The Suncoast Trail is a 42-mile paved multi-use trail that runs north-to south along the Suncoast highway adjacent to Anderson Snow Park. The park currently has a trailhead and connector trail that provides direct access from the Suncoast Trail to Anderson Snow Park.

However, stakeholder feedback indicated that while many people do access the Suncoast Trail from Anderson Snow Park trailhead, very few travel to Anderson Snow via the Suncoast Trail.

Anderson Snow Park is not supported by a wider bicycle and pedestrian network, so most park users access the park by personal vehicle. Most notably, Anderson Snow Road does not have a sidewalk or bike lane making it difficult and unsafe to walk or bike to Anderson Snow Park.

### ***Transit Access***

Anderson Snow Park is not currently served by Hernando County's transit system. Hernando County Transit's The Bus has four routes that primarily serve the Spring Hill area between US Hwy 19 and US Hwy 41. The Green Route is the closest route to Anderson Park, as it brings residents to the intersection of Spring Hill Drive and Anderson Snow Road about 1.4 miles from Anderson Snow Park. However, since there is no bicycle lane or sidewalk on Anderson Snow Road, accessing Anderson Snow Park from The Green Route is very difficult.

### ***Lighting***

The majority of Anderson Snow Park is well lit. All six soccer fields and five of the baseball/softball fields have stadium lighting. However, fields 5 and 6 and the area around the concession stand do not have lights and can become dark at night. Stakeholders at the open house confirmed that many people do not feel comfortable going to the concession stand during night games, so they are forced to use press box as a concession stand instead.

### ***Storm Water***

Anderson Snow Park does not have a flat topography. As such, stormwater management is an important consideration for all park facilities. Consequently, stormwater detention areas are the park's third most prominent land use behind sports facilities and parking.

Anderson Snow is partially surrounded by the FEMA 500-year floodplain (an area that has a 0.2% chance of flooding each year). However, only small parts of Anderson Snow fall within the 500-year floodplain, particularly the southern and eastern ends. Similarly, Anderson Snow's stormwater detention areas were the only parts of the park that were within FEMA's 100-year floodplain (1% chance of flooding each year). In short, flooding is a notable consideration for Anderson Snow, but it should not be a major hindrance to expanding and upgrading the park moving forward.

The soccer and baseball fields are graded to prevent stormwater from pooling on the fields, however, Anderson Snow's stormwater system is primarily comprised of several sizable stormwater detention areas that remain dry except for during major rain events. The stormwater detention areas currently are nothing more than shallow ditches. The two primary detention areas are in the southwest corner of the park and south of the soccer fields.



### ***Underutilized Land***

Adjacent to Anderson Snow Park's existing facilities is a 43-acre county-owned parcel. This parcel is currently undeveloped and is primarily used as overflow parking during large community events. Consequently, it provides Hernando County with a major opportunity to expand Anderson Snow Park into a premier regional recreational facility.

While most of this land is already cleared, as mentioned previously, the parcel's topography is one of its most notable features. The parcel is characterized by rolling hills with lower lying areas on the western, northeastern, and southeastern corners of the property.

Despite being located behind the sports complex, the park's existing entrance provides easy access to the second parcel without needing to retrofit the existing sports facilities.

A special consideration with any future plans for this site is that the parcel is home to several active burrows of gopher tortoises. Hernando County can coordinate with the Florida Wildlife Commission to relocate the gopher tortoises to a receiving site; however, this can be an involved and costly process.

## Methodology and Public Engagement

Master planning is fundamentally a community-driven process. Community input must be the primary basis for understanding what the park's needs are, shaping the future vision for the park, and identifying how Anderson Snow could be upgraded and expanded. Consequently, the FSU Research Team in coordination with the Hernando County Planning and Parks and Recreation Departments conducted an extensive community and stakeholder engagement process.

The multifaceted engagement process offered the Hernando County community with several different engagement opportunities to provide as many people as possible with a chance to be involved. The stakeholder engagement process had two phases and was comprised of Stakeholder Meetings, Community Open Houses, and a Public Survey.

### *Phase 1*

- Stakeholder Meeting #1 – January 23, 2020 at 2:00pm
- Open House #1 – January 23, 2020 at 5:00pm
- Public Survey – Open from February 2<sup>nd</sup> to February 14<sup>th</sup>

### *Phase 2*

- Build your Dream Park – March 5, 2020 at 3:00pm
- Stakeholder Meeting #2 – March 5, 2020 at 1:00pm
- Open House #2 – March 5, 2020 at 3:00pm

This section will outline the community engagement process the FSU Research Team conducted. The synthesized results of the community engagement process form the foundation of the community needs assessment outlined in the remainder of this report. The detailed feedback provided by the public is recorded in Appendix A.

### ***Phase 1***

During the first phase of the stakeholder engagement process, the FSU Research Team sought to gain an understanding of the public's perceptions of the park's existing facilities, to begin formulating a community vision for Anderson Snow Park, and to identify desired park features and amenities. The feedback received during the first phase informed the Park Conditions Report completed in March.

#### *Stakeholder Meeting #1*

On January 23, 2020, the FSU Research Team conducted the first stakeholder meeting with key community stakeholders who are closely involved with Hernando County's park system at Family First Church. Representatives from the County, sports leagues, and community

organizations were led through a facilitated discussion of Anderson Snow’s strengths and weaknesses and collaboratively created a vision for the future of Anderson Snow Park. This meeting provided the FSU Research Team with a foundational understanding of the Park’s current conditions to inform Deliverable 1 as well as a preliminary assessment of the park’s most pressing needs. It also provided valuable input to inform the development of the community survey.



*Figure 1: Stakeholders Envisioning Improvements to Anderson Snow Park*

### *Community Open House #1*

The FSU Research Team in coordination with Hernando County staff conducted the first open house at Anderson Snow Park on January 29, 2020. Attendees walked through seven stations to answer a series of questions identifying how Anderson Snow does and does not meet the community’s needs and what new features and amenities they would like Anderson Snow to have.

### *Public Survey*

Based on the feedback received at the first Stakeholder Meeting and the Open House, the FSU Research Team developed an online survey to provide as many residents as possible with an opportunity to participate in the planning process. The survey asked participants to identify how they use Anderson Snow Park, to pinpoint what would encourage them to use the park more, and to rate the desirability of potential new park features. The survey was distributed to the stakeholder group and was advertised to the community through Hernando County’s webpage and social media outlets. The survey was open for two weeks from February 2<sup>nd</sup> until February 14<sup>th</sup>. In that time, 1,058 residents participated in the survey adding their voice to the master planning process. The complete survey data is available in the appendix.



*Figure 2: Community Members Participating at the Open House*

## **Phase 2**

The community input received during the first phase of the public engagement process was used to develop three preliminary conceptual designs for the Anderson Snow Park Master Plan. The second phase of public engagement asked for residents' feedback on the preliminary designs as a means of prioritizing community needs. Each of the three designs, listed below, highlighted different features the community had identified during the first phase of engagement.

- *Sports City Scenario*: Envisions Anderson Snow Park as a new and improved sports complex that can accommodate larger sports tournaments while also providing opportunities for wider sport activities
- *Preserve Park Scenario*: Envisions Anderson Snow Park as a nature preserve and outdoor activity center that maintains the existing sport facilities but adds an extensive trail network, disc golf course and amphitheater.
- *Survey Results Scenario*: Formalizes the community's vision for Anderson Snow by adding all the features identified by the survey including an indoor sports facility and a splash park.

The public's reactions to three scenarios provided insights into which of these park types and related features the community felt Hernando County needed most.

### *Stakeholder Meeting #2*



*Figure 3: Stakeholder Meeting #2*

A second stakeholder meeting was held on March 5, 2020. During this meeting, the FSU Research Team updated community stakeholders on the master planning process including a presentation of the community survey results. Participants were then provided with an opportunity to collaboratively react to the three preliminary conceptual designs for Anderson Snow Park that the FSU Research Team developed based on the feedback received from the first stakeholder meeting and the community survey. The stakeholder feedback helped to prioritize community's needs and shape the community's vision for Anderson Snow Park.

### *Build your Dream Park*

An open house, entitled “Build your Dream Park” was held at the Springhill Branch Public Library. Since, the survey results indicated that the majority of survey respondents were middle aged or older, one of the key age groups of park users that were not represented in the first phase of public outreach was children under the age of 18. This open house coincided with the library’s youth programming to engage younger generations and gather their creative ideas for the features they wanted at Anderson Snow Park. Children were encouraged to build their ideal park using Legos, while the parents were asked to react to the conceptual designs.



*Figure 4: Build your Dream Park*

### *Community Open House #2*

Later that same day, another open house was held at Anderson Snow Park. Similar to the second Stakeholder Meeting, park visitors were asked to react to the three preliminary conceptual site designs. This open house was held from 3:00pm to 6:30pm to allow the full range of park users to have an opportunity to participate including kids getting off school and families coming to sports practices. The detailed feedback received at all three open houses can be found in the Appendix.

### *Follow-up Poll*

The second Open House provided a clear community vision for Anderson Snow Park, but it also highlights three issues that needed additional follow-up. As a final confirmation of the community’s opinion on these issues, a follow-up poll was developed. The poll was distributed on Hernando County’s website and social media outlets, and it asked residents their opinions on: whether Anderson Snow should include a dog park, whether replacing two of the softball fields with four fields that could be accommodate both softball and baseball would be acceptable, and whether they would prefer a design that oriented the multi-use center around a central focal point that included the splash park. The feedback received from this poll would inform how these issues were addressed in the master plan.



*Figure 5: Second Community Open House*

The feedback received during the public engagement process served as the foundation of the needs assessment. The residents who use the park every day have the best understanding of the park’s strengths and limitations and insights into the conditions of the park’s facilities, and how the park is being used on a daily basis was absolutely vital. In short, the stakeholder engagement provided a level of insight that cannot be replicated by a site assessment.

## Anderson Snow Park Opportunities and Needs Assessment

Based on the results of the community engagement process and the evaluation of existing conditions, the FSU Research Team categorized Anderson Snow Park's needs into two major categories:

- Preconditions of the Existing Facilities and
- Economic Development and Tourism Needs.

Addressing the preconditions that hindered the use and enjoyment of Anderson Snow Park will ensure its existing features provide high-quality community amenities that enhances the quality of life of all Hernando County residents.

In addition to providing community amenities, Anderson Snow Park can provide a positive impact on Hernando County's economy. The second set of needs will identify steps Hernando County can take to capitalize on Anderson Snow's economic development potential.

The next two sections of the report will summarize the findings of each category of needs.

### ***Preconditions of the Existing Facilities***

A park's most obvious needs are the ways its existing facilities do not adequately serve local residents. In addition to creating a vision for the future of Anderson Snow Park, the master plan will provide a vision for how to upgrade and improve Anderson Snow Park's existing facilities. To guide the discussion of what improvements are necessary, the FSU Research Team conducted a needs assessment of the park's existing facilities to identify specific ways they do not adequately meet the community's needs. The following concerns represent issues the master plan will need to address to resolve problems the park is facing today.

**Lack of unique features and amenities:** Anderson Snow Park's sports fields are excellent.

However, the park's existing facilities currently only include sports fields, pavilions, and access to the Suncoast Trail. When asked why they do not use Anderson Snow Park more often, 62% of survey respondents said, "it did not have features they wanted to use" and an additional 21% said other parks had the same or better features. Providing new park features, especially features that are not found elsewhere in Hernando County, needs to be a high priority as 72% of respondents said they would use Anderson Snow more often if the park was improved.

**Identifiable Focal Point:** Anderson Snow Park's current layout is relatively decentralized. The soccer fields and baseball fields are separated by a large surface parking lot. While, the baseball concessions buildings, playground, and pavilions are all located near each other, they are not integrated into an identifiable park center. Several of the buildings are facing opposite directions, and their linear layout does not create a central space for park users

to congregate. Providing a park center will be necessary to provide residents that do not use the park for sports with a space to enjoy the park.

**Entry way:** Anderson Snow Park has one primary entryway that provides access to all the park’s facilities. The entryway has a gate and an entrance sign, but several stakeholders suggested that the current entryway does not provide a grand entrance to the park as the entry drive is intermittently lined by an unattractive chain link fence and leads directly west to the maintenance building instead of to a central focal point. Anderson Snow will need an attractive and inviting entryway upgrade to develop a memorable sense of place that will keep people coming back.



Figure 6: Anderson Snow Park’s Entryway



Figure 7: Anderson Snow Road

**Lack of Access:** Anderson Snow Park is primarily accessible by personal vehicle. The park is not currently accessible by bus, and the surrounding areas lacks a bicycle and pedestrian network to provide access for those who do not own a car. Several stakeholder mentioned growing problems with traffic on the roads access Anderson Snow, so providing alternative ways of accessing the park may become increasingly important over time.

**Layout of Existing Facilities:** Anderson Snow Park has a great foundation of sports fields, but many of

the park’s supporting facilities are not well designed. For example, the concession stand is not well lit and faces away from the baseball fields. The master plan’s layout will need to address these issues in addition to recommending new features.

**Playground:** Numerous open house participants and survey respondents indicated that Anderson Snow Park’s existing playground needed an upgrade. The sand surface and the lack of play features are particularly problematic. This sand surface is difficult for children with



Figure 8: Anderson Snow Park Playground

disabilities to use the playground. In this way, upgrading the playground was one of the key needs identified by the public. Hernando County’s Parks and Recreation Department has already begun the process of upgrading the playground to address these issues. As

part of this process, the Department plans on integrating the new playground into the new park center to ensure places for kids to play are a key component of the park's focal point.



