

The City of Corpus Christi RECREATION FACILITIES MASTER PLAN

08 MARCH 2017





**PARKS & RECREATION
DEPARTMENT**

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Live. Learn. Play!

On Wednesday, March 8, 2017 the Parks and Recreation Advisory Committee formally adopted the Recreation Master Plan by an affirmative vote.

Parks and Recreation Advisory Committee members included:

Chairperson, Ricardo Pedraza

Vice Chairperson, Robert A. Alvarez

Terry M. Ray

Dr. Lloyd Stegemann

Alissa Mejia

Doug E. McBee, Jr.

Amy McCoy

Jerry Plemons

Damla Eytemiz

Carlos Valdez, Sr.

Dotson Lewis, Jr.

MASTER PLAN PURPOSE

- Identify existing recreation offerings.
- Identify the recreation program gaps in service.
- Benchmark recreation facilities to peer cities.
- Recommend a level of service standard that meets Corpus Christi needs.
- Recommended plan for achieving the Corpus Christi standard.



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CORPUS CHRISTI RECREATION FACILITIES MASTER PLAN

Executive Summary

CORPUS CHRISTI RECREATION FACILITIES MASTER PLAN

History & Evolution

HISTORY & EVOLUTION

In January, 2015: the City of Corpus Christi identified a need to study the existing indoor recreation programs and recreation facilities to determine the relevance and effectiveness of existing programs and facilities as well as ascertain the gaps in recreation service based on facility needs. Further, the study was to determine and recommend recreation facility capital improvements to fill identified gaps. On October 7, 2015, the City of Corpus Christi hired BRS Architecture & Ballard* King and Associates to perform the following:

1. Assess the existing Recreational & Cultural Programs for the Corpus Christi Parks and Recreation System.
2. Determine service gaps
3. Recommend a plan for the recreational program based on current trends for the region, Texas and the Nation.
4. Evaluate the existing recreation facilities based on the preferred program to identify deficits and opportunities to support the new recreation programs.
5. Provide a probable cost report for capital costs, operation costs and potential revenue.
6. Provide a summary of findings and recommendations in preparation for future bond programs.

RECREATION IN CORPUS CHRISTI

Assess the existing Recreational & Cultural Programs for the Corpus Christi Parks and Recreation System

PARK AND RECREATION GOALS

Vision Statement

The Corpus Christi Parks & Recreation Department vision is to empower our community to live, learn and play.

Mission Statement

The mission of the Corpus Christi Parks & Recreation Department is to manage the parks system; and to offer recreational, cultural and outdoor activities to residents.

Mission Elements

1. Manage and maintain parks, beaches, open spaces and recreational facilities.
2. Provide recreational, social and cultural programs and activities.

Project Team

Ballard*King and Associates (B*K) lead the first phase of the work plan with the assistance of BRS Architecture (BRS). B*K assessed the indoor recreation programs and BRS assessed the existing recreation facilities.

The City of Corpus Christi currently has a varied offering of recreation programs and services for its citizens focused on achieving the current goals of the Parks and Recreation Department.

General Parks and Recreation Department goals include:

- Healthy Lifestyle (Physical Activity)
- Safe & Livable Neighborhoods (Quality of Place)
- Economic Vitality (Home Values & Tourism)
- Attractive & Sustainable Environment (Stewardship)
- Sense of Community (Socialization)
- Life-long Learning (Education)

Specific Future Recreation Programs goals include:

- Increase the number of athletic programs and tournaments
- Increase the number of special events
- Continue to have the Latchkey After School program be the primary asset of the Department
- Increase the role of the Juvenile Assessment Center
- Focus on meeting the programming needs for the active senior market
- With newly renovated pools, increase the level of aquatic programming
- With the completion of the Oso Bay Wetland Preserve and Learning Center, institute outdoor recreation programs
- Develop a more comprehensive approach to therapeutic (special needs) recreation programs



THE GOSPEL OF PLAY

EXISTING RECREATIONAL PROGRAMS OBSERVATIONS

EXISTING RECREATIONAL PROGRAM OBSERVATIONS :

- Like many cities in the United States, Corpus Christi, faces challenges in the delivery of recreation services in a cost effective and efficient manner.
- The City had to close facilities and cut services during the recession to reduce expenses.
- The Department must operate a variety of parks and recreation facilities that are geographically spread across the city. This includes both indoor and outdoor facilities, parks, aquatic centers, athletic field complexes and specialty facilities.
- The Parks and Recreation Department focuses the majority of its programming efforts on youth, seniors and aquatics.
- The Department's Latchkey After School program is one of its largest program areas with 36 sites.
- Social services are significant for youth and seniors and the Department operates a large Juvenile Assessment Center.
- Nutrition services are provided for youth and seniors.
- With the opening of the Oso Bay Wetland Preserve and Learning Center, outdoor recreation programming will expand dramatically.
- Recreation programs and services are generally planned and delivered on a recreation/ senior center level to be responsive to varying needs and expectations of the community they serve.
- The department has reasonably strong tracking and record keeping regarding recreation programs and their overall registration numbers.

EXISTING FACILITIES INVENTORY

SQUARE FOOTAGE OF EXISTING FACILITIES



JOE GARZA RECREATION CENTER

6 Recreation centers providing a total of 65,116 SF

- Joe Garza Recreation Center; 17,200 SF
- Lindale Recreation Center; 14,600 SF
- Oak Park Recreation Center; 5,680 SF
- Oso Recreation Center; 12,180 SF
- Solomon Coles Recreation Center and Gym; 6,656 SF
- Antonio E. Garcia Arts and Education Center; 8,800 SF

2 Gymnasiums providing a total of 18,733 SF

- Ben Garza Gym; 12,083 SF
- Corpus Christi Gym; 6,650 SF



BROADMOOR SENIOR CENTER

8 Senior Centers providing a total of 83,067 SF

- Broadmoor Senior Center; 7,220 SF
- Ethel Eyerly Community Center; 8,017 SF
- Garden Senior Center; 9,800 SF
- Greenwood Senior Center; 17,200 SF
- Lindale Senior Center; 8,250 SF
- Northwest Senior Center; 11,900 SF
- Oveal Williams Senior Center; 13,150 SF
- Zavala Senior Center (Partnership); 7,530 SF

EXISTING FACILITIES DEFERRED MAINTENANCE ASSESSMENT

FACILITIES CONDITIONS

Many of the Corpus Christi Recreation Center facilities, Senior Centers and Gymnasium facilities conditions are typical of old municipal facilities which are over 40 years in age or older. Large magnitude repairs are needed throughout all 16 buildings. BRS categorized the repairs in minor and major categories:

Common minor recreation center repairs are identified as follows:

- Leaking sinks and sewer repairs, leaky water fountains, faucet and toilet repairs
- HVAC service, HVAC disconnects, furnace repairs
- Outside lights, conduit to lights repairs, exhaust fans, breakers tripping
- Minor carpentry work throughout, exterior door and trim repairs, door repairs, damaged walls repairs, broken windows and ceiling tile
- Roof repairs, roof canopies repairs, pitch pans and caulking repairs
- Peeling paint



EXISTING FACILITIES DEFERRED MAINTENANCE ASSESSMENT [CONTINUED]

Common major recreation center repairs are identified as follows:

- Leveling of entry sidewalks
- Facial flashing and pitch pans, new roof and siding replacements
- Ceiling tiles throughout, holes in ceilings
- New drinking fountains needed
- New mechanical units needed
- Exterior painting and caulking, handrail replacements, downspout repairs needed



PROGRAM ASSESSMENT

**Determining service gaps,
programming strengths and
weaknesses**

CURRENT RECREATION PROGRAMS

INDOOR RECREATION PROGRAM ASSESSMENT

The following chart identifies and summarizes current core programs, secondary programs and support program areas for the Parks and Recreation Department. The placement of programs into these three categories does not indicate the overall importance of these activities in the community but rather the role of the Department in providing these programs.

- **CORE PROGRAMS** – are those programs that are a primary responsibility of the Parks and Recreation Department to provide as City based activities.
- **SECONDARY PROGRAMS** – are those programs that are a lower priority to be provided directly by the Parks and Recreation Department but may be offered by other organizations through contract with the City.
- **SUPPORT PROGRAMS** – are programs that are not a priority for the Parks and Recreation Department to be providing directly to the community but where the City may provide support through facilities and promotion of activities for other organizations.

CURRENT PROGRAMS BY CATEGORY

Programs	CORE	SECONDARY	SUPPORT
Youth Sports	Core		
Adult Sports		Secondary	
Fitness / Wellness			Support
Cultural Arts		Secondary	
Aquatics	Core		
Youth	Core		
General Interest			Support
Education		Secondary	
Special Needs			Support
Special Events		Secondary	
Outdoor Recreation	Core		
Seniors	Core		
Tennis			Support
Self-Directed	Core		
Social Services	Core		

RECREATION PROGRAM SERVICE GAPS

The Parks and Recreation Department will need to determine if the focus on the core program areas should continue into the future or should move in another direction. The following is a general assessment of the major program areas.

CORE

- **Youth Sports** – Currently the City provides programs for a number of team sports as well as limited programs for individual sports. Even with a number of youth sports organizations in the area, taking on the responsibility for most organized youth team sports activities, the Parks and Recreation Department will continue to have a role in the future. This will be especially true for high school based sports activities. There may also be opportunities to expand youth sports camps and clinics to support sports run by other organizations.
- **Lifetime Sports** – The City also has some programming available in individual and lifetime sports such as tennis and martial arts. It will probably be necessary to expand these types of programs in concert with other community organizations that focus on sports. In addition, the Department may need to increase its focus on the development of adventure sports (skateboarding, climbing, fencing, Ultimate Frisbee, BMX, etc.)
- **Aquatics** – With 5 outdoor pools (one of which is heated and open year round) and a significant indoor aquatic center, the Department will need to continue to stress aquatic programming, especially learn to swim classes for children, as a primary program area. However, aquatic programming needs to be expanded beyond just lessons and swim teams to include more aqua exercise programs and other activities. With the competitive orientation of most of the pools, continuing to encourage swim and dive team use is critical. Establishing more non-traditional uses such as triathlon training will also need to be explored. It is anticipated that most if not all aquatic programming will continue to be offered directly by the Department or the ISD.
- **Youth** – With the Department’s large Latchkey After School and summer camp program, youth programming is a primary area of emphasis for recreation and it is anticipated that this will remain well into the future. The ability to continue to integrate education, social services and even fitness/wellness into these programs will be critical in the future.
- **Outdoor Recreation** – With the Oso Bay Wetland Preserve and Learning Center, the Department provides a full slate of programs and activities in this program category. As a result, outdoor recreation will continue to be a core activity area for the future.
- **Seniors** – The Parks and Recreation Department currently operates 8 senior centers with a number of recreation programs and social service activities for seniors and as a result the Department will need to continue to take an active role with this age group. It should be noted that as the Baby Boomer generation ages they are bringing new needs and expectations to senior services that is more in line with active recreation pursuits that they have grown up with. This will require different types of senior services and a change in facilities as well.
- **Self-Directed** – Even though these types of activities are not formal programs they do require that the Department provide the opportunities and time in facilities for this to occur. With senior centers, recreation centers, pools and other facilities self-directed activities will remain as a significant program area.
- **Social Services** – This is a unique program area for most parks and recreation agencies but one that should be embraced and celebrated as being very supportive and complimentary to more conventional recreation services. The Juvenile Assessment Center is a major area of emphasis for this program category. This area should continue to be a strong focus for the Department in the future.

SECONDARY

- **Adult Sports** – The City is a provider of limited adult sports leagues, primarily in softball as well as individual sports such as tennis. Due to the fact that adult sports can often generate significant revenue, there may need to be an increased emphasis in this area in the future. Designating certain facilities or time periods for adult sports may be necessary if greater focus is going to be placed on this program area. The Athletics Division may also want to concentrate on developing more individual and adventure sports.
- **Cultural Arts** – This is currently a rather small program area for the Department and it is anticipated that additional emphasis in this area is likely needed. Any expansion in this area will require coordination with other non-profit cultural arts organizations present in Corpus Christi.
- **Education** – Currently the Department’s educational focus is primarily in the area of youth and senior programming. This type of programming is often being provided by local school districts, specialized non-profit or private providers. It is not anticipated that the City will grow its educational programming much in the future and this area (beyond the existing programs) should probably remain in the secondary category.
- **Special Events** – The Parks and Recreation Department has a focus on special events but mostly at the individual center level. Increasingly, recreation departments across the United States are seeing a greater emphasis placed on special events that draw communities together as well as attract individuals from outside the community. At this time, these types of events are being provided by outside organizations on a permit basis through the City. Special events will certainly remain a secondary program area for the Department but there may need to be a greater focus on more community wide events in the future. Other community groups should still be encouraged to be the primary organizers of as many community wide events as possible.

SUPPORT

- **Fitness/Wellness** – Without a doubt, this is one of the greatest areas of growth in public recreation programming. With a society that has an increasing awareness of the benefits of good health and a realization that obesity (especially among children) is a major risk for Americans, there is a much higher demand for programming in this area. The Parks and Recreation Department has very little fitness programming due in part to limited facilities, but this area will need additional focus in the future. The Department should also emphasize the importance of integrating wellness initiatives into other program areas (seniors, youth, etc.) as well. Partnering with health care providers for more medically based services will be essential.
- **General Interest** – There are very limited programs in this category and most of these consist of cooking classes. It should be anticipated that there will probably need to be more programs in this area in the future but most of these will likely be provided by other organizations or providers.
- **Special Needs** – It appears that the Department offers very little special needs programming although there are some partnerships with other agencies for these services. It is difficult for most recreation agencies to have a broad special needs program on their own. As a result, many departments in a region will often band together to provide these services in a more cost effective manner. The Department should consider further expansion of partnerships with other organizations for special needs programming.
- **Teens** – There are very few programs offered in this area. In the future additional services and programs will need to be targeted to this age group. It is anticipated that these will primarily be offered by other providers with experience with this age group.



RECREATION PROGRAM STRENGTHS & WEAKNESSES

STRENGTHS

Programming strengths include the following:

- The Department has a strong youth programming emphasis with an Latchkey After School program during the school year and a summer camp program.
- The Department provides a significant number of senior based programs that are based out of the senior centers.
- With the City's many pools, there is a strong aquatics program focus.
- There is a significant Athletics Division that conducts a number of youth team sports as well as adult team sports programs.
- The Department has a strong commitment to providing a number of social service programs and services to the community.

WEAKNESSES

Programming weaknesses are noted below:

- There are very few fitness/wellness programs that are provided. This is due in part to inadequate facilities to support these types of programs.
- There are a very limited number of special needs programs that are offered.
- Teen programming is minimal.
- There is very little intergenerational programming or family based programming available.
- There are relatively few adult sports programs that are offered by the Department.
- There are limited offerings for younger, more active, seniors.
- There is not much of a focus on activities and programs aimed at the tourist or seasonal residents (Winter Texans).
- Cultural arts offerings are very small in number.
- Special events tend to focus on neighborhood based activities based out of the recreation and senior centers, rather than community wide special events. Most community wide events are provided by other organizations.
- Budget constraints limit the use of staff and facilities to support a wider range of programs and services.
- Smaller, aging facilities are a major concern and limit the ability to deliver services.
- There does not appear to be long range program plan in place to guide future programming growth and provide a focus.

FACILITIES SERVICES GAPS- BENCHMARKED COMPARISONS

FACILITIES GAP ASSESSMENT EXISTING COMPARED TO BENCHMARKS:

Many of the To determine service gaps in facilities, BRS used benchmarking methods to compare the existing recreation facilities square footage per capita for Corpus Christi to its peer cities, benchmark cities and other cities in Texas. Additionally, a national comparison of “Best Places to Live Cities” was included to give reference and help Corpus Christi decide what standard they would like to use for comparison.

The City of Corpus Christi has a population of 324,000 residents per the US Census update of 2015. When the facilities square footage is divided by the population, it is determined that the City of Corpus Christi has .5 square feet per capita.

City	Population in thousands	Total Indoor Facilities (including RC, CC, & SC) in thousands of sq.ft.	Sq. Ft. recreation space per capita
Corpus Christi	324	166	0.5

When compared to other Cities in Texas, Corpus Christi uses the following cities to benchmark themselves:

City	Population in thousands	Total Indoor Facilities (including RC, CC, & SC) in thousands of sq.ft.	Sq. Ft. recreation space per capita	Average sq.ft. per capita in benchmark cities
Corpus Christi	324	166	0.5	
Austin	910	332	0.4	
Grand Prairie	183	146	0.8	
Plano	266	514	1.9	
Total*	1359	992		0.7

Cities not among the Corpus Christi Benchmark group are as follows:

City	Population in thousands	Total Indoor Facilities sq.ft. (including RC, CC, & SC) in thousands	Sq. Ft. recreation space per capita	Average sq.ft. per capita in Other Texas cities
Allen	87	63	0.7	
Carrollton	128	94	0.7	
Longview	81	120	1.5	
Total	296	277		0.9

CoCC Benchmark Cities: source Proragis Data for recreation, community and senior center
 * Does not include the City of Corpus Christi in the total

Cities considered peer cities within the Rio Grande Valley comparisons are as follows:

City	Population in thousands	Total Indoor Facilities sq.ft. (including RC, CC, & SC) in thousands	Sq. Ft. recreation space per capita	Average sq.ft. per capita in Valley cities
McAllen	138	102	0.7	
Laredo	252	185	0.7	
Total	390	287	0.7	0.7

Rio Grande Valley Benchmark Cities: source McAllen PARD and Laredo PARD

Cities considered top US cities to live in per Money Magazine and Livability Magazine:

City	Population in thousands	Total Indoor Facilities (including RC, CC, & SC) in thousands of sq.ft.	Sq. Ft. recreation space per capita	Average sq.ft. per capita in benchmark cities
Boulder, CO	97	138	1.4	
Louisville, CO	20	57	2.9	
Bismark, ND	64	181	2.8	
Ann Arbor, MI	344	501	1.5	
Total	525	877		1.7

Top Cities to live in: source Proragis Data for recreation centers, community centers and senior centers, “Money Magazine”, “Livability Magazine”, Boulder Master Plan



1 Rochester, Minn.
 Population: 100,000
 Rochester is a city in the state of Minnesota, United States. It is the fifth largest city in the state and the largest city in the Twin Cities metropolitan area. It is located on the western shore of Lake Ontario, at the southern end of the Rochester Harbor. The city is known for its historic architecture, including the Cathedral of Learning, and its proximity to the Adirondack Park. Rochester is also home to the Rochester Institute of Technology (RIT) and the University of Rochester.

2 Duluth, Minn.
 Population: 12,000
 Duluth is a city in the state of Minnesota, United States. It is the largest city in the Duluth-Superior metropolitan area. It is located on the western shore of Lake Superior, at the southern end of the Duluth Harbor. The city is known for its scenic views of the lake and its proximity to the Duluth-Superior National Forest. Duluth is also home to the University of Minnesota Duluth and the Duluth Public Library.

3 Madison, Wis.
 Population: 180,000
 Madison is a city in the state of Wisconsin, United States. It is the largest city in the Madison metropolitan area. It is located on the western shore of Monona Lake, at the southern end of the Madison Harbor. The city is known for its scenic views of the lake and its proximity to the Monona State Park. Madison is also home to the University of Wisconsin-Madison and the Madison Public Library.

4 Santa Barbara, Calif.
 Population: 90,000
 Santa Barbara is a city in the state of California, United States. It is the largest city in the Santa Barbara metropolitan area. It is located on the western shore of Santa Barbara Bay, at the southern end of the Santa Barbara Harbor. The city is known for its scenic views of the bay and its proximity to the Santa Barbara State Park. Santa Barbara is also home to the Santa Barbara City College and the Santa Barbara Public Library.

5 Boulder, Colo.
 Population: 100,000
 Boulder is a city in the state of Colorado, United States. It is the largest city in the Boulder metropolitan area. It is located on the western shore of Boulder Lake, at the southern end of the Boulder Harbor. The city is known for its scenic views of the lake and its proximity to the Boulder State Park. Boulder is also home to the University of Colorado Boulder and the Boulder Public Library.

6 Palo Alto, Calif.
 Population: 15,000
 Palo Alto is a city in the state of California, United States. It is the largest city in the Palo Alto metropolitan area. It is located on the western shore of Palo Alto Bay, at the southern end of the Palo Alto Harbor. The city is known for its scenic views of the bay and its proximity to the Palo Alto State Park. Palo Alto is also home to the Palo Alto University and the Palo Alto Public Library.

7 Bismarck, S.D.
 Population: 12,000
 Bismarck is a city in the state of South Dakota, United States. It is the largest city in the Bismarck metropolitan area. It is located on the western shore of Bismarck Lake, at the southern end of the Bismarck Harbor. The city is known for its scenic views of the lake and its proximity to the Bismarck State Park. Bismarck is also home to the Bismarck University and the Bismarck Public Library.

8 Ann Arbor, Mich.
 Population: 180,000
 Ann Arbor is a city in the state of Michigan, United States. It is the largest city in the Ann Arbor metropolitan area. It is located on the western shore of Ann Arbor Lake, at the southern end of the Ann Arbor Harbor. The city is known for its scenic views of the lake and its proximity to the Ann Arbor State Park. Ann Arbor is also home to the University of Michigan and the Ann Arbor Public Library.

9 Iowa City, Iowa
 Population: 15,000
 Iowa City is a city in the state of Iowa, United States. It is the largest city in the Iowa City metropolitan area. It is located on the western shore of Iowa City Lake, at the southern end of the Iowa City Harbor. The city is known for its scenic views of the lake and its proximity to the Iowa City State Park. Iowa City is also home to the University of Iowa and the Iowa City Public Library.

10 Scotts Falls, Wis.
 Population: 12,000
 Scotts Falls is a city in the state of Wisconsin, United States. It is the largest city in the Scotts Falls metropolitan area. It is located on the western shore of Scotts Falls Lake, at the southern end of the Scotts Falls Harbor. The city is known for its scenic views of the lake and its proximity to the Scotts Falls State Park. Scotts Falls is also home to the Scotts Falls University and the Scotts Falls Public Library.

Best Places to Live 2015

The Top 50 | The Best Big Cities | Compare Your Town | More Rankings | Video and Galleries | How MONEY Ranks the Best Places

The Top 50

Explore the Best Places

1. Apex, N.C.
2. Papillion, Neb.
3. Sharon, Mass.
4. Louisville, Colo.
5. Snoqualmie, Wash.
6. Sherwood, Ore.
7. Chanhassen, Minn.
8. Coppell, Texas
9. Simsbury, Conn.
10. Solon, Ohio
11. Acton, Mass.
12. Rosemount, Minn.
13. Erie, Colo.

