



Feasibility Study and Business Plan for Recreational Facilities and Sports Tournaments



December 2020



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Section 1:
Introduction & Summary

INTRODUCTION

The city of Hernando is in northwest Mississippi and is the county seat of DeSoto County. Hernando's estimated population is 16,811 (2019) and is part of the Memphis, TN, metropolitan area with an estimated population of 1.3M (2013) that includes other parts of Mississippi, Tennessee and Arkansas. Hernando is located at the intersection of Interstates 55 (north/south) and 69 (east/west) and is in close proximity to the region's other transportation options of air, rail and river based in Memphis. Hernando provides a high quality of life with a vibrant downtown square, A-ranked school district, big box and boutique retail, appreciating housing market, and a portfolio of parks and other public spaces.

Recreation facilities and programming are important investments for all municipalities. Recreation facilities provide important environmental, aesthetic, and recreational benefits. They are also a source of positive economic benefits. They enhance property values, increase municipal revenues, bring in homebuyers and workers, and attract retirees. This Feasibility Study & Business Plan for Recreation Facilities and Sports Tournaments for the City of Hernando serves as a document intended to strengthen both Hernando's quality of life and local economy.

Attractive and popular recreation facilities have a major local economic impact through spending and job creation. Sports and recreation tourism (travel that involves either observing or participating in a sporting event or recreation activity) is a fast-growing sector of the global travel industry and equates to \$7.68 billion annually. Hernando is part of the Memphis Metropolitan Area which has a population of more than 1.3 million. The Feasibility Study & Business Plan for Recreation Facilities and Sports Tournaments for the City of Hernando provides recommendations and supporting data for the City to invest in feasible and profitable ways to improve its recreation offerings to capture sports and recreation tourism spending within the Memphis Metro Area and surrounding sports tourism footprint.

SUMMARY

The purpose of the Feasibility Study & Business Plan for Recreation Facilities and Sports Tournaments for the City of Hernando is to provide the City's elected officials, staff and recreation stakeholders the information needed to make strategic investments in recreation facilities and programming. This study is a multi-year, multi-phased plan for improvements to existing parks and recreation facilities and new facilities intended to improve quality of life and create sales tax revenue increases, new jobs, and place a stronger stake in the region's sports tourism economy.

The planning process for the Feasibility Study & Business Plan for Recreation Facilities and Sports Tournaments for the City of Hernando began with an evaluation and documentation of existing park and recreation facilities and operations. After the planning team understood existing conditions and operation, Stakeholder input was gathered through a public kick-off meeting with open dialogue and input forms. An online survey was also posted. Through these avenues the planning team gathered stakeholder input related to existing facilities, new facilities and recreation related travel. Next, the planning team gathered data on the region's recreation economy by researching local demographics, Hernando's location and accessibility, lodging and accommodations, corporate and

university presence, local attractions, climate, and local market issues. Based on these criteria, the planning team found strong local demographics with issues such as limited hotel stock, corporate/university presence, and competition for tournament play due to facilities and Hernando's lack of an image as a sports tournament destination.

The following section represents a condensed description of the recommendations outlined in the Feasibility Study & Business Plan for Recreation Facilities and Sports Tournaments for the City of Hernando. All recommendations are described in more detail in Section 4.

The following primary proposed improvements are those that offer user experiences that are emerging or unique in the regional market or offer partnering opportunities with existing tournaments or events within the region. These improvements will foster mostly single day trips but make use of Hernando's limited hotel capacity while building demand for expanded hotel and restaurant capacity.

- 1. Tennis Complex** – The plan calls for an 8-court tennis complex addition to Milton Kuykendall Park to allow Hernando to compete or partner with other complexes in the region (Southaven, Oxford, Senatobia, etc.). Milton Kuykendall Park is within close proximity to the W Commerce Street commercial corridor and the downtown square. It also offers existing support infrastructure such as parking, utilities and track/exercise equipment. The recently resurfaced courts at Conger Park or existing courts at Church Park would serve as overflow for tournaments that require a 10-court or 12-court complex. The proposed courts would be located on DeSoto County School District property. A joint agreement between the City of Hernando and DeSoto County School District would be required.
- 2. Indoor Multi-Use Recreation Facility** – The plan calls for a 30,000 square feet multi-use facility at Renasant Park. This facility includes two (2) full-size basketball courts with pickle ball striping, concessions, restrooms, offices, meeting space and storage. It would accommodate indoor court activities that are currently hosted by Desoto County School District facilities. More importantly, the large multi-use court space could host events such as eSport, archery, and cheer/dance tournaments, training, galas, receptions, or other private events attracting guests and participants from across the region. Participants would be directed from I-55 to Commerce Street and south on Highway 51, getting a glimpse of the Commerce Street corridor and downtown square. The City should monitor the development of private indoor recreation facilities and their uses to avoid any duplication or competition for events and activities.
- 3. Trails & Greenways** – The plan includes site plans showing improvements to each of Hernando's 11 public recreation parks and facilities. Most of these parks are connected by shared use pathways and greenways identified in the City's Bicycle & Pedestrian Master Plan adopted in June 2019. The plan calls for a high priority to be placed on the establishment of trails, particularly those that connect parks and greenways that provide unique user experiences. Trail walking, jogging and cycling are very popular outdoor recreation activities in the Memphis area as witnessed on any of the region's many trails such as the Greenline, which has an estimated annual economic impact of \$2.9M.
- 4. Equestrian Arena at Civic Center** – The plan calls for more support for Equestrian events at the Civic Center. First, the Civic Center property lease needs to be solidified with a long-term lease

or purchase agreement. Proposed improvements include a new loop road with trailer and RV parking as well as a new restroom/concession building, horse barn with 20 stalls, main arena lighting upgrades, bleachers, and other support amenities. Equestrian event participants are a well-traveled group and often purchase fuel, food and supplies in and around event locations. Most equestrian participants travel with lodging, but still need accommodations such as water and power for their trailers and RV's. The City should be aware of a potential new agricenter on Star Landing Road that can accommodate many of the same equestrian events/activities and other large events.

- 5. Skate / Bike Park Expansion** – The plan includes several areas for expansion adjacent to the existing skate park at Renasant Park. These new skate and bike areas would accommodate skate and street bike features for all ages. The current skate park is very popular and is often overcrowded and cannot accommodate large numbers of skate and bikers. Expanded offerings will bring more attention to the park in the form of casual use and programmed events.

The following secondary proposed improvements are those that depend on higher sales tax revenues, job creation, and increased recreation budgets due to prior investments in recreation facilities, programming, and staffing.

- 1. Baseball / Softball at Civic Center** – The plan calls for basic improvements to the baseball/softball fields at the Civic Center. These improvements are based on the need for improved accessibility and user experience and include paved, accessible surfaces to connect parking areas to each field, concession, restroom and pavilion amenity. In some cases, these paved access routes will improve maintenance access to fields and other programmed spaces in the park. The plan also calls for new shade pavilions in use areas that are currently lacking and safety netting to better protect the existing playground area. Improvements to the fields are also needed in the form of better drainage, improved lighting, and increased maintenance of infield and natural turf areas.
- 2. Soccer Complex** – The plan calls for improved accessibility, both vehicular and pedestrian with the addition of paved parking, vehicular turnarounds, and sidewalk connections to each field and use areas. The plan also calls for better space delineation with the addition of bollards and curb and gutter to limit vehicular access to field and pedestrian areas, striped crosswalks at pedestrian / vehicle conflict points, and lighting throughout the parking areas to increase pedestrian visibility. The plan calls for the remaining fields to have scoreboards and to be lighted to maximize usage. Shade pavilions, tree planting and improved signage is also identified in the plan to increase user experience.
- 3. Stage & Bandshell** – The plan calls for a stage and bandshell with terraced seating in Conger Park. There is an existing wood stage at Conger Park that is currently being used for various events. The addition of a permanent concrete stage and bandshell with rigging, power and ADA accessibility would increase user experience for existing events and add demand for new outdoor events potentially drawing people from throughout the region to attend unique events supported by the newly developed space.
- 4. Trails & Greenways** - The plan includes site plans showing improvements to each of Hernando's 11 public recreation parks and facilities. Most of these parks are connected by shared use pathways

and greenways identified in the City's Bicycle & Pedestrian Master Plan adopted in June 2019. The plan calls for a high priority to be placed on the establishment of trails, particularly those that connect parks and greenways that provide unique user experiences. These projects should remain a priority through the life of the implementation phase of this plan.

- 5. Other Improvements to Existing Parks** – The plan includes improvements to all parks as described in Section 4 and illustrated in the included site plans and opinions of probable cost. Each park is slated for improvements to existing features, expanded uses of existing features, or new features and amenities such as new play equipment and features at E Parkway Park and the Gale Center, early learning and adaptive play equipment additions at Church Park, bike trails and basketball courts at Lee's Summit Park, restroom at Addie Baldwin Park and improved walking/jogging trails at Conger Park. These improvements will add quality of life and be the result of the positive economic impact of the primary proposed improvements.

Economic Impact of Proposed Improvements – The planning team member Trent Lott Center for Economic Development at the University of Southern Mississippi determined the economic impact range of the proposed improvements to be \$1.6 million (low), \$5.6 million (medium), or \$36.1 million (high) in revenue and will support 67 (low), 288 (medium), or 656 (high) direct jobs, with value-added \$3 million (low), \$7.4 million (medium), or \$16.8 million (high), respectively. More specifically, depending on low, medium, or high demand, it is expected that an additional 7, 20, or 45 indirect jobs and 5, 21, or 47 induced jobs will be created with the impact of \$429K, \$1.4 million, or \$5.9 million, respectively. In total, the updated sports/recreation facilities can support substantial employment (80, 329, or 748 jobs) and economic impacts of \$2.0 million, \$7.0 million, or \$16.0 million annually for the region. Lastly, the updated sports/recreation facilities can generate \$49K, \$157K, or \$357K in fiscal impact or tax revenue for the city. A breakdown of the total tax revenue resulting from the updated facilities (low, medium, and high demand) is in Section 5 Table 5-2.

Implementation – The purpose of the Feasibility Study & Business Plan for Recreation Facilities and Sports Tournaments for the City of Hernando is to provide the City's elected officials, staff and recreation stakeholders the information needed to make strategic investments in recreation facilities and programming and reap the economic rewards to either pay down balances accrued or reinvest into new recreation investments.

- 1. It must be a priority** - Implementing the plan takes dedication and commitment. These improvements must be a priority with all local officials.
- 2. It takes a leader/champion** – A champion should be identified that can connect the improvements to members of the community, connecting individual user groups that typically operate in silos and breeding confidence in the proposed improvements and economic data presented in this study. This does not have to be an elected official, but does need to be someone who is recreation minded and not solely focused on one aspect of recreation (i.e. baseball, soccer, etc.).
- 3. Revisit a local sales tax referendum for parks, recreation and tourism** – A local sales tax referendum on food/beverage and lodging for Hernando parks, recreation and tourism should be

revisited. A previous effort failed to gain support, but that effort lacked leadership, organization and supporting data. This study provides the supporting data that can be formatted into various graphics or other media to inform members of the community to run a true campaign that presents facts that can connect to each individual community member. Connect with those who previously opposed the referendum and address their concerns through education or economic opportunities offered by investments in parks, recreation and tourism. Learn from other municipalities that have moved through a similar process. Numerous communities have passed local sales tax referendums that are producing revenue streams that can only be used to improve their community's parks, recreation and tourism efforts. Southaven, Saltillo, Columbus, Charleston, Lexington, Baldwin, Carrollton, North Carrollton, Flowood, Starkville and Amory have passed or are in the process of establishing referendums.



Section 2:
**Existing Parks &
Recreation in Hernando**

2.1 EXISTING FACILITY INVENTORY

Hernando has (10) park areas comprising approximately 119 acres. A field survey of the City’s existing parks and recreation facilities was conducted and individual park inventory sheets were created (attachment 1).

- Table 2-1 was created from:
 - Recreation Facility Evaluation Instrument:
 - » Cavnar MM, Kirtland KA, Evans MH, Wilson DK, Williams JE, Mixon GM, Henderson KA. (2003, August). Recreation Facility Evaluation Instrument. Prevention Research Center, Arnold School of Public Health, University of South Carolina.

Table 2-1 Existing Facility Inventory

Activities	Baseball/Softball	Basketball (OD)	Walking/Jogging	Soccer	Playgrounds	Tennis	Community Center	Dog Park	Horse Arena	Football	Splashpad	Skate Park
Units	Fields	Courts	Miles	Fields	Areas	Courts	Each	Each	Each	Field	Each	Each
Renasant			1.7					1				1
Baldwin		2										
Bouchillion												
Church					1	2						
Conger			.65		1	2						
Lee			.64		1							
Kuykendall			.25							1		
Parkway					1							
Soccer				10								
Civic Center	9				1				1			
Gale							1					
TOTAL	9	2	3.24	14	5	4	1	1	1	1	0	1

During inventory, parks were evaluated on a 4-tier scale

- 1 – Poor (facility has issues which need to be addressed) (ie. Maintenance, safety, or update)
- 2 – Fair (facility needs some attention)
- 3 – Good ((facility is functioning and serviceable; minor issues)
- 4 – Excellent (facility recently renovated and needs no major improvements)

The scale looks at various aspects of the park including ADA compliance, quality of equipment, attractiveness, amenities, safety, condition, the number of fields/courts, adequate signage, and generate a score 1 -4. The score in each area is added creating a composite score, which provides an understanding of the condition of the park.

Table 2-2 Existing Facility Ranking

Facility	Composite Ranking	Score
Renasant	1.63	Good
Baldwin	1.16	Fair
Bouchillion	0.95	Poor
Church	1.85	Excellent
Conger	1.63	Good
Lee	1.64	Good
Kuykendall	1.42	Fair
Parkway	1.47	Good
Soccer	1.54	Good
Civic Center	1.74	Good
Gale	1.63	Good

Scoring System:

=> 1.75 Excellent	> 1.45 Good	> 1.15 Fair	< 1.149 Poor
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SERVICE AREA ANALYSIS

The city of Hernando has ~119 acres of developed park land. Based on the National Recreation and Parks Association (NRPA) 2019 Agency Performance Review Benchmarks found 10.1 acres per every 1,000 population. Per United States Census Bureau current population is 16,811 with a service area within 10 minutes of 27,152. Based on 10.1 acres per 1,000, Hernando needs between ~169.68 to ~273 acres of park lands depending on the population that Hernando is trying to serve.

The current system provides about 70% of the recommended acreage for the 2020 population. At a minimum, an additional 50 acres should be considered to meet the metric benchmark. The metric report also indicated there is generally one park per 2,181 residents. With 10 parks in Hernando, based on 16,811 residents, there ratio in Hernando is in range with 1,681 residents per park.

NRPA has developed a facility demand analysis, which in turn creates a needs analysis based on population and usage areas. Since Hernando has a larger service area vs its population number, the needs analysis will provide a range for these areas, based on a low to high versus current available.

Table 2-3 Demand and Needs Analysis

Baseball	Field	1 per 2,500	7 Fields
Softball	Field	1 per 2,500	7 Fields
Outdoor Basketball	Court	1 per 5,000	3 Courts
Soccer	Field	1 per 3,500	5 Fields
Tennis	Court	1 per 2,500	7 Courts
Walking/Jogging	Mile	1 per 3,000	5.6 Miles
Community Center	Each	1 per 50,000	1 Each
Spray Park	Each	1 per 25,000	1 Each
Playground	Each	1 per 1,000	16 Each
Dog Park	Each	1 per 43,000	1 Each
Skate Park	Each	1 per 100,000	1 Each

Source: National Recreation and Parks Association

DEMAND PROJECTIONS

By applying current populations to the facility development standards established for Hernando, current and projected demand for facilities can be established. Example of calculation:

Activity: Tennis/unit: Court/standard: 1 court per every 2,500

Projected population Hernando 16,811

Facility demand = 16,811 x (1 court per every 2,500 people) = 6.72 Courts (rounded up to 7)

Table 2-4 Demand Projections

Baseball/Softball	Supply	9 Fields	Demand	7 Fields	Result	+ 2 Fields
Outdoor Basketball	Supply	2 Courts	Demand	3 Courts	Result	- 1 Courts
Soccer	Supply	14 Fields	Demand	5 Fields	Result	+ 9 Fields
Tennis	Supply	4 Courts	Demand	7 Courts	Result	- 3 Courts
Walking/Jogging	Supply	2.39 Miles	Demand	5.6 Miles	Result	- 3.21 Miles
Community Centers	Supply	1 Each	Demand	1 Each	Result	-
Spray Park	Supply	0 Each	Demand	1 Each	Result	- 1 Each
Playground	Supply	5 Each	Demand	16 Each	Result	- 11 Playgrounds
Dog Park	Supply	1 Each	Demand	1 Each	Result	-
Skate Park	Supply	1 Each	Demand	1 Each	Result	-

NEEDS PROJECTIONS

By utilizing the amount of demand calculated for each type of facility, the actual need can now be determined. The table above shows present number of facilities related to demand, resulting in either a negative number of facilities (indicating need) or a positive number (indicating over-availability).

2.2 PROGRAMMING & EVENTS

The Hernando Parks and Recreation Department has programming that is run by the Parks and Recreation Department as well as the Community Development Department. Both departments bring something to the table and both can be impactful for the sports/event tourism possibilities.

This section will briefly look at existing programs so the administration can evaluate the current impact and see the potential for is already in place. The first section of events are the activities provided in conjunction with Community Development Department.

The following programs provide opportunities for Hernando to provide Sports/Event Tourism as well as meeting the basic quality of life needs of the residents of Hernando. These opportunities should be explored in conjunction with expanding tournament opportunities in various sports. The City has some private/public relations with the Chamber of Commerce, the high schools, and other vendors. There appears to be a good number of volunteers and community support groups that assist with programming. Overall, there appears to be city buy-in on the events offered but based on surveys, citizens are always looking for expansion of existing opportunities as well as exploring new opportunities for programming and athletics.

HERNANDO WATER TOWER 10K

This event had almost 500 participants in 2019 and was up 38% in participation from 2018. As an annual event, this allows participants to put this event on their calendar and plan for it. With participants from 10 states and 50 cities, this is the type of event that brings money and recognition to Hernando. By tying this event into the Front Porch Jubilee (Blues event), a synergy is created. This also provides another reason for participants to stay after the completion of the event. By creating a public/private partnership with Excel by 5 (EB5) and providing downtown business incentives for downtown merchants, this event is a great example of working several aspects of sports/event tourism together for the benefit of the entire community and the participants. This event also brought in 40 volunteers and coordinated social media efforts which brings attention to Hernando.

HERNANDO FARMERS MARKET

Hernando boasts the largest open-air market in the state and opens in conjunction with the DeSoto County Earth Day Celebration (end of April) and is open Saturdays through the end of October. The coordination of opening on Earth Day brings a few thousand visitors to downtown Hernando. This market has ~65 vendors and attracts ~100,000 visitors. This market works with eight other markets in the United States, with the University of Wisconsin, and the Farmers Market Coalition. This study has occurred over a 3-year period monitoring shopper trends, visitor counts, SNAP usage, distance traveled to market and variety of food are some of the data points captured. The market will continue data collection in 2020.

In a cross promotion opportunity, free fitness/yoga classes are provided on most Saturdays, free paint potter or art painting classes, food demonstrations, children's day with free activities, senior day, music and other activities are also offered. The POP (power of produce) allows children an opportunity to purchase their favorite fruit or veggie. This facility uses the SNAP and allows for EBT usage, with double transactions through a grant to improve health and food equity in the community. The market also accepts WIC and senior vouchers.

DICKENS OF A CHRISTMAS – (HERNANDO IS A DESTINATION)

This event was a new event to help bring Christmas spirit to Hernando and increase sales in the downtown during the Chamber of Commerce Christmas Open House. This open house is from 10AM – 5PM. The Dickens event was from 1PM – 5PM, with anticipated expansion this year.

There were thirteen community partners, including the farmers market, DeSoto County Museum and Arts Council and many local non-profits. Retail establishments had the highest number of sales.

HISTORIC TOURS

This is an opportunity that is being explored and with potential partner the Desoto County Museum. Through the USDA Farmers Market Promotion Program grant, there are some opportunities for marketing this event. This would be an event coordinated with Mayor’s Youth Council using GIS locators to map historic and Blues markers to create a map.

BICYCLING PROGRAMS

Hernando has an adult bicycling grant. Currently the city has twelve (12) bicycles, helmets, locks and chains that are housed at the back of the Gale Community Center. These are available for check out to the public. At this time, this program is underused but could be tied into a city-wide bicycling/ trails plan for the city.

The Parks and Recreation Department facilitates a total of twenty-three (23) programs for the citizens of Hernando, with ~5,469 participants. The programs are outlined as follows:

Table 2-5 Programs

1.	Spring and Fall Baseball, Softball and T-Ball	13.	Hook and Needle monthly
2.	Soccer Spring and Fall and Summer Soccer Camp	14.	Senior Trip yearly
3.	Tennis Camps Spring, Summer and Fall	15.	Park Art yearly
4.	Youth Basketball	16.	H.E.A.L. Healthy Eating Active Living program 4 week classes in the fall and winter to summer classes
5.	Adult Soccer	17.	Scavenger Hunt yearly
6.	Adult Kickball	18.	Movie Night 3 times a year
7.	Adult Softball	19.	Play Day in The Park yearly
8.	Young at Heart Monthly Program	20.	Cookies with Santa yearly
9.	Walking Groups 3 days a week	21.	Senior Fun Day yearly
10.	Seated exercise for seniors 3 days a week	22.	Conger Park Yard Sale
11.	Line dancing once month	23.	Express Competitive Soccer Spring and Fall
12.	Young at Heart Yoga 2 days a week		

Table 2-6 Program Attendance in 2019 - Dolly's Programs (Total: 2022)

Park Art – 186 <ul style="list-style-type: none"> • Art work by children – 126 pieces • Volunteers for program – 5 • Park Exhibit Attendees – 60 (estimated) 	Scavenger Hunt – 96 <ul style="list-style-type: none"> • Sponsors involved – 18 • Teams involved – (19) 76 participants • Volunteers for program – 2
H.E.A.L. Program – 92 <ul style="list-style-type: none"> • Sponsor, employees involved (dietitians, nurses, etc) – 5 • Participants involved – 72 • Instructors & Volunteer leaders – 15 	Play Day in the Park – 460 Sponsors and vendors involved – 50 estimated Volunteers involved – 10 Play Day Attendees – 400 (estimated)
Yard Sale – 238 <ul style="list-style-type: none"> • Vendors and helpers – 38 • Shoppers – 200 	Movie Night – 100 <ul style="list-style-type: none"> • Sponsors, staff – 15 • Admissions plus kids under 2 - 85
Cookies with Santa – 486	Walking Groups – 30 Walking w/Madeliene – 15 (Estimate – not all here every week) Walking w/ Diane – 15 (Estimate – not all here every week)
Arthritis Class – 20 (Estimated – not all here at the same time)	Hook & Needle – 10 (Estimated – not all here at the same time)
Line Dancing – 20 (Estimated – not all here at the same time)	Exercise Senior Style – 20 (Estimated – not all here at the same time)
Young @ Heart – 60 (Estimated – not all here every month)	Senior Fun Day – 60
Young @ Heart trip – 47	Zumba/Zumba Toning – 92 for year
Young at Heart Yoga – 5	

Table 2-7 Sports Participation

	2013			2019	
	Spring	Fall		Spring	Fall
Youth Basketball	334		Youth Basketball	468	
Youth Soccer		363	Youth Soccer	456	407
Youth Baseball		181	Youth Baseball	411	265
Youth Softball			Youth Softball	182	169
Youth T-Ball			Youth T-Ball	153	54
Youth Tennis			Youth Tennis	75	37
Competitive Soccer			Competitive Soccer	180	
Adult Basketball	10		Adult Basketball	0	
Adult Softball	18		Adult Softball	6	
Adult Soccer			Adult Soccer	42	45
Adult Kickball	9		Adult Kickball	4	

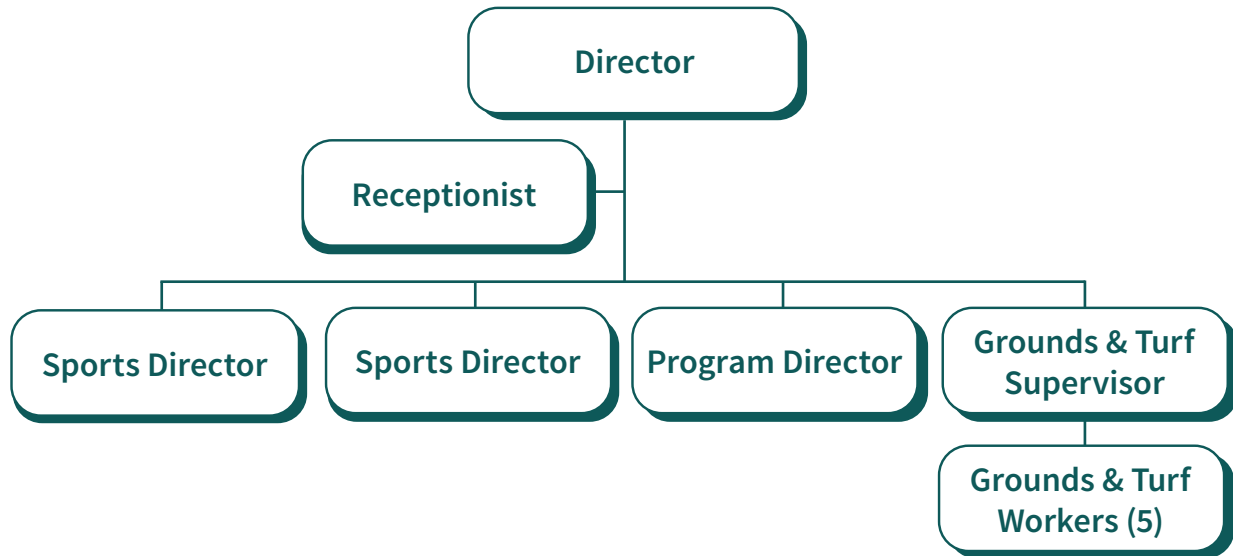
Table 2-8 Sports Participation % of Growth and Decline since 2013

Program	% of Growth since 2013
Youth Basketball	40.0
Youth Soccer	12.0
Youth Baseball (Spring)	-13.0
Youth Baseball (Fall)	46.0
Youth Softball (Spring)	-18.0
Youth Softball (Fall)	-12.0
Youth Tennis	300.0
Competitive Soccer	185.7
Youth T-Ball (Spring)	-4.0
Youth T-Ball (Fall)	35.0

2.3 MANAGEMENT & BUDGET

The current Parks and Recreation organization chart is outlined below:

Table 2-9 Hernando Parks and Recreation 2020 Organizational Chart: Employees 11



As outlined in the table and as it currently stands the Hernando Parks and Recreation Department is slightly under-staffed. The recommended organization and management structure would place the director, assistant director, which would be a new position and the receptionist management level positions. The director's position would be responsible for big picture and long/short term vision, personnel development, finding grant and funding opportunities and developing capital improvement projects. The director's role should be to assist all department personnel in facilitating their work activities and should be available should anyone need assistance to complete tasks due to personnel, lack of equipment or funding issues. In addition, this role is the direct liaison with the city administration to convey issues and work toward achieving city and department goals.

The created position for assistant director would be responsible for day to day operations and personnel issues. That is not to say, this position is desk confined. The assistant director should be working with the division supervisors to make sure programs and activities are being executed on a timely basis in addition to working with them directly on policy/procedure and overall program/activity management.

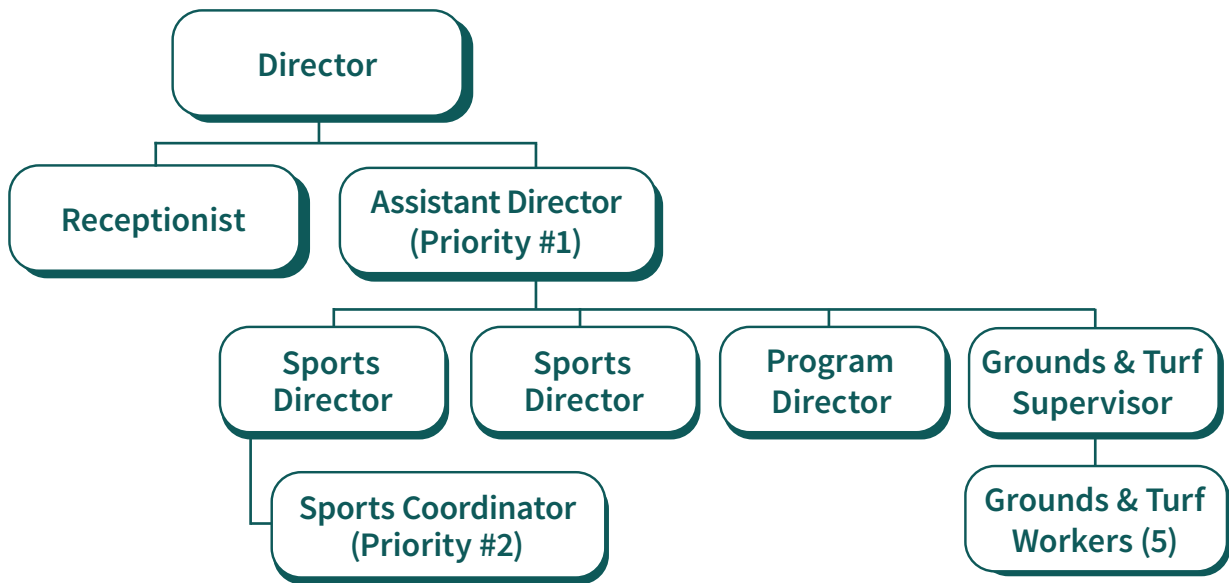
The receptionist should be able to fill the role of payroll and department procurement for purchase orders and expenditures and provide direct support to all department personnel as it relates to these areas. The receptionist is not only the front line of customer service for the citizens and participants but should also assist department personnel behind the scenes when possible.

The program director, both sports directors and maintenance supervisor should report directly to the assistant director. This should give the assistant director the personnel resources to divert personnel as needed for large special or athletic events. The maintenance supervisor and maintenance

workers need to understand during hiring that there are times of the year when maintenance work will be slow or will not be a full-time opportunity. It is during these times personnel will need to be made available to other divisions within the department to assist as necessary. Although the recommendation is for twelve full-time employees to operate the Department, based on the size of service area, Hernando Parks and Recreation personnel have outlined the need for one additional position of Sports Coordinator as the secondary priority for additional personnel.

In conjunction with the staffing section, recommended organizational chart for Hernando Parks and Recreation Department would be as follows:

Table 2-10 Recommended Hernando Parks and Recreation 2020 Organizational Chart: Employees 12-13



WHEN AND HOW TO ADD NEEDED STAFF

Increasing staff would require a discussion that would include the Parks and Recreation Director and the Administration. The position(s) would be contingent on acquiring the funding shortfall outlined in the budget section of this report. The Director would outline the job descriptions, responsibilities, and explain the need for the requested personnel. This would also show the gap in the level of work that is expected by the Department and the public while providing documentation showing the number of hours (manpower and equipment) necessary to complete the tasks. By graphically demonstrating the delta between what is currently being done compared to what needs to be done, all parties gain a better understanding and need for the positions.

There are two ways to look at bringing staff on board. The most obvious is during the budget cycle. This would bring staff on board in October at the beginning of the fiscal year. The other alternative is to look at the position of assistant director as a fiscal year hire and look to incorporate the sports coordinator as a seasonal full time during peak sports seasons, or bring in full time later in a budget year, so the full salary would not be paid in year one, but would be full time beginning in fiscal year two. This would stretch these expenditures over two budget cycles.

In discussions with the Park Director, there is a city benefit to creating and maintaining institutional knowledge. In order to accomplish that, the administration and board need to have an understanding of what employee job responsibilities are and the gap that is created in training and bringing in new employees. Maintaining quality staff allows maintenance to improve and get better over time, programs to grow, and more recreational opportunities to be created as employees are not spending time training or reviewing work by replaced employees.

To provide quality venues and environments for sport/event tourism, an effective team with the ability to make decisions and work with limited supervision is necessary. There are several moving parts during an event, and a team of workers, self-motivated with a thorough understanding of their job responsibilities and what it takes to accomplish tasks is not only important, but imperative.

BUDGET

The 2019 NRPA metric has agencies with populations of less than 20,000 budgets ranging from 511K to 1.9K. With the Hernando service area, the expectation would be for Hernando's budget to scale toward the higher end of this range.

The 2019 Hernando Parks and Recreation budget was as follows:

Revenues:	\$1,053,123
<hr/>	
Expenses:	
Salary/Benefits	\$458,350
Supplies	\$134,150
Other Services/Charges	\$291,500
Capital Outlay	\$140,200
Total Expenses	\$1,024,200

The other NRPA metric is an expenditure of \$78.69 on a per capita basis. Based on the Hernando population of 16,811 and a service area of 22,655, this would equate to a low end budget of \$1,322,857 and the upper end budget of \$1,782,721. At this time, Hernando spends \$60.90 per person. Additional funding to meet the per capita basis would also meet the management issues brought up in the staffing and management section.

The budget revenues are showing a transfer from the general fund in the amount of \$216,445. It is not uncommon for municipalities to transfer more funding as the millage requirement by law is not sufficient to fund a department in the state of Mississippi to meet all of the quality of life goals set forth by the city.

Although Parks and Recreation falls behind public safety (police/fire) and public works in the funding process, the return of expenditure on qualified personnel that can assist in generating additional revenue for the city in sports/event tourism should not be overlooked.

A steady programming/activity based on special/athletic events that bring people to town to stay in hotels and eat in local restaurants should not be undervalued. There are numerous benefits:

LONG TERM IMPACTS OF SPORTS TOURISM

Sports/event tourism involves traveling to a different city to participate or watch a sporting event. Examples include a marathon, tennis tournament, or the regional farmer's market. These activities can have a huge effect on the community. Although, maybe not immediate and obvious, these effects are long lasting.

STIMULATES THE LOCAL ECONOMY

When traveling, visitors are likely to spend money. This includes lodging and food as well as entry fees and concession revenue. There may be memorabilia purchases as well. All of these have economic impact on the community hosting the event.

SPORTS/EVENT TOURISM LEADS TO OTHER TOURISM

Although visitors come to your community for the event, they may also visit retail and other attractions. After the event, word of mouth or social media about your community may bring in other visitors. Participants in the event can often re-visit an area to complete their visit. Visit retail or restaurants they saw but were not afforded an opportunity to visit due to time or event schedule. The goal should not only be to bring in visitors for your event, but to create an atmosphere for the participant/family to visit your community after the event or when they are taking vacation/holiday travel.

ENHANCE THE AREA'S IMAGE

Sports/event tourism can also function as a public relations tool for your community. If participants enjoyed their stay, they will relay the visit to family and friends. This will help boost your community reputation in the public eye. This in turn may bring in businesses or cause people to move into your city.

There are management companies that can assist with event development as well as national associations and organizations that bring event promoters together to find locations to host their events. By funding efforts for sports/event tourism, the city should look at these budget numbers as an investment, not an expenditure of funds.



Section 3:
**Local & Regional
Recreation & Sports
Tourism Market Analysis**

3.1 SUMMARY

The city of Hernando is located on the northwest border of Mississippi and is part of DeSoto County, including the cities of Horn Lake, Olive Branch, and Southaven. Hernando is easily accessible for visitors via air and road, making it capable of drawing visitors from a vast region.

Based on local market analysis, several key strengths and challenges are identified. The strengths of the local Hernando market include:

- Hernando's population projects to increase by 4.7% by the year 2029.
- The real median household income for Hernando (\$69,179) is significantly higher than DeSoto County (\$62,595), the state (\$42,009), and the national income (\$57,652).
- The employment of Hernando is expected to increase by 12%, which is relatively higher than the state (4%) and nation (8%) by the year of 2029.
- The presence of schools and technical colleges may provide demand necessary to support tournaments or sports events concerning the updated sports/recreation facilities.
- Conveniently located in the northwest part of Mississippi, connecting the region to most major cities, including Memphis, Oxford, Southaven, Jonesboro, Jackson, and Tupelo.
- Hernando is easily accessible for visitors via rail and road, making it capable of drawing visitors from a vast region.
- Hernando has a mild climate throughout the year.
- Affordability of destination.

On the other hand, some of the challenges as they relate to supporting sports/recreation facilities in the city of Hernando include:

- Lack of large (or significant) corporate presence in Hernando.
- Distance from major cities in the state of Mississippi and other adjacent states, where each city offers its own sports/recreation activities for local demand).
- Lack of significant-quality hotel properties; the largest hotel property (i.e., upper-middle scale) is only 82 rooms, while two other economy hotels may not accommodate larger groups in a single hotel property.
- Limitations in local traditional visitor amenities (e.g., nightlife, entertainment, downtown, etc.).
- Lack of Hernando's image as a sports event destination to sports planners.

Based on the analysis of existing sports/recreation facilities, researchers identified several vital strengths and disadvantages. The strengths (i.e., pros) of the existing sports/recreation facilities are:

- Baseball/softball/soccer fields are adequate to meet the needs of the local community.
- Playground equipment at Conger Park is new and modern.
- Soccer complex has a new building that offers modern concessions and air-conditioned restroom facilities.
- Renasant Skate Park is a unique facility with the potential to add an expansion.

- Resurfaced track at Milton Kuykendall Park.
- Opportunity to expand and add more sporting activities at Milton Kuykendall Park. For example, field can be used for multiple community events such as adult/child flag football, adult ultimate Frisbee, corn hole tournament, city festival, and charity walk/run relays or converted to a tennis complex.
- Opportunity to build on the existing equestrian facility.
- Potential for flag football leagues, ultimate Frisbee leagues, Lacrosse, field hockey and outdoor archery events at the Hernando Soccer Complex.
- Tennis courts in great shape and potential to add pickle ball stripes and larger event space with permanent stage, bandshell and terraced seating to Conger Park.
- Potential to add a splash pad to one or more parks.

On the contrary, some of the disadvantages (i.e., cons) as the city of Hernando must improve in order to increase residents' quality of life, as well as attract out-of-town visitors include:

- Major improvements needed at Civic Park in terms of ground work, building/fence repair, updated concession, restrooms, improved parking.
- Add lighting to soccer fields that do not have lighting.
- Security lighting needed at many parks.
- Safety issues with hockey arena not belonging to the city.
- ADA issues at most facilities.
- Drainage issues at all facilities are a concern.

3.2 INTRODUCTION & PURPOSE

INTRODUCTION:

The city of Hernando is located on the northwest border of the Mississippi and is part of DeSoto County, including the cities of Horn Lake, Olive Branch, and Southaven. Hernando is easily accessible for visitors via air and road, making it capable of drawing visitors from a vast region. For example, Interstate 55 runs through the heart of the city, effortlessly connecting the area to most major cities, including Memphis, TN (30-mile radius), Jonesboro, AR, Jackson, TN, and Tupelo, MS (90-mile radius). Memphis International Airport is within an 18-mile radius of the city, offering an average of 80 commercial flights per day to Los Angeles, Las Vegas, Denver, Dallas, Orlando, Miami, Atlanta, Charlotte, Minneapolis, Chicago, Detroit, Pittsburgh, Washington D.C., Baltimore, Philadelphia, Newark, and New York.

According to the United States Census Bureau (USCB) (2020), the city's median household income was \$69,179, the median housing value was \$81,100, and the number of total housing units was 5,500. Its retail trade area population reached 27,998 in 2019 (EMSI, 2020). The city of Hernando has a fairly small corporate presence with only two companies in the region employing more than 300 people, Wal-Mart Distribution (502 employees) and Wal-Mart (300 employees).

Specifically, for Hernando, the majority of the businesses are very small, with 1 to 4 employees, while over 60 percent of the city's businesses employ fewer than 10 people. More importantly, Hernando's local attractions range with a variety of options, such as Cedar Hill Farm, DeSoto County Museum, the Lewis Ranch, Hernando Golf & Racquet Club, Conger Park, Church Park, Renasant Park, Ark Trail, and Lee's Summit Park.

In considering the feasibility of an outdoor recreation sports activity, Hernando has a mild climate with increased rainfall in late winter and early spring.

PURPOSE:

The purpose of this study is to evaluate the current sports/recreation facilities in Hernando, MS, and to propose improvements to the facilities, including tournaments or sports events. In this regard, this study aims to help decision-makers in Hernando understand the pros and cons of current facilities for the existing sports/recreation facilities or if there is a need to build a new facility in the city. In order to complete this study, researchers performed the following tasks:

- Analyzed economic and demographic characteristics and trends of the area, such as population, employment, and corporate presence, including the lodging industry
- Evaluated the pros and cons of existing sports/recreation facilities, including current usages (e.g., sports tournaments)
- Identified comparable (or competitive) facilities to existing facilities in Hernando
- Proposed recommendations to improve existing sports/recreation facilities

The specific deliverables of this study include:

1. General Market Overview – presents the overview of the area's population growth trends, industrial diversification and growth trends, economic trends, attractions, and other unique factors.
2. Analysis of Existing Facilities – analyzed the pros and cons of existing facilities in the city of Hernando.
3. Competitive and Comparable Facilities – offers comparisons of various characteristics and resources of competitive and comparable facilities and their regions relative to existing facilities in the city of Hernando.
4. Conclusions include recommendations to the city of Hernando.

3.3 LOCAL MARKET ANALYSIS

In order to fairly evaluate the existing sports/recreation facilities and identify market demand utilizing the sports/recreation facilities in Hernando, researchers conducted a comprehensive review of the local market analysis relative to the national and/or state averages. The main objective of this analysis is to 1) examine the level of support that exists for the existing sports/recreation facilities and to 2) identify the opportunities and challenges that may affect the ongoing competitiveness of the facilities within the area and beyond.

In general, critical indicators of a region's ability to provide ongoing competitiveness and support for the existing sports/recreation facilities are demographic information, such as population, education attainment, employment/unemployment, and household income.

In this regard, an analysis was conducted on these attributes as they relate to the existing sports/recreation facilities in Hernando. In particular, the study of local market conditions addresses the following areas:

1. Demographics
2. Location and Accessibility
3. Lodging and Accommodations
4. Corporate and University Presence
5. Local Attractions
6. Climate
7. Local Market Issues and Conclusions

1 - DEMOGRAPHICS

1.1 CURRENT POPULATION

Economic Modeling Specialists International (EMSI, 2020) indicates that Hernando had an estimated Retail Trade Area Population of 27,998 in 2019, while Desoto County had an estimated population of 187,732. As shown in Table 3-1, the state of Mississippi in 2019 had a population of 2,988,590 and the United States had a population of 329,399,330.

Table 3-1 2019 Local, County, State, and National Populations

Area	2010 Retail Trade Area Population	2019 Retail Trade Area Population	Change	% Change
Hernando	24,769	27,998	3,229	13.0%
Desoto County	161,784	184,732	15,976	14.2%
State	2,970,531	2,988,590	18,059	0.61%
Nation	309,326,085	329,399,330	20,073,245	6.4%

Over the next ten years, the Retail Trade Area Population in Hernando is projected to increase by about 4.7% (totaling 29,319). By the year 2029, Hernando is anticipated to gain an additional 1,321 residents, while Desoto County is projected to increase by about 8.6%, for a total of 200,708 residents. In comparison, Mississippi is projected to increase by 0.2% (5,856), and the United States is projected to increase by 4% (11,684,758) by 2029.

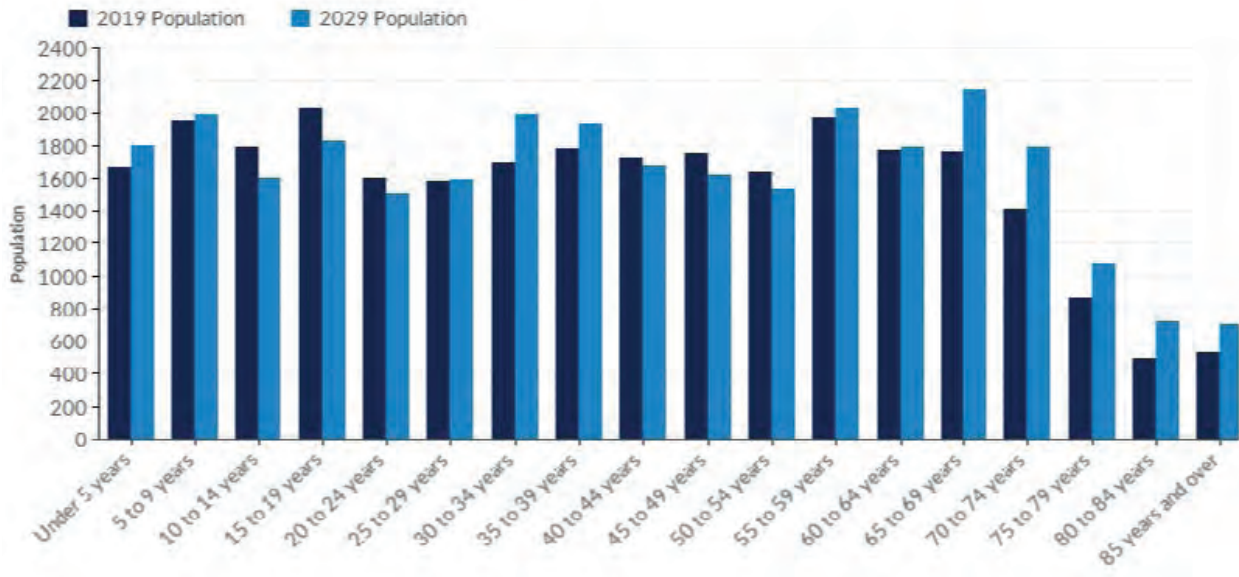
Table 3-2 2019-2029 Local, County, State, and National Projected Populations

Area	2019 Retail Trade Area Population	2029 Retail Trade Area Population	Change	% Change
Hernando	27,998	29,319	1,321	4.7%
Desoto County	184,732	200,708	15,976	8.6%
State	2,988,590	2,994,446	5,856	0.2%
Nation	329,399,330	341,084,088	11,684,758	4.0%

1.2 PROJECTED POPULATION

Figure 3-1 illustrates the forecasted population in terms of age cohort from 2019 to 2029. Population segments in Hernando are all expected to increase, except the age cohorts '10-24', and '45-54.' Among these, the largest population decline will be seen in those aged 10-24 (487 people), followed by 45-54 (298). Interestingly, the projected population between '80-84' will significantly increase over the same time period by 45% (224 people).

Figure 3-1 2019-2029 Hernando Projected Population by Age Cohort



Source: EMSI (2019)

As per the forecasted population by race/ethnicity (see Table 3-3), the highest percentage increase group is ‘Asian, Non-Hispanic’ (29%), followed by ‘Black, Non-Hispanic’ (28%), and ‘White, Hispanic’ (14%). The largest number change by group is ‘Black, Non-Hispanic’, which is projected to increase by 998 people, followed by ‘White, Non-Hispanic’, which is projected to increase by 152 people.