*Figure 9: Handicapped Parking*

**ADA Accessibility:** Addressing the sand in the playground was central to the ADA concerns voiced by the public; however, Anderson Snow Park will at a minimum need to ensure all entry points, sidewalks, and facilities are fully ADA accessible. In addition, Anderson Snow currently lacks any facilities designed for use by Hernando County's disabled population. The county will should consider adding ADA features and amenities to adequately serve all of Hernando County's residents. This could include a field with a rubberized surface that can be used by people of all abilities.

**Lack of Shade:** Throughout the community engagement process, the lack of shade was consistently identified as a major problem for Anderson Snow Park. Currently, the only shade is provided by three main pavilions, the dugouts, and shaded picnic tables located between each baseball field. This provides almost no shade for the spectators watching sporting events.

**Lighting:** While the majority of Anderson Snow Park is well lit, fields 5 and 6 and the area around the concession stand do not have lights and can become dark at night. Stakeholders at the open house confirmed that many people do not feel comfortable going to the concession stand during night games, so they are forced to use press box as a concession stand instead.



*Figure 10: Anderson Snow Soccer Field Lighting*



**Park Level of Service:** The final precondition, which will require a little more explanation, is the park’s current and future level of service (LOS). Anderson Snow Park’s existing facilities may be sufficient to meet the needs of the Hernando County community today, but, as the County’s population continues to grow, Anderson Snow’s existing facilities may become insufficient to meet the needs of the County’s future population.

*Hernando County’s Current and Future Population:*

As of July 2018, Hernando County was estimated to have a population of 190,865 people. While the County’s population is not growing as fast as it has throughout parts of its history, Hernando County’s population has grown by over 2% in each of the last three years, which is slightly above the State average.

Even more important for Hernando County’s future park needs is the expected population growth in the coming years. According to the Bureau of Economic and Business Research (BEBR), Hernando County is expected to add close to 52,000 people (27.8%) by 2040 (Figure 11). This would be notably slower growth than the County experienced in the 1980’s and 1990’s but would maintain a similar pace to the County’s growth in the 2000’s. However, since projecting the future is always a difficult task, BEBR estimates that the County’s population could be anywhere between 200,000 and 280,000 in 2040.

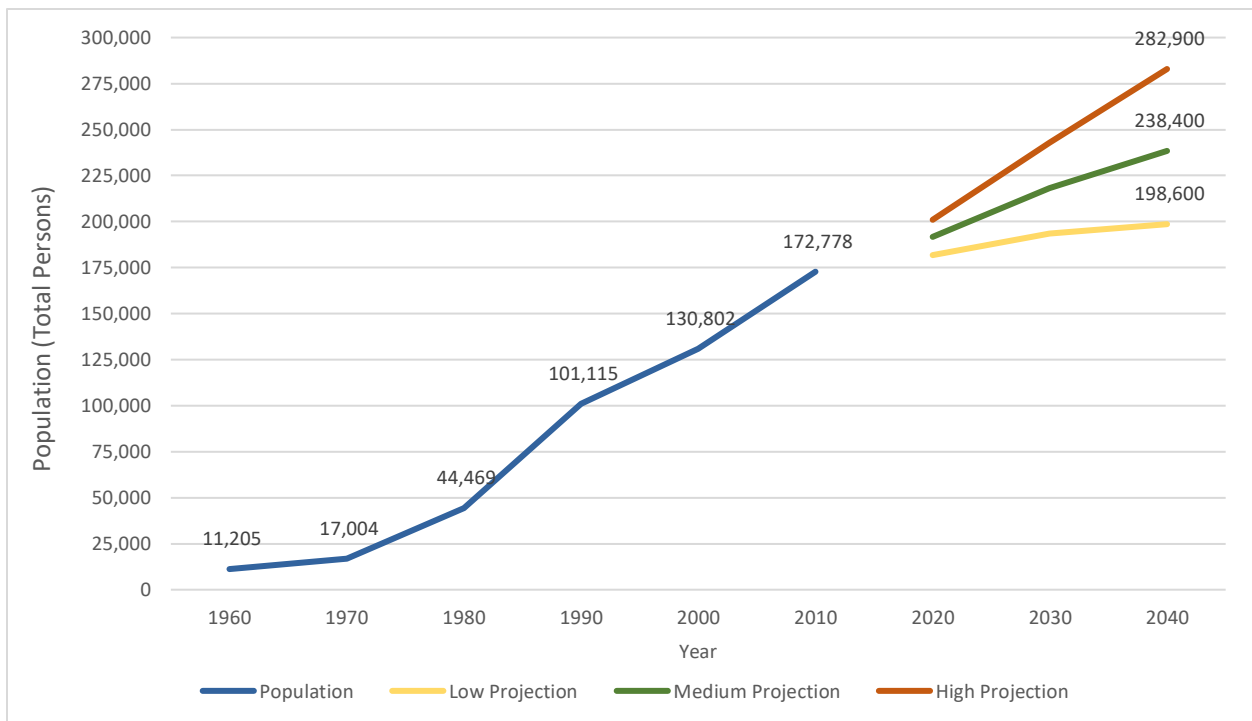


Figure 11: Hernando County Projected Population Growth, 1960-2040

*Hernando County's Parks and Recreation Level of Service:*

The Recreation and Open Space Element of the Hernando County Comprehensive Plan states that the County needs to maintain 2 acres of parks containing active recreation facilities and 2 acres of parks containing passive recreation and open space for every 1,000 county residents.

With a population of 191,000, Hernando County currently needs 382 acres of active parks and 382 acres of passive park space to adequately serve its population. Hernando County's park system currently is surpassing its LOS standard with over 20 developed parks on 424 acres and 452.5 acres of open space.

However, since Hernando County is expected to add 50,000 people by 2040, the County will need about 482 acres of active and passive parks in 2040. To meet this standard, Hernando County will need to add about 60 acres of active parks and 30 acres of passive parks. In this way, transforming Anderson Snow's 43-acre parcel into active park space would address over two-thirds of the County's active park LOS needs over the next 30 years.

## ***Economic Development Opportunities and Needs***

Anderson Snow Park already is a notable economic driver in Hernando County as it hosts numerous tournaments, festivals, and events that bring in tourists from around the state. However, Anderson Snow Park is currently missing out on several major economic development opportunities. This section will highlight these opportunities and what steps Hernando County could take to capitalize on these opportunities.

More specifically, this section will provide an overview of Hernando County's economic and recent economic development patterns to provide an understanding how the Anderson Snow Park Master Plan can support local economic trends and initiatives. It will then take a closer look at recreational tourism and the role parks recreation play within local economies. Finally, it will highlight four key economic development opportunities at Anderson Snow Park and will identify the needs Hernando County must address to capitalize on these opportunities.

### ***Hernando County's Economy***

As a coastal Florida community, tourism already is a key component of Hernando County's economy. Tourism service and retail jobs make up over 25% of Hernando County's employment. With its large retiree population, Hernando County also has a large and growing health care industry that represents 15% of the County's jobs. The remaining 60% of the Hernando County's employment is comprised of a relatively diverse mix of industries led by construction, administrative services, and manufacturing.

Unfortunately, as seen in Table 1, several of Hernando County's largest industries have relatively low wages, even compared to other industries in the County. Retail and tourism jobs have particularly low wages. That contributes to why Hernando County's median earnings are lower than every other county in the Tampa Bay Metropolitan area except for Citrus County. However, Hernando County's economy is growing, and it is experiencing economic growth in many of its higher wage industries.

Table 1: Hernando County Employment and Median Earnings by Industry, 2017

Industry	Number of Jobs	Percent of Economy	Median Earnings	Employment Growth since 2000
Retail trade	10,144	15.9%	\$23,144	42.2%
Health care and social assistance	9,558	14.9%	\$35,325	57.9%
Arts, entertainment, and recreation, and accommodation and food services	6,686	10.5%	\$12,483	70.2%
Construction	5,072	7.9%	\$35,504	4.4%
Educational services	4,742	7.4%	\$36,246	60.9%
Administrative and support and waste management services	3,623	5.7%	\$26,347	70.1%
Manufacturing	3,396	5.3%	\$33,721	31.4%
Professional, scientific, and management services	3,229	5.0%	\$40,109	96.3%
Other services	3,215	5.0%	\$21,838	32.3%
Transportation and warehousing	3,122	4.9%	\$36,371	56.6%
Public administration	3,051	4.8%	\$42,670	29.7%
Finance and insurance	2,644	4.1%	\$42,468	81.7%
Real estate and rental and leasing	1,516	2.4%	\$29,923	68.1%
Wholesale trade	1,347	2.1%	\$40,733	13.7%
Utilities	1,099	1.7%	\$52,370	47.3%
Information	806	1.3%	\$32,244	-13.9%
Agriculture, forestry, fishing and hunting, and mining	712	1.1%	\$30,250	-9.8%
<b>Total</b>	<b>44,071</b>	<b>100%</b>	<b>\$30,402</b>	<b>32.5%</b>

### ***Economic Development Trends***

To understand the role upgrading Anderson Snow Park could play in Hernando County’s economy is it necessary to recognize how Hernando County’s economy is growing and the role recreational tourism is playing in that development.

#### *Key Economic Development Trends:*

- Employment has grown by 32.5% between 2000 and 2017.
- 40% of the new jobs created in Hernando County were from the Retail Trade, recreation, accommodation and food service, and entertainment industries.
- The Area’s rebranding as the Adventure Coast has sparked new tourism interest.
- Hernando County generated over \$1,000,000 in tourism development taxes in FY 2018, up 12.1% from the year before.

As part of the rapidly growing Tampa Bay region, Hernando County has enjoyed significant population growth and a hot housing market over the past decade. This has led to a rapidly growing service industry to support new residents. However, the success of major economic development initiatives such as the Brooksville-Tampa Bay Regional Airport & Technology Center has also demonstrated that Hernando County's growth stems from much more than population growth. With relative affordable land and housing compared to the rest of the Tampa Bay area; low commercial, residential and industrial tax rates; and a 2,400-acre technology center ready for new business development, Hernando County is poised for significant economic development.

However, to compete with Tampa Bay, Clearwater, and Pasco County, Hernando County will need a workforce and community amenities that can contend with these larger communities. Providing a highly desirable community with attractive community amenities is a vital part of a comprehensive economic development initiative. People want to live and work in great places and progressively more people and businesses are making location decisions based on the quality of the place. Place-based economic development efforts build on a community's unique features and assets to attract and retain a high-quality workforce and new business development. In this way, upgrading Anderson Snow Park to provide foundational community amenities that Hernando County does not currently have can have noteworthy economic development impacts as part of the County's larger strategy to attract new business development.

### **Recreational Tourism**

Beyond the indirect impacts of workforce and business attraction, Anderson Snow Park has a major opportunity to grow the local economy directly through recreational tourism. A study by the Florida Department of Environmental Protection (DEP) estimated that outdoor recreation in Florida produced in \$145 billion in total economic activity in 2017 (DEP, 2017). This included \$70 billion in visitor spending, \$20 billion in resident spending, and nearly \$10 billion in tax revenue, while supporting 1.2 million jobs (DEP, 2017).

While the DEP study included all forms of outdoor recreation including Florida's beaches, golf, boating, and sports, local parks comprise a significant portion of outdoor recreation in Florida. Local parks have an undisputed positive economic impact on local communities. Nationwide, local park and recreation agencies generated \$154 billion in economic activity in 2015 (NRPA, 2018). In Florida alone, estimates range from \$6.1 to almost \$7.2 billion in local park-related economic activity, 4th among states nationally (NRPA, 2018; Florida Sports Foundation, 2017). In addition, local parks have been shown to increase the property value, and thereby property tax revenue, of nearby properties, decrease medical costs by improving public health, and decrease storm water management costs.

However, the level of economic impact can depend on a lot of factors including:

- The type of parks and recreation facilities (active vs. passive, etc.);
- The park’s community context (urban vs. rural);
- The parks physical characteristics such as location, accessibility, and natural features; and
- The park’s programmatic characteristics including what activities, events, leagues, and other programs are offered.

These factors will be discussed further in the following sections, but it is worth highlighting here that any new park investment must consider these factors to maximize the economic impact of local park improvements. Consequently, as Hernando County upgrades Anderson Snow Park, it will need to carefully consider Anderson Snow’s existing characteristics, how it fits into Hernando County’s park system, and what features and programs the community wants.

### Recreational Tourism in Hernando County

Tourism is a significant part of Hernando County’s economy. As a coastal Florida community, much of this tourism activity revolves around the County’s natural assets, particularly water-based activities. Branded as “Nature’s Place to Play,” Hernando County’s boating, fishing, and kayaking opportunities attract thousands of visitors every year.

Figure 12 shows the Hernando County’s tourism development tax revenue by month for the past four years. The tourism development tax is a tax on any short-term rental housing including hotels and RV parks. Since this includes all short-term out of town visitors, it acts as a good proxy for the size of Hernando County’s tourism industry. As seen in Figure 12, tourism in Hernando County has grown consistently over the past four years. In 2019, tourism development tax revenue grew to \$1,093,349 at 5.5% increase from 2018. This came after the tax revenue grew 12.1% the previous year. VisitFlorida estimated that total tourism related business in Hernando County grew by \$12.4 million in total tourism related business in 2015 alone.