0% FREEDOM
 PLUS \$1,000 BONUS
 GET OVER IT

RECOMMENDATIONS

Recommended plan for the recreational program based on current trends for the region, Texas and the Nation.

RECOMMENDATIONS

RECREATION FACILITIES

- There is a lack of funding to build new facilities
- Improvements to existing facilities:
 - » Life-safety issues
 - » ADA and building systems
 - » Functional changes for
 - Fitness / Wellness
 - Youth Programs
 - Youth Sports
 - Seniors
- Prioritize centers for improvements
- Maintenance levels need to be increased

AQUATIC CENTERS

- More of a regional approach to outdoor facilities
- There is really not a need for another indoor aquatic center
- Increase the operational funding level
- Need to continue to make improvements to existing pools
 - » More focus on recreational swimming
 - » Needs to support a wide variety of programs

RECOMMENDATIONS

Evaluate the existing recreation facilities based on the preferred program to identify deficits and opportunities to support the new recreation program.

COMPARATIVE FACILITIES ANALYSIS WITH BENCHMARKS

THE ESTIMATED DEFICIT OF INDOOR RECREATION SPACE IS AS FOLLOWS:

At the April 14, 2016 meeting of the Park & Recreation Advisory Committee

- The committee recommended the City of Corpus Christi adopt the benchmark cities standard, or the Rio Grande Valley standard, of **0.7 sq. ft. per person** for planning purposes until 2026 (ten years).
- This means a deficit of **74,000 sq.ft. is needed to meet the needs of a growing population in the year 2026.**

It was also recommended

- In Fifteen Years (2031), increase the recreational program space to meet the standard **1.0 sq.ft. per person.**
- This means after the goal of 0.7 sq/ft is achieved in 10 years a new deficit of **124,000 sq.ft. is need to meet the growing population & the higher standard between 2026 and 2031**

RECOMMENDATIONS

Provide a summary of findings and recommendations in preparation for a future Bond program.

FUTURE CHALLENGES

FUTURE PROGRAMMING AND FACILITY CHALLENGES

It is well known Corpus Christi is a growing city. More citizens mean more pressure to provide quality indoor spaces as demand increases, rather than remain status quo and resulting in a dilution of services.

In addition, corporations looking to relocate to Texas are seeking communities that are an upgrade from where they have come, hence they seek greater quality of life communities for their relocated, existing, employees. It is true, to attract quality companies to the Corpus Christi area, quality of life is a factor in those decisions. Many cities are finding that high quality recreation centers are the very facility that brands themselves as a great place to live. This is leading to an increase in investment of high quality recreation centers across Texas.

To meet the future demand as Corpus Christi grows, BRS studied and applied growth of population numbers to the gaps in service for 10 years and 15 years from the time of this study.

CORPUS CHRISTI POPULATION

2016 POPULATION	324,000
2026 POPULATION	344,000
2031 POPULATION	364,000

BRS and B*K presented the progress of this study to the Park and Recreation Advisory Committee (PRAC) to gain their guidance and understanding of what the Corpus Christi level of service should be.

FUNDING

Limited operations and capital dollars

AGING FACILITIES

Is a significant issue

SMALLER / SINGLE-USE FACILITIES

Lack of multi-generational appeal

LOW FEE TOLERANCE

Difficult to adopt a fee for service approach

PARTNERSHIPS

There must be a continued emphasis

PROGRAM PLAN

Having a plan is essential

PROJECTED SPACE NEEDS

THE PROJECTED DEFICIT OF INDOOR RECREATION SPACE IS AS FOLLOWS BASED ON POPULATION GROWTH:

At the April 14th, 2016 Meeting of the Park & Recreation Advisory Committee The committee recommended the City of Corpus Christi adopt the benchmark cities standard, or the Rio Grande Valley standard, of 0.7 sq. ft. per person for planning purposes until 2026 (ten years).

- This means an additional 74,000 sq.ft. is needed to reduce the space deficit of created by a growing population in the year 2026.

The following was also recommended:

- In Fifteen Years (2031), increase the recreational program space to meet the standard 1.0 sq.ft. per person.
- This means after the goal of 0.7 sq/ft is achieved in 10 years an additional 124,000 sq.ft. of new space will be required to fill the deficit created by the growing population and the higher standard between 2026 and 2031.

BRS made planning direction recommendations to repair, renovate, or replace existing facilities and add new facilities to close the gaps and meet the Corpus Christi standards.

Benchmarking	Required S.F
Existing Recreation S.F	166,000 SF
.7 S.F / person for a 2026 Population of 344,000 Increase over Current SF	254,000 SF 74,000 SF
1.0 SF / Person for a 2013 Population of 364,00 Increase over 2026 SF	364,00 SF 124,000 SF

FACILITIES RECOMMENDATIONS

RECOMMENDATIONS REGARDING REPAIRS, RENOVATING, REPLACING AND BUILDING NEW

This planning direction of repair, renovate, replace and build new resonated with the PRAC with the understanding that 74,000 square feet of indoor recreation center facilities would need to be built in 10 years to meet the 2026 demands, and an additional 124,000 square feet of quality recreation space will need to be added between the years 2026 and 2031.

To achieve these goals, BRS recommended the following:

Program Space	Lindale Multi-Gen	New Southside Multi-Gen	Northwest Multi-Gen	Garden Multi-Gen	Well-med Zavala/Joe Garza	New Southside Phase 2 Field House
Renovate Existing	28,365 SF		14,762 SF	12,200 SF	21,594 SF	
Facility Administration Spaces	existing		existing	existing	existing	existing
Required Building Support Spaces	3,501 SF	8,320 SF	3,501 SF	3,501 SF	0 SF	0 SF
Concessions	0 SF	488 SF	0 SF	0 SF	0 SF	0 SF
Child Watch / Babysitting	598 SF	1,147 SF	598 SF	598 SF	0 SF	0 SF
Games Room	existing	830 SF	0 SF	0 SF	0 SF	0 SF
Children's Indoor Playground	0 SF	1,220 SF	0 SF	0 SF	0 SF	0 SF
Community Room / Events Hall	existing	3,294 SF	existing	existing	existing	0 SF
Catering Kitchen	existing	1,220 SF	existing	existing	existing	existing
Gymnasium	18,388 SF	18,388 SF	18,388 SF	9,394 SF	9,394 SF	39,000 SF
Weight / Fitness	6,528 SF	10,248 SF	6,527 SF	10,248 SF	10,248 SF	0 SF
Aerobics/Dance Studio	1,320 SF	2,379 SF	1,320 SF	1,925 SF	1,320 SF	0 SF
Multi-purpose Studio	0 SF	1,320 SF	0 SF	0 SF	0 SF	0 SF
Aquatics Support	0 SF	781 SF	0 SF	0 SF	781 SF	0 SF
Outdoor Leisure Pool	0 SF	8,500 SF	0 SF	0 SF	0 SF	0 SF
Indoor Therapy Pool	0 SF	0 SF	0 SF	0 SF	6,369 SF	0 SF
Added S.F	30,335	58,134	30,334	25,666	28,112	39,000
Total Project Cost Estimate	\$11,600,000	\$26,000,000	\$14,100,000	\$14,500,000	\$16,700,000	\$30,000,000
Approximate Construction Date	December-17	December-19	December-21	December-23	December-21	September-31
Approximate Construction finish Date	June-19	June-21	June-23	June-25	June-23	September-32

RECOMMENDATIONS REGARDING REPAIRS, RENOVATING, REPLACING AND BUILDING NEW (CONTINUED)

BRS Architecture recommends repair, renovate and expand existing facilities. It is further recommended to re-purpose the Solomon Coles Recreation Center facility to a use which enhances the surrounding community and provides a new Southside Recreation Center, potentially in a partnership with Del Mar College.

The Brockhampton Park site is an alternative for the Southside Recreation Center improvements should it be needed.

Southside Multi-generational Recreation Center is the recommended site for the future new recreation center for the following reasons:

- This an under-served area of the city with no recreation center within a considerable distance.
- This area of the city is experiencing the most growth at the time of this study.
- A multi-generational recreation center approach could provide recreation for all ages, especially youth, families and seniors.
- Services at a multi generational center could be provided at a lower cost and higher quality of service due to scale of services, schedule of services, lower staff cost and more hours of operation.
- A formal fee philosophy and policy for programs and services as well as facility use and rentals should be developed. The tiering of programs and services by cost recovery level should be formalized and be a key aspect of this policy.

POSSIBLE BUILDING PROGRAM FOR A MULTIGENERATIONAL FACILITY

PROGRAM SPACE	NET AREA	GROSS AREA	NOTES
Facility Administration Spaces	1,248	1,523	
Required Building Support Spaces	6,820	8,320	
Concessions	400	488	
Child Watch / Babysitting	940	1,147	
Games Room	680	830	
Children's Indoor Playground	1,000	1,220	
160-Person Community Room / Events Hall	2,700	3,294	Seats 160 for banquet / conference / meeting
Catering Kitchen	1,000	1,220	Equipment is included
Single High School / Double Elementary School Courts Gymnasium	8,540	10,419	(1) 50' x 84' or (2) 38' x 68' courts with overhead volleyball nets
Elevated Walk / Jog Track	4,800	5,856	12 laps per mile, 3 lanes
Weight / Fitness	8,400	10,248	
30-36 Person Aerobics / Dance Studio	1,950	2,379	Accommodates 30-36 people
16-20 Person Aerobics / Multi-purpose Studio	1,200	1,320	Accommodates 16-20 people
Aquatics Support	640	781	Equipment room, guards, office
4,250 SF Outdoor Leisure Pool	8,500	9,350	

RECOMMENDATIONS

Provide a probable cost report for capital costs, operation costs and probable revenue report.

FACILITIES BUDGET

Existing sq/ft	166,000 sq/ft	December 2016	
Lindale Multi-Gen	30,000 additional sq/ft	June 2019	\$ 11,600,000
Southside Multi-Gen	58,000 additional sq/ft	June 2021	\$ 26,000,000
Sub Total 2026	254,000 sq/ft		\$ 37,600,000
Northwest Multi-Gen	30,000 additional sq/ft	June 2023	\$ 14,100,000
Garden Multi-Gen	25,000 additional sq/ft	June 2025	\$ 14,500,000
Joe Garza expansion	28,000 additional sq/ft	June 2023	\$ 16,700,000
Southside Field House	39,000 additional sq/ft	June 2032	\$ 30,000,000
Total Projects Cost*	376,000 sq/ft		\$ 75,300,000

*(Costs inflated to construction years)

OPERATIONS BUDGET SUMMARY

RECREATION MASTER PLAN OPERATIONS BUDGET

The following operations budget projections have been completed for the planned new Southside Multi-generational Recreation Center, expansions to Lindale, Northwest, Garden and Zavala Recreation/Senior Centers as well as expanding the hours of operation of the existing outdoor pools and adding more recreation programming. The following are the basic parameters for the budget estimates.

GENERAL

- The budget figures represent new expenses and revenues only.

SOUTHSIDE MULTI-GENERATIONAL RECREATION CENTER

- The center will be operated by the City of Corpus Christi.
- The center will have a much higher level of staffing than the other centers.
- The admission fees for the center are much more aggressive than current rates at other centers and are comparable to the YMCA.
- The outdoor pool will be open year-round.

MULTI-GENERATIONAL CENTER EXPANSIONS

- The centers will continue to be operated by the City of Corpus Christi in the same basic manner as present. There may be some extended hours of operation in the fitness area.
- The Zavala/Joe Garza expansion is based on a medical partner being present for use of the therapy pool.
- The centers will have additional staffing from the current levels.
- Admission fees will be charged for use of the fitness and gym areas of the centers. Rates are lower than for the Southside Multi-generational Center.

AQUATICS

- Open all five pools each day of the summer season. The result will increase the hours of operation to 60 hours additional time each week for 12 weeks and require 4 additional lifeguards.

RECREATION PROGRAMMING

There will be a systematic increase in the level of programming that is available at all existing senior and recreation centers.

- User fees will remain the same.
- Future increases beyond this yearly total may be needed to significantly increase programming over the next 5 years.

Operational Budget Summary								
Category	Southside	Lindale	Northwest	Garden	Zavala	Aquatics	Rec Prog	Total
Operating Expenses	\$ 1,675,443.60	\$ 384,374.00	\$ 412,098.00	\$ 393,482.00	\$ 599,500.50	\$ 158,539.00	\$ 153,080.00	\$ 3,776,517.10
Operating Revenues	\$ 1,292,727.00	\$ 198,900.00	\$ 178,525.00	\$ 158,525.00	\$ 217,075.00	\$ 56,343.75	\$ 25,000.00	\$ 2,127,095.75
Difference	\$ (382,716.60)	\$ (185,474.00)	\$ (233,573.00)	\$ (234,957.00)	\$ (382,425.50)	\$ (102,195.25)	\$ (128,080.00)	\$ (1,649,421.35)
Recovery %	77%	52%	43%	40%	36%	36%	16%	56%



CORPUS CHRISTI RECREATION FACILITIES MASTER PLAN

Phase 1

PHASE 1 - SECTION I
Market Analysis

DEMOGRAPHIC ANALYSIS

CORPUS CHRISTI DEMOGRAPHIC CHARACTERISTICS

Population	
2010 Census	305,215 ¹
2015 Estimate	318,103
2020 Estimate	333,903
Households	
2010 Census	112,795
2015 Estimate	118,731
2020 Estimate	125,317
Families	
2010 Census	76,267
2015 Estimate	79,936
2020 Estimate	84,143
Average Household Size	
2010 Census	2.66
2015 Estimate	2.63
2020 Estimate	2.62
Median Age	
2010 Census	34.9
2015 Estimate	35.4
2020 Estimate	36.3
Median Income	
2015 Estimate	\$48,013
2020 Estimate	\$54,367
Ethnicity (2015 Estimate)	
Hispanic	62.1%
White	79.8%
Black	4.5%
American Indian	0.7%
Asian	2.1%
Pacific Islander	0.1%
Other	10.2%
Multiple	2.7%

PROJECT TEAM

Ballard*King & Associates (B*K), in association with Barker Rinker Seacat Architecture (BRS), has been tasked with the development of a Recreation Master Plan for the City of Corpus Christi, Texas.

DEMOGRAPHIC ANALYSIS

The following is a summary of the basic demographic characteristics of the City of Corpus Christi as well as recreation and leisure participation standards as produced by the National Sporting Goods Association (NSGA), and cultural arts participation information as produced by the National Endowment of the Arts (NEA).

¹From the 200-2010 Census the Primary Service Area experienced a 9.9% increase in population

AGE & INCOME

The median age and household income levels are compared with the State of Texas and the national number as both of these factors are primary determiners of participation in recreation activities. The lower the median age, the higher the participation rates are for most activities. The level of participation also increases as the median income level goes up.

The median age in the State of Texas is lower than the National number, while the median age in Corpus Christi lower than the National number and slightly greater than the State number. This lower number points to the presence of young families and professionals in the service area. It must be remembered that 25.9% of the population is over the age of 55 in 2015.

CHART A – MEDIAN AGE

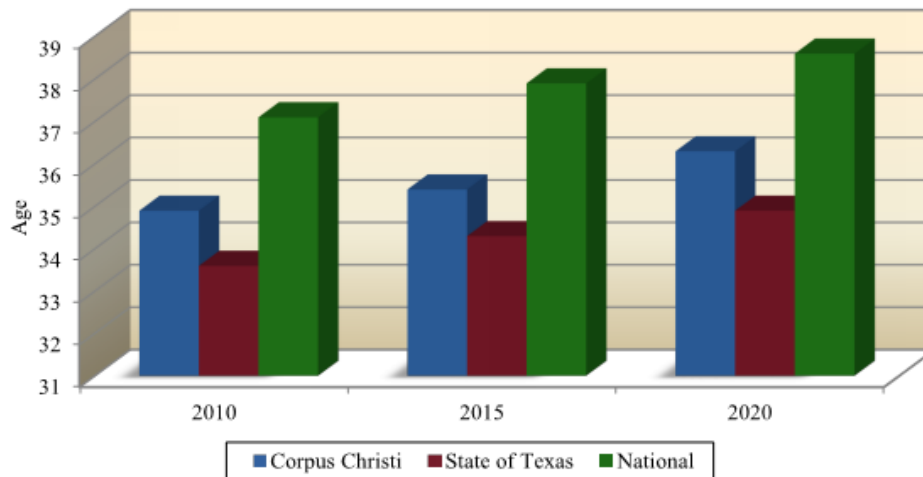


TABLE A – MEDIAN AGE

	2010 Census	2015 Projection	2020 Projection
City of Corpus Christi	34.9	35.4	36.3
State of Texas	33.6	34.3	34.9
Nationally	37.1	37.9	38.6

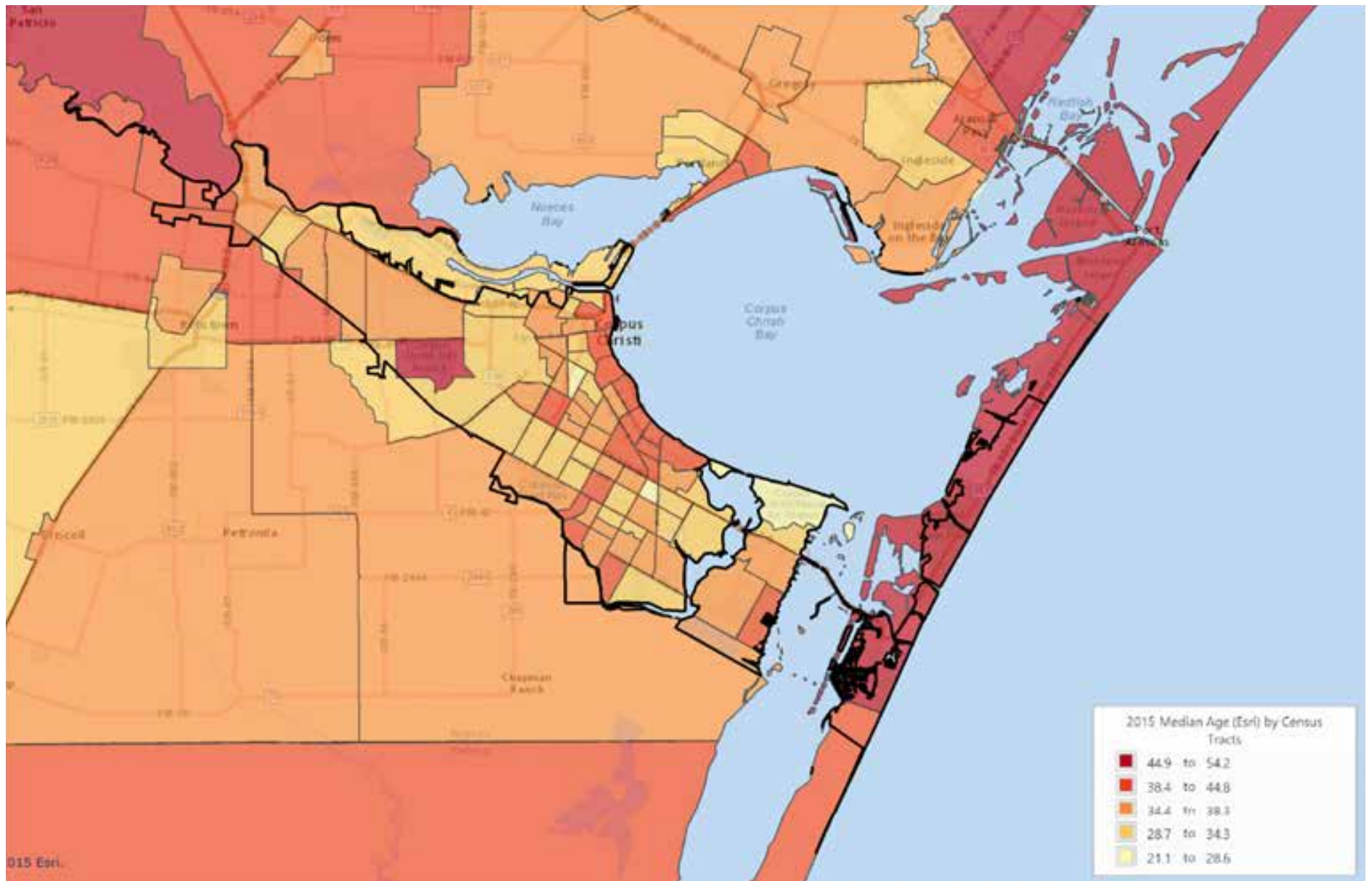
HOUSEHOLDS WITH CHILDREN

The following chart provides the number of households and percentage of households in the City of Corpus Christi with children.

The information contained in Table-B further defines the low median age that is reflected in each service area and in Table-A.

TABLE B - HOUSEHOLDS WITH CHILDREN

	Number of Households w/ Children	Percentage of Households w/ Children
City of Corpus Christi	40,743	36.1%



MAP A – MEDIAN AGE BY CENSUS TRACT

MEDIAN HOUSEHOLD INCOME

Based upon 2015 projections for median household income the following narrative can be provided the service areas:

In the City of Corpus Christi, the percentage of households with median income over \$50,000 per year is 48.6% compared to 53.2% on a national level. Furthermore, the percentage of the households in the City with median income less than \$25,000 per year is 27.7% compared to a level of 23.1% nationally.

The median income in the State of Texas is almost identical to the National number, while the median income in the City of Corpus Christi is lower than the State and National numbers. The median income must be balanced with the overall cost of living in the community. Based upon the median income numbers one can expect that the spending for entertainment and recreation would be slightly less or comparable to the National number.