Table 3-3 2019-2029 Hernando Projected Population by Race/Ethnicity

Race/Ethnicity	2019 Retail Trade Population	2029 Retail Trade Population	Change	% Change	2019 % of Cohort
White, Non-Hispanic	22,933	23,085	152	1%	81.91%
Black, Non-Hispanic	3,574	4,572	998	28%	12.77%
White, Hispanic	969	1,105	136	14%	3.46%
Two or More Races, Non-Hispanic	298	304	6	2%	1.07%
Asian, Non-Hispanic	103	133	30	29%	0.37%
American Indian or Alaskan Native, Non-Hispanic	35	37	2	6%	0.13%
Two or More Races, Hispanic	30	20	-10	-33%	0.11%
Black, Hispanic	28	34	6	21%	0.10%
American Indian or Alaskan Native, Hispanic	27	28	1	4%	0.10%
Asian, Hispanic	1	0	-1	-100%	0.00%
Native Hawaiian or Pacific Islander, Non-Hispanic	0	0	0	0%	0.00%
Native Hawaiian or Pacific Islander, Hispanic	0	0	0	0%	0.00%
Total	27,998	29,319	1,321	5%	100%

Source: EMSI (2019)

As per the projected population by gender, Table 3-4 shows that the greatest change by number is in females with a projected increase of 747. The number of males is also projected to increase by 574 people, which represents a 5% change in females and 4% in male groups.

Table 3-4 2019-2029 Hernando Projected Population by Gender

Gender	2019 Retail Trade Area Population	2029 Retail Trade Area Population	Change	% Change	2019 % of Cohort
Females	14,064	14,811	747	5%	50.23%
Males	13,934	14,508	574	4%	49.77%
Total	27,998	39,319	1,321	5%	100%

Source: EMSI (2019)

1.3 EDUCATION LEVEL

The majority of the educational attainment groups are similar to the national percentages. The largest difference is with the 'less than 9th grade' and 'Bachelor's degree' with a 3% and 4% deficit respectively. EMSI projects the DeSoto County's population to grow to 135,015 by 2029. With this projection, EMSI (2020) estimates that 31% of the population will have their high school diploma for their minimal educational attainment.

Table 3-5 2019-2029 Local, State, and National Educational Attainment

Education Level	2019	2029	2019 Local %	2019 State %	2019 National %
Less Than 9th Grade	4,812	5,951	4%	7%	7%
9th Grade to 12th Grade	8,283	8,761	7%	11%	7%
High School Diploma	37,425	42,771	31%	31%	28%
Some College	30,939	33,532	25%	22%	21%
Associate Degree	12,591	14,297	10%	9%	8%
Bachelor Degree	18,552	19,685	15%	13%	19%
Graduate Degree & Higher	8,968	10,017	7%	8%	12%
Total	121,570	135,015	100%	100%	100%

Source: EMSI (2020)

1.4 INDUSTRY EARNINGS

The industries with the highest average earning in Hernando was Finance and Insurance (\$71,866), followed by Management of Companies and Enterprises (\$68,553), and Wholesale Trade (\$66,636). As shown in Table 3-6, the lowest paying industry in Hernando is Arts, Entertainment, and Recreation with average earnings of \$16,469, followed by Education Service (\$17,186) and Accommodation and Food Services (\$17,543).

Table 3-6 Average Industry Earnings in Hernando, MS in 2019

NAICS	Industry	Avg. Earnings
11	Agriculture, Forestry, Fishing and Hunting	\$0
21	Mining, Quarrying, and Oil and Gas Extraction	\$0
22	Utilities	\$51,459
23	Construction	\$48,057
31	Manufacturing	\$62,478
42	Wholesale Trade	\$66,636
44	Retail Trade	\$30,976
48	Transportation and Warehousing	\$59,836
51	Information	\$50,553
52	Finance and Insurance	\$71,866
53	Real Estate and Rental Leasing	\$44,910
54	Professional, Scientific, and Technical Services	\$58,789
55	Management of Companies and Enterprises	\$68,553
56	Administrative & Support and Waste Management & Remediation Services	\$44,815
61	Educational Services	\$17,186
62	Health Care and Social Assistance	\$48,337
71	Arts, Entertainment, and Recreation	\$16,469
72	Accommodations and Food Services	\$17,543
81	Other Services (except Public Administration)	\$33,720
90	Government	\$51,311
	Average	\$45,603

Source: Data USA (2020)

1.5 HOUSEHOLD INCOME

According to the Data USA (2020), the median household income in Hernando was \$69,179, which is higher than the national average (\$61,937), the county (\$62,595) and state (\$42,009) averages. Also, its median housing value was \$181,100, and the number of total housing units was around 5,500.

Table 3-7 2013 & 2017 Local, County, State, and National Median Household Income

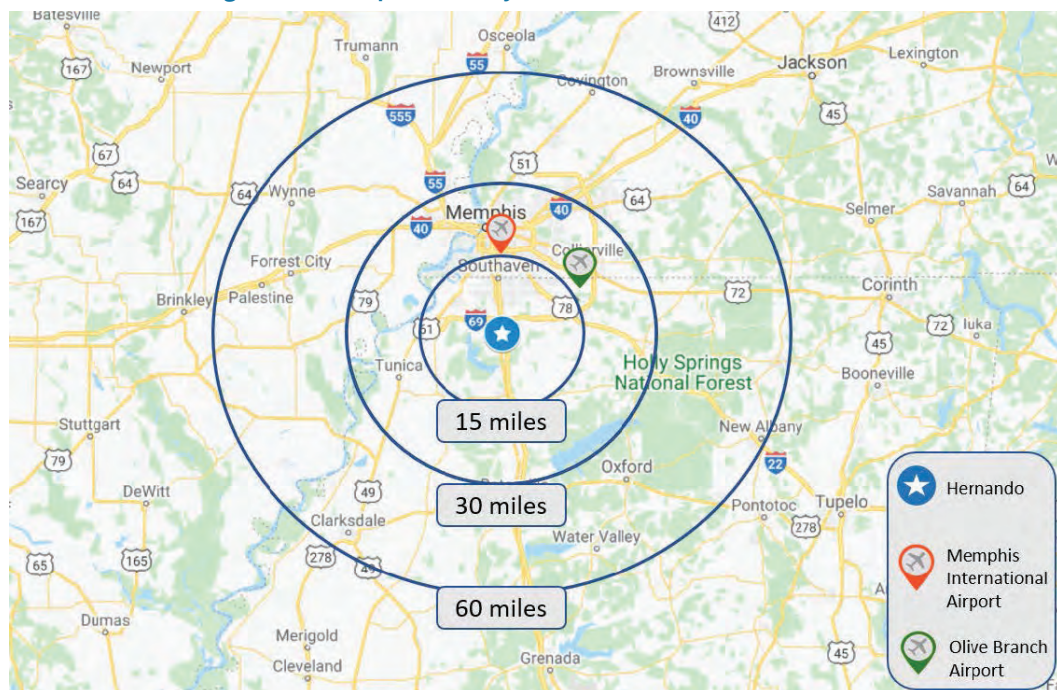
	2013	2017	% Change
Hernando	\$61,813	\$69,179	12%
DeSoto County	\$58,505	\$62,595	6.9%
State	\$39,031	\$42,009	7.6%
Nation	\$53,046	\$57,652	8.6%

Source: Data USA (2020)

2.0 LOCATION AND ACCESSIBILITY

Hernando, located in the northwest corner of Mississippi, is 26 miles south of Memphis. Interstate 55 runs right through Hernando on the way to Memphis. Highway 304 and MS 713 runs through Hernando as well. The largest city close to Hernando is Memphis, TN, which is within 30 miles. Within 60 miles, Oxford and Southaven are located in proximity, while Jonesboro, AR; Jackson, TN; and Tupelo, MS within 90 miles of Hernando. Figure 3-2 shows the location of Hernando within the state of Mississippi and its proximity to major U.S. cities.

Figure 3-2 Map of the City of Hernando with Radius



More specifically, Hernando is easily accessible for passengers via air and road, making it capable of drawing visitors from a vast region:

- Major Roads:
 - I-55: 36,000 vehicles from the south and 58,000 from the north per day
 - MS 713: 1,700 vehicles per day
 - I-269: 5,900 vehicles per day
 - US-51: 7,900 vehicles per day
- Closest Airports
 - Memphis International Airport (18 mi)
 - » Airlines: Air Canada, Allegiant, American Airlines, Delta, Frontier, Southwest, United, Vacation Express
 - » Average flights per day: 80
 - » Major markets flying into/out of Memphis: Los Angeles, Las Vegas, Salt Lake City, Phoenix, Denver, Dallas, Houston, Austin, Cancun, Tampa, Orlando, Palm Beach, Fort Lauderdale, Miami, Punta Gorda, St. Petersburg, Atlanta, Charlotte, Cincinnati, Des Moines, Minneapolis, Chicago, Detroit, Toronto, Pittsburgh, Washington D.C., Baltimore, Philadelphia, Newark and New York.
 - Olive Branch (22.6 mi)
 - » No commercial jet service
 - » Charter and private plane access
 - » Linear Air is the main charter
 - » Runway length of 6,000 ft.
 - » Top Destinations from OLV: Albany, GA; Alexandria, LA; and Athens, GA.

2.1 POPULATION BY DRIVE TIME

The population in Hernando is projected to increase from 2019 to 2024 when analyzing numbers of 30, 45, and 60- minute drive time. As per the projected population by the drive time, Table 3-8 shows that by 2024 the population will reach 225,640; 1,160,541; and 1,285,780 people with the 30, 45, and 60-minute drive time, respectively.

Table 3-8 Population by Drive Time

	2019	2024
30 minutes	213,612	225,640
45 minutes	1,149,087	1,160,541
60 minutes	1,276,452	1,285,780

Source: EMSI (2020)

3.0 LODGING AND ACCOMMODATIONS

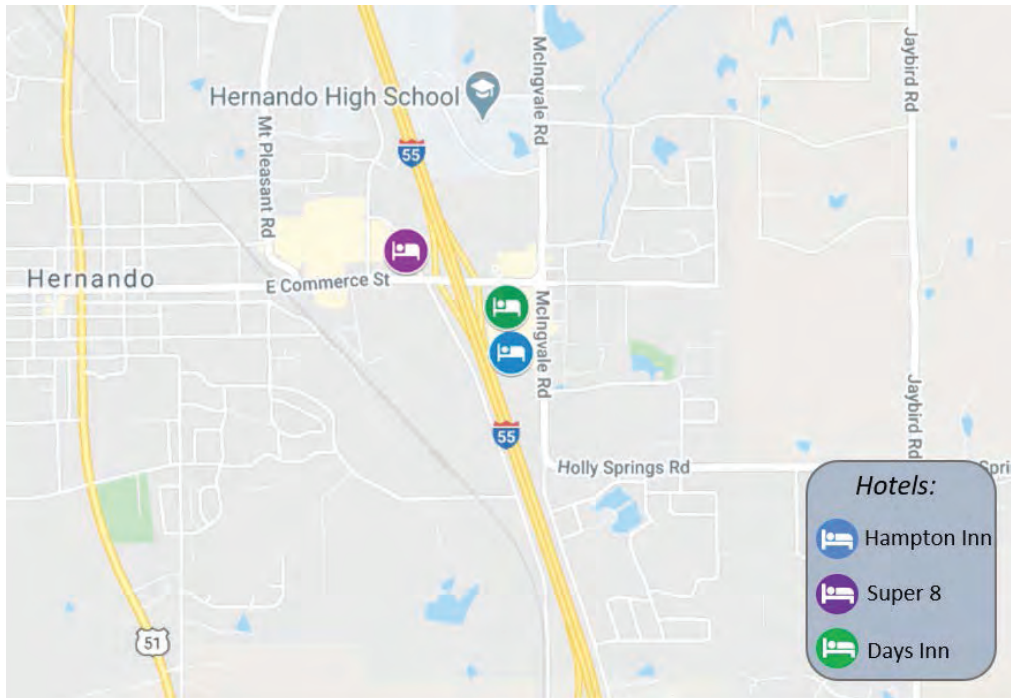
The lodging in the city of Hernando is somewhat limited. There are only three lodging options (other than Airbnb) for visitors. There is one upper-midscale and two economy hotels in the city. A list of hotel properties in the city is shown in Table 3-9.

Table 3-9 Hernando Hotels Map

City	Industry Segment	Hotel Name	Rooms
Hernando	Upper Midscale	Hampton Inn	82
Hernando	Economy	Super 8	48
Hernando	Economy	Days Inn	40
Total			170

Source: EMSI (2020)

Figure 3-3 Hernando Hotels Map



4.0 CORPORATE AND UNIVERSITY PRESENCE

The largest employers in DeSoto County range from 500 estimated employees to 54 estimated employees. The largest employers in DeSoto County are Wal-Mart Distribution, Wal-Mart Shopping Center, and the DeSoto Memorial Hospital (see Table 3-10). These large businesses may provide a local market for updated sports/recreation facilities because the workers may have families that can utilize the facilities.

Table 3-10 Major Employers for DeSoto County

Employer	Industry	Estimated Employees
Wal-Mart Distribution	Distribution/Logistics	502
Wal-Mart	Retail	300
DeSoto Memorial Hospital	Healthcare	290
Peace River Citrus Processing	Citrus Juice	185
Bethel Farms	Lawn & Garden Items Production	87
Sorrels Brothers Packing Co., Inc.	Citrus Harvesting & Packing	75
UTC Aerospace Systems	Manufacturing of Life craft	75
First State Bank	Banking & Finance	58
Sun Bulb Company	Wholesale Orchid Nursery	54

Source: Teamdesoto (2020)

As shown in Table 3-11, specifically, for Hernando, the majority of the businesses are very small, with 1-4 employees. These businesses make up 33 percent of Hernando's total business environment. Over 60 percent of Hernando's businesses employ fewer than 10 people. Only 1.3 percent of Hernando's businesses employ over 100 people. This indicates that Hernando does not have a large corporation or manufacturing presence outside of the Wal-Mart and its distribution center.

Table 3-11 General Business Size in the City of Hernando

Employee Size	Percentage	Business Count
1 to 4	33.2%	249
5 to 9	33.8%	253
10 to 19	18.6%	139
20 to 49	11.3%	85
50 to 99	2.0%	15
100 to 249	0.8%	6
250 to 499	0.1%	1
500+	0.1%	1

Source: EMSI (2020)

4.1 EMPLOYMENT

All of Hernando’s main industries are projected to grow over the next five years into 2024. Table 3-12 lists the largest growing industries (by two-digit NAICS codes) as compared to other regions.

Table 3-12 Growing Industries in Hernando, MS

Industry	Hernando	DeSoto County	Mississippi	United States
Information	+50%	+40%	-6%	+8%
Management of Companies	+44%	+44%	+4%	+6%
Administrative & Support / Waste Management	-13%	+5%	+4%	+6%

Source: EMSI (2020)

The largest growth projection is with Healthcare Support Occupations, while the lowest projection is with Office and Administrative Support or Sales and Related Occupations (see Table 3-13).

Table 3-13 Hernando Industry Growth Comparison 2019-2024

Occupation	2019 Jobs	2024 Jobs	Change in Jobs	% Change	2018 Median Hourly Wage
Education, Training, and Library	2,942	3,137	195	7%	\$23.4
Food Preparation & Serving	838	940	102	12%	\$9.4
Transportation & Material Moving	550	606	56	10%	\$13.8
Office & Administrative Support	960	1,015	55	6%	\$15.2
Sales & Related Occupations	824	872	48	6%	\$12.4
Management	466	503	37	8%	\$36
Healthcare Practitioners & Technical	238	269	31	13%	\$33.8
Healthcare Support	134	165	31	23%	\$11.6
Personnel Care & Service	212	242	30	14%	\$9.7
Construction & Extraction	510	538	28	5%	\$16.4

Source: EMSI (2020)

4.2 REGIONAL COMPARISON

The number of jobs, as shown in Figure 3-4, in the city of Hernando is expected to increase between 2019 and 2029 by 12%, creating an additional 1,130 jobs in the city, while DeSoto County is expected to increase by 17% creating 12,351 new jobs. The state of Mississippi is expected to increase by 4% creating 54,556 new jobs, and the nation is expected to increase by 8%, creating 13,969,813 jobs, respectively.

Figure 3-4 Hernando Employment Compared to Mississippi and National Progress



4.3 UNEMPLOYMENT

The city of Hernando has an unemployment rate of 4.3%, which is a lower rate than the county and state average. Mississippi’s average unemployment rate is 5.2%, which is above the national average. According to FRED (Federal Reserve Economic Data, 2020), Mississippi’s unemployment rate has decreased over the last five years and it is projected to stay down due to the COVID-19 pandemic.

Table 3-14 Regional Unemployment

Region	2009 Rate	2019 Rate	% Change
Hernando	9.0%	4.3%	-4.7%
DeSoto County	7.1%	4.4%	-2.7%
Mississippi	9.5%	5.2%	-4.3%
United States	9.0%	3.3%	-5.7%

Source: EMSI (2020) & FRED Federal Reserve Bank of St. Louis (2020)

In most industries, Hernando is projected to grow over the next five years (2024). However, several industries are expected to lose jobs moving into 2024. Table 3-15 lists the three declining industries (by 2-digit NAICS codes) in Hernando and compares the industry growth or decline in other regions. Strangely, while Hernando is declining in utility, manufacturing, and real estate, DeSoto County is projected to grow in these industries during the same time period.

Table 3-15 Declining Industry Growth in Hernando, MS

Industry	Hernando	DeSoto County	Mississippi	United States
Utilities	-18%	+9%	-2%	+2.0%
Manufacturing	-14%	+5%	+1%	+9.0%
Real Estate	-13%	+5%	+4%	+6.0%

Source: EMSI (2020)

4.4 UNIVERSITY AND COLLEGE PRESENCE

The college and university presence is somewhat limited within Hernando. The city is in proximity to two technical colleges with an overall program completion of 871. The two colleges are Delta Technical College and Concorde Career College. Hernando is also in close driving distance to Northwest Mississippi Community College, University of Mississippi, Belhaven – Desoto Campus, and University of Memphis.

- Hernando K-12 Education
 - Hernando City Education
 - » Students: Hernando Hills Elementary (631), Hernando Middle School (968), Hernando High School (1,160)
 - » Sports Teams: Archery, Baseball, Basketball, Cross Country/Track, Dance, Football, Golf, Soccer, Softball, Swimming, Tennis, Volleyball.
 - Oak Grove Central Elementary School
 - » Students: 587
 - » Activities include: Art, Clubs, Computer, Library, Music, and Physical Education
 - DeSoto Central Schools
 - » Students: Primary (692), Elementary (968), High School (1,723)
 - » Sports Teams: Archery, Baseball, Girls’ Basketball, Cross Country/Track, Dance, Football, Golf, Soccer, Softball, Swimming, Tennis, Volleyball, Cheerleading, and Powerlifting
- Educational institutions in proximity to Hernando
 - Delta Technical College
 - » 6530 Interstate Blvd, Horn Lake, MS
 - » Program Completions: 636
 - » Programs: Journeyman Welder Journeyman Welder II, Medical Assisting, HVAC/R-Mar Technician, Dental Assisting, Professional Truck Driving, Cosmetology, Medical Coding Specialist, Industrial, Commercial, & Residential Electrician, Cdl Training Course, and Continuing Education.
 - Concorde Career College
 - » 7900 Airways Blvd #103, Southaven, MS
 - » Technical school
 - » Program Completions: 235
 - » Programs: Nursing Programs, Patient Care Programs, Dental Programs, and Allied Health Programs

- The University of Mississippi
 - » P.O. Box 1848, University, MS (61.8 miles)
 - » Students: 19,945
 - » Full-time staff: 1,073
 - » Sports Teams: Baseball, Basketball, Cross Country, Football, Golf, Tennis, Track & Field,
 - » Basketball, Women's Rifle, Women's Soccer, Softball, Tennis, and Women's Volleyball.

- Belhaven University
 - » DeSoto Campus, 71111 Southcrest Pkwy, Southaven MS (11.2 miles)
 - » Faculty: 40
 - » Satellite campus
 - » Adult education

- University of Memphis
 - » 3720 Alumni Ave, Memphis, TN (27 miles)
 - » Students: 22,044
 - » Staff: 2,500
 - » Sports Teams: Baseball, Basketball, Cross Country, Football, Golf, Rifle, Soccer, Tennis, Track and Field, Softball, and Women's Volleyball.

- » Northwest Mississippi Community College
 - » 4975 Hwy 51 N, Senatobia, MS (14 miles)
 - » Students: 6,522
 - » Faculty: 250
 - » Sports Teams: Baseball, Basketball, Football, Rodeo, Soccer, Softball, and Women's Volleyball

- » - Union University (Germantown 34 miles /Midtown 25 miles)
 - » 2745 Hacks Cross Road, Germantown, TN and 2181 Union Ave, Memphis, TN
 - » Both of these are satellite campuses to the main Union University in Jackson, TN.
 - » Specialize in adult education for those that need flexible schedules

- » - Strayer University
 - » 7275 Appling Farms Parkway, Memphis, TN (27 miles)
 - » Satellite Campus
 - » Students are served by 76 campus locations
 - » Strayer faculty members live in 40 states plus Washington D.C.
 - » Gender breakdown: 69% Female / 25% Male
 - » Average age of students is 34 years old
 - » Areas of Study: Business, IT, Criminal Justice, Education, Health Services, and Public Administration.

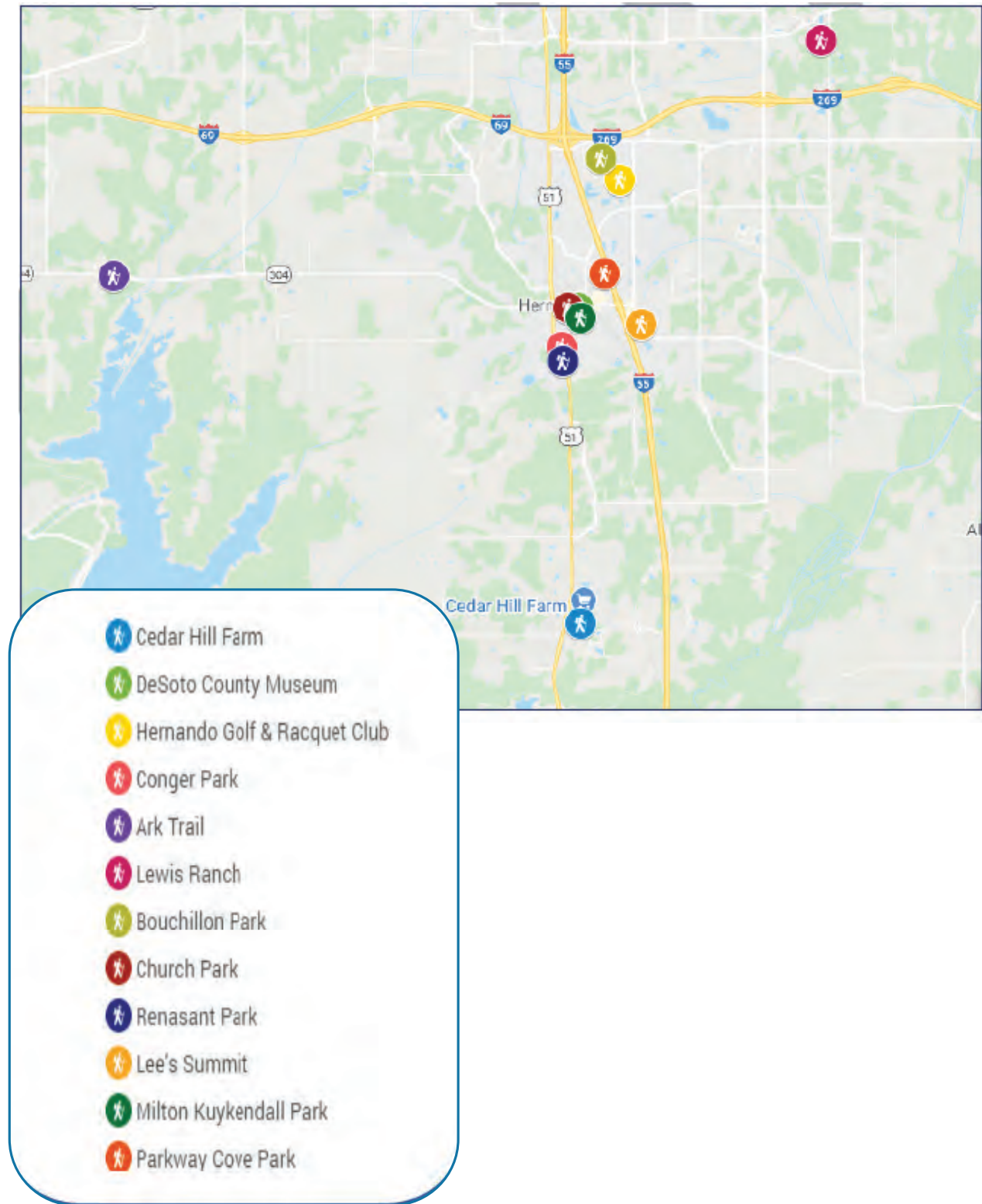
5.0 LOCAL ATTRACTIONS

Hernando's local attractions range with a variety of options. Most of the attractions are outside-based, with several parks and walking trails. There are several museums within the county as well. The list below shows the main local attractions and local parks in Hernando.

- Cedar Hill Farm
 - 8 Love Road, Hernando
 - Cedar Hill Farm is a 120-acre farm with rolling hills and a lot of trees.
 - Cedar Hill is often used as a wedding venue, field trip destination, and commonly visited for its pumpkin patch.
 - The farm offers seasonal events like Christmas Tree fields, Easter Egg Hunts, and berry picking, as well as a summer camp and a haunted farm.
- DeSoto County Museum
 - 111 East Commerce Street, Hernando
 - The museum is operating by the Historic DeSoto Foundation to preserve the county's history since 1984.
 - The museum offers private tours, school trips, and event rentals for reunions, meetings and parties.
 - The museum is a non-profit organization, so the community is responsible for keeping the museum running.
- Hernando Golf & Racquet Club
 - 1000 Bradley Drive, Hernando
 - Classic 18-hole golf course with hilly terrain.
 - The course includes a driving range and a 6,170-yard course.
 - The racquet club is in the construction phase which will include two tennis courts.
 - The club includes a restaurant with a dining room and a separate pub for more casual dining.
 - The club includes a swimming pool.
- Ark Trail
 - 7001 MS-304, Hernando
 - Two miles of wooded trails that are part of the Coldwater River Nature Conservancy wildlife sanctuary.
 - 5,000 square foot pavilion and an outdoor stage.
 - Construction has begun for an education center at ARK.

- The Lewis Ranch
 - 1595 Malone Road, Nesbit
 - Cutting-edge rock'n'roll attraction.
 - An active residence for Jerry Lee Lewis.
 - Personalized tours that explore the ranch and a great amount of Lewis memorabilia.
 - Education programs designed for children to inspire them to work hard and chase their dreams.
 - Café located in the ranch that offers Creole, Cajun, and Memphis style food.
- Bouchillon Park
 - 1 Green T. Boulevard, Hernando
 - Simple open green space.
 - It does not have equipment or tables, but it is a great spot for playing sports or anything with an open space.
- Church Park
 - 60 West Center Street, Hernando
 - Many activities for citizen, for example, two tennis courts, an activity pad, a small playground, and a small pavilion.
 - Available for rent for those who want to host meetings or parties at the park.
- Lee's Summit
 - 1576 Monteith Avenue, Hernando
 - Playground, walking trails, a pond, and a small pavilion.
 - The small trail is 1,400 ft long and the wooded walking trail is 3,200 ft. long.
 - There are plans to create more parking and restroom facilities.
 - The pavilion is available for rental.
- Parkway Cove Park
 - East Parkway and Riley Street, Hernando
 - Designed as a neighborhood park, including a playground for small children.
 - Walking distance for families that live in the area.

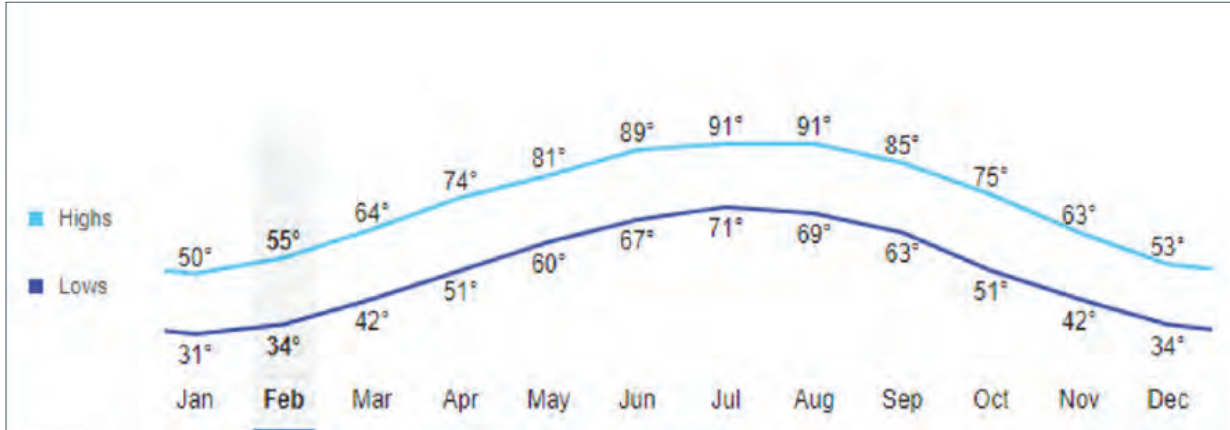
Figure 3-5 Attractions and Park Map for Hernando, MS



6.0 CLIMATE

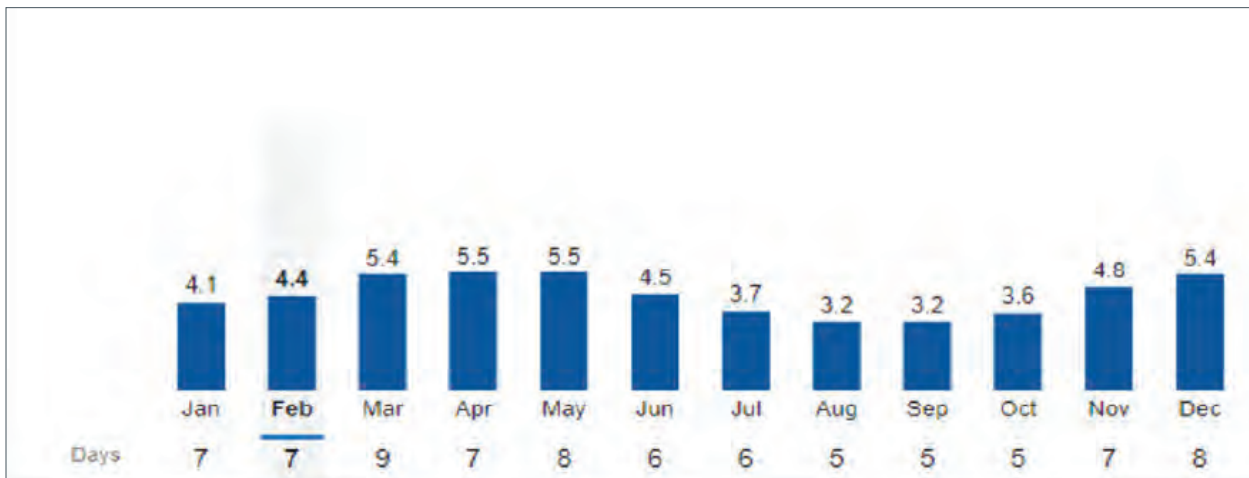
When Hernando considers updating the existing sports/recreation activities, the climate of the area must be taken into account. As shown in Figure 3-6 and Figure 3-7, Hernando has a mild climate with increased rainfall in late winter and early spring.

Figure 3-6 Average Temperature in Hernando by Month



Source: NOAA (2020)

Figure 3-7 Average Rainfall in Hernando by Month



Source: NOAA (2020)

7.0 LOCAL MARKET ISSUES AND CONCLUSIONS

Based on local market analysis, researchers identified several key strengths and challenges. The strengths of the local Hernando market include:

- Hernando's population projects to increase by 4.7% by the year of 2029.
- The real median household income for Hernando (\$69,179) is significantly higher than DeSoto County (\$62,595), the state (\$42,009), and the national income (\$57,652).
- The employment of Hernando is expected to increase by 12%, which is relatively higher than the state (4%) and nation (8%) by the year of 2029.
- The presence of schools and technical colleges may provide demand necessary to support tournaments or sports events concerning the updated sports/recreation facilities.
- Conveniently located in the northwest part of the state of Mississippi, connecting the region to most major cities, including Memphis, Oxford, Southaven, Jonesboro, Jackson, and Tupelo.
- Hernando is easily accessible for visitors via rail and road, making it capable of drawing visitors from a vast region.
- Hernando has a mild climate throughout the year.
- Affordability of destination.

On the other hand, some of the challenges as they relate to supporting sports/recreation facilities in the city of Hernando include:

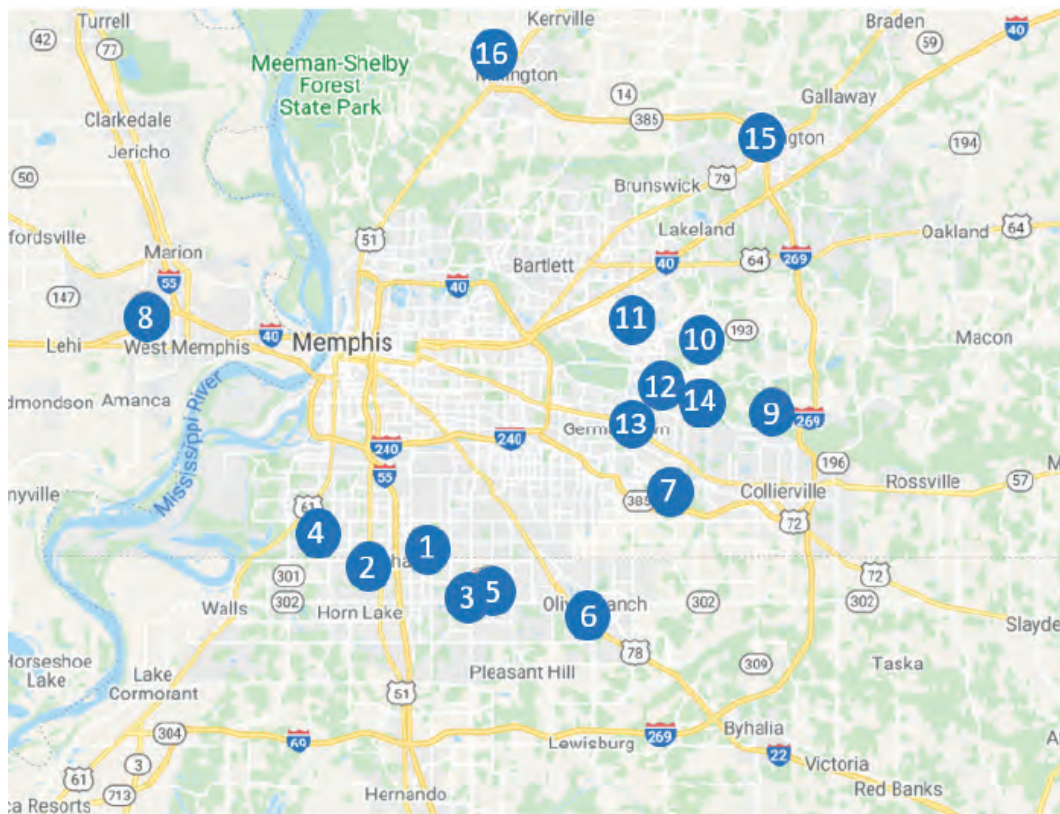
- Lack of large (or significant) corporate presence in Hernando.
- Distance from major cities in the state of Mississippi and other adjacent states, where each city offers its own sports/recreation activities for local demand.
- Lack of significant-quality hotel properties; the largest hotel property (i.e., upper-middle scale) is only 82 rooms, while two other economy hotels may not accommodate larger groups in a single hotel property.
- Limitations in local traditional visitor amenities (e.g., nightlife, entertainment, downtown, etc.).
- Lack of Hernando's image as a sports event destination to sports planners.

3.4 ANALYSIS OF COMPARABLE FACILITIES WITHIN THE SERVICE AREA

This section provides a summary and analysis of comparable sports/recreation facilities. The summary and analysis will be beneficial to understanding how similar markets are performing within current industry conditions and sports/recreation facilities, including indoor and outdoor sports activities offered by competitors, and other characteristics that affect the potential demand for the sports/recreation facilities in Hernando. The data gathered from this analysis will also help determine the ability of Hernando to attract potential visitors if the proposed improvements are successfully executed.

Therefore, within this section, comparable analysis is conducted as it evaluates the pros and cons of the existing sports/recreation facilities in Hernando. Figure 3-8 shows the location of the comparable sports/recreation facilities.

Figure 3-8 Map of Comparable Facilities



- | | |
|---------------------------------------|--|
| 1. Greenbrook Softball Complex | 9. W.C. Johnson Park Baseball-Softball Complex |
| 2. Cherry Valley Park | 10. Performance Sports Institute |
| 3. Snowden Grove Baseball complex | 11. Gameday Baseball |
| 4. Southaven Soccer Complex | 12. Bob Hailey Athletic Complex |
| 5. Southaven Tennis Complex | 13. Germantown Soccerplex |
| 6. George M. Municipal Soccer Complex | 14. Houston Levee Skate Park |
| 7. Mike Rose Soccer Complex | 15. Arlington Sports Complex |
| 8. Tilden Rodgers Sports Complex | 16. USA Stadium Complex |

Table 3-16 Comparable Sports/Recreation Facilities

	Total Population	Location	Size of the Facility	Type of Facility	Type of Sports Activities	Sports Events	Tournaments
Greenbrook Softball Complex	53,274	Southaven, MS	12 acres	Softball	Softball	Bring the Heat, Spring Fling, Memorial Day Expo, Spring into Summer, Summer Heat	5
Cherry Valley Park	53,274	Southaven, MS	20 acres	Football	Football, playground, walking trail	-	-
Snowden Grove Baseball Complex	53,274	Southaven, MS	153 acres	Baseball	Baseball, Field of Dreams, soccer (coming)	Early Bird Classic, Southaven Shootout, Best of the South, Charlie Respass Memorial, Snowden Slam	19
Southaven Soccer Complex	53,274	Southaven, MS	14 acres	Soccer	Soccer	-	-
Southaven Tennis Complex	53,274	Southaven, MS	5 acres	Tennis	Tennis	August-October Play	6
George M. Municipal Soccer Complex	36,721	Olive Branch, MS	80 acres	Soccer	Soccer	Soccer Allay 3VC	1
Mike Rose Soccer Complex	650,618	Memphis, TN	136.17 acres	Soccer	Soccer	SE College Soccer Showcase, ODP Inter-Regional Soccer Showcase, Adidas Blues City Blowout, John Talley Showcase/ Shootout, The 901 Cup	9

	Total Population	Location	Size of the Facility	Type of Facility	Type of Sports Activities	Sports Events	Tournaments
Tilden Rodgers Sports Complex	24,636	West Memphis, TN	40 acres	Multi-sports & recreational	Baseball, softball, tennis, walking, fishing	Freedom Fest	12
W.C. Johnson Park Baseball-Softball Complex	50,616	Collierville, TN	271.19 acres	Multi-sports & recreational	Baseball, softball, Ryan's Place playground, water spray park, walking	Fourth of July Celebration, Christmas Tree Lighting, Christmas Parade	2
Performance Sports Institute	60,762	Cordova, TN	50,000 square feet	Indoor workout training	Baseball, soccer, lacrosse training	-	-
Gameday Baseball	60,762	Cordova, TN	28 acres	Baseball	Baseball	Memorial Day Bash, Summer Kickoff, Summer Sizzler	15
Bob Hailey Athletic Complex	39,099	Germantown, TN	44 acres	Multi-sports	Baseball, football, walking	Home Run Derby	-
Germantown Soccerplex	39,099	Germantown, TN	20 acres	Soccer	Soccer	-	3
Houston Levee Skate Park	39,099	Germantown, TN	.5 acres	Skating	Skating	-	-
Arlington Sports Complex	11,610	Arlington, TN	10 acres	Multi-sports	Baseball, soccer, tennis, disc golf	Star-Spangled Spectacular	3
USA Stadium Complex	10,685	Millington, TN	72 acres	Multi-sports	Baseball, rodeo	Flag City Freedom Celebration	10

1.0 COMPARABLE FACILITIES

1.1 GREENBROOK SOFTBALL COMPLEX



Location: 800 Stowewood, Southaven, MS 38671

The softball complex includes 8 professionally manicured softball specific fields. Specific dimensions include 5 fields @ 225', 1 field @ 275' (portable fencing used when needed), and 2 fields @ 300' (portable fencing used when needed). Additional complex amenities include Southern Athletic Turf™ infield mix / conditioner on all infields, Tifton 419™ Bermuda on all outfields, Musco™ lighting on all fields substantially exceeding minimum youth field requirements, computerized irrigation system on all fields, Thor Guard Lightning Detector system throughout the complex, subsurface drainage on all fields, electronic scoreboards with clocks and operators on all fields, covered and enclosed dugouts, covered area for all fans on each field, main control/scoring tower overlooking 4 out of 8 fields, scoring tables at remaining 4 fields, 6 phone jacks for news and press personnel in the main control tower, full service concessions in the main control tower with additional concession kiosks throughout the park, entire complex side walked and surfaced with professional landscaping, and ample paved parking. The softball park utilizes park sponsors.



The newest addition includes the Greenbrook Indoor Softball Training Facility, completed in 2019. It was included in the City's Parks Enhancement and Expansion Plan and designed by UrbanARCH Associates. The 7,800 square foot addition houses 4 tunnels for hitting and pitching training with removable nets to transform into a large, multi-purpose training area. Additionally the facility includes a general space for team or parent gatherings as well as a concession area, bathrooms, office for tournament directors, and locker room space for umpires.

The softball complex has been awarded numerous World and National Events, including the 2001 10U USSSA Fastpitch National Championship, and the 2002 thru 2025 Dizzy Dean Girls Fastpitch World Series in the 6U thru 18U divisions. The Tennessee High School Association (TSSAA) has recognized in the past the exceptional features of the complex. The facility has also played host to the Gulf South Conference (NCAA Division II) Women's Softball Championship Tournament. Additionally the facility received the tremendous honor by hosting the 2003-2005 Tennessee High School Fastpitch State Championships (TSSAA Spring Fling). The 2020 tournaments include Bring The Heat (3/21), Spring Fling (4/18), Memorial Day Expo (5/22-24), Spring Into Summer (5/30), and Summer Heat (6/19-20).

The facility was completed in 2000. Greenbrook Park Fastpitch Tournaments and the city of Southaven Parks and Recreation set up tournaments.

Cons:

- 1 The overall facility while functional is currently a 20-year-old facility.
- 2 The facility does not include any baseball or soccer fields at this location.

Learning Points:

- 1 The facility features a functional softball 8 field layout, including a center area with 4 encompassing fields. The additional fields flank both sides of the center area with 2 fields, each including an abundance of parking areas.
- 2 The facility includes a computerized irrigation system on all 8 fields which greatly assists in both appearance and accessibility with the location's heat and humidity.
- 3 The facility utilizes park sponsors as a way to increase fiscal revenues and also promote area businesses.

1.2 CHERRY VALLEY PARK



Location: 7505 Cherry Valley Boulevard, Southaven, MS 38671

The facility includes 20 total acres and 3 football fields. The park complex consists of former baseball fields that have been converted to multi-use fields for football. The football fields are used for football, youth football, and flag football. Age groups for football include the following:

- 5-6 year-old: Flag Football
- 7-8 year-old: Pee-Wee Tackle Football
- 9-10 year-old: Little League Tackle Football
- 11-12 year-old: Junior League Football

The facility is operated by the city of Southaven Parks and Recreation department.

Cons:

1. The facility is older and was not built for specific sports in mind and hosting spectators.
2. The facility does not include baseball, softball, or soccer fields for organized playing opportunities for youth.

Learning Points:

1. The facility provides multi-purpose fields for football or other potential sports like lacrosse and rugby.
2. The facility has potential for additional recreational sports like kickball and Frisbee.

1.3 SNOWDEN GROVE BASEBALL COMPLEX

Location: 3376 Nail Road., Southaven, MS 38672

The state-of-the-art facility constructed in 1999 encompasses 153 total acres, including 17 baseball fields. All fields include grass infields, sub surface drainage on all infields, Southern Athletic Turf™ infield mix/conditioner on all infields, Tifton 419 Bermuda on all infields and outfields, computerized irrigation system on all fields, Musco lighting on all fields substantially exceeding minimum youth field requirements, electronic scoreboards on all fields, and covered and enclosed dugouts.



Additional amenities include the main concession area with two 50 x 100 pavilions with picnic tables, additional main concessions in Complexes A, B, C, and D, numerous portable concession kiosks throughout the park, VIP area on the second level of main concession, on-site gift shop, entire complex side walked, surfaced with professional landscaping, and ample paved parking. Some of the baseball fields include chair back seating.

The Field of Dreams, completed in 2019, is a mini complex for handicapped and developmentally challenged adults and children. The Field of Dreams Playground costs \$448,400 and is adjacent to the Field of Dreams baseball field near the south entrance of Snowden Grove Park.



Complex and Field Specifications

Complex	Field #	Foul Lines	Center Field
A	1-5	180 feet	180 feet
B	8-9	200 feet	200 feet
B	6-7	250 feet	250 feet
C	10-11	250 feet	250 feet
C	12-13	275 feet	300 feet
D	14-15	300 feet	300 feet
D	16-17	325 feet	395 feet

There is currently a building project underway at the location to add 7 new soccer fields. There are additional features to be able to add on later for additional fields as needed.

The facility has served as the home to the NABF World Series, 10-year-old USSSA World Series, Dizzy Dean World Series, numerous competitive baseball tournaments, and recreational baseball as well. The facility has local sponsors from the facility including Bank Plus, Athletic House, and city of Southaven.

The 2020 tournaments include Early Bird Classic (3/20-22), Southaven Shootout, (3/27-29), Best of the South (4/3-5), Charlie Respass Memorial (4/17-19), Snowden Slam (5/1-3), MidSouth Select30 USSSA Super NIT (6/19-21), USSSA “AA” Open (5/15-17), Memorial Day (5/22-24), Schools Out Celebration (5/29-31), June Jam (6/5-7), Snowden Grove Classic (6/12-14), Midsouth Select30 USSSA Super NIT (6/19-21), NABF World Series (6/25-28), Dizzy Dean World Series Sessions (Canceled), September Showcase (TBA), USSSA Fall/Winter Nationals (TBA).

The city of Southaven Parks and Recreation Department operates the facility.

Cons:

- 1 The facility while functional is currently a 21-year-old facility but soccer improvements are in process.
- 2 All fields include natural grass requiring regular maintenance.

Learning Points:

- 1 The facility has an extremely functional baseball field layout with 4 total 4-plexes for participant use and provides an optimal setup for tournaments.
- 2 The facility uses local sponsors for additional financial revenues while promoting their businesses with signage.
- 3 The Field of Dreams provides access for disabled and developmentally challenged adults and children.
- 4 The facility includes the main concession area plus three additional concession stands and portable concession kiosks throughout the facility.

