

Submitted By: Holland Park Youth Sports Coalition
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Project Classification: Social Well-Being
Project Focus: Quality of Life
Project Type: Park Renovation, Improvements, or Expansion

Previously Submitted and Rejected: No

Continuation Project: No

Project Total Cost: \$ 16,514,000

Total Operating Cost: \$ 84,000

Project Description: The Holland Park Youth Sports Coalition requests a set of critical usability and safety improvements to 25-year-old James R. Holland Youth Sports Complex located on Vincent Dr. in north-central Clarke County. The Coalition represents the collective interests of the park's three main community stakeholders: Athens United Soccer Association (AUSA); Athens Area Little League, and Holland Park Ravens Youth Football. Important safety improvements can be characterized in three areas.

First is improved traffic management and circulation through the park. The main entrance and the entrance to the soccer parking lot are not wide enough which creates congestion.

Secondly, footpaths to connect each of the park's three main athletic field area to create a safer environment, which will keep pedestrians out of the roadway. A walking trail loop around the park could connect existing trails and connecting to our existing greenway system.

Thirdly, protective fencing and netting to protect spectators. Safety netting and fencing are needed at the baseball quad and soccer fields. Backstops are needed to be replaced with netting which would tie into the expanded concession building.

Holland Park is also in need of a series of important usability upgrades that will allow the park's current youth sports stakeholders to better serve their 1,600 constituent families and provide opportunities for growth. Most important is the renovation and expansion of the park's cramped and heavily used concession/restroom buildings. These should be replaced in their existing footprint with two-story structures which provide for office/meeting space on the upper floor. These spaces will be used to host coach and referee education and licensing courses on-site as well as to host larger tournament events.

Important usability upgrades also include the following:

- Renovate and expand the existing playground.

- Add a second playground near the baseball quad.
- Storage buildings at each of the main areas.
- Replace existing concrete bleacher and replace with viewing pavilion. The pavilion will provide shelter in inclement weather.
- Improved field drainage.
- All-weather street soccer court.
- Laser leveling of baseball infields.
- Scoreboards, dugouts, and batting cages.
- Covered bleachers for the baseball and football fields.

Project Mission Statement/Goals & Objectives: The James R. Holland Youth Sports Complex is a well-used and well-loved facility. It's a hub of activity every weekday afternoon and evening but Friday and every weekend from February to December. The parking lots are full, cars are circling looking for spots, and families walk every which way on their way to and from youth sports practices and games in soccer, baseball, and football. The member organizations of the Holland Park Youth Sports Coalition (HPYSC) now serve 1,600 families and the park is at absolute capacity with every inch of field space allocated to one organization or another. Holland hosts dozens of visiting travel teams from across the state on most weekend days and hosts weekend tournament events with as many as 200 visiting teams. The park's original design in vehicular traffic management; pedestrian traffic flow; restrooms, concessions, storage, and other safety and usability features is outdated and insufficient for the parks' sustained heavy use. The updates and upgrades listed in the project description will greatly improve user satisfaction with Holland Park for residents and visitors and help the HPYSC better serve the community by offering high quality youth sports opportunities

Projected Useful Life of Project: The proposed project encompasses an overdue set of updates and upgrades to James R. Holland Youth Sports Complex. While some features (particularly lighting) have been added since the park's inception in 1993, the facility has not experienced any sort of comprehensive refurbishment. Aggregate demand for youth sports activities is considerably greater than when the park was designed and implemented a quarter-century ago. The member organizations of the Holland Park Youth Sports Coalition wish to continue to serve our community by offering high-quality training and competition opportunities in recreational and competitive team sports. To meet current and expected future demand, we encourage SPLOST 2020 to fund park improvements that will provide safe and updated fields, restrooms, concessions, accessibility, and amenities. Renovating and/or replacing outdated features of the complex will prepare it for the next 25 years.

To meet the Project Goals & Objectives, when should this project be completed? James R. Holland Youth Sports Park is already showing its age and bursting at the seams with near constant use. The redevelopment project described in this proposal should be a priority to fund and implement in the next SPLOST round. The earliest collections should be allocated to update and improve Holland Park as soon as possible. The project has substantial positive and thoughtful economic, social, and environmental impacts in accordance with the principles and priorities of Envision Athens.

The Leadership in Energy and Environmental Design (LEED) Green Building System compliance: The new concession/restroom buildings will be designed to meet LEED standards. The cost of achieving LEED certification has been included into the request.