TABLE C – MEDIAN HOUSEHOLD INCOME

	2015 Projection	2020 Projection
City of Corpus Christi	\$48,013	\$54,367
State of Texas	\$53,616	\$61,681
Nationally	\$53,217	\$60,683

CHART B – MEDIAN HOUSEHOLD INCOME

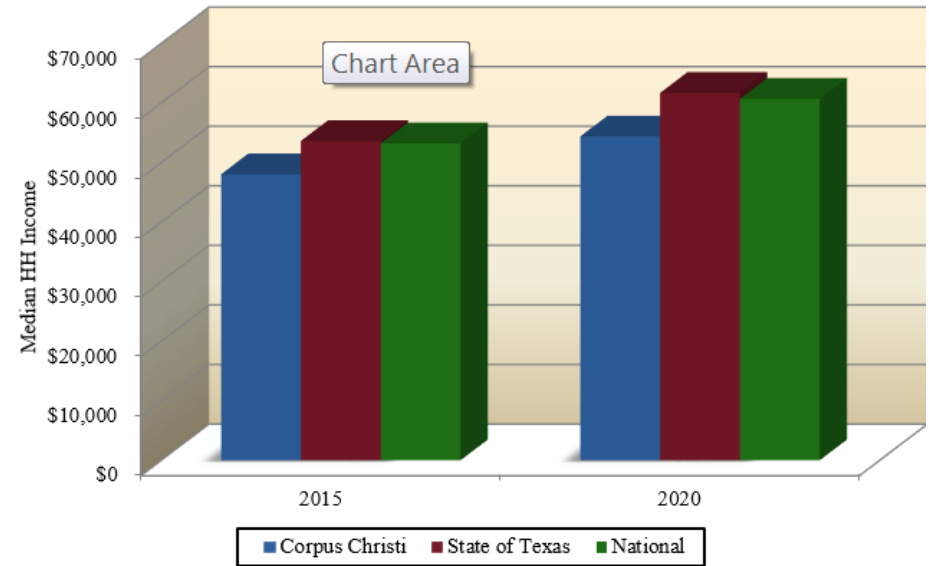
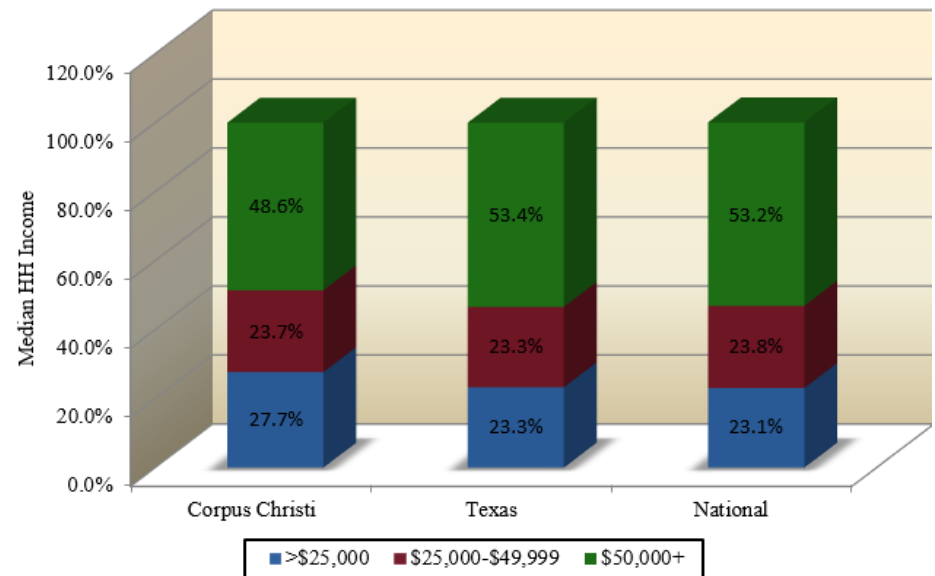
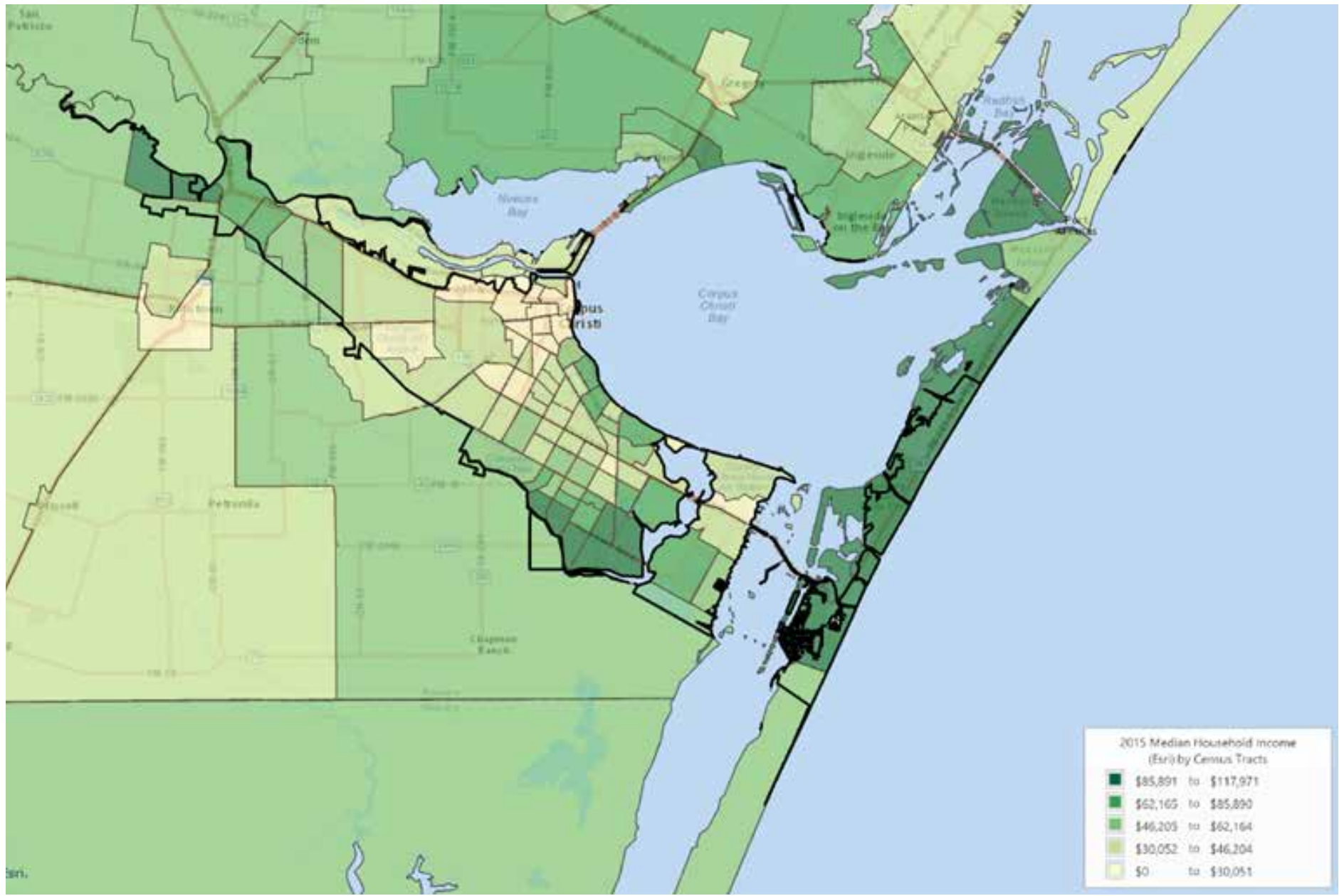


CHART C – MEDIAN HOUSEHOLD INCOME DISTRIBUTION





MAP B – MEDIAN HOUSEHOLD INCOME BY CENSUS TRACT

HOUSEHOLD BUDGET EXPENDITURES

In addition to taking a look at Median Age and Median Income, it is important to examine Household Budget Expenditures. In particular, looking at housing information; shelter, utilities, fuel and public services along with entertainment & recreation can provide a snapshot into the cost of living and spending patterns in the services areas. The table below looks at that information and compares the City with the State.

Chart D, illustrates the Household Budget Expenditures Spending Potential Index in the City. Similar to that of the median household income the SPI for both the State and National are almost identical while the City of Corpus Christi is less. The consistency of the median household income and the household budget expenditures is important.

The total number of housing units in the City of Corpus Christi, according to the 2010 Census, is 125,469 and 89.9% of those are occupied, or 112,795 housing units. Of the available units, the bulk are for rent, 4.2%.

CHART D – HOUSEHOLD BUDGET EXPENDITURES SPENDING POTENTIAL INDEX

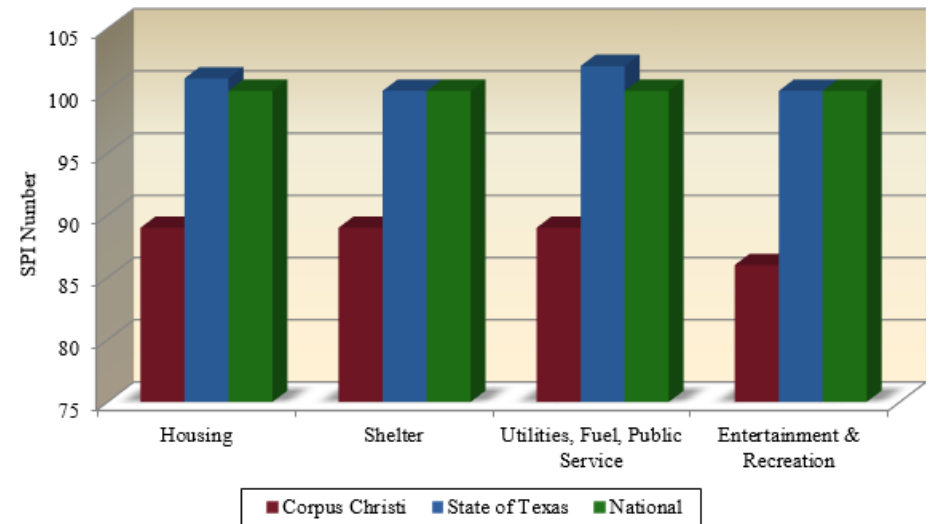


TABLE D – HOUSEHOLD BUDGET EXPENDITURES

City of Corpus Christi	SPI	Average Amount Spent	Percent
Housing	89	\$19,099.34	30.3%
Shelter	89	\$14,577.56	23.1%
Utilities, Fuel, Public Service	89	\$4,521.77	7.2%
Entertainment & Recreation	86	\$2,845.14	4.5%

State of Texas	SPI	Average Amount Spent	Percent
Housing	101	\$21,620.27	29.9%
Shelter	100	\$16,473.07	22.8%
Utilities, Fuel, Public Service	102	\$5,147.21	7.1%
Entertainment & Recreation	100	\$3,301.41	4.6%

SPI: Spending Potential Index as compared to the National number of 100.

Average Amount Spent: The average amount spent per household.

Percent: Percent of the total 100% of household expenditures.

Note: Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.

² Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2015 and 2020.

DEMOGRAPHIC ANALYSIS [CONTINUED]

CHART D – RECREATION SPENDING POTENTIAL INDEX

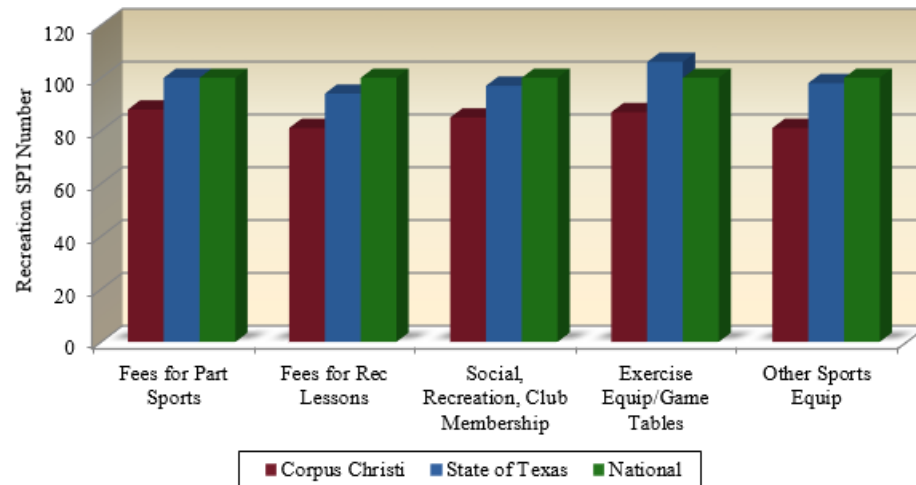


TABLE E – RECREATION EXPENDITURES SPENDING POTENTIAL INDEX³

City of Corpus Christi	SPI	Average Spent
Fees for Participant Sports	88	\$106.15
Fees for Recreational Lessons	81	\$99.32
Social, Recreation, Club Membership	85	\$146.45
Exercise Equipment/Game Tables	87	\$67.00
Other Sports Equipment	81	\$6.45

State of Texas	SPI	Average Spent
Fees for Participant Sports	100	\$120.26
Fees for Recreational Lessons	94	\$114.97
Social, Recreation, Club Membership	97	\$166.99
Exercise Equipment/Game Tables	106	\$81.53
Other Sports Equipment	98	\$7.84

Average Amount Spent: The average amount spent for the service or item in a year.

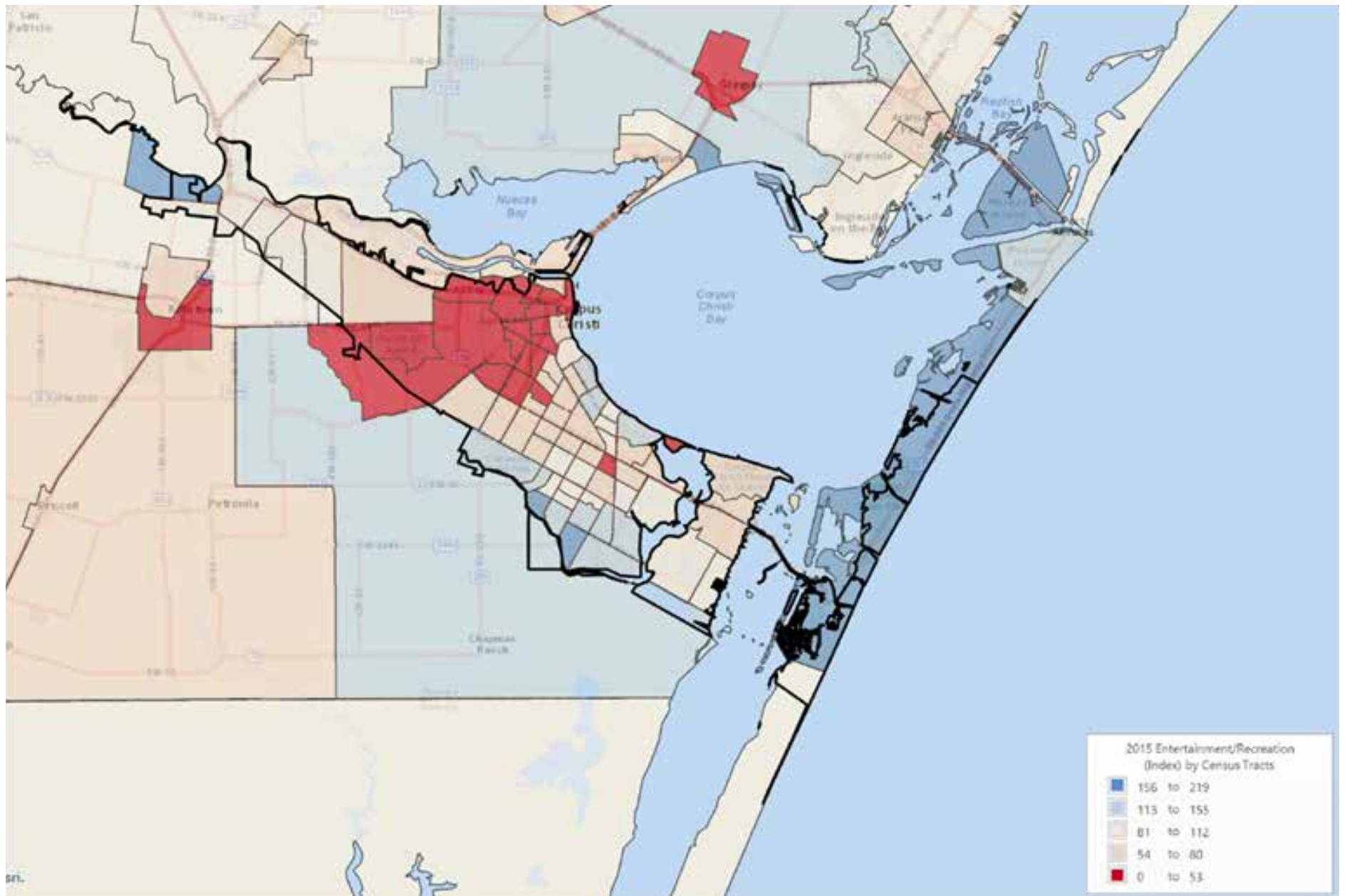
SPI: Spending potential index as compared to the national number of 100.

RECREATION SPENDING POTENTIAL INDEX

Finally, through the demographic provider that B*K utilizes for the market analysis portion of the report, we are able to examine the overall propensity for households to spend dollars on recreation activities. The following comparisons are possible.

The Spending Potential Index for Recreation is very similar to the Household Budgetary Spending. The SPI in the State of Texas is comparable to the National number, while the City of Corpus Christi is slightly less.

It is also important to note that these dollars are currently being spent.



MAP C – ENTERTAINMENT & RECREATION SPENDING POTENTIAL INDEX BY CENSUS TRACT

DEMOGRAPHIC ANALYSIS [CONTINUED]



MAP D – CORPUS CHRISTI MAP

POPULATION DISTRIBUTION BY AGE:

Utilizing census information for the City of Corpus Christi, the following comparisons are possible.

The demographic makeup of Corpus Christi, when compared to the characteristics of the national population, indicates that there are some differences with an equal or larger population in the -5, 5-17, 18-24 and 25-44 age groups and a smaller population in the 45-54, 55-64, 65-74 and 75+ age groups. The largest positive variance is in the 5-17 age group with +1.1%, while the greatest negative variance is in the 45-54 age group with -1.0%.

CHART D – 2015 CORPUS CHRISTI AGE DISTRIBUTION

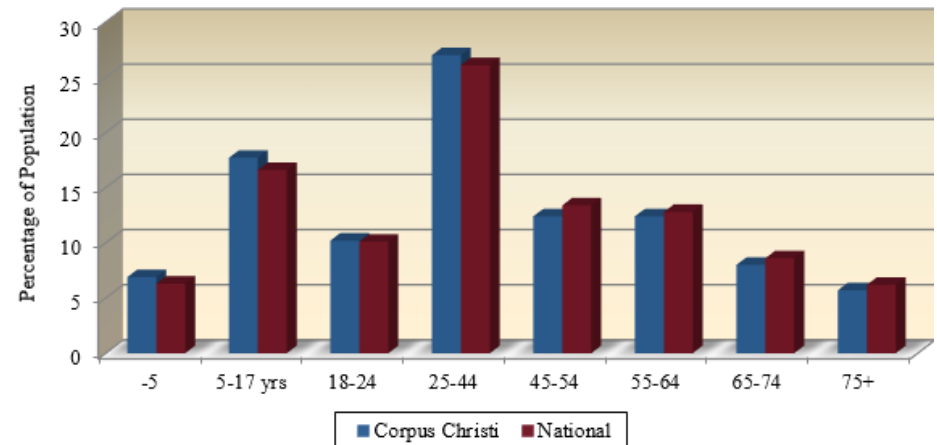


TABLE F – 2015 CORPUS CHRISTI AGE DISTRIBUTION [ESRI ESTIMATES]

Ages	Population	% of Total	Nat. Population	Difference
-5	21,676	6.9%	6.3%	+0.6%
5-17	56,114	17.7%	16.6%	+1.1%
18-24	32,274	10.2%	10.1%	+0.1%
25-44	85,952	27.0%	26.1%	+0.9%
45-54	39,492	12.4%	13.4%	-1.0%
55-64	39,519	12.4%	12.8%	-0.4%
65-74	25,180	8.0%	8.6%	-0.6%
75+	17,896	5.7%	6.2%	-0.5%

- Population:** 2015 census estimates in the different age groups in Corpus Christi.
- % of Total:** Percentage of the Corpus Christi/population in the age group.
- National Population:** Percentage of the national population in the age group.
- Difference:** Percentage difference between the Corpus Christi population and the national population.

DEMOGRAPHIC ANALYSIS [CONTINUED]

TABLE G – 2015 CORPUS CHRISTI POPULATION ESTIMATES [U.S. CENSUS INFORMATION]

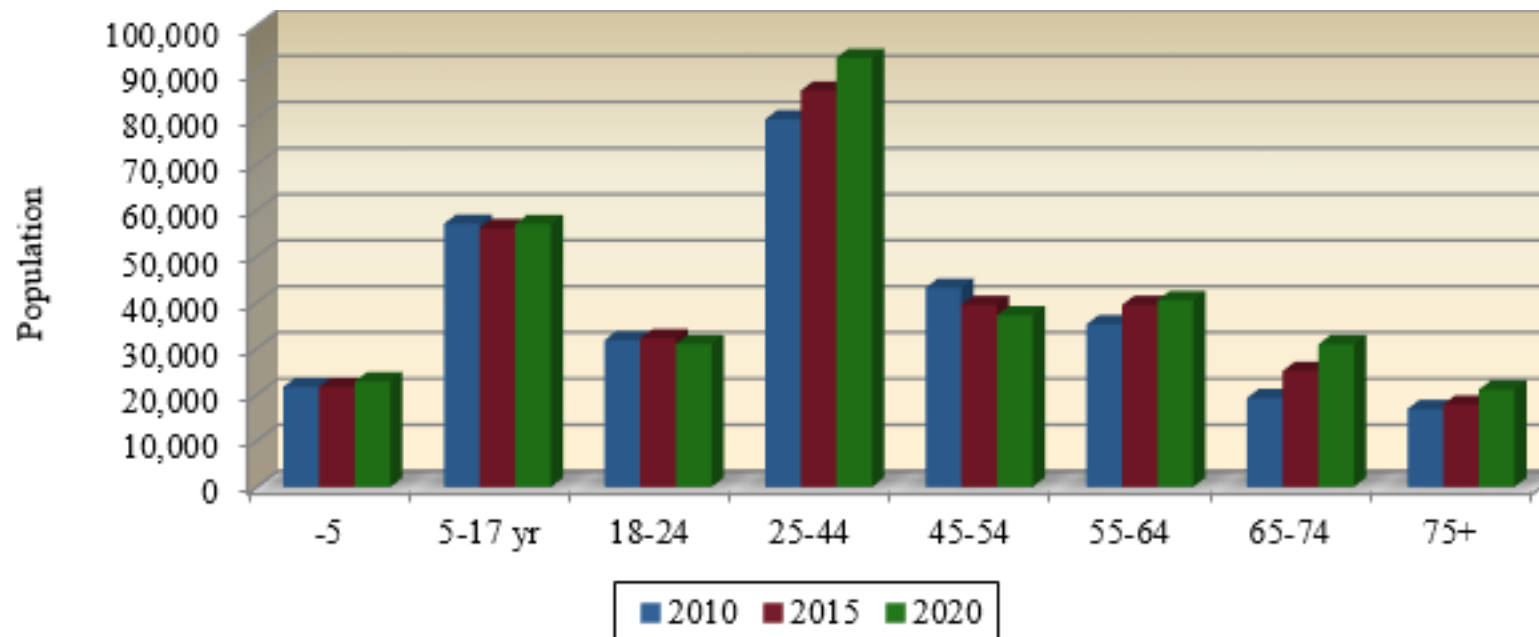
Ages	2010 Census	2015 Projection	2020 Projection	Percent Change	Percent Change Nat'l
-5	21,721	21,676	22,910	+5.5%	+0.3%
5-17	57,096	56,114	57,050	-0.1%	-0.7%
18-24	31,885	32,274	30,996	-2.8%	+1.7%
25-44	79,768	85,952	93,085	+16.7%	+7.1%
45-54	43,222	39,492	37,288	-13.7%	-9.7%
55-64	35,274	39,519	40,543	+14.9%	+17.4%
65-74	19,298	25,180	30,928	+60.3%	+50.1%
75+	16,951	17,896	21,107	+24.5%	+22.0%

POPULATION DISTRIBUTION COMPARISON BY AGE:

Utilizing census information for the City of Corpus Christi, the following comparisons are possible.