1.4 SOUTHAVEN SOCCER COMPLEX



Location: 4700 Stateline Road, Southaven, MS 38671

The complex includes 8 total soccer fields, bleachers, and a concession stand. The facility is used for area league play. The DeSoto County Soccer Association (DCSA) utilizes the facility for both recreational and competitive play for both boys and girls from age 4 to adult. The DCSA offers two seasons of play, fall and spring. The playing age begins at 4-years old and goes to 15-years old. Recreational soccer league play includes Under 6, Under 8, Under 10, Under 12, and Under 14 age groups. Games are subject to being held on Mondays, Tuesdays, Thursdays, and Saturdays. Additionally, DCSA offers some development academy matches (1-2 per day) for U9-U12 squads, or single state league matches for U13-U18 squads. Competitive soccer includes teams DC Galaxy and Southaven Predators.

Southaven Parks and Recreation Department manages the facility.

Cons:

- 1 The facility does not include any baseball or softball fields for organized play at this location.
- 2 The facility is currently not utilized for tournament play to increase the economic impact to the city and area.

Learning Points:

- 1 The complex includes lighted access on all 8 soccer fields to allow both day and night play.
- 2 The facility offers a wide range of ages for recreational play.

1.5 SOUTHAVEN TENNIS COMPLEX



Location: 3750 Freeman Lane, Southaven, MS 38672

The complex includes 8 lighted tennis courts with complex amenities, including a Tennis Pros, Junior Development Program, Director of Tennis, and Associate Tennis Professional.

The Junior Development Program (JD) is designed to help develop players from beginners to tournament players. The program accommodates players from ages 6 – 18. The complex hosts approximately 6 tournaments annually with 5 tournaments sponsored by the Mississippi Tennis Association and 1 UTSA tournament.

Southaven Parks and Recreation Department manages the facility.

Cons:

- 1 The facility provides tennis only access with no team sports facilities at this location.
- 2 With its current setup, the facility could host more tournaments and increase visitors to area.
- 3 The facility could also be utilized for pickle ball play and tournament.

Learning Points:

- 1 The complex includes 8 total tennis courts, 4 lighted tennis courts on each side with the middle area for fans.
- 2 The facility includes four full-time staff members.
- 3 The facility's Junior Development Program provides early playing opportunities as young as 6-years old.

1.6 GEORGE M. HARRISON MUNICIPAL SOCCER COMPLEX

Location: 8700 Church Road, Oliver Branch, MS 38680

The facility includes 80 total acres, including five lighted international-size soccer fields, an automated lighting control system, automated irrigation, a small pavilion, and a lake. Additionally, the complex also features a 2/3 of a mile walking trail around the fields.

The soccer complex hosts 1 soccer tournament annually, 3v3 Tournament that is sponsored by Soccer Allay. The facility hosts both a fall recreational league, with approximately 1,100 participants, and spring recreational league, with approximately 650 participants. The facility is available for public rental.

The complex is operated by Olive Branch Parks and Recreation.

Cons:

- 1) There is no baseball or softball playing fields.
- 2) The facility is not utilized adequately for tournament play and influencing the local economy.

Learning Points:

- 1) The facility has 5 lighted international-size soccer fields to provide various ages of play and night-time play.
- 2) The complex includes a 2/3 of mile walking trail encompassing the facility to benefit visitors.



1.7 J.P. HUDSON MEMORIAL PARK

Location: 851 Boothe Street, Batesville, MS 38606

The park includes 3 softball fields, 4 baseball fields, 4 batting cages, 2 pavilions, and a concession stand.

The facility's primary focus is for area recreational play. The park is sanctioned through Dizzy Dean Baseball Inc. There is one annual tournament conducted at the location, Batesville Bash. Normally league play includes a 16 game schedule. Various leagues compose 5 age divisions, including 5-year-old: T-ball, 6-year-old: Coach Pitch, 7/8-year-old: Coach Pitch, 9/10-year-old: Minor League, 11/12-year-old: Freshman League.

Additionally, the park offers play for girls ages 5-16 for fast pitch Dizzy Dean Softball. League formats begins with 6U and 8U coach pitch divisions. Older leagues start fast pitch with 10U division players and continue to 12U, 14U, and 16U. The facility normally hosts softball league play games on Mondays, Tuesdays, and Thursdays from April to June. The facility was scheduled to host Dizzy Dean North State Baseball & Fastpitch Softball tournaments during the summer of 2020.

The facility includes an eight-member Board that includes a President, Vice President, Secretary, Park Director, and 4 other board members.

Cons:

- 1 The facility does not provide any soccer fields.
- 2 The facility, with its relatively small number of baseball and softball fields, is not ideal in hosting tournaments.

Learning Points:

- 1 The facility includes 4 batting cages which benefits teams and participants for both practice and pre-game warmup activities.
- 2 The facility offers playing opportunities from 5 years old through youth, making it ideal for families with multiple children to participate in baseball and softball at one location.

1.8 MIKE ROSE SOCCER COMPLEX

Location: 9000 East Shelby Drive, Memphis, TN 38125

The soccer complex encompasses 136.17 total acres located near West Service Road and North Airport Road. The complex includes 16 FIFA lighted soccer playing fields, 2,500 plus seat stadium, hybrid Sports Bermuda grass, and lighted playing fields. The fields have a drainage system to assure quick dissipation of water during rainy periods and a state of the art irrigation system is provided to guarantee a healthy stand of grass. Other amenities include fully paved walkways, paved parking spots, permanent restrooms, shaded pavilions, a maintenance building with top of the line John Deere equipment, picnic and recreation area, and a 3-acre lake. The playing surface is state of the art with an underground drainage and sprinkler system. This hybrid Bermuda field is completely flat and measures 116 yards by 72-76 yards. The stadium lighting is at 75 candle light. Participant facilities within the stadium structure include showers and locker rooms, a food court, corporate skybox, full media services, administrative offices, and a conference room.



The facility accommodates exhibition games, tournaments, league games, special events, as well as academies, camps, clinics, and coaches' symposiums. The 2020 events include 2020 SE College Soccer Showcase Boys (1/31-2/2), 2020 SE College Soccer Girls (2/7-2/9), 2020 ODP Inter-Regional Soccer Showcase (2/15-17), Adidas Blues City Blowout (3/6-8), John Talley Showcase/Shootout (3/20-22), the 901 Cup (4/3-5), Adidas Soccer Elite Spring Championship (2/17-19), Adidas Premier Invitational (3/1-3), the Rose Cup (9/25-27).

A Shelby County Government facility privately managed and operated by OS Memphis. Mayor Jim Rout, the corporate community, John Talley of OS Memphis and the local soccer community, engineered the private/public partnership.

Cons:

- 1 The facility, while functional, is currently a 19-year-old facility.
- 2 The facility includes natural grass fields, which require regular maintenance.

Learning Points:

- 1 The facility includes 16 lighted soccer fields, and a 2,500 seat stadium, making it an ideal location for hosting tournaments.
- 2 The facility includes a detailed, and coordinated layout with soccer playing fields and ideal parking for participants and spectators.
- 3 The facility is privately managed by OS Memphis.



1.9 TILDEN RODGER SPORTS COMPLEX

Location: West Memphis, AR 72301



The 40-acre facility offers proximity to Interstate 40. The complex includes 12 lighted tennis courts, 5 multi-use ball fields (3 lighted fields), 4 lighted softball and baseball fields, 2 horseshoe pits, and an 8-acre fishing lake with pier. Additional facility amenities include a 1-mile walking track, maintenance facility, picnic shelters with tables and grill, play area, volleyball net, and pavilion rentals. The facility participates in the Family and Community Fishing Program, and the fishing lake receives regular stocking by the Arkansas Game and Fish Commission.

Additionally, the lighted tennis courts are hard surface and located outside. The public has access to the courts and there are no court or member fees.

The facility hosts approximately 12 baseball and softball tournaments annually. Additionally, the facility hosts the Freedom Fest, the annual Fourth of July celebration, on the last weekend of each June.

In December of 2019, West Memphis' voters approved a referendum for a \$12 million renovation project for the city's parks. The funds for the project will come from tax revenue generated by Southland Casino Racing, at no cost to taxpayers. The biggest part of the new project will transform Tilden Rogers Park, and the expanded complex will include 12 new baseball/softball fields with artificial turf and dugouts, 6 sand volleyball courts, 4 soccer fields, new concession facilities and restrooms, additional parking and spaces for buses, connector and walk bridge for fishing and paddle boats, 2 miles of exercise trails, and a dog park. The expansion project aims to assist the complex in becoming the premier youth sports complex in the Mid-South able to attract more tournaments and out-of-town visitors to West Memphis to boost the local economy.

The city of West Memphis owns the facility, and West Memphis Parks and Recreation operates the facility. Staff include a Director, 8 additional full-time employees, 9 part-time concessionaires, 4 part-time employees, full-time mechanic, and head concessionaire.

Cons:

- 1 The facility does not include any soccer fields at this location.
- 2 The facility currently only has four baseball and softball fields each, so not ideal for hosting tournaments. However, there is a planned and approved renovation project underway.

Learning Points:

- 1 The facility has an ideal location with proximity to Interstate 40 to attract out-of-town visitors for facility tournaments and boosting the local economy.
- 2 The facility offers 12 lighted tennis courts for public use. These courts could also be used for pickle ball.
- 3 The facility offers unique recreational opportunities in fishing with their area program.

1.10 W.C. JOHNSON PARK BASEBALL-SOFTBALL COMPLEX

Location: 470 W C. Johnson Park Drive, Collierville, TN 38017



The facility encompasses 271.19 acres including natural areas, wetlands, 3 lakes, elevated boardwalk (.70 miles), and an outdoor classroom. The park has a 9-field baseball/softball complex, 2 synthetic turf multipurpose fields, restroom, concessions and press box facilities, a gazebo, Ryan’s Place Playground, a water spray park, and 3.15 miles of trails connecting with the Collierville Greenbelt System. The water spray park has 12 stations in a total area slightly larger than the size of a basketball court. Two “touchstone” poles activate the spray stations, which resemble elephants, rainbows, and other items. Spray park passes are required but free for area Collierville residents and \$10 per day for non-residents. The water sprays for a set amount of time until the poles are touched again. An overall park timing system shuts the water off at night. The play areas are designed for children 12 years of age and under to enjoy an aquatic environment without danger of deeper water. Parental supervision is required; no lifeguard is needed at the water park since there is no water depth. A central drain moves the water off the area. The surfaces are lined with a soft, rubber-coated material to make it safe for children. Water Spray Park reservation are accepted for a fee.

The Ryan’s Place Playground was built in honor of Ryan Derenburger and dedicated to children with exceptional physical and mental challenges living in Collierville and the surrounding area. The playground design meets the needs of children with disabilities and make integrated play permissible. Ryan’s Place Playground is fully accessible and sensory-rich, delighting children of all abilities while providing an integrated place where compassion and acceptance can flourish. The playground aims to sever the needs of the approximately the 1,000 children in the Collierville area and was the third Ryan’s Place Playground constructed in the state of Tennessee.

The facility's main focus is on recreational play. There are approximately two tournaments total annually in baseball and softball. Additionally, there are approximately five annual community events at the facility, including Fourth of July Celebration, Christmas Tree Lighting, and Christmas Parade.

The Town of Collierville and Collierville Parks Department manages the facility.

Cons:

- 1 The facility does not include any soccer playing fields at this location.
- 2 The facility is currently not utilized for hosting tournaments to attract out-of-town visitors and boosting the economic impact.

Learning Points:

- 1 The facility provides 9 baseball and softball fields for play. These are ideal for hosting tournaments.
- 2 The facility includes a Ryan's Place Playground, providing access for disabled and developmentally challenged children.
- 3 The facility includes a water spray park with 12 spraying stations and is an ideal attraction for children in the location's heat and humidity.



1.11 PERFORMANCE SPORTS INSTITUTE

Location: 237 Woodland Lake Drive, Cordova, TN 38018



The facility includes over 55,000 “turfed” square feet PSI, and is the largest indoor training facility in the southeast. Performance Sports Institute (PSI) caters to baseball, soccer, lacrosse and speed training, and is the state of the art training facility for athletes from age five to the professional ranks. PSI has 2 fields available – the large turf field is just shy of a full sized football field used for baseball, soccer and lacrosse training. The turfed baseball room carries 6 batting cages and 2 pitching stations with turfed mounds.

The facility, founded in November of 2016, specializes in athlete training in multiple sports at all levels. PSI is the home training ground for the Dulins Dodgers Organization, Dulins Baseball (professional instruction), LOBOS soccer, and NO EXCUSE Lacrosse. PSI serves as the training headquarters for numerous professional athletes during the offseason.

PSI is privately owned and managed.

Cons:

- 1 The facility is designed for personal development training instead of organized team play opportunities.
- 2 There are no outside sports facilities available for organized team play opportunities.

Learning Points:

- 1 The facility provides indoor workout training for baseball, softball, and lacrosse, and is geared to player development rather than organized team play.

1.12 GAMEDAY BASEBALL

Location: 7800 Fischer Steel Road, Cordova, TN 38018



The baseball complex includes 10 baseball fields. USSSA Baseball believes the overall development of all players can be enhanced by the experience and fun of national tournament play. The complex has practice fields available for rental and hosts approximately 15 baseball tournaments annually.

GameDay Baseball is connected to USSSA Baseball with a focus on the development of programs that allow teams of all skill levels to compete against one another. GameDay Baseball 2020 tournaments and events include Memorial Day BASH Rings (5/22), Summer Kickoff Global WS Qlf (5/29), Summer Sizzler RINGS (6/5), Redbirds Classic Global WS QLF (6/22), Midsouth Select30 USSSA Super NIT (6/19), Mid-Summer Classic (6/26), Firecracker Frenzy (7/3), Conway Services Classic Global WS QLF (7/10), Heart of a Champion (7/17), West TN USSSA State Championship (7/24), Rumble on the River (7/31), One Day Shootout (8/8), Battle on the Bluff (8/14), Back to School (8/21), and Fall Bash (8/28).

GameDay Baseball includes five full-time staff including Director of Sales and Marketing/Administration, Director of Operations, Concessions Manager, Director of Grounds/Facilities, and Tournament Director.

Cons:

- 1 The facility lacks any soccer and softball fields.

Learning Points:

- 1 The facility is well-designed with a 10 baseball fields layout that provides an ideal location for hosting baseball tournaments.
- 2 GameDay Baseball operates the facility and includes five full-time staff.
- 3 The facility hosts approximately 15 baseball tournaments annually.

1.13 BOB HAILEY ATHLETIC COMPLEX

Location: 8750 Farmington Boulevard, Germantown, TN 38139



The complex includes a 44-acre complex on Farmington Boulevard just east of Cameron Brown Park. The facility includes 4 lighted grass infield baseball fields, 3 lighted football fields, a batting cage, electronic scoreboards, concession buildings, walking trails including 600 feet of boardwalk, drinking fountains, parking, 7 acres of wetlands, picnic areas, and 2 restrooms.

The facility is used for recreational youth baseball league. The football fields are utilized for youth football and occasionally recreational kickball. Tournaments have not recently been held at the venue. A Home Run Derby was recently incorporated by Germantown Parks and Recreation to provide a fun-filled event for the community.

Germantown Parks and Recreation operates the complex.

Cons:

- 1 The facility lacks any softball or soccer fields at this location.
- 2 The facility with only four baseball fields, not ideal for hosting tournaments.

Learning Points:

- 1 The facility includes 4 lighted grass infield baseball fields.
- 2 The facility includes 3 lighted football fields allowing for youth and flag football opportunities. Lacrosse, rugby, kickball, or Frisbee could be played on these fields.

1.14 GERMANTOWN SOCCERPLEX

Location: 7930 CD Smith Road, Germantown, TN 38138



The soccerplex, located on C.D. Smith Road and adjacent to Germantown Middle School, and includes 20 total acres. The facility includes 4 regulation-size lighted soccer fields, a concession stand, restrooms, bleacher seating, electronic scoreboards, parking, and a walking trail.

The soccerplex is utilized mostly for local recreational play. There are approximately 3 fundraiser tournaments annually conducted by local organizations. Each of the recent tournaments has been 1 day only events.

The soccerplex is operated by Germantown Parks and Recreation Department.

Cons:

- 1 There are no baseball or softball fields.
- 2 The facility includes only four soccer fields, thus not ideal for hosting tournaments.

Learning Points:

- 1 The soccerplex includes 4 lighted soccer fields in a participant and spectator-friendly environment that is ideal for local recreational play.
- 2 The field space could be used for flag football, lacrosse, rugby, and Frisbee.
- 3 The facility includes a walking trail.

1.15 HOUSTON LEVEE SKATE PARK

Location: 9777 Wolf River Boulevard, Germantown, TN 38139



The unique facility totals 0.5 acres. The facility can accommodate skaters at all levels, from the beginner to the extreme.

Germantown Parks and Recreation Department operates the facility.

Cons:

- 1 The facility is skating-only and lacks any team sports' facilities.
- 2 The facility services only individual sporting play and will not attract a large number of participants.

Learning Points:

- 1 The facility provides an unique individual sporting opportunity with skating for both children and adults.
- 2 Skating parks in general are rare in availability and access.



1.16 ARLINGTON SPORTS COMPLEX

Location: 11307 Memphis Arlington Road, Arlington, TN 38002



The facility includes 10 total acres and 4 baseball fields, 2 soccer fields, tennis, and disc golf.

The newest addition is the tennis facility consisting of 6 tennis courts with an open lawn and other amenities. The \$1.8 million Arlington Tennis Center adjoins the town’s existing sports complex at the southeast corner of Memphis-Arlington and Milton Wilson roads. Phase 1 of a larger plan, the work also includes an open lawn, picnic pavilion, restrooms, walkways and parking lot, and town planner. The Arlington school system’s high school and middle school tennis teams, which do not have tennis courts of their own, also use the tennis facilities. Arlington Tennis Center is a state-of-the-art lighted outdoor facility with 6 public hard courts, shaded pavilion, bathroom facilities, water filling station, and park area. The same company installed lights that services the U.S. Open pro tournament, can be activated as needed by the public between dusk till close using the automated system on the entrance gates to each set of courts. Lighting remains on for one-hour increments and flashes a 5-minute warning before shutting off. The Tennis Center is under video surveillance to prevent vandalism.

The facility has a permanent 18 hole disc golf course with 4,620’ length. The course includes Prodigy Disc T1 target type, concrete tee type, flat elevation, mixed tree and open foliage, and some cart friendly access. Course hole length includes 12 holes under 300 feet, 5 holes between 300 feet and 400 feet, and 1 hole over 400 feet.

There are only a few baseball tournaments annually that are operated by Arlington Parks and Recreation. The facility hours of operation are between sunup to 10:00 P.M. daily

The facility annually hosts the Star-Spangled Spectacular, an annual Fourth of July celebration for the community on the last Saturday of June.

Arlington Parks and Recreation operates the facility and is part of the Arlington Sports Complex.

Cons:

- 1 The facility provides limited baseball and soccer fields and is not an ideal tournament host location.
- 2 The facility does not include any softball fields.

Learning Points:

- 1 The tennis facility, with 6 courts, has an automated lighting system on the entrance gates to each set of courts. Lighting remains on for one-hour increments and flashes a 5-minute warning before shutting off.
- 2 The tennis courts could also be used for pickleball.
- 3 The facility includes a unique sporting opportunity in an 18 hole disc golf.



1.17 USA STADIUM COMPLEX



Location: 4351 Babe Howard Boulevard, Millington, TN 38053

The USA Stadium Complex is an outdoor sports complex and entertainment venue totaling 72 acres. The complex offers championship-caliber facilities for amateur baseball, rodeo, rugby, and tractor/truck pulling. The venue is also ideal for fairs, festivals, concerts, and various private and corporate gatherings. USA Stadium is home to Southwest Tennessee Community College baseball and the Memphis Rugby Foundation.

The facility includes 2 baseball fields, concession stand, electricity, and restrooms. USA Baseball Stadium offers a sporting venue for both baseball and rodeo. This stadium seats up to 5,000 for baseball and 2,000 for the rodeo. The venue has 700 parking spaces. Additionally, the facility includes a restaurant and bus/motorcoach parking. The facility hosts approximately 10 tournaments annually and is available for rent.

The city of Millington operates the complex. It is closed in 2020 due to renovations with anticipated reopening in 2021. Discussions are under consideration to sell the facility to a private entity.

Cons:

- 1 The facility only has 2 baseball fields so not ideal for hosting tournaments.
- 2 The facility does not have any soccer or softball fields at this designated location.

Learning Points:

- 1 The facility offers an outstanding setup for spectators with its 2 baseball fields.
- 2 The facility offers a large seating area for multiple events, including 5,000 fans for baseball, and 2,000 fans for a rodeo.
- 3 The large seating area is ideal for annual community events.

Table 3-17 Summary of Learning Points from the Comparable Facilities

Sports Facility	Learning Points
Greenbrook Softball Complex	8 field softball layout, computerized irrigation system fields, uses sponsorships
Cherry Valley Park	3 multi-purpose fields for football, lacrosse, rugby, kickball, & Frisbee
Snowden Grove Baseball Complex	4 4-plex baseball field layout, sponsorships, special field, extensive concessions setup
Southaven Soccer Complex	8 lighted soccer fields, offers extensive recreational opportunities for various ages
Southaven Tennis Complex	8 lighted tennis courts, full-time staff of 4 employees, Junior Development program starting at age 6, could be used for pickleball
George M. Harrison Municipal Soccer Complex	5 lighted international-size soccer fields, walking trail
J P Hudson Memorial Park	4 batting cages, provides playing opportunities for 5-year olds youth in both baseball and softball
Mike Rose Soccer Complex	16 lighted soccer fields, detailed layout, 2,500 seat stadium, Privately managed facility
Tilden Rodgers Sports Complex	I-40 access, 12 lighted tennis courts that could also be used for pickleball, fishing program
W.C. Johnson Park Baseball-Softball Complex	9 baseball/softball fields make it ideal for hosting tournaments, Ryan's Place Playground, spray park
Performance Sports Institute	Indoor workout training for baseball, softball, and lacrosse
GameDay Baseball	10 baseball fields, ideal layout for hosting tournaments with approximately 15 annually, managed by GameDay Baseball with 5 full-time staff
Bob Hailey Athletic Complex	4 lighted baseball fields, 3 lighted football fields that could also be used for lacrosse, rugby, kickball, or Frisbee.
Germantown Soccerplex	4 lighted soccer fields, could be used for flag football, lacrosse, rugby, and Frisbee, walking trail
USA Stadium Complex	2 baseball fields, large seating area for multiple events, ideal for hosting large community events



Section 4:
**Improvements to Existing
Recreational Facilities**

4.1 SUMMARY - IMPROVEMENTS TO EXISTING FACILITIES

The planning team conducted onsite evaluations and research of the current Hernando sports/recreation facilities and have made suggestions for improvements. Currently, there are five existing facilities located in five separate locations. The lack of a central location is inconvenient and not ideal for Hernando residents or out of town visitors. In addition, facilities need both aesthetic and functional improvements in order to better serve residents and visitors and to accommodate potential tournaments which ultimately have a positive economic impact.

The summary of the important recommendation for each facility are:

1. CIVIC CENTER

- Implement ADA compliance in playground and parking areas
- Improve drainage and water runoff in certain fields
- Improve safety/security/trespassing in hockey pavilion
- Add additional parking, including parking for horse trailers/RV for horse facility
- Relocate bleachers closer to fields
- Add protection nets for fans and around the playground area
- Improve maintenance and upkeep of fields
- Increase play areas for a more diverse age group of children
- Continue to improve fencing and backstops (new backstop on Field 8 recently installed)
- Designate softball fields and baseball fields
- Update scoreboard (new scoreboard to be installed Winter 2021)
- Upgrade field and spectator/safety lighting
- Continue to improve concessions area
- Continue to improve restrooms
- Renovate road access to the horse arena
- Update signage and pavilions
- Repair bleachers
- Add additional shade areas
- Repair and complete barrier wire on the road entry into the ball field

2. CONGER PARK

- Renovate asphalt track which is a safety hazard
- Improve maintenance
- Upgrade restroom facilities including sink areas
- Add safety enclosure to the toddler area
- Update walking trails

3. HERNANDO SOCCER COMPLEX

- Add security lighting
- Add additional shade for participants
- Add lighting to all 9 fields

- Create parking lot barriers (bollards or fencing)
- Renovate unsecured and unmarked crossing areas which require passing through parking lots from fields
- Upgrade parking area including surface and signage
- Implement ADA accessibility
- Add bike parking
- Improve capacity to host tournaments
- Improve maintenance
- Correct drainage areas to eliminate standing water
- Improve seating areas
- Add additional scoreboards
- Improve signage

4. MILTON KUYKENDALL PARK

- Implement ADA compliance for access from the parking lot to open green space
- Correct drainage areas and improve landscaping
- Renovate restrooms and benches
- Update lighting system

5. RENASANT DOG/SKATE PARK

- Implement ADA compliance in parking (reserved concrete spaces but only gravel access to the area)
- Add security lighting
- Add additional seating
- Increase number of drinking fountains
- Construct permanent restrooms

Based on research, it is also recommended for Hernando to address immediate needs identified in this plan in existing parks, but consider a future Sports Complex in a centralized location to meet the needs of Hernando residents better and to attract out-of-town visitors. Another suggestion is that baseball, softball, and soccer fields would be most beneficial to the city of Hernando. The following recommendations are for two-phase construction of the sports complex design.

Phase I should focus on the immediate needs of current outdoor sports' venues. This phase is needed to improve deteriorating baseball facilities, create softball-only facilities, and increase the size of current soccer facilities. Phase I is building a new facility that should first satisfy and meet the needs of Hernando residents'. Its secondary use should be to function as an attraction for out-of-town visitors to participate in weekend tournaments and events. The new facility would include a total of 12 baseball/softball fields and 5 soccer/multi-use fields. The Hernando sports complex administration should consist of a director, a grounds crew, and a marketing person. Additionally, the use of sponsorships should be considered to increase added financial profits while also promoting area businesses to both Hernando and out-of-town visitors.

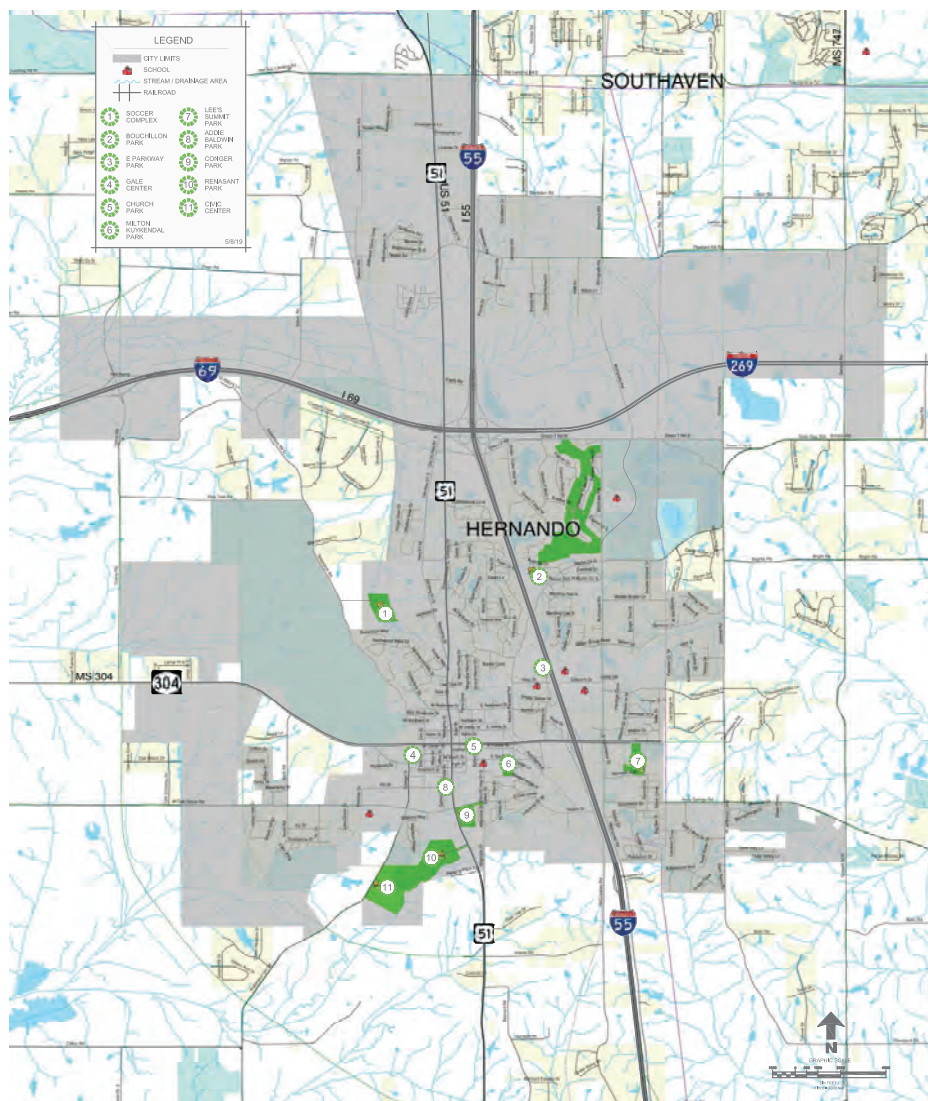
Phase II would solely focus on enhancing the current equestrian setup of Hernando. This facility, which is already in operation, includes 53 acres with available land for expansion and provides a unique sporting opportunity for both local Hernando residents and attracting out-of-town visitors. However, the current facility needs upgrades including improved road access and additional parking for horse trailers and RV's. Also, it would be most beneficial to include a general manager who can coordinate all activities on the location and who has extensive knowledge of horses. The facility would need additional staff for horse boarding and administering camps, lessons, and activities.

4.2 IMPROVEMENTS TO EXISTING RECREATION FACILITIES TO MAXIMIZE MARKET SHARE

This section provides information regarding the existing sports/recreation facilities in the city of Hernando, MS. For an in-depth analysis, the main focus of the facilities is to include Milton Kuykendall Park, Civic Center, Conger Park, Hernando Soccer Park, and Renasant Dog/Skate Park. Each of these sports/recreation facilities offer unique infrastructure and characteristics. Due to the lack of efficient management caused by a variety of factors, the condition of the existing facilities needs attention.

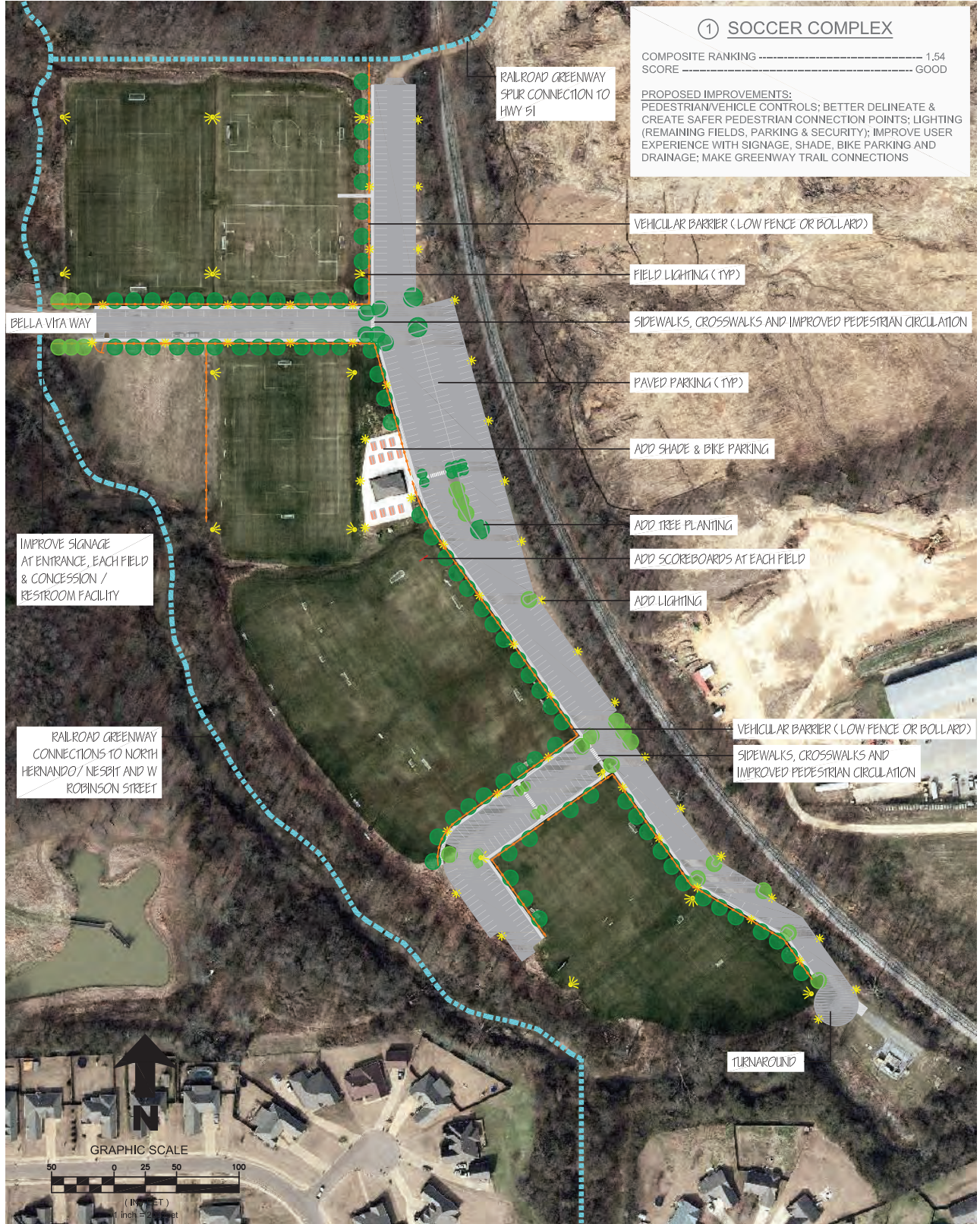
As such, the planning team examined the pros and cons of the existing sports/recreation facilities, which were used to propose recommendations to update the facilities in the city of Hernando. A map of these facilities is in Figure 4-1.

Figure 4-1 Map of Sports/Recreation Facilities



EXISTING CITY PARKS & RECREATION FACILITIES
CITY OF HERNANDO

NEEL-SCHAFFER
Solutions you can build upon.



**① SOCCER COMPLEX
PROPOSED IMPROVEMENTS**

Feasibility Study and Business Plan for Recreational Facilities and Sports Tournaments
City of Hernando, MS
Opinion of Probable Cost
1 - Soccer Complex

Estimated Quantity	Unit	Pay Item Description	Unit Price	Item Total
VEHICULAR & PEDESTRIAN CIRCULATION IMPROVEMENTS				
21625	SQ YD	SITE GRADING	\$1.50	\$32,437.50
3225	CU YD	CRUSHED STONE BASE, 6" DEPTH	\$100.00	\$322,500.00
6550	LIN FT	CONCRETE CURB & GUTTER	\$25.00	\$163,750.00
1	LUMP SUM	DRAINAGE	\$100,000.00	\$100,000.00
3270	TON	ASPHALT BASE COURSE, 3" DEPTH	\$250.00	\$817,500.00
1635	TON	ASPHALT SURFACE COURSE, 1.5" DEPTH	\$250.00	\$408,750.00
1	LUMP SUM	STRIPING	\$20,000.00	\$20,000.00
2290	SQ YD	CONCRETE SIDEWALK, 4" DEPTH	\$75.00	\$171,750.00
50	EACH	LIGHTING ASSEMBLY	\$5,000.00	\$250,000.00
50	EACH	LIGHTING ASSEMBLY BASE	\$1,000.00	\$50,000.00
6000	LIN FT	UNDERGROUND BRANCH CIRCUIT	\$10.00	\$60,000.00
5	EACH	SECONDARY POWER CONTROLLER	\$15,000.00	\$75,000.00
1	LUMP SUM	LANDSCAPE & IRRIGATION	\$75,000.00	\$75,000.00
FIELD IMPROVEMENTS				
15	EACH	LIGHTING ASSEMBLIES (DIRECT BURY)	\$25,000.00	\$375,000.00
4000	LIN FT	UNDERGROUND BRANCH CIRCUIT	\$10.00	\$40,000.00
3	EACH	SECONDARY POWER CONTROLLER	\$15,000.00	\$45,000.00
6	EACH	SCOREBOARD	\$3,500.00	\$21,000.00
540	EACH	BOLLARDS	\$100.00	\$54,000.00
1	LUMP SUM	TURF REPAIRS	\$10,000.00	\$10,000.00
OTHER				
1	LUMP SUM	SIGNAGE IMPROVEMENTS	\$1,500.00	\$1,500.00
11	EACH	SHADE STRUCTURES, 6' X 12'	\$7,500.00	\$82,500.00
1	EACH	BICYCLE RACK	\$750.00	\$750.00
EROSION CONTROL				
5000	LIN FT	SILT FENCE	\$4.00	\$20,000.00
50	EACH	SAND BAGS	\$20.00	\$1,000.00
100	LIN FT	WATTLES	\$25.00	\$2,500.00
			Construction SubTotal =	\$3,199,937.50
			Mobilization, Construction Staking, Bonds & Insurance (10%) =	\$319,993.75
			Contingency (5%) =	\$159,996.88
			Construction Total =	\$3,679,928.13
			Design, Bidding & Construction Administration Fees (15%) =	\$551,989.22
			TOTAL ESTIMATED PROJECT COST =	\$4,231,917.34

Since Engineer has no control over the cost of labor, materials, equipment or services furnished by others, or over the Contractor's methods of determining prices, or over competitive bidding or market conditions, Engineer's opinions of probable Construction Cost provided for herein are to be made on the basis of experience and qualifications and represent Engineer's best judgment as an experienced and qualified professional, generally familiar with the construction industry; but Engineer cannot and does not guarantee that proposals, bids or actual Construction Cost will not vary from opinions of probable cost prepared by Engineer.





**2 BOUCHILLON PARK
PROPOSED IMPROVEMENTS**

**Feasibility Study and Business Plan for Recreational Facilities and Sports Tournaments
City of Hernando, MS**

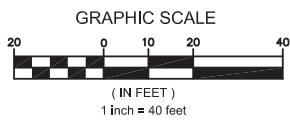
Opinion of Probable Cost

2 - Bouchillon Park

Estimated Quantity	Unit	Pay Item Description	Unit Price	Item Total
PATHWAY & PARKING LOT IMPROVEMENTS				
950	SQ YD	SITE GRADING	\$1.50	\$1,425.00
135	CU YD	EXCESS EXCAVATION, 6" PARKING/PLAY AREA & 4" SIDEWALK	\$20.00	\$2,700.00
26	CU YD	CRUSHED STONE BASE, 6" DEPTH (PARKING ONLY)	\$150.00	\$3,900.00
30	TON	ASPHALT BASE COURSE, 3" DEPTH	\$250.00	\$7,500.00
15	TON	ASPHALT SURFACE COURSE, 1.5" DEPTH	\$250.00	\$3,750.00
500	SQ YD	CONCRETE SIDEWALK, 4" DEPTH	\$75.00	\$37,500.00
1	LUMP SUM	LANDSCAPE & IRRIGATION	\$25,000.00	\$25,000.00
1	LUMP SUM	GRASSING	\$2,000.00	\$2,000.00
PLAY AREA				
3	EACH	PLAY FEATURE	\$20,000.00	\$60,000.00
60	CU YD	SAFETY SURFACE, 12" DEPTH	\$75.00	\$4,500.00
150	SQ YD	CONCRETE SIDEWALK & PERIMETER, 4" DEPTH	\$75.00	\$11,250.00
OTHER				
1	LUMP SUM	SIGNAGE IMPROVEMENTS	\$2,500.00	\$2,500.00
1	EACH	PAVILION, SMALL	\$12,500.00	\$12,500.00
1	EACH	PICNIC TABLE	\$1,000.00	\$1,000.00
1	EACH	BICYCLE RACK	\$750.00	\$750.00
EROSION CONTROL				
50	LIN FT	SILT FENCE	\$5.00	\$250.00
10	EACH	SAND BAGS	\$20.00	\$200.00
10	LIN FT	WATTLES	\$25.00	\$250.00
Construction SubTotal =				\$176,975.00
Mobilization, Construction Staking, Bonds & Insurance (10%) =				\$17,697.50
Contingency (5%) =				\$8,848.75
Construction Total =				\$203,521.25
Design, Bidding & Construction Administration Fees (15%) =				\$30,528.19
TOTAL ESTIMATED PROJECT COST =				\$234,049.44

Since Engineer has no control over the cost of labor, materials, equipment or services furnished by others, or over the Contractor's methods of determining prices, or over competitive bidding or market conditions, Engineer's opinions of probable Construction Cost provided for herein are to be made on the basis of experience and qualifications and represent Engineer's best judgment as an experienced and qualified professional, generally familiar with the construction industry; but Engineer cannot and does not guarantee that proposals, bids or actual Construction Cost will not vary from opinions of probable cost prepared by Engineer.





③ E PARKWAY PARK

COMPOSITE RANKING ————— 1.47
SCORE ————— GOOD

PROPOSED IMPROVEMENTS:
ADD NEW ADA SAFETY SURFACING AND EXPAND TO INCLUDE OTHER FEATURES SUCH AS A SWING AND CLIMBING FEATURE; ADD CURB RAMP TO ALLOW FOR ADA ACCESS FROM E PARKWAY STREET.

**③ E PARKWAY PARK
PROPOSED IMPROVEMENTS**

Feasibility Study and Business Plan for Recreational Facilities and Sports Tournaments
City of Hernando, MS
Opinion of Probable Cost
3 - E Parkway Park

Estimated Quantity	Unit	Pay Item Description	Unit Price	Item Total
PLAY FEATURE IMPROVEMENTS				
300	SQ YD	SITE GRADING	\$5.00	\$1,500.00
1	LUMP SUM	PLAY FEATURE, SWING	\$10,000.00	\$10,000.00
1	LUMP SUM	PLAY FEATURE, ROPE CLIMBING STRUCTURE	\$10,000.00	\$10,000.00
100	CU YD	SAFETY SURFACE, 12" DEPTH	\$75.00	\$7,500.00
275	LIN FT	SAFETY SURFACE PERIMETER	\$15.00	\$4,125.00
1	LUMP SUM	GRASSING	\$1,000.00	\$1,000.00
OTHER				
20	SQ YD	SITE GRADING	\$25.00	\$500.00
1	LUMP SUM	CURB RAMP	\$1,000.00	\$1,000.00
1	SQ YD	CONCRETE SIDEWALK, 4" THICKNESS	\$1,500.00	\$1,500.00
EROSION CONTROL				
50	LIN FT	SILT FENCE	\$5.00	\$250.00
10	EACH	SAND BAGS	\$20.00	\$200.00
10	LIN FT	WATTLES	\$25.00	\$250.00
Construction SubTotal =				\$37,825.00
Mobilization, Construction Staking, Bonds & Insurance (10%) =				\$3,782.50
Contingency (5%) =				\$1,891.25
Construction Total =				\$43,498.75
Design, Bidding & Construction Administration Fees (15%) =				\$6,524.81
TOTAL ESTIMATED PROJECT COST =				\$50,023.56

Since Engineer has no control over the cost of labor, materials, equipment or services furnished by others, or over the Contractor's methods of determining prices, or over competitive bidding or market conditions, Engineer's opinions of probable Construction Cost provided for herein are to be made on the basis of experience and qualifications and represent Engineer's best judgment as an experienced and qualified professional, generally familiar with the construction industry; but Engineer cannot and does not guarantee that proposals, bids or actual Construction Cost will not vary from opinions of probable cost prepared by Engineer.