How will this project help meet the Public Safety, Basic Facilities/Infrastructure, and/or Quality of Life needs in Athens-Clarke County? HPYSC member organizations provide vital access to physical health, family enrichment and cross-cultural exchange in addition to providing a productive, encouraging environment for our players and their families. Sports provide benefits beyond promoting well-being such as bringing families and diverse communities together. They provide a positive outlet for young people which helps them avoid engaging in unhealthy activities and encourages them to stay in school and excel in both sports and academics. Youth team sports build teamwork, camaraderie, and long-life friends. They give our kids a chance to set goals and learn about responsibility. Holland Sports Complex is the stage for coaches and parents to set a positive tone for our youth.

By promoting a love of sports, health, fitness, and the outdoors through direct participation we believe we are making meaningful positive contributions to our players, their families and our community. Our activities provide opportunities for kids to travel for competition around Georgia and even out of state to experience places they otherwise wouldn't have a chance to see. The children participating in sports at Holland Sports Complex are learning a multitude of important lessons that will lead to productive adult lives for our community and their future. These sports played at Holland provide the ideal forum to teach valuable fundamentals such as ethics, abiding by rules, winning and losing with grace, coping with success and failure, respecting authority figures, and pushes you to do your very best. These traits provide the building blocks for these young citizens of our community to become well-balanced adults which will translate into leading fruitful lives within our community.

Holland Park provides outdoor space to run, play and be a kid. On weekday evenings, the park becomes a haven for parents to exercise, play with pets, socialize, trade business ideas, and build stronger friendships. These friendships are essentials in our quality of life and our community. The requested enhancements will create a safer, more accessible, and more user-friendly park. The completion of the project will demonstrably improve quality of life in Athens in five priority areas identified in the Envision Athens action plan. It will improve the standard of health and happiness experienced by Clarke County residents which is the very definition of quality of life.

How is this Project recommended/included in any approved ACCGOV Land Use Plan, Master Plan, Study, Service Delivery Plan, Envision Athens, etc.? The Holland Youth Sports Park Usability and Safety Improvements Project will directly address five priority actions recommended in the recently completed Envision Athens Action Agenda. Page numbers refer to the "Community and Economic Development Strategic Plan" published on the web by Envision Athens.

Land Use (p. 54) - "A vibrant and physically attractive community with a variety of places and equitable access to parks, open space, and other community gathering places. Development and redevelopment - with redevelopment as a priority - are well considered, appropriately placed, and have a positive and thoughtful economic, social, and environmental impact."

Health (p. 78) - "A culture of healthy lifestyles and inclusive access to affordable, holistic and state-of-the-art services and facilities for physical health, mental health, and general wellbeing."

Civic Engagement (p. 88) - "Create gathering spaces that are available and accessible to all so residents feel a strong connection to each other and are engaged in the community's overall well-being."

Infrastructure (p. 94) - "Well-maintained infrastructure is strategically expanded and upgraded to unlock economic potential and help meet the needs of individuals in full consideration of environmental practices. Priority is to repair and replace infrastructure assets commensurate with physical depreciation."

Neighborhoods (p .59) - "Vibrant, stable, and safe places-primarily residential-for where and how to li

Triple Bottom Line Impacts

Positive Benefits for the Prosperity of Athens-Clarke County: Holland Park plays host to 230 out-of-county (and out-of-state) teams from across Georgia and beyond in two weekend tournaments each year - the Athens Invitational and the Athens Finale. These events bring 15,000 visitors to Clarke-County who account for more than 2,000 hotel room night stays. Visitors also eat meals, fill up their gas tanks, buy groceries, shop for leisure, and enjoy local attractions while here. The Chamber of Commerce recommends using the average price of a hotel room (\$130) and a multiplier (5x) to estimate the local economic impact of such visits. This method indicates an impact of \$1,300,000 from these two tournament events alone. Updates and upgrades to Holland Park would facilitate improved management of these type of events while the Holland Park Expansion project under proposal would facilitate growing the events to include more teams. They would also allow Athens Area Little League to begin hosting smaller (16 teams) but more frequent tournaments that would draw visitors statewide to Athens on a consistent basis. There is also substantial travel associated with regular season play for the programs who call Holland Park home. While these visits don't routinely require overnight stays, visitors do spend money in Clarke County in all the ways mentioned above. In 2017, Athens United SA hosted matches at Holland Park involving 375 travel teams from around the state. These games brought another 25,000 visitors to Holland and to Athens, who could account for another \$750,000 in local economic impact. With Athens Area Little League simultaneously playing a mix of local and travel competition and Holland Park Ravens playing local league competition, you see how crowded Holland Park can get! All of these sporting contests require referees and match officials. Between tournaments and regular season play, Holland Park hosts 1,200 soccer matches annually which require paid officials, who earn from \$15-35/match depending on the age/level of the match and their qualifications. Local teens can and do work a half dozen matches each weekend. The proposed addition of classroom space to Holland Park will finally allow HPYSC members to host referee and coach education and licensing programs on site. Each of our leagues and all of our members will benefit from more and better trained officials. That such demand provides a good opportunity for local youth to gain training and work experience while earning wages is a truly posit