Table-G, illustrates the growth or decline in age group numbers from the 2010 census until the year 2020. It is projected that the majority of the age categories will see an increase, the categories of 5-17 and 45-54 age groups will see a decrease. It must be remembered that the population of the United States as a whole is aging and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

CHART G – CORPUS CHRISTI POPULATION GROWTH



ETHNICITY AND RACE

Below is listed the distribution of the population by ethnicity and race for Corpus Christi for 2015 population projections. Those numbers were developed from 2010 Census Data.

CHART H – 2015 CORPUS CHRISTI NON-WHITE POPULATION BY RACE

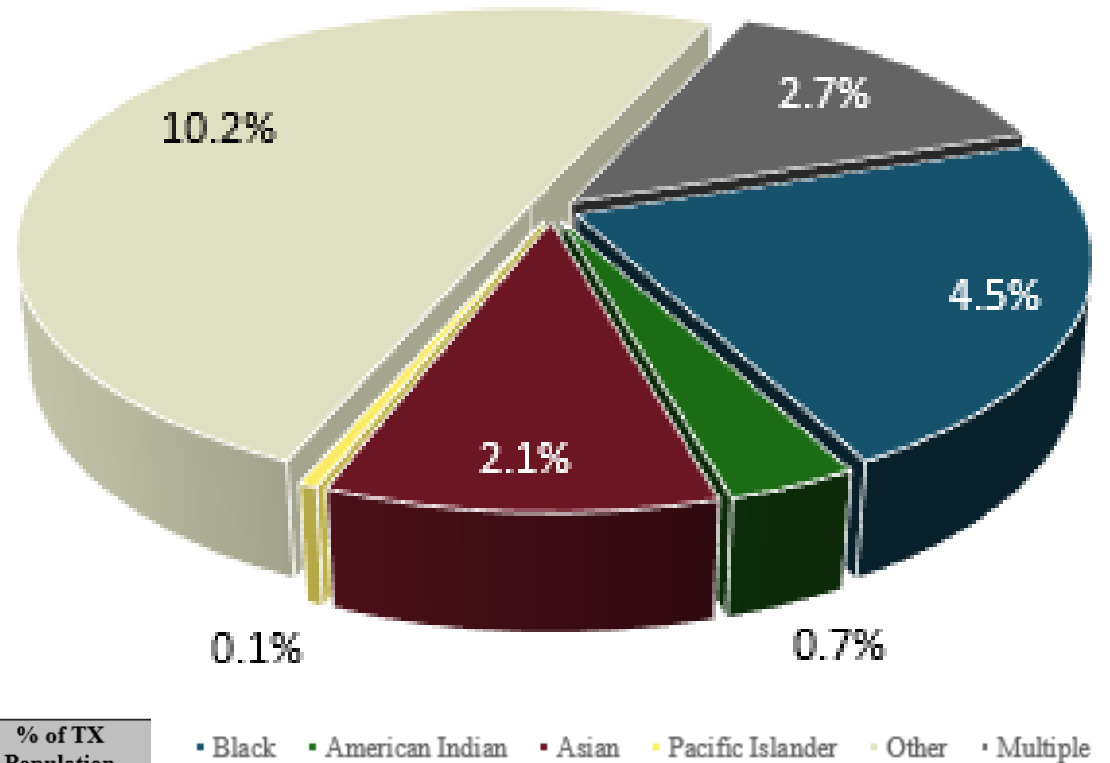


TABLE H – 2015 CORPUS CHRISTI ETHNIC POPULATION AND MEDIAN AGE

Ethnicity	Total Population	Median Age	% of Population	% of TX Population
Hispanic	197,666	31.6	62.1%	39.1%

Source: U.S. Census Bureau and ESRI

TABLE I – 2015 CORPUS CHRISTI POPULATION BY RACE AND MEDIAN AGE

Race	Total Population	Median Age	% of Population	% of TX Population
White	253,693	36.9	79.8%	68.7%
Black	14,317	33.0	4.5%	12.1%
American Indian	2,240	34.5	0.7%	0.7%
Asian	6,559	36.4	2.1%	4.4%
Pacific Islander	312	31.9	0.1%	0.1%
Other	32,376	30.0	10.2%	11.0%
Multiple	8,606	25.0	2.7%	3.0%

2015 Primary Service Area Total Population: 378,140 Residents

Source: U.S. Census Bureau and ESRI

TAPESTRY SEGMENTATION

Tapestry segmentation represents the 4th generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. While the demographic landscape of the U.S. has change significantly since the 2000 Census the tapestry segmentation has remained stable as neighborhoods have evolved.

The value of including this information for the City of Corpus Christi is that it allows the organization to better understand the consumers/ constituents in their service areas and supply them with the right products and services.

The tapestry segmentation system classifies U.S. neighborhoods into 65 distinctive market segments. Neighborhoods are sorted by more than 60 attributes including; income, employment, home value, housing types, education, household composition, age and other key determinants of consumer behavior.

The following pages and tables outline the top 5 tapestry segments in Corpus Christi and provides a brief description of each. This information combined with the key indicators and demographic analysis of each service area help further describe the markets that Corpus Christi looks to serve with programs, services and special events.

TABLE J – CORPUS CHRISTI TAPESTRY SEGMENT COMPARISON

	Corpus Christi		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Southwestern Families (7F)	18.3%	18.3%	33.8	\$27,000
Home Improvement (4B)	8.4%	26.7%	37.0	\$67,000
In Style (5B)	5.5%	32.2%	41.1	\$66,000
Bright Young Prof. (8C)	5.5%	37.7%	32.2	\$50,000
Rustbelt Traditions (5D)	5.2%	42.9%	38.4	\$49,000

Source: ESRI estimates

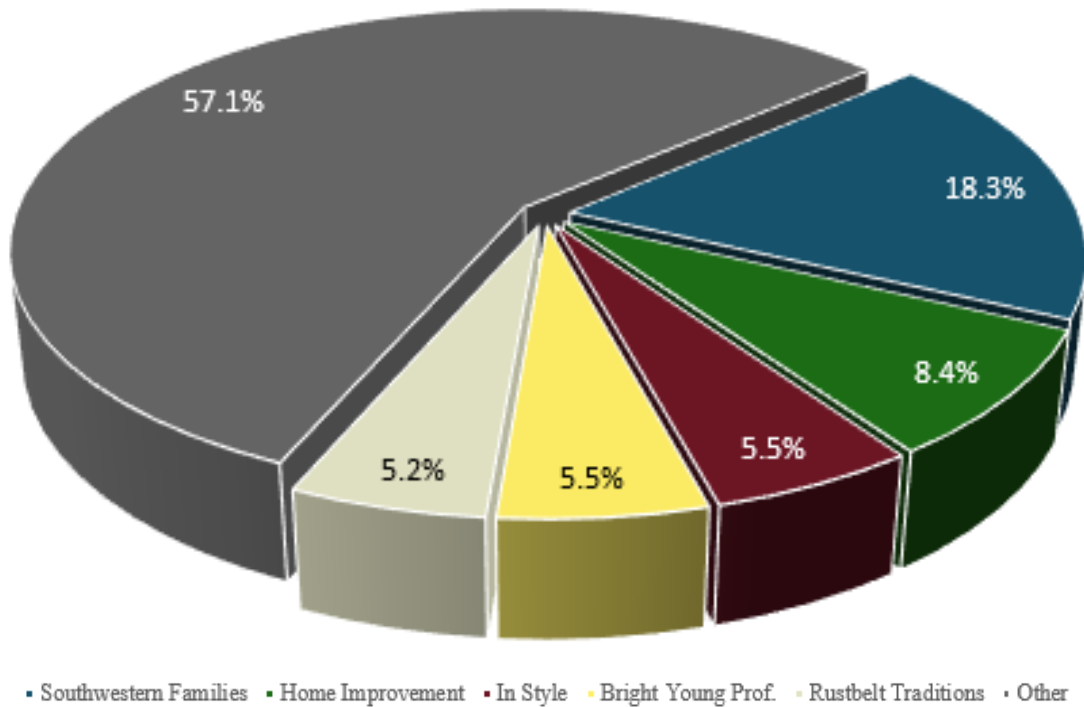
For comparison purposes the following are the top 10 Tapestry segments, along with percentage in the United States:

1. Green Acres (6A)	3.2%	} 15.1%
2. Southern Satellites (10A)	3.2%	
3. Savvy Suburbanites (1D)	3.0%	
4. Salt of the Earth (6B)	2.9%	
5. Soccer Moms (4A)	2.8%	
<hr/>		
6. Middleburg (4C)	2.8%	} 12.5%
7. Midlife Constants (5E)	2.5%	
8. Comfortable Empty Nesters (5A)	2.5%	
9. Heartland Communities (6F)	2.4%	
10. Old and Newcomers (8F)	2.3%	

Source: ESRI estimates

DEMOGRAPHIC ANALYSIS [CONTINUED]

CHART I – TAPESTRY SEGMENT REPRESENTATION BY PERCENTAGE



Southwestern Families (7F) 18.3%

Residents in these neighborhoods are young families that form the foundation of Hispanic life in the Southwest. Children are the center of households that are composed mainly of married couples with children and single-parent families. Spending is focused on the family and at-home entertainment. The diversity in this segment is such that 81.9% identify as Hispanic.

Home Improvement (4B) 8.4%

Married-couple families occupy well over half of these suburban households. Education and diversity levels are similar to the U.S. as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. There is a significant Hispanic (18.9%) and Black (13.2%) population in this segment.

In Style (5B) 5.5%

These residents embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for retirement. This population is less diverse in comparison to the U.S. as a whole.

Bright Young Professionals (8C) 5.5%

These communities are primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. Slightly more diverse couples dominate this market, with more renters than homeowners. Residents of this segment are physically active and up on the latest technology. There is a significant Hispanic (16.6%) and Black (16.0%) population in this segment. Residents participate in a variety of sports including; basketball, football, bowling, Pilates, weight lifting and yoga.

Rustbelt Traditions (5D) 5.2%

These residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade and health care. Family oriented they value time spent at home. Almost ½ of the households are married-couple families, most without children.

PARK PLANNING AREAS

The City of Corpus Christi has identified seven park planning areas as part of the most recent Parks and Recreation Master Plan. The map of the areas is shown to the right.

PARK PLANNING AREAS DEMOGRAPHIC CHARACTERISTICS

The table below indicates the basic demographic characteristics of the seven park planning areas.

MAP E – CORPUS CHRISTI PLANNING AREAS



TABLE K – CORPUS CHRISTI PARK PLANNING AREAS DEMOGRAPHIC CHARACTERISTICS

	Planning Area 1	Planning Area 2	Planning Area 3	Planning Area 4	Planning Area 5	Planning Area 6	Planning Area 7
Population:							
2010 Census	33,441	86,697	24,775	447	109,361	21,481	9,144
2016 Estimate	35,442	89,807	27,088	461	120,036	22,567	9,897
2021 Estimate	37,568	93,792	29,244	476	129,608	23,826	10,582
Households:							
2010 Census	11,761	29,339	8,443	236	42,485	8,082	4,144
2016 Estimate	12,495	30,519	9,344	242	46,546	8,508	4,484
2021 Estimate	13,266	31,934	10,154	250	50,243	8,987	4,827
Families:							
2010 Census	8,782	20,753	6,075	131	28,115	5,575	2,648
2016 Estimate	9,265	21,438	6,693	132	30,696	5,840	2,838
2021 Estimate	9,805	22,350	7,251	135	33,064	6,155	3,038
Average Household Size:							
2010 Census	2.82	2.91	2.87	1.59	2.56	2.64	2.21
2016 Estimate	2.81	2.90	2.84	1.60	2.57	2.64	2.21
2021 Estimate	2.81	2.89	2.83	1.61	2.57	2.64	2.19
Ethnicity (2016 Estimate):							
Hispanic	59.0%	84.6%	79.7%	38.0%	56.5%	32.6%	16.5%
White	83.1%	76.2%	75.7%	84.8%	79.6%	81.3%	91.2%
Black	2.4%	5.9%	6.0%	2.4%	4.3%	4.4%	0.9%
American Indian	0.6%	0.8%	0.7%	0.9%	0.6%	1.0%	0.5%
Asian	0.7%	0.3%	1.1%	4.1%	4.0%	4.0%	2.2%
Pacific Islander	0.1%	0.04%	0.1%	0.0%	0.1%	0.2%	0.1%
Other	10.5%	14.3%	14.1%	5.2%	8.7%	4.4%	2.8%
Multiple	2.6%	2.5%	2.3%	2.6%	2.7%	4.7%	2.3%
Median Age:							
2010 Census	34.0	34.9	31.6	48.3	34.1	36.0	45.6
2016 Estimate	34.6	35.5	32.0	49.9	34.9	36.6	47.7
2021 Estimate	35.4	36.9	32.5	51.3	35.5	37.0	48.7
Median Income:							
2016 Estimate	\$57,292	\$30,929	\$39,607	\$37,436	\$59,180	\$44,063	\$88,590
2021 Estimate	\$61,793	\$30,172	\$38,964	\$36,206	\$67,685	\$45,588	\$99,267

SPORTS PARTICIPATION NUMBERS

In addition to analyzing the demographic realities of the service areas, it is possible to project possible participation in recreation and sport activities.

Participation Numbers:

On an annual basis, the National Sporting Goods Association (NSGA) conducts an in-depth study and survey of how Americans spend their leisure time. This information provides the data necessary to overlay rate of participation onto the City of Corpus Christi to determine market potential.

B*K takes the national average and combines that with participation percentages of the City of Corpus Christi based upon age distribution, median income, region and National number. Those four percentages are then averaged together to create a unique participation percentage for the service area. This participation percentage when applied to the population of Corpus Christi then provides an idea of the market potential for various activities. It is important to note that these percentages are based on extrapolations of national data and may not reflect the unique situation in Corpus Christi.

Recreation Related Activities Participation:

These activities are often part of a community recreation program offerings.

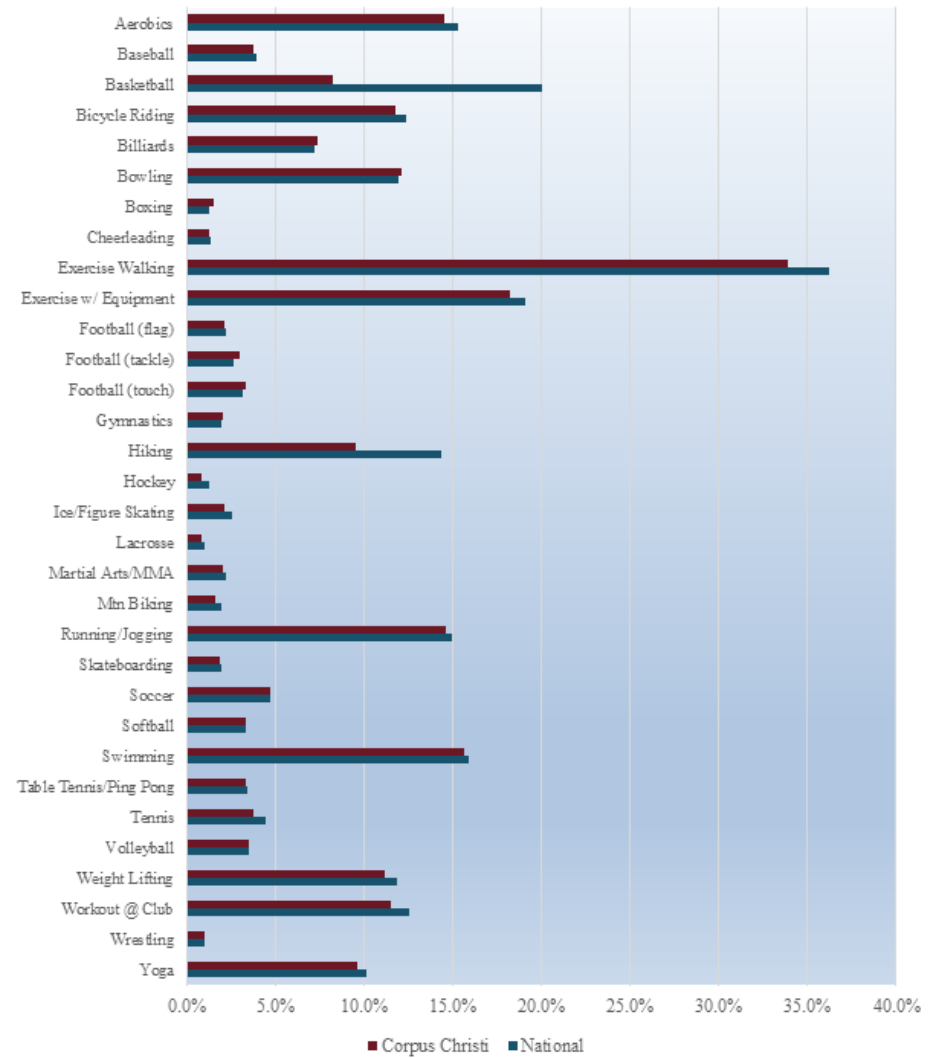
TABLE L – RECREATION ACTIVITY PARTICIPATION RATES FOR THE CITY OF CORPUS CHRISTI

Indoor Activities	Age	Income	Region	Nation	Average
Aerobics	15.4%	14.3%	13.1%	15.3%	14.5%
Billiards	7.3%	7.7%	7.1%	7.2%	7.3%
Bowling	12.1%	12.1%	12.5%	11.9%	12.1%
Boxing	1.2%	1.6%	2.1%	1.2%	1.5%
Gymnastics	2.0%	2.0%	2.1%	1.9%	2.0%
Hockey (ice)	1.2%	0.4%	0.5%	1.2%	0.8%
Ice/Figure Skating	2.6%	2.0%	1.5%	2.5%	2.1%
Martial Arts / MMA	2.2%	1.8%	1.9%	2.2%	2.0%
Table Tennis/Ping Pong	3.5%	2.9%	3.4%	3.4%	3.3%
Weight Lifting	11.8%	9.2%	11.6%	11.8%	11.1%
Workout @ Clubs	12.5%	10.0%	10.9%	12.5%	11.5%
Wrestling	1.0%	1.0%	1.0%	1.0%	1.0%
Yoga	10.2%	9.1%	9.0%	10.1%	9.6%
Outdoor Activities	Age	Income	Region	Nation	Average
Baseball	4.0%	3.7%	3.0%	3.9%	3.7%
Football (flag)	2.2%	2.2%	1.8%	2.2%	2.1%
Football (tackle)	2.7%	2.9%	3.5%	2.6%	2.9%
Football (touch)	3.2%	3.4%	3.7%	3.1%	3.3%
Hiking	1.2%	13.5%	9.3%	14.3%	9.6%
Lacrosse	1.0%	0.9%	0.3%	1.0%	0.8%
Mtn-Biking (off-road)	1.9%	1.1%	1.6%	1.9%	1.6%
Skateboarding	2.0%	1.6%	1.9%	1.9%	1.8%
Soccer	4.8%	4.3%	5.1%	4.7%	4.7%
Softball	3.3%	3.6%	3.0%	3.3%	3.3%
Tennis	4.3%	3.0%	3.3%	4.4%	3.7%
Indoor/Outdoor	Age	Income	Region	Nation	Average
Basketball	8.4%	7.4%	8.7%	8.2%	8.2%
Bicycle Riding	12.5%	11.2%	10.8%	12.3%	11.7%
Cheerleading	1.3%	1.0%	1.2%	1.3%	1.2%
Exercise Walking	31.4%	36.1%	32.1%	36.2%	33.9%
Exercise w/ Equipment	19.1%	17.3%	17.4%	19.1%	18.2%
Running/Jogging	15.2%	13.8%	14.6%	14.9%	14.6%
Swimming	16.1%	15.0%	15.3%	15.9%	15.6%
Volleyball	3.6%	3.1%	3.7%	3.5%	3.5%
	Age	Income	Region	Nation	Average
Did Not Participate	22.5%	23.4%	24.0%	22.6%	23.1%

Age: Participation based on individuals ages 7 & Up of the City of Corpus Christi.
Income: Participation based on the 2013 estimated median household income in the City of Corpus Christi.
Region: Participation based on regional statistics (West South Central).
National: Participation based on national statistics.
Average: Average of the four columns.

PARTICIPATION BENCHMARK

CHART J – COMPARISON OF NATIONAL & CORPUS CHRISTI PARTICIPATION PERCENTAGE



ANTICIPATED PARTICIPATION NUMBERS BY ACTIVITY

Utilizing the average percentage from Table-K above plus the 2010 census information and census estimates for 2015 and 2020 (over age 7) the following comparisons can be made.

TABLE M – PARTICIPATION RATES PRIMARY SERVICE AREA

Indoor Activity	Average	2010 Part.	2015 Part.	2020 Part.	Difference
Aerobics	14.5%	39,901	41,783	44,348	4,447
Billiards	7.3%	20,119	21,067	22,361	2,242
Bowling	12.1%	33,377	34,951	37,096	3,720
Boxing	1.5%	4,204	4,402	4,672	468
Gymnastics	2.0%	5,475	5,733	6,085	610
Hockey (ice)	0.8%	2,265	2,372	2,518	252
Ice/Figure Skating	2.1%	5,882	6,159	6,538	656
Martial Arts / MMA	2.0%	5,592	5,856	6,215	623
Table Tennis/Ping Pong	3.3%	9,051	9,478	10,060	1,009
Weight Lifting	11.1%	30,510	31,949	33,911	3,400
Workout @ Clubs	11.5%	31,541	33,029	35,056	3,515
Wrestling	1.0%	2,761	2,891	3,069	308
Yoga	9.6%	26,401	27,646	29,343	2,942

Outdoor Activity	Average	2010 Part.	2015 Part.	2020 Part.	Difference
Baseball	3.7%	10,047	10,521	11,167	1,120
Football (flag)	2.1%	5,800	6,074	6,447	646
Football (tackle)	2.9%	8,021	8,399	8,915	894
Football (touch)	3.3%	9,191	9,624	10,215	1,024
Hiking	9.6%	26,292	27,532	29,222	2,930
Lacrosse	0.8%	2,197	2,301	2,442	245
Mtn-Biking (off-road)	1.6%	4,439	4,648	4,933	495
Skateboarding	1.8%	5,054	5,292	5,617	563
Soccer	4.7%	13,013	13,627	14,463	1,450
Softball	3.3%	9,100	9,529	10,114	1,014
Tennis	3.7%	10,294	10,779	11,441	1,147

Indoor/Outdoor	Average	2010 Part.	2015 Part.	2020 Part.	Difference
Basketball	8.2%	22,493	23,553	24,999	2,507
Bicycle Riding	11.7%	32,123	33,638	35,703	3,580
Cheerleading	1.2%	3,294	3,450	3,661	367
Exercise Walking	33.9%	93,253	97,651	103,646	10,392
Exercise w/ Equipment	18.2%	50,047	52,407	55,624	5,577
Running/Jogging	14.6%	40,156	42,050	44,631	4,475
Swimming	15.6%	42,781	44,798	47,548	4,768
Volleyball	3.5%	9,548	9,999	10,612	1,064

	Average	2010 Part.	2015 Part.	2020 Part.	Difference
Did Not Participate	23.1%	63,564	66,561	70,647	7,084

Note: These numbers do not necessarily translate into use figures for various Corpus Christi activities or programs. It should also be noted that the “Did Not Participate” statistics refers to all 55 activities outlined in the NSGA 2014 Survey Instrument.