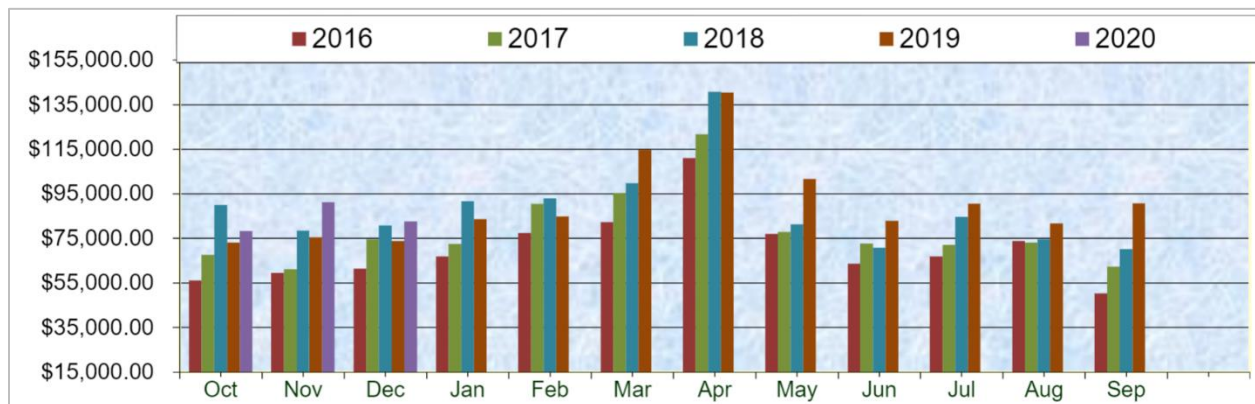


Figure 12: Hernando County Tourism Development Tax Revenue by Month, 2016 – 2020, Source: Hernando County, 2020

Hernando County's growing reputation as a regional destination for outdoor activity provides important insights for the Anderson Snow Park Master Plan. First, the features and amenities included in the Master Plan can build upon the County's foundation of outdoor recreation by promoting outdoor adventure activities. With many visitors coming to Hernando County for outdoor-related activities, new active recreation features would likely have a ready clientele. However, to provide residents and visitors with a wider variety of activities and attractions, the County should attempt to provide new (although related) activities that cannot be found in Hernando County today. For example, instead of providing additional water-related activities, Anderson Snow could have a rock-climbing wall or an adventure course that might appeal to a similar demographic. In addition to attracting a wider range of tourists, providing a variety of activities encourages visitors stay in Hernando County for longer periods of time, thereby increasing the economic impact through hotel stays and eating at restaurants.

In short, to leverage Anderson Snow Park's potential as a tourist destination, Hernando County could consider promoting outdoor adventure activities that are not currently available in Hernando County at Anderson Snow.

### **Recreational Tourism at Anderson Snow Park**

Hernando County's park system consists of over twenty developed parks scattered throughout the County. Of these parks, Anderson Snow is unique in that it is one of two parks (Anderson Snow Park and Ernie Weaver Youth Park) that has sports facilities large enough to support organized sports leagues. Consequently, Anderson Snow is vital to the Hernando County community, not only as a community amenity, but also as an economic development opportunity as tournaments and leagues can attract visitors from all over the state. The economic impact of these tournaments will be discussed in more detail later, but these tournaments attract hundreds of players from across the state and are estimated to generate hundreds of thousands of dollars in local economic activity every year.

Similarly, Anderson Snow Park's size and location make it a perfect space for large community events and festivals. For example, the Brooksville Blueberry Festival attracts attendees from across central Florida. In 2014, the festival accounted for at least 346 hotel room nights. Assuming the current average daily rate of \$85.56, that means the Blueberry Festival generated \$30,000 in hotel revenue alone. As this event continues to grow, it has a chance to generate significantly more economic activity. In fact, the Florida Strawberry Festival hosted in Tampa Bay was estimated to have generated \$25.8 million in direct tourism spending in 2015 with the average party spending \$112 (Deshazo & Wynne, 2015). Anderson Snow hosts numerous events of varying sizes every year including the Red, White, and Brews 4<sup>th</sup> of July event and the Spring Hill Marathon Mania. While the economic impact of these events varies greatly depending on the size and duration of the event, and particularly on the amount of people that stay overnight in a hotel, each one contributes to the overall economic impact of Anderson Snow Park.

## **Economic Development Opportunities at Anderson Snow Park**

Building on Hernando County's growing recreational tourism industry, investments in Anderson Snow Park can be used to complement the existing foundation of recreational attractions by building upon current momentum and providing features, amenities, and event capacity that fill gaps in Hernando County's tourism base.

As the National Park and Recreation Association states, "Not only are parks leading the way in terms of conservation, health and wellness and social equity, they are also engines of significant economic activity" (NRPA, 2018, pg. 12). Providing more fuel to this engine, Anderson Snow Park already has an excellent foundation to build upon. Anderson Snow Park:

- Is in a good location,
- Is home to thriving sports leagues,
- Is a recognized community event space, and
- Already hosts numerous successful community and regional events.

Based on the analysis of Hernando County's economic development trends and recreational tourism, the FSU Research Team identified four key economic development opportunities at Anderson Snow Park:

1. Sports Tournaments
2. Community and Regional Events
3. Multi-use center
4. Community Amenities/Additional Opportunities

This section will outline each of these opportunities and will list the key needs Hernando County will need to address in the Anderson Snow Park Master Plan to capitalize on these opportunities.

### ***Opportunity #1: Sport Tournaments***

Anderson Snow Park is a highly utilized park that is home to thriving youth baseball, softball, and soccer leagues as well as adult and senior softball leagues. For example, Anderson Snow is home to the Spring Hill Dixie Baseball leagues, which are renowned as one of the premier recreational leagues in the region. The success of these leagues has supported Hernando County's success hosting sporting events at Anderson Snow Park. The 2016 Dixie Boys Baseball Tournament, which was hosted at Anderson Snow Park is estimated to have generated \$110,000 in total economic impact. Anderson Snow Park currently hosts district baseball and softball tournaments every year as well as a regional soccer tournament. In this way, Anderson Snow Park may already be generating hundreds of thousands of dollars in local economic activity from sport tournaments alone. As a regionally recognized sports complex, Anderson Snow Park has a major opportunity to build on this momentum by hosting larger tournaments as often as possible.



Since a sport tournament's economic impacts is primarily comprised of hotel stays and consumable goods (food, gas, etc.), there is a direct correlation between the size of the tournament and the economic benefit. A foundational study estimated that at youth soccer tournaments participants typically spend about \$55 per day for each athlete (not counting hotel stays) and about \$100 per participant at adult softball tournament (Crompton & Lee, 2000). Consequently, larger tournaments have a significantly larger economic impact. For example, two youth sports tournaments in Traverse City Michigan brought almost 16,000 visitors into the community and generated \$3.4 million in direct spending (Traverse City Area Chamber of Commerce, 2012).

### **Park Needs to Capitalize on this Opportunity:**

***Additional Fields:*** Hernando County has never been able to host larger state and regional tournaments because it does not have the field capacity. Adding additional fields could enable Hernando County to host larger tournaments that attract hundreds of teams from across the state.

Consequently, the need for Anderson Snow to add more sports fields was identified by the public outreach as having real economic development implications. Representatives from Hernando County's baseball and softball leagues believed that simply adding one more quad of fields (four fields) would be enough to host the larger tournaments Hernando County. Similarly, Anderson Snow Park hosts soccer tournaments like the Region Cup, but many of the larger tournaments require more field capacity than Anderson Snow Park currently has.

***Supporting Facilities:*** To be tournament-ready, the new fields would need to be supported by proper facilities including restrooms, concessions, shade, and lighting. While previously addressed in the Park Shortcomings section, for Anderson Snow Park to provide effective and attractive tournament facilities, some of the issues with the layout of the existing facilities will need to be addressed. The orientation of the concession stand, the lack of shade, and the inadequate lighting are particularly problematic.

### ***Opportunity #2: Community and Regional Events***

Anderson Snow Park's large size and central location has made it a natural location for large community events in Hernando County. Throughout the year, Anderson Park hosts many of the Hernando County's largest community events. For example, within the past year or two Anderson Snow has held:

- Red, White, and Brew Fest,
- Hispanic Heritage Festival,
- Market Day,
- Hop n' Glow,
- The Great Florida BBQ Festival,
- and the Food Truck Fiesta

These events experience varying levels of economic success, ranging in size from 2,000 to over 10,000 people. While some of these events are attended primarily Hernando County residents,

thereby only generating local economic activity, many attract people from across the region and the state.

One of the most promising aspects of these events, is that in addition to improving the area's quality of life and developing a community's sense of pride, community events, festivals, and concerts can have real economic impacts.

*Events and Festivals:* There is little debate that small festivals and community events can generate notable economic activity. An Australian study of four festivals and events found that the economic impact ranged from \$43,000 to \$308,000 (Janeczko, Mules, & Ritchie, 2002). The economic impact of these events varies greatly depending on the size and duration of the event, but as discussed earlier, the Brooksville Blueberry Festival generated \$30,000 in hotel revenue let alone food, gas, services, and indirect economic activity. Hosting numerous events like this every year from festivals to running races, can add up to hundreds of thousands of dollars coming into the community every year.

*Concerts:* A study of 41 popular concerts in Bangor Maine between 2010 and 2012 estimated that the concerts generated \$30.7 million in economic activity (Gabe & Lisac, 2013). While this likely represents the upper limit of economic impact because they were top tier bands, it does demonstrate that concerts have significant affects. However, to reap significant economic impacts from concerts, they need to include bands that are popular enough to have a regional draw. If most of the attendees are local and very few stay the night in hotels, then a concert's broader economic impact will be limited.

Designing Anderson Snow Park to accommodate large community and regional events more effectively can help the park become a cultural center of Hernando County, instead of a sports center only.

#### **Park Needs to Capitalize on this Opportunity:**

*Amphitheatre:* While not an absolute necessity, an amphitheater would establish Anderson Snow Park at the area's premier location cultural events. The large concert venue could help to attract bigger-name bands that would have a regional draw, and the stage could provide a memorable focal point for any festival or event. It also opens the door for a wide range of new possibilities from art shows to drive-in movies. This desire was echoed by Hernando County residents as almost 50% of survey respondents indicated that they would be excited to see an amphitheater at Anderson Snow Park, ranking 5<sup>th</sup> among proposed amenities.

The viability of amphitheaters as an economic development engine has been demonstrated across Florida. The 4,000-seat St. Augustine Amphitheatre in St. Johns County was estimated to have generated \$17.3 million in revenues including \$10.4 million in value-added to the economy in 2013 (Hodges et. al., 2014). However, amphitheaters' high capital and operating costs can make them a risky investment that often takes time to pay off. For example, a 2018 study found that the Cascades Park Amphitheatre in Tallahassee, FL operated at deficit in

each of its first four years since it opened in 2014 (Staley, Annis, & Boodry, 2019). Granted, the community-wide economic benefits likely outweigh the deficit, but it is a real concern for budget-constrained communities. Consequently, it is recommended that a feasibility study be completed before pursuing the risks of an amphitheater.

***Additional Pavilion Space:*** A significantly less capital-intensive strategy for providing opportunities for community events is to construct large pavilions capable of hosting farmers markets or acting as a focal point for festival vendors. This could help events be more resilient to weather as it would provide the shade the rest of the park lacks, while also allowing events to carry-on, even if in a limited capacity, through the rain.

***Maintaining Large Spaces for Overflow Parking:*** As detailed in the existing conditions section, Anderson Snow Park has 654 improved parking spaces. While the existing surface lots typically are sufficient for day-to-day use, these lots do not have enough spaces to accommodate major community events. During large community events with 2,000 or more people, like the Red, White, and Brew 4<sup>th</sup> of July event, the 43-acre parcel on the east side of the park is used as an overflow parking lot.

The undeveloped land unquestionably is Anderson Snow Park's best opportunity to improve the park by creating special community amenities and facilities Hernando County lacks. Not surprisingly, many of the community's ideas for improving Anderson Snow Park involve improving or developing this parcel. However, if the entire 43 acres is developed, Anderson Snow Park would lose the parking capacity necessary to host community and regional events.

To capitalize on the economic development potential of hosting events, festivals, and concerts, Anderson Snow Park will need to maintain overflow parking space to accommodate very large gatherings. This could be accomplished in a variety of ways including a parking garage, additional surface lots, or multi-use practice fields that can be used for overflow parking during special events.

### ***Opportunity #3: Multi-use Indoor Sports Center***

A multi-use indoor community recreation facility enjoyed broad, and often enthusiastic, community support throughout the public engagement process. At the first stakeholder meeting, community stakeholders were divided into three small groups to develop their vision for the future of Anderson Snow Park. Not only did each group include an indoor community center in their visions, all three small groups established the multi-use center as the central focal point of their vision for Anderson Snow.

In conversations with community members during both open houses, the multi-use center and a splash park consistently were the two features the Hernando County community was most enthusiastic about. Finally, the survey confirmed the community's support for the multi-use

center. When asked to rate how excited they would be if Anderson Snow Park had a multi-use indoor community recreation facility on a scale of 1 to 5, the community’s average rating was 4.1, notably higher than any other community facility (Table 2). In fact, over 50% respondents (over 500 people) rated it as a 5 for “very excited.”

*Table 2: Top 5 Park Features Survey Respondents were Most Excited About*

Feature	Average Score
Multi-Use Indoor Community Recreation Center	4.10
Splash Park	3.74
Junior Challenge Course	3.45
Farmer's Market	3.33
Amphitheater	3.22

A multi-use recreation center can include a wide variety of features and facilities. Table 3 displays the features Hernando County residents were most interested in being included in the multi-use center. As will be discussed more later, the facilities included in the complex has important implications on the use, costs, revenue streams, and viability of multi-use centers.