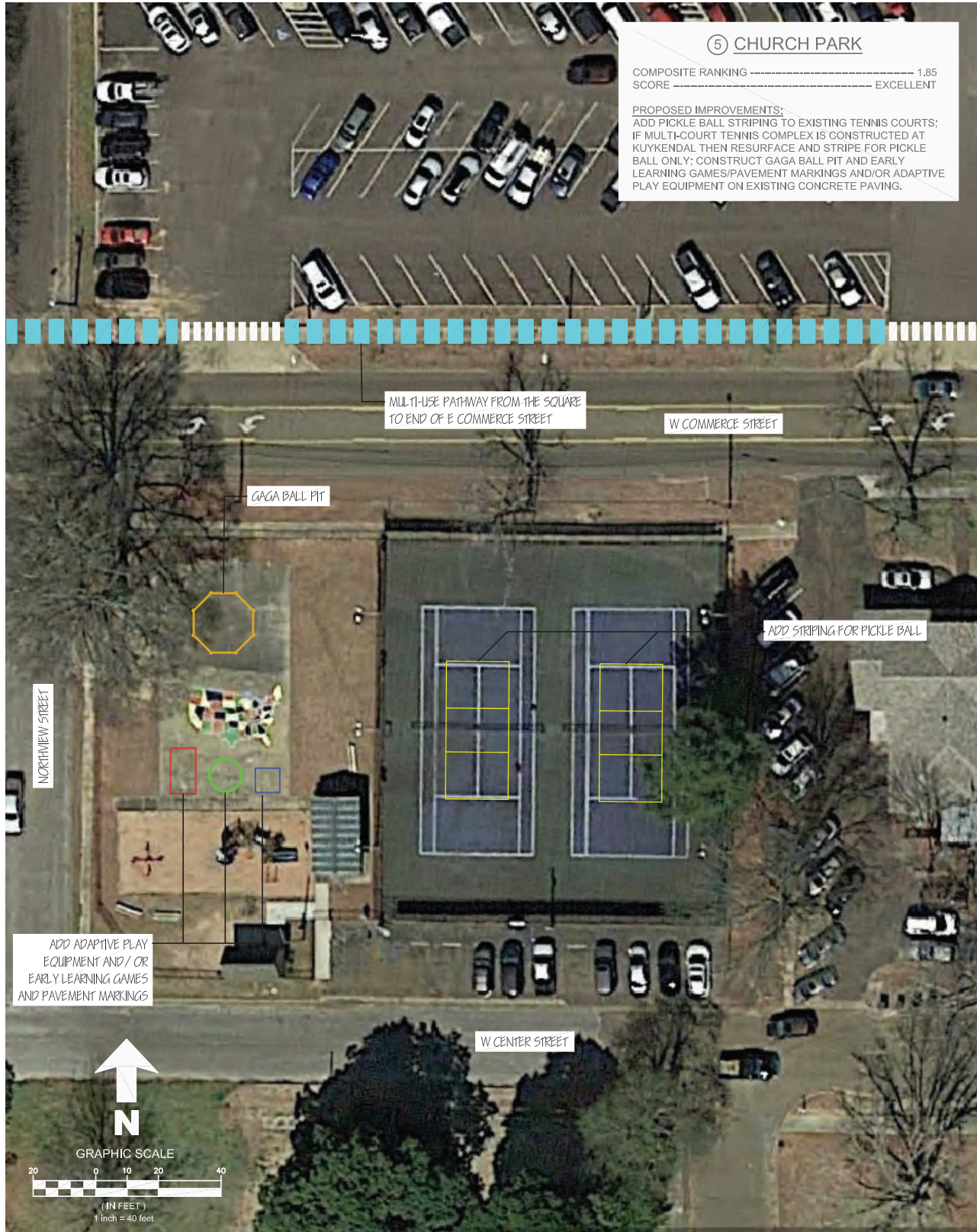
4 GALE CENTER
PROPOSED IMPROVEMENTS

Feasibility Study and Business Plan for Recreational Facilities and Sports Tournaments
City of Hernando, MS
Opinion of Probable Cost
4 - Gale Center

Estimated Quantity	Unit	Pay Item Description	Unit Price	Item Total
PLAY FEATURE				
1775	SQ YD	SITE GRADING	\$5.00	\$8,875.00
525	SQ YD	CONCRETE SIDEWALK, 4" THICKNESS	\$90.00	\$47,250.00
30	LIN FT	SEAT WALL	\$250.00	\$7,500.00
1950	SQ FT	SHADE FABRIC	\$25.00	\$48,750.00
1000	SQ FT	PLAY FEATURE, PLAY FEATURE (5-12)	\$50.00	\$50,000.00
75	CU YD	LOOSE FILL SAFETY SURFACE, 12" DEPTH	\$75.00	\$5,625.00
90	CU YD	ARTIFICIAL TURF BORROW MATERIAL FOR TOPO FEATURES	\$125.00	\$11,250.00
3200	SQ FT	ARTIFICIAL TURF SAFETY SURFACE	\$15.00	\$48,000.00
600	LIN FT	FENCE	\$45.00	\$27,000.00
4	EACH	GATE	\$1,000.00	\$4,000.00
1	LUMP SUM	LANDSCAPE & IRRIGATION	\$30,000.00	\$30,000.00
4	LUMP SUM	PICNIC TABLE	\$1,000.00	\$4,000.00
4	LUMP SUM	TRASH RECEPTACLE	\$500.00	\$2,000.00
PAVILION & RESTROOM BUILDING				
600	SQ FT	RESTROOM/PAVILION, 20' X 30'	\$150.00	\$90,000.00
1	LUMP SUM	UTILITY CONNECTIONS	\$15,000.00	\$15,000.00
INTERIOR IMPROVEMENTS				
1	LUMP SUM	CLEANING	\$5,000.00	\$5,000.00
1	LUMP SUM	PAINTING	\$7,500.00	\$7,500.00
1	LUMP SUM	FURNITURE & AMENITIES	\$25,000.00	\$25,000.00
OTHER				
1	LUMP SUM	ADA PARKING STRIPING & LEGEND	\$5,000.00	\$5,000.00
EROSION CONTROL				
50	LIN FT	SILT FENCE	\$5.00	\$250.00
10	EACH	SAND BAGS	\$20.00	\$200.00
10	LIN FT	WATTLES	\$25.00	\$250.00
Construction SubTotal =			\$442,450.00	
Mobilization, Construction Staking, Bonds & Insurance (10%) =			\$44,245.00	
Contingency (5%) =			\$22,122.50	
Construction Total =			\$508,817.50	
Design, Bidding & Construction Administration Fees (15%) =			\$76,322.63	
TOTAL ESTIMATED PROJECT COST =			\$585,140.13	

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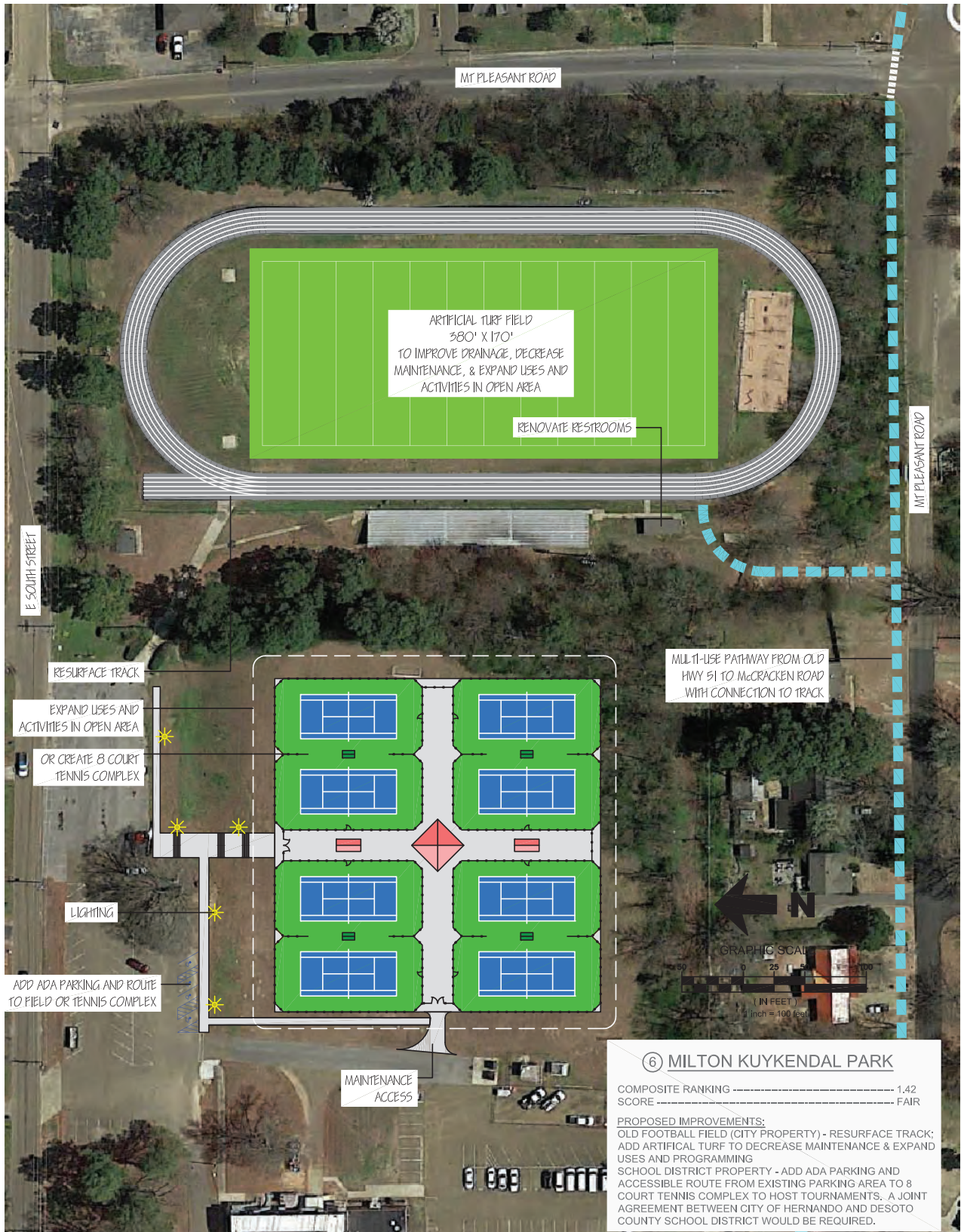
⑤ CHURCH PARK
PROPOSED IMPROVEMENTS

Feasibility Study and Business Plan for Recreational Facilities and Sports Tournaments
City of Hernando, MS
Opinion of Probable Cost
5 - Church Park

Estimated Quantity	Unit	Pay Item Description	Unit Price	Item Total
PLAY FEATURE IMPROVEMENTS				
1	LUMP SUM	STRIPE TENNIS COURTS FOR PICKLE BALL	\$3,000.00	\$3,000.00
1	LUMP SUM	GAGA BALL PIT	\$3,000.00	\$3,000.00
2	EACH	EARLY LEARNING AMENITIES	\$2,500.00	\$5,000.00
1	LUMP SUM	ADAPTIVE PLAY FEATURE	\$10,000.00	\$10,000.00
100	SQ FT	SAFETY SURFACE, 10' X 10'	\$25.00	\$2,500.00
Construction SubTotal =				\$23,500.00
Mobilization, Construction Staking, Bonds & Insurance (10%) =				\$2,350.00
Contingency (5%) =				\$1,175.00
Construction Total =				\$27,025.00
Design, Bidding & Construction Administration Fees (15%) =				\$4,053.75
TOTAL ESTIMATED PROJECT COST =				\$31,078.75

Since Engineer has no control over the cost of labor, materials, equipment or services furnished by others, or over the Contractor's methods of determining prices, or over competitive bidding or market conditions, Engineer's opinions of probable Construction Cost provided for herein are to be made on the basis of experience and qualifications and represent Engineer's best judgment as an experienced and qualified professional, generally familiar with the construction industry; but Engineer cannot and does not guarantee that proposals, bids or actual Construction Cost will not vary from opinions of probable cost prepared by Engineer.





**6 MILTON KUYKENDAL PARK
PROPOSED IMPROVEMENTS**

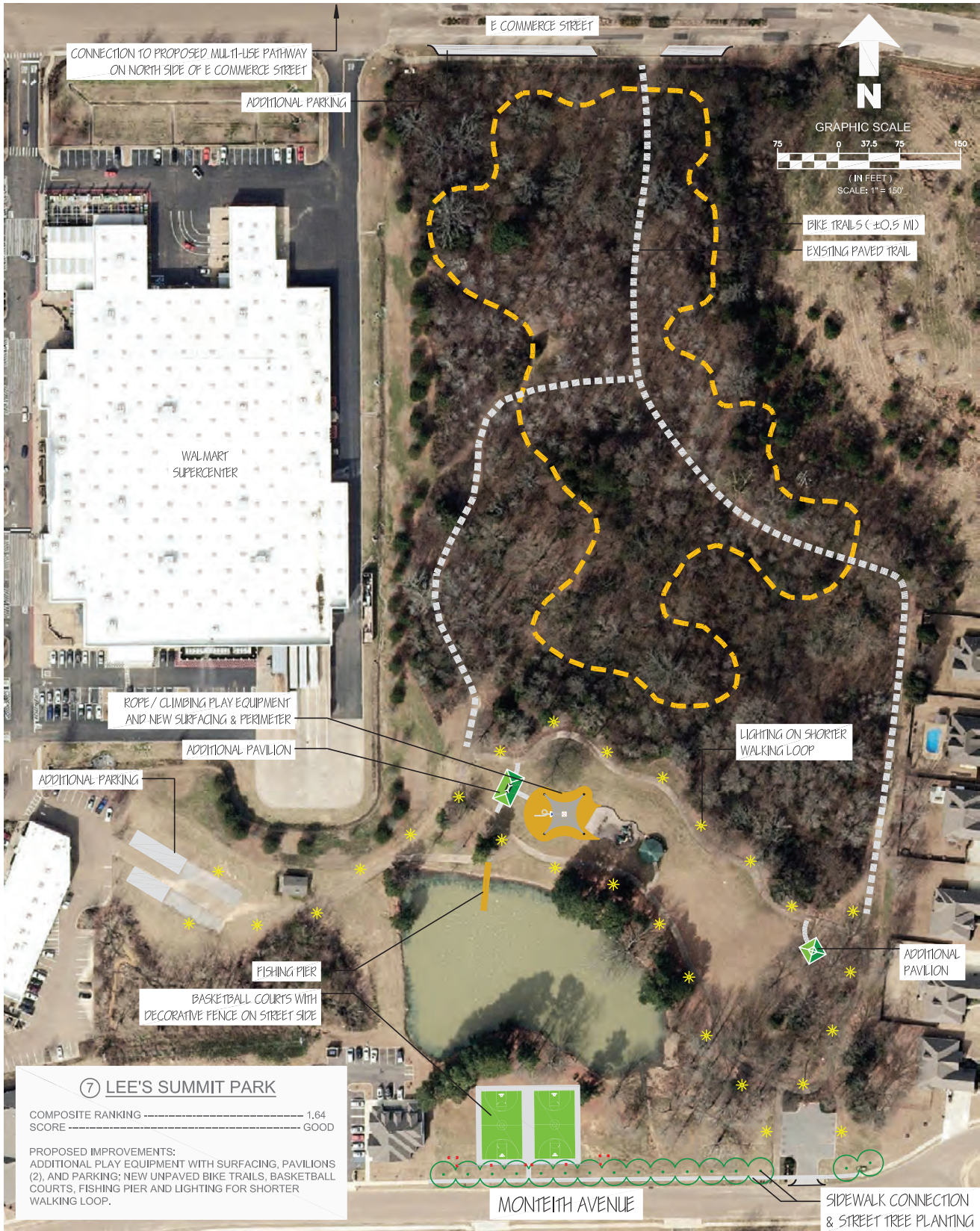
Feasibility Study and Business Plan for Recreational Facilities and Sports Tournaments
City of Hernando, MS

Opinion of Probable Cost

6 - Milton Kuykendal Park

Estimated Quantity	Unit	Pay Item Description	Unit Price	Item Total
TENNIS COMPLEX				
450	CU YD	EXCESS EXCAVATION, 2" DEPTH (AVG)	\$20.00	\$9,000.00
8000	SQ YD	SITE GRADING	\$1.50	\$12,000.00
900	CU YD	BORROW MATERIAL LEVELING COURSE, 4" DEPTH (AVG)	\$25.00	\$22,500.00
8000	SQ YD	POST TENSION CONCRETE SLAB, 5" DEPTH (INCLUDES NET POST FOOTINGS)	\$70.00	\$560,000.00
1650	SQ YD	ACRYLIC SURFACING, 2 COLORS	\$15.00	\$24,750.00
8	COURT	LINE PAINT	\$1,500.00	\$12,000.00
16	EACH	NET POSTS	\$1,000.00	\$16,000.00
8	EACH	NETS	\$1,500.00	\$12,000.00
2000	LIN FT	FENCING, 10' BLACK VINYL CHAIN LINK	\$50.00	\$100,000.00
125	LIN FT	FENCING, 6' BLACK VINYL CHAIN LINK	\$45.00	\$5,625.00
160	LIN FT	FENCING, 4' BLACK VINYL CHAIN LINK	\$40.00	\$6,400.00
8	EACH	GATES	\$500.00	\$4,000.00
20000	SQ FT	WIND FABRIC	\$2.00	\$40,000.00
1	EACH	LARGE SHADE STRUCTURE, 30' X 30'	\$40,000.00	\$40,000.00
2	EACH	MEDIUM SHADE STRUCTURE, 10' X 20'	\$15,000.00	\$30,000.00
4	EACH	SMALL SHADE STRUCTURE, 6' X 10'	\$5,000.00	\$20,000.00
36	EACH	LIGHTING ASSEMBLIES	\$5,000.00	\$180,000.00
36	EACH	LIGHTING ASSEMBLY BASE	\$1,000.00	\$36,000.00
3000	LIN FT	UNDERGROUND BRANCH CIRCUIT	\$10.00	\$30,000.00
1	EACH	LIGHTING CONROLLER	\$15,000.00	\$15,000.00
TRACK IMPROVEMENTS				
1	LUMP SUM	DEBRIS REMOVAL & CLEANING OF EXISTING SURFACE	\$5,000.00	\$5,000.00
300	TON	ASPHALT OVERLAY, 1.5" THICKNESS	\$250.00	\$75,000.00
7100	LIN FT	STRIPING	\$3.00	\$21,300.00
1	LUMP SUM	RESTROOM RENOVATION	\$50,000.00	\$50,000.00
ARTIFICIAL TURF MULTI-USE FIELD				
64600	SQ FT	ARTIFICIAL TURF MULTI-USE FIELD	\$10.00	\$646,000.00
1	LUMP SUM	SPORTS STRIPING PACKAGE	\$10,000.00	\$10,000.00
PARKING & PEDESTRIAN ACCESS				
1	LUMP SUM	SIGNAGE IMPROVEMENTS	\$1,000.00	\$1,000.00
600	SQ YD	CONCRETE SIDEWALK, 4" THICKNESS	\$75.00	\$45,000.00
3	EACH	CONCRETE STAIRS	\$5,000.00	\$15,000.00
100	LIN FT	HANDRAILS	\$150.00	\$15,000.00
5	EACH	LIGHTING ASSEMBLIES	\$5,000.00	\$25,000.00
5	EACH	LIGHTING ASSEMBLY BASE	\$1,000.00	\$5,000.00
1000	LIN FT	UNDERGROUND BRANCH CIRCUIT	\$10.00	\$10,000.00
1	EACH	LIGHTING CONROLLER	\$15,000.00	\$15,000.00
1	LUMP SUM	ADA PARKING STRIPING & LEGEND	\$5,000.00	\$5,000.00
EROSION CONTROL				
1200	LIN FT	SILT FENCE	\$5.00	\$6,000.00
100	EACH	SAND BAGS	\$20.00	\$2,000.00
100	LIN FT	WATTLES	\$25.00	\$2,500.00
Construction SubTotal =			\$2,129,075.00	
Mobilization, Construction Staking, Bonds & Insurance (10%) =			\$212,907.50	
Contingency (5%) =			\$106,453.75	
Construction Total =			\$2,448,436.25	
Design, Bidding & Construction Administration Fees (15%) =			\$367,265.44	
TOTAL ESTIMATED PROJECT COST =			\$2,815,701.69	

Since Engineer has no control over the cost of labor, materials, equipment or services furnished by others, or over the Contractor's methods of determining prices, or over competitive bidding or market conditions, Engineer's opinions of probable Construction Cost provided for herein are to be made on the basis of experience and qualifications and represent Engineer's best judgment as an experienced and qualified professional, generally familiar with the construction industry; but Engineer cannot and does not guarantee that proposals, bids or actual Construction Cost will not vary from opinions of probable cost prepared by Engineer.



7 LEE'S SUMMIT PARK
PROPOSED IMPROVEMENTS

⑦ LEE'S SUMMIT PARK
COMPOSITE RANKING ----- 1.64
SCORE ----- GOOD
PROPOSED IMPROVEMENTS:
ADDITIONAL PLAY EQUIPMENT WITH SURFACING, PAVILIONS
(2), AND PARKING; NEW UNPAVED BIKE TRAILS, BASKETBALL
COURTS, FISHING PIER AND LIGHTING FOR SHORTER
WALKING LOOP.

Feasibility Study and Business Plan for Recreational Facilities and Sports Tournaments
City of Hernando, MS

Opinion of Probable Cost

7 - Lee's Summit Park

Estimated Quantity	Unit	Pay Item Description	Unit Price	Item Total
WALKING PATH & TRAIL IMPROVEMENTS				
1800	SQ YD	SITE GRADING FOR BIKE TRAILS	\$5.00	\$9,000.00
29	EACH	LIGHTING ASSEMBLY	\$5,000.00	\$145,000.00
29	EACH	LIGHTING ASSEMBLY BASE	\$1,000.00	\$29,000.00
3000	LIN FT	UNDERGROUND BRANCH CIRCUIT	\$15.00	\$45,000.00
2	EACH	SECONDARY POWER CONTROLLER	\$15,000.00	\$30,000.00
1	LUMP SUM	SHADE PAVILION, 24' X 40'	\$60,000.00	\$60,000.00
1	LUMP SUM	SHADE PAVILION, 24' X 24'	\$40,000.00	\$40,000.00
500	SQ FT	FISHING PIER	\$50.00	\$25,000.00
100	SQ YD	CONCRETE SIDEWALK, 4" THICKNESS	\$100.00	\$10,000.00
1	LUMP SUM	LANDSCAPE & IRRIGATION	\$25,000.00	\$25,000.00
PLAYGROUND IMPROVEMENTS				
550	SQ YD	SITE GRADING	\$5.00	\$2,750.00
1	LUMP SUM	PLAY FEATURE, ROPE CLIMBING STRUCTURE	\$50,000.00	\$50,000.00
200	CU YD	SAFETY SURFACE, 12" DEPTH	\$75.00	\$15,000.00
250	LIN FT	SAFETY SURFACE PERIMETER	\$15.00	\$3,750.00
1	LUMP SUM	GRASSING	\$1,000.00	\$1,000.00
BASKETBALL COURTS				
160	CU YD	EXCESS EXCAVATION, 4" DEPTH (AVG)	\$20.00	\$3,200.00
1400	SQ YD	SITE GRADING	\$2.00	\$2,800.00
160	CU YD	BORROW MATERIAL LEVELING COURSE, 4" DEPTH (AVG)	\$25.00	\$4,000.00
1400	CU YD	POST TENSION CONCRETE SLAB, 5" DEPTH (INCLUDES NET POST FOOTINGS)	\$70.00	\$98,000.00
950	SQ YD	ACRYLIC SURFACING, 1 COLOR	\$15.00	\$14,250.00
2	COURT	LINE PAINT	\$2,000.00	\$4,000.00
4	EACH	BASKETBALL GOALS	\$3,000.00	\$12,000.00
10	EACH	BRICK COLUMN	\$2,500.00	\$25,000.00
24	EACH	DECORATIVE STEEL FENCE PANEL	\$400.00	\$9,600.00
16	EACH	STEEL FENCE POST	\$100.00	\$1,600.00
1	EACH	GATE	\$500.00	\$500.00
1	LUMP SUM	LANDSCAPE & IRRIGATION	\$10,000.00	\$10,000.00
PARKING EXPANSION (E COMMERCE STREET)				
120	CU YD	EXCESS EXCAVATION, 12" DEPTH (AVG)	\$20.00	\$2,400.00
400	SQ YD	SITE GRADING	\$5.00	\$2,000.00
50	CU YD	CRUSHED STONE BASE, 4"	\$125.00	\$6,250.00
350	LIN FT	CONCRETE HEADER CURB	\$25.00	\$8,750.00
400	SQ YD	CONCRETE PAVING, 6" REINFORCED	\$125.00	\$50,000.00
1	LUMP SUM	STRIPING	\$5,000.00	\$5,000.00
1	LUMP SUM	GRASSING	\$1,000.00	\$1,000.00
PARKING EXPANSION (BEHIND GAMESTOP/SUPER CUTS)				
30	CU YD	EXCESS EXCAVATION, 4" DEPTH (AVG)	\$20.00	\$600.00
300	SQ YD	SITE GRADING	\$5.00	\$1,500.00
30	CU YD	CRUSHED STONE, 4" DEPTH	\$125.00	\$3,750.00
1	LUMP SUM	GRASSING	\$1,000.00	\$1,000.00
OTHER				
5	EACH	PICNIC TABLES	\$1,000.00	\$5,000.00
2	EACH	TRASH RECEPTACLE	\$500.00	\$1,000.00
2	EACH	BICYCLE RACK	\$500.00	\$1,000.00
EROSION CONTROL				
300	LIN FT	SILT FENCE	\$5.00	\$1,500.00
10	EACH	SAND BAGS	\$20.00	\$200.00
10	LIN FT	WATTLES	\$25.00	\$250.00
			Construction SubTotal =	\$766,650.00
			Mobilization, Construction Staking, Bonds & Insurance (10%) =	\$76,665.00
			Contingency (5%) =	\$38,332.50
			Construction Total =	\$881,647.50
			Design, Bidding & Construction Administration Fees (15%) =	\$132,247.13
			TOTAL ESTIMATED PROJECT COST =	\$1,013,894.63

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**8) ADDIE BALDWIN MEMORIAL PARK
PROPOSED IMPROVEMENTS**

Feasibility Study and Business Plan for Recreational Facilities and Sports Tournaments
City of Hernando, MS

Opinion of Probable Cost

8 - Addie Baldwin Memorial Park

Estimated Quantity	Unit	Pay Item Description	Unit Price	Item Total
BASKETBALL COURTS				
4	EACH	BASKETBALL GOALS	\$3,000.00	\$12,000.00
PARKING EXPANSION				
1	LUMP SUM	DEBRIS REMOVAL & CLEANING OF EXISTING SURFACE	\$2,500.00	\$2,500.00
50	TON	ASPHALT OVERLAY, 1.5" DEPTH	\$250.00	\$12,500.00
40	EACH	CONCRETE SIDEWALK	\$100.00	\$4,000.00
12	EACH	PARKING BUMPERS	\$250.00	\$3,000.00
1	LUMP SUM	STRIPING	\$5,000.00	\$5,000.00
1	LUMP SUM	LANDSCAPE & IRRIGATION	\$10,000.00	\$10,000.00
RESTROOM				
400	SQ FT	RESTROOM, 20' X 20'	\$150.00	\$60,000.00
1	LUMP SUM	UTILITY CONNECTIONS	\$15,000.00	\$15,000.00
2	EACH	TRASH RECEPTACLE	\$500.00	\$1,000.00
1	EACH	BICYCLE RACK	\$500.00	\$500.00
EROSION CONTROL				
450	LIN FT	SILT FENCE	\$5.00	\$2,250.00
10	EACH	SAND BAGS	\$20.00	\$200.00
10	LIN FT	WATTLES	\$25.00	\$250.00
			Construction SubTotal =	\$128,200.00
			Mobilization, Construction Staking, Bonds & Insurance (10%) =	\$12,820.00
			Contingency (5%) =	\$6,410.00
			Construction Total =	\$147,430.00
			Design, Bidding & Construction Administration Fees (15%) =	\$22,114.50
TOTAL ESTIMATED PROJECT COST =				\$169,544.50

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9 CONGER PARK
PROPOSED IMPROVEMENTS



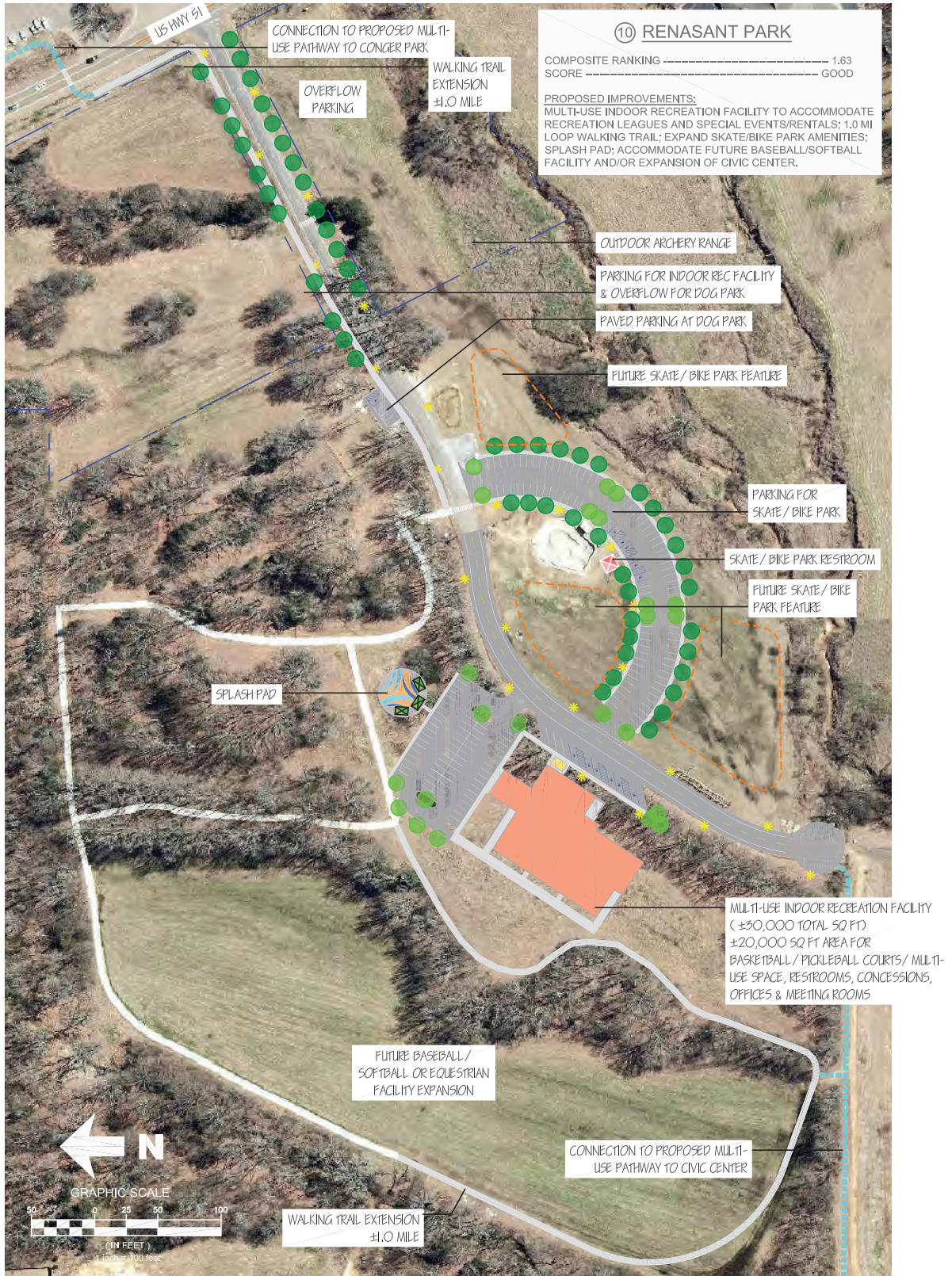
Feasibility Study and Business Plan for Recreational Facilities and Sports Tournaments
City of Hernando, MS

Opinion of Probable Cost

9 - Conger Park

Estimated Quantity	Unit	Pay Item Description	Unit Price	Item Total
WALKING PATH & TRAIL IMPROVEMENTS				
4450	SQ YD	SITE GRADING	\$3.00	\$13,350.00
4450	SQ YD	CONCRETE SIDEWALK, 4" DEPTH	\$75.00	\$333,750.00
38	EACH	LIGHTING ASSEMBLY	\$5,000.00	\$190,000.00
38	EACH	LIGHTING ASSEMBLY BASE	\$1,000.00	\$38,000.00
4500	LIN FT	UNDERGROUND BRANCH CIRCUIT	\$10.00	\$45,000.00
3	EACH	SECONDARY POWER CONTROLLER	\$15,000.00	\$45,000.00
1	LUMP SUM	GRASSING	\$2,500.00	\$2,500.00
MULTI-USE STAGE / BANDSHELL				
900	SQ FT	STAGE	\$70.00	\$63,000.00
90	LIN FT	HANDRAIL	\$150.00	\$13,500.00
1100	SQ FT	BANDSHELL / ROOF & RIGGING	\$70.00	\$77,000.00
75	SQ YD	SCORED & STAINED CONCRETE, 4" DEPTH	\$150.00	\$11,250.00
200	SQ YD	CONCRETE SIDEWALK, 4" DEPTH	\$75.00	\$15,000.00
2400	FACE SQ FT	RETAINING WALL TERRACES	\$40.00	\$96,000.00
1	LUMP SUM	LANDSCAPE & IRRIGATION	\$15,000.00	\$15,000.00
STAGE ELECTRICAL				
1	LUMP SUM	COMPANY SWITCH	\$12,000.00	\$12,000.00
1	LUMP SUM	CABINET	\$1,000.00	\$1,000.00
200	LIN FT	BRANCH CIRCUIT, PANEL TO STAGE	\$40.00	\$8,000.00
12	EACH	GFCI RECEPTACLES	\$100.00	\$1,200.00
20	EACH	CEILING LIGHTS & TIMER	\$200.00	\$4,000.00
500	LIN FT	BRANCH CIRCUIT, PANEL TO GFCI, CEILING LIGHTS & TIMER	\$15.00	\$7,500.00
2	EACH	UNDERGROUND PULL BOX	\$250.00	\$500.00
PARKING IMPROVEMENTS				
50	SQ YD	ASPHALT REMOVAL, ALL DEPTHS	\$10.00	\$500.00
300	SQ YD	SITE GRADING	\$5.00	\$1,500.00
350	LIN FT	CONCRETE CURB & GUTTER	\$30.00	\$10,500.00
55	CU YD	CRUSHED STONE BASE, 6" DEPTH	\$125.00	\$6,875.00
70	TON	ASPHALT BASE COURSE, 4" DEPTH	\$250.00	\$17,500.00
50	TON	ASPHALT SURFACE COURSE, 1.5" DEPTH	\$250.00	\$12,500.00
1	LUMP SUM	STRIPING	\$7,500.00	\$7,500.00
5	EACH	REMOVABLE BOLLARDS	\$1,000.00	\$5,000.00
8	EACH	LIGHTING ASSEMBLY	\$5,000.00	\$40,000.00
8	EACH	LIGHTING ASSEMBLY BASE	\$1,000.00	\$8,000.00
1000	LIN FT	UNDERGROUND BRANCH CIRCUIT	\$10.00	\$10,000.00
1	EACH	SECONDARY POWER CONTROLLER	\$1,500.00	\$1,500.00
1	LUMP SUM	GRASSING	\$1,000.00	\$1,000.00
TENNIS IMPROVEMENTS				
250	SQ YD	SITE GRADING	\$3.00	\$750.00
250	SQ YD	CONCRETE SIDEWALK, 4" DEPTH	\$75.00	\$18,750.00
2	EACH	BLEACHERS	\$7,500.00	\$15,000.00
2	EACH	CANTILEVERED BLEACHER AWNING	\$17,500.00	\$35,000.00
OTHER				
2	EACH	TRASH RECEPTACLE	\$750.00	\$1,500.00
2	EACH	BICYCLE RACK	\$500.00	\$1,000.00
EROSION CONTROL				
500	LIN FT	SILT FENCE	\$5.00	\$2,500.00
25	EACH	SAND BAGS	\$20.00	\$500.00
50	LIN FT	WATTLES	\$25.00	\$1,250.00
Construction SubTotal =				\$1,191,175.00
Mobilization, Construction Staking, Bonds & Insurance (10%) =				\$119,117.50
Contingency (5%) =				\$59,558.75
Construction Total =				\$1,369,851.25
Design, Bidding & Construction Administration Fees (15%) =				\$205,477.69
TOTAL ESTIMATED PROJECT COST =				\$1,575,328.94

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⑩ RENASANT PARK

COMPOSITE RANKING ----- 1.63
SCORE ----- GOOD

PROPOSED IMPROVEMENTS:
MULTI-USE INDOOR RECREATION FACILITY TO ACCOMMODATE RECREATION LEAGUES AND SPECIAL EVENTS/RENTALS; 1.0 MI LOOP WALKING TRAIL; EXPAND SKATE/BIKE PARK AMENITIES; SPLASH PAD; ACCOMMODATE FUTURE BASEBALL/SOFTBALL FACILITY AND/OR EXPANSION OF CIVIC CENTER.

10 RENASANT PARK
PROPOSED IMPROVEMENTS



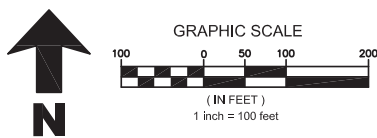
Feasibility Study and Business Plan for Recreational Facilities and Sports Tournaments
City of Hernando, MS

Opinion of Probable Cost

10 - Renasant Park

Estimated Quantity	Unit	Pay Item Description	Unit Price	Item Total
WALKING PATH & TRAIL IMPROVEMENTS				
4075	SQ YD	SITE GRADING	\$2.50	\$10,187.50
4075	SQ YD	CONCRETE SIDEWALK, 4" THICKNESS	\$75.00	\$305,625.00
1	LUMP SUM	GRASSING	\$2,500.00	\$2,500.00
MULTI-USE INDOOR RECREATION FACILITY				
10000	SQ YD	SITE GRADING	\$2.50	\$25,000.00
30000	SQ FT	MULTI-USE INDOOR RECREATION FACILITY	\$125.00	\$3,750,000.00
40	SQ YD	SCORED & STAINED CONCRETE, 4" THICKNESS	\$150.00	\$6,000.00
1450	SQ YD	CONCRETE SIDEWALK, 4" THICKNESS	\$75.00	\$108,750.00
1650	LIN FT	CONCRETE CURB & GUTTER	\$30.00	\$49,500.00
900	CU YD	EXCESS EXCAVATION, 6" DEPTH (AVG)	\$20.00	\$18,000.00
900	CU YD	CRUSHED STONE BASE, 6" DEPTH	\$125.00	\$112,500.00
1175	TON	ASPHALT BASE COURSE, 4" DEPTH	\$250.00	\$293,750.00
450	TON	ASPHALT SURFACE COURSE, 1.5" DEPTH	\$250.00	\$112,500.00
1	LIN FT	STRIPING	\$7,500.00	\$7,500.00
1	LUMP SUM	DRAINAGE	\$50,000.00	\$50,000.00
9	EACH	LIGHTING ASSEMBLY	\$5,000.00	\$45,000.00
9	EACH	LIGHTING ASSEMBLY BASE	\$1,000.00	\$9,000.00
1200	LIN FT	UNDERGROUND BRANCH CIRCUIT	\$10.00	\$12,000.00
1	EACH	SECONDARY POWER CONTROLLER	\$15,000.00	\$15,000.00
1	LUMP SUM	LANDSCAPE & IRRIGATION	\$25,000.00	\$25,000.00
WATER / SPLASH FEATURE				
600	SQ YD	SITE GRADING	\$5.00	\$3,000.00
550	SQ YD	CONCRETE SIDEWALK, 4" THICKNESS	\$90.00	\$49,500.00
2700	SQ YD	SAFETY SURFACE	\$15.00	\$40,500.00
100	LIN FT	TRENCH DRAIN	\$100.00	\$10,000.00
8	EACH	SMALL NOZZLE & GRATE (WITH LED LIGHT)	\$2,500.00	\$20,000.00
3	EACH	LARGE SPRAY FEATURE	\$10,000.00	\$30,000.00
6	EACH	MEDIUM SPRAY FEATURE	\$5,000.00	\$30,000.00
1	EACH	WATER CONTROLS & MECHANICAL	\$25,000.00	\$25,000.00
1	LUMP SUM	LIGHTING CONTROLS	\$10,000.00	\$10,000.00
1	LUMP SUM	UNDERGROUND BRANCH CIRCUIT	\$5,000.00	\$5,000.00
1	LUMP SUM	HOT TAP & PVC PIPING	\$5,000.00	\$5,000.00
1	LUMP SUM	SEWER TAP & PIPING	\$5,000.00	\$5,000.00
1	LUMP SUM	FREIGHT & LABOR	\$30,000.00	\$30,000.00
3	LUMP SUM	SHADE ARBOR	\$10,000.00	\$30,000.00
3	LUMP SUM	BENCH	\$750.00	\$2,250.00
3	LUMP SUM	TRASH RECEPTACLE	\$500.00	\$1,500.00
ROAD EXTENSION & CUL-DE-SAC				
3500	EACH	SITE GRADING	\$2.50	\$8,750.00
585	CU YD	EXCESS EXCAVATION, 6" DEPTH (AVG)	\$20.00	\$11,700.00
585	CU YD	CRUSHED STONE BASE, 6" DEPTH	\$125.00	\$73,125.00
800	TON	ASPHALT BASE COURSE, 4" DEPTH	\$250.00	\$200,000.00
300	TON	ASPHALT SURFACE COURSE, 1.5" DEPTH	\$250.00	\$75,000.00
1	LUMP SUM	STRIPING	\$10,000.00	\$10,000.00
1	LUMP SUM	DRAINAGE	\$25,000.00	\$25,000.00
18	EACH	LIGHTING ASSEMBLY	\$5,000.00	\$90,000.00
18	EACH	LIGHTING ASSEMBLY BASE	\$1,000.00	\$18,000.00
4000	LIN FT	UNDERGROUND BRANCH CIRCUIT	\$10.00	\$40,000.00
2	EACH	SECONDARY POWER CONTROLLER	\$15,000.00	\$30,000.00
DOG PARK PARKING IMPROVEMENTS				
350	SQ YD	SITE GRADING	\$4.00	\$1,400.00
55	CU YD	EXCESS EXCAVATION, 6" DEPTH (AVG)	\$20.00	\$1,100.00
55	CU YD	CRUSHED STONE BASE, 6" DEPTH	\$125.00	\$6,875.00
70	TON	ASPHALT BASE COURSE, 4" DEPTH	\$250.00	\$17,500.00
30	TON	ASPHALT SURFACE COURSE, X" DEPTH	\$250.00	\$7,500.00
5	EACH	PARKING BUMPERS	\$250.00	\$1,250.00
1	LUMP SUM	STRIPING	\$2,000.00	\$2,000.00
SKATE/BIKE PARKING IMPROVEMENTS				
5100	SQ YD	SITE GRADING	\$2.50	\$12,750.00
1700	LIN FT	CONCRETE CURB & GUTTER	\$30.00	\$51,000.00
710	CU YD	CRUSHED STONE BASE, 6" DEPTH	\$125.00	\$88,750.00
950	TON	ASPHALT BASE COURSE, 4" DEPTH	\$250.00	\$237,500.00
360	TON	ASPHALT SURFACE COURSE, 1.5" DEPTH	\$250.00	\$90,000.00
1	LUMP SUM	STRIPING	\$15,000.00	\$15,000.00
1	LUMP SUM	DRAINAGE	\$25,000.00	\$25,000.00
850	SQ YD	CONCRETE SIDEWALK, 4" THICKNESS	\$75.00	\$63,750.00
5	EACH	LIGHTING ASSEMBLY	\$5,000.00	\$25,000.00
5	EACH	LIGHTING ASSEMBLY BASE	\$1,000.00	\$5,000.00
600	LIN FT	UNDERGROUND BRANCH CIRCUIT	\$10.00	\$6,000.00
1	EACH	SECONDARY POWER CONTROLLER	\$15,000.00	\$15,000.00
1	LUMP SUM	LANDSCAPE & IRRIGATION	\$15,000.00	\$15,000.00
OTHER				
3	EACH	FUTURE SKATE/BIKE AMENITY	\$100,000.00	\$300,000.00
1	EACH	RESTROOM, 20' X 20'	\$60,000.00	\$60,000.00
1	LUMP SUM	UTILITY CONNECTIONS	\$15,000.00	\$15,000.00
EROSION CONTROL				
1000	LIN FT	SILT FENCE	\$4.00	\$4,000.00
100	EACH	SAND BAGS	\$20.00	\$2,000.00
100	LIN FT	WATTLES	\$25.00	\$2,500.00
Construction SubTotal =				\$6,907,012.50
Mobilization, Construction Staking, Bonds & Insurance (10%) =				\$690,701.25
Contingency (5%) =				\$345,350.63
Construction Total =				\$7,943,064.38
Design, Bidding & Construction Administration Fees (15%) =				\$1,191,459.66
TOTAL ESTIMATED PROJECT COST =				\$9,134,524.03

Since Engineer has no control over the cost of labor, materials, equipment or services furnished by others, or over the Contractor's methods of determining prices, or over competitive bidding or market conditions, Engineer's opinions of probable Construction Cost provided for herein are to be made on the basis of experience and qualifications and represent Engineer's best judgment as an experienced and qualified professional, generally familiar with the construction industry; but Engineer cannot and does not guarantee that proposals, bids or actual Construction Cost will not vary from opinions of probable cost prepared by Engineer.



**11 CIVIC CENTER
PROPOSED IMPROVEMENTS**

11 CIVIC CENTER

COMPOSITE RANKING ----- 1.74
SCORE ----- GOOD

PROPOSED IMPROVEMENTS:
ANNEX & PURCHASE PROPERTY FOR FIELDS & PARKING TO ALLOW CITY TO APPLY FOR GRANTS AND INVEST MORE CONFIDENTLY; ACCESSIBILITY, FIELD & USER EXPERIENCE IMPROVEMENTS; EQUESTRIAN AREA IMPROVEMENTS WITH TRAILER & RV PARKING; FUTURE EXPANSION TO THE WEST.

**Feasibility Study and Business Plan for Recreational Facilities and Sports Tournaments
City of Hernando, MS**

Opinion of Probable Cost

11 - Civic Center

Estimated Quantity	Unit	Pay Item Description	Unit Price	Item Total
PROPERTY				
1	LUMP SUM	ACQUIRE PROPERTY OR LONG-TERM LEASE	\$0.00	\$0.00
PEDESTRIAN ACCESSIBILITY & USER EXPERIENCE IMPROVEMENTS				
5500	SQ YD	SITE GRADING	\$2.50	\$13,750.00
5500	SQ YD	CONCRETE SIDEWALK, 4" DEPTH	\$75.00	\$412,500.00
500	SQ YD	SCORED & STAINED CONCRETE, 4" DEPTH	\$150.00	\$75,000.00
2	EACH	PAVILION, 16' X 30'	\$25,000.00	\$50,000.00
2	EACH	RESTROOM / CONCESSION RENOVATION	\$50,000.00	\$100,000.00
42	EACH	LIGHTING ASSEMBLY	\$5,000.00	\$210,000.00
42	EACH	LIGHTING ASSEMBLY BASE	\$1,000.00	\$42,000.00
6000	LIN FT	UNDERGROUND BRANCH CIRCUIT	\$10.00	\$60,000.00
4	EACH	SECONDARY POWER CONTROLLER	\$15,000.00	\$60,000.00
VEHICULAR & PARKING IMPROVEMENTS & TURNAROUND				
3700	SQ YD	SITE GRADING	\$2.50	\$9,250.00
605	CU YD	EXCESS EXCAVATION, 6" DEPTH (AVG)	\$20.00	\$12,100.00
850	EACH	CONCRETE CURB & GUTTER	\$30.00	\$25,500.00
605	CU YD	CRUSHED STONE BASE, 6" DEPTH	\$125.00	\$75,625.00
825	TON	ASPHALT BASE COURSE, 4" DEPTH	\$250.00	\$206,250.00
310	TON	ASPHALT SURFACE COURSE, 1.5" DEPTH	\$250.00	\$77,500.00
1	LUMP SUM	STRIPING	\$15,000.00	\$15,000.00
1	LUMP SUM	GRASSING	\$5,000.00	\$5,000.00
FIELD IMPROVEMENTS				
9	EACH	LIGHTING	\$85,000.00	\$765,000.00
9	EACH	DRAINAGE	\$25,000.00	\$225,000.00
9	EACH	PLAYING SURFACE	\$25,000.00	\$225,000.00
EQUESTRIAN IMPROVEMENTS				
4450	SQ YD	SITE GRADING	\$2.50	\$11,125.00
760	CU YD	EXCESS EXCAVATION, 6" DEPTH (AVG)	\$20.00	\$15,200.00
425	CU YD	CRUSHED STONE BASE, 6" DEPTH	\$125.00	\$53,125.00
550	TON	ASPHALT BASE COURSE, 4" DEPTH	\$250.00	\$137,500.00
210	TON	ASPHALT SURFACE COURSE, 1.5" DEPTH	\$250.00	\$52,500.00
2000	SQ YD	CONCRETE RV & TRAILER PARKING PADS, REINFORCED 6" DEPTH	\$150.00	\$300,000.00
1	LUMP SUM	STRIPING	\$2,500.00	\$2,500.00
1	LUMP SUM	GRASSING	\$2,500.00	\$2,500.00
2000	SQ FT	RESTROOM / CONCESSION, 40' X 50'	\$100.00	\$200,000.00
5000	SQ FT	HORSE BARN WITH STALLS	\$40.00	\$200,000.00
1	LUMP SUM	LIGHTING UPGRADES	\$100,000.00	\$100,000.00
2	EACH	BLEACHERS	\$1,500.00	\$3,000.00
EROSION CONTROL				
2500	LIN FT	SILT FENCE	\$4.00	\$10,000.00
100	EACH	SAND BAGS	\$20.00	\$2,000.00
100	LIN FT	WATTLES	\$25.00	\$2,500.00
Construction SubTotal =			\$3,756,425.00	
Mobilization, Construction Staking, Bonds & Insurance (10%) =			\$375,642.50	
Contingency (5%) =			\$187,821.25	
Construction Total =			\$4,319,888.75	
Design, Bidding & Construction Administration Fees (15%) =			\$647,983.31	
TOTAL ESTIMATED PROJECT COST =			\$4,967,872.06	

Since Engineer has no control over the cost of labor, materials, equipment or services furnished by others, or over the Contractor's methods of determining prices, or over competitive bidding or market conditions, Engineer's opinions of probable Construction Cost provided for herein are to be made on the basis of experience and qualifications and represent Engineer's best judgment as an experienced and qualified professional, generally familiar with the construction industry; but Engineer cannot and does not guarantee that proposals, bids or actual Construction Cost will not vary from opinions of probable cost prepared by Engineer.