DEMOGRAPHIC ANALYSIS [CONTINUED]

PARTICIPATION BY ETHNICITY AND RACE

Participation in sports activities is also tracked by ethnicity and race. The table below compares the overall rate of participation nationally with the rate for Hispanics and African Americans. Utilizing information provided by the National Sporting Goods Association's 2014 survey, the following comparisons are possible.

Primary Service Part

The unique participation percentage developed for the City of Corpus Christi.

National Rate

The national percentage of individuals who participate in the given activity.

African American Rate

The percentage of African Americans who participate in the given activity.

Hispanic Rate

The percentage of Hispanics who participate in the given activity. There is a significant Hispanic population in the City of Corpus Christi. As such these numbers play more of a factor with regards to overall participation.

TABLE N – COMPARISON OF NATIONAL AFRICAN AMERICAN & HISPANIC PARTICIPATION RATES

Indoor Activity	Primary Service Area	National Participation	African American Participation	Hispanic Participation
Aerobics	14.5%	15.3%	12.0%	15.4%
Baseball	3.7%	3.9%	2.3%	4.8%
Basketball	8.2%	8.2%	11.9%	7.2%
Bicycle Riding	11.7%	12.3%	6.7%	12.6%
Billiards	7.3%	7.2%	4.9%	7.6%
Bowling	12.1%	1.2%	1.7%	2.7%
Boxing	1.5%	1.2%	1.7%	2.7%
Cheerleading	1.2%	1.3%	1.4%	1.2%
Exercise Walking	33.9%	36.2%	23.6%	30.3%
Exercise w/ Equipment	18.2%	19.1%	12.2%	16.1%
Football (flag)	2.1%	2.2%	2.0%	2.9%
Football (tackle)	2.9%	2.6%	4.0%	3.5%
Football (touch)	3.3%	3.1%	2.8%	3.4%
Gymnastics	2.0%	1.9%	3.4%	2.4%
Hiking	9.6%	14.3%	2.8%	15.3%
Hockey (ice)	0.8%	1.2%	0.6%	0.8%
Ice/Figure Skating	2.1%	2.5%	1.4%	3.1%
Lacrosse	0.8%	1.0%	1.1%	1.1%
Martial Arts / MMA	2.0%	2.2%	1.7%	2.2%
Mtn-Biking (off-road)	1.6%	1.9%	0.9%	2.4%
Running/Jogging	14.6%	14.9%	10.3%	16.9%
Skateboarding	1.8%	1.9%	0.9%	1.8%
Soccer	4.7%	4.7%	2.4%	6.3%
Softball	3.3%	3.3%	2.8%	3.4%
Swimming	15.6%	15.9%	5.9%	12.0%
Table Tennis/Ping Pong	3.3%	3.4%	2.2%	3.1%
Tennis	3.7%	4.4%	3.1%	4.1%
Volleyball	3.5%	3.5%	3.3%	3.4%
Weight Lifting	11.1%	11.8%	8.2%	12.3%
Workout @ Clubs	11.5%	12.5%	9.0%	12.0%
Wrestling	1.0%	1.0%	1.0%	1.9%
Yoga	9.6%	10.1%	6.5%	10.3%

SUMMARY OF SPORTS PARTICIPATION

The following chart summarizes participation in both indoor and outdoor activities utilizing information from the 2014 National Sporting Goods Association survey.

Primary Service Part

The unique participation percentage developed for the City of Corpus Christi.

National Rank

Popularity of sport based on national survey.

National Participation

Percent of population that participate in this sport on national survey.

Primary Service Rank

The rank of the activity within the City of Corpus Christi.

Primary Service %

Ranking of activities based upon average from Table-K.

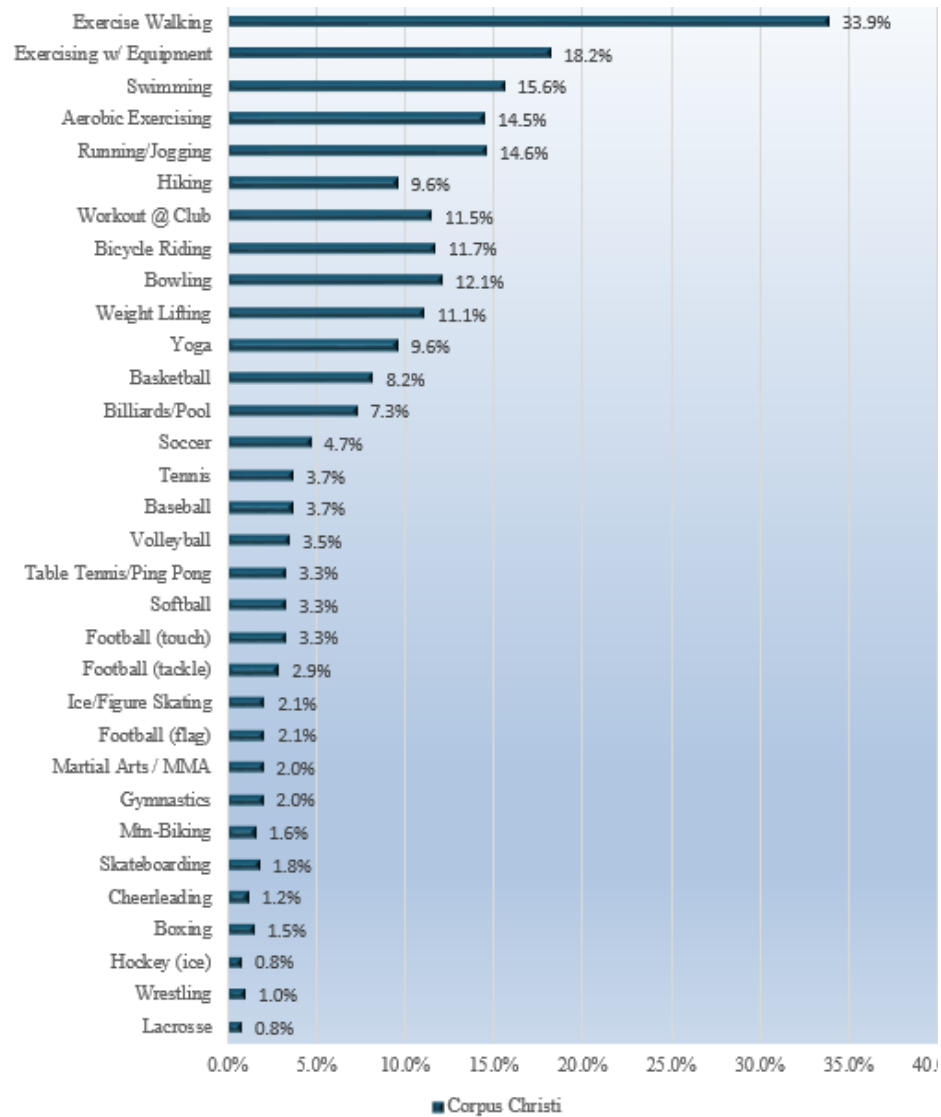
TABLE O – SPORTS PARTICIPATION SUMMARY

Sport	Nat'l Rank ⁴	Nat'l Participation (in millions)	Primary Service	Corpus Christi Percentage
Exercise Walking	1	104.3	1	33.9%
Exercising w/ Equipment	2	55.1	2	18.2%
Swimming	3	45.9	3	15.6%
Aerobic Exercising	4	44.2	5	14.5%
Running/Jogging	5	43.0	4	14.6%
Hiking	6	41.1	10	9.6%
Workout @ Club	8	35.9	8	11.5%
Bicycle Riding	9	35.6	7	11.7%
Bowling	10	34.4	6	12.1%
Weight Lifting	11	34.0	9	11.1%
Yoga	13	29.2	10	9.6%
Basketball	14	23.7	12	8.2%
Billiards/Pool	15	20.8	13	7.3%
Soccer	20	13.4	14	4.7%
Tennis	21	12.4	15	3.7%
Baseball	23	11.3	15	3.7%
Volleyball	24	10.2	17	3.5%
Table Tennis/Ping Pong	26	9.9	18	3.3%
Softball	27	9.5	18	3.3%
Football (touch)	30	8.9	18	3.3%
Football (tackle)	32	7.5	21	2.9%
Ice/Figure Skating	34	7.3	22	2.1%
Football (flag)	35	6.3	22	2.1%
Martial Arts / MMA	36	6.3	24	2.0%
Gymnastics	39	5.4	24	2.0%
Mtn-Biking (off-road)	40	5.4	27	1.6%
Skateboarding	41	5.4	26	1.8%
Cheerleading	46	3.6	29	1.2%
Boxing	47	3.4	28	1.5%
Hockey (ice)	48	3.4	31	0.8%
Wrestling	50	2.9	30	1.0%
Lacrosse	51	2.8	31	0.8%

⁴ This rank is based upon the 54 activities reported on by NSGA in their 2014 survey instrument.

DEMOGRAPHIC ANALYSIS [CONTINUED]

CHART K – SPORTS PARTICIPATION IN CITY OF CORPUS CHRISTI



MARKET POTENTIAL INDEX (MPI)

In addition to examining the participation numbers for various indoor activities through the NSGA 2014 Survey and the Spending Potential Index for Entertainment & Recreation, B*K can access information about Sports & Leisure Market Potential. The following information illustrates participation rates for adults in various activities in the City of Corpus Christi.

Expected # of Adults

Number of adults, 18 years of age and older, participating in the activity in the City of Corpus Christi.

Percent of Population

Percent of the service area that participates in the activity.

MPI

Market potential index as compared to the national number of 100.

TABLE P – MARKET POTENTIAL INDEX FOR ADULT PARTICIPATION IN ACTIVITIES

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics	21,091	8.8%	98
Baseball	11,062	4.6%	103
Basketball	18,799	7.8%	94
Bicycling (mountain)	9,997	4.2%	104
Bicycling (road)	22,742	9.5%	96
Football	12,721	5.3%	106
Frisbee	11,582	4.8%	105
Hiking	22,014	9.2%	92
Ice Skating	5,978	2.5%	97
Jogging/Running	27,337	11.4%	89
Pilates	6,849	2.9%	102
Soccer	10,034	4.2%	111
Softball	8,150	3.4%	99
Swimming	34,751	14.5%	91
Tennis	10,044	4.2%	98
Volleyball	8,601	3.6%	101
Walking for Exercise	61,415	25.6%	91
Weight Lifting	22,121	9.2%	87
Yoga	16,521	6.9%	96

This table indicates that the overall propensity for adults to participate in the various activities listed is greater than the national number of 100 in 7 of 19 instances. In many instances when a participation number is lower than the National number it can be attributed to a lack of facilities or an inability to pay for facilities and programs.

DEMOGRAPHIC ANALYSIS [CONTINUED]

SPORTS ACTIVITY TRENDS

Below are listed those sports activities that would could take place either in a public recreation facility or park, and the percentage of growth or decline that each has experienced nationally over the last 10 years (2005-2014).

TABLE Q – NATIONAL ACTIVITY TREND (IN MILLIONS)

Increased in Popularity

	2005 Participation	2014 Participation	Percent Change
Lacrosse ⁵	1.2	2.8	133.3%
Kayaking ⁶	5.9	9.0	52.5%
Running/Jogging	29.2	43.0	47.3%
Hockey (ice)	2.4	3.4	41.7%
Yoga ⁷	20.7	29.2	41.1%
Gymnastics ⁸	3.9	5.4	38.5%
Hiking	29.8	41.1	37.9%
Aerobic Exercising	33.7	44.2	31.2%
Exercise Walking	86.0	104.3	21.3%
Tennis	11.1	12.4	11.7%
Cheerleading	3.3	3.6	9.1%
Workout @ Club	34.7	35.9	3.5%
Canoeing ⁹	7.1	7.3	2.8%
Exercising w/ Equipment	54.2	55.1	1.7%
Ice/Figure Skating ¹⁰	6.7	7.3	1.4%

⁵ Growth since 2007.

⁶ Growth since 2007.

⁷ Growth since 2007.

⁸ Growth since 2009.

⁹ Growth since 2006.

¹⁰ Growth since 2013.

Decreased in Popularity

	2005 Participation	2014 Participation	Percent Change
Martial Arts / MMA ¹¹	6.4	6.3	-1.6%
Weight Lifting	35.5	34.0	-4.2%
Soccer	14.1	13.4	-5.0%
Boxing ¹²	3.8	3.4	-10.5%
Camping	46.0	39.5	-14.1%
Bicycle Riding	43.1	35.6	-17.4%
Basketball	29.9	23.7	-20.7%
Swimming	58.0	45.9	-20.9%
Fishing (fresh water)	37.5	29.4	-21.6%
Baseball	14.6	11.3	-22.6%
Volleyball	13.2	10.2	-22.7%
Wrestling	0.0	2.9	-23.7%
Football (tackle)	9.9	7.5	-24.2%
Golf	24.7	18.4	-25.5%
Softball	14.1	9.5	-32.6%
Boating	27.5	14.1	-48.7%
Skateboarding	12.0	5.4	-55.0%

2014 Participation: The number of participants per year in the activity (in millions) in the United States.

2005 Participation: The number of participants per year in the activity (in millions) in the United States.

Percent Change: The percent change in the level of participation from 2005 to 2014.

CULTURAL ARTS PARTICIPATION STATISTICS

It is recognized that many parks and recreation programs are geared towards more active pursuits. However, it is important to note that inclusion of non-sport activities is important to provide a community a well-rounded recreation experience.

While there is not an abundance of information available for participation in these types of activities as compared to sport activities, there are statistics that can be utilized to help determine the market for cultural arts activities and events.

There are many ways to measure a nation’s cultural vitality. One way is to chart public involvement with arts events and other activities over time. The NEA’s Survey of Public Participation in the Arts remains the largest periodic study of arts participation in the United States, and it is conducted in partnership with the U.S. Census Bureau. The large number of survey respondents – similar in make-up to the total U.S. adult population – permits a statistical snapshot of American’s engagement with the arts by frequency and activity type. The survey has taken place five times since 1982, allowing researchers to compare the trends not only for the total adult population, but also for demographic subgroups.

The participation numbers for these activities are national numbers.

TABLE R – PERCENTAGE OF U.S. ADULT POPULATION ATTENDING ARTS PERFORMANCES: 1982-2008

					Rate of Change	
	1982	1992	2002	2008	2002-2008	1982-2008
Jazz	9.6%	10.6%	10.8%	7.8%	-28%	-19%
Classical Music	13.0%	12.5%	11.6%	9.3%	-20%	-29%
Opera	3.0%	3.3%	3.2%	2.1%	-34%	-30%
Musical Plays	18.6%	17.4%	17.1%	16.7%	-2%	-10%
Non-Musical Plays	11.9%	13.5%	12.3%	9.4%	-24%	-21%
Ballet	4.2%	4.7%	3.9%	2.9%	-26%	-31%

Smaller percentages of adults attended performing arts events than in previous years.

- Opera and jazz participation significantly decreased for the first time, with attendance rates falling below what they were in 1982
- Classical music attendance continued to decline – at a 29% rate since 1982 – with the steepest drop occurring from 2002 to 2008
- Only musical play saw no statistically significant change in attendance since 2002.

TABLE S – PERCENTAGE OF U.S. ADULT POPULATION ATTENDING ART MUSEUMS, PARKS AND FESTIVALS: 1982-2008

					Rate of Change	
	1982	1992	2002	2008	2002-2008	1982-2008
Art Museums/Galleries	22.1%	26.7%	26.5%	22.7%	-14%	+3%
Parks/Historical Buildings	37.0%	34.5%	31.6%	24.9%	-21%	-33%
Craft/Visual Arts Festivals	39.0%	40.7%	33.4%	24.5%	-27%	-37%

Attendance for the most popular types of arts events – such as museums and craft fairs – also declined.

- After topping 26% in 1992 and 2002, the art museum attendance rate slipped to 23% in 2008 - comparable to the 1982 level.
- The proportion of the U.S. adults touring parks or historical buildings has diminished by one-third since 1982.

TABLE T – MEDIAN AGE OF ARTS ATTENDEES: 1982-2008

					Rate of Change	
	1982	1992	2002	2008	2002-2008	1982-2008
U.S. Adults, Average	39	41	43	45	+2	+6
Jazz	29	37	43	46	+4	+17
Classical Music	40	44	47	49	+2	+9
Opera	43	44	47	48	+1	+5
Musicals	39	42	44	45	+1	+6
Non-Musical Plays	39	42	44	47	+3	+8
Ballet	37	40	44	46	+2	+9
Art Museums	36	39	44	43	-1	+7

Long-term trends suggest fundamental shifts in the relationship between age and arts attendance.

- Performing arts attendees are increasingly older than the average U.S. adult.
- Jazz concert-goers are no longer the youngest group of arts participants
- Since 1982, young adult (18-24 year old) attendance rates have declined significantly for jazz, classical music, ballet and non-musical plays.
- From 2002 to 2008, however, 45-54 year olds - historically a large component of arts audiences - showed the steepest declines in attendance for most arts events.

TABLE U – PERCENTAGE OF U.S. ADULT POPULATION PERFORMING OR CREATING ART: 1992-2008

				Rate of Change	
	1992	2002	2008	2002-2008	1982-2008
Performing:					
Jazz	1.7%	1.3%	1.3%	+0.0%	-0.4%
Classical Music	4.2%	1.8%	3.0%	+1.2%	-1.2%
Opera	1.1%	0.7%	0.4%	-0.3%	-0.7%
Choir/Chorus	6.3%	4.8%	5.2%	+0.4%	-1.1%
Musical Plays	3.8%	2.4%	0.9%	-1.5%	-2.9%
Non-Musical Plays	1.6%	1.4%	0.8%	-0.6%	-0.8%
Dance	8.1%	4.3%	2.1%	-2.2%	-6.0%
Making:					
Painting/Drawing	9.6%	8.6%	9.0%	+0.4%	-0.6%
Pottery/Ceramics	8.4%	6.9%	6.0%	-0.9%	-2.4%
Weaving/Sewing	24.8%	16.0%	13.1%	-2.9%	-11.7%
Photography	11.6%	11.5%	14.7%	+3.2%	+3.1%
Creative Writing	7.4%	7.0%	6.9%	-0.1%	-0.5%

Adults generally are creating or performing at lower rates - despite opportunities for displaying their work online.

- Only photography increased from 1992 to 2008 - reflecting, perhaps, greater access through digital media.
- The proportion of U.S. adults doing creative writing has hovered around 7.0 percent.
- The rate of classical music performance slipped from 1992 to 2002 then grew over the next six years.
- The adult participation rate for weaving or sewing was almost twice as great in 1992 as in 2008. Yet this activity remains one of the most popular forms of art creation.

TABLE V – PERCENTAGE OF U.S. ADULT POPULATION VIEWING OR LISTENING TO ART BROADCASTS OR RECORDINGS: 2008 (ONLINE MEDIA INCLUDED)

	Percentage	Millions of Adults
Jazz	14.2%	31.9
Classical Music	17.8%	40.0
Latin or Salsa Music	14.9%	33.5
Opera	4.9%	11.0
Musical Plays	7.9%	17.8
Non-Musical Plays	6.8%	15.3
Dance	8.0%	18.0
Programs about the visual arts	15.0%	33.7
Programs about books/writers	15.0%	33.7

Long-term trends suggest fundamental shifts in the relationship between age and arts attendance.

- The sole exception is live theater, which still attracts more adults than broadcasts or recordings of plays or musicals (online media included).
- Classical music broadcasts or recordings attract the greatest number of adult listeners, followed by Latin or salsa music.
- 33.7 million Americans listened to or watched programs or recordings about books.

RECREATION FACILITIES

The City of Corpus Christi Parks and Recreation Department operates and manages a number of recreation and social service facilities that are locations for recreation programs and services to be offered. These include:

TABLE W – RECREATION CENTERS (6)

Recreation Centers
Joe Garza Recreation Center
Lindale Recreation Center
Oak Park Recreation Center
Oso Recreation Center
Solomon Coles Recreation Center & Gym
Antonio E. Garcia Arts and Education Center*

* The Antonio E. Garcia Arts and Education Center is located in a City owned building but is operated by Texas A&M Corpus Christi.

TABLE X – SENIOR CENTERS (8)

Senior Centers
Broadmoor Senior Center
Ethel Everly Community Center
Garden Senior Center
Greenwood Senior Center
Lindale Senior Center
Northwest Senior Center
Oveal Williams Senior Center
Zavala Senior Center*

* The center is operated by WellMed but the City still maintains the building.

DEMOGRAPHIC ANALYSIS [CONTINUED]

MAP F – RECREATION, SENIOR AND AQUATIC CENTERS



MAP F – RECREATION, SENIOR AND AQUATIC CENTERS



DEMOGRAPHIC ANALYSIS [CONTINUED]

TABLE Y – AQUATIC CENTERS (5 OUTDOOR / 1 INDOOR)

Facility
Collier Pool (Year-round / Heated)
Greenwood Pool
West Guth Pool
Oso Pool
H-E-B Pool
Corpus Christi Natatorium (Indoor)

Note: Parker Pool is still owned by the City but is operated by a private swim team. T.C. Ayers Pool is owned by the City and used to be operated by the YMCA but is now closed.