*Table 3: Multi-Purpose Center Activities Survey Respondents were Most Interested In*

Activity	% Interested
Restaurant/Café	71.4%
Rock Climbing	63.4%
Event space	59.6%
Professional sports training and courses	58.5%
Trampoline Park	57.8%
Indoor walking/running track	54.5%
"Ninja" Course	51.6%
Basketball	41.0%

**Park Needs to Capitalize on this Opportunity:**

**Financial Feasibility:** Constructing and operating a multi-use center requires large amounts of capital investments in construction and maintenance. The cost of constructing multi-use sports facilities can range from \$15 million to 110 million depending on the size of the complex and the facilities included in the design. For example, a simple indoor sports facility in Alexandria, Virginia that included one multipurpose field (soccer, lacrosse, etc.), a track, bleachers, locker rooms and concessions area was estimated to cost about \$16 million (City of Alexandria, 2005). A slightly larger 100,000 sq. ft. facility in Pasco County that will

accommodate eight indoor basketball courts or 16 volleyball courts, a dance/cheer studio, and a training center cost 26 million dollars to construct and is expected to open next year (Bowen, 2020). On the upper end, a proposed facility in Bismark, North Dakota that would include six tennis courts, five pickleball courts, four racquetball courts, a turf field, a gymnastics, space, a multipurpose ice rink, two gymnasiums, a walking track, rock wall, playground, and a concession space is expected to cost \$108 million (GreenPlay LLC & Ubi Design Group, 2019).

However, it is vital to consider that the costs of sports facilities do not stop at construction. Maintenance and operations can significant annual costs. As an example, Pasco County's Capital Improvement Plan for the Land O'Lakes recreational complex anticipates spending 1.2 million in capital improvements over the next 20 years to maintain and improve the park's indoor recreation building. In addition, multi-use center's annual operating costs generally range from \$500,000 to \$3 million depending what facilities the park includes and how extensive the center's programming is, with most anticipating around \$1 million to 1.5 million per year (GreenPlay LLC & Ubi Design Group, 2019; CSL International, 2019; The Sports Facilities Advisory LLC, 2014).

If they are operated effectively with popular programming, multi-use sports facilities have the potential to generate millions of dollars in direct revenues. In this way, some sports centers have proven that they can be financially self-sustaining after the initial capital investment by covering the annual operating costs. However, a detailed feasibility study and financial feasibility analysis that projects the costs and revenues of various design scenarios will be a necessary first step toward pursuing the development of a multi-use sports facility.

**Public Private Partnerships:** Given the magnitude of the costs required to construct and operate a sports facility, many local governments do not have the resources to finance and operate an indoor sports center. Consequently, public-private partnerships often play a major role in the development and operations of multi-use sports centers. As an example, the construction of the \$26-million Wiregrass Ranch Sports Campus is being financed by Pasco County through a tourism tax (Bowen, 2020). However, a private company, RADD Sports, will manage daily operations once the new facility is completed this summer.

Public-private partnerships are often pursued when the complex includes facilities that require additional personnel to operate like a rock wall or ice-skating rink. In this way, the decision whether to pursue a public-private partnership will likely depend on what features are included in the final design. Private partners may be unnecessary if the facility only includes indoor basketball/volleyball courts. However, if the facility includes a trampoline park or a rock wall as many community members suggested, a public-private partnership may be necessary to operate the facility.

**Feasibility Study:** Since there are so many complex factors that can determine the feasibility of a sports complex, a more detailed analysis of the feasibility of a complex will be required.

This would include an in-depth analysis of the market demand, estimated costs, and financial feasibility of the multi-use sports facility. Ideally, the study would evaluate several different design scenarios to identify the most viable combination of features and facilities.

#### ***Opportunity #4 Community Amenities***

In addition to the three primary economic development opportunities listed above, Anderson Snow Park could support economic development initiatives by providing community amenities that improve the quality of life in Hernando County. Unlike the three opportunities already discussed, these secondary opportunities are less likely to bring large amounts of new money from outside of the community. Consequently, while they could increase economic activity within the county, they are less likely to be a core driver of economic development.

However, cultivating Hernando County's community amenities can be a key part of the county's broader strategy to attract new businesses and a skilled workforce. Yet, studies have shown that for community amenities to be an effective strategy for attracting and retaining both businesses and their workforce, the area must encourage a wide-variety of natural and cultural amenities to be attractive to as many people and employers as possible (Hong, 2010). For Anderson Snow Park to support broader economic growth throughout the county, it needs to provide amenities that are not already present throughout the rest of the county.

#### **Park Needs to Capitalize on this Opportunity:**

***Novel Community Amenities:*** Home to Weeki Wachee Springs State Park, the Withlacoochee State Forest, the Withlacoochee River, and numerous outstanding natural assets, Hernando County already has a strong foundation of outdoor recreation and nature-based tourism (particularly for hiking, biking, and water-based recreation). As part of Florida's Adventure Coast, these amenities already form the foundation of Hernando County's tourism industry.

Consequently, for Anderson Snow Park to contribute to the county's broader economic development strategies the park could provide active recreational options and cultural amenities that complement Hernando County's existing amenities. The stakeholder engagement process provided several insights into the types of amenities that Anderson Snow Park could add that Hernando County is currently lacking.

1. *A Community Splash Park:* The Hernando County Rotary Club has promised funding to build a splash park at Anderson Snow Park. Two-thirds of survey respondents said they would be excited for Anderson Snow have a splash park, second among proposed amenities.
2. *Dedicated space for a farmer's market and/or food trucks:* The thriving Spring Hill Farmer's Market currently operates in the Towne Square Mall parking lot. If the Spring Hill Market were interested, the County could work with the Market to set aside space in Anderson Snow Park for the Farmer's Market. Similarly, parts of

Anderson Snow’s parking facilities could be designed to accommodate food truck events.

3. *Activities for Kids:* Many parents indicated that Hernando County could benefit from having more activities and recreational options for kids, especially for kids who were less interested in sports leagues. Several ideas that were raised included an adventure park, a public swimming pool, a trampoline park, and a skating rink.
4. *Facilities for a wide variety of sports:* Anderson Snow currently supports soccer, baseball, and softball, however, community members suggested adding indoor and outdoor sports facilities, particularly for sports Hernando County does not currently support
  - a. Outdoor: Football, pickleball, basketball, tennis, bike track, disc golf, etc.
  - b. Indoor: Pickleball, basketball, handball, racquetball,

It would not be feasible to pursue all the possibilities listed above, but it provides Hernando County with a menu of options to consider incorporating into Anderson Snow Park moving forward.

***Community Partnership and Advertising Strategy:***

Adding new features is often not enough to create widespread community excitement over park improvements. Even the greatest park features will go underutilized if they are not well advertised or supported by effective programming. Consequently, developing a community partnership guide can ensure the community is aware of the new features and can provide residents with opportunities to fully engage with the new features to development a sense of ownership and enthusiasm.

A community partnership strategy can include several components:

*Advertising:* Advertising the park improvements through the County’s website, press releases, social media outlets, the newspaper, and any community partners who are willing to highlight the park’s new features is a vital part of generating community excitement over the new community amenities. These effects will be more effective when they are supported by effective park branding efforts.

*Offering Park Programs:* Programs that make use of new park features can provide an excellent way of introducing residents to the new features, generating excitement over the improvements, and developing a sense of pride and connection to the new amenities. This is especially important in the first year after the improvements are built to build on the park’s momentum. Examples could include offering camps at the new multi-use center, hosting a 5k on a new trail system, or holding community events at the new splash park. When possible, the County should try to partner with community organizations to plan and host these programs.

*Engaging Community Partners:* Gaining buy-in from community partners is an important way to encourage consistent use, excitement, and programming at Anderson Snow Park. Sports leagues are the most obvious partners as they will be some of the park’s primary users. Similarly, the private partners involved in the multi-use center’s public-private partnership will also be central to this process. Additional partners could include running clubs, youth organizations, Ability Tree, and any other organization that may use the park consistently or would host major events or programs at Anderson Snow.

### ***Summary of Anderson Snow Park’s Opportunities and Needs***

The needs discussed in the previous section provide Hernando County with a range of opportunities to reshape Anderson Snow Park. However, limited resources may present challenges to pursuing every opportunity. Consequently, Hernando County will need to prioritize the park’s needs to develop a phased implementation strategy for the master plan. This section evaluates each need based on its expected location, the recreational opportunities it provides, the level of investment required to implement, its potential to generate economic development and tourism, and its potential to help the park grow in the future.

To evaluate and prioritize each need, the FSU Research Team assigned each need a rating of “low,” “medium,” or “high” across the factors listed above based on the analysis presented in the previous section. For example, the multi-use sports facility is expected to generate significant economic activity so it was rated as having “high” economic development potential, however, it is estimated to cost tens of millions of dollars to construct and operate so it was also rated as requiring a “high” level of investment. To calculate the need’s total opportunity score, each rating was assigned the following point totals, “high” = 3 points, “medium” = 2 points, and “low” = 1 point. The one exception is that these scores are reversed for the level of investment (“low” = 3 points) as low levels of investment are obviously preferred over high levels of investment.

Tables 4 and 5 show the results of this evaluation for Anderson Snow Park’s preexisting needs and its economic development needs, respectively. Each column is color coded, **Green** = “High,” **Yellow** = “Medium,” and **Red** = “Low.” Similar to the point values, the colors are reversed for the level of investment (**Green** = “Low”). The final column displays the need’s total opportunity score.

Table 6 displays the highest priority needs that scored the highest in Tables 4 and 5. What makes many of these features so important is how they overlap, in that meeting one need also addresses other needs. For example, the multi-use center and the splash park meet the need for unique amenities and provide activities for children. In addition, the splash park and the multi-use center could be designed to create a focal point for the entire park. In this way, meeting one of these prioritized needs reinforces efforts to meet each of the park’s needs.



Table 4: Prioritizing Anderson Snow Park's Preconditions Needs

Preconditions	Location	Recreational Opportunities Provided	Required Level of Investment	Economic Development (Tourism) Potential	Future Growth Potential	Community Importance	Total Score
Lack of unique features and amenities	Park-wide	High	Medium (Variable)	High	High	Low	12
Identifiable Focal Point	To be determined	High	Medium	Medium	High	Medium	12
Entryway	Entryway	Low	Low	Medium	Low	Medium	7
Lack of Access	Anderson Snow Road	Low	Medium	Low	Low	Low	6
Layout of Existing Facilities	Park-wide, particularly the concessions area	Low	Medium	Low	Medium	High	7
Playground	Playground	Medium	Medium	Low	Low	High	9
ADA Accessibility	Park-wide	High	Low	Low	Low	Medium	8
Lack of Shade	Park-wide	Low	Low	Low	High	High	9
Lighting	Concessions Area and Field 7 & 8 at a minimum	Medium	Medium	Low	Low	High	9
Park Level of Service	County-wide	Medium (Variable)	Medium (Variable)	Low (Variable)	High	Low	9

Table 5: Prioritizing Anderson Snow Park Economic Development Needs

Economic Development Needs	Location	Recreational Opportunities Provided	Required Level of Investment	Economic Development (Tourism) Potential	Future Growth Potential	Community Importance	Total Score
<b>Sports Tournaments</b>							
Additional Fields	Soccer and Baseball fields	Medium	Medium	High	Medium	High	12
Supporting Facilities	Soccer and Baseball fields	Low	Medium	Low	Low	Medium	7
<b>Community and Regional Events</b>							
Amphitheater	Northeast Corner	High	High (Variable)	High	Medium	Medium	11
Additional Pavilion Space	Park Focal Point	Medium	Low	Medium	Low	Low	9
Maintaining Large Spaces for Overflow Parking	43-acre parcel	Low	Low	Low	Medium	Low	8
<b>Multi-use Indoor Sports Center</b>	Park Focal Point	High	High	High	High	High	13
<b>Community Amenities</b>							
A Community Slash Park	Park Focal Point	Medium	Low (due to Rotary Club)	Medium	Medium	High	12
Dedicated space for a farmer's market and/or food trucks	Park Focal Point	Low	Low	Medium	Medium	Low	9
Activities for Kids	Park-wide	Medium	Medium	Medium	Low	High	10
Facilities for a wide variety of sports	Park-wide	High	Medium	Low	Medium	High	11

Table 6: Anderson Snow Park's Highest Scoring Needs

Needs	Total Score
Multi-use Indoor Sports Center	13
Lack of unique features and amenities	12
Identifiable Focal Point	12
Additional Fields	12
A Community Splash Park	12
Amphitheater	11
Facilities for a wide variety of sports	11
Activities for Kids	10

It is not surprising that many of the highest scoring features are the largest and most intensive improvements like the multi-use center and the amphitheater. These are expected to have the greatest impact to the park and the community. However, they are also the features that require the highest level of investment and will be the most difficult to implement.

Consequently, the FSU Research Team identified needs that represent low-hanging fruit (Table 7). These needs may provide Hernando County with the most bang for the buck. These features also include supporting facilities that did not score as high because they will have less direct economic impacts, but they will be vital to ensuring the major investments like the multiuse center and the splash park are supported by features that enhance the user-experience. Additional shade is an important example of this as new facilities may go underutilized if they do not provide enough shade to enable users to enjoy the facilities.