1. RECOMMENDATION - PROPOSED IMPROVEMENT

This section aims to provide suggestions to improve the existing sports/recreation facilities and expectations for a potential new Hernando sports complex as future demand and funding are available to construct in the city of Hernando. After researching the city of Hernando and surrounding communities, it is apparent that Hernando should target the current needs of residents first. Regarding existing facilities, improvements are needed to ensure ample space to grow and accommodate playing seasons with different time frames. A recommendation is that the sports complex administration cater first to Hernando residents to satisfy their needs with the primary focus on baseball, softball, and soccer events on weekdays, Monday through Thursday. The sports complex administration is encouraged to attract outside groups with partnerships to bring in tournaments and events for weekends, Friday through Sunday.

Potential targeted groups would be baseball, softball, soccer, and tennis organizations that offer regional travel opportunities for teams and participants. The Hernando sports complex administration should include a director, grounds crew, and marketing person.

1.1. SUGGESTION FOR A POTENTIAL NEW FACILITY IN HERNANDO

Based on research, it is recommended for Hernando to build a future sports complex in a centralized location to better meet the needs of Hernando residents and to attract out-of-town visitors. After on-site visit and evaluation, it is suggested a centralized location with baseball, softball, and soccer fields would be most beneficial to the city of Hernando. A centralized location with more space for all three sports would be optimal for catering to local Hernando residents and attracting out-of-town visitors for sports tournaments that would boost the Hernando economy. The following recommendations are for the sports complex design to be constructed in two total phases.

Phase I should focus on the immediate needs of current outdoor sports venues. This phase is needed to improve deteriorating baseball facilities, create softball-only facilities, develop additional tennis courts, and increase the size of current soccer facilities. Phase I is building a new facility that should first satisfy and meet the needs of Hernando residents. Its secondary use should be to function as an attraction for out-of-town visitors to participate in weekend tournaments and events. The new facility would include a total of 12 baseball/softball fields and 5 soccer/multi-use fields. The Hernando sports complex administration should consist of a director, a grounds crew, and a marketing person.

Additionally, the use of sponsorships should be considered to increase added financial profits while also promoting area businesses to both Hernando and out-of-town visitors.

Phase II would solely focus on enhancing the current equestrian facility. This facility, which is already in operation and has available land for expansion, includes 53 acres, provides a unique sporting opportunity for both local Hernando residents, and attracting out-of-town visitors to enhance the economic impact. However, the current facility needs upgrades, including improved road access and additional parking for horse trailers and RVs. In addition, it would be most beneficial to include a general manager that can coordinate all activities on the location and have extensive knowledge of horses. The facility would need additional staff for horse boarding and administering camps, lessons, and activities.

1.2. FUTURE SPORTS COMPLEX PHASE 1

1.2.1 Phase I Breakdown:

Baseball/Softball Fields:

- Four 225-foot softball fields
- Four 200-foot baseball fields
- Four 250-foot baseball fields
- One complex building
- Three quad concession buildings with restrooms
- Nine hundred and sixty (960) parking spaces with handicap parking; some select handicap spaces to be van accessible

Soccer Fields:

- Five (210 feet x 330 feet) fields which should also serve as a multi-use field for football and include a perimeter track around the confines for track and field access.

Tennis Courts:

- Six (78 feet x 36 feet with 2,106 square foot service area) courts available for both singles and doubles competition.

Characteristics essential to a successful sports complex include functional administration capabilities and family friendly attractions. The playing fields should be the core of the Hernando sports complex to provide a distinctive identity to the city and distinguish the sports complex from other existing sports complexes. First-class and professional playing fields with unique features and layouts will provide a renowned atmosphere to the city.

Baseball/Softball Fields:

The research team recommends three 4-plexes to provide quality fields for baseball and softball. This should include one 4-plex for softball to include 225 foot fields. There should be two 4-plexes for baseball with one quad hosting 200 foot baseball fields and the second quad hosting 250 foot baseball fields. These fields could also be used as multi-use fields for soccer when needed. With these accommodations, the new Hernando sports complex will adequately meet the needs of local Hernando teams and be an attraction point for regional baseball and softball tournaments. All fields should have lights, sub-surface drainage, and sprinkler systems for grass surfaces. Larger baseball fields should include batting cages and a bullpen area for pitchers to warm up. Additionally, the Hernando complex should include one complex building, three quad concession buildings with restrooms, and 960 parking spaces with handicap parking, including van-accessible spaces.

This new complex gives the city of Hernando a centralized location to operate current baseball and softball summer league programs for area youth. Due to the popularity of these sports and Mississippi's favorable climate, there is also potential to create spring and fall leagues for baseball and softball increasing playing opportunities for area youth. This field setup would make Hernando more competitive in host bids for both Dizzy Dean and USSSA Tournaments in baseball as well as

additional softball tournaments. With Hernando's location and access to major interstates of I-55, I-20, and I-40, the sports complex could become an optimal location to host regional tournaments for the Mississippi High School Activities Association, the Mississippi Association of Independent Schools, and other non-scholastic events. Hernando is between the major cities of Little Rock and Nashville. Because of this central location, the marketing director should recruit interscholastic teams and non-scholastic organizations. The complex would be an ideal host site to compete against regional teams. Currently, the summer is the busiest time frame for these sports, but we believe there are also great opportunities for both spring and fall leagues, which normally run from March to October.

Additionally, these facilities could be used as multi-purpose fields for additional outdoor sporting activities, including flag football, lacrosse, rugby, Frisbee, and other events. These additional activities could provide further recreational opportunities for local Hernando residents.

Soccer Fields:

The research team recommends five quality soccer fields with 210 feet by 330 feet dimensions. These fields could also be used as multi-use fields, for example, football. All fields should have lights, sub-surface drainage, and sprinkler systems for the grass surface. In addition, it should include one complex building, 2 concession buildings with restrooms, and 400 parking spaces with handicapped parking, including van-accessible spaces.

There is a great need for additional soccer field space not only to provide services for Hernando but also to attract local tournaments. Due to the location and mild weather, spring and fall leagues could be available with added tournaments and events that could be actively sought by Mississippi Soccer Association, MSA Soccer Tournaments, 3v3 Soccer Tournament, and Hispanic Soccer League. Due to Hernando's location and proximity to Memphis, the Hernando sports complex could become an ideal place to host regional and area tournaments and work with the Mississippi High School Activities Association, the Mississippi Association of Independent Schools, and other non-scholastic organization's events. Additionally with Hernando's middle distance from major cities of Little Rock and Nashville, we encourage the complex's marketing director to actively pursue both interscholastic teams and non-scholastic organizations as an ideal host site to compete against regional teams.

Additionally, these facilities could be used as multi-purpose fields for additional outdoor sporting activities, including flag football, lacrosse, rugby, Frisbee, and other events. These additional activities could provide further recreational opportunities for local Hernando residents.

Tennis Courts:

With the increased popularity of tennis and the ideal proximity to Memphis, researchers recommend additional tennis courts to allow for resident's play and to attract both adult and youth tennis tournaments. We recommend six (78 feet x 36 feet with 2,106 square foot service area) courts that would be available for singles and doubles competition play. Lighting to allow for night play and accompanying bleachers for participants' fans.

Additionally, these courts could also be used for pickleball that could provide additional recreational opportunities for local Hernando residents and potential tournaments.

Seating:

Permanent seating is recommended. With all fields in close proximity, they should be designed to feature natural berms for seating areas if possible. The research team also suggests bleacher seating with canopies if possible. All seating areas must be ADA compliant and meet local, state, and federal guidelines.

Scoreboards:

It is recommended that each field has an electronic scoreboard. Scoreboards should display the score, inning, balls and strikes for baseball and softball and the score, period, and time for soccer. Tennis scoreboards should be built at all court locations.

Scorer's Box/Press Box:

For each designated championship field for each sport, we recommend a small scorer or press area with room for a small staff of personnel to include an announcer, scorekeeper, and a scoreboard operation with public address system equipment. This setup is recommended for all fields due to the requirements of some regional and national tournaments.

Foul Poles, Goals, and Corner Flags:

All baseball and softball fields should include two (2) foul poles. All soccer fields should have two (2) goals and four (4) corner flags.

Warm-Up Area:

We recommend warm-up areas be included in the sports complex design to provide a space for teams to stretch, run, and stay active before, during, and in between games. This will help avoid crowded situations and distracting spectators if teams of upcoming games are too close to the game on the field. It also allows team participants ample needed space while ensuring fan safety.

Parking:

The sports complex location will need to provide the maximum parking capacity of the facility. The site should have approximately 72 to 90 parking spaces per field. Depending on the spot, the average roster per team will be approximately 12 to 15 players each. This will accommodate vehicles of the two teams playing, the two teams that played the previous game, and the two teams waiting to play the next game. The parking surface should meet local code, and handicap accessible parking must be available in the areas closest to the facility entrance, including van accessible vehicles. Of note, when we conducted site locations of Hernando sports facilities, there was a lack of ample ADA parking spots. To ensure proper ingress and egress of fans and especially tournament participants, it is imperative to have ample and quality parking. All parking areas should contain appropriate lighting for safety reasons.

1.3. PHASE II (EQUESTRIAN ACTIVITIES)

The planning team analyzed and studied additional recommendations for the full operation of a sustainable sports complex that could attract potential users from outside the primary regional market to increase revenues to the city of Hernando. Hernando currently has a unique setup with current equestrian facilities, with only Olive Branch having similar facilities. The planning team feel this specific type of sports facility could be a huge advantage to further attracting out-of-town visitors to Hernando and having a positive economic impact. Phase I will benefit a greater number of participants; therefore, Phase II should occur after Phase I is complete. However, due to its unique capacity, Phase II will also greatly affect the community. It should focus on improving current equestrian facilities, including structures, parking, and aesthetics, to allow attraction for equestrian events, rodeos, riding, barrel racing, show horses, and space for camper housing.

The current Civic Center location includes 53 areas and has adequate land space, including a lighted equestrian arena. However, the City needs to negotiate a land purchase or long-term lease along with an overall facility facelift to improve road access and additional parking for horse trailers and RVs. We encourage the Hernando sports complex administration to include a general manager that can coordinate all activities on the location and have extensive knowledge of horses. It will need additional staff for horse boarding and administering camps, lessons, and activities.

1.3.1 Phase II Breakdown:

- Outside grandstand area (covered if possible) with spectator seating
- 80 feet x 100 feet round pen
- Correct footing (and watering) for grandstand area and round pen
- 100 feet x 200 feet lighted riding arena
- Large area with a sizable jumping course
- Cattle shoot pens
- Stall barns
- Barn aisle
- 2 pastures for turnout
- 6 large tack rooms
- Fencing (no barbwire)
- Hot/cold wash rack
- Storage area for hay and feed
- Overnight boarding/horse motel
- Trailer hookups
- Staff lounge
- Lighting
- Restrooms

- Concessions
- Fans for circulation/ventilation
- Parking
- Security
- Maintenance equipment including tractor with front end loader, PTO, bush hog, arena drag, box blade

The equestrian center could be beneficial in serving Hernando residents while also attracting out-of-town visitors. The targeted population should include adults and youth with riding experience. Other opportunities to attract resident and visitor participants include educational children's camps, horse camps, riding lessons, and birthday parties. Children's camps are a great opportunity to bring awareness to the facility while also introducing youth to equestrian activities. Horse camps for children would provide training conducted throughout the year. Targeted non-school sessions will provide opportunities for children while also bringing in revenue. Camps could be one-day camps at various time frames, and also offer multiple day camps for Mardi Gras, Easter, Thanksgiving, and Christmas time frames.

Riding lessons could provide for children and adults ranging through all levels of experience from beginners to intermediate and advanced riders. Rider package options could include group, semi-private, and private formats. Therapeutic riding is a non-traditional teaching approach for adults and youth with severe physical and cognitive disabilities, including autism. Grant monies are available for funding to assist promotions for attracting these additional customers.

This fun and friendly atmosphere would provide an enjoyable learning experience. At the same time, trainers conduct riding sessions to gauge the rider's experience level and then align them with an appropriate horse/pony. Riding lessons could be set up with various monthly, weekly, or pay per lesson schedules and would bring recurring revenue to the facility. Advertising through the local school district in Hernando and area communities in the Memphis area. The only competition is the Olive Branch Raintree Equestrian Center.

Birthday parties provide a unique opportunity for youth to have a party at the equestrian center and interact with horses. These types of activities bring further awareness to the facility and hopefully further supplement financial revenue in the future.



Section 5:
**Economic Impact of
Proposed Improvements**

5.1 SUMMARY

Neel-Schaffer, Inc. requested assistance from the Department of Economic Development and Hospitality & Tourism at the University of Southern Mississippi to conduct an economic impact (EI) study of the city of Hernando. The research team has collected the primary data to determine the EI of the updated sports/recreation facilities in the city of Hernando.

Table 5-1 IMPLAN Codes by Three Different Demand Scenarios (Low, Medium, High)

NAICS Code	Description	Model Input (\$)		
		Low ^a	Medium ^b	High ^c
721120	Lodging, except Casino Hotels	\$683,419.87	\$1,360,714.24	\$3,095,867.07
722310	Food and Beverage ^d	\$1,607,510.27	\$3,200,811.52	\$7,282,415.87
485999	Transportation ^e	\$611,905.13	\$1,218,325.76	\$2,771,907.93
453220	Shopping	\$707,983.07	\$1,409,620.48	\$3,207,137.47
713990	Recreation	\$471,050.53	\$937,879.04	\$2,133,841.73
812990	Other Spending	\$2,176,401.87	\$4,333,296.64	\$9,859,021.07

Note) a - low demand scenario with 38,380 estimated out-of-town visitors (i.e., do not include local residents); b - medium demand scenario with 76,416 estimated out-of-town visitors; c - high demand scenario with 173,860 estimated out-of-town visitors; d - the total amount of food and beverage includes carry-out food consumption; e - the total amount of transportation includes parking fee and rental expenses.

ANALYTICAL FINDINGS:

- Depending on low, medium, or high demand, approximately \$1.6 million, \$5.6 million, or \$36.1 million in revenue will support 67, 288, or 656 direct jobs, with value-added \$3 million, \$7.4 million, or \$16.8 million, respectively.
- More specifically, depending on low, medium, or high demand, it is expected that an additional 7, 20, or 45 indirect jobs and 5, 21, or 47 induced jobs will be created with the impact of \$429K, \$1.4 million, or \$5.9 million, respectively.
- In total, the updated sports/recreation facilities can support substantial employment (80, 329, or 748 jobs) and economic impacts of \$2.0 million, \$7.0 million, or \$16.0 million annually for the region.
- Lastly, the updated sports/recreation facilities can generate \$49K, \$157K, or \$357K in fiscal impact or tax revenue for the city. A breakdown of the total tax revenue resulting from the updated facilities (low, medium, and high demand) is in Table 5-2.

Table 5-2 A Breakdown of the Total Tax Revenue Resulting from the Updated Sports/Recreation Facilities by Three Different Demand Scenarios

	Low Demand Scenario	Medium Demand Scenario	High Demand Scenario
City Level	\$49,026.78	\$157,105.24	\$357,443.22
State Level	\$272,353.89	\$885,906.70	\$2,015,595.40
Federal Level	\$513,191.98	\$1,147,492.43	\$2,613,749.47

5.2 INTRODUCTION & PURPOSE

INTRODUCTION

The city of Hernando is the county seat of DeSoto County, which is located on the northwest border of Mississippi, specifically 180 miles north of the state capitol. Hernando is the center of DeSoto County and has a total area of 25.8 square miles. According to the United States Census Bureau (USCB) (2020), the city's population was 16,811 in 2019, and the number of total housing units was 5,500, while its median household income was \$69,179 and the median housing value was \$81,100 (EMSI, 2020).

Hernando's local attractions range with a variety of options. Most of the attractions are outside-based with several parks and walking trails, including Conger Park, Bouchillon Park, Church Park, Renasant Park, Parkway Cove Park, and Ark Trail. Despite limitations in local traditional visitor amenities, visitors to the city still enjoy a full-service 18-hole golf course at Hernando Golf & Racquet Club, along with DeSoto County Museum, the Lewis Ranch, and more.

The city of Hernando plans to revamp the current sports/recreation facilities to improve residents' quality of life and attract out-of-town visitors to boost the local economy by creating new jobs and generating extra tax revenues. Overall, this project will contribute to the regional economy through direct, indirect, and induced effects. Direct effects occur when visitors go to restaurants, stay in a hotel, shop, and participate in other various activities. Indirect effects occur when businesses buy additional goods and services due to the spur in demand from visitors' actions. Subsequently, part of the money businesses earn by visitors' activities will be used to pay employees, owners, and suppliers. In turn, these people will spend their earnings locally, which will boost the local economy in an induced effect. Additional indirect and induced effects occur when supplier and service companies associated with hotels and restaurants purchase equipment, goods, and services for their firms. These purchases spur further activity, which causes additional economic impacts.

PURPOSE OF STUDY

The main purpose of this study is to examine the effects of out-of-town visitors (hereafter referred to as visitors) expenditures on the local economy, particularly local earnings. The economic activity of visitors generates added value to the general economy. Visitor spending figures represent only a portion of their actual value to relevant businesses and the regional economy.

The specific deliverables of the study include:

- Determine the anticipated economic impact of an updated sports/recreation facilities on local communities by collecting the data via online surveys and further analyzing existing data provided by Neel-Schaffer.
 - Compile data collected and run IMPLAN Input-Output model
 - Prepare a final written report that will be inclusive of the economic impact measured by:
 1. Jobs Supported
 2. Per Capita Income

3. Multiplier Effect (e.g., Direct, Indirect, and Induced Effect)
 4. Estimated Fiscal Impact
- The final deliverable will also be inclusive of per visitor spending on
1. Accommodation
 2. Dining
 3. Shopping
 4. Local transportation, including gas or fuel

5.3 ECONOMIC IMPACT OF PROPOSED IMPROVEMENTS

1. BRIEF GUIDE TO IMPLAN

How IMPLAN works

- Social Accounting: IMPLAN's Social Accounting Matrices (SAMs) capture the actual dollar amounts of all business transactions taking place in a regional economy as reported each year by businesses and governmental agencies. SAM accounts are a better measure of economic flow than traditional input/output accounts because they include “non-market” transactions. Examples of these transactions would be taxes and unemployment benefits.
- Multipliers: Social Accounting Matrices constructed to show the effects of a given change on the economy of interest. These are called Multiplier Models. Multiplier Models study the impacts of a user specified change in the chosen economy for 440 different industries. Because the Multiplier Models are built directly from the region-specific Social Accounting Matrices, they will reflect the region's unique structure and trade situation.

Multiplier Models are the frameworks for building impact analysis questions. Derived mathematically, these models estimate the magnitude and distribution of economic impacts and measure three types of effects, which are in the final report. These are the direct, indirect, and induced changes within the economy.

- Trade Flows Method: Unique to IMPLAN data, 2008 and forward, is a method of tracking regional purchases by estimating trade flows. An updated and improved method for calculating and tracking the movement of commodities between industries within a region, this method tracks over 500 commodities in each study area and allows more accurate capturing of indirect and induced effects. This method of capturing regional purchase coefficients also makes it possible for the Version 3 software to perform Multi-Regional Analysis, which shows a change in local regions and causes additional effects on surrounding areas.

2. IMPLAN DEFINITIONS

- Total Local Impact – A cumulative statement of net job growth. The statement tallies the direct local operations, the single year of direct local renovation, and the indirect and local impact.
- Direct Local Impact – Taken from the datasets provided by IMPLAN Pro v.3.0. The IMPLAN model translates sales into the number of employees through a labor productivity rate (equates to output per employee). The result provides the direct number of employees for the renovation phase and operations as well as the indirect effects of such stimulus.
- Indirect Local Impact – The IMPLAN model quantifies the indirect economic and employment effects. This number represents the impacts (change in employment, output, labor income, and taxation) on all local industries caused by the expenditures in the supply chain generated by the direct effects of final demand changes. Induced effects may also reflect government and investment spending.

- Induced Local Impact – The IMPLAN model quantifies the induced economic and employment effects. This number represents the impacts (changes in employment) on all local industries caused by the expenditures of new household income generated by the direct and indirect effects of final demand changes. Induced effects may also reflect government and investment spending.
- Output – The output of an economy is the amount of production in dollars, including all intermediate goods purchased as well as value-added (labor, capital, and profit). It can also be thought of as sales for both final goods and services and intermediate goods and services. The output is dependent upon consumption in the area, state government spending, investment, and exports of the industries in the region.
- Employment – The Employment in the IMPLAN model contains historical data from the Bureau of Economic Analysis (BEA).
- Labor Income – Key variable in the IMPLAN regional analysis that affects the potential labor force spending and consumption.

3. DATA ANALYSIS

IMPLAN Input/Output model is used to estimate the economic impact of the updated sports/recreation facilities in the city of Hernando. In this study, out-of-town visitors (i.e., visitors) are defined as those who reside outside of the city, which may include day-trip attendees, visit friends and relatives (VFR) market, casuals, and time-switchers. More importantly, multipliers estimate the amount of direct, indirect, and induced effects; for example, in this study, the direct economic impact is created by various attendees, whereas indirect economic impact is considered additional jobs and payroll created or supported in the surrounding economy as a result of purchases by shops, hotels, and restaurants where out-of-town visitors stay and shop, possibly, including residents' extra spending at shops, restaurants, and so on. Also, the induced economic effect consists of changes in economic activity resulting from household spending of income earned directly or indirectly from attendees' spending.

Through an online survey, visitors estimated their spending in the eight categories: lodging, food and beverage, carry-out food, tour and transportation, parking, retail shopping, other recreation (entertainment), and all other spending (see Appendix A). Based on the surveys collected, the average spending per person figures was calculated. As shown in Table 5-3, visitors were estimated to spend approximately \$161.42 per person on updated sports/recreation facilities in Hernando during their trip. The majority of this spending would be directly related to the facility visit, including retail shopping (\$18.45), food and beverage (\$28.58), all other spending (\$56.71), and lodging (\$17.81).

For this study, carry-out food is combined with food and beverage, while parking fees with tour and transportation to run the IMPLAN Input-Output model. Based on the surveys collected, average spending per person figures was calculated. Multiplying the average spending per person by the estimated number of attendees yields an overall estimate of visitor spending. More importantly, the estimated number of attendees to the updated sports/recreation facilities with the three different scenarios includes a low (38,380 visitors), medium (76,416 visitors), and high demand scenarios (173,860 visitors) (see Appendix B).

Table 5-3 Estimated Spending Patterns

Description	Per Person (Average \$)	Low Demand ^a	Medium Demand ^b	High Demand ^c
Lodging	\$17.81	\$683,419.87	\$1,360,714.24	\$3,095,867.07
Food & Beverage	\$28.58	\$1,096,900.40	\$2,183,969.28	\$4,968,918.80
Carry-out Food	\$13.31	\$510,709.87	\$1,016,842.24	\$2,313,497.07
Tour and Transportation	\$13.60	\$522,095.93	\$1,039,512.32	\$2,365,075.53
Parking	\$0.69	\$26,652.78	\$53,066.67	\$120,736.11
Retail Shopping	\$18.45	\$707,983.07	\$1,409,620.48	\$3,207,137.47
Other Recreation	\$12.27	\$471,050.53	\$937,879.04	\$2,133,841.73
All Other Spending	\$56.71	\$2,176,401.87	\$4,333,296.64	\$9,859,021.07
Total	\$161.42	\$6,195,214.31	\$12,334,900.91	\$28,064,094.84

Note) a - low demand scenario with 38,380 estimated out-of-town visitors (i.e., do not include local residents); b - medium demand scenario with 76,416 estimated out-of-town visitors; c - high demand scenario with 173,860 estimated out-of-town visitors.

4. THREE DEMAND SCENARIOS

4.1 LOW DEMAND SCENARIO

In the low impact scenario, the total spending for each category is calculated by multiplying the average per-person spending by the total number of annual visitors (i.e., 38,380 visitors per year). Due to leakage that occurs while new money circulates through the economy, only 65% of total spending will remain as final demand in the local economy. As shown in Table 5-4, the lodging sector (NAICS 721110) will experience \$683,419 in economic activity generated directly by visitor activity. Visitors will generate additional economic activity through dining and leisure shopping during their stay. The food and beverage (NAICS 722310) sector will generate \$1,607,610 in revenue. These figures include money spent at supermarkets to prepare meals instead of dining out. Also, the shopping sector (NAICS 453220) will experience \$707,983 in sales generated by visitors' activities. Leakages occur when dollars seep out of the local economy as local businesses purchase goods and services from suppliers. For instance, only \$444,222 will show as final demand generated for lodging after leakage occurs.

Table 5-4 IMPLAN Codes by Low Demand Scenario

NAICS	Description	Per Person (Average \$)	Total Spending \$	Local Purchasing \$ (65%)
721120	Lodging	17.81	683,419.87	444,222.91
722310	Food and Beverage	41.89	1,607,610.27	1,044,946.67
485999	Transportation	15.94	611,905.13	397,738.34
453220	Shopping	18.45	707,983.07	460,188.99
713990	Recreation	12.27	471,050.53	306,182.85
812990	Other Spending	56.71	2,176,401.87	1,414,661.21
	Total	161.42	6,195,214.31	4,026,889.30

Note) the total amount of transportation includes parking fee (\$0.69). Food & Beverage includes carry-out food (\$13.31).

Table 5-5 Overall Economic Impact Resulting from the Updated Sports/Recreation Facilities

Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	67	\$1,598,820	\$2,254,403	\$3,763,054
Indirect Effect	7	\$238,312	\$389,166	\$867,894
Induced Effect	5	\$190,693	\$394,064	\$707,368
Total Effect	80	\$2,027,824	\$3,037,634	\$5,338,317

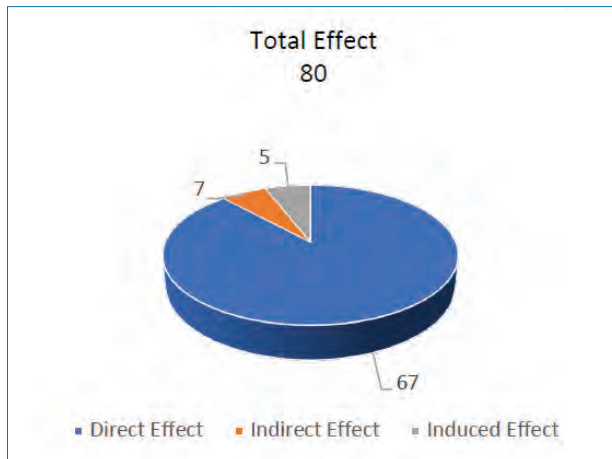
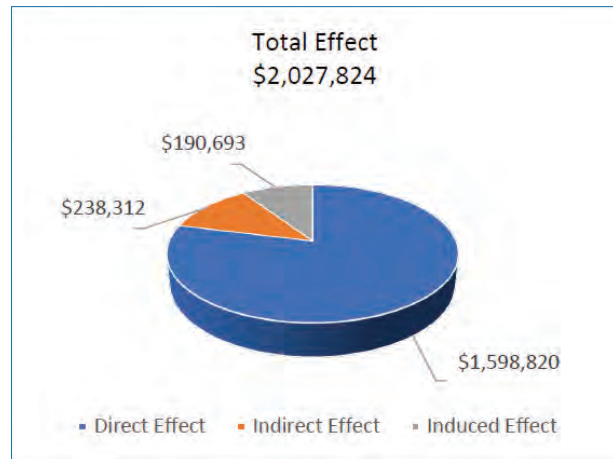
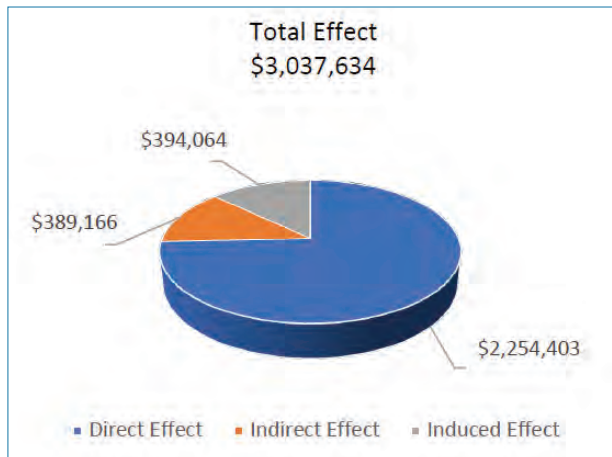
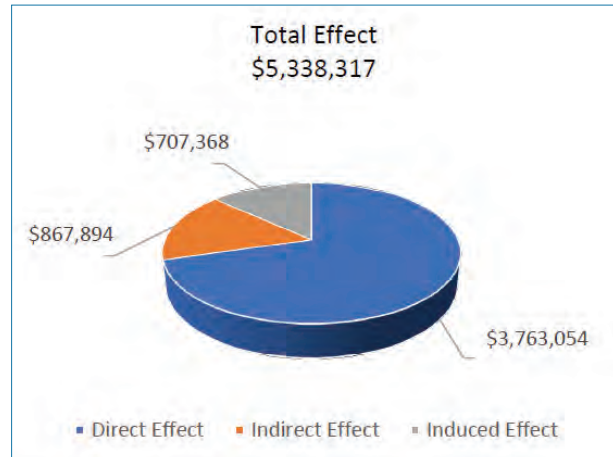
Figure 5-1 Overall Economic Impact by Low Demand Scenarios

1.A. Employment

1.B. Labor Income

1.C. Total Value Added

1.D. Output

Figure 1-B shows the estimated amount of earnings and consumption the local labor force may generate due to the updated sports/recreation facilities in Hernando. In the low impact scenario, the updated facility will generate \$1,598,820 in direct effects, \$238,312 in indirect effects, and \$190,693 in induced effects. Overall, the estimated total effect of labor income is \$2,027,825.

Figure 1-C shows the value-added breakdown, which will provide for the city's economy. The updated sports/recreation facilities are estimated to generate \$2,254,403 in direct effects, \$389,166 in indirect effects, and \$394,064 in induced effects. Overall, the estimated total effect of value added is \$3,037,633.

Output is driven by factors that include state government spending, investment, consumption in the local economy, and exports of the industries in the region. Figure 1-D shows that the updated sports/recreation facilities are estimated to generate \$3,763,054 in direct effects, \$867,894 in indirect effects, and \$707,368 in induced effects. Overall, the estimated total effect of output is \$5,338,316.

Table 5-6 Top 10 Industries Affected by the Updates Sports/Recreation Facilities

Sector	Description	Employment	Labor Income	Value Added	Total Output
511	All other food and drinking places	26	\$446,501	\$1,094,945	\$1,651,006
507	Hotels and Motels	9	\$177,882	\$321,852	\$683,430
418	Transit and ground passenger transit	17	\$262,944	\$362,128	\$613,081
504	Other amusement and recreation	7	\$222,528	\$296,924	\$473,628
412	Retail	10	111,301\$	\$213,665	\$396,499
447	Other Real estate	1	5,399\$	\$42,143	\$147,372
449	Owner-occupied dwellings	0	-	\$96,036	\$
472	Employment Services	1	\$28,931	\$45,557	\$
441	Monetary authorities and depository credit intermediation	0	\$14,402	\$34,074	\$
490	Hospitals	0	\$23,334	\$ 28,091	\$

Table 5-6 shows the breakdown of which industries will be affected most by the completion of the updated sports/recreation facilities in Hernando. The top industries affected by the updated facilities are all other food and drinking places (26 jobs), transit and ground passenger transit (17 jobs), retail (10 jobs), hotels and motels (9 jobs), and other amusement and recreation (7 jobs). On the other hand, the following industries will be affected by the updated facilities in a smaller manner: other real estates (1 job), employment services (1 job), owner-occupied dwellings (0 job), monetary authorities and depository credit intermediation (0 job), and hospitals (0 job). The overall county, state, and federal impacts resulting from the updated sports/recreation facilities are presented in Table 5-7, Table 5-8, and Table 5-9, respectively.

Table 5-7 Overall City Impacts Resulting from the Updated Sports/Recreation Facilities

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Social Ins: Tax-Employee Contribution	\$0				
Social Ins: Tax-Employer Contribution	\$0				
Tax on Production and Imports: Sales Tax			\$5,637.38		
Tax on Production and Imports: Property Tax			\$40,602.73		
Tax on Production and Imports: Motor Vehicle Lic			\$0.00		
Tax on Production and Imports: Severance Tax			\$0.00		
Tax on Production and Imports: Other Tax			\$2,586.12		
Tax on Production and Imports: Special Assessments			\$0.00		
Corporate Profits Tax					\$0
Personal Tax: Income Tax				\$0	
Personal Tax: Motor Vehicle License				\$0	
Personal Tax: Property Tax				\$200.55	
Personal Tax: Other Tax (Fish/Hunt)				\$0	
Total State and Local Tax	\$0	\$0	\$48,826.23	\$200.55	\$0

Table 5-8 Overall State Impacts Resulting from the Updated Sports/Recreation Facilities

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Social Ins: Tax-Employee Contribution	\$55.85				
Social Ins: Tax-Employer Contribution	\$98.44				
Tax on Production and Imports: Sales Tax			\$222,414.77		
Tax on Production and Imports: Property Tax			\$1,237.58		
Tax on Production and Imports: Motor Vehicle Lic			\$2,508.63		
Tax on Production and Imports: Severance Tax			\$2,559.75		
Tax on Production and Imports: Other Tax			\$12,150.78		
Tax on Production and Imports: Special Assessments			\$0.00		
Corporate Profits Tax					\$6,960.69
Personal Tax: Income Tax				\$23,091.62	
Personal Tax: Motor Vehicle License				\$1,170.62	
Personal Tax: Property Tax				\$6.11	
Personal Tax: Other Tax (Fish/Hunt)				\$99.06	
Total State and Local Tax	\$154.29	\$0	\$240,871.50	\$24,367.41	\$6,960.69

Table 5-9 Overall Federal Impacts Resulting from the Updated Sports/Recreation Facilities

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Social Ins: Tax-Employee Contribution	\$123,448.38	\$58,226.76			
Social Ins: Tax-Employer Contribution	\$113,831.19				
Tax on Production and Imports: Excise Tax			\$19,708.19		
Tax on Production and Imports: Custom Duty			\$9,765.30		
Corporate Profits Tax					\$17,342.60
Personal Tax: Income Tax				\$170,869.56	
Personal Tax: Estate and Gift Tax				\$0	
Total Federal Tax	\$237,279.57	\$58,226.76	\$29,473.49	\$170,869.56	\$17,342.60

4.2 MEDIUM DEMAND SCENARIO

In this scenario, the research team computed the IMPLAN Input-Output model for the Hernando project based on the estimation of the updated sports/recreation facilities attracting 76,416 visitors per year.

Table 5-10 IMPLAN Codes by Medium Demand Scenario

NAICS	Description	Per Person (Average \$)	Total Spending \$	Local Purchasing \$ (65%)
721120	Lodging	17.81	1,360,714.24	884,464.26
722310	Food and Beverage	41.89	3,200,811.52	2,080,527.49
485999	Transportation	15.94	1,218,325.76	791,911.74
453220	Shopping	18.45	1,409,620.48	916,253.31
713990	Recreation	12.27	937,879.04	609,621.38
812990	Other Spending	56.71	4,333,296.64	2,816,642.82
	Total	161.42	12,334,900.91	8,017,685.59

Note) the total amount of transportation includes parking fee (\$0.69). Food & Beverage includes carry-out food (\$13.31).

As seen in Table 5-10, the lodging sector (NAICS 721110) will experience \$1,360,714.24 in economic activity generated directly by visitor activity. Similarly, the Food and Beverage (NAICS 722310) sector will generate \$3,200,811.52 in revenue, including money spent at supermarkets to prepare meals. The shopping sector (NAICS 453220) will experience \$1,409,620.48 in sales generated by visitor activities.

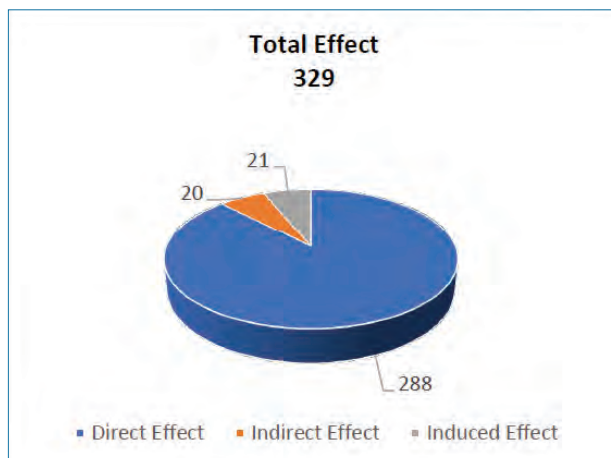
Table 5-11 Overall Economic Impact Resulting from the Updated Sports/Recreation Facilities

Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	288	\$5,640,097	\$7,400,990	\$11,825,876
Indirect Effect	20	\$670,836	\$1,089,756	\$2,464,817
Induced Effect	21	\$723,518	\$1,495,255	\$2,684,961
Total Effect	329	\$7,034,451	\$9,986,001	\$16,975,554

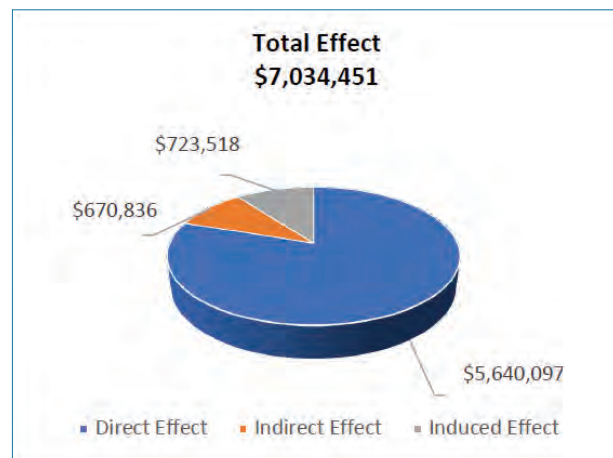
As shown in Table 5-11, the updated sports/recreation facilities are estimated to generate over \$5.6 million in revenue, which will support 288 direct jobs. Additionally, Figure 2.A shows the updated facilities are estimated to create 20 indirect jobs with 21 induced jobs. Overall, the total employment impact, including direct, indirect, and induced job growth, is estimated at 329 total jobs.

Figure 2.B shows the estimated amount of earnings and consumption the local labor force may generate because of the updated sports/recreation facilities. In the medium impact scenario, the updated facilities will generate \$5,640,097 (direct effects), \$670,836 (indirect effects), and \$723,518 (induced effects). Overall, the estimated total effect of labor income is \$7,034,451.

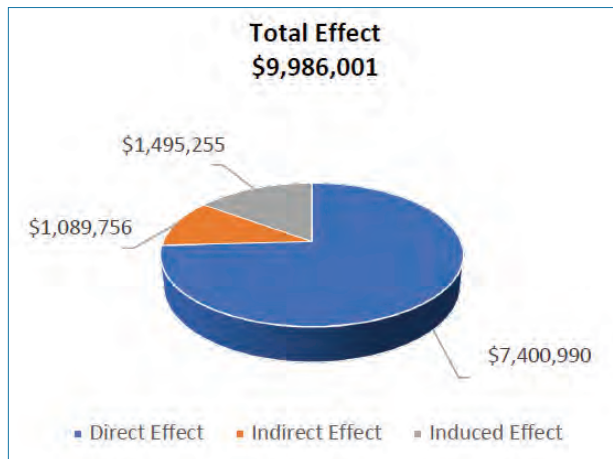
Figure 5-2 Overall Economic Impact by Medium Demand Scenarios



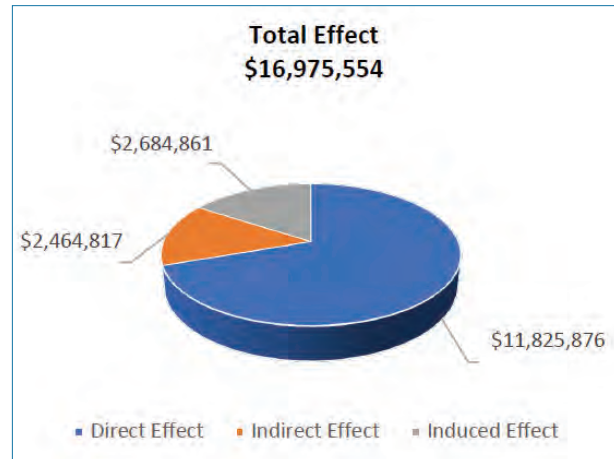
2.A. Employment



2.B. Labor Income



2.C. Total Value Added



2.D. Output

Figure 2.C shows the value-added breakdown, which will provide for the city’s economy. The updated sports/recreation facilities are estimated to generate \$7,400,990 (direct effects), \$1,089,756 (indirect effects), and \$1,495,255 (induced effects). Overall, the estimated total effect of value added is \$9,986,001.

Figure 2.D also shows the updated sports/recreation facilities are estimated to generate \$11,825,876 (direct effects), \$2,464,817 (indirect effects), and \$2,684,861 (induced effects). Overall, the estimated total effect of output is \$16,975,554.

Table 5-12 Top 10 Industries Affected by the Updates to Sports/Recreation Facilities

Sector	Description	Employment	Labor Income	Value Added	Total Output
520	Other Personal Services	154	\$610,990	\$2,920,066	\$4,344,916
511	All other food and drinking places	52	\$896,156	\$2,197,626	\$3,313,676
507	Hotels and Motels	17	\$354,173	\$640,826	\$1,360,749
418	Transit and ground passenger transit	33	\$524,271	\$722,030	\$1,222,392
504	Other amusement and recreation	15	\$444,354	\$592,912	\$945,763
412	Retail	20	\$224,685	\$431,329	\$800,418
447	Other Real estate	3	\$18,645	\$145,523	\$508,883
449	Owner-occupied dwellings	1	\$0	\$366,207	\$462,698
472	Employment Services	3	\$81,694	\$128,642	\$234,577
490	Hospitals	1	\$89,062	\$107,216	\$225,102

As shown in Table 5-12, the top industries affected by the updated sports/recreation facilities are other personal services (154 jobs), all other food and drinking places (52 jobs), transit and ground passenger transport (33 jobs), retail (20 jobs), and hotels and motels (17 jobs). Also, the overall city, state, and federal impacts resulting from the Hernando project are in Table 5-13, Table 5-14, and Table 5-15, respectively.

Table 5-13 Overall City Impacts Resulting from the Updated Sports/Recreation Facilities

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Social Ins: Tax-Employee Contribution	\$0				
Social Ins: Tax-Employer Contribution	\$0				
Tax on Production and Imports: Sales Tax			\$18,050.98		
Tax on Production and Imports: Property Tax			\$130,010.58		
Tax on Production and Imports: Motor Vehicle Lic			\$0.00		
Tax on Production and Imports: Severance Tax			\$0.00		
Tax on Production and Imports: Other Tax			\$8,280.80		
Tax on Production and Imports: Special Assessments			\$0.00		
Corporate Profits Tax					\$0
Personal Tax: Income Tax				\$0	
Personal Tax: Motor Vehicle License				\$0	
Personal Tax: Property Tax				\$763.24	
Personal Tax: Other Tax (Fish/Hunt)				\$0	
Total State and Local Tax	\$0	\$0	\$156,342	\$763.24	\$0

Table 5-14 Overall State Impacts Resulting from the Updated Sports/Recreation Facilities

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Social Ins: Tax-Employee Contribution	\$148.68				
Social Ins: Tax-Employer Contribution	\$262.05				
Tax on Production and Imports: Sales Tax			\$712,175.68		
Tax on Production and Imports: Property Tax			\$3,962.74		
Tax on Production and Imports: Motor Vehicle Lic			\$8,032.66		
Tax on Production and Imports: Severance Tax			\$8,196.35		
Tax on Production and Imports: Other Tax			\$38,906.98		
Tax on Production and Imports: Special Assessments			\$0.00		
Corporate Profits Tax					\$19,070.06
Personal Tax: Income Tax				\$90,346.74	
Personal Tax: Motor Vehicle License				\$4,393.80	
Personal Tax: Property Tax				\$23.26	
Personal Tax: Other Tax (Fish/Hunt)				\$387.69	
Total State and Local Tax	\$410.73	\$0	\$771,274.41	\$95,151.50	\$19,070.06

Table 5-15 Overall Federal Impacts Resulting from the Updated Sports/Recreation Facilities

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Social Ins: Tax-Employee Contribution	\$289,258.54	\$117,810.45			
Social Ins: Tax-Employer Contribution	\$266,723.98				
Tax on Production and Imports: Excise Tax			\$47,292.36		
Tax on Production and Imports: Custom Duty			\$23,433.11		
Corporate Profits Tax					\$36,422.17
Personal Tax: Income Tax				\$366,551.81	
Personal Tax: Estate and Gift Tax				\$0	
Total Federal Tax	\$555,982.53	\$117,810.45	\$70,725.47	\$366,551.81	\$36,422.17

4.3 HIGH DEMAND SCENARIO

In the high demand impact scenario, the total spending for each category is calculated by multiplying the average per-person spending by 173,860 visitors per year. As seen in Table 5-16, the lodging sector (721110) will experience \$3,095,867 in economic activity generated directly by visitor activity, while the Food and Beverage (NAICS 722310) sector will generate \$7,282,415 in revenue. Also, the shopping sector (NAICS 453220) will experience \$3,207,137 in sales generated by visitors' activities. However, only \$2,012,313 will show as final demand generated for lodging after leakage occurs.

Table 5-16 IMPLAN Codes by High Demand Scenario

NAICS	Description	Per Person (Average \$)	Total Spending \$	Local Purchasing \$ (65%)
721120	Lodging	17.81	3,095,867.07	2,012,313.59
722310	Food and Beverage	41.89	7,282,415.87	4,733,570.31
485999	Transportation	15.94	2,771,907.93	1,801,740.16
453220	Shopping	18.45	3,207,137.47	2,084,639.35
713990	Recreation	12.27	2,133,841.73	1,386,997.13
812990	Other Spending	56.71	9,869,021.07	6,408,363.69
	Total	161.42	28,064,094.84	18,241,661.65

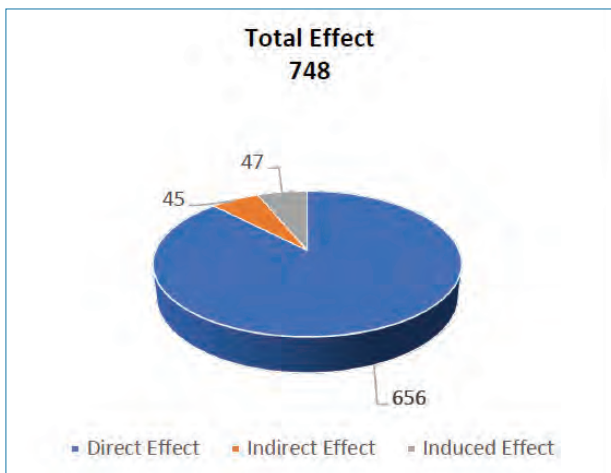
Note) the total amount of transportation includes parking fee (\$0.69). Food & Beverage includes carry-out food (\$13.31).

As shown in Table 5-17, the updated sports/recreation facilities expect to generate over \$12.8 million in revenue, which further supports 656 direct jobs. Additionally, Figure 3.A shows the updated facilities are estimated to create 45 indirect jobs with 47 induced jobs. Overall, the total employment impact, including direct, indirect, and induced job growth, is estimated at 748 total jobs.