TABLE Z – OTHER

Facility
Corpus Christi Gym
Ben Garza Gym
Al Kruse Tennis Center
H-E-B Tennis Center
Oso Bay Wetland Preserve and Learning Center
Heritage Park
Juvenile Assessment Center

EXISTING OBSERVATIONS

The City of Corpus Christi Parks and Recreation Department operates and manages a number of recreation and social service facilities that are locations for recreation programs and services to be offered. These include:

TABLE AA - ACTIVE USE PARKS

Facility
Paul Jones Athletic Fields
Bill Witt Park
Greenwood Softball Complex
Salinas Park
Cole Park

Note: There are a number of other parks with athletic fields that are leased to various user groups.

- The Department has taken a neighborhood approach to providing recreation services that are based on the recreation facilities that are located throughout the community. However, the vast majority of facilities are located in Park Planning Area 4.
- These facilities are the primary location for virtually all of the recreation and social service programs that are offered by the Department.
- While there is no set national standard for indoor square footage per resident, a baseline number being utilized across the country is 1 square foot per person, with some communities going beyond this level and up to as much as 2 square feet per resident. For Corpus Christi, the current ratio is approximately .5 square foot per person.
- Many years ago, an NRPA standard for pools per population was in the range of one for every 20,000-25,000 people but this standard is no longer applicable nor does it meet the realities of most communities today. NRPA now uses PRORAGIS as a way to measure what communities are currently providing for parks and recreation amenities per population. In 2015, nationally the median for swimming pools was 1 per 34,686 population and in Texas the ratio was 1 per 40,797. In Corpus Christi, the current ratio is 1 per 53,000 population.
- Most communities have moved toward developing a system of regional outdoor pools with splash pads taking on the role of neighborhood facilities. Indoor pools are either city wide facilities or regional in nature.
- The City's primary indoor recreation facilities are its 8 relatively small senior centers that are spread throughout the community and serving the needs of seniors is a primary program area for the Parks and Recreation Department.

DEMOGRAPHIC ANALYSIS [CONTINUED]

It is highly unusual for medium and large cities to have such a significant number of senior based facilities in their inventories. Most communities of similar size to Corpus Christi have two to three senior based facilities and these tend to have more of a regional market appeal.

The existing senior centers are relatively small in size, have a decidedly passive orientation and an appeal to an older senior market. Many of the senior centers are newer or recently renovated buildings.

- The City's 5 recreation centers are smaller facilities that tend to serve specific neighborhoods with each having a focus primarily on youth. The centers have a variety of elements but most contain multi-purpose space, meeting rooms and a kitchen. Some have an indoor gym while most have a covered outdoor basketball court. The focus is more on passive recreation amenities with limited active use spaces (fitness and sports).

Many of the recreation centers are located on the same site with senior centers but these facilities are generally in poor condition, not well maintained and not configured in a functional manner.

Over the last several years several existing recreation centers have been closed or are now utilized by other community organizations. Days and hours of operation have also been limited due to budget constraints.

- The Department operates a number of aquatic centers including 5 outdoor pools and partners with the Corpus Christi ISD on an indoor natatorium.

Outdoor pools have also been developed on more of a neighborhood basis. Many of these facilities are smaller, more conventional pools that lack shallow water and other recreational elements that are found in many communities these days.

One of the outdoor pools (Collier) operates year round and is heated, while the others are seasonal. Due to budget constraints, the seasonal pools are operated on a rotating basis with limited hours of operation at each facility as a result.

Several outdoor pools have been renovated or replaced in the last 5-10 years but others are in need of an upgrade.

The indoor natatorium is a 50-meter pool that is the location for competitive swimming in the community for both the City and ISD teams and programs. This facility is in good operating condition.

- The Department has the new Oso Bay Wetland Preserve and Learning Center that has just opened. This building and the surrounding nature area will provide a wide variety of opportunities for outdoor education programs and services.
- Parks and Recreation has two tennis centers that serve the needs of the community. These are both fine facilities that attract strong use from full-time and seasonal residents. Both of these facilities are contract operated.
- The Department also has a number active use parks that have athletic fields as well as other amenities. Many of these athletic field complexes are leased to youth sports organizations for their use at little to no fee. With most fields being controlled by outside organizations it is difficult to attract and host larger, multi-complex, sports tournaments in the community.

OTHER PROVIDERS

In addition to the City of Corpus Christi Parks and Recreation facilities and programs, there are a significant number of other private, public and non-profit providers of recreation, sports and fitness facilities that also serve City residents. These include:

Private Health Clubs

There are a significant number of private fitness clubs in and around Corpus Christi. The larger facilities (Planet Fitness, Corpus Christi Athletic Club, Gold’s Gym) have a full variety of fitness and sports amenities. There are also a significant number of fitness studios and boutique fitness providers in the area.

In addition to the private health clubs, there are also a number of dance, personal training and martial arts studios in Corpus Christi.

Public Providers

Nueces County and the Corpus Christi ISD are both providers of some recreation facilities and programs. In addition, some of the cities that border Corpus Christi have parks and recreation facilities and programs, but other communities are dependent on Corpus Christi for their recreational pursuits. Corpus Christi also attracts many people from outside of the community for special events. The other public parks and recreation facilities and programs include:

Corpus Christi ISD

The ISD operates the Corpus Christi Natatorium (in partnership with the City) and provides gyms and other outdoor fields for community use. The ISD also provides the sites for the Parks and Recreation Department’s after school latchkey program. In addition, the ISD is moving toward having true gyms at the elementary schools.

Nueces County

The County operates 5 senior centers outside of Corpus Christi as well as a small recreation center in the city.

TABLE AB - PRIVATE HEALTH CLUBS

Facility
Planet Fitness
Corpus Christi Athletic Club
Gold’s Gym
Freedom Fitness
Curves
Snap Fitness
Pure Fitness Solutions
Padre Island Executive Fitness
Fitness for Life
Reaction Fitness
Ultra Body Fitness
Bay Area Athletic Club
US Gym

TABLE AC - OTHER PUBLIC PROVIDERS

Facility
Corpus Christi ISD
Nueces County

DEMOGRAPHIC ANALYSIS [CONTINUED]

Non-Profit Providers

In addition to the private and public providers listed above there are also a number of non-profit organizations that are providing some level of recreation programming.

Boys & Girls Club

The Greenwood Unit is located near downtown Corpus Christi and it offers after school and summer programs for youth in the area.

YMCA

The YMCA of Coastal Bend is located in downtown Corpus Christi and the facility has an indoor pool, gymnasium, racquetball courts, meeting rooms and a large fitness area.

YWCA

This is also a full-service facility with an indoor pool, fitness area, meeting rooms and gym. This center is also located near downtown.

Jewish Community Center

This center has a swimming pool and auditorium in addition to a number of classrooms that support a school.

Churches

A number of the churches in the community have recreational amenities including multi-use space and gyms.

It should be noted that this is a representative sample of other recreation service providers and is not meant to be a total accounting of all providers.

TABLE AD - NON-PROFIT PROVIDERS

Facility
Boys & Girls Club
YMCA of Coastal Bend
YWCA
Jewish Community Center
Churches

PHASE 1 - SECTION II

Recreation Program Analysis

RECREATION PROGRAM ANALYSIS

The City of Corpus Christi currently has a varied offering of recreation programs and services for its citizens.

General Parks and Recreation Department goals include:

- Healthy Lifestyle (Physical Activity)
- Safe & Livable Neighborhoods (Quality of Place)
- Economic Vitality (Home Values & Tourism)
- Attractive & Sustainable Environment (Stewardship)
- Sense of Community (Socialization)
- Life-long Learning (Education)

Specific Future Recreation Programs goals include:

- Increase the number of athletic programs and tournaments
- Increase the number of special events.
- Continue to have the latchkey program be the primary asset of the Department.
- Increase the role of the Juvenile Assessment Center.
- Focus on the more active senior market.
- With newly renovated pools, increase the level of aquatic programming.
- With the completion of the Oso Bay Wetland Preserve and Learning Center, institute outdoor recreation programs.
- Develop a more comprehensive approach to therapeutic recreation (special needs) programs.



CHART L – THE GOSPEL OF PLAY

EXISTING OBSERVATIONS

- Like many cities in the United States, Corpus Christi, faces challenges in the delivery of recreation services in a cost effective and efficient manner. The City had to close facilities and cut services during the recession.
- The Department must operate a variety of parks and recreation facilities that are geographically spread across the city. This includes both indoor and outdoor facilities, parks, aquatic centers, athletic field complexes and specialty facilities.
- The Parks and Recreation Department focuses the majority of its programming efforts on youth, seniors and aquatics.
- The Department's latchkey program is one its largest program areas with 36 sites.
- Social services are significant for youth and seniors and the Department operates a large Juvenile Assessment Center.
- Nutrition services are provided for youth and seniors.
- With the opening of the Oso Bay Wetland Preserve and Learning Center, outdoor recreation programming will expand dramatically.
- Recreation programs and services are generally planned and delivered on a recreation/senior center level to be responsive to varying needs and expectations.
- The Department has reasonably strong performance measures and record keeping regarding recreation programs and their overall registration numbers.
- Programs by Classifications: The following is a classification of current Corpus Christi recreation programs and services by classifications commonly found in parks and recreation agencies nationally.

RECREATION PROGRAM ANALYSIS

TABLE AE - CURRENT RECREATION PROGRAMS (2014/2015)

AREA	FOCUS	PROGRAMS
Sports	Youth Sports	Cooking, Tamales for Kids
	Adult Sports	Softball, Tennis Lessons
Fitness	Youth	N/A
	Adult	Aerobics, Kick-boxing
Cultural Arts	Youth	Orchestra, Drumline
	Adult	Bay Jammin' Concert & Cinema Series, Fall Tamale Demonstrations, Strings Concert
Aquatics	Youth	Swim Lessons, Adaptive Aquatics, Splash Parties, Swim Teams
	Adult	Swim Lessons, Doggie Dips, Swim Events
Youth		Latchkey After School Program, Summer Camps, Vacation Station, S.P.A.R.K. Summer Program, Tutoring, Decorate Mother's Day Cake Event, Homework Helpers, Young Leaders
Education	Youth	Integrated as part of the Latchkey After School and other youth programs.
	Adult	Integrated into seniors programming.
General Interest	Youth	Cooking, Tamales for Kids
	Adult	Cooking, Sweet Heart Dances
Special Needs	Youth	N/A
	Adult	N/A
Special Events		Cinco de Mayo, National Kids in the Park, Trick or Treat Events, Easter Celebrations, Lights on After School, National Night Out, Thanksgiving Events, Spring Break Barbecues, End of Summer Bashes, Lunch with Santa, Italian Festival, Christmas Gift Making
Outdoor Recreation		Fishing Camps, Outdoor Gardeners
Seniors		Nutrition, Social Services, Fitness, Senior Companions, Volunteer Station, Senior Corps
Teens		N/A
Self-Directed	Youth	Drop-in Basketball/Volleyball, Drop-in Swimming
	Adult	Lap/Drop-In Swimming, Fitness, Drop-in Basketball/Volleyball

Note: This listing of current recreation programs does not include the Juvenile Assessment Center services for youth

CURRENT PROGRAM ASSESSMENT

The following chart identifies and summarizes current core programs, secondary programs and support program areas for the Parks and Recreation Department. The placement of programs into these three categories does not indicate the overall importance of these activities in the community but rather the role of the Department in providing these programs.

Core Programs are those programs that are a primary responsibility of the Parks and Recreation Department to provide as City based activities.

Secondary Programs are those programs that are a lower priority to be provided directly by the Parks and Recreation Department but may be offered by other organizations through contract with the City.

Support Programs are programs that are not a priority for the Parks and Recreation Department to be providing directly to the community but where the City may provide support through facilities and promotion of activities for other organizations.

The Parks and Recreation Department will need to determine if the focus on the core program areas should continue into the future or should move in another direction. The following is a general assessment of the major program areas.

TABLE AF – CURRENT PROGRAMS BY CATEGORY

Programs	CORE	SECONDARY	SUPPORT
Youth Sports	Red		
Adult Sports		Blue	
Fitness / Wellness			Green
Cultural Arts		Blue	
Aquatics	Red		
Youth	Red		
General Interest			Green
Education		Blue	
Special Needs			Green
Special Events		Blue	
Outdoor Recreation	Red		
Seniors	Red		
Tennis			Green
Self-Directed	Red		
Social Services	Red		

CORE

Youth Sports

Currently the City provides programs for a number of team sports as well as limited programs for individual sports. Even with a number of youth sports organizations in the area taking on the responsibility for most organized youth team sports activities, the Parks and Recreation Department will continue to have a role in the future. This will be especially true for high school based sports activities. There may also be opportunities to expand youth sports camps and clinics to support sports run by other organizations.

The City also has some programming available in individual and lifetime sports such as tennis and martial arts. It will probably be necessary to expand these types of programs in concert with other community organizations that focus on sports. In addition, the Department may need to increase its focus on the development of adventure sports (skateboarding, climbing, fencing, Ultimate Frisbee, BMX, etc.)

Youth

With the Department's large latchkey and summer camp program, youth programming is a primary area of emphasis for recreation and it is anticipated that this will remain so well into the future. The ability to continue to integrate education, social services and even fitness/wellness into these programs will be critical in the future.

Aquatics

With 5 outdoor pools (one of which is heated and open year round) and a significant indoor aquatic center, the Department will need to continue to stress aquatic programming, especially learn to swim classes for children, as a primary program area. However, aquatic programming needs to be expanded beyond just lessons and swim teams to include more aqua exercise programs and other activities. With the competitive orientation of most of the pools, continuing to encourage swim and dive team use will be critical. Establishing more non-traditional uses such as triathlon training will also need to be explored. It is anticipated that most if not all aquatic programming will continue to be offered directly by the Department or the ISD.

Outdoor Recreation

With the Oso Bay Wetland Preserve and Learning Center, the Department provides a full slate of programs and activities in this program category. As a result, outdoor recreation will continue to be a core activity area for the future.

Self Directed

Even though these types of activities are not formal programs they do require that the Department provide the opportunities and time in facilities for this to occur. With senior centers, recreation centers, pools and other facilities self-directed activities will remain as a significant program area.

Seniors

The Parks and Recreation Department currently operates 8 senior centers with a number of recreation programs and social service activities for seniors and as a result the Department will need to continue to take an active role with this age group. It should be noted that as the Baby Boomer generation ages they are bringing new needs and expectations to senior services that is more in line with active recreation pursuits that they have grown up with. This will require different types of senior services and a change in facilities as well.

Social Services

This is unique program area for most parks and recreation agencies but one that should be embraced and celebrated as being very supportive and complimentary to more conventional recreation services. The Juvenile Assessment Center is a major area of emphasis for this program category. This area should continue to be a strong focus for the Department in the future.

SECONDARY

Adult Sports

The City is a provider of limited adult sports leagues, primarily in softball as well as individual sports such as tennis. Due to the fact that adult sports can often generate significant revenue, there may need to be an increased emphasis in this area in the future. Designating certain facilities or time periods for adult sports may be necessary if greater focus is going to be placed on this program area. The Athletics Division may also want to concentrate on developing more individual and adventure sports.

Cultural Arts

This is currently a rather small program area for the Department and it is anticipated that additional emphasis in this area is probably going to be needed. Any expansion in this area will likely require coordination with other non-profit cultural arts organizations present in Corpus Christi.

Education

Currently the Department's educational focus is primarily in the area of youth and senior programming. This type of programming is often being provided by local school districts, specialized non-profit or private providers. It is not anticipated that the City will grow its educational programming much in the future and this area (beyond the existing programs) should probably remain in the secondary category.

Special Events

The Parks and Recreation Department has a focus on special events but mostly at the individual center level. Increasingly recreation departments across the United States are seeing a greater emphasis placed on special events that draw communities together as well as attract individuals from outside the community. At this time, these types of events are being provided by outside organizations on a permit basis through the City. Special events will certainly remain a secondary program area for the Department but there may need to be a greater focus on more community wide events in the future. Other community groups should still be encouraged to be the primary organizers of as many community wide events as possible.

SUPPORT

Fitness/Wellness

Without a doubt, this is one of the greatest areas of growth in public recreation programming. With a society that has an increasing awareness of the benefits of good health and a realization that obesity (especially among children) is a major risk for Americans, there is a much higher demand for programming in this area. The Parks and Recreation Department has very little fitness programming due in part to limited facilities, but this area will need additional focus in the future. The Department should also emphasize the importance of integrating wellness initiatives into other program areas (seniors, youth, etc.) as well. Partnering with health care providers for more medically based services will be essential.

General Interest

There are very limited programs in this category and most of these consist of cooking classes. It should be anticipated that there will probably need to be more programs in this area in the future but most of these will likely be provided by other organizations or providers.

Special Needs

It appears that the Department offers very little special needs programming although there are some partnerships with other agencies for these services. It is difficult for most recreation agencies to have a broad special needs program on their own. As a result, many departments in a region will often band together to provide these services in a more cost effective manner. The Department should consider further expansion of partnerships with other organizations for special needs programming.

Teens

There are very few programs offered in this area. In the future additional services and programs will need to be targeted to this age group. It is anticipated that these will primarily be offered by other providers with experience with this age group.

Strengths & Weaknesses

STRENGTHS

Programming strengths include the following:

- The Department has a strong youth programming emphasis with a latchkey after school program during the school year and a summer camp program.
- The Department provides a significant number of senior based programs that are based out of the senior centers.
- With the City's many pools, there is a strong aquatics program focus.
- There is a significant Athletics Division that conducts a number of youth team sports as well as adult team sports programs.
- The Department has a strong commitment to providing a number of social service programs and services to the community.

WEAKNESSES

Programming weaknesses are noted below:

- There are very few fitness/wellness programs that are provided. This is due in part to inadequate facilities to support these types of programs.
- There are a very limited number of special needs programs that are offered.
- Teen programming is minimal.
- There is very little intergenerational programming or family based programming available.
- There are relatively few adult sports programs that are offered by the Department.
- There are limited offerings for younger, more active, seniors.
- There is not much of a focus on activities and programs aimed at the tourist or seasonal residents (Winter Texans).
- Cultural arts offerings are very small in number.
- Special events tend to focus on neighborhood based activities based out of the recreation and senior centers, rather than community wide special events. Most community wide events are provided by other organizations.
- Budget constraints limit the use of staff and facilities to support a wider range of programs and services.
- Smaller, aging facilities are a major concern and limit the ability to deliver services.
- There does not appear to be long range program plan in place to guide future programming growth and provide a focus.

PHASE 1 - SECTION III

**Recreation Program
Recommendations**

RECREATION PROGRAM RECOMMENDATIONS

Based on information that was gathered through the Market Analysis and Recreation Program Analysis portions of the study, along with findings from a staff administered on-line survey, the following section examines future recreation program recommendations.

RECREATION PROGRAM RECOMMENDATIONS

RECREATION PROGRAMS

The Parks and Recreation Department will need to develop a well-conceived philosophy and policy for the delivery of recreation services to the citizens of Corpus Christ for the next 5 to 10 years. This policy should take into consideration the future Core, Secondary and Support services of the Department along with the role of other organizations and recreation providers in the area. There will need to be clearly identified areas of programmatic responsibility to ensure that there is not overlap in resource allocation. From this, the Department needs to establish a five-year program plan that identifies the priorities for program development, the responsible staff member and the required resources. Each senior/recreation center (or other facility) would then develop their own five-year plan with a specific and detailed implementation plan for each year.

The recreation program plan should be included as part of any future Department wide parks and recreation master plan.

There is a realization that funding is limited and the program plan should be developed incrementally with small steps being taken at a time that does not require significant staff or budgetary resources to accomplish.

The Department program plan should continue to build on its areas of strength including youth programming, seniors, aquatics, athletics and social services. Areas of increased programming emphasis should include:

Fitness/Wellness

This area will need special emphasis and this needs to include more than just fitness classes. There will need to be a strong focus on wellness and healthy living activities and events. This effort should emphasize youth obesity as well as senior wellness activities. It is realized that without physical alterations to the existing senior and recreation centers it will be more difficult to adequately serve this need.

Forming a partnership with a prominent healthcare provider(s) in the market will provide important expertise and credibility to this effort.

Aquatics

This is already a primary area of focus for parks and recreation but should be expanded to increase the diversity of programs that are offered (aqua exercise, water walking and other specialty programs).

Special Events

The development of 2 to 3 more community wide special events should be a primary goal for the Department. These events should be organized and conducted by the Department and should have a definite theme and goal in mind. Finding sponsors will be critical to help defer the cost of these new events.

Outdoor Recreation

As has been noted, with the opening of the new Oso Bay Wetland Preserve and Learning Center, there is a much stronger emphasis on outdoor recreation and education programs.

Seniors

The Department currently has a strong commitment to senior services and programs. However, in the future there needs to be a greater focus on the more active, younger senior (the Baby Boomers). This is a significant market segment that is not being adequately served at this time.

Teens

While the Department does not have a strong teen program, this is an area that will need greater emphasis in the future. However, it is not envisioned that the City will be the primary provider of these services but rather by other organizations utilizing parks and recreation facilities is more likely.

RECREATION PROGRAM RECOMMENDATIONS

NEW PROGRAM CLASSIFICATION

The following is the projected new programming classifications for Corpus Christi Parks and Recreation.

In order to accomplish the designation of programming into the three categories of Core, Secondary and Support it is necessary to have specific criteria for placement.

CRITERIA

Facilities

Does the City have the necessary facilities to support the program? Without the needed facilities, the program would have to be in the support category.

Number of People Served

Does the program or service serve a relatively large population base? The greater the number of people served, the more likely the program is to be in the core category.

Cost/Revenue

What is the cost of providing the program in relationship to revenues generated? The better the cost recovery level, the more likely the program is to be a core or secondary service.

Demand

Is the program or service in high demand by the community? The higher the demand the greater the likelihood of the program being in the core area

Partnerships

Are there partners that can assist with the provision of programs and facilities? Partnerships place a program in the secondary or even support category.

Other Providers

Are there other providers that are able to provide the program or service? If there are viable other providers, then the program is probably in the support category.

Economic Benefit

Does the activity provide an economic benefit to the community and attract visitors? The greater the economic benefit the more likely the program is to be in the core or secondary category.

RECREATION PROGRAM RECOMMENDATIONS

The following chart identifies and summarizes possible **FUTURE** core programs, secondary programs and support program areas for the Parks and Recreation Department

The new distribution of program areas from Core to Secondary and Support has only one important change with Fitness/Wellness moving from Support to Core.