Table 7: Anderson Snow Park's Low-hanging Fruit Needs

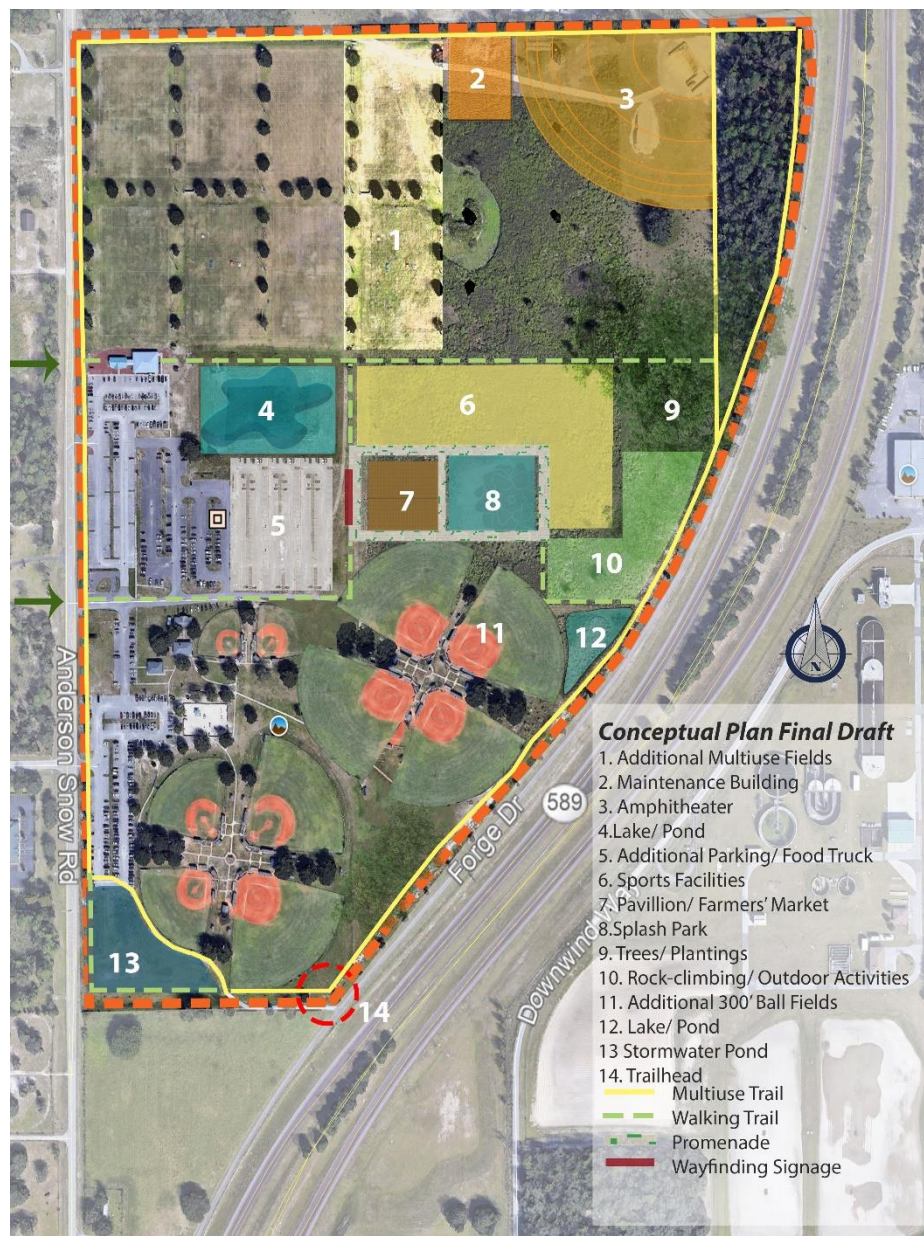
Needs	Total Score
Lack of unique features and amenities	12
Additional Fields	12
A Community Splash Park	12
Activities for Kids	10
Lack of Shade	9

Similarly, providing additional sports fields to enable larger tournaments has a high economic development potential without requiring a high level of investment. Consequently, it may be an important early strategy to maintain the park's forward momentum. The community splash park is also considered to be low-hanging fruit because Hernando County's Rotary Club has offered to donate \$100,000 for the development of a splash park at Anderson Snow Park. The splash park along with the upgraded playground will provide important activities for children.

While these improvements may have less direct tourism impacts, they could be a vital part of building Anderson Snow Park’s reputation as being more than a sports complex. Many community members indicated they have little reason to go to Anderson Snow Park unless they participate in a sports league. The playground and the splash park could pave the way to the multi-use center and other amenities by establishing Anderson Snow Park as a community hub for family activities.

Figure 13 displays the draft conceptual plan developed by the FSU Research Team. The plan maps many of the park needs identified through the park conditions assessment and community engagement process. Four new baseball/softball fields and two new soccer fields provide the fields necessary to host larger tournaments. In addition to the new fields and the amphitheater, a multi-use sports facility, the splash park, and a large pavilion area are located centrally to provide a focal point for the park. The adventure park located behind the multi-use center is intended to provide a new community amenity that provides fun activities for children and tourists alike. The space between the amphitheater and the soccer fields could be used for overflow parking for large community events. In this way, this design provides the opportunity to meet all the identified needs.

Figure 13: Anderson Snow Park Draft Conceptual Plan



## Conclusions and Next Steps

By evaluating Anderson Snow Park's current conditions and economic development potential, the FSU Research Team identified a set of key needs to improve the park. Identifying projects that address these needs will form the foundation of the Anderson Snow Park Master Plan. The projects included in the master plan will be directly informed by the needs assessment provided in this report.

Having completed the community engagement process and the park needs assessment, the FSU Research Team will now work with Hernando County to develop the Anderson Snow Park Master Plan based on the findings of the first two deliverables. The community's feedback on the preliminary designs presented during the second phase of the community engagement process was used to develop the conceptual design shown in Figure 13. With input from Hernando County staff, this design will be finalized to form the foundation of the master plan.

The prioritized needs assessment detailed in this report will help to guide the master plan's phased implementation approach by identifying projects that can jumpstart Anderson Snow Park's expansion while maximizing the impact of the county's investment in the park. The proposed projects and implementation guidance will then be supplemented by three-dimensional renderings of key park features and design guidance that illustrate the proposed elements and design features. The FSU Research Team will then revise the Master Plan based on planning staff and community feedback. The final Anderson Snow Master Plan will be completed by May 2020.

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# Anderson Snow's Park Master Plan Project Appendix

## Public Engagement Appendix

FSU Research Team in coordination with the Hernando County Planning and Parks and Recreation Departments conducted an extensive community and stakeholder engagement process. The multifaceted engagement process offered the Hernando County community with several different engagement opportunities to provide as many people as possible with a chance to be involved. The stakeholder engagement process had two phases and was comprised of Stakeholder Meetings, Community Open Houses, and a Public Survey. During the first phase of the stakeholder engagement process, the FSU Research Team sought to gain an understanding of the public's perceptions of the park's existing facilities, to begin formulating a community vision for Anderson Snow Park, and to identify desired park features and amenities. The feedback received during the first phase was then used to develop three preliminary conceptual designs for the Anderson Snow Park Master Plan. The second phase of public engagement asked for residents' feedback on the preliminary designs to prioritize community needs. This appendix will detail the public engagement process and the feedback provided by the Hernando County community.



Figure A-1: Stakeholder meeting #1



Figure A-2: Stakeholder meeting #1



## Appendix A: Public Engagement Phase 1

### Stakeholder Meetings

The FSU Research Team, in coordination with the Hernando County Planning Department, conducted the first stakeholders meeting at Family First Church from 2:00 to 3:30 pm on the 23rd of January 2020. The meeting was well-attended by about twenty leaders from the Hernando County community including representatives from the County, sports leagues, and community organizations.

The FSU Research Team started the meeting by giving a brief overview of the master planning process and a description of the project's background. Attendees were then led through a facilitated discussion of Anderson Snow's strengths and weaknesses and collaboratively created a vision for the future of Anderson Snow Park. This discussion included a series of interactive questions where attendees could respond using their phones via PollEverywhere. Attendees were given the following prompts:

- Describe Hernando County's Park System in one or two words
- Describe Anderson Snow Park in one or two words
- What do you love most about Anderson Snow Park?
- What about Anderson Snow Park could be improved?

A discussion of the results of this collaborative discussion are detailed in the next section.

After the collaborative group discussion, attendees were divided into small groups to have a facilitated discussion. Each group was provided with an aerial map of the park and were encouraged to answer a series of small group discussion questions by drawing and describing their vision for the future of Anderson Snow Park. The small group discussion questions included:

1. What park features and amenities would you want Anderson Snow to have? Where should they be located?
2. Are there any park and recreational amenities that Hernando County lacks that could be located at Anderson Snow?
3. Does Anderson Snow currently have any features/amenities that it will not need in the future? What features could be removed to make room for other amenities?
4. What park features could help to draw the community together?
5. What park features could help turn Anderson Snow into a community destination?
6. How could Anderson Snow be made into a better community resource? For schools? For sports leagues? For community organizations?



Figure A-3: Stakeholder meeting #1

The meeting then concluded by having each small group present their visions for the park to the rest of the attendees. The full meeting agenda and the small group discussion handout given to participants during the meeting are provided on the following pages.

### Stakeholder Meeting 1 Results

The Stakeholder Meeting was attended by community leaders from the Hernando County community including representatives from the County, sports leagues, and community organizations. The following highlights the major findings of the stakeholder meeting.



Figure A-4: Stakeholder meeting #1

### Large Group Discussion

When asked to describe Hernando County’s Park system and Anderson Snow Park, participants described them as having a lot of great “potential,” but due to a variety of different reasons it is “limited” and “underutilized.” Anderson Snow Park in particular was seen as being “accessible” and “convenient” with a lot of “room to grow,” but is currently is “overused,” “unshaded,” and even “ugly.” This set the stage for discussing their future vision of Anderson Snow Park as it established that with a little bit of investment, the park could realize its potential to be a special community amenity and event center. The complete Word Clouds of participants’ responses are shown below.

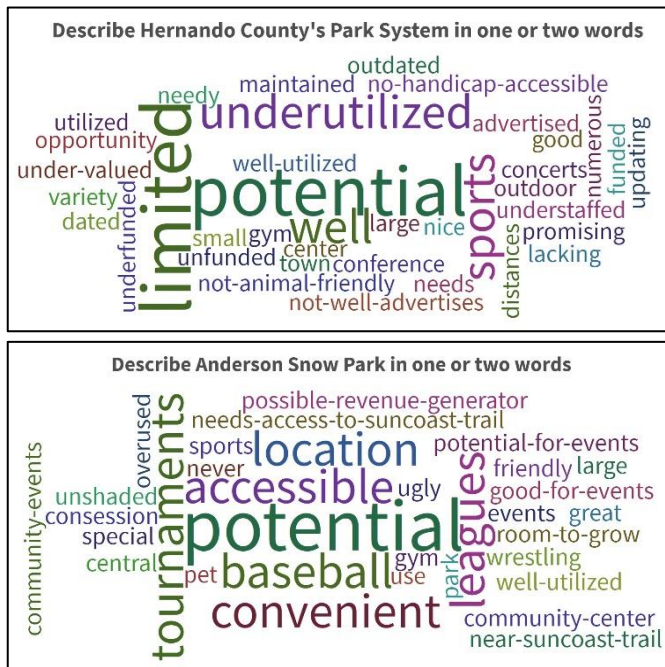


Figure A-5: The word clouds from PollEverywhere



Figure A-6: The Stakeholders ideas incorporated on map

# HERNANDO COUNTY

## *Anderson Snow Park Master Plan* Stakeholder Meeting



Location: Family First Church

Date: January 23, 2019

Time: 2:00 – 3:30PM

## Agenda Items

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- I. Introductions
- II. Project Overview & Background
- III. Anderson Snow Park Today
- IV. Envisioning Tomorrow's Anderson Snow Park (Small Group Discussion)
- V. Outstanding Items and Questions

---

### Additional information

For further information regarding the Anderson Snow Park Master Plan, please contact Michelle Miller | Senior Planner, at (352) 754-4057 ext. 28027, or at [mlmiller@cos.hernando.fl.us](mailto:mlmiller@cos.hernando.fl.us)

# HERNANDO COUNTY

## Anderson Snow Park Master Plan

### Stakeholder Meeting



Envisioning Tomorrow's Anderson Snow Park

Please discuss the following questions as a group

### Discussion Rules

---

- There are no wrong answers or bad ideas
- Draw your ideas on the map
- Write additional ideas in the margins or on sticky notes
- Be Creative
- Be Respectful
- Have Fun

### Discussion Questions

---

1. What park features and amenities would you want Anderson Snow to have? Where should they be located?
  2. Are there any park and recreational amenities that Hernando County is lacking that could be located at Anderson Snow?
  3. Does Anderson Snow currently have any features/amenities that it will not need in the future? What features could be removed to make room for other amenities?
  4. What park features could help to draw the community together?
  5. What park features could help turn Anderson Snow into a community destination?
  6. How could Anderson Snow be made into a better community resource? For schools? For sports leagues? For community organizations?
-

After the stage-setting word cloud discussion, participants were led through a facilitated discussion about how Anderson Snow Park is used, why residents use Anderson Snow, and what barriers prevent people from using the park more, and what the park needs to become a better community amenity. The results of this discussion are displayed in the figure and table below.