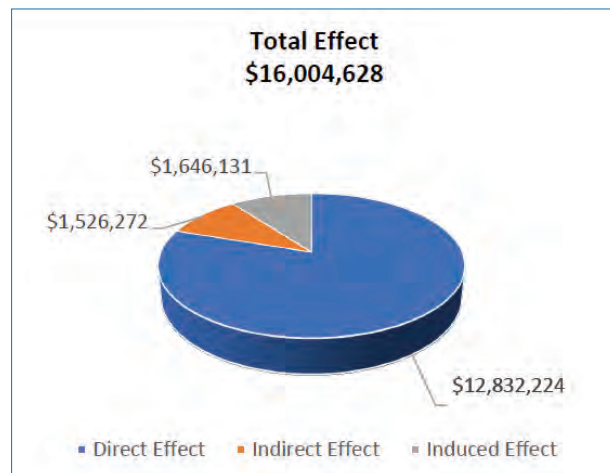
Table 5-17 Overall Economic Impact Resulting from the Updated Sports/Recreation Facilities

Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	656	\$12,832,224	\$16,838,568	\$26,905,972
Indirect Effect	45	\$1,526,272	\$2,479,389	\$5,607,897
Induced Effect	47	\$1,646,131	\$3,401,971	\$6,108,538
Total Effect	748	\$16,004,627	\$22,719,928	\$38,622,407

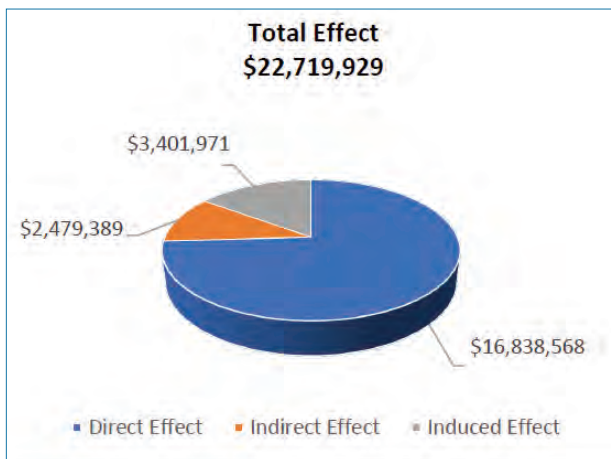
Figure 5-3 Overall Economic Impact by High Demand Scenarios



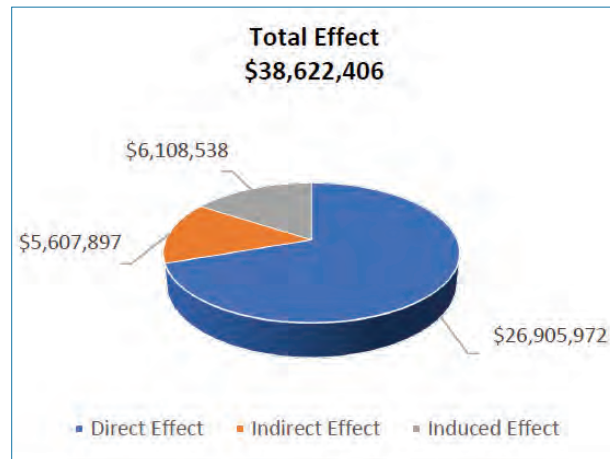
3.A. Employment



3.B. Labor Income



3.C. Total Value Added



3.D. Output

Figure 3.B shows the estimated amount of earnings and consumption the local labor force may generate due to the updated sports/recreation facilities. In the high impact scenario, the updated facilities will generate \$12,832,224 in direct effects, \$1,526,272 in indirect effects, and \$1,646,131 in induced effects. Overall, the estimated total effect of labor income is \$16,004,627.

Figure 3.C shows the value-added breakdown, which will provide for the city's economy. The updated sports/recreation facilities are estimated to generate \$16,838,568 in direct effects, \$2,479,389 in indirect effects, and \$3,401,971 in induced effects. Overall, the estimated total effect of value added is \$22,719,928.

Output is driven by factors that include state government spending, investment, consumption in the local economy, and exports of the industries in the region. Figure 3.D shows the updated sports/recreation facilities are estimated to generate \$26,905,972 in direct effects, \$5,607,897 in indirect effects, and \$6,108,538 in induced effects. Overall, the estimated total effect of output is \$38,622,407.

Table 5-18 Top 10 Industries Affected by the Updates Sports/Recreation Facilities

Sector	Description	Employment	Labor Income	Value Added	Total Output
520	Other Personal Services	354	\$1,390,111	\$6,643,669	\$9,885,456
511	All other food and drinking places	119	\$2,038,913	\$4,999,990.45	\$7,539,203
507	Hotels and Motels	39	\$805,906	\$1,457,993.61	\$3,095,946
418	Transit and ground passenger transit	75	\$1,192,810	\$1,642,747	\$2,781,160
504	Other amusement and recreation	34	\$1,010,985	\$1,348,980	\$2,151,778
412	Retail	44	\$511,199	\$981,351.04	\$1,821,092
447	Other Real estate	7	\$42,420	\$331,090	\$1,157,800
449	Owner-occupied dwellings	0	\$0	\$833,185	\$1,052,800
472	Employment Services	6	\$195,869	\$292,683.55	\$533,705
490	Hospitals	3	\$202,633	\$243,936	\$512,148

As shown in Table 5-18, the top industries affected by the updated sports/recreation facilities are the other personal services (351 jobs), all other food and drinking places (119 jobs), transit and ground passenger transport (75 jobs), retail (44 jobs), and hotels and motels (39 jobs). However, the following sectors will see a smaller impact generated by the updated sports/recreation facilities: other amusement and recreation (34 jobs), other real estate (7 jobs), employment services (6 jobs), hospitals (3 jobs), and owner-occupied dwellings (0 jobs). Additionally, the overall city, state, and federal impacts resulting from the Hernando project are in Table 5-19, Table 5-20, and Table 5-21, respectively.

Table 5-19 Overall City Impacts Resulting from the Updated Sports/Recreation Facilities

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Social Ins: Tax-Employee Contribution	\$0				
Social Ins: Tax-Employer Contribution	\$0				
Tax on Production and Imports: Sales Tax			\$41,069.20		
Tax on Production and Imports: Property Tax			\$295,797.22		
Tax on Production and Imports: Motor Vehicle Lic			\$0.00		
Tax on Production and Imports: Severance Tax			\$0.00		
Tax on Production and Imports: Other Tax			\$18,840.30		
Tax on Production and Imports: Special Assessments			\$0.00		
Corporate Profits Tax					\$0
Personal Tax: Income Tax				\$0	
Personal Tax: Motor Vehicle License				\$0	
Personal Tax: Property Tax				\$1,736.51	
Personal Tax: Other Tax (Fish/Hunt)				\$0	
Total State and Local Tax	\$0	\$0	\$355,706.74	\$1,763.51	\$0

Table 5-20 Overall State Impacts Resulting from the Updated Sports/Recreation Facilities

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Social Ins: Tax-Employee Contribution	\$338.27				
Social Ins: Tax-Employer Contribution	\$596.20				
Tax on Production and Imports: Sales Tax			\$1,620,326.43		
Tax on Production and Imports: Property Tax			\$9,015.93		
Tax on Production and Imports: Motor Vehicle Lic			\$18,275.73		
Tax on Production and Imports: Severance Tax			\$18,648.15		
Tax on Production and Imports: Other Tax			\$88,520.31		
Tax on Production and Imports: Special Assessments			\$0.00		
Corporate Profits Tax					\$43,387.78
Personal Tax: Income Tax				\$205,554.92	
Personal Tax: Motor Vehicle License				\$9,996.68	
Personal Tax: Property Tax				\$52.93	
Personal Tax: Other Tax (Fish/Hunt)				\$882.07	
Total State and Local Tax	\$934.47	\$0	\$1,757,786.55	\$216,486.60	\$43,387.78

Table 5-21 Overall Federal Impacts Resulting from the Updated Sports/Recreation Facilities

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Social Ins: Tax-Employee Contribution	\$658,114.67	\$268,039.73			
Social Ins: Tax-Employer Contribution	\$606,844.53				
Tax on Production and Imports: Excise Tax			\$107,598.54		
Tax on Production and Imports: Custom Duty			\$53,314.49		
Corporate Profits Tax					\$82,866.91
Personal Tax: Income Tax				\$833,970.60	
Personal Tax: Estate and Gift Tax				\$0	
Total Federal Tax	\$1,264,959.20	\$268,039.73	\$160,913.03	\$833,970.60	\$82,866.91

5.4 LIMITATIONS & CONCLUSIONS

Despite adherence to the basic principles of economic impact analysis and cautious efforts to accurately sample visitors and, thus, estimate the total attendance, the resulting impacts might still remain “best estimates.” There are likely to be some measurement errors in the total attendance count. In this regard, visitors’ spending pattern is examined and further compared along with previous research (Croft, Allen, and Kim, 2018; Kim, 2019; Stoner, Kim, and Miller, 2016), ensuring that visitors’ spending data (or spending pattern) seems to be comparable to previous research, except food and beverage (722310) and shopping (453220). In this study, for example, average spending per person figure was \$41.9 for food and beverage, which is significantly less than other economic impact studies (about \$94), whereby shopping (18.45) is about \$40 less in comparison to other studies.

Notwithstanding the assumption of good faith efforts by respondents to provide accurate data, survey errors are inevitable and their marginal errors might not be measurable. As Crompton (2001) indicated, “the questionable assumption has to be made that the error is random and thus self-canceling” (p. 87). Despite its weaknesses and limitations, therefore, we believe that this economic impact analysis of the updated sports/recreation facilities is valuable in understanding its importance to the regional economy, as well as the community.

1.0 CONCLUSIONS

The updated sports/recreation facilities will contribute to the regional economy through direct, indirect, and induced effects. Depending on low (38,380 visitors), medium (76,416 visitors), or high demand (173,860 visitors) scenarios, it is estimated that approximately \$1.6 million, \$5.6 million, or \$36.1 million in revenue will support 67, 288, or 656 direct jobs, with value-added \$3.0 million, \$7.4 million, or \$16.8 million, respectively. Additionally, it is expected that an additional 7, 20, or 45 indirect jobs and 5, 21, or 47 induced jobs will be created with the impact of \$429K, \$1.4 million, or \$5.9 million, respectively.

Overall, the updated sports/recreation facilities will support substantial employment (80, 329, or 748 jobs) and economic impacts of \$2.0 million, \$7.0 million, or \$16.0 million annually for the region. Also, the updated sports/recreation facilities will generate \$49K, \$272K, or \$513K in fiscal impact or tax revenue for the city depending on low, medium, or high demand scenario of out-of-town visitors. Table 5-22 shows a breakdown of the total tax revenue resulting from the updated sports/recreation facilities depending on the low, medium, and high demand scenarios.

Table 5-22 A Breakdown of the Total Tax Revenue Resulting from the Updated Sports/Recreation Facilities by Three Different Demand Scenarios

	Low Demand Scenario	Medium Demand Scenario	High Demand Scenario
City Level	\$49,026.78	\$157,105.24	\$357,443.22
State Level	\$272,353.89	\$885,906.70	\$2,015,595.40
Federal Level	\$513,191.98	\$1,147,492.43	\$2,613,749.47

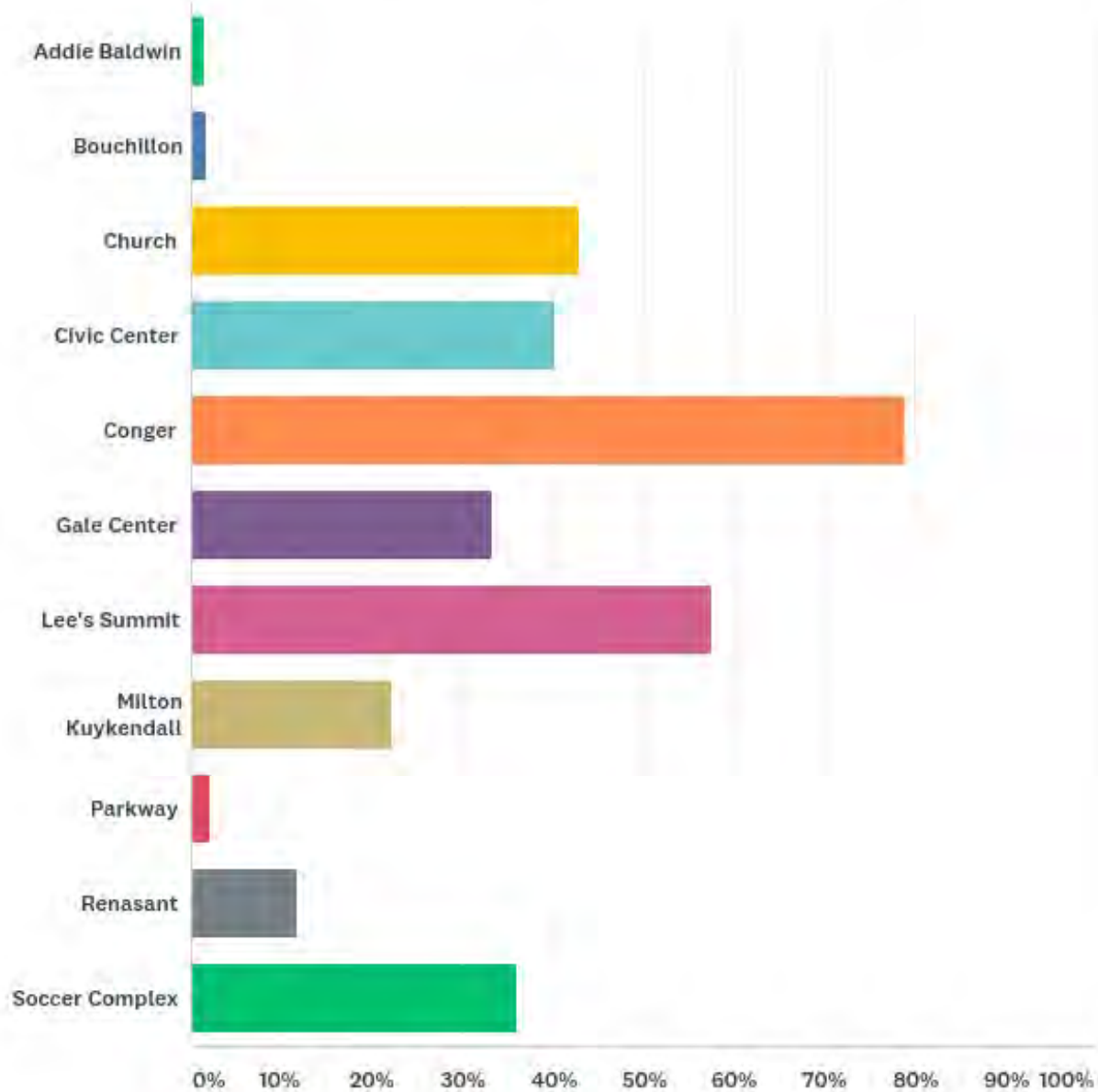


Appendix A:
Stakeholder Input
Included electronically on a CD

Q1 - Zip Code Responses

38651 Nesbit, MS	9	3%
38632 Hernando, MS	282	94%
38654 Monticello, MS	3	1%
38672 Southaven, MS	5	2%
38618 Coldwater, MS	2	1%
	301	100%

Q2 Which of the following recreation facilities do you use/visit? (Select all that apply)



Q3

Provide general input on existing recreation facilities and programming. What is your opinion of the maintenance and upkeep of facilities? What is your opinion of the recreational programs offered by the City?

Answered: 271

Skipped: 35

Gale needs updating, but it is OK.

1/18/2020 3:37 PM



I visit Conger Park when my grandson is here because he loves it, but sometimes I get a little nervous there and feel I need to keep a very close eye on him.

1/18/2020 11:28 AM



I feel several of the facilities need to be updated.

1/18/2020 6:57 AM



Terrible

1/17/2020 1:24 PM



I think we need more

1/16/2020 8:08 PM



My kids are grown but I'm a runner and we are only able to run on streets. We need trails and greenways for running.

1/16/2020 7:51 PM



Upkeep is good. Parks and areas always clean and family oriented.

1/16/2020 6:45 PM



soccer complex could use some sprucing up to make it more wowing

1/16/2020 12:06 PM



They could be cleaned. The conger park and the slightly new park 1/2 mile south of Hernando where the Dog Park and the Skateboard Park.

1/15/2020 9:26 PM



Would like more recreation facilities to compete with surrounding towns

1/15/2020 4:42 PM



Restrooms need upkeep

1/15/2020 2:05 PM



The courts at Church need to be resurfaced. Need more tennis courts with easy access. Indoor courts would be wonderful!!!

1/15/2020 11:39 AM



The programs offered are good and plenty for my family. My only concern is the up keep of restroom facilities and maintenance of track and soccer fields. Including parking lots at these locations.

1/15/2020 11:27 AM



Baseball fields need updating. Love the new conger park

1/15/2020 11:09 AM



Poor conditions...fields, bathrooms, etc

1/15/2020 10:48 AM



Fair, some things are maintained better than others

1/15/2020 10:30 AM



Maintenance and upkeep seems to be fair, but programs offered by the city are very limited. While an older adult program is available it does not offer many options and there are no options for young-middle aged adults

1/15/2020 9:18 AM



Have mostly stopped using Hernando facilities now. Kids are older but we did baseball and soccer for years. Baseball facilities were always disappointing. Soccer improved greatly when the complex opened but mostly always having to travel for tournaments was frustrating. No facilities in our area could handle even a small tournament.

1/15/2020 8:22 AM



need more bicycle lanes

1/15/2020 7:56 AM



Not enough kids activities

1/15/2020 7:30 AM



Softball

1/15/2020 7:29 AM



The 2 I have listed are adequate. I use the trails for walking.

1/14/2020 7:16 PM



I think it could be improved

1/14/2020 6:50 PM



Conger park really could use up keep with working sinks and toilets paper.

1/14/2020 6:22 PM



Variety of programs offered is great. Condition of baseball/softball field is NOT. They need more support.

1/14/2020 5:20 PM



Recreational sports run by the city are terrible. Who ever runs them only does their job half ass. It's almost like it is an after thought to them. They need new people, not just one person, running them.

1/14/2020 5:09 PM



Parks are ok. I don't use the ball parks because our Cory has a terrible park and Rec department.

1/14/2020 4:17 PM



The hockey rink ALWAYS has burned out lights. Urban rumor (?) has it that during off hours, kids take soccer balls and kick them at the lamps, trying to break them. But, if that were true, there would ALWAYS be different light burned out and anecdotal observations shows that once a light is out, it stays out for months an no new ones are added. This is dangerous with flying pucks!!!

1/14/2020 3:37 PM



Updates are getting done when needed

1/14/2020 2:21 PM



Good, need help ar ball parks

1/14/2020 12:22 PM



There is not adequate parking at the soccer complex. There are also areas of standing water which draw mosquitos. The restroom/concession area is nice but there is no where for multiple families to sit and eat and enjoy the day of sports.

1/14/2020 12:00 PM



Maintenance seems good. Soccer complex road and parking lot are awful though

1/14/2020 11:17 AM



Thankful that the current ones exist. See a great need for improved and expanded resources and programs to provide a healthier culture for our area.

1/14/2020 10:22 AM



Everything is well maintained.

1/14/2020 10:11 AM



Not up to par

1/14/2020 8:43 AM



Our soccer and baseball fields are not wheelchair/handicap accessible.

1/14/2020 7:59 AM



Maintained okay with the exception of the baseball fields

1/14/2020 6:33 AM



I'm always impressed with the quality and condition of our parks

1/14/2020 4:57 AM



good

1/13/2020 11:28 PM



Ball fields need a little help but overall pleased

1/13/2020 11:05 PM



Trash to be emptied more frequently

1/13/2020 11:01 PM



Ok but seems to be improving

1/13/2020 10:59 PM



Current "biking lanes" are a joke. Existing facilities are "basic". Maintenance is average, but not exceptional. Recreational programs are also limited. Very "cliqueie". Not friendly or welcoming for single adults that don't already belong to teams or groups.

1/13/2020 10:45 PM



Baseball program is sad. Need better trained referees who know the rules and are consistent. Facility is severely lacking as well.

1/13/2020 10:29 PM



I think the ball fields are way below average for our community

1/13/2020 9:20 PM



Parks are good, tennis court maintenance could improve

1/13/2020 8:57 PM



Playground bathrooms always disgusting. Never have toilet paper or soap to wash hands. Could definitely use a redo.

1/13/2020 8:33 PM



Would like to see trash picked up more often, less bees. Usually respond well when called.

1/13/2020 8:32 PM



My kids love spending time at Conger and Lee's Summit playgrounds... we've even hosted a birthday party at Conger Park. The attention and maintenance of the ballpark at Civic Center park, however, is comical. Having visited multiple parks across the north half of the state, it doesn't take long to realize how far behind we've fallen.

1/13/2020 8:30 PM



Hernando does a great job with upkeep and what it offers.

1/13/2020 8:30 PM



Conger bathrooms need major upgrade

1/13/2020 8:18 PM



Bathrooms and facilities at the ball fields are not well maintained.

1/13/2020 8:06 PM



Poor upkeep of bathrooms and facilities

1/13/2020 8:02 PM



The parks are nice. They could be cleaner.

1/13/2020 7:53 PM



Lee Summitt gets neglected in the summer and becomes overgrown. Playground area needs improving and upgrading

1/13/2020 7:33 PM



I know that conger was in bad need of repair. The city offers a wide range. Programs that appeal to different age groups.

1/13/2020 6:54 PM



They are well kept. Having more equipment to use for the public while we have classes and such would be great. Also a different variety of classes. And to keep the heal type classes all year with a small monthly fee would be great.

1/13/2020 6:53 PM



Ok could be much better especially the ball fields

1/13/2020 6:47 PM



They need a lot of work.

1/13/2020 6:30 PM



Aside from the track there arent really any places to run that is not on the street

1/13/2020 6:13 PM



They start of great and then lose steam halfway through.

1/13/2020 6:08 PM



Upkeep of the baseball fields and restrooms needs to be better.

1/13/2020 6:00 PM



It is acceptable

1/13/2020 5:57 PM



There is a lack of consistency in the administration of programs.

1/13/2020 5:56 PM



Soccer field are beautiful. The upkeep is awesome. Conger park is nice and clean, as is Lee's Summit park.

1/13/2020 5:49 PM



Ball fields are horrible every year! Youth sports need a different approach.

1/13/2020 5:33 PM



In general upkeep is good.

1/13/2020 4:49 PM



walking

1/13/2020 4:47 PM



They could be better ran.

1/13/2020 4:45 PM



most are maintained at an adequate level but no better. Rec programs are ok but if you compare them to neighboring communities they're not well run.

1/13/2020 4:44 PM



Need improvements to Civic Center. All others are great!

1/13/2020 4:42 PM



Maintenance and upkeep are mediocre. There is definitely room for improvement and upgrades in all areas. And I think the programs offered are wonderful-plenty to choose from and lots of different things for younger kids all the way up to older people!

1/13/2020 4:39 PM



Fair job

1/13/2020 4:35 PM



Baseball facilities are lackluster and embarrassing

1/13/2020 4:35 PM



There is not much to the skate park, not quite what was envisioned when first talked about. In fact it seems that whole park never really became what it was supposed to. The programs are mostly pretty good like baseball, soccer, etc. But things like zumba and such could use an evening option for those who work.

1/13/2020 4:32 PM



Takes to long for repairs. Tennis courts should be better maintained. The Conger upgrades are beautiful!

1/13/2020 4:31 PM



bathrooms are not kept clean on a daily basis, other areas are kept nice

1/13/2020 4:29 PM



There are only parks

1/13/2020 4:26 PM



The tennis courts at church park need to be completely renovated. The renovations at Conger Park are amazing. The upkeep of all of our facilities could use better care. We offer a lot of great recreational programs but the actual parks where we play baseball could use enhancing!

1/13/2020 4:18 PM



Very good in my opinion

1/13/2020 4:13 PM



Enough

1/13/2020 4:10 PM



I would like to see more sports for girls.

1/13/2020 4:09 PM



Could be improved, we moved from Colorado, they are someone to emulate

1/13/2020 4:03 PM



The city should look into a baseball complex, or maybe put some funds into the county complex that is currently being utilized by the city. A usable facility for HYFA, would be great too.

1/13/2020 4:01 PM



fair upkeep.

1/13/2020 3:46 PM



It's a joke stop pocketing money

1/13/2020 3:42 PM



The upkeep of the current facilities is spotty. The Church park is nice and Conger will be nice when the updates are completed. The sports facilities are lacking--the soccer fields need more lighted fields and paved roads and baseball facilities need an overhaul.

1/13/2020 3:25 PM



Decently clean most times

1/13/2020 3:14 PM



We use the field that is used for softball. The grounds are barely kept, bleachers need to be moved closer to each field, protection nets need to be put up for balls that are hit into the crowd. Mice have been seen in dug out and would around the fields. Restrooms are horrible kept

1/13/2020 3:04 PM



Better parking at the soccer complex

1/13/2020 3:02 PM



We need additional youth sports offerings. We are very limited towards toddler to middle school athletic sports.

1/13/2020 2:34 PM



I feel like the City does a good job with what it's put forward.

1/13/2020 2:32 PM



I see the upkeep that is being done recently and that is great compared to when I was a little child it didn't appear to be updated at all.

1/13/2020 2:16 PM



Maint/Upkeep always on back burner and last minute. Sport program offerings are correct, but poorly ran with no oversight from Dewayne. There are many other programs that should probably go away.

1/13/2020 2:14 PM



The recreational opportunities are very good and encompass a wide variety for both children and adults. The maintenance of the facilities has been and continues to be an issue. The city doesn't seem to have any desire to put in place a preventative plan resulting in having to implement insufficient "quick fixes" that never provide long term solutions.

1/13/2020 1:46 PM



The maintenance and upkeep of the civic center is terrible. There are regularly parts missing or broken at the fields and the ant hills cause a real problem for those playing and watching the games. On a positive note, trash collection and pick up seems to be good! Conger had the same upkeep/maintenance issues as well, however, I have not been there since it was remodeled.

1/13/2020 1:44 PM



Sufficient

1/13/2020 1:30 PM



maintenance & upkeep = good; recreational programs = great

1/13/2020 1:08 PM



I think the baseball/softball fields are dated compared to surrounding areas.

1/13/2020 1:04 PM



Inconsistent maintenance and upkeep. Too many excuses rather than creative solutions. Too much reliance on volunteer groups and blame places on them when something isn't done. Programs in general are adequate but suffer from an overall vision, leadership, and accountability. I understand budget and staffing issues, compared to population growth. I also don't expect Snowden Grove or massive facilities. Just a vision that drives the programs we have, which will inform the maintenance, upkeep, and offerings.

1/13/2020 1:03 PM



The soccer complex has deteriorated quickly.

1/13/2020 1:01 PM



Fair

1/13/2020 12:52 PM



They should hire a complete new staff. There is no reason that a community has to come together to get work accomplished. The parks director would be the first position I would fill.

1/13/2020 12:51 PM



Poor and poor

1/13/2020 12:48 PM



New track has tree limbs on the track.

1/13/2020 12:41 PM



Very poor upkeep compared to neighboring town especially the baseball fields

1/13/2020 12:29 PM



The soccer complex is nicer with the addition of lights and the concession stand/bathrooms. The baseball/softball fields are embarrassing. The Tball field is terrible. The recreational parks are great. In general, they're well maintained. My kids love the skate park.

1/13/2020 12:25 PM



Very disappointed in the quality of parks in Hernando

1/13/2020 12:23 PM



Having more fields. Sod. Bigger fields

1/13/2020 12:20 PM



Facilities absolutely need better upkeep. Parking lots for the soccer complex are still gravel, some fields are uneven, and only two are lit. Recreational programs need more organization.

1/13/2020 12:16 PM



The rec programs seem to be an afterthought. It takes a lot of parent volunteer hours to even conduct a recreational program. We have played rec baseball, basketball, and soccer. We left rec baseball years ago due to subpar facilities. We left basketball due to coaches that should not have been allowed to coach after multiple complaints. We still play rec soccer and have been satisfied with the facilities. The tough part about all rec programs are getting people to volunteer coach.

1/13/2020 12:11 PM



Outside of the tennis courts and Conger park, our facilities are barely adequate. Upkeep at the baseball facility has gotten better, but still lacks.

1/13/2020 12:02 PM



Seem to be ok. Restrooms could be better; strong urine odor.

1/13/2020 11:58 AM



Facilities are, well, ok. Not great. the baseball fields are really underwhelming. Church Park has been nicely updated, but, it is mainly for smaller kids and tennis players. Kuykendal the track is in good shape, the rest is not great. Conger has had a facelift, so that really helps. Prior to that, it looked run down. My kids wanted to come in the night and paint it! Renasant, I imagine is the dog & skateboard park. I like the dog park, I think that is a great idea for Hernando! It fits with the culture of our city and how it relates to the animal shelter. The city rec programs, that is hard, as one of my boys is a hardcore baseball player, and quite frankly, as we cannot field enough teams, I think we will look to Southaven or OB to play. I love the HEAL program, but, in the years we have done it, I noticed the decline in classes. The challenge you have is, there is a core group of people in Hernando who do not believe in investing in the city. They dont understand the value. So, you are up against a tough crowd. I grew up with a really robust parks and recs department, and the city still has one - the value is, it keeps the people busy, with things to do instead of filling the gaps with undesirable things to do. You have people here who just do not understand that.

1/13/2020 11:53 AM



maintenance and upkeep is subpar. The fields at Kuykendall park haven't been maintained in years. The tennis courts at Church park are always in bad shape.

1/13/2020 11:51 AM



There is a lack of leadership and direction. Parks are half way taken care of and aren't maintained well. Our programs and facilities are behind all surrounding communities.

1/13/2020 11:44 AM



parking is limited for most centers especially the civic center fields. Upkeep is good for maintenance and grounds. Security could be something that is needed at all facilities.

1/13/2020 11:40 AM



Less than adequately maintained and most programs seem to have little organization and even less communication.

1/13/2020 11:31 AM



Too scattered out. Baseball fields are a disaster.

1/13/2020 11:27 AM



The Civic Center is outdated and still the same facility that I played on 20 years ago. The City of Hernando should be ashamed of the Parks and Rec Department that they have. Dewayne Williams has no business being in a position of leadership. Sign ups for Baseball and Softball continue to drop every year because of the leadership that runs the department. As a life long citizen of Hernando of 37 years we deserve a better parks program. If you need an example go to Oxford, MS and take a look at FNC Park, heck go to Senatobia and look at their facilities. The baseball and softball facilities are an embarrassment.

1/13/2020 11:24 AM



maintenance and upkeep are subpar; the program offerings are ample-however the delivery and execution of the sports programs is lacking

1/13/2020 11:24 AM



Yearly maintenance is due in a few; softball & baseball could use more maintenance & insect issues

1/13/2020 11:21 AM



Poor maintenance. Subpar facilities and recreational program. Losing participation to neighboring cities due to lack of organizational and adequate facilities. Pennies for the parks needs to be reintroduced again.

1/13/2020 11:21 AM



Nice facilities, but they get nearly unusable before repairs are made. The city has nice programs (H.E.A.L., tennis camps, etc.) but more would be awesome

1/13/2020 11:19 AM



The soccer fields could be kept up better.

1/13/2020 11:17 AM



the maintenance and upkeep are good

1/13/2020 11:11 AM



I think recreational programs like baseball is very unorganized, in fact I went to olive branch. It's cheaper includes uniform shirt & hat and pictures.

1/13/2020 11:10 AM



The ballpark is out dated and falling apart. Volunteers from the community are the only ones taking interest in the ballpark. There is no leadership to to over see the maintenance and upkeep of anything. We need someone that know what they are doing to run Parks and Rec for Hernando. If you can't do your job then you should not get to keep it based on the color of your skin.

1/13/2020 11:08 AM



fair

1/13/2020 10:55 AM



I believe some of the recreational programs are lacking. However, as a whole they are somewhat below neighboring communities. Also, I believe we have the potential for more growth than other areas around Hernando. The manintenance of the facilities depends on the time of year. I believe we need more part time employees for general maintenance.

1/13/2020 10:55 AM



Maintenance could be improved. Recreational programs are decent, but facilities are terrible.

1/13/2020 10:54 AM



The Civic Center is absolutely horrible! It has been for 15+ years.

1/13/2020 10:51 AM



We enjoy the city parks including Conger and Lee's Summit. However, the baseball facilities are not to the standard we have come to expect in Hernando. It is hard to see the facilities in Senatobia and not understand why our fields are in such disrepair.

1/13/2020 10:50 AM



I think the parks are nice, but the bathrooms could use more upkeep.

1/13/2020 10:46 AM



Wonderful upkeep most the time. Few rec. Programs offered.

1/12/2020 10:54 PM



I believe the city does an excellent job with maintaining and up-keeping facilities.

1/12/2020 7:52 PM



no Parking at middle school for BB. Always dirty

1/12/2020 1:08 PM



It seems like the baseball fields could be in better condition and the soccer complex should be available whenever. It remains locked.

1/12/2020 10:12 AM



Baseball/softball fields need upgrading. It's embarrassing that a community that's mostly middle-class and upper middle-class doesn't have nicer facilities for baseball and softball.

1/12/2020 10:05 AM



Nice park

1/11/2020 6:17 PM



Baseball fields are awful. Others are ok

1/11/2020 12:42 PM



Happy with both

1/11/2020 11:17 AM



Would like to see more information/advertising on street hockey. More lights and scoreboards at baseball and soccer fields.

1/11/2020 9:09 AM



Could be better. No sidewalks, no pavement. Little lighting. Flat fields with no crown, etc. I am sure you can figure out more things also.

1/11/2020 7:01 AM



Baseball program and facilities very poorly run. Volunteers have really tried to do what they can and that is appreciated. However there is no excuse for a town like hernando with all of this youth to have such pitiful baseball facilities. This forces kids to go to other towns or start competitive baseball at a young age. My son is 7 and it has gotten worse every year. We are now in competitive sports due to the inadequate baseball program and we are not alone. There is no one from the city present during baseball season. The all star state tournament has been held here at least the past two years and grasses not even mowed. So embarrassing for our wonderful town. Even senatobia has a much much nicer place to play than hernando. we also now play competitive soccer and those facilities are better however the soccer programs are poorly run. Double bookings of field. The fields do not drain properly and cannot take much rain. There is only one or two fields that have lights so practice after 6 is hard. We are lacking in the sports facilities in this town as well as the leadership to run them. It is a complete shame.

1/11/2020 6:05 AM



Park is an embarrassment to the city for the condition it is in. We sell \$300k house like they are candy yet our parks look like something from Orange Mound. Bathrooms are filthy. Poorly ran program by someone who could care less.

1/10/2020 8:57 AM



There have been multiple time kids cannot even sit in the dug out due to ant infestation. Parents keep bug/wasp spray in their vehicles to take care of the situation. Kids leave the baseball program early for competitive leagues due to poor organization and poorly managed baseball programs

1/9/2020 7:35 PM



Upkeep has been at best mediocre. For example the walls in the mens restroom @ Lee's Summit went a couple years with busted out walls. It may be repaired now but not sure

1/8/2020 11:11 AM



Needs better upkeep. We have so many programs offered but they are not ran properly. Poor management and to many programs. Narrow it down and provide a good product before adding new programs

1/7/2020 5:51 PM



All good

1/7/2020 5:40 PM



I think they are doing a great job

1/7/2020 3:48 PM



The toddler area at the new Conger is not enclosed. I would personally be able to take my riddlers if there was a gate so they cannot run away to the older kids.

1/7/2020 2:13 PM



Tball

1/7/2020 12:42 PM



I think they are poor.

1/7/2020 9:14 AM



Could be better, the parks would look better if the city used someone to kill weeds, maintain trees, etc

1/7/2020 8:56 AM



Bathrooms are awful. Trash cans are often overflowing. Conger is much improved and Church park is great.

1/7/2020 8:40 AM



Opinion is the facilities are very poor. Programs offered are sub par the city people running from Alderman to grounds crew suck at their job.

1/7/2020 7:27 AM



All parks especially softball/baseball complex need work. They are dated and not well maintained.

1/7/2020 6:22 AM



Selection of sports is great. The civic center is in needs of upkeep but is in a great area.

1/7/2020 5:54 AM



Severely under tended to. In desperate need of leveling, ant control and general maintenance.

1/7/2020 5:35 AM



Upkeep and maintenance is abysmal

1/7/2020 5:25 AM



Upkeep not good i.e. toilet paper missing at ball fields. Trash cans full or overflowing. Children's play equipment was splintering at Conger.

1/7/2020 5:06 AM



Gale Center needs to be cleaned completely. Bathrooms at Conger Park need to be maintained. Recreational programs offered by the City need to have additional people assigned to work at events in numerous capacities. There are many options to choose from but few employees to maintain a standard of excellence.

1/6/2020 11:01 PM



Absolutely love the camps offered by our city, would love if there were more options. Happy that they are affordable & a good opportunity for a child to be introduced to a new sport. Park maintenance needs some improvement specifically restrooms at all parks, mowing is neglected in the summer at certain park areas.

1/6/2020 10:40 PM



My only complaint is the upkeep of the Civic Center/ Ball fields. Honestly they looked much better years ago when the trustees did the upkeep compared to now!! It is a shame to have every neighboring city have such better equipped, maintained, and functioning baseball fields!

1/6/2020 10:30 PM



The city has poor planning with spring and fall sports. Kids aren't able to play multiple sports without sacrificing practice or games to do so. The facilities that we pay to use are not in great shape for the amount of people we have participating. The baseball fields and program is one of the worse run programs I've been a part of.

1/6/2020 10:15 PM



Maintenance is good. Compared to all access parks in the surrounding areas our playgrounds seem very lacking and dated.

1/6/2020 9:46 PM



I like the recent updates/upgrades to church park and the addition of the dog park and skate park at Renasant Park.

1/6/2020 9:40 PM



The baseball program is a joke. The facilities are dangerous and unkept. My child broke his leg due to a hole in the baseline. The volunteers literally keep the place running and keep it clean. They have kept convicted sex offenders employed there, even after being informed by parents.

1/6/2020 9:04 PM



The maintenance and upkeep of the baseball/softball complex (Civic Center) could be a lot better. I think there are plenty of recreational activities offered but believe if things improved people would come back to Hernando for activities instead of paying to play sports in other cities.

1/6/2020 8:50 PM



Restrooms and food facilities at the baseball fields are absolutely embarrassing!

1/6/2020 8:48 PM



Newer facilities are better maintained

1/6/2020 8:19 PM



No issues except for Kuykendall - multiple times lights were not working

1/6/2020 8:14 PM



I've been impressed with what I've seen so far. We moved from a smaller town with really poor facilities

1/6/2020 8:07 PM



Soccer fields need more lights and a better parking solution

1/6/2020 8:03 PM



They are not taken care of or update properly. Due to this there have been multiple injuries to players.

1/6/2020 7:47 PM



Most of the fields are poorly maintained and should be updated. Football should be supported by the city as well.

1/6/2020 7:38 PM



Our baseball complex is very outdated, not properly staffed or maintained and quite honestly, an embarrassment to our community. Families would rather drive 30 minutes to a different city so they their children can have quality fields. The city is actually losing money by not investing in the baseball fields.

1/6/2020 6:42 PM



Seems really old school, functional, just older

1/6/2020 6:41 PM



Very good upkeep. Has improved tremendously over the past 30 years and I would support a tax increase to fund recreation program. We must provide programs for all citizens to improve their health, and to help kids have activities to help them grow into responsible adults.

1/6/2020 6:16 PM



All of the parks and facilities run by the city need work.

1/6/2020 6:15 PM



...

1/6/2020 6:03 PM



Maintenance has always been an issue as it has never been run by a competent individual in my opinion.

1/6/2020 5:51 PM



This complex is so sad. Upkeep is at rock bottom. Bathrooms need upgrade as well as fields.

1/6/2020 5:39 PM



OK.

1/6/2020 5:31 PM



Good parks. Need more indoor recreation options

1/6/2020 5:13 PM



Just fine

1/6/2020 5:06 PM



I think the baseball fields need to be upgrade similar to Tate county and Snowden. With as much as Hernando prides itself the recreation facilities are lacking in every direction. Need better play areas for parents with multiple age children at the ball park. Also the way the baseball teams and such are managed is disgraceful. I believe if there was better management then more diverse programs can be offered. My son is hearing impaired and he will not be playing baseball bc of the coaches we have come in contact with.

1/6/2020 5:00 PM



Substandard for our city

1/6/2020 5:00 PM



Maintenance & upkeep? They do that??!!

1/6/2020 4:52 PM



Absolutely horrible and a disgrace to our beautiful, growing and family oriented community

1/6/2020 4:23 PM



The maintenance at the majority of the parks is great, but the baseball fields are in horrible shape.

1/6/2020 4:22 PM



Generally poor all around. I observed that the grass gets cut regularly, but it's not manicured well. I usually avoid Lee's Summit park if possible because the pavilion area is almost always nasty and littered with trash. I've witnessed trash cans overflowing on several occasions at Church Park and Lee's Summit. I have found that the recreational programs are very unorganized. The last season we played baseball, the rules and scheduled changed nearly every week it seemed.

1/6/2020 4:22 PM



Soccer is great! That's the only 1 that I have 1st hand knowledge of.

1/6/2020 4:20 PM



Recreational Programs are essential to the community.

1/6/2020 4:16 PM



It is not the governments duty to provide anything

1/6/2020 4:13 PM



Baseball has always been disorganized. With the tax base in the Hernando area it is a shame that we do not have better organization with baseball, tennis. There is not enough money spend on our children and seniors.

1/6/2020 4:08 PM



Na

1/6/2020 3:42 PM



Definitely needs more work. I've seen progress over the last year on some of the parks mainly done by outside organizations and volunteers.

1/6/2020 3:38 PM



The soccer complex is very well taken care of but the baseball fields and Conger Park are very poorly maintained!

1/6/2020 3:17 PM



The ballfield need lots of improvements, especially level walking areas. The grass is often not cut during spring season. Also in need of working scoreboards.

1/6/2020 3:13 PM



Options are limited and most equipment is dated.

1/6/2020 3:07 PM



Soccer Complex needs to be completed. It needs a paved parking lot as well as lighting for ALL fields. Hernando Express Soccer club currently funds 90% of these fields.

1/6/2020 2:35 PM



I am very disappointed in the Hernando parks and Rec. Especially baseball. Very unorganized and the facilities are terrible. We pulled our 8 year old son out due to how bad it was. I moved here from a much smaller Mississippi town and their parks and Rec was ten times better.

1/6/2020 2:30 PM



The baseball/softball fields need a lot of work. The programs themselves are expensive for what you get. \$100 for 6 year old soccer is excessive. The umpires especially need work.

1/6/2020 2:28 PM



Up keep has been suspect. Grass is always long. Then when cut the grass is blown everywhere. Needs to be cut more often. The play areas need to be repaired more often.

1/6/2020 1:56 PM



The head of this department is incompetent and unreliable. The funds are also mismanaged and he lacks the knowledge to hold the position.

1/6/2020 1:51 PM



No issues

1/6/2020 1:50 PM



The upkeep and maintenance is very poor. The recreational programs that are offered are but appear to be unorganized for the most part.

1/6/2020 1:37 PM



Good

1/6/2020 1:33 PM



Less than desirable with upkeep of the grounds.

1/6/2020 1:30 PM



Most facilities are ok to good. The upkeep to me is fairly poor depending on citizens to provide extra money and labor for upgrades and upkeep

1/6/2020 1:06 PM



Fields need to reworked and fencing needs work. Grounds need to be leveled out so that people don't trip walking to and from the stands. Sidewalks may be the best way to fix it

1/6/2020 1:01 PM



It this past summer/ fall that I took my kids to Conger Park and it was extremely dirty. I wouldn't allow my kids to use the restroom so we had to cut our time short and go home.

1/6/2020 12:51 PM



Poorly managed

1/6/2020 12:48 PM



Bathrooms at baseball fields need desperate help.

1/6/2020 12:34 PM



Gale center senior services. Wish there were more activities

1/6/2020 12:32 PM



The Hernando Civic Center is in the same condition it has been in for over 30 years

1/6/2020 12:23 PM



Outdated, dilapidated, unsafe

1/6/2020 12:17 PM



Maintenance and upkeep are sub-par at best. The city is wasteful or just doesn't spend the funds in the right place. Kids shouldn't have to walk through grass over their ankles at a baseball field, ever! The playing surface itself is the worst in the area. Water runoff is a major problem. IMO, the entire baseball facility needs to be leveled and rebuilt.

1/6/2020 12:15 PM



A nicer baseball complex would be great . One comparable to Senatobia or Oxford.

1/6/2020 12:12 PM



Adequate programs. Poor maintenance of baseball fields

1/6/2020 12:04 PM



Maintenance/upkeep is good.

1/6/2020 11:54 AM



They are ok. They need more attention for upkeep, maintenance. The soccer complex needs a sign, and better parking. It is very hard getting in and out of the parking area. Renasant needs a sign. Too many small programs are offered. More time and people need to be used for the parks and larger sport programs.

1/6/2020 11:52 AM



I enjoy walking at both Parks, But Conger needs updates on walking trail.

1/6/2020 11:38 AM



When I've called the number given on advertising there is no answer and no one calls me back. My opinion- pretty weak.

1/6/2020 11:11 AM



Nothing that know of for seniors or young people not in sports, no public pool

1/6/2020 11:09 AM



The current baseball fields seem extremely low end compare to other cities in the area

1/6/2020 11:06 AM



do not know - do not use

1/6/2020 11:05 AM



Good

1/6/2020 11:02 AM



Our ball fields are terrible. Little to no maintenance.

1/6/2020 10:50 AM



Poor and poor

1/6/2020 10:46 AM



Hernando is hugely lacking proper recreational facilities and the people to properly organize those facilities and the programs offered.

1/6/2020 10:35 AM



Terrible field conditions at Civic Center and not handicapped accessible for aging grandparents that would like a safe way to see kids play. Soccer doesn't have lights and make games/practices incredibly early and hard for working parents. Lee Summit is nice, just need to maintain picnic tables. I'm waiting to see renovations at Conger. Church Park needed resurfaced tennis courts and jr lines.

1/6/2020 10:28 AM



Would like to see wider involvement in summer leagues for boys baseball and girls softball programs

1/6/2020 10:23 AM



I think the recreational programs are by far the worst in north Mississippi. When you look at places like OB, Snowden, horn lake, and senatobia, you can tell the city of hernando doesn't care about the children in our city. The baseball fields are the same fields I played on 30 years ago. The soccer complex is ok but needs walking paths so you don't walk in mud. This is too nice of a city to have the facilities we have. We lose too many residents to OB and Southaven for recreational programs.

1/6/2020 10:22 AM



Soccer fields good, baseball conditions terrible!

1/6/2020 10:21 AM



Average

1/6/2020 10:18 AM



okay with what they have to wrok with

1/6/2020 10:18 AM



Baseball fields are dismal. Need tons of basic repairs much less updates

1/6/2020 10:16 AM



The parks we visit are typically clean and maintained. We love to fish at Lee's Summit Park. Would love other opportunities to fish elsewhere.

1/6/2020 10:13 AM



Seems to be good. Don't know about current programs but interested.