TABLE AG – FUTURE PROGRAMS BY CATEGORY

Programs	CORE	SECONDARY	SUPPORT
Youth Sports			
Adult Sports			
Fitness / Wellness			
Cultural Arts			
Aquatics			
Youth			
General Interest			
Education			
Special Needs			
Special Events			
Outdoor Recreation			
Seniors			
Tennis			
Self-Directed			
Social Services			

RECREATION PROGRAM RECOMMENDATIONS

Other important program changes to consider include:

- Youth Sports should see continued growth with team sports continuing to be offered by the Department as well as other providers. The future focus for Parks and Recreation should also be on camps and clinics as well as individual sports and adventure sports.
- Adult Sports should have a greater focus on individual sports.
- There is a desire to increase the number of athletic tournaments, but to accomplish this the Department will need to work with the sports organizations that control use of most fields to allow for larger tournaments to take place. Strong consideration should be given to establishing a Sports Council for this purpose.
- Tennis is a major program area within the adult and youth sports category. This is due to the presence of the two significant tennis centers. As a result, the tennis program will need to continue to be a point of emphasis.
- Cultural Arts programming will likely need to receive an increase in emphasis however, it is expected that most specialized cultural arts programming will ultimately come from other organizations.
- Education programming will primarily be the role and responsibility of other providers.
- Special Needs programming should be provided through contracts with other providers or as a consortium with other cities in the area.
- With a variety of parks, community centers and an aquatic center, the City will always be a primary provider of venues for Self Directed activities.
- Social Service programs are an important aspect of the Department's overall services and should continue to be in the future. A continuing effort will be needed to more fully integrate these services into more conventional recreation programs.
- In addition to the focus on the full-time residents of Corpus Christi, with a significant number of seasonal residents and tourists in the community, future programming should address these two markets as well.
- As has been noted, the major focus of parks and recreation programming is on youth and seniors. However, increasing programming for adults as well as the family unit should be a future goal.
 - » Develop programs that are single day or no more than 4 sessions at a time.
 - » Develop more programs for youth during non-school days, Christmas break, spring break and any other extended breaks.
 - » Consider more Saturday programs and introduce some Sunday programming (especially in adult sports leagues).
 - » Introduce programs that are oriented toward specific ethnic groups.
 - » Stagger the days and times of similar programs that are offered at multiple locations.
 - » Develop a baseline of programs that appeal to the family unit

To ensure that recreation programming reaches its full potential the following steps should be taken:

Every new program or service should be required to develop a program proposal form to determine the direct cost of offering the activity as well as the minimum number of registrants needed to conduct the program. This proposal form should also evaluate the need for the program, its market focus and the ability to support the program plan and priorities of the Department.

Once each program or service is completed, a program report should be completed that itemizes the exact cost and revenues that were generated by the program and the number of individuals served. This will determine if the program or service met its financial goals and also its service goals.

The Department should continue with the current performance measures and in addition each program should also have a calculation of the cost per participant to determine the value that is received for the cost.

RECREATION PROGRAM RECOMMENDATIONS

To ensure that recreation programming reaches its full potential the following steps should be taken:

Every new program or service should be required to develop a program proposal form to determine the direct cost of offering the activity as well as the minimum number of registrants needed to conduct the program. This proposal form should also evaluate the need for the program, its market focus and the ability to support the program plan and priorities of the Department.

Once each program or service is completed, a program report should be completed that itemizes the exact cost and revenues that were generated by the program and the number of individuals served. This will determine if the program or service met its financial goals and also its service goals.

The Department should continue with the current performance measures and in addition each program should also have a calculation of the cost per participant to determine the value that is received for the cost.

The Parks and Recreation Department should conduct a life-cycle analysis for major activities where program registrations by interest area are tracked and reviewed on a seasonal basis. Programs should be slotted into the following categories:

New – programs in the start-up phase that are just starting to build in popularity.

Mature – programs that have consistent high levels of registrations and are still growing in popularity.

Old – programs that are seeing a decline in popularity.

Ideally, programming should be evenly split between the three categories to ensure a well-rounded and robust set of program offerings.

RECREATION PROGRAM RECOMMENDATIONS

- The utilization of recreation programs and services (as well as facilities) can be enhanced with a new comprehensive marketing plan. This document needs to be a simple, easy to implement, document that serves as a guideline for specific marketing efforts. There should be a more visionary 5-year plan as well as a very specific yearly plan that outlines areas of focus, specific marketing tools and tasks, as well as the responsible staff member for implementation, financial resources that are required and a thorough evaluation process.
- There must be a strong recognition of the different demographic markets that must be served. The youth, senior and family populations in the area should be specifically addressed as should the different ethnic groups.
- A formal fee philosophy and policy for programs and services as well as facility use and rentals should be developed. The tiering of programs and services by cost recovery level should be formalized and be a key aspect of this policy.
- The Department should also track program trends on a regional and national basis to ensure that program offerings are current and reflect the opportunities that are available.
- The Department will need to develop programs that have not only an appeal for different age groups (youth, teen, adult and seniors) but also to the family unit and the different ethnic groups in the city. Establishing events and programs that will serve the seasonal population and attract visitors to the City will be critical as well.
- As part of a greater programming philosophy, a determination of what programs and services will be offered directly by the recreation staff and which will be contracted to other individuals or organizations must be determined. Increasingly, recreation departments are turning to contracted services or the outright rental of facilities to other providers to broaden programming and limit the role of in-house employees.

RECREATION PROGRAM RECOMMENDATIONS

Before determining which programs and services to contract or have provided by others, an assessment of the specific pros and cons of such a move needs to be completed. A major aspect of this analysis should be to determine the financial impacts and quality of the services that will be provided. Key questions to be asked include:

- Will this be the most cost effective method to obtain the program, service or function?
- Does the Department have the knowledge and equipment to provide the program, service or function?
- Will the quality of the program, service or function suffer if it is contracted to other organizations?
- Are there other more qualified organizations that should provide the program, service or function?
- Is the service, program or function only available from a contract provider?
- Are the safety and liability risks too high to provide the program or service in house?
- All contract programs and service providers should be on a 70%-30% split of revenues (or 60%-40% if possible) to provide the City with a strong revenue stream.
- Role of Other Providers - There has been a movement away from the principle of public recreation departments having to be the sole provider of all public recreation programs and services, to the concept of public agencies being the general coordinator and enabler of overall community recreation needs and resources. This has resulted in a great deal of programming now being conducted by volunteer youth sports organizations, adult sports associations, non-profit groups such as the YMCA and other social service organizations, as well as the private sector. This has reduced the financial obligations of the public sector, placed programming in the hands of organizations with the specific expertise (and often the facilities as well) and allowed the private sector to have a more active role in public recreation.
- With limited resources, the City of Corpus Christi will need to continue to rely on other groups and organizations to provide recreation programs and services for the community.
- The Department will need to be a “clearinghouse” for recreation programs and services provided by others. This may involve promotion of their activities, coordinating of some programs and scheduling of facilities.
- The Parks and Recreation Department will still need to be a provider of many of the facilities (especially outdoor parks and athletic fields) for other organizations to use.
- Partnerships with other organizations and entities will be necessary to develop and expand recreation programs.
- Other organizations that could provide activities include:
 - » **Youth Sports Organizations** – Should be responsible for providing team sports for youth. However, the Department will still need to provide most if not all the facilities for these activities. It is highly recommended that the Department establish a youth athletics council that will meet monthly under the direction of the Athletics Supervisor. This council would work to coordinate programs and activities, prioritize athletic facility usage and promote coaches training and background checks.
 - » **School District** – Coordinating with the school district to provide youth after school programs and services, education classes for youth (and even adults), as well as youth sports (location for practices), will need to be enhanced. The school’s facilities should continue to be a location for some recreation programming to take place.
 - » **Other Government Organizations** – There needs to be strong efforts to partner with other governmental agencies in the area to develop programs and services. This is most likely to occur with the county and neighboring communities. Program areas that could be provided by other organizations through a partnership include special needs, special events, outdoor recreation and cultural arts events.

RECREATION PROGRAM RECOMMENDATIONS

- » **Non-Profit Providers** – Coordinating with a variety of non-profit providers to deliver recreation services needs to be strongly pursued. Organizations such as the Boys & Girls Club, YMCA, cultural arts groups, etc. should be encouraged to continue to develop facilities and provide programs in Corpus Christi. These types of organizations are well positioned to provide a variety of programs in different areas.
- » **Private Providers** – Since there are a number of private recreation, sports and fitness providers located in the Corpus Christi market (health clubs, dance, martial studios, arts studios and day care providers), these entities should be counted on to provide more specialized activities that are not easy for the public sector to conduct.
- » **Faith Based Organizations** – With a significant number of churches and other faith based institutions in the community, they often provide some recreation services for their congregation and community. These organizations should be seen as possible providers of some basic community based recreation services and facilities as well.
- » **Colleges and Universities** – There are a number of colleges and universities in Corpus Christi (including Del Mar College and Texas A&M Corpus Christi) that could be potential program and/or facility partners.
- » **Convention and Visitors Bureau** – There should be a strong effort to enhance the partnership with the CVB to attract and promote special events, tournaments and other recreation activities that will attract visitors to Corpus Christi.
- » **Medical Providers** – As has been previously mentioned, if the Department is going to truly focus on fitness and wellness in the future then a primary/equity partnership with one or more medical providers is essential.
- » **Social Service Agencies** – Despite the fact that the Department has a strong focus on in-house social service programs, there should be a renewed effort to expand partnerships with other social service agencies in the area.
- » **Community Organizations** – Developing working relationships with community organizations and service clubs could provide much needed support for programs as well as facilities. They could also be sponsors.
- » **Business and Corporate Community** – It is important to approach the corporate community with a variety of sponsorship opportunities to enhance the revenue prospects of the Department's programs and facilities.

RECREATION PROGRAM RECOMMENDATIONS

There is a realization that for the Department to meet the recommendations that are outlined in this section, it will be important to maximize partnerships for programs and services as well as recreation facility development and operations.

Partnerships are generally classified into three areas.

Primary or Equity Partners

These would be the main partners in a program or facility who have the most interest, the ability to provide the program outright or will provide funding and a willingness to be a partner with the City.

Secondary Partners

These organizations could have a direct interest in a program but not to the same level as a primary partner. Direct provision of a program or facility is unlikely but there could be some assistance with program staffing and service delivery.

Support Partners

These organizations support the development of programs and facilities for recreation but would see limited to no direct involvement providing services. They may promote programs and activities that are offered by the Department but not much more.

For partnerships to be effective the following must occur.

- Don't compromise on the original vision and mission of the Parks & Recreation Department.
- Establish a shared partnership vision.
- Expect compromises to meet different needs and expectations.
- Clearly define development and operations requirements.

PRELIMINARY COST IMPLICATIONS

In order to continue to grow the level of programming as outlined above, will require additional funding.

EXPENSE	\$ / year
Staffing - Part-time program instructors / leaders	50,000 - 90,000
Recreation Supplies - Operating / Program Supplies	15,000 - 35,000
Marketing	10,000 - 25,000
Jewish Community Center	75,000 - 150,000
Revenue Estimate - Program Fees	\$25,000 - 50000

The City should increase spending for programs for at least the next 3-5 years.

RECREATION FACILITIES

Essential to maintaining and improving the overall level of recreation programming that is available in the community is having adequate facilities to support these efforts. As has been noted, the City has a neighborhood approach to providing indoor recreation and aquatic facilities.

Recreation and Senior Centers - The primary location for most recreation programming is through the 8 senior or 6 recreation centers but in many instances these facilities are not adequate to support current levels of programming let alone future programming needs that are noted above. As a result, the following approach is recommended:

- There currently is not a level of capital (or operations) funding available to build any significant new facilities. This means that initial efforts will need to focus on making improvements to existing facilities.
- Improvements to existing facilities should start with life-safety issues, ADA and building systems and then needs to move to making spaces in the buildings more functional and able to better support the key program areas listed below:
 - » Fitness and wellness
 - » Youth programs
 - » Youth sports
 - » Seniors
- Functional improvements include more flexible space that can be easily adapted for a variety of program needs, a more active orientation and an open design concept that allows for better supervision of facilities and reduced staffing needs.
- Existing centers need to be prioritized for improvements with a realization that not all buildings have long term viability as program facilities. Those that can be improved with minimal capital investment and are located in areas of the community that will derive the greatest benefit should receive a higher ranking rather than a center that will need significant renovation, are not well suited for their function, or will ultimately need to be replaced, should have a lower priority or should not be improved at all.
- Those facilities that need to be replaced should either be razed for the new structure, or given to other community groups for their use. Community groups using these facilities should at least be paying to operate and maintain the structure and the City needs a consistent policy to deal with this matter.
- Maintenance levels of existing facilities need to be improved including the development of a comprehensive maintenance management plan for all facilities. This should include a preventative maintenance plan as well as an equipment and operating system replacement schedule.
- The City will need to adopt a long-range philosophy for how it wants to provide indoor recreation facilities in the future. The existing concept of smaller centers that serve specific age groups (seniors and youth) on a neighborhood level should be modified to include a more multi-generational approach and the establishment of regional hub centers that enhance the neighborhood approach. For this new approach to be introduced, a funding plan for the development of new centers will have to be developed.
- Long term planning should identify where new centers (or outright replacement of existing centers) should be developed that move the City toward larger, more comprehensive, multi-generational centers that can serve a broad base of active and passive recreation needs. In many instances this will mean combining recreation and senior centers that are located on the same site or are in close proximity.
- There should be the realization that recreation programming can take place at other facilities other than senior centers, recreation centers or pools. This includes other provider's facilities (both public and private) or parks themselves.
- The City should work with the Corpus Christi Independent School District (CCISD) to ensure that any new gyms built in conjunction with a school are large enough to support community activities and sports. This may require that the City help fund some of these efforts.

RECREATION PROGRAM RECOMMENDATIONS

AQUATIC CENTERS

Much like the recreation and senior centers, historically the Department has provided outdoor aquatics on a more neighborhood basis through 5 pools. The City has embarked on a program to renovate and improve these aquatic centers to better serve the areas of the community in which they are located.

For indoor, there is a single community wide facility that focuses primarily on competitive swimming. This center is a partnership with the school district and is well maintained.

The following are recommendations for future aquatic facilities.

- The City should adopt a more regional approach to developing and operating any new aquatic centers in the future.
- It is not recommended that any new neighborhood based outdoor aquatic centers be developed in the future and any such needs should be handled by splash pads.
- Indoor aquatic needs should continue to be addressed on a city-wide basis with limited future facilities being needed.
- The Department needs to commit to continue to make improvements to the existing 5 pools to not only improve the pool tanks and amenities but also the support areas (such as bath houses, etc.).
- The Department will need to increase funding for the operation of these pools that does not require the rotation of openings and closings to save money.
- There should be a commitment to increasing the recreational swimming opportunities at most outdoor pools through shallower water, interactive play features, splash pads and other amenities.
- Pools will need to continue to support a wide range of aquatic programming from competitive swimming, lap swimming, aquatic exercise, as well as swim lessons and other specialty programs.

RECREATION PROGRAM RECOMMENDATIONS

SPECIALTY FACILITIES

The Department has a variety of specialty facilities that are essential to delivering recreation programs and services. These include:

Oso Bay Wetland Preserve and Learning Center

Since this is a new facility, it is well positioned to help grow the level of outdoor recreation programming. The challenge will be maintaining this facility at a high level over time to maximize its full potential.

Tennis Centers

Tennis is a major recreation activity focus for the Department and the two centers are the primary locations for this to occur. The City has made a commitment to improving the courts and other support amenities at the tennis centers and this will need to continue into the future. Beyond keeping the actual courts in top condition, the support areas of restrooms, pro-shop and entry areas will need additional attention in the future.

Athletic Fields

The Department has a number of athletic field complexes that support youth and adult team sports that are primarily provided by other organizations. Due to the agreements with these entities for use of City athletic field complexes, it is really not possible to utilize these fields for larger tournaments that could attract a significant number of teams from outside of the Corpus Christi area as well as the state.

The Department should strongly consider renegotiating existing field agreements that allow more use by the City for certain tournaments and other events.

Juvenile Detention Center

Even though the center is not a recreation based facility, the building is not in good condition and is not in a location that has adequate parking. At some point in the future the detention center will most likely need to move to a new building.

PRELIMINARY COST IMPLICATIONS:

Determining preliminary capital cost implications of instituting capital improvements to existing facilities and/or building possible new facilities is difficult without more definition to the level of improvements or the size and amenities to be included in a new facility. This issue will be directly dealt with in the next phase of this study.

FUTURE CHALLENGES

As a summary, the future challenges to improving the delivery of parks and recreation programs and services are:

- **Funding** – With limited operational and capital funding available it will be difficult to increase the level of recreation programming available or make improvements to facilities to facilitate greater programming.
- **Aging Facilities** – The City is faced with a significant number of aging facilities (centers, pools and parks) that need to be renovated, updated to meet today's recreation demands, or replaced outright.
- **Smaller/Single Use Facilities** - Many of the indoor facilities are smaller single use facilities that lack a multi-generational appeal to the community.
- **Low Fee Tolerance** – It is difficult to adopt more of a fee for service approach to funding programming due to the demographic characteristics of the community, but there needs to be a concerted effort to charge for services when possible and for those types of programs that command a higher fee value.
- **Partnerships** – Due to the ever increasing recreation program demands and the lack of funding, there will need to be an increased emphasis on partnerships with other groups and organizations in the community.
- **Program Plan** – Developing a comprehensive program plan to guide future recreation programs and services will be a critical step in implementing the program recommendations in this document.



CORPUS CHRISTI RECREATION FACILITIES MASTER PLAN

Phase 2

PHASE 2 - SECTION I
Recreation Trends

TRENDS IN RECREATION CENTER DESIGN

What are the standards and trends of quality recreation in the U.S. and Texas today?

National trends in contemporary recreation center design may include:

- Indoor walk/jog tracks
- Adult fitness equipment focused on cardio and strength training
- Modern locker rooms
- Family or individual restrooms
- Indoor aquatics focused on leisure water, therapeutic water, fitness water
- Indoor playgrounds
- Catering kitchen
- Activities room
- Classrooms for wet and dry activities
- Senior lounge
- Dance and aerobic studio
- Party rooms

The REC

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Kroc Suisun

THE SALVATION ARMY - RAY & JOAN KROC CENTER

KROC SUISUN



KROC SUISUN

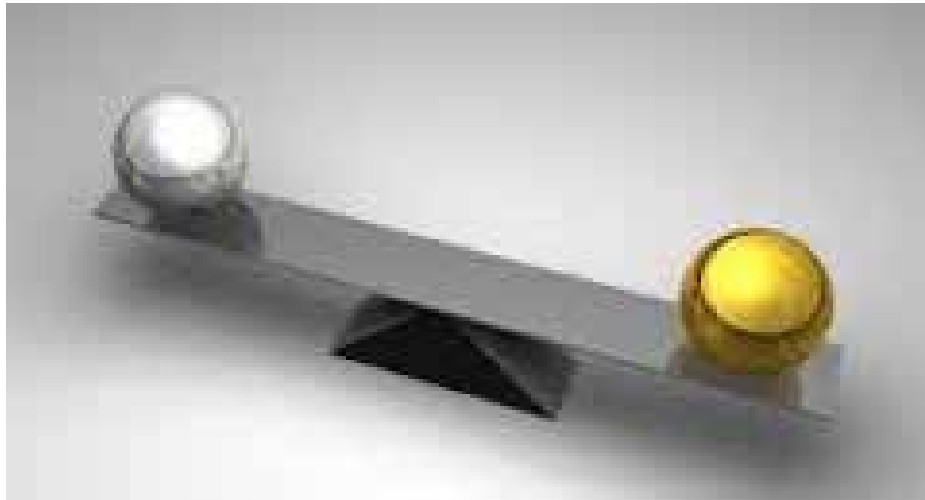




PHASE 2 - SECTION II
Benchmarking

BENCHMARKING

How do the recreation facilities of Corpus Christi compare to others?



Phase two of the Recreation Facility Master Plan compares Corpus Christi to cities in Texas to benchmark their facilities and programs against others in order that “[Corpus Christi Standards](#)” can be established and help guide decisions about future facilities.



[Best practices](#), as observed across the [Nation and Texas](#), are also recommended to shape the Corpus Christi standards.

AUSTIN



GRAND PRAIRIE



PLANO



Corpus Christi recognizes the following benchmark cities:

CITY	POPULATION
Amarillo	190,000
Arlington	365,000
Austin	810,000
Dallas	1,197,000
El Paso	649,000
Fort Worth	742,000
Garland	226,000
Grand Prairie	175,000
Irving	216,000
Laredo	236,000
Lubbock	229,000
Plano	259,000
San Antonio	1,327,000

NATIONAL RECREATION AND PARK ASSOCIATION PRORAGIS* DATA

BENCHMARK CITIES

SOURCE: National Recreation and Park Association PRORAGIS* Data for Recreation Centers, Community Centers and Senior Centers

*Does not include Corpus Christi in the total

** Grand Prairie will increase total indoor Facilities soon with The Epic, adding 100,000 more sq.ft.

City	Population in thousands	Total Indoor Facilities (including RC, CC, & SC) in thousands of sq.ft.	Sq. Ft. recreation space per capita	Average sq.ft. per capita in benchmark cities
Corpus Christi	324	166	0.5	
Austin	910	332	0.4	
Grand Prairie	183	146	0.8	
Plano	266	514	1.9	
Total*	1359	992		0.7

*Does not include Corpus Christi in the total

** Grand Prairie will increase total indoor Facilities soon with The Epic, adding 100,000 more sq.ft.

SOURCE: National Recreation and Park Association PRORAGIS* Data for Recreation Centers, Community Centers, and Senior Centers

RIO GRANDE VALLEY BENCHMARK CITIES

SOURCE: McAllen PARD and Laredo PARD

City	Population in thousands	Total Indoor Facilities sq.ft. (including RC, CC, & SC) in thousands	Sq. Ft. recreation space per capita	Average sq.ft. per capita in Valley cities
McAllen	138	102	0.7	
Laredo	252	185	0.7	
Total	390	287	0.7	0.7

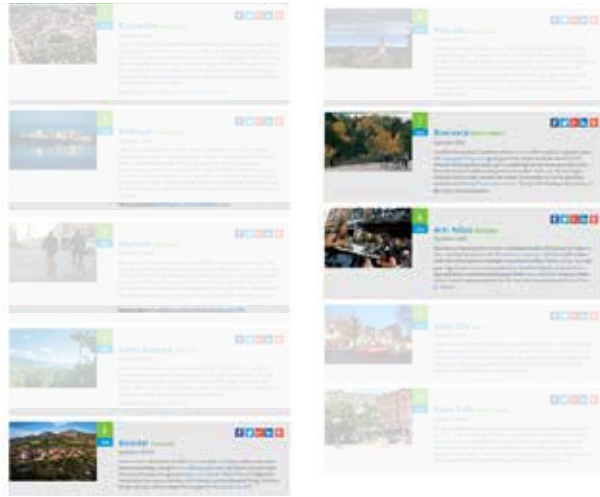
OTHER TEXAS CITIES

SOURCE: National Recreation and Park Association PRORAGIS* Data for Recreation Centers, Community Centers and Senior Centers

City	Population in thousands	Total Indoor Facilities sq.ft. (including RC, CC, & SC) in thousands	Sq. Ft. recreation space per capita	Average sq.ft. per capita in Other Texas cities
Allen	87	63	0.7	
Carrollton	128	94	0.7	
Longview	81	120	1.5	
Total	296	277		0.9

COMPARATIVE ANALYSIS RESULTS

The City of Corpus Christi is deficit **60,000 sq.ft.** of quality recreation center space if held to the benchmark cities standard or the Rio Grande Valley standard: **0.7 sq.ft. per person**



TOP CITIES TO LIVE IN

SOURCE: National Recreation and Park Association PRORAGIS* Data for Recreation Centers, Community Centers and Senior Centers; Money Magazine, Livability Magazine, Boulder Master Plan

City	Population in thousands	Total Indoor Facilities (including RC, CC, & SC) in thousands of sq.ft.	Sq. Ft. recreation space per capita	Average sq.ft. per capita in benchmark cities
Boulder, CO	97	138	1.4	
Louisville, CO	20	57	2.9	
Bismark, ND	64	181	2.8	
Ann Arbor, MI	344	501	1.5	
Total	525	877		1.7

BEST PRACTICES ANALYSIS

The City of Corpus Christi is deficit **125,000 sq.ft.** of quality recreation center space if held to the Other Texas cities standard: **0.9 sq.ft. per person**

The City of Corpus Christi is deficit **158,000 sq.ft.** of quality recreation center space if held to the best practices standard: **1.0 sq.ft. per person**

BENCHMARKING GOALS

CURRENT COMPARATIVE ANALYSIS RESULTS FOR CORPUS CHRISTI SHOW THAT

In 2016, the City of Corpus Christi deficit of **60,000 sq.ft.** of quality recreation center space if held to the benchmark cities standard, or the Rio Grande Valley standard of 0.7 sq. ft. per person.