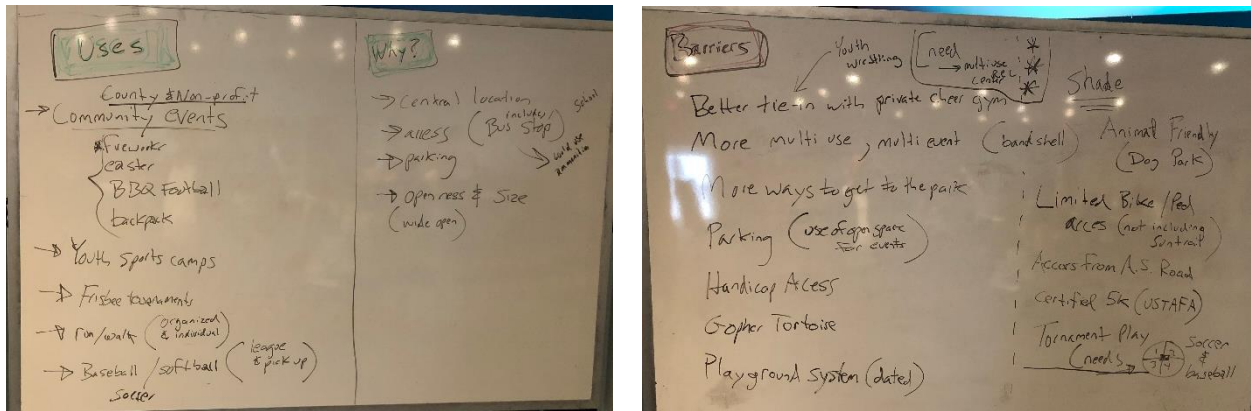


Figure A-7: The feedback from the large group discussion in Stakeholder Meeting# 1

Table A-1: Summary of feedback from large group discussion at Stakeholder Meeting #1

Uses	Why?	Barriers	Needs
County & Non-profit	Central Location (includes bus-stop)	Better tie-in with private cheer gym (youth wrestling)	Shade
Community events like fireworks, BBQ and Easter	Users (includes schools & communities)	More multi-use, multi-event	Animal friendly (Dog park)
Backpack	Parking	More ways to get to the park	Limited bike/ pedestrian access (not including Sun trail)
Youth sport camps	Openness & size (wide open)	Parking (use of open space for events)	Access from A.S road
Frisbee tournaments		Handicap access	Certified 5k (USTAF)
Run/Walk (organized & individual)			Tournament play needs (Soccer & Baseball)
Baseball/Softball (league & pick-up)			
Soccer			

## Open House

The FSU Research Team, in coordination with the Hernando County Planning Department, conducted an Open House at Anderson Snow Park on January 29, 2020, from 5:30 to 7:00 pm. Attendees walked through seven stations to write down their feedback on maps and flipcharts. The purpose of the open house was to inform the master planning process hearing the attendees' vision and ideas for the future development of Anderson Snow's Park. Figure A-9 shows the one-pager of instructions provided to Open House attendees.



Figure A-8: Open House at Anderson Snow's Park and Public Engagement

## HERNANDO COUNTY

*Anderson Snow Park Master Plan*

Open House Meeting

---

Location: Anderson Snow Park

Date: January 29, 2019

Time: 5:30 - 7:00PM

---

Master Plan Purpose

---

To develop a plan for upgrading and improving Anderson Snow Park to achieve the community's vision and to provide residents with outstanding community park and recreational amenities

---

Open House Purpose

---

For you to inform the master planning process by providing your vision and ideas for the future of Anderson Snow Park

---

Open House Guidelines

---

- Please visit all six stations
- There are no wrong answers or bad ideas
- Write and draw your ideas on the maps and flip charts
- Be Creative
- Have Fun

---

**Additional information**  
 For further information regarding the Anderson Snow Park Master Plan, please contact Michelle Miller | Senior Planner, at (352) 754-4057 ext. 28027, or at [mimiller@cos.hernando.fl.us](mailto:mimiller@cos.hernando.fl.us)

Figure A-9: Open House Meeting One-Pager

The six stations of the open house included:

*Station 1: Sign in* – Participants signed in while being given instructions for how to participate in the open house

*Station 2: Park User's Residence Map* – Participants were asked to place a sticker on the map indicated where they lived

- If they visited Anderson Snow a lot, they placed a green sticker
- If they visited Anderson Snow occasionally, they placed a yellow sticker
- If they visited Anderson Snow rarely or never, they placed a red sticker

*Station 3: Anderson Snow's Strengths* – Using a flip chart, participants were asked:

- What do you love most about Anderson Snow's Park?
- Why do you use Anderson Snow instead of other parks?
- What are the strengths of this park?

*Station 4: Improving Anderson Snow's Sports Complex* – Using a flip chart and a map, participants were asked:

- What about Anderson Snow's sports facilities could be improved?
- What improvements would encourage you to use the park more often?

*Station 5: Rebranding Anderson Snow* – Using a flip chart, participants were asked:

- What are your creative ideas for what Anderson Snow could become?
- What is Hernando County missing that Anderson Snow could become?

*Station 6: Envisioning Anderson Snow* – Using a flip chart and a map, participants were asked:

- Anderson Snow has 43 acres of land that is currently not being used:
  - What cultural, recreational, or entertainment destinations could be put here?
  - What new park features or amenities you would like Anderson Snow Park to have? And where could they be located?

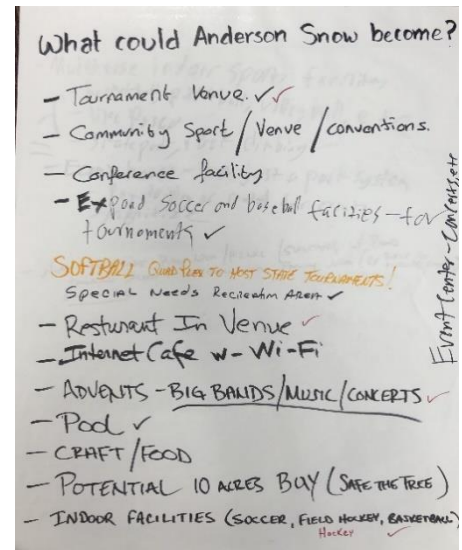


Figure A-10: Example flip charts responses

Figure A-10 displays a couple examples of the participant's responses to the questions listed above. Table A-2 then provides the participants complete responses.

Table A-2: Complete Flip Chart Responses from Open House #1

<b>What could Anderson Snow's Park become?</b>	<b>What about Anderson Snow's Park can be improved?</b>
Tournament venue *	Streetlights
Community Sports Venue/ Conventions/ Activity Center *****	Removing sand at the playground, and installing rubber-mat **
Conference facilities	Walking trail/path around the park *
Expand Soccer and Baseball facilities for tournaments *	Bigger playground for the kids *
Softball Quadplex to host State tournaments *	Increase staff *
The special needs recreation area ***	Dog- Park
Restaurants in venue **	Lighting for small fields
Internet Cafe WI-FI	Upgrades to concession
Adventure- big bands/ music/concerts	More shaded areas **
Pool **	Adding pavilions near the playground
Craft/ Food	Near playgrounds/ fields
Potential 10 acres buy (Save the trees)	Soccer Stadium pitches and more seating
Indoor facilities (Soccer, Field Hockey, Basketball, Volleyball, Pickle ball, etc.) (Like Pasco)	Upgraded irrigation system *
Skate Park, Rock-climbing	Upgraded LED lights
Tennis/ Pickle ball/ Racquetball/ Handball/ Basketball Courts **	Bigger maintenance areas *
Economic boost- not just a park system	Auto pitching machines
Pat-to-play or rented for events	More activities and events
Magnetize	Address by underfunding issues
More centralize play area/ picnic/ shelters/ponds	More drinking water access
Splash Park	More bathroom access (especially near playgrounds) *
	More divisions between soccer fields
	Re-paint parking lot
	Lacrosse
	Upgrade to 1-2 turf fields
	Basketball Court
	1. Adults
	2. Children courts
	More lights for the Baseball. Relocate concession lights on fields 5+6 Baseball, more grounds to accommodate growing league.



<b>What cultural or recreational facilities could we add?</b>	<b>What do you love most about Anderson Snow's Park (existing park-side)?</b>
More outdoor development	Access to the bike trail *
Adding more free hand/ workout instruments in the middles of the walking path/ fitness trail	Soccer *****
Adding Hiking trail in the wooded parcel HC 40 acres and Suncoast trail	Baseball ****
Olympic Sized swimming pool	Soccer Club and Coaching *
Sports Stores	Local
	Location
	Pretty and well-maintained *
	Great range
	Softball
	Great for ages ranging from 4 to 94!
	Highway Access
	Running Advents
	Quality of fields/ Well-maintained playgrounds, better than most other parks!
	Space to grow, to add more
	Close to home

Each \* implies an additional response on same point

**Survey**

Based on the feedback received at the first Stakeholder Meeting and the Open House, the FSU Research Team developed an online survey to provide an opportunity for residents who were not able to attend the meetings to contribute their ideas in the master planning process. The survey asked respondents to identify the park’s current strengths and weaknesses, how it could be improved, and what features and amenities should be included in the master plan. The ‘Anderson Snow Park Master Plan Survey’ survey was distributed on January 27, 2020, and survey results were recorded for the next two weeks. The online survey was shared via email, social media, and Hernando County Government website. The survey responses were recorded until February 10, 2020, and it received 1058 responses.

The survey questionnaire was divided into three sections. The first section focused on the existing park site and asked questions about how they used the park and how existing facilities can be improved. The second section focused on how Hernando County could use the 43-acre parcel to expand and transform Anderson Snow Park. The last section asked simple demographic questions to identify how respondents answered differed by demographic group. The complete survey questionnaire is provided below.

### ***Anderson Snow Park Master Plan Survey Questionnaire***

Anderson Snow Park is one of Hernando County's premier sports and recreational complexes. To help make the park even better, Hernando County is partnering with Florida State University to develop a master plan for improving the park. The Anderson Snow Master Plan will provide Hernando County with a path toward making the most of the park's existing assets as well as upgrading and expanding it to achieve the community's vision for the park.

This survey will aid the master planning process by identifying the park's current strengths and weaknesses, how it could be improved, and what features and amenities should be included in the master plan.

Your insight and ideas will be a vital part of the master planning process and will help Anderson Snow to become an even more valuable community amenity. The survey only takes 5-10 minutes to complete.

### **Part 1: Improving the Existing Park Site**

Anderson Snow's existing facilities include:

- Eight baseball/softball fields (of varying sizes),
- Six soccer fields,
- Clubhouses,
- Pavilions,
- Batting cages,
- Parking,
- And a bike trail connecting to the Suncoast Trail.

This first set of questions will ask for your opinions on the strengths and weakness of Anderson Snow's existing sport facilities. It will also gather your ideas how those sport facilities could be improved.

- 1. How often do you visit Anderson Snow Park? (Multiple choice)**
  - Never
  - Rarely (once or twice per year)
  - Sometimes (once every few months)
  - Often (once every 2-3 weeks)
  - Very Often (once a week or more)
- 2. What is the main reason why you don't use Anderson Snow more often? (Multiple Choice)**
  - It is located too far away from my home
  - It does not have features or amenities I want to use
  - Other parks have the same or better amenities
  - Parking and/or traffic is difficult
  - Other: \_\_\_\_\_ (Space for them to type in an open-ended response)
- 3. Would you use Anderson Snow more often if it was improved or upgraded? (Multiple choice)**
  - Yes
  - No
  - It depends on how it is improved
- 4. What do you use Anderson Snow Park for? (Select all that apply)**
  - Baseball tournaments/leagues
  - Softball tournaments/leagues
  - Soccer tournaments/leagues
  - Pick-up Sports (football, soccer, baseball, etc.)
  - Walking, biking, and/or running
  - Special Events (4<sup>th</sup> of July, etc.)
  - Accessing the Suncoast Trail
  - Playground
  - I do not use Anderson Snow Park
- 5. How can Anderson Snow's sports facilities be improved?**
  - Fields/Space for additional sports
  - Improved park access
  - Lighting
  - Concession stand location/lighting
  - Signage/Way finding to navigate the park
  - Locations and number of bathrooms
  - Park flow – where things are located and how to get to them

## **Part 2: Expanding and Transforming Anderson Snow**

The county also owns the 43 acres adjacent to Anderson Snow. This property gives Anderson Snow the opportunity to become much more than a sports complex.

The next set of questions will help us think outside the box by asking for your creative ideas for what the additional property could be used for and how that could transition Anderson Snow from a sports facility into what the community envisions it could be.