1/6/2020 10:08 AM



Baseball facility is AWFUL! It's sad when you can't even take your child to the restroom there. NASTY

1/6/2020 10:07 AM



Varies a lot by facility. Certain facilities need to be updated and improved (I.e. baseball)

1/6/2020 10:04 AM



Terrible

1/6/2020 10:04 AM



Poorly run recreational programs especially baseball/softball

1/6/2020 10:04 AM



Usually is very clean !

1/6/2020 10:03 AM



Great job on maintenance and programs. My kids love the parks! I have small children and work full time. A meetup/playdate/get moving together with moms/dads of small children would be nice.

1/6/2020 9:52 AM



Sometimes they seem unmaintained. Hoping this is going forward with the renovation of Conger Park

1/6/2020 9:50 AM



Appear adequate to me

1/6/2020 9:50 AM



Poor

1/6/2020 9:50 AM



We mostly participate in baseball and the upkeep of the civic center hasn't been extremely disappointing over the years. Grass goes uncut for too long, fields are a mess and make play dangerous for kids, and what little improvements have been made are done by a volunteer group, not the city.

1/6/2020 9:46 AM



The ball fields have seen some improvement. However, some of the improvements have not been done in a timely manner. Last spring season there was a trench by field 5 that remained there the entire season. This could have easily caused an injury and also hindered elderly grandparents from seeing their grandkids play.

1/6/2020 9:42 AM



mediocre

1/6/2020 9:40 AM



The baseball and softball facilities are subpar compared to surrounding Cities, including Horn Lake, Southaven, Olive Branch and Senatobia. The other Parks in Hernando are very nice.

1/6/2020 9:38 AM



The upkeep is very good. The tennis courts are in nice shape

1/6/2020 9:38 AM



The variety of parks available enhances my choices of type of exercise I want. In general, the parks are functionally maintained but not asthetically pleasing; i.e poor drainage at Kuykendall, lack of attractive landscaping, etc.

1/6/2020 9:34 AM



Maintenance seems adequate. There seem to be activities for all ages and varied interests.

1/6/2020 9:29 AM



Took part in soccer, did not have a good experience. 1 kid plays baseball. It's great, but I understand the city doesn't own this park? Also, you listed 11 parks above, but only 9 are on the website. Why not try to get those lists to match up first...

1/6/2020 9:24 AM



I feel like the baseball fields are not kept well. We moved our son to competitive because the fields were so bad and the overall upkeep of the facilities were not good. For a town of our size and status I feel they should be so much better.

1/6/2020 9:23 AM



I think the facilities are great!

1/6/2020 9:14 AM



We no longer utilize the rec programs offered by the city. The baseball fields are less than desirable and

1/6/2020 9:12 AM



Hernando is broke. Why don't we ever hear from Mayor Ferguson?

1/6/2020 9:11 AM



The bathrooms at Conger are horrible and need daily maintenance. I refuse to let my kids use them. The Recreational programs are good. I have had no issues.

1/6/2020 9:11 AM



Nothing is maintained at the same level as neighboring communities. There is always a volunteer group having to fundraise to make routine maintenance projects available. The baseball and softball programs

are failing and declining every year despite population growth year after year. The parks leadership is not capable of running a parks department at the level the people of Hernando deserve.

1/6/2020 9:03 AM



I believe the staff trust really hard to keep property clean but need more funds to be competitive with Horn Lake and Southaven to get tournaments here.

1/6/2020 9:02 AM



Lee's Summit is not taken care of where the kids play. It is always dirty and I've had to take my kids from there because of fire ants all through the playground once. I wish it was cleaned up and maintained.

1/6/2020 8:59 AM



Good upkeep, wish there was actual walking/running paved trails

1/6/2020 8:55 AM



Upkeep and restrooms have been less than ideal. Church park play facilities have improved. Conger appears to be improving, but closing through the timeframe that weather is cooler to enjoy the park is frustrating. There are no programs worth attending in the last two years.

1/6/2020 8:54 AM



Poor

1/6/2020 8:51 AM



Parks are nice but some are getting run down. Lee Summit is my favorite for walking. Would like to see signage at Renasant Park for the public to find the new park. Would like to see mile/distance markers on paved trail surface using metal discs. Restroom facilities are not always clean and parkin lots need to be resurfaced..

1/3/2020 3:55 PM

Open House Comments:

Existing facilities are adequate but subject to rainouts, etc. local horse shows are held April through October as weather permits.

Civic center horse arena last week of April though the end of October plus open arena riding every day shows on Friday and Saturday nights

Civic center horse arena. Shows start last week of April and go through end of September plus we have an open arena through the week

Off road cycling (mountain biking) is an emerging sport/activity for which very little in town facilities exist. New trails are being built on US Army Corp of Engineers property at hernando point, but trails even short trails are missing town

Soccer complex – 13.5 acres but only have one set of lights parking is also needed at complex we currently have 600 players in leagues baseball complex is very old need our attention bud as we lease it is hard to sell putting money into it

Parking lot at gale center way to small to accommodate all city departments in the building and recreational events/programs it is difficult to rent out the gale center during the week or let people use because we need space for programming lack staff to expand programming

The civic center is in major need of complete overhaul fencing needs to be replace, dirt work for proper drainage needs to be done and new lights need to be installed. We are currently using gyms for our basketball program we are competing for time with school teams, school cheer, and school band. We also need more staff to deal with everyday upkeep

Hernando need more green space to the public. Existing facilities lack walking or cycling access. Crowded streets and local traffic degrade from recreational facilities in the area.

The soccer complex should be used for outside tournaments

My children are grown, but from what I'm told by those that do have children using these facilities, they are used a lot and are very good.

Inadequate for our children and families poorly managed and maintained far behind Senatobia Southhaven Horn Lake embarrassing

Q4

Provide input on potential new facilities. What new facilities would you enjoy? What new facilities would attract visitors or new residents?

Answered: 270

Skipped: 36

Dog Parks

1/18/2020 3:37 PM



I would love to see something similar to Olive Branch's YMCA or a facility similar to Snowden Grove's indoor building with similar fitness programs.

1/18/2020 11:28 AM



More running trails, an aquatic center

1/18/2020 6:57 AM



No new facilities are needed just need to improve. The fence is collapsing in the outfield of the high school aged field. There are too many holes in the outfield. There is no mound. As a player I want to play on other people's fields. Because our's are I'm poor quality.

1/17/2020 1:24 PM



Aquatic center

1/16/2020 8:08 PM



Aquatic center and greenways or running trails.

1/16/2020 7:51 PM



Aquatic Center, more walking trails.

1/16/2020 6:45 PM



museum

1/16/2020 12:06 PM



Ymca

1/16/2020 7:50 AM



More walking Places.

1/15/2020 9:26 PM



Splash park for kids

1/15/2020 5:44 PM



Would like to see a large public tennis facility similar to Southaven's

1/15/2020 4:42 PM



Aquatic center
1/15/2020 2:05 PM



Indoor tennis courts!!!
1/15/2020 11:39 AM



Improvement to soccer facility
1/15/2020 11:27 AM



Aquatic center or at least a splash pad
1/15/2020 11:09 AM



Aquatic center
1/15/2020 11:07 AM



Look at Senatobia
1/15/2020 10:48 AM



Aquatic center swim training for schools and water aerobics for all ages
1/15/2020 10:30 AM



Walking trails, pools
1/15/2020 9:18 AM



Look around at the surrounding cities Southaven, Batesville all have us best soccer still has potential but needs to be built out and basketball program is tough to participate in. We rely on area churches or schools for gym spaces which means practices can't be consistent and the basketball courts on hill street need major work.

1/15/2020 8:22 AM



bicycle lanes and a place to contra
1/15/2020 7:56 AM



Swimming pool
1/15/2020 7:30 AM



Better softball and baseball fields
1/15/2020 7:29 AM



N/A
1/14/2020 7:16 PM



Aquatic Center, Running trails, Greenway

1/14/2020 6:50 PM



New Baseball/Softball facility. Or just a MAJOR redo of the current one.

1/14/2020 5:20 PM



Splash Pad

1/14/2020 4:17 PM



Splash pad

1/14/2020 2:21 PM



Ball parks, ice skating during winter/christmas

1/14/2020 12:22 PM



The baseball/softball fields need to be revamped. There aren't appropriate areas for families to come, sit and enjoy the day of sports and eating with their families. Parking should not have to be paid for by the players families during the tournaments that are played, we already pay for the children to play.

1/14/2020 12:00 PM



More walking/running/cycling options. More tennis courts

1/14/2020 11:17 AM



Paved walking/bike trails, modern playgrounds, splash parks for children, aquatic facility (swim lessons and exercise programs)

1/14/2020 10:22 AM



Aquatic center

1/14/2020 10:11 AM



Splash pad, YMCA, bowling

1/14/2020 8:43 AM



Splash pad. Otherwise, i would love to see our current facilities upgraded.

1/14/2020 7:59 AM



New baseball fields \complex

1/14/2020 6:33 AM



my children are now young adults, and there is nothing in Hernando for working, college students. We need a venue like Go Ape or an Axe throwing venue. They are always having to go into Memphis to find fun things to do. I would rather them be closer to home and help our economy.

1/13/2020 11:28 PM



Splash pad
1/13/2020 11:05 PM



Splash pad
1/13/2020 11:01 PM



Pickleball and tennis
1/13/2020 10:59 PM



A "green line".
1/13/2020 10:45 PM



New baseball fields. So many competitive teams in the area that would come if tournaments were hosted in a nice facility. Splash pad would also be a great addition at one of the parks.

1/13/2020 10:29 PM



Splash pad
1/13/2020 10:21 PM



YMCA
1/13/2020 9:20 PM



Tennis courts... at least 5 for local league play. Also more paved running trails would be nice.

1/13/2020 8:57 PM



A splash pad for kids would be awesome
1/13/2020 8:33 PM



Splash pad like Collierville, Nicer baseball, Indoor Basketball
1/13/2020 8:32 PM



Would love to see an updated baseball/softball park.

1/13/2020 8:30 PM



Splash pad/pool would be great! Also a theater.
1/13/2020 8:30 PM



Splash Pad
1/13/2020 8:18 PM



Would love to see a splash pad!
1/13/2020 8:06 PM



Splash pad
1/13/2020 8:02 PM



Splash pad, nicer sport fields
1/13/2020 7:53 PM



Splash park
1/13/2020 7:47 PM



Splash pad for kids
1/13/2020 7:33 PM



Animal Shelter. It's not part of the parks but it's supposed to be on other land adjacent to Renasant Park. It would be nice to see our ball fields upgraded.

1/13/2020 6:54 PM



Swimming
1/13/2020 6:47 PM



Aquatic Center
1/13/2020 6:30 PM



Would love running/bike trails somewhat like the greenline. There are minimal places to run/ride that is not on the street.

1/13/2020 6:13 PM



A pool at the Rec center indoor and outdoor.
1/13/2020 6:08 PM



Horse Show Arena
1/13/2020 6:04 PM



Baseball and more walking trails
1/13/2020 6:00 PM



YMCA with pool, workout gym, and classes
1/13/2020 5:57 PM



Public swimming pool, indoor or outdoor.
1/13/2020 5:56 PM



A swimming pool, splash pad for kids, more activities at Lee's Summit park. It is designed for younger kid

1/13/2020 5:49 PM



We need something like the Kroc center in Memphis, or a YMCA.

1/13/2020 5:33 PM



Splash pad and a YMCA!

1/13/2020 4:56 PM



Need more running paths, bike paths, etc.

1/13/2020 4:49 PM



lacrosse

1/13/2020 4:47 PM



Splash pad

1/13/2020 4:45 PM



The soccer fields are tournament-ready but no one will step up to run tournaments. That is too much responsibility for a volunteer. It needs to be a paid employee for accountability. With some portable toilets, the ball fields could also host small tournaments but again, someone has to be willing to run them. No one will ever support new facilities until what we have is adequately used, maintained, and new directors are in place.

1/13/2020 4:44 PM



Better baseball fields

1/13/2020 4:39 PM



A splash pad

1/13/2020 4:35 PM



Baseball park.

1/13/2020 4:35 PM



Well planned natural parks with seasonal landscaping, walking trails, ponds and water features, park benches, nice playgrounds, picnic areas and pavilions and grills. Even the smallest of parks would benefit from this and attract people.

1/13/2020 4:32 PM



Tennis complex could host state tennis tournaments.

1/13/2020 4:31 PM



any indoor activities

1/13/2020 4:29 PM



Somewhere for the youth. Skating rink or something!

1/13/2020 4:26 PM



SPLASH PAD

1/13/2020 4:19 PM



We would LOVE a splashpad!!!

1/13/2020 4:18 PM



Splash pad

1/13/2020 4:14 PM



A city Splash pad

1/13/2020 4:13 PM



None we have enough

1/13/2020 4:10 PM



Better baseball fields, volley ball facility, and a splash pad

1/13/2020 4:09 PM



Basketball facilities, indoor swimming pools, exercise rooms & weights, indoor track, enhanced baseball stadiums

1/13/2020 4:03 PM



I would be willing to pay more tax to have better sports complexes for our youth.

1/13/2020 4:01 PM



Splash pad

1/13/2020 3:51 PM



Splash pad

1/13/2020 3:49 PM



We DESPERATELY need a splash park or public swimming facility, preferably several splash parks

1/13/2020 3:46 PM



I would LOVE to see a splash pad added to our community.

1/13/2020 3:44 PM



Splash pad, out door running track with gym

1/13/2020 3:42 PM

A community pool or splash pad would be a huge draw for families. Improved soccer and baseball fields could draw visitors for tournaments. The basketball facilities look pretty run down. I think these should be improved so kids in the area have a nice place to play.

1/13/2020 3:25 PM

Splash pad!!!!!!

1/13/2020 3:14 PM

New softball fields! Would even pay a higher registration fee to go towards this

1/13/2020 3:04 PM

We need a YMCA in our Hernando neighborhood. It's terrible to drive to Olive Branch. I have experience facilitating this form a partnership. Please contact me if interested.

1/13/2020 2:34 PM

Trails and hiking paths seem to be popular in other growing communities I travel to around the country. Some sort of a water park would be great too.

1/13/2020 2:32 PM

Sprinkler park

1/13/2020 2:20 PM

Public pool and inside basketball gym

1/13/2020 2:16 PM

a combined complex for Baseball, Basketball, Soccer. A shared facility where the park offices could be located making visibility easier. Irrigation, proper soil/turf for play, regular spraying/grass cutting, and profession concession stands vs a volunteer organizations wife that has a crock pot. Wonder if the health dept. even approved them to serve food???? Facilities would allow for the hosting of tournaments and drive revenue up. If the leadership at the top isn't replaced for the parks and rec department then we should start shutting programs down rather than offer up a terrible product.

1/13/2020 2:14 PM

The facilities that are currently provided are sufficient if they were well maintained. I believe that if anything would be beneficial it would be a new baseball/softball facility, or a complete renovation of the Civic Center. The Soccer complex needs a lot of upgrades in order to attract tournaments, visitors, or residents. I believe that money going to parks, walking trails, and animal parks is poorly spent. Compared to the numbers of people that would attend and spend money at organized sports facilities the parks and walking paths should be a non-starter. I have visited and used many of these places and rarely see more than one or two others there. The upkeep is a drain on the other programs.

1/13/2020 1:46 PM

Upgrades to the civic center are absolutely necessary and vital to the growth of our city. We have played softball for years and many girls have left the rec program to play in other cities or on competitive travel teams because the state of the fields/how the program is run is so lacking. I do, however, understand that this takes money that the city either does not have or has allocated inappropriately. I also wish we had other facilities available such as a splash park, etc., but would give all that up for better existing facilities.

1/13/2020 1:44 PM



Indoor walking, water park

1/13/2020 1:30 PM



water park

1/13/2020 1:08 PM



Improvements to current baseball facilities and someone who knows how to make and maintain the improvements. Better parking at soccer complex.

1/13/2020 1:03 PM



Paved bike trails

1/13/2020 12:52 PM



1st class baseball/softball complex.

1/13/2020 12:51 PM



pool, splash pad, YMCA, better baseball and softball complexes, soccer complex with better parking and walkways to get around....more handicapped parking near fields.....the soccer complex is of no use for those in a wheel chair.

1/13/2020 12:48 PM



New baseball/softball facilities

1/13/2020 12:41 PM



Splash pad

1/13/2020 12:29 PM



A solid baseball complex would encourage teams to play there rather than Snowden. I would not be ashamed to host an all star tournament there. Having other sports like lacrosse or hockey could encourage new residents to Memphis to move to Hernando rather than East Memphis.

1/13/2020 12:25 PM



Walking trails. A new animal shelter. Improved baseball/youth sports complex.

1/13/2020 12:23 PM



Soccer fields/ Football fields, larger, wider recreational parks, concessions, ponds with animals, bird food feeders

1/13/2020 12:20 PM



Some sort of water play area for residents would be wonderful during the warmer months. Would love to see a bowling alley or some type of indoor facility with activities for families.

1/13/2020 12:16 PM



We need a baseball complex similar to Senatobia and charge entry for all games.

1/13/2020 12:11 PM



I think the plans for the new Renasant park are great. If it is ever completed. A nice facility that includes state of th art baseball and soccer complexes would be a tremendous assett to our community. I think Hernando could possibly benefit from an indoor recreational facility that could be used for multilple uses, ie: basketball, walking track, volleyball, badmitton, pickle ball, etc.

1/13/2020 12:02 PM



Lengthy trails to run/walk on.

1/13/2020 11:58 AM



I am not sure we even need "new", I think we just really need to improve what we have. Seriously, the baseball fieds, which should be hosting games, is run down, and the concessions there are atrocious.

1/13/2020 11:53 AM



The soccer complex needs to be completed. Additional tennis courts need to be added.

1/13/2020 11:51 AM



Finish the soccer complex and make it a tournament destination. Add baseball fields or significantly upgrade what we have.

1/13/2020 11:44 AM



Public access fishing ponds. Walking trails with lighting. Running track with lighting. Rock wall climbing/adult activity park

1/13/2020 11:40 AM



Baseball fields and a better developed soccer complex

1/13/2020 11:31 AM



Baseball, Soccer, Football, Tennis, Basketball all located in same area.

1/13/2020 11:27 AM



New Baseball Fields

1/13/2020 11:26 AM



New baseball and softball facilities that attract tournaments that will boost the local economy. Build non revenue parks at this time is a waste of good space and time at the moment for Hernando

1/13/2020 11:24 AM



Improvements at the existing facilities would do wonders to attract new visitors AND bring back residents that currently go elsewhere for recreation; A golf driving range would be a nice addition; Additional tennis courts would be nice as well;

1/13/2020 11:24 AM



I like the small town feel and main reason for moving here. I think updates to current would suffice our needs..

1/13/2020 11:21 AM



Completion and expansion of soccer facilities. Complete overhaul of baseball complex.

1/13/2020 11:21 AM



Pickleball courts, Indoor tennis courts

1/13/2020 11:19 AM



If the parking lot were paved and lights were added the soccer complex could bring significant revenue

1/13/2020 11:17 AM



Competition Pool, running facilities

1/13/2020 11:11 AM



small movie, small bowling, no chain, something for parents and children to enjoy together, pizza parlor with live music.

1/13/2020 11:11 AM



More places to eat besides mexican food.

1/13/2020 11:10 AM



We need a new ballpark!!

1/13/2020 11:08 AM



Indoor facilities for swimming, racket ball, general area for kids to play.

1/13/2020 10:55 AM



Baseball, softball, and football fields are needed. All three would bring in revenue for the city.

1/13/2020 10:54 AM



A new baseball park or updating the fields would help bring people from other cities and counties to Hernando. I would also like to see the soccer fields updated with more seating.

1/13/2020 10:50 AM

I have lived in a city with a 5 mile bike path separate from the road. It was a great way for our family to ride bikes together. It also connected the 7 parks with playgrounds in the town, so we would stop for the kids to play. We used it all the time and I think often how much I miss it.

1/13/2020 10:46 AM

Water park!

1/12/2020 10:54 PM

I believe additional restaurants for families, walking trails, and affordable venues for gatherings would be extremely beneficial.

1/12/2020 7:52 PM

Need a gym

1/12/2020 1:08 PM

We need a designated space for football. Not the Middle school.

1/12/2020 10:12 AM

Need upgraded baseball/softball fields. If Senatobia can have a nice park like they do for our kids, surely Hernando can afford that.

1/12/2020 10:05 AM

Baseball!!!!

1/11/2020 12:42 PM

water park/splash pad type venye

1/11/2020 11:17 AM

Indoor soccer field, batting cages. Something similar to the one at Snowden

1/11/2020 9:09 AM

How about actually improving current. Weed killer at track on old field. Simple things.

1/11/2020 7:01 AM

Baseball park. Nothing big or fancy. Something like senatobia would be wonderful but don't even have to have that many fields or spend as much as they did but it would sure be nice. Her. Who could host tournaments and bring in revenue to the town and keep kids in recreational sports instead of having to start competitive so early.

1/11/2020 6:05 AM

A descent baseball park to showcase tournaments for funding.

1/10/2020 8:57 AM



I would love to have a baseball complex that could actually host tournaments without constantly apologizing to out of town teams for our poor managed program and facilities

1/9/2020 7:35 PM



I would say start first with completion of soccer complex and develop a comprehensive plan to maintain, upkeep, and fund everyday maintenance then baseball / softball fields.

1/8/2020 11:11 AM



Better baseball field

1/7/2020 5:51 PM



Public Football field

1/7/2020 5:40 PM



swimming pools

1/7/2020 3:48 PM



A free place where I can play with my kids not just on a playground. And possibly a target.

1/7/2020 2:13 PM



we need 4 more tennis courts at Conger so the city can host tourneys

1/7/2020 9:14 AM



All in one park - baseball facilities, longer trails to run/jog, more sidewalks to actually get to the park

1/7/2020 8:56 AM



Splash pad/ park similar to collierville. Outside residents could pay a small fee for use.

1/7/2020 8:40 AM



We need baseball fields and to finish the soccer fields. Those are revenue generators not a dang dog park.

1/7/2020 7:27 AM



I love Conger but wish it has a splash pad and rubber mulch instead of the regular mulch. Dog park is a great addition but it stays so muddy could use some dirt work. Softball/baseball complex is a joke, tear it down and build a modern complex.

1/7/2020 6:22 AM



An updated baseball/softball facilitated. People drive all over the world playing baseball.

1/7/2020 5:54 AM



Need to update and take care of what we already have.

1/7/2020 5:35 AM



No new facilities until we can maintain what we have!

1/7/2020 5:25 AM



Long, miles long, walking/biking trail. Baseball and Soccer updated, maintained better.

1/7/2020 5:06 AM



Whatever facilities proposed, must have employee staffing to maintain.

1/6/2020 11:01 PM



I believe if all existing facilities were better maintained or had new features added, that would be sufficient. Looking forward to completion of the soccer complex.

1/6/2020 10:40 PM



New baseball complex. Upgrades for the soccer complex. Provide indoor type practice facilities similar to Southaven.

1/6/2020 10:15 PM



Public pool

1/6/2020 9:49 PM



Splash pad

1/6/2020 9:46 PM



I would love some sort of pool, especially an indoor pool. I think this would be good for kids, seniors, those with disabilities, and everyone. I would love to see water aerobics classes, swim lessons, and it could also be used for our school swim teams.

1/6/2020 9:40 PM



We need a decent baseball facility.

1/6/2020 9:04 PM



A Baseball/Softball complex that is easy to access. Paved walk ways, better parking and lighting in the parking lot. Also, the availability of hotels.

1/6/2020 8:50 PM



Spray park area/splash pad

1/6/2020 8:48 PM



Pool, update civic center, racquet ball

1/6/2020 8:19 PM



More kids play areas. Walking / bike track

1/6/2020 8:07 PM



Indoor soccer area and our own rec gym with indoor walking track

1/6/2020 8:03 PM



Update and better keep fields. Lower park directors pay.

1/6/2020 7:47 PM



I would love to see an updated baseball complex, a football complex, and an outdoor swimming pool/water park.

1/6/2020 7:38 PM



Baseball fields

1/6/2020 6:42 PM



Something similar to Conger but more modern. Not as rundown.

1/6/2020 6:41 PM



Indoor and outdoor pool facilities than serve all ages.

1/6/2020 6:16 PM



Baseball fields. The existing ball fields need a complete overhaul. It is utterly embarrassing that cities such as New Albany Ms have a better sports complex.

1/6/2020 6:15 PM



Open Basketball Gym, YMCA, Public Pool

1/6/2020 6:03 PM



If you want to bring in revenue Baseball is where it's at. The soccer fields have been a failure. It was advertised as being able to bring in revenue by hosting tournament IS which not one has been hosted. We need a small bad elk complex like Senatobia has.

1/6/2020 5:51 PM



Baseball complex like Senatobia has. They love their youth

1/6/2020 5:39 PM



We need a public pool, either town run or attract a YMCA

1/6/2020 5:31 PM



Pool and indoor rec facility similar to ymca

1/6/2020 5:13 PM



More diverse programs for special needs and different age groups. I believe it would attract visitors.

1/6/2020 5:00 PM



Sports complex, large walking trails

1/6/2020 5:00 PM



PLEASE just keep what we have in good repair.

1/6/2020 4:52 PM



Ballfields

1/6/2020 4:23 PM



New baseball complex, look at Senatobias.

1/6/2020 4:22 PM



I would like to see a football field for the youth football program. Having multiple children play with one game in Senatobia and one play in Horn Lake at the same time is a bit annoying. We should not have to go to other cities for their facilities PERIOD when we pay to play for Hernando. I understand the football program may not be associated with the city. If not, it should be!

1/6/2020 4:22 PM



Indoor swimming pool

1/6/2020 4:20 PM



Youth Programs

1/6/2020 4:16 PM



None, I don't believe in socialism

1/6/2020 4:13 PM



We should have a pool. Both indoor and outdoor. It should be sponsored by the city, but also people should have to pay a small fee for use. That would help with maintance.

1/6/2020 4:08 PM



Small park on the square.

1/6/2020 3:42 PM



Baseball/softball fields well maintained by the city

1/6/2020 3:38 PM



A nice baseball complex can attract teams and tournaments from out of state to generate revenue as well as allow our local children to have a nice complex for recreational baseball and softball

1/6/2020 3:17 PM



Updated facilities in general at ballfield, concessions.

1/6/2020 3:13 PM



Multi-use facilities

1/6/2020 3:07 PM



New baseball complex would generate revenue if formatted for tournament play.

1/6/2020 2:35 PM



Fix the baseball fields. These are the worst in the state.

1/6/2020 2:30 PM



More ball fields for tournaments. Tired of going out of town every weekend.

1/6/2020 2:28 PM



Walking and bike trails (NOT bike lanes)

1/6/2020 2:11 PM



Baseball!!! Football!!

1/6/2020 1:56 PM



A new baseball complex/facility. The most participation exists in the baseball/softball program. With upgrades and proper management this could bring some much needed revenue to the city and Hernando and its local businesses.

1/6/2020 1:51 PM



A football complex

1/6/2020 1:50 PM



Baseball fields are definitely a need. The ones that we have are in very poor condition. There is also a need for youth football fields and more tennis courts.

1/6/2020 1:37 PM



Indoor Walking track

1/6/2020 1:33 PM



New baseball & softball complex.

1/6/2020 1:30 PM



New baseball fields!!!! Hernando YMCA

1/6/2020 1:17 PM



Bowling Alley

1/6/2020 1:15 PM



I know that's is mostly about baseball. I would be ok with some new fields but but I don't feel we have the infrastructure to spend millions to try to be like Southaven and oxford idcbbg am

1/6/2020 1:06 PM



Bowling alley or batting cages

1/6/2020 1:01 PM



An outdoor/ scenic park with lake similar to Lee Summit but larger.

1/6/2020 12:51 PM



Senior events

1/6/2020 12:32 PM



Baseball

1/6/2020 12:23 PM



Hernando needs a new baseball park. A NEW MODERN complex with plentiful/operable restrooms, concessions, fields that will drain, backstops and fences that aren't patched and/or falling down, parking for expected crowds, and better lighting. Fields need to drain properly to prevent rainouts.

1/6/2020 12:17 PM



A new baseball complex consisting of 8-12 fields. New bathrooms and concessions. There is money to be made and while making money, the city can provide our children with top notch facilities.

1/6/2020 12:15 PM



You could take the soccer fields and baseball fields and model after Oxford. I think that would bring in tournaments.

1/6/2020 12:12 PM



Update baseball fields would allow for more tournaments and in turn more revenue for city

1/6/2020 12:04 PM



None.

1/6/2020 11:54 AM



Wider walking trails for wheel chairs.

1/6/2020 11:38 AM



We need a lake with places to picnic etc- Overton Park's small lake in memphis for example. Or Olive Branch park's lake. How about taking care of residents before you continue on the population explosion

you're wanting- you wont have the Hernando you want unless you put some focus there. We need a senior citizens CENTER. Olive Branch is a great role model for you. Check it out.

1/6/2020 11:11 AM



pool, a senior center

1/6/2020 11:09 AM



until roads are improved do not need any new facilities

1/6/2020 11:05 AM



We have enough.

1/6/2020 11:02 AM



Baseball Complex

1/6/2020 10:57 AM



Baseball Softball Soccer complex. We spend 1000's a year in neighboring towns playing sports. Why not kept it at home

1/6/2020 10:50 AM



Better baseball fields

1/6/2020 10:46 AM



Indoor basketball courts, pools, running track, game room, shuffleboard. Similar the The Germantown Centre.

1/6/2020 10:35 AM



Kids are going competitive or leaving Hernando's baseball program at a very early age. Nice fields would keep more parents interested in staying in the recreation program. However, it doesn't matter how nice the complex is if it is managed terribly as it is now.

1/6/2020 10:28 AM



Remodel current ballfields on Robertson Gin to add about 4 more fields, lighting and improve parking

1/6/2020 10:23 AM



I believe a new baseball/softball complex would go a long ways. We could host smaller tournaments to bring in revenue for your local businesses.

1/6/2020 10:22 AM



New baseball fields. Could hold weekend tournaments to bring income to city.

1/6/2020 10:21 AM



Soccer

1/6/2020 10:18 AM



Baseball/softball complex; waterpark

1/6/2020 10:18 AM



Better baseball fields!! Better program organization

1/6/2020 10:16 AM



More public park lakes with canoe/kayak rentals like Shelby Farms in Memphis. Another dog park as well.

1/6/2020 10:13 AM



Shooting range. Bike trails.

1/6/2020 10:08 AM



One are of town with all the fields needed for children to play rec sports.

1/6/2020 10:07 AM



Sidewalks. The number one way to get people out and moving is to have sidewalks connecting your city. The use of sidewalks in Hernando is not a strong point. Make is EASY for people to get out and move - not harder.

1/6/2020 10:04 AM



Baseball complex

1/6/2020 10:04 AM



If management is changed we could use a new baseball complex

1/6/2020 10:04 AM



Bike trail!!

1/6/2020 10:03 AM



a playground at Milton Kuykendall would be nice for kids to play on while parents walk or siblings have games

1/6/2020 9:52 AM



The Hernando Animal Shelter. We should be ahamed of how we have to hold the animals now. The shelter needs to be started and finished soon. The Volunteers and paid employees you have now should be honored for the care if the animals and the funds they have raised.

1/6/2020 9:50 AM



Need more pedestrian trails. Walking, hiking and cycling.

1/6/2020 9:50 AM



Sprinkler Park like in ATOKA TN or Collierville

1/6/2020 9:50 AM



Do not want new facilities.

1/6/2020 9:50 AM



I don't believe we should add any new facilities until the parks and recreation department is at a level that they can keep up with current facilities.

1/6/2020 9:46 AM



Sidewalks. Sidewalks would allow easier transportation/mobility for those with walkers, wheelchairs, or canes.

1/6/2020 9:42 AM



cycle trails

1/6/2020 9:40 AM



A modern Baseball/Softball complex. Competitive sports have become quite an attraction. There would be a great opportunity to have AA or single A baseball tournaments if we had the facilities and the Leadership to manage such. Snowden, OB and Horn Lake tournaments are busy with AAA and major league tournaments and the lesser teams are left to compete with those teams if they want to participate in tournaments. Hotels and Restaurants also benefit from tournaments.

1/6/2020 9:38 AM



Protected bicycle paths. More sidewalks on city street as they are a form of recreation and ease of movement through city.

1/6/2020 9:34 AM



Reasonably priced banquet facilities that would be a step up from gale center. Gale is hard to load in and out of and doesn't have enough parking.

1/6/2020 9:29 AM



Better baseball fields, better soccer complex

1/6/2020 9:23 AM



Indoor soccer/basketball facility

1/6/2020 9:14 AM



No need for new facilities- the existing ones need to be better managed.

1/6/2020 9:12 AM



We can't afford new factories. We can't take of what we have now.

1/6/2020 9:11 AM



Would love to see a racquet ball center come to town.

1/6/2020 9:11 AM



A small, 4-6, field baseball and softball complex would generate tournaments both at the recreational and competitive level. This would bring out of town guests and tax revenue to the town numerous times per year. We have a nice soccer complex but have yet to host any tournament events to bring revenue into the city.

1/6/2020 9:03 AM



We need a new baseball/softball complex so Hernando kids can play competitive ball in Hernando. Tournaments are always Southaven Horn Lake and Senatobia

1/6/2020 9:02 AM



We would love a splash pad that was taken care of and kept clean. Also it would be nice to have paddle boats or something fun in the water at Lee's summit or somewhere there was a pond. Somewhere safe and fun for young kids and for us to want to stay in the area.

1/6/2020 8:59 AM



Sidewalks. Walk/run/bike trails. 5k 10k length trails that do not cross roads

1/6/2020 8:55 AM



Summers in Hernando are miserable. A splash pad that is well maintained would be perfect. A community pool With indoor and outdoor facilities would be amazing. Investing more in our library and having more programming for all ages would greatly benefit the community.

1/6/2020 8:54 AM



Existing facilities need better management

1/6/2020 8:51 AM



I enjoying walking and jogging. There has been interest from the biking community for more bike lanes and trails. Hernando has a large bike club who leaves the area to ride where there are trails and it safe for riding. Also, a large tennis community who leaves the city for tournaments as the city does not have enough tennis courts for all players and to hold a tournament. Some drive as far as Tunica and Oxford to join their tennis club.

1/3/2020 3:55 PM

Open House Input:

Improve the facilities to include a cover for show arena and adding stalls and rv access

Cover arena to be able to use year around. Add 40 – 50 rv hookups water electric. 150 – 200 stalls covered. Shed of on one side for spectators and concessions

Cover arena with about 150 – 200 horse stalls and 50 rv spots to use year around

There needs to be an effort to located property suitable for a small trail and skills park in town. Perhaps a long-term lease on wooden property in town or close to town.

Need parks and recreation office space we need to build a baseball facility that would belong to parks and recreation need updated facility to compete with nearby associations and cities offering youth baseball would like to see one two acre fields at soccer to get lights. Practice and games are hard to get in during daylight savings

NMTA are willing to help develop and maintain cycling oriented facilities if sufficient land were available for development

Ball field owned by city Renasant park

Renasant park developed with splash pad, tennis courts, basketball courts, playgrounds, etc

Additional restrooms at conger park and Renasant park. We have 11,000 people in hernando and Nesbit combined that are 50+ so we need facilities for aging adults

A new baseball complex would be great at Renasant Park a multipurpose building with a basketball court would be great.

Develop more multiuse trails or paths that connect to business areas to recreational facilities. Hernando would benefit from pedestrian path link to Arkabutla Lake facilities

Any type of aquatic center/facility would be extremely beneficial not only to hernando but all of desoto county

As I look to future growth and with the success of existing facilities, I see the need for expansion of old and new sites to be built as new sub divisions are open. Think Madison Lakes 1100 homes

Baseball needs new field location

Q5

Provide input on recreation related travel and spending. What types of outdoor / recreational activities do you and/or your peers enjoy? What supporting amenities do you look for in other communities when traveling for recreation activities?

- Answered: 227
- Skipped: 79

Walking, yoga, line dancing, just gathering together. Enjoy tennis at our courts on Commerce. Maybe some fishing, safer nature trail for hiking.

1/18/2020 11:28 AM



Baseball

1/17/2020 1:24 PM



I am part of a triathlon team. We travel way too far to swim. We have a fairly large team that would use a pool in Hernando !

1/16/2020 8:08 PM



Outdoor biking, running and good restaurants to sit and visit afterwards

1/16/2020 7:51 PM



Triathlon, Running, Biking. Spend thousands on equipment and travel expenses participating in recreational events.

1/16/2020 6:45 PM



i love the dog park which i know hernando has but it could use some more advertising. not a lot of people know it's there. my brother is big on soccer but there isn't a lot of opportunities in hernando so he has to travel a lot.

1/16/2020 12:06 PM



Nice Clean Park So we can Drive our Motorhome in and spend the night. The only one I know of is at Hernando Point.

1/15/2020 9:26 PM



Outside, walking

1/15/2020 5:44 PM



Golf and tennis. I participate in tennis tournaments that are offered

1/15/2020 4:42 PM



Triathlons. Look for places to train and swim.

1/15/2020 2:05 PM



Indoor courts!!

1/15/2020 11:39 AM



Walking trails and visiting other cities soccer fields during tournaments.

1/15/2020 11:27 AM



Running. Biking. Baseball. Cleanliness and safety.

1/15/2020 11:09 AM



Biking running swimming

1/15/2020 11:07 AM



Hiking, cities that are walkable, loved living in ridgeland ms where there were bike/walking trails everywhere leading to neighborhoods and connecting to the Natchez trace

1/15/2020 9:18 AM



Food, and hotels.

1/15/2020 8:22 AM



bicycle lanes, bike signs,

1/15/2020 7:56 AM



Hiking/camping

1/15/2020 7:30 AM



Swimming

1/15/2020 7:29 AM



N/A

1/14/2020 7:16 PM



Running, Swimming, and outdoor activities

1/14/2020 6:50 PM



Look for handicap friendly restrooms, eas of getting to them, cleanliness of restrooms and areas around them. Also Lighting is a safety issue.

1/14/2020 6:22 PM



Something for youth/teens. There is NOTHING in Hernando for visiting young people to do.

1/14/2020 5:20 PM



My kids are involved in other non parks and rec programs. Such as Conxion.

1/14/2020 4:17 PM



Swimming, splash pads,m

1/14/2020 2:21 PM



Mountain biking/trail riding, hiking, walking paths, bike paths

1/14/2020 12:22 PM



Races (5k,10k, etc), hiking, kayaking. I'd like more running places in Hernando, or at least more and better sidewalks. I look for good running routes, biking options and water-related activities when travelling. Bentonville, AR, and Chattanooga, TN, are great examples of good usage of outdoor space

1/14/2020 11:17 AM



pickleball, tennis, swimming, walking, yoga, pilates, bike trails, spray park/splash pad, safe parks with play equipment

1/14/2020 10:22 AM



Running, swimming.

1/14/2020 10:11 AM



Usually go to travel soccer tournaments

1/14/2020 8:43 AM



Natural parks, bike trails, hiking trails,

1/14/2020 7:59 AM



walking, picnicking, bodies of water for swimming, trails to hike and dog parks

1/13/2020 11:28 PM



Track that is family friendly- can allow my kids to ride a bike while I run

1/13/2020 11:05 PM



Kayak rock climbing

1/13/2020 11:01 PM



Pickleball and tennis

1/13/2020 10:59 PM



Road bike trails/paved safe walking trails.

1/13/2020 10:45 PM



Splash pad

1/13/2020 10:21 PM



Biking, hiking, sports complex

1/13/2020 9:20 PM



Running, tennis, parks for kids

1/13/2020 8:57 PM



We visit Shelby farms often for playground and bike riding. Memphiszoo and cmom for splash pad.

Would be awesome to have our own splash pad so didn't have to drive to Memphis

1/13/2020 8:33 PM



Local food options, shopping, clean parks

1/13/2020 8:32 PM



When traveling to tournaments, it is very easy for my family to spend in excess of \$100/day, not including hotels. It would be nice to enjoy adequate space for parent/spectator seating (on concrete) and clean, functioning restrooms and a decent concession stand.

1/13/2020 8:30 PM



Pool, rock climbing walls, hiking, zip lines. We spend 200/month on entertainment.

1/13/2020 8:30 PM



We travel Memphis to the Children's Museum for the Splash Pad

1/13/2020 8:18 PM



Lit fields and parks with updated equipment

1/13/2020 8:02 PM



Kayaking, hiking, splash pads, fishing

1/13/2020 7:53 PM



Camping, horseback riding, dog park. Tennis

1/13/2020 6:54 PM



Outdoor yoga. Some kind of water aerobics class would be awesome.

1/13/2020 6:53 PM



Running tracks, aquatic center

1/13/2020 6:30 PM



Nice safe running trails

1/13/2020 6:13 PM



Walking/running paths connecting neighborhoods.

1/13/2020 6:08 PM



Hikes pool

1/13/2020 6:04 PM



Walking trails. Being able to pay sports at night. Need lights on soccer field. Can host tournaments

1/13/2020 6:00 PM



Lessons for activities/ tennis/ bike riding/ etc

1/13/2020 5:57 PM



Splash pads, swimming pools, soccer fields, any outside activities for 8 -12 year olds

1/13/2020 5:49 PM



Pools

1/13/2020 5:33 PM



Parks, walking trails, dog park, sports

1/13/2020 4:56 PM



Running, biking, hiking, backpacking, gym/weightlifting/Crossfit

1/13/2020 4:49 PM



lacrosse

1/13/2020 4:47 PM



Splash pad

1/13/2020 4:45 PM



Travel baseball, travel soccer, tennis for 3 kids and 2 adults. We spend hundreds of dollars on a tournament weekend. parking, infrastructure, food, lodging (when we travel) are all things we look for.

1/13/2020 4:44 PM



Disk golf—water splash pads for younger kids-volleyball courts and basketball courts

1/13/2020 4:39 PM



Tennis, well rounded park, walking trails

1/13/2020 4:35 PM



Family restaurants and activities, such as bowling, mini golf, movies theaters, festivals, even water parks.

1/13/2020 4:32 PM



Tennis complex. Restaurants nearby

1/13/2020 4:31 PM



softball, kids sports, clean restrooms

1/13/2020 4:29 PM



Put put golf, go karts

1/13/2020 4:26 PM



Hiking, trails, bike trails (kid friendly), water sports/activities

1/13/2020 4:19 PM



We travel out of our community to play tennis or pay and play at the local Country Club. We look for nice kid-friendly and shaded areas.

1/13/2020 4:18 PM



Parks, walking trails, water activities

1/13/2020 4:13 PM



Lakes

1/13/2020 4:10 PM



A safe place to run or ride bikes like a green line

1/13/2020 4:09 PM



Baseball basketball

1/13/2020 4:03 PM



Hiking

1/13/2020 3:51 PM



We love being outdoors. Playgrounds, soccer, and anything water related

1/13/2020 3:44 PM



Splash pad, kid friendly, nice updated

1/13/2020 3:42 PM



Swimming, hiking, and playing soccer and baseball. My family seeks out communities with splash pads and pools in the summertime.

1/13/2020 3:25 PM



Ball tournaments

1/13/2020 3:14 PM



Softball

1/13/2020 3:04 PM



Fishing. Golf

1/13/2020 2:34 PM



I don't travel a lot for these kinds of things.

1/13/2020 2:32 PM



Water sports

1/13/2020 2:16 PM



two kids that both travel for competitive soccer and baseball. On a sports weekend we will spend \$300 Hotel; \$250 Food/drink; \$100 Gas; plus the cost of the tournament which is typically \$600 a team

1/13/2020 2:14 PM



The only time I look for recreation related activities when I travel is if I am traveling for a sport. I will travel for hiking opportunities, but they have to provide a unique experience and scenery. I am not sure that Hernando has the topography or opportunity for that type of trail.

1/13/2020 1:46 PM



splash parks

1/13/2020 1:44 PM



Hiking trails, water park

1/13/2020 1:30 PM



Biking. A dedicated trail would be greatly used

1/13/2020 12:52 PM



Travel baseball. Nice water parks and restaurants.

1/13/2020 12:51 PM



parks with walkways, lakes and open pathways so you don't have to worry about being mugged

1/13/2020 12:48 PM



none

1/13/2020 12:41 PM



Biking, hiking

1/13/2020 12:29 PM



We love Shelby Farms for the bike trials or kayak trips. We also enjoy indoor rock climbing facilities.

1/13/2020 12:25 PM



Walking. Jogging. Biking. Disc golf. Kayaking. Playgrounds for kids.

1/13/2020 12:23 PM



Proper Animal feeding, fishing/water activities, concessions, proper security

1/13/2020 12:20 PM



We lack restaurants in this city. We NEED more sit down restaurants so residents don't take their money to surrounding cities to eat.

1/13/2020 12:16 PM



My children play multiple organized sports. I play in a tennis league. We look for easy access (i.e. parking) and eating places. We also want quality fields/courts. We don't want fire ant mounds on the field or mud pits in the dugouts. For tennis, we don't want huge cracks in the courts.

1/13/2020 12:11 PM



We are very involved in competitive baseball and theatre/dance. We look for nicer restaurants, hotels and things to do in the areas that we visit. Hernando needs more businesses that provide things to do during downtimes between games if they are to ever host athletic tournaments.

1/13/2020 12:02 PM



Trail races; obstacle races

1/13/2020 11:58 AM



We look for outdoor activities in safe areas. And by safe, we mean, mowed lawn, debris removed, trip hazards removed, things like that.

1/13/2020 11:53 AM



Soccer and tennis. Our family travels to other cities for both sports. We spend hundreds of dollars per year in other cities (hotels, restaurants, gas, etc).

1/13/2020 11:51 AM



love places with lots of parking, restrooms, mindful of including small children and the handicap. Ropes courses, zipline, nature trails. with access to water fountains.

1/13/2020 11:40 AM



Golf, disc golf, racquetball, tennis, basketball courts, and football fields

1/13/2020 11:31 AM



food and shelter

1/13/2020 11:27 AM



Every weekend my children go to other local facilities to play softball and baseball because the current facilities are in some parts dangerous and not up to what people expect out of our great town.

1/13/2020 11:24 AM



we travel with youth sports; we will drive further and pay more to play at nicer/cleaner/well-run facilities

1/13/2020 11:24 AM



Enjoy more beginner camps for all sports; practice space like batting cages; I am not a travel family and not interested in that part, but to be able to have children play to have fun & enjoy the team environment.

1/13/2020 11:21 AM



My child plays competitive soccer and baseball. All the money spent in Memphis and Southaven when participating in events there could benefit Hernando if our city leaders would actually care. Pennies for the parks need to be reintroduced again.

1/13/2020 11:21 AM



Paddle board, Pickleball and tennis. We look for public courts where available with clean restrooms

1/13/2020 11:19 AM



Soccer. We look for safe clean hotels and restaurants

1/13/2020 11:17 AM



Running and swimming

1/13/2020 11:11 AM



rock climbing, kayaking more activities on Hernando Point

1/13/2020 11:11 AM



Walking, sports, playground equipment

1/13/2020 11:10 AM



We look for fun things for the kids such as sprinkler pads, updated facilities, and nice parks with equipment for all ages.

1/13/2020 11:08 AM



football fields for HYFA please

1/13/2020 10:55 AM



I think Hernando could be a hot spot for rope course, boating, rentals of bikes, and bike paths through the city.

1/13/2020 10:55 AM



When traveling for recreation activities, we look for restaurants, hotels, and activities near the facility we are visiting.