Detrimental Impacts to the Prosperity of Athens-Clarke County: Holland Park Youth Sports Coalition only see benefits from improving and enhancing the park's dated infrastructure. There's always going to be an

"opportunity cost" involved from not spending the requested tax funds on some other project, but there are no direct negative impacts on the community from refurbishing this heavily used and beloved park.

Positive Benefits for our Citizens and Visitors: Athens United Soccer Association's (AUSA) overall goal is to educate the community about soccer and get as many local children playing the game as possible. We offer recreational play from 5-14 years old and competitive play from 8 to 19 years old. AUSA is organized and run primarily by volunteers, with only a dedicated handful of paid administrative staff, and professional coaches for our competitive programs. The entire staff has earned professional coaching licenses through the United States Soccer Federation. There are many talented players, particularly those in the Hispanic and African-American community here in Athens, which AUSA works with to provide financial assistance to allow all interested players to benefit from our soccer programs. We have been very successful in maintaining our pledge to never turn a player away for financial reasons. AUSA partners with Athens-Clarke County Police Department and other local charities to provide toys for needy children at Christmas and a cleat and gear exchange at our concession stand. This allows players who cannot afford new equipment to pick up a slightly used pair for free.

1,000 players total.

Female: 35%

African-American: 10%

Caucasian: 52%

Hispanic/Latino: 35%

Qualifies for free or reduced lunch programs: 30%.

Athens Little League

Spring season averages 600 children from T-Ball (4-5 year olds) to Seniors (16 years old and younger). This number is a combination of baseball and softball players.

Ravens

The Holland Park Ravens football team strives to provide a safe and structured environment for the youth in Clarke County Georgia while they participate in developmental programs. Through sports, we are able to teach and enhance respect, hard work, teamwork, competitiveness, character, and discipline. Every participant has an opportunity for personal and athletic growth such as increased focus, higher self-esteem, and better sportsmanship.

The Ravens have football teams which span 4 age groups and are predominantly African American.

Upgrading concession stands and associated space to serve more people will help all the youth sports programs at Holland to raise money. The proceeds from concessions affords Athens Little League and Holland Park Ravens to purchase and supply teams with quality safety equipment so parents do not have to add the extra financial burden to their child playing ball. Proceeds help both organizations to provide scholarships to families in need.

Detrimental Impacts for our Citizens and Visitors: Holland Park provides an area for local families and friends to gather to cheer on their children and relatives participating in youth sports. These activities can draw a lot of people to park and surrounding area. When lots of visitors are concentrated in one area, the physical environment gets stressed. There will be a higher demand for water and more sewage, litter, and even light pollution produced. Infrastructure improvements to Holland will actually help ACC Leisure Services to better manage these potentially detrimental environmental impacts. Growing youth sports programs also mean increased traffic for adjacent neighborhoods which could be disruptive and inconvenient at peak times.

Environmental Benefits, including but not limited to Positive impacts on existing Infrastructure/Systems: It's worth reiterating that this project involves redeveloping existing county infrastructure. While the park may have met the community's needs in 1993, sustained growth in participation rates of local youth in sports mean that it no longer does. Heavy use of the park can create negative environmental impacts during peak use times as discussed above. The proposed improvements to the park will actually help mitigate some of these already existing use/overuse impacts.

The proposed upgrades would create a safer and smoother environment for vehicular traffic flow as well as safer walking conditions for pedestrians throughout the park. The paths will not only improve accessibility to each of the existing park's three main field areas but also create access to the Athens Greenway Network through the proposed Holland Park expansion. The upgraded buildings proposed herein would be constructed using environmentally responsible materials and practices guided by international LEED standards and seek to incorporate solar and other alternative energy technologies.