**6. On a scale of 1-5, please rate the following ideas on how excited you would be if Anderson Snow's had the following features (5 = Very Excited; 1 = No Excited)**

- a. Public Swimming Pool
- b. Multi-use Indoor Community/Recreation Facility
- c. Food Truck Event Space
- d. Farmer's Market
- e. Amphitheater
- f. Splash Park
- g. Junior Garden/Zone
- h. Multipurpose Venue/Event Center
- i. Additional Baseball/Soccer Fields
- j. Art Displays
- k. Primitive Camping
- l. Cabin Camping
- m. Dog Park Area

**7. If you are interested in a multipurpose recreation and community center, would you be interested in the following activities:**

- "Ninja" Course
- Rock Climbing
- Volleyball
- Basketball
- Indoor Walking/Running Track
- Wrestling
- Cheerleading
- Trampoline Park
- Other

**8. Would you support the county allowing the following types of businesses to build or operate on the park site (Check yes for all you would support)?**

- Hotel
- Restaurant/Café
- Professional sports training and courses
- Small business rental space

### Part 3: Tell Us about You

**9. What is your gender?** (Multiple Choice)

- Male
- Female
- Other

**10. What is your age?** (Multiple Choice)

- Less than 20 years old
- 20-34 years old
- 35-49 years old
- 50-64 years old
- 65+ years old

**11. What is your household size?** (Multiple Choice)

- 1
- 2
- 3
- 4
- 5+

**12. What is your zip code?** (Open Ended)

**13. If you would like to receive information on the master planning process and additional opportunities to provide your input into the plan, please provide your email address.** (Open Ended)

### Survey Results

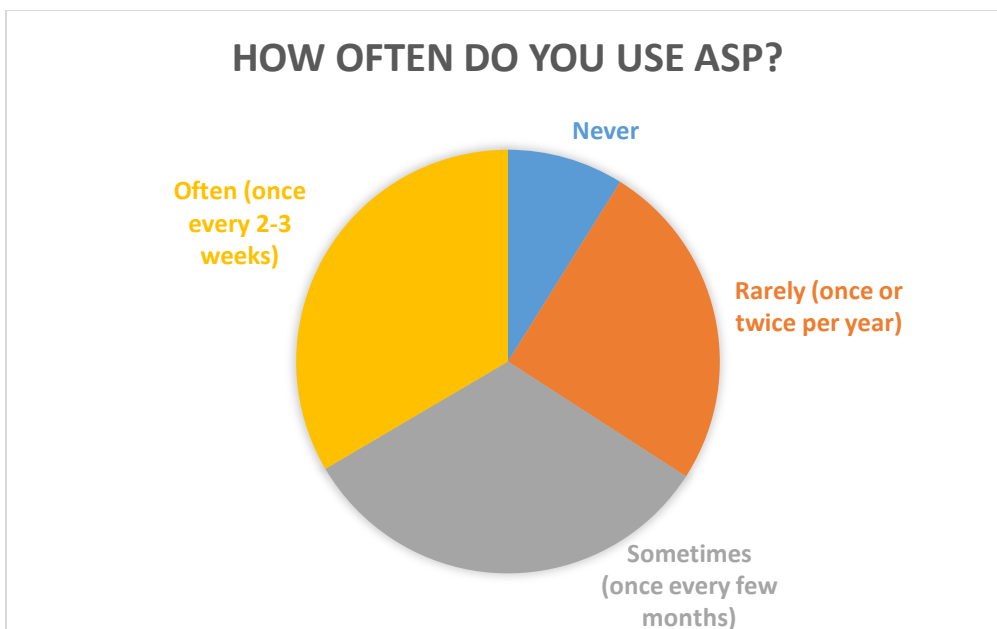


Figure A-11: Q1 Results – How often do you use Anderson Snow Park?

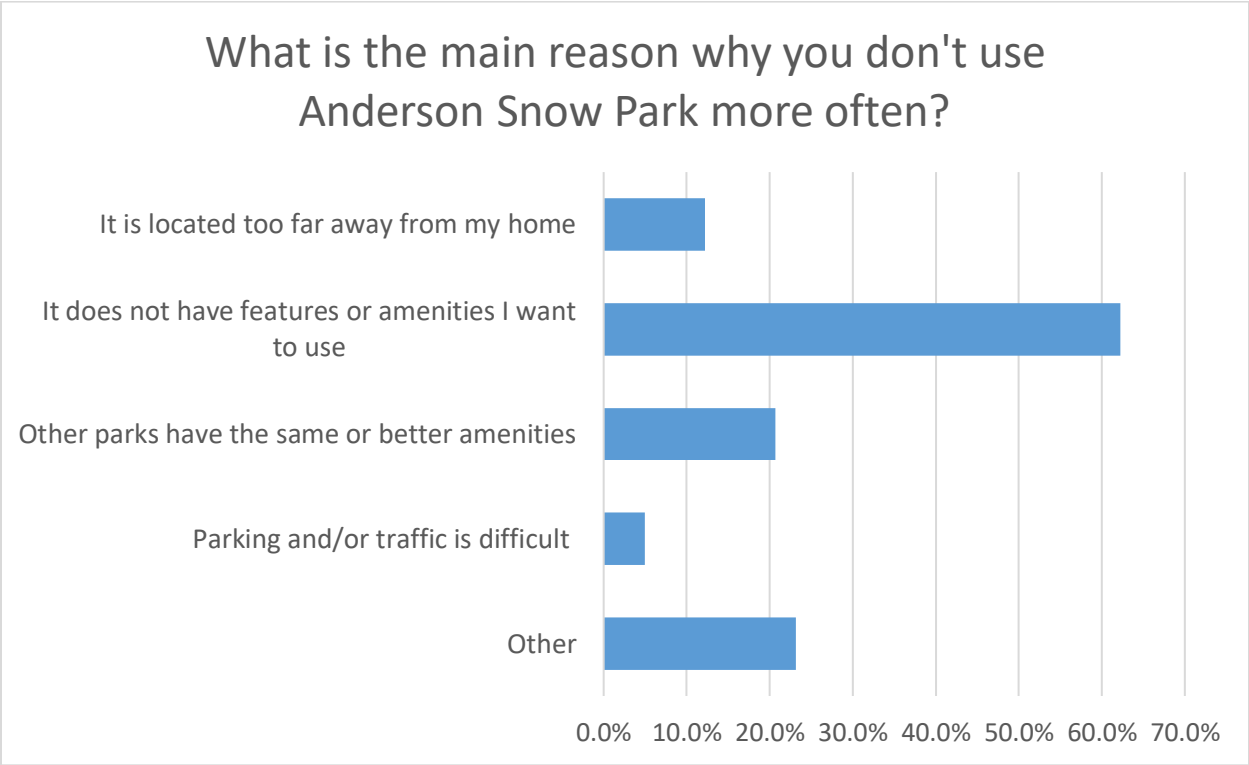


Figure A-12: Q2 Results – What is the main reason why you don't use Anderson Snow more often?

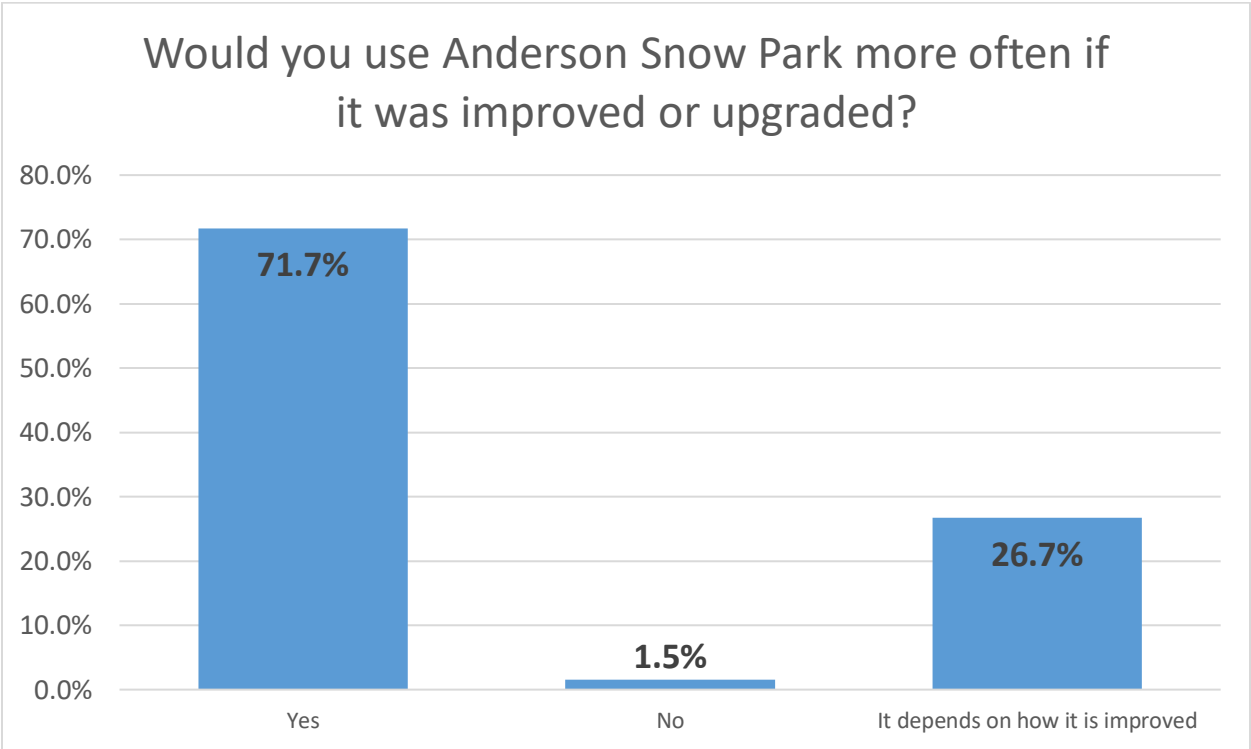


Figure A-13: Q3 Results – Would you use Anderson Snow more often if it was improved or upgraded?

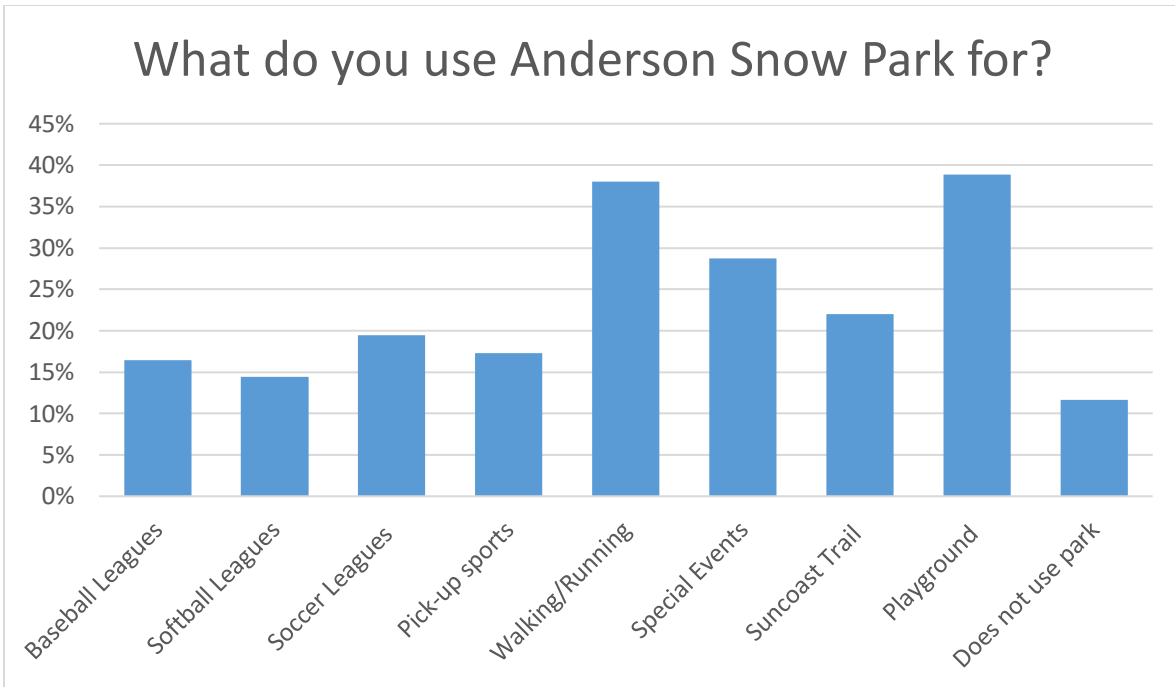


Figure A-14: Q4 Results – What do you use Anderson Snow Park for?

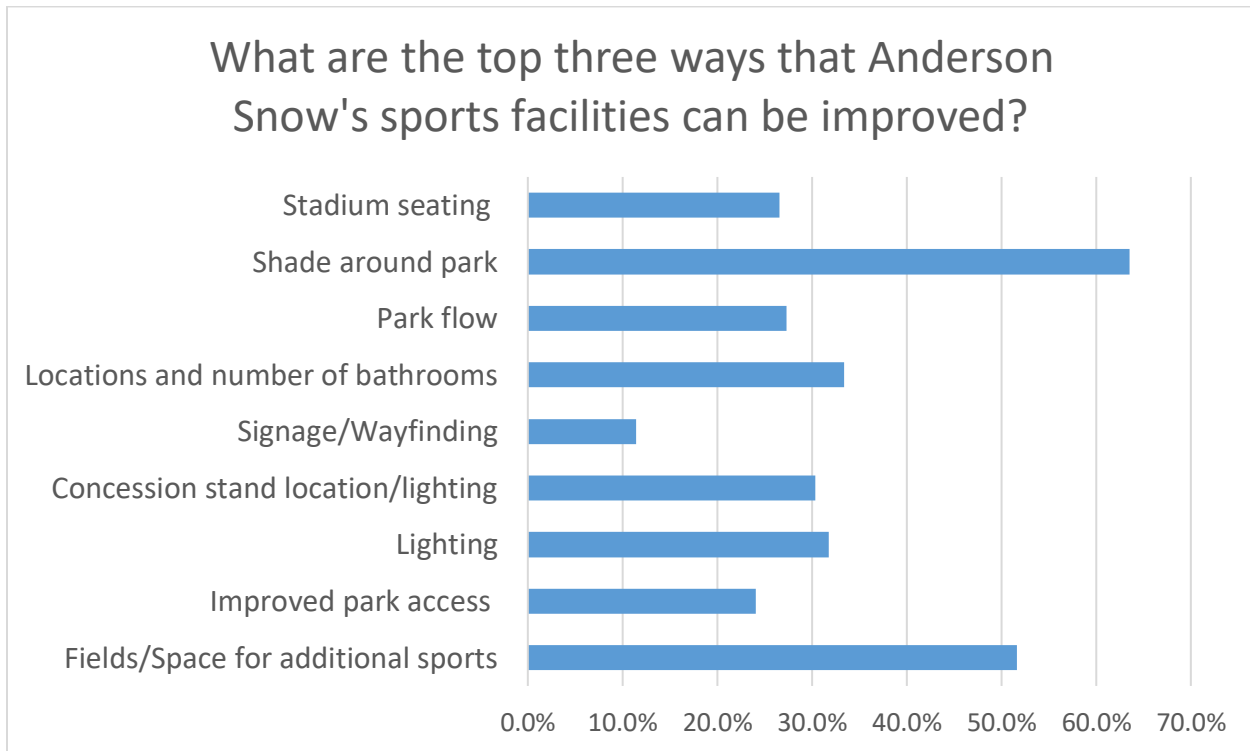


Figure A-15: Q5 Results – What are the top three ways that Anderson Snow's sports facilities can be improved?