1/13/2020 10:50 AM



I enjoy hiking, walking, jogging, riding bikes. I love to jog and ride on a paved path separate from the road so I don't have to worry about traffic.

1/13/2020 10:46 AM



I enjoy walking areas. I would like more areas for walking/exercises with restricted areas for animals/pets.

1/12/2020 7:52 PM



Clean

1/12/2020 1:08 PM



Walking

1/11/2020 6:17 PM



Decent places to eat, variety. Something fun for the kids to do to not be so bored

1/11/2020 12:42 PM



I'd like for Hernando to host more soccer tournaments. It would be nice to have entertainment venues like bowling or movies to occupy time between/after games.

1/11/2020 9:09 AM



I bike or walking trail through natural woods would be nice. Like an old railroad trail as an example.

1/11/2020 7:01 AM



Nice facilities for soccer and baseball. Walking trail.

1/11/2020 6:05 AM



Camping and boating. Clean safe facilities.

1/10/2020 8:57 AM



Baseball, football, basketball

1/9/2020 7:35 PM



We play an average of 15 to 20 softball / softball tournaments (60 to 70 games or so) a year and another 8 to 10 soccer tournaments a year in the region from Oxford to Jonesboro to Corinth

1/8/2020 11:11 AM



I do not travel

1/7/2020 5:40 PM



adult activities and restaurants

1/7/2020 3:48 PM



Anything I can do with my small children- which means an enclosed safe area. A place where you can eat and drink and play- similar to railgarten in Memphis

1/7/2020 2:13 PM



we look for local places to eat and shop when we go on biking and tennis trips

1/7/2020 9:14 AM



Longer wooded trails that are paved

1/7/2020 8:56 AM



Great parks, easy family activities that aren't expensive.

1/7/2020 8:40 AM



Snow sports, football, baseball, hunting. Look for experiences in an area when visiting.

1/7/2020 7:27 AM



I played competitive softball and my 10 year old plays competitive softball now, proper fencing and backstops, level ground sidewalks, safety netting over fields for people watching, proper bathrooms and concession stand centrally located batting cages and warm up areas away from parents seating area proper dugouts shaded areas for teams to rest between games during tournament play

1/7/2020 6:22 AM



Decent hotels, putt putt golf, bowling-just things for the whole family to do in between game times.

1/7/2020 5:54 AM



Baseball

1/7/2020 5:35 AM



Clean, serviced, adequate restrooms. Especially for women who wait on long lines many times.

Walking/biking trails. Things for children to do.

1/7/2020 5:06 AM



Safe walking, cross walks at busy streets. When traveling for events, amenities are safe, clean hotels, clean restrooms, adequate seating, maintenance of playing fields

1/6/2020 11:01 PM



Water park

1/6/2020 10:15 PM



I look for activities at parks and access to public pools.

1/6/2020 9:49 PM



Splash pad
1/6/2020 9:46 PM



Pools, rock climbing, kayaking/canoeing, camping, biking, disc golf, tennis, fishing.
1/6/2020 9:40 PM



Safe facilities.
1/6/2020 9:04 PM



We enjoy baseball and softball. As far as sporting amenities that we look for well maintained facilities, good batting cages with easy access.
1/6/2020 8:50 PM



Walking, Running, baseball, tennis, basketball
1/6/2020 8:48 PM



Bike riding, soccer facilities, hiking
1/6/2020 8:14 PM



Great play areas for multi aged kids. Good walking /bike track
1/6/2020 8:07 PM



Soccer, baseball, walking tracks/areas
1/6/2020 8:03 PM



Good softball fields
1/6/2020 7:47 PM



Walking/hiking trails. Outdoor gym equipment
1/6/2020 7:38 PM



My children play baseball and soccer. The soccer fields are decent, but the baseball fields are awful.
1/6/2020 6:42 PM



We enjoy camping
1/6/2020 6:41 PM



Lazy river attached to other water recreation is favorable. Availability of swim instruction and swim teams could be provided.
1/6/2020 6:16 PM



Baseball, football, soccer

1/6/2020 6:15 PM



...

1/6/2020 6:03 PM



Baseball. I spend about 7500 a year on baseball to include hotels food etc.

1/6/2020 5:51 PM



Parking, up to date facility. Clean restrooms.

1/6/2020 5:39 PM



Tennis, swimming. We got a membership to The DAC, but it's a drive.

1/6/2020 5:31 PM



Hiking/tent camping

1/6/2020 5:13 PM



Walking

1/6/2020 5:06 PM



Swimming, baseball, basketball, etc. Easy access, nice people, accessible bathrooms and food items..

1/6/2020 5:00 PM



Walking , had children in sports

1/6/2020 5:00 PM



If they would fix the ballfields then more would come

1/6/2020 4:23 PM



Swimming

1/6/2020 4:20 PM



Hiking, bike riding, running, fishing, outdoor activity

1/6/2020 4:13 PM



I enjoy cities that have included everyone in their planning. Both young and old. Indoor pools, walking trails, exercise room are all great idea.

1/6/2020 4:08 PM



Football, baseball, basketball, campgrounds

1/6/2020 3:38 PM



Every other city in Desoto county has a baseball complex that generates profit, our city leaders should communicate with them and get some answers

1/6/2020 3:17 PM



Disc golf

1/6/2020 3:07 PM



When traveling for tournaments we usually look for a hotel with an indoor pool. Look for mini golf, bowling, and go-kart tracks

1/6/2020 2:35 PM



We travel almost every weekend to other towns for baseball and soccer tournaments.

1/6/2020 2:30 PM



We travel for baseball and soccer. Also biking/hiking.

1/6/2020 2:28 PM



Walking and biking

1/6/2020 2:11 PM



Oxford, Southaven, Sanitobia. All baseball fields are in top shape. Clean and well maintained. Hernando fields are dangerous to even play in. Mounds everywhere kid's getting hit in the because fields are maintained.

1/6/2020 1:56 PM



A lot of expenses are spent in baseball. Nice facilities and food/lodging accommodations are a perk. The nice facilities attract us and we are more likely to go where they are.

1/6/2020 1:51 PM



Sporting events and concerts. We look for quality hotels and restaurants

1/6/2020 1:50 PM



My son plays baseball, football, and basketball. I play tennis. The amenities we look for is well-cared-for facilities and areas that have good restaurants.

1/6/2020 1:37 PM



Splash pads

1/6/2020 1:30 PM



Indoor pool

1/6/2020 1:17 PM



Hiking and biking

1/6/2020 1:15 PM



We travel for baseball and you need hotels and restaurants to support the facility for tournaments. We have some but I didn't feel enough for tournaments. Meaning as teams come in to stay they will most likely stay in Southaven. Which defeats the purpose of spending millions of dollars to build.

1/6/2020 1:06 PM



An outdoor pool would be nice for Hernando area only

1/6/2020 1:01 PM



Running, fishing, hiking, shooting. Basketball and soccer for my kids.

1/6/2020 12:51 PM



Baseball qualified

1/6/2020 12:23 PM



Hernando needs more kids activities in closer proximity to our town. Preferably indoor and outdoor activities so kids have some fun regardless of the weather.

1/6/2020 12:17 PM



We travel a lot for baseball. We visit facilities all around the area. If the city wants to take notes, look at Senatobia's new complex or Oxford. Oxford is the nicest playing surface around.

1/6/2020 12:15 PM



Baseball

1/6/2020 12:04 PM



wooded areas and natural streams

1/6/2020 11:54 AM



Look for nice walking/hiking trails.

1/6/2020 11:52 AM



Bench seating and stretching area. walking mile markers

1/6/2020 11:38 AM



Paddleboard on small lake, tennis. Take care of your current residents. Hernando is too focused on expansion lately.

1/6/2020 11:11 AM



none

1/6/2020 11:09 AM



Swimming

1/6/2020 11:06 AM



relaxing getaways - not too much recreational

1/6/2020 11:05 AM



We have enough.

1/6/2020 11:02 AM



Baseball Complex

1/6/2020 10:57 AM



We play baseball and softball all over the US. With 99 percent of the people from hernando..why not build something to keep us at home.

1/6/2020 10:50 AM



Camp sites

1/6/2020 10:46 AM



Safety and cleanliness at Facilities, restaurants near by /lodging,

1/6/2020 10:35 AM



Look at Little Rock's Burns Park. We highly enjoy it. The walking trails, multiple nice playgrounds, and well kept fields. I think a splash park would do great. Also, add a pond to the dog park so the dog's can swim.

1/6/2020 10:28 AM



golf and pickleball

1/6/2020 10:23 AM



Water park

1/6/2020 10:18 AM



I would love to see a splash pad in hernando, it doesn't have to be huge, just a few sprayers and jets. No standing water. Clean, in good repair, functional bathrooms are great for moms with little kids.

1/6/2020 10:16 AM



Bike riding trails.

1/6/2020 10:13 AM



Road/mountain bike trails. Water parks.

1/6/2020 10:08 AM



When my son plays baseball or soccer it is awesome to have a playground for my younger daughter. Clean restrooms, snacks for sale, and family atmosphere.

1/6/2020 10:07 AM



Spray ground!

1/6/2020 10:03 AM



Walking areas with adequate lighting and security. Clean without litter.

1/6/2020 9:50 AM



Cycling, Hiking amenities.

1/6/2020 9:50 AM



Lakes camping pools hiking

1/6/2020 9:50 AM



Nice and clean complexes with usable sidewalks so that elderly and disabled can enjoy game day as well and Clean bathrooms

1/6/2020 9:46 AM



We enjoy baseball, softball, soccer, and playing at a park. We look for accessibility, restrooms, and cleanliness.

1/6/2020 9:42 AM



cycle routes, hiking

1/6/2020 9:40 AM



Same as above

1/6/2020 9:38 AM



Bicycling, hiking, walking. Contra dancing is a wonderful community activity that I have to go to Memphis to enjoy.

1/6/2020 9:34 AM



Nice walking trails and running tracks

1/6/2020 9:29 AM



We love to ride bikes. Would love to see more walking/riding trails. Something like the greenway in walls.

1/6/2020 9:23 AM



A nice safe well-maintained playground is important when we travel out of town for sports

1/6/2020 9:12 AM



Same as above
1/6/2020 9:11 AM



We enjoy football and baseball games. We enjoy having a variety of restaurants to choose from.
1/6/2020 9:11 AM



My son plays recreational basketball and football locally in Hernando. He also plays competitive baseball. We travel out of town at least 12-15 times per year. Each trip costs my family of 3 anywhere from \$100 to \$300 depending on whether we stay in a hotel or not. Hotels and kid friendly restaurants are a must when we travel for sports.
1/6/2020 9:03 AM



Competitive baseball. We shop and eat between games and look for entertainment when there overnight
1/6/2020 9:02 AM



We enjoy going to splash pads, in an old neighborhood having a man made beach was fun and we could do water activities. It would also be nice to have an updated safe playground for toddlers.
1/6/2020 8:59 AM



Walking running cycling
1/6/2020 8:55 AM



Nature trails and camping. Playgrounds. Splash/water areas
1/6/2020 8:54 AM



I am a golfer and go to Tunica Golf and Racquet Club to play and I use the driving range more than I play on the course. I see many people from Hernando playing tennis at their indoor tennis facility. When traveling I like to walk on trails, ride bikes, and play golf.
1/3/2020 3:55 PM

Open House Input:

Horse shows draw people in who spend money in restaurants, hotels, feed stores, tack stores, etc.

10 plus shows per year, Thursday through Sunday to bring in out of town exhibitors to sue hotels, restaurants and stores

Hotel restaurants fuel and fee store and tack 10 plus horse shows per year

If future plans at usage property can be completed – 26+ miles of mountain biking trail there very well could be a positive economic impact from travelers

If our sports facilities were better equipped we would be able to host better and larger events which would bring in money to the city multiple times a year.

Walton family foundation economic impact study for the Bentonville, AR metro area \$137 million annually

Flea markets draw people races draw people Christmas events draw people more staff needed to expand programs water features such as splash pads and waterparks are great, no close competition but expensive

If baseball fields were in better condition we could hold more tournaments bringing in more money from travel teams we would see this in the number of room booked at local hotels/motels and increase number of patrons at our local restaurants

More recreational trails and greenspace would attract higher income earning professionals and families to the area. Off road cycling and running events draw 100's of competitors and their families for events.

Girls youth sports bring the most people and money

Hernando is easy to advertise because of Memphis International airport

History has shown that good recreational facilities will and have brought financial bonuses to those cities that have had the foresight to build these facilities. Both sports fields as well as walking, biking, hiking trails

Hernando families will invest large amounts in their children families travel as far as Memphis to join quality travel programs.

Q6

List any other opportunities related to the City's parks and recreation facilities.

- Answered: 131
- Skipped: 175

Gale Center appears to offer a few good programs, but it's pretty small and limited.

1/18/2020 11:28 AM



Just need an aquatic center!

1/16/2020 8:08 PM



Parks are nice.

1/16/2020 6:45 PM



love dog park

1/16/2020 12:06 PM



The city could offer tennis tournaments at a large facility or apply through the USTA to host one of their tennis championship tournaments, which bring in many people from out of town to stay in the area and boost economic impact

1/15/2020 4:42 PM



A bike lane or safe areas to run

1/15/2020 11:09 AM



I believe people would support fund raising events to help maintain existing and future facilities

1/15/2020 10:30 AM



Swimming, adult activities

1/15/2020 9:18 AM



You listed names for park and rec facilities above that I have no idea what you are talking about. I've lived here 11 years and don't know these places. Perhaps an address would be helpful so people might know these names.

1/15/2020 8:22 AM



Contra dancing facilities

1/15/2020 7:56 AM



Youth theater, art, dance lessons

1/15/2020 7:30 AM



Create a pool or splash pad

1/15/2020 7:29 AM



N/A

1/14/2020 7:16 PM



Buyers are now looking for communities with outdoor and health related activities.... greenways, sporting fields, aquatic centers and more

1/14/2020 6:50 PM



Seating for people while children are playing. Bleachers for ball parks.

1/14/2020 6:22 PM



Parking at the baseball fields is terrible and needs to be thought out better.

1/14/2020 5:09 PM



New management for current operations.

1/14/2020 4:17 PM



Baseball fields

1/14/2020 12:22 PM



Baseball fields are the worst in the area, and could draw huge crowds and revenue with improvement.

1/14/2020 11:17 AM



Soccer tournaments but parking would be difficult at our fields

1/14/2020 8:43 AM



I love the Hernando dog park, but the benches have been placed in the wrong area. It is either very dusty or muddy. I like to go to Conger park, but it is too small for all the people who go there at the same time. When my children were younger and played ball, the facility there has only gotten better over time.

1/13/2020 11:28 PM



Splash pad

1/13/2020 11:05 PM



I became disengaged when I wanted to sign up for adult kickball team several years ago and was told I had to already be on a team. There are a lot of single, well established adults in this community and I think it's bad business to turn away someone who wants to be involved. I'm answering no to number 7 based on this experience. When the Park and Recreation departmental chooses to create programs that welcome everyone and find ways to include those who may not already be associated with a team or group, I will happily change my answer to yes.

1/13/2020 10:45 PM



Something for the cold months-YMCA

1/13/2020 9:20 PM



Cleaner public facilities - parks especially

1/13/2020 8:33 PM



Splash pad/pools

1/13/2020 8:30 PM



Again, splash pad

1/13/2020 8:06 PM



Tournaments if facilities are upgraded. Too bad the city can't buy the civic center.

1/13/2020 6:54 PM



Recreation Center with pool.

1/13/2020 6:08 PM



bike lanes, and running paths that connect different parks or areas (square to ballfields, Lee's Summit to the square, etc)

1/13/2020 4:49 PM



Funds raised at the soccer fields should go to the soccer complex not the general fund. Likewise for baseball. Dealing w/ anything involving the parks dept is a awful for the express program that MANY people choose not to play in Hernando. It affects recruiting quality coaches for our local teams. Most soccer families are excited at the idea of a united DC soccer club so we wouldn't have to deal w/ the city.

1/13/2020 4:44 PM



Better baseball fields. We HAVE to get some updates there!

1/13/2020 4:39 PM



Pennies for parks

1/13/2020 4:35 PM



Get a new park director. Dewayne cares none about his job.

1/13/2020 4:35 PM



Some parks should be based on beauty and landscaping, with paths and places to relax, they can even be available for outdoor weddings and events like kite flying, boat races etc

1/13/2020 4:32 PM



Baseball complex. Gymnasium

1/13/2020 4:31 PM



N/a

1/13/2020 4:26 PM



Splashpad and Tennis Courts

1/13/2020 4:18 PM



A splash pad would be awesome

1/13/2020 4:13 PM



None

1/13/2020 4:10 PM



Splash pad

1/13/2020 4:09 PM



Walking and biking trails, as a city we do not score very high as a walkable city

1/13/2020 4:03 PM



Competitive sports, other than soccer, seems to be lacking facilities in Hernando.

1/13/2020 4:01 PM



This could bring in revenue for tournament's

1/13/2020 3:04 PM



Business expo, Minority job recruitment,

1/13/2020 2:34 PM



The opportunities currently are headed in a positive direction. I understand things take time to implement.

1/13/2020 2:16 PM



shut down any non revenue generating programs; remove Dewayne from office; Regroup with new leadership; Develop a short (3-5yr) and long term (5+yr) plan for facilities; Get Funding approved for the plan via board of alderman; Execute plan. Offer no programs that don't have the facility's or staff to accommodate. Example: In Hernando we don't have enough soccer field space to support the rec and competitive kids programs, yet we have an adult mens soccer league that was started by a previous parks employee because he wanted to play soccer on the new fields. Meanwhile the rec and competitive programs are fighting for field time under the few lights that we have. Why is the leadership allowing stuff like this to happen??? question 7 regarding funding... yes i'd support it but only if the Leader of the department is removed. Otherwise its a waste of tax payer dollars.

1/13/2020 2:14 PM



this is a confusing question

1/13/2020 1:44 PM



New staff with ideas that create safer environments for the youth

1/13/2020 12:51 PM



Restrooms and often nasty or locked and unsafe. Our parks and recreational facilities are an embarrassment compared to most in other parts of DeSoto County and definitely other states. (why I answered no to #7: my daughter play for Hernando Express - we pay several hundred dollars for this and receive NOTHING from the city except practicing at the complex. Usually, the Express players practice on a field no lights once rec starts. When we were asked where our money goes, we go a half hearted, quickly created list of where the fees go.

1/13/2020 12:48 PM



need a new parks director

1/13/2020 12:41 PM



Biking trails

1/13/2020 12:29 PM



Ball games, private party rentals, seasonal activites, college fairs/animal adoption fairs

1/13/2020 12:20 PM



The directors over the parks are paid very little and it shows with their attitude and effort. Either pay them more or provide better training to them regarding communication skills, organizational skills, etc. Many people have left the rec programs due to incompetent directors.

1/13/2020 12:11 PM



I am not sure I understand the question. What we have isnt bad, its just lacking. It really needs some funding to create world class parks and recs, that will draw the sort of resident to meet the new 300k houses going up.

1/13/2020 11:53 AM



The parks need funding. Pennies for the parks should have been passed years ago, but the program was not properly marketed.

1/13/2020 11:51 AM



enclosure for playgrounds that has a gate to keep kids in a central area.

1/13/2020 11:40 AM



New leadership

1/13/2020 11:31 AM



Clean slate the leadership of the department and go hire proven leaders that can make the changes to the parks and recreation department

1/13/2020 11:24 AM

none that haven't already been mentioned-cleanliness is a must;

1/13/2020 11:24 AM

I have a few friends that travel to Olive Branch because of the handicap offerings.

1/13/2020 11:21 AM

Draft a new pennies for the parks proposal. Learn from past proposal mistakes and draft a clear, comprehensive, transparent program that can be passed.

1/13/2020 11:21 AM

NA

1/13/2020 11:19 AM

Splash park would be nice in the summer

1/13/2020 11:10 AM

A larger skate park

1/13/2020 10:55 AM

If the city owned the facilities, that would be a good starting point. Not owning the facilities only leads to finger pointing, which in turn, leads to parents exploring other options.

1/13/2020 10:54 AM

I would also like to see a coaching training program implemented for all sports offered in Hernando. This program should cover proper communication with parents, expected on field behavior, and the rules for the sport.

1/13/2020 10:50 AM

NA

1/12/2020 7:52 PM

None

1/12/2020 1:08 PM

Our baseball fields should be more like senatobia.

1/11/2020 12:42 PM

Fix current.

1/11/2020 7:01 AM

Our youth is our future. We need to provide them with opportunities to be active, be outside. I totally support any effort to better our youth sports facilities. I hear so many complaints about it. I see people

moving to hernando wanting you know about baseball and soccer programs and we are lacking. Need to do better.

1/11/2020 6:05 AM



Rebuild the whole park

1/10/2020 8:57 AM



Make the complexes more available for practices, just fun trips, and spur of the moment get togethers

1/8/2020 11:11 AM



Pool. And. Table tennis access

1/7/2020 5:40 PM



Still, separate enclosed play areas for small children and families. There is a big difference between a playground for an 8 or 10 year old v. a 3 year old. A family friendly restaurant where children can be entertained and the parents too.

1/7/2020 2:13 PM



the Parks department needs their employees to get out of the office and actually work on the facilities, not their own personal projects.

1/7/2020 9:14 AM



Need sidewalks to get to the parks. What good is a park if you have to drive to it? Lee Summit for example - if there was a sidewalk on Thousand Oaks from Forest Meadows to Della, then Della to the beginning of Lee Summit on Commerce you would give thousands more people access to the park without it being dangerous to get there

1/7/2020 8:56 AM



City has very limited vision and this limits the opportunity.

1/7/2020 7:27 AM



Tournaments are a great source of revenue, teams stay at hotels eat close to fields, shop in local stores, entry fees help maintain fields

1/7/2020 6:22 AM



Community Swimming Pool/Park. Years ago, Southaven had a Jaycee pool. It was ideal! Hernando has NOTHING for teenager or older youth to do. No activities.

1/7/2020 5:54 AM



Trained umpires

1/7/2020 5:35 AM



Tournaments for sure. They would bring much needed funding to the city which is in desperate need of income.

1/7/2020 5:06 AM



Any additional funding requested from taxpayers should be designated what it will be spent on specifically. Voters don't just want to vote on pennies for parks but with no direction of how it will be spent. Also, police presence with driving by or walking through would be appreciated as available.

1/6/2020 10:40 PM



Maintenance of existing facilities. Upgrades to existing facilities.

1/6/2020 10:15 PM



Bathrooms that are more accessible and closer to the recreation areas.

1/6/2020 9:40 PM



Indoor area to practice

1/6/2020 7:47 PM



More green spaces and outdoor basketball courts

1/6/2020 7:38 PM



Better staff

1/6/2020 6:42 PM



Offer programs like one sees in the YMCA and YMCA. Programs for girls are especially needed. Gymnastics, softball., Tennis, basketball, workshops in personal development etc.

1/6/2020 6:16 PM



The city could benefit from tournaments held within our city.

1/6/2020 6:15 PM



...

1/6/2020 6:03 PM



None

1/6/2020 5:51 PM



More things for teens.

1/6/2020 5:13 PM



Fix them

1/6/2020 4:23 PM



none

1/6/2020 4:16 PM



We need a facility that has indoor walking and exercise, and a pool. A lot of people would be ok with paying for a membership to a facility like a YMCA.

1/6/2020 4:08 PM



None that I can think of

1/6/2020 3:17 PM



Splash park/pad.

1/6/2020 3:13 PM



An indoor facility comparable to what Snowden Grove in Southaven has like the BankPlus Sports Complex. It features indoor batting cages, indoor soccer field, arcade, and mini golf.

1/6/2020 2:35 PM



A splash pad would be nice

1/6/2020 2:30 PM



Fix the baseball/softball program. From the scheduling to the umpires to the field conditions. This past year in 6 year old baseball they switched from a baseball to a teeball (rubber) after 4 games because a team complained of safety. It would switch every game on which ball to use, which was a disaster for the kids trying to figure out how to field/throw. The whole thing was a clown show and a waste of time for developing a team with skills.

1/6/2020 2:28 PM



Bike paths and running paths. We need to have more of this to help people live healthy lives. I've got to take my kids to Shelby farms or Arkabutlar to go be outside and exercise.

1/6/2020 1:56 PM



Upgrades to the field at the fitness park

1/6/2020 1:50 PM



There are opportunities for weekend tournaments for baseball and tennis.

1/6/2020 1:37 PM



Hosting tournaments in all youth sports would greatly help.

1/6/2020 1:30 PM



Qualified/ Experienced management. Urge leadership personnel to visit and communicate with neighboring parks departments

1/6/2020 12:23 PM



The baseball complex is the worst and most outdated. Concentrate on this first and move on from there.

1/6/2020 12:15 PM

N/a

1/6/2020 12:04 PM

better management.

1/6/2020 11:52 AM

I dont see any oppotunities. I search the internet for what parks are available in Hernando and find very little.

1/6/2020 11:11 AM

none

1/6/2020 11:09 AM

Maintenance and up keep

1/6/2020 10:50 AM

The recreational league sports need better management and communication from top to bottom. Information should be available in an easy to access website and/or app where users can get up to date information and manage account info.

1/6/2020 10:35 AM

Replacing bad management and upkeep of current facilities is where you need to start.

1/6/2020 10:28 AM

Pickleball league started .. maybe build indoor facility at Renasant park

1/6/2020 10:23 AM

water park

1/6/2020 10:18 AM

Stop hiring young kids to ref games. I have witnessed too much controversy over the years.

1/6/2020 10:07 AM

Gale center has wonderful programs. But I am handicapped and cannot walk the steps to it. There is not a direct sidewalk from the street to the ramp going into the building. If I park in the parking lot i have to walk way around the doorway to go up the ramp. When i go vote there, I'm expected to go out a door that is not handicapped friendly

1/6/2020 9:50 AM

Please pave more road shoulders to allow for safer pedestrian usage.

1/6/2020 9:50 AM

Need Clean restrooms, updated equipment, bands music night, water play area
1/6/2020 9:50 AM



An overhaul of the parks and rec department should be made. Funds allocated are not currently being used appropriately. Revenue opportunities from tournaments and concessions are not being utilized appropriately. The whole department seems to be mismanaged, however the city refuses to make the necessary changes. Until director changes are made and funds can be managed properly, I would not support any additional taxes or revenues to be allocated to the department.

1/6/2020 9:46 AM



Please make sure the fire ant population is under control. There have been issues in years past.

1/6/2020 9:42 AM



outdoor gym equipment

1/6/2020 9:40 AM



Better leadership!

1/6/2020 9:38 AM



Use of the old gym at the administration building for indoor walking during inclement weather.

1/6/2020 9:34 AM



You need more restaurants and hotels

1/6/2020 9:29 AM



Same as above

1/6/2020 9:11 AM



Without new leadership and direction in the parks department, no parks expansion will be successful. I would support a tax referendum if and if a detailed plan were put forth with a plan for the spending of the money. If any part of a tax referendum would be used to build and support an animal shelter I would not support it.

1/6/2020 9:03 AM



when considering splash pads or pools, make them for Hernando residents only or charge an additional fee for non-residents

1/6/2020 8:54 AM



Soccer and baseball/softball has a big presence with the youth and could be expanded.

1/3/2020 3:55 PM

Open House Input:

Horse shows, rodeos, barrel races, 4h livestock shows and clinics

4H equine clinics FFA walking horse shows rodeos racking horse shows aqha shows paint horse shows barrel shows local saddle clubs

FFA, 4H, barrel races registered AQHA shows clinics walking horse shows

Staffing is a problem only have 2 maintenance personnel 2 sport directors, 1 program director to run all programs it would be nice to have a couple of part-time or seasonal workers to help during peak times

Anniston, AL – Coldwater mountain economic impact study

Additional staff desperately needed to adequately care for facilities and effectively run programs and events

We could have a huge level of activity for our 50+ population with proper facilities and more staff we currently server under 200 seniors with programming

Need a multipurpose room for activities, events sports and staff

We would have more opportunities to better or programs and start new programs if we have more staff the existing staff needs training in grant writing and basic training on way to be more efficient in our programs I believe if we had tournaments for baseball and soccer it would bring revenue to our growing community

A small bike park or bike playground would be a good addition to existing facilities and provide a safe and unique place for kids to get out and ride bikes.

The old ballfields need to be removed and used as something else

People would not longer have to take their events and money to Tunica Tupelo and Oxford

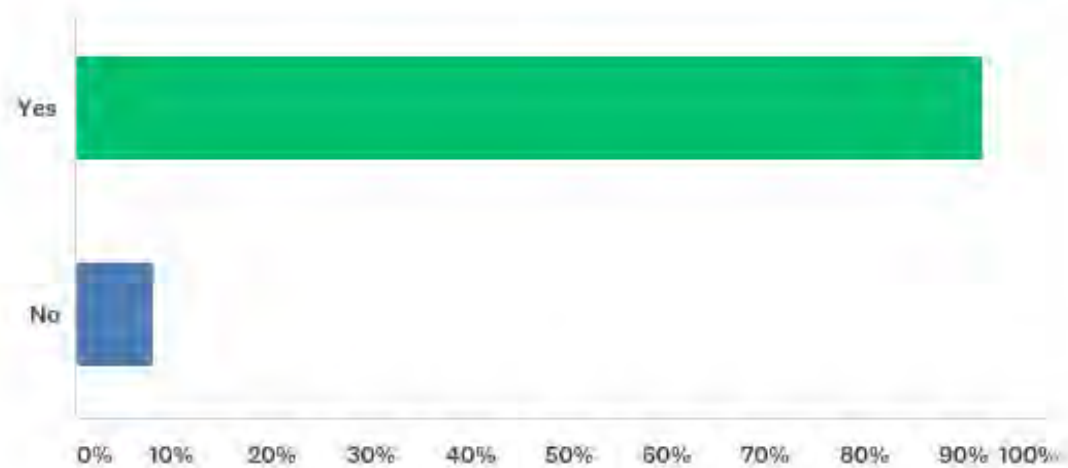
If you could use Senatobia new ballfields, the people would spend the night/eat in hernando because there are not any ideal hotels in Senatobia.

Make every opportunity to pursue restaurants and motels as hernando grows these recreational venues.

Splashpad at conger and lee's summit

Soccer needs better oversight bleachers are needed at soccer the parks and recreation have incompetent vision and leadership that is a common perception facilities new or existing will continue to fall into disrepair and be poorly utilized.

Q7 Would you support ways to increase revenues if these new funds were directed toward parks and recreation facilities and programming?



Hernando Facebook Input:

Does this study also suggest funding mechanisms for new/updated parks facilities? Seems like funding has always been the chief issue with having subpar facilities.

Penny for the parks. Boom. Funded.

nope we voted it down once

Yes, you voted it down once. And look how ridiculous your parks are.

the issue with the previous pennies for parks proposal was the lack of a plan for using it. I personally sat down in the park directors office and asked how they planned to use it. I was told they would figure that out after they got it passed. No direction or plan is why are parks are ridiculous. The soccer complex was promised to generate all sorts of revenue from all the tournaments they were gonna host. Haven't seen that come to fruition yet.

NO NEW TAXES

It was only voted down because the mayor at that time wouldn't guarantee that all those pennies would actually go to the parks/rec department. He wanted to use it for other things and the people said no correct, and if that happens again the outcome of the vote will be the same

I'm ok with that.

Look at your food bill they got the \$.02 already we gonna go to \$.11 per \$? The problem w pennies for parks was our revenue generated wasn't anywhere close to what Southaven has or what they said it would be. Absolutely not well presented and not enough data to present it well!

you are not telling the truth about asking me about how the money will be spent. I definitely didn't say I don't know we will see after it's passed.

you 100% told me that while sitting in your office a few days before the election. I asked for a detailed plan and you couldn't give it. Instead you printed a copy of your current budget which had nothing to do with what was asked. Put out a comprehensive plan for growing our parks. Hernando is growing everyday and our parks continue to get worse and worse.

some people like to talk and type. We are more solution and action based.

You just keep typing and watching Hernando Parks improve and improve because of the great people working here, our love for the community, the service we provide and the drive to always improve.

We asked for input so use the method we provided above for you to do so

already filled the form out. Can you show the people of Hernando where the growth is in the baseball and softball programs? Are the participation numbers increasing with the population growth? Does our current very nice soccer facility (thanks to private donors) have any soccer tournaments scheduled like was promised when it was built? I know people would love to know this.

I usually stay away from this type conversation on Facebook but I would like to set the record straight. I was in that meeting with [Daniel Dunlap](#) and you in fact were not able to provide a plan. We were given a hand written department budget...chicken scratch on a piece of printers paper. We were only able to observe it since it was your only copy of the Parks Department Budget.

In addition Daniel and I...among others, volunteered many years dedicating our valuable time....raising over

\$30k that we put back into those fields, dugouts and concessions stands. Only to have you have your picture taken and printed in the paper...taking full credit.

So don't act like all we do is sit and type with no action. You have run off every volunteer that has come through the program due to your actions or lack thereof. You are paid by the city to do a job. We are/were volunteers that you continue to run off. The only time I saw you over the years I volunteered is when I went to your office...if you were there.

Getting better every year and growing??!! Seriously? Is that why the baseball numbers have dwindled to a bare minimum number to be sufficient and parents are tired enough of the shoddy way things are run that they take their child to other programs?

I wish he would put hard numbers out in public. But he won't. It's easy to say things are great. It's another thing to prove it with numbers

it's either you were given information or not? Handwritten or printed? Y'all can't have it both ways. Let me clear it up for you.

1. I told both of you what we could do with the money. The handwritten document you speak of was were my notes for what the money could be used for. No one has a handwritten departmental budget. If you wanted the printed budget all you had to do was ask for it. I could've made you a copy or you could get the comprehensive budget from city hall.

2. Concerning volunteers. I appreciate the people who volunteer to help improve the experience of our citizens. I created programs like the The Hernando Parks Foundation to facilitate citizens the opportunity to volunteer and the G.I.V.E. program which is also geared towards volunteers.

I have not run off any volunteers. Some left for reasons other than me. You most likely left because you couldn't work with me but not "every" volunteer.

3. My job requires me to be both in and out the office.

can you provide the participation numbers for all Rec sports for the last 5 years so that we can see the growth? If so, be sure to break down fall and spring numbers. Then we can all see the growth you speak of in real numbers.

Been there, done that so long ago that you don't remember it. And that issue was never rectified.

again you failed to answer the question asked.

my meeting wasn't too many years ago but still denies what was said. And I even had someone else with me that has the same recollection as me

I have a suggestion and I will put on paper too. Why don't we start with a 3 year plan. Soccer fields are ready, let's start hosting tournaments Spring 2020. Baseball will need to be next, then maybe the Track area and allow groups like HYFA to help us get the football field in shape to run games there! There are lots of avenues. I agree we really do not need an outside source to tell us how to use our money. We need to get busy! Those that have commented on this posts would be my first phone calls to help get it organized! It's the same people and business donating to improve our city! We want to help! My kids may not benefit from it but that's ok, I would still help to raise money or whatever you need me to do. It starts at the top though. We need to roll up our sleeves and get resourceful

most departments have short and long term goals available. I've never been able to get one from the parks Dept. They are not real big on putting things in writing for the public apparently.

As long as Dwayne Williams is running the show

The city has too many people in directors positions that don't do their jobs and have no one over seeing them. Until that changes nothing will get better.

yes!

Shouldn't we figure out how to run a sports program before we start trying to host tournaments, etc? Or do we intend to ad lib like is already being done

City needs to get out of the way and let private individuals and donors handle the heavy lifting.

I would respectfully and partially disagree, Ben. The City needs to hire competent Parks leadership since what is there now has been in place for at least ten years and plainly is not working. At all.

What is this feasibility study costing? \$100k I believe. Paid using a federal grant.

We don't need a feasibility study to figure out the problems..... the problems are easy to seeWasted money ... doesn't matter if it was a grant or not.... grants are tax payers dollars too

Will the forms be available via public records request once the process is completed?

Is this the type of economic growth we are looking for? Are those gang hand gestures?? What kind of "kid" event is this?

bored much

no I'm good.

Conger Park pavilions are available to rent for anyone in the community, county, and beyond. These are private events, not city or parks sponsored events. This flyer has no bearing on the Parks Department or any City of Hernando employee. As long as renters follow the city ordinances for parks and city law, they are allowed to have many types of events in our park system. I'm not going to hide or delete this comment, although it is within my right as social media administrator to do so. I want everyone here to see to what lengths some people will go.

Notice that no one has hidden or deleted any of this other content, because it is actual criticism of a city official. Searching the internet until you find something you think will cast a city employee in a negative light, only to find that what you typed is not criticism of an elected official but something closer to libel or defamation of character. Thus, not protected speech.

Hernando Parks you may just want to consult with the city attorney on the matter.

who did you make false statements about. Whose character did you defame?

And I believe the event from above was canceled before it ever happened.

Existing facilities are adequate but subject to rainouts, etc. local horse shows are held April through October as weather permits.

Improve the facilities to include a cover for show arena and adding stalls and rv access

Horse shows draw people in who spend money in restaurants, hotels, feed stores, tack stores, etc.

Horse shows, rodeos, barrel races, 4h livestock shows and clinics

Civic center horse arena last week of April through the end of October plus open arena riding every day shows on Friday and Saturday nights

Cover arena to be able to use year around. Add 40 – 50 rv hookups water electric. 150 – 200 stalls covered. Shed of on one side for spectators and concessions

10 plus shows per year, Thursday through Sunday to bring in out of town exhibitors to sue hotels, restaurants and stores

4H equine clinics FFA walking horse shows rodeos racking horse shows aqha shows paint horse shows barrel shows local saddle clubs

Civic center horse arena. Shows start last week of April and go through end of September plus we have an open arena through the week

Cover arena with about 150 – 200 horse stalls and 50 rv spots to use year around

Hotel restaurants fuel and fee store and tack 10 plus horse shows per year

FFA, 4H, barrel races registered AQHA shows clinics walking horse shows

Off road cycling (mountain biking) is an emerging sport/activity for which very little in town facilities exist. New trails are being built on US Army Corp of Engineers property at hernando point, but trails even short trails are missing town

There needs to be an effort to located property suitable for a small trail and skills park in town. Perhaps a long-term lease on wooden property in town or close to town.

If future plans at usage property can be completed – 26+ miles of mountain biking trail there very well could be a positive economic impact from travelers

Soccer complex – 13.5 acres but only have one set of lights parking is also needed at complex we currently have 600 players in leagues baseball complex is very old need our attention bud as we lease it is hard to sell putting money into it

Need parks and recreation office space we need to build a baseball facility that would belong to parks and recreation need updated facility to compete with nearby associations and cities offering youth baseball would like to see one two acre fields at soccer to get lights. Practice and games are hard to get in during daylight savings

If our sports facilities were better equipped we would be able to host better and larger events which would bring in money to the city multiple times a year.

Staffing is a problem only have 2 maintenance personnel 2 sport directors, 1 program director to run all programs it would be nice to have a couple of part-time or seasonal workers to help during peak times

NMTA are willing to help develop and maintain cycling oriented facilities if sufficient land were available for development

Walton family foundation economic impact study for the Bentonville, AR metro area \$137 million annually

Anniston, AL – Coldwater mountain economic impact study

Parking lot at gale center way to small to accommodate all city departments in the building and recreational events/programs it is difficult to rent out the gale center during the week or let people use because we need space for programming lack staff to expand programming

Ball field owned by city Renasant park

Renasant park developed with splash pad, tennis courts, basketball courts, playgrounds, etc

Additional restrooms at conger park and Renasant park. We have 11,000 people in hernando and Nesbit combined that are 50+ so we need facilities for aging adults

Flea markets draw people races draw people Christmas events draw people more staff needed to expand programs water features such as splash pads and waterparks are great, no close competition but expensive

Additional staff desperately needed to adequately care for facilities and effectively run programs and events

We could have a huge level of activity for our 50+ population with proper facilities and more staff we currently server under 200 seniors with programming

Need a multipurpose room for activities, events sports and staff

The civic center is in major need of complete overhaul fencing needs to be replace, dirt work for proper drainage needs to be done and new lights need to be installed. We are currently using gyms for our basketball program we are competing for time with school teams, school cheer, and school band. We also need more staff to deal with everyday upkeep

A new baseball complex would be great at Renasant Park a multipurpose building with a basketball court would be great.

If baseball fields were in better condition we could hold more tournaments bringing in more money from travel teams we would see this in the number of room booked at local hotels/motels and increase number of patrons at our local restaurants

We would have more opportunities to better or programs and start new programs if we have more staff the existing staff needs training in grant writing and basic training on way to be more efficient in our programs I believe if we had tournaments for baseball and soccer it would bring revenue to our growing community

Hernando need more green space to the public. Existing facilities lack walking or cycling access. Crowded streets and local traffic degrade from recreational facilities in the area.

Develop more multiuse trails or paths that connect to business areas to recreational facilities. Hernando would benefit from pedestrian path link to Arkabutla Lake facilities

More recreational trails and greenspace would attract higher income earning professionals and families to the area. Off road cycling and running events draw 100's of competitors and their families for events.

A small bike park or bike playground would be a good addition to existing facilities and provide a safe and unique place for kids to get out and ride bikes.

The soccer complex should be used for outside tournaments

The old ballfields need to be removed and used as something else

Any type of aquatic center/facility would be extremely beneficial not only to hernando but all of desoto county

People would not longer have to take their events and money to Tunica Tupelo and Oxford

Girls youth sports bring the most people and money

Hernando is easy to advertise because of Memphis International airport

If you could use Senatobia new ballfields, the people would spend the night/eat in hernando because there are not any ideal hotels in Senatobia.

My children are grown, but from what I'm told by those that do have children using these facilities, they are used a lot and are very good.

As I look to future growth and with the success of existing facilities, I see the need for expansion of old and new sites to be built as new sub divisions are open. Think Madison Lakes 1100 homes

History has shown that good recreational facilities will and have brought financial bonuses to those cities that have had the foresight to build these facilities. Both sports fields as well as walking, biking, hiking trails

Make every opportunity to pursue restaurants and motels as hernando grows these recreational venues.

Inadequate for our children and families poorly managed and maintained far behind Senatobia Southhaven Horn Lake embarrassing

Baseball needs new field location

Splashpad at conger and lee's summit

Hernando families will invest large amounts in their children families travel as far as Memphis to join quality travel programs.

Soccer needs better oversight bleachers are needed at soccer the parks and recreation have incompetent vision and leadership that is a common perception facilities new or existing will continue to fall into disrepair and be poorly utilized.



Feasibility Study & Business Plan for Recreation Facilities and Sports Tournaments

Hernando
MISSISSIPPI

Stakeholder Input Form

Provide input on existing recreation facilities and programming

The baseball facility is poor at best. The fields do not drain properly so rainouts are a common occurrence. In addition, they are not maintained properly. The grass isn't cut regularly, weed eating, dirt hard & in poor condition, ants, wasps, etc. The soccer fields are nice comparatively speaking.

Provide input on potential new facilities

Hernando has needed a new baseball facility for many years and has missed the peak window of opportunity. A new facility would need to be unique (does not have to be big) to compete with surrounding cities.

Provide input on recreation related travel and spending

With Snowden, Senatobia, Horn Lake, Cordova, Oxford, etc. already competing for tournaments in the area, Hernando will have a difficult time competing. Once again, uniqueness would be the key. With Snowden's plans for a soccer complex, Hernando may have missed their window there as well. The Hernando Soccer Complex should've been hosting tournaments since inception.

Other opportunities related to the City's parks and recreation facilities

I have volunteered for over 10 years in the Hernando Parks & Recreation department through coaching (baseball, soccer, basketball), planning baseball tournaments, raising money, and renovating the baseball facility. I can't imagine how this department could be run any worse. It is an embarrassment and a new facility would be a waste of time under current leadership. This Department NEEDS new leadership or it will continue to decline. New facilities will not hide the incompetencies of the current Directors.

 **NEEL-SCHAFFER**
Solutions you can build upon

Submit to: Russ Bryan, ASLA

russ.bryan@neel-schaffer.com

Russ Bryan

From: Evans Anderson <evans.anderson@fedex.com>
Sent: Thursday, December 5, 2019 6:26 AM
To: Russ Bryan
Subject: Feasibility Study for Recreation Facilities

- Provide input on existing recreation facilities and programming
- Provide input on potential new facilities
- Provide input on recreation related travel and spending
- Other opportunities related to the City's parks and recreation facilities

The two "sports" I enjoy are bicycling and Contra dancing.

Contra dancing is all inclusive. We've been to dances where children as young as 10 were actively participating as well as their grandparents. It's an activity that lends itself to people who are less football/baseball/basketball/soccer oriented and more arts and humanities oriented. Still it is active and is good for older participants to stay in shape mentally and physically. It lends itself to "community."

Bicycling could use some more lanes in and around Hernando. I also think Hernando could sponsor a bike ride of 10 to 62 miles (metric century) or even 100 miles. There are a lot of serious bikers as well as Sunday social bikers around Hernando.

evans anderson

901-434-8456 t



Hernando
MISSISSIPPI

Feasibility Study & Business Plan for Recreation Facilities and Sports Tournaments

Stakeholder Input Form

Provide input on existing recreation facilities and programming

Provide input on potential new facilities

A Track around the highschool football feild because during practice it gets really crowded. A new cross country trail. And a new swimming pool so the swim team doesn't have to drive to practice

Provide input on recreation related travel and spending

Other opportunities related to the City's parks and recreation facilities



Submit to: Russ Bryan, ASLA
russ.bryan@neel-schaffer.com



Hernando
MISSISSIPPI

Feasibility Study & Business Plan for Recreation Facilities and Sports Tournaments

Stakeholder Input Form

Provide input on existing recreation facilities and programming

I love Hernando's recreational parks & facilities I just wish we offered more variety.

Provide input on potential new facilities

- rock climbing
- pool

Provide input on recreation related travel and spending

N/A

Other opportunities related to the City's parks and recreation facilities

N/A



Submit to: Russ Bryan, ASLA
russ.bryan@neel-schaffer.com



Hernando
MISSISSIPPI

Feasibility Study & Business Plan for Recreation Facilities and Sports Tournaments

Stakeholder Input Form



Provide input on existing recreation facilities and programming

The facilities at Hernando are very great but I would love to see an improvement to the basketball courts

Provide input on potential new facilities

It would be nice to have a skating rink

Provide input on recreation related travel and spending

N/A

Other opportunities related to the City's parks and recreation facilities

N/A



Submit to: Russ Bryan, ASLA
russ.bryan@neel-schaffer.com



Hernando
MISSISSIPPI

Feasibility Study & Business Plan for Recreation Facilities and Sports Tournaments

Stakeholder Input Form

Provide input on existing recreation facilities and programming

The tennis courts are great, but I do think the ones at church park could be repainted.

Provide input on potential new facilities

Icehouse to start a hockey league for the city; new tennis courts.

Provide input on recreation related travel and spending

Other opportunities related to the City's parks and recreation facilities



Submit to: Russ Bryan, ASLA
russ.bryan@neel-schaffer.com



Hernando
MISSISSIPPI

Feasibility Study & Business Plan for Recreation Facilities and Sports Tournaments

Stakeholder Input Form

Provide input on existing recreation facilities and programming

Provide input on potential new facilities

The high school swim team could really use a pool facility in Hernando, and perhaps the school could get funding to build a high school track.

Provide input on recreation related travel and spending

Other opportunities related to the City's parks and recreation facilities



Submit to: Russ Bryan, ASLA
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