Perhaps the most important positive environmental impact of this project would come from the various safety upgrades to the fields and facilities. Safe conditions for athletes and spectators should be of the highest priority. Currently, there is insufficient netting and fences to keep the action on the field. Growing awareness of the risks to spectators from foul balls or other errant play should inform how the park is redesigned to meet local youth sports demand in the coming decades.

Detrimental Impacts for the Environment, including but not limited to Negative impacts on existing Infrastructure/Systems: Holland Park provides an area for local families and friends to gather to cheer on their children and relatives participating in youth sports. These activities can draw a lot of people to park and surrounding area. When lots of visitors are concentrated in one area, the physical environment gets stressed. There will be a higher demand for water and more sewage, litter, and even light pollution produced. Infrastructure improvements to Holland will actually help ACC Leisure Services to better manage these potentially detrimental environmental impacts. Growing youth sports programs also mean increased traffic for adjacent neighborhoods which could be disruptive and inconvenient at peak times although connections to the greenway and trails network will provide transportation alternatives.

Positive/Negative Impacts on ACCGOV Departments, Agencies, or other Organizations, if not covered in one of the above questions: The proposed project will continue a long working relationship between HPYSC members and ACC Leisure Services which promotes good stewardship of the facilities at Holland Park. This

close working relationship began in 1992 when SPLOST money initiated the construction of the youth sports fields at the Holland Park. AUSA contributed \$5,000 and hundreds of hours of sweat equity from members who spent many weekends removing rocks from the fields and readying them for grass. The park became "home" for the organization upon its opening. Just last year, Athens United contributed \$160,000 to help fund an expansion of lighting systems to include fields 1 and 2.

Project Costs

Detailed project capital budget costs (to be funded from SPLOST 2020 only):

Project Costs (round to thousand)	Amount
1. Land Acquisition / ROW / Easement:	\$ -
2. Design Fees: (Min.12% of New Const.; 14% of reno,; 16% for LEED proj.)	\$ 1,688,000
3. Miscellaneous Fees: (Min. Minimum of 3% of Construction Costs – used for permitting, etc. Utilize minimum of 10% if land acquisition if necessary.)	\$ 317,000
4. Fixtures, Furniture, and Equipment (for a facility): A detailed estimate is preferred – but dependent upon the specific project, utilize at a minimum \$15 to \$20 per square foot.	\$ -
5. Construction:	\$ 10,545,000
6. Construction Contingency: (10% of the Construction line item)	\$ 1,055,000
7. Acquisition of Capital Equipment:	\$ -
8. Testing:	\$ 317,000
9. Project Management: (4% of the total budget line items above)	\$ 557,000
10. Project Contingency: (10% of the total budget line items above)	\$ 1,448,000
11. Public Art: Calculated at 1% of the Construction line item.	\$ 106,000
12. Other 1:	\$ -
13. Other 2:	\$ -
Project Subtotal:	\$ 16,033,000
14. Program Management (3% of Project Subtotal):	\$ 481,000
SPLOST 2020 Project Total:	\$ 16,514,000

Attachments:

Operating Cost

Total Annual Net Operating Costs when Project is complete:

Only identify additional or net operating costs to be paid by ACCGOV. Identify the additional or net costs needed above ACCGOV's current operating budget to operate the requested project and any additional project related revenues that would be generated. Provide budget costs for each identified category below.

Operating Costs (round to thousand)	Estimated Impact for Annual Operating Expenditures
TOTAL PROJECTED REVENUES FROM PROJECT	-
PROJECTED EXPENDITURES	
1. Personnel Costs: from Appendix A	17,000
2. Annual Utilities:	
• Gas:	4,000
• Electrical:	10,000
• Water:	-
• Sewer:	-
• Phone:	-
• Solid Waste Collection:	-
• Other:	-
3. Operating Supplies:	3,000
4. Equipment Maintenance:	-
5. Facility Maintenance:	50,000
6. Fuel:	-
7. Other:	-
8. Other:	-
9. Other:	-
TOTAL EXPENDITURES	84,000
NET OPERATING COSTS OF PROJECT:	\$ 84,000

Project Financing

Is the proposed Project to receive funding from source(s) other than SPLOST 2020? No

New Staffing

Recreation Assistant – Staff will assist in proper maintenance and upkeep of the newly renovated fields. Their duties will include: grooming of the infields of the baseball/softball fields, building and maintaining batters

Project Site

Will the proposed Project require any land, whether existing sites, new site, easements, or Rights of Way? No