Table A-3: Q6 Results – How excited you would be if Anderson Snow’s had the following features

Feature	Average Score
Multi-Use Indoor Community Recreation Center	4.10
Splash Park	3.74
Junior Challenge Course	3.45
Farmer's Market	3.33
Amphitheater	3.22
Food Truck Event Space	3.19
Multipurpose Venue/Event Center	3.19
Public Swimming Pool	3.15
Dog Park Area	2.78
Public Art	2.58
Additional Baseball/ Soccer Fields	2.44

Table A-4: Q7 Results – If you are interested in a multipurpose recreation and community center, would you be interested in the following activities?

Activity	% Interested
Restaurant/Café	71.4%
Rock Climbing	63.4%
Event space	59.6%
Professional sports training and courses	58.5%
Trampoline Park	57.8%
Indoor walking/running track	54.5%
"Ninja" Course	51.6%
Basketball	41.0%
Small business rental space	37.4%
Volleyball	34.9%
Indoor street hockey	33.0%
Hotel	23.9%
Cheerleading	15.0%
Lacrosse	12.5%
Wrestling	10.8%



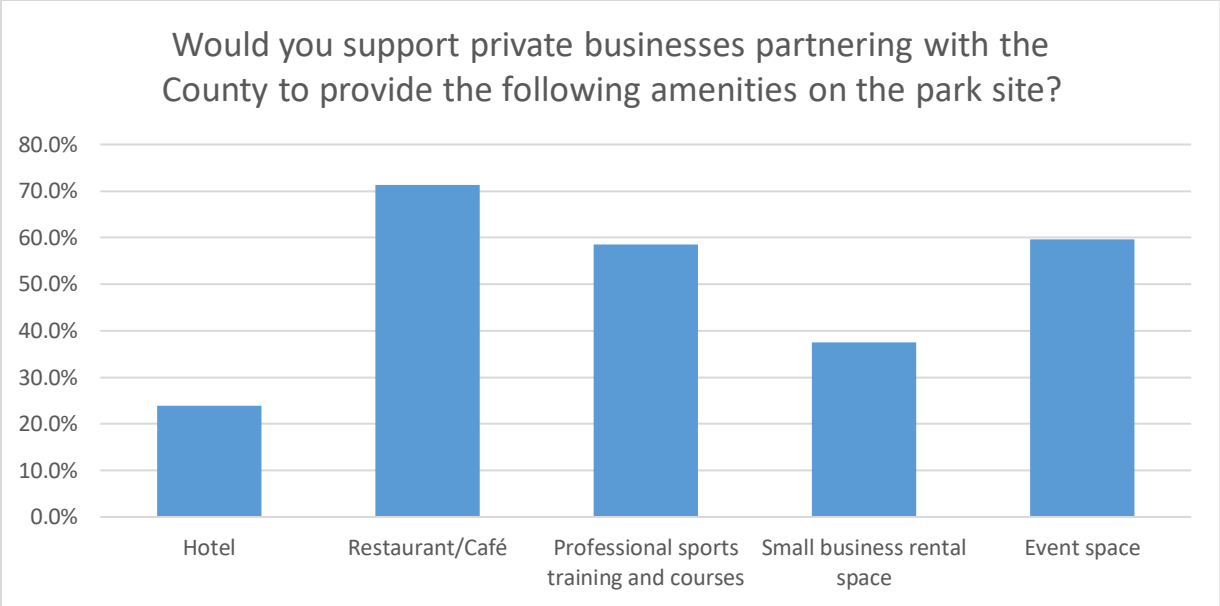


Figure A-16: Q8 Results – Would you support private businesses partnering with the County to provide the following amenities on the park site?

## Appendix B: Public Engagement Phase 2

During the second phase of public engagement, the FSU Research Team presented three preliminary conceptual designs for the future of Anderson Snow Park and gave the public opportunities to provide feedback on how the designs aligned with their vision for the park. To do this, the FSU Research Team, in collaboration with the Hernando County Planning Department, held three community meetings on March 5th, 2020 including two additional open house meetings and a second stakeholder meeting.

### Community Meetings

#### *Build Your Dream Park*

Residents participated at the 'Build Your Dream Park' session from 10:30 AM to 11:30 AM at the Spring Hill Branch Library, from which they learned about the Anderson Snow Park's Master Plan Process. The community survey results indicated that most of the survey respondents were middle aged. To ensure residents from every demographic group contributed their ideas to the master planning process, the Build your Dream Park open house was designed to provide children and young families with a creative way to participate by envisioning their dream park. Children took part in the event by using LEGO-style building blocks to build their favorite park features.

While the children built their favorite park features, parents had the opportunity to view the three proposed park layouts and provide their valuable insights into which layout they liked best and what features they did or did not like from each design.



*Figure B-1: Children participating at the 'Build a Park' with LEGOs, and contributing their ideas to the planning process*



Figure B-2: Preliminary Anderson Snow Park Conceptual Designs Presented During Phase 2 Anderson Snow Park Master Plan

The FSU research team presented the attendees with three conceptual illustrations of the future Master Plan of Anderson Snow Park, based on the Survey, Open House, and Stakeholder Meeting responses and feedback. The Future Park concepts were rendered based on the following concepts:

- *Sports City Scenario*: Envisions Anderson Snow Park as a new and improved sports complex that can accommodate larger sports tournaments while also providing opportunities for wider sport activities
- *Preserve Park Scenario*: Envisions Anderson Snow Park as a nature preserve and outdoor activity center that maintains the existing sport facilities but adds an extensive trail network, disc golf course and amphitheater.
- *Survey Results Scenario*: Formalizes the community's vision for Anderson Snow Park by adding all the features identified by the survey including an indoor sports facility and a splash park.

### ***Build Your Dream Park Findings***

The attendees expressed their ideas on flipcharts. The feedback collected from the Library Open House on the initial Master Plan concepts are listed below:

#### **Feedback on the Survey Results Scenario**

- Need for economic drivers
- Stronger collaboration with Chamber, Tourism, and BCC
- Connectivity to SHD
- Good use of the area to include the ponds (smart thinking)!
- Larger Dog Park, but location = perfect
- No Dog Park
- Splash Park, to include Swimming Pool?
- A direct path from the parking lot to amphitheater?
- Would meeting rooms be a good blend with sports facilities?
- Convention Center is always a need
- Lots of shade
- Enclose the Playground and the Splash Park (fence and gate)
- Add a second playground
- Signage for walking trails + trail map
- Best of the three designs
- I like the amphitheater- Sims Park in Pasco
- Separate entrance for Dog Park
- No need for more fields as ASP because other parks have ball fields
- Quality public art
- I like the Amphitheater and the Recreation Center

## Feedback on the Preserve Park Scenario

- Shaded park areas/ playground (canopy or trees)
- Larger Dog Park area
- Gated Playground (lifted playground)- \*Handicap accessible\*
- Splash Park: go big or go home!
- #4 create enchanted forest (no pressure)
- Bike Station: if marketed right, this will be a well-used addition
- The idea for building: one side with professional art/ mural (place for pictures)/ destination selfies

## Feedback on the Sports City Scenario

- Great concept- determine demand/ usage/ reach of current users (will there be a high need to focus on this solely)
- Add mountain bike trail idea
- Have tennis courts- counties courts are over-used
- Toys and construction sandbox in the playground
- Multi-use trails- not just walking trails
- There are preserve parks elsewhere in the county

The kids' response from 'Build Your Own Park' session, where they expressed what they want in the playground, are as follows:

- Slides
- Swings
- Music Playground
- Building Blocks
- Tower/ Lighthouse
- Monkey Bars X 2
- Fast x 2
- Swings- Go high
- A place for a bike
- Tire Swing
- Rope Swing
- "Theme"
- Tires to climb on

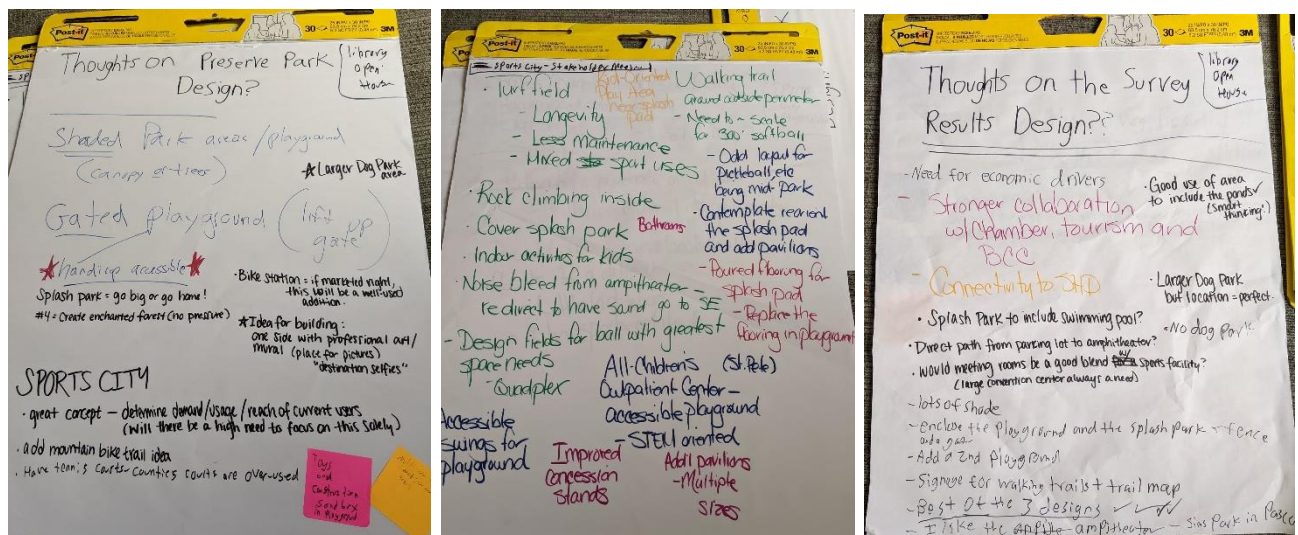


Figure B-3: Responses of the attendees in Flipchart, at the Library Open House and Stakeholder Meeting

## **Stakeholder Meeting #2**

The FSU Research Team and Hernando County representatives held a second Stakeholders' Meeting at Family First Church later the same day, where the stakeholders who attended the previous stakeholder meeting were invited to participate in an in-depth discussion of the preliminary master plan designs.

The complete agenda of the second stakeholders meeting is displayed in the figure below. The meeting began with the FSU Research Team providing a project update and giving a presentation of the survey results. The presentation set the stage for the small group discussion that followed. The small group discussion divided participants into three groups. Each group spent 5-10 minutes discussing one of the three preliminary park designs before rotating to the design for another 5-10 minutes. After each group provided feedback on all three designs, FSU provided a summary of the small group discussion and dismissed the meeting.



### **Agenda Items**

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- I. Introduction
- II. Project Update
- III. Survey Results
- IV. Preliminary Park Designs Discussion
- V. Outstanding Items and Questions

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#### **Additional information**

For further information regarding the Anderson Snow Park Master Plan, please contact Michelle Miller | Senior Planner, at (352) 754-4057 ext. 28027, or at [miller@cos.hernando.fl.us](mailto:miller@cos.hernando.fl.us)

*Figure B-4: Stakeholder Meeting #2 Agenda*

## ***Stakeholder Meeting Results***

The following is the list of insights the stakeholders provided as feedback.

### **Sports City**

- Access / Parking to the backside of the venue
- Handicapped accessibility
- EMT access
- Need walking trail
- Access
- The potential purchase of adjacent property
- Allows additional design concepts
- Possibly use tennis and basketball courts for different use
- Little kid focus
- Non- sports-related
- Turf field
- Longevity
- Less maintenance
- Mixed sports use
- Rock climbing inside
- Cover Splash Park (include Bathrooms)
- Indoor activities for kids
- Noise bleed from amphitheater- redirect to have the sound go to SE
- Design fields for the ball with the greatest space needs
- Quadplex
- Kid- oriented Play Area
- Splash Pad
- Walking trail around outside perimeter
- Need to scale for 300' softball
- Odd layout for pickle ball, etc., being mid-park
- Contemplate reorient the splash pad and add pavilions
- Poured flooring for Splash Pad
- Replace the flooring in the playground
- Accessible swings for playground
- All children's Outpatient Center-accessible playground (St. Pete)
- STEM-oriented
- Add pavilions –multiple sizes
- Imported concession stands

### ***Open House #2***

A second stakeholder meeting was held on March 5th, 2020. During this meeting, the FSU Research Team updated community stakeholders on the master planning process including a presentation of the community survey results. Participants were then provided with an opportunity to collaboratively react to the three preliminary conceptual designs for Anderson Snow Park that the FSU Research Team developed based on the feedback received from the first stakeholder meeting and the community survey.