FUTURE COMPARATIVE ANALYSIS RESULTS FOR CORPUS CHRISTI AS THE POPULATION GROWS

In Ten Years (2026), due to increase in population the recreational program spaces needed to meet the follow standard: 0.7 sq.ft. per person (future deficit of **74,000 sq.ft.**)

In Fifteen Years (2031), Increase recreational program space to meet the follow standard: 1.0 sq.ft. per person (future increase of **198,000 sq.ft.**)

PHASE 2 - SECTION III

Recommendations

RECOMMENDATIONS

What are the Corpus Christi recommendations?

Maximize the existing facilities through **Repairs, Renovations, or Replacement** as needed.

Build one new recreation center and *expand the existing recreation centers* to close the gaps in service.

RECREATION MASTER PLAN OPERATIONS BUDGET

The following operations budget has been completed for the planned new Southside Multigenerational Recreation Center, expansions to Lindale, Northwest, Garden and Zavala Recreation/Senior Centers as well as expanding the hours of operation of the existing outdoor pools and adding more recreation programming. The following are the basic parameters for the budget estimates.

GENERAL

- The budget figures represent new expenses and revenues only.
- Southside Multigenerational Recreation Center
- The first year of operation will be 2019-2020. This budget represents the first full-year of operation.
- The presence of other providers in the market will remain the same.
- The center will be operated by the City of Corpus Christi.
- This operations estimate is based on the program and concept plan for the facility as developed by Barker Rinker Seacat Architecture.
- The center will have a much higher level of staffing than the other centers.
- The admission fees for the center are much more aggressive than current rates at other centers and are comparable to the YMCA.
- A reasonably conservative approach to estimating use and revenues from pass sales and programs taking place at the facility has been used for this pro-forma.
- The outdoor pool will be open year round (except for 2-3 select weeks a year).

HOURS OF OPERATION

DAYS	HOURS
MONDAY - FRIDAY	5:00AM – 10:00PM
SATURDAY	7:00AM – 6:00PM
SUNDAY	NOON – 6:00PM
TOTAL HOURS PER WEEK	102

PROJECTED FEE SCHEDULE

Revenue projections were calculated from this fee model.

	DAILY	3 MONTH	ANNUAL	MONTHLY EFT
ADULT (18 UP)	\$10.00	\$245	\$650	\$56
YOUTH (3-17)	\$7.00	\$75	\$200	\$18
SENIOR (60+)	\$7.00	\$170	\$450	\$39
FAMILY	N/A	\$320	\$850	\$72

6 Month and Annual Pass Benefits:
Basic land and water fitness classes are included plus drop-in child watch.

Note: Monthly EFT represents the cost of an Annual pass broken down on a monthly basis (with a fee for monthly transactions) and withdrawn from the pass holder's bank account on an automatic basis. This would be a month to month commitment only but cancellation and reactivation would require the pre-payment equal to two months.

MULTIGENERATIONAL CENTER EXPANSIONS

- The first year of operation will be 2019-2020. This budget represents the first full-year of operation.
- The centers will continue to be operated by the City of Corpus Christi in the same basic manner as present. There may be some extended hours of operation in the fitness area.
- The Zavala/Joe Garza expansion is based on a medical partner being present for use of the therapy pool.
- The operations estimates are based on the programs and concept plan for the facilities as developed by Barker Rinker Seacat Architecture.
- The centers will have additional staffing from the current levels.
- Admission fees will be charged for use of the fitness and gym areas of the centers. Rates are lower than for the Southside Multigenerational Center.
- A reasonably conservative approach to estimating use and revenues from pass sales and programs taking place at each facility has been used for the pro-formas.

PROJECTED FEE SCHEDULE

Revenue projections were calculated from this fee model.

	DAILY	3 MONTH	ANNUAL
ADULT (18 UP)	\$5.00	\$75	\$200
YOUTH (3-17)	\$3.50	\$30	\$75
SENIOR (60+)	\$3.50	\$60	\$150
FAMILY	N/A	\$115	\$300

AQUATICS

- All five of the outdoor pools will be open each day during the summer season. This will average 12 weeks, 60 hours total additional time (all 5 centers) and 4 lifeguards.
- User fees will remain the same.
- There will be a small increase in programming.
- These changes will occur within the next year.

RECREATION PROGRAMMING

- There will be a systematic increase in the level of programming that is available at all existing senior and recreation centers.
- User fees will remain the same.
- These changes will occur within the next year.
- Future increases beyond this yearly total may be needed to significantly increase programming over the next 5 years.

OPERATIONS COST AND REVENUE SUMMARY

Operational Budget Summary								
Category	Southside	Lindale	Northwest	Garden	Zavala	Aquatics	Rec Prog	Total
Operating Expenses	\$ 1,675,443.60	\$ 384,374.00	\$ 412,098.00	\$ 393,482.00	\$ 599,500.50	\$ 158,539.00	\$ 153,080.00	\$ 3,776,517.10
Operating Revenues	\$ 1,292,727.00	\$ 198,900.00	\$ 178,525.00	\$ 158,525.00	\$ 217,075.00	\$ 56,343.75	\$ 25,000.00	\$ 2,127,095.75
Difference	\$ (382,716.60)	\$ (185,474.00)	\$ (233,573.00)	\$ (234,957.00)	\$ (382,425.50)	\$ (102,195.25)	\$ (128,080.00)	\$ (1,649,421.35)
Recovery %	77%	52%	43%	40%	36%	36%	16%	56%

REPAIR, RENOVATE, REPLACE OR BUILD NEW?



In order to communicate effectively on the criteria used to identify the need to **repair, renovate, or replace** existing City of Corpus Christi recreation facilities, the following definitions have been used to describe action needed.

REPAIR CRITERIA

- **Fix or mend** facilities suffering from damage or a need of maintenance to the state of good repair so the existing recreation can continue in its current state.
- In most cases it is recommended to **repair the facility to its original condition** does not mean re-purposing the building, but rather working with the conditions of the building “as is” to extend the life of the building and or program there.
- Repairs include, but not limited to the following:
 - » New paint
 - » Replacement of old worn fixtures, furniture and equipment.
 - » Floor, ceiling, or wall surface repairs to eliminate hazards.
 - » Electrical repairs to eliminate dangers.
 - » Upgrading a building to current building code for life safety, ADA, or technology.

RENOVATE & EXPAND CRITERIA

- Restore, or **upgrade an old building** to a good state of repair with a **new building program** or a new recreation purpose.
- In some cases the renovation will also include an **expansion** in order to accommodate the new building program.
- Upgrading a building to current building code for **life safety, ADA, or technology**.

REPLACE CRITERIA

- **Take the place of** or, put back in a previous place or position within the system a building and a recreation program.
- Replacement **works well with other needed replacements** in combination, or with new emerging needed facilities for the overall parks and recreation system good.
- Sometimes these combined facilities are called **multi-use facilities**.

NEW FACILITY CRITERIA

- **Balancing** the needs of the system to meet the goals of the overall indoor recreation needs.
- These facilities are recommended to **fill the “gaps”** within the system.
- New Facilities address **trends and emerging needs** of Corpus Christi.
- New facilities work well with total replacement needed facilities by **combining multiple needs** under one roof.
- Combined facilities, or multi-use facilities, **maximize staffing efficiency, power plant and utilities and recreation programs** and in some instances prevent duplication of services.

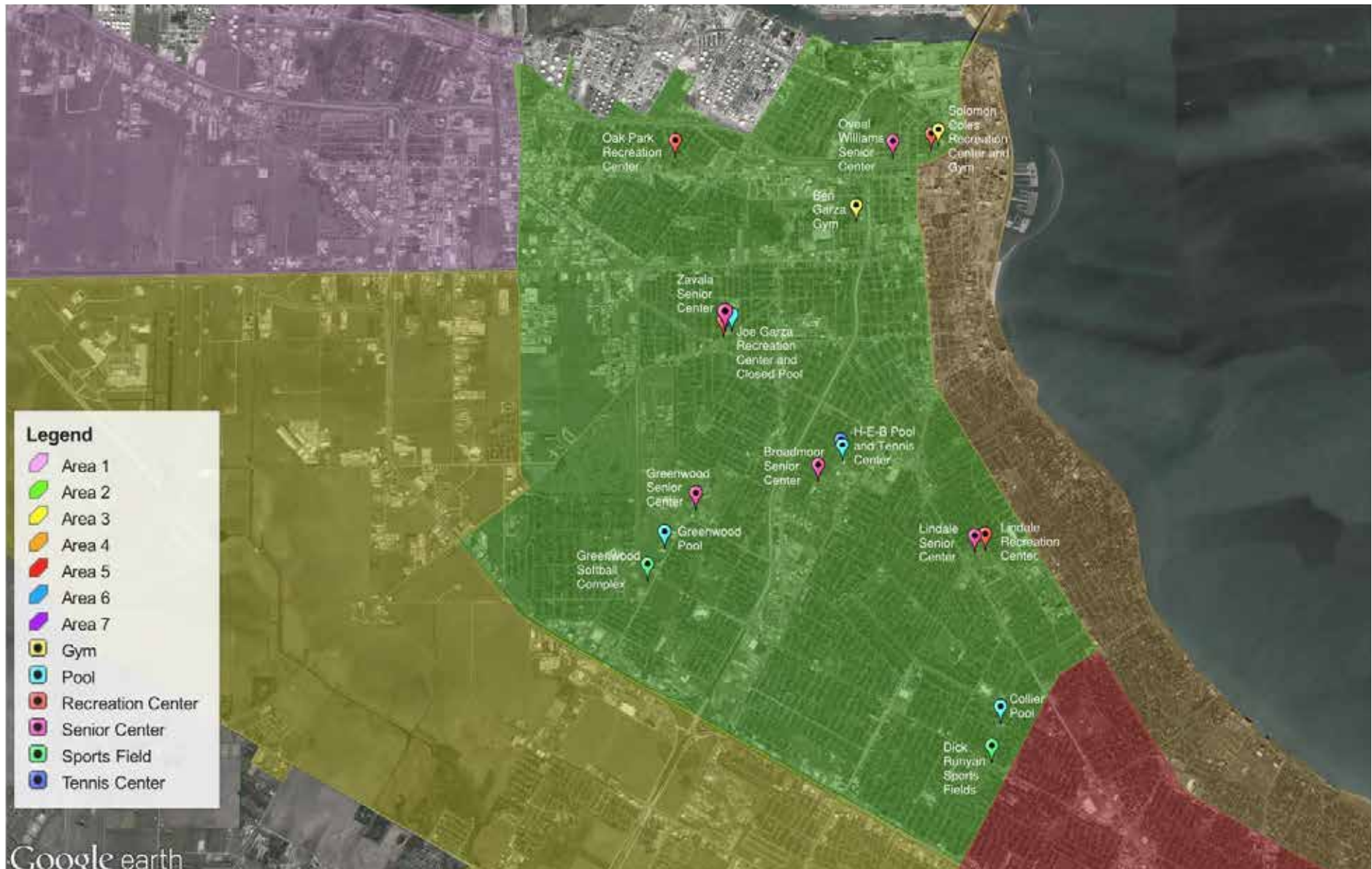
Existing Facilities

EXISTING FACILITIES



Area 2

EXISTING FACILITIES EXAMPLE



Facility List

Information

Planning Direction

Repair Work

Facilities

Recreation Centers

Joe Garza Recreation Center 3204 Highland Ave., CC, TX 78405	17,200 SF	\$1,199	
Lindale Recreation Center 3133 Swantner Dr., CC, TX 78404	14,600 SF	\$1,818	
Oak Park Recreation Center 842 Erwin Ave., CC, TX 78408	5,680 SF	\$1,081	
Oso Recreation Center 1111 Bernice Dr., CC, TX 78412	12,180 SF	\$1,413	
Solomon Coles Recreation Center 924 Winnebago St., CC, TX 78401	8,550 SF	\$1,228	

Brockhampton Park

Senior Centers

Broadmoor Senior Center 1651 Tarlton St., CC, TX 78415	7,220 SF	\$631	
Ethel Eyerly Community Center 654 Graham Rd., CC, TX 78418	8,057 SF	\$35	
Garden Senior Center 5325 Greely Dr., CC, TX 78412	9,800 SF	\$1,912	
Greenwood Senior Center 4040 Greenwood Dr., CC, TX 78416	17,200 SF	\$1,687	
Lindale Senior Center 3135 Swantner Dr., CC, TX 78404	8,250 SF	\$1,104	
Northwest Senior Center 9725 Up River Rd., CC, TX 78410	11,900 SF	\$1,162	
Oveal Williams Senior Center 1414 Martin L. King Dr., CC, TX 78401	13,150 SF	\$976	
Zavala Senior Center 510 Osage St., CC, TX 78405	7,530 SF	\$823	

Tennis Centers

Al Kruse Tennis Center 502 King St., CC, TX 78401	3,120 SF	329	renovation \$ approved
H-E-B Tennis Center 1520 Shely St., CC, TX 78404	7,170 SF	704	

Facility Information			Planning Direction				Repair Work		
Area	Minor Repairs 2014-15	Future Repairs Needed	Repair	Expand & Renovate	Replace	New	Comments	Description of Minor Repairs	Description of Future Major Repairs
58,210 SF									
Joe Garza Recreation Center			X					Sink and sewer repair, HVAC service, Outside lights, minor Carpentry	Leveling of entry sidewalks
Lindale Recreation Center				X			Could combine with senior center	Leaky water fountain and sink, furnace, Lights and exhaust fans, Carpentry was highest repair cost	facial flashing and pitch pans.
Oak Park Recreation Center			X				Difficult to expand	Faucet and toilet repair, HVAC service, conduit to lights repaired, exterior door & trim.	Needs new roof and siding replacement, holes in walls and broken windows, missing tile and ceiling in kitchen
Oso Recreation Center			X				Could handle small renovation	Leaking sink, HVAC service, HVAC Disconnects and Light repair, roof repairs, peeling paint, door repairs	Drinking Fountain, New mechanical units, sidewalks & steps, holes in ceilings
Solomon Coles Recreation Center					Do not Renew Lease			water fountain repair, HVAC service, breakers tripping and light repair, re-roofing canopies, pitch pans and calking, hole in walls, broken windows, several door replaced and ceiling tiles	HVAC repair and Filters, Exterior Painting, porch, handrail and downspout repair. Roof leaks
Brockhampton Park						X			
83,067 SF									
Broadmoor Senior Center				X			Small Site Area	HVAC Service, Exterior Lights, fence work	Front canopy Stucco, trees rubbing against roof canopy roof gutter sagging
Ethel Eyerly Community Center			X				Difficult to expand	breaker replacement	HVAC replacement on 2 units
Garden Senior Center				X			Next to Middle school, Large site	3 compartment sink, 3 faucets, HVAC service, battery back-up and lights o3 parking lot light, cabinet doors, trash fencing ADA sign replaced	Tree trimming and clean gutters, Clean mechanical grills, wash exterior, minor trim and concrete repair
Greenwood Senior Center			X				Difficult to expand	sink repairs, HVAC Service, ceiling fans repaired, exterior and interior door adjustment, new fence for HVAC unit, baseboard repair, foundation crack repair, painting	Replace 1 HVAC Unit, roofing and gutters, possible foundation issues, interior wall cracks, trash fence and fence replacement, door closers, HVAC grill cleaning.
Lindale Senior Center				X			Could combine with rec center	Faucet repair, HVAC service, lighting repair, ceiling tile repair, door repair and painting	roof replacement, 2 HVAC Units need replacement, Courtyard clean paint and repair, HVAC grill cleaning
Northwest Senior Center				X			Large site could handle large addition	Sinks and handles, HVAC cleaning and Filters, Light fixture and battery back-up, Ceiling grid and door repairs	Roof Leaks, Dry rot and termite damage, foundation issues, Exterior trim 2 window coverings
Oveal Williams Senior Center			X				not very Expandable	Faucet repair, HVAC service, rusted panels, exterior and parking lights, door adjustment	Irrigation system repairs, rut on windows.
Zavala Senior Center							Not Available	Sink Handles, ceiling fan, ceiling tile replacement exterior door adjustment, panic table repair	Storm Shutters, tree trimming, roof Shingle repair, clean gutters, fence around trash.
Al Kruse Tennis Center		renovation \$ approved	X					HVAC Service, Exterior Lighting Gazebo lights	sidewalk cracking exterior and interior painting, misc. light repair.
H-E-B Tennis Center			X					Exhaust Fans Light repairs Exterior door repair	sidewalk heaving, pro shop roof, movement cracks, minor electrical repairs

Facilities

Recreation Centers

Joe Garza Recreation Center 3204 Highland Ave., CC, TX 78405

Lindale Recreation Center 3133 Swantner Dr., CC, TX 78404

Oak Park Recreation Center 842 Erwin Ave., CC, TX 78408

Oso Recreation Center 1111 Bernice Dr., CC, TX 78412

Solomon Coles Recreation Center 924 Winnebago St., CC, TX 78401

Brockhampton Park

Senior Centers

Broadmoor Senior Center 1651 Tarlton St., CC, TX 78415

Ethel Eyerly Community Center 654 Graham Rd., CC, TX 78418

Garden Senior Center 5325 Greely Dr., CC, TX 78412

Greenwood Senior Center 4040 Greenwood Dr., CC, TX 78416

Lindale Senior Center 3135 Swantner Dr., CC, TX 78404

Northwest Senior Center 9725 Up River Rd., CC, TX 78410

Oveal Williams Senior Center 1414 Martin L. King Dr., CC, TX 78401

Zavala Senior Center 510 Osage St., CC, TX 78405

Tennis Centers

Al Kruse Tennis Center 502 King St., CC, TX 78401

H-E-B Tennis Center 1520 Shely St., CC, TX 78404

	Facility Information			Planning Direction				
	Area	Minor Repairs 2014-15	Future Repairs Needed	Repair	Expand & Renovate	Replace	New	Comments
Recreation Centers	58,210 SF							
Joe Garza Recreation Center 3204 Highland Ave., CC, TX 78405	17,200 SF	\$1,193		X				
Lindale Recreation Center 3133 Swantner Dr., CC, TX 78404	14,600 SF	\$1,818			X			Could combine with senior center
Oak Park Recreation Center 842 Erwin Ave., CC, TX 78408	5,680 SF	\$1,081		X				Difficult to expand
Oso Recreation Center 1111 Bernice Dr., CC, TX 78412	12,180 SF	\$1,413		X				Could handle small renovation
Solomon Coles Recreation Center 924 Winnebago St., CC, TX 78401	8,550 SF	\$1,228				Re-purpose		
Brockhampton Park							X	
Senior Centers	83,067 SF							
Broadmoor Senior Center 1651 Tarlton St., CC, TX 78415	7,220 SF	\$631			X			Small Site Area
Ethel Eyerly Community Center 654 Graham Rd., CC, TX 78418	8,017 SF	\$35		X				Difficult to expand
Garden Senior Center 5325 Greely Dr., CC, TX 78412	9,800 SF	\$1,912			X			Next to Middle school, Large site
Greenwood Senior Center 4040 Greenwood Dr., CC, TX 78416	17,200 SF	\$1,687		X				Difficult to expand
Lindale Senior Center 3135 Swantner Dr., CC, TX 78404	8,250 SF	\$1,104			X			Could combine with rec center
Northwest Senior Center 9725 Up River Rd., CC, TX 78410	11,900 SF	\$1,162			X			Large site could handle large addition
Oveal Williams Senior Center 1414 Martin L. King Dr., CC, TX 78401	13,150 SF	\$976		X				not very Expandable
Zavala Senior Center 510 Osage St., CC, TX 78405	7,530 SF	\$823						Not Available
Tennis Centers	10,290 SF							
Al Kruse Tennis Center 502 King St., CC, TX 78401	3,120 SF	329	renovation \$ approved	X				
H-E-B Tennis Center 1520 Shely St., CC, TX 78404	7,170 SF	704		X				

BUDGET \$3 MILLION
(FOCUS ON RECREATION CENTERS)

Facilities

Recreation Centers

Joe Garza Recreation Center 3204 Highland Ave., CC, TX 78405

Oak Park Recreation Center 842 Erwin Ave., CC, TX 78408

Oso Recreation Center 1111 Bernice Dr., CC, TX 78412

Senior Centers

Ethel Eyerly Community Center 654 Graham Rd., CC, TX 78418

Greenwood Senior Center 4040 Greenwood Dr., CC, TX 78416

Oveal Williams Senior Center 1414 Martin L. King Dr., CC, TX 78401

Tennis Centers

Al Kruse Tennis Center 502 King St., CC, TX 78401

H-E-B Tennis Center 1520 Shely St., CC, TX 78404

Planning Direction				Repair Work
Repair	Expand & Renovate	Replace	New	Description of Future Major Repairs
X				Leveling of entry sidewalks
X				Needs new roof and siding replacement, holes in walls and broken windows, missing tile and ceiling in kitchen
X				Drinking Fountain, New mechanical units, sidewalks & steps, holes in ceilings
X				HVAC replacement on 2 units
X				Replace 1 HVC Unit, roofing and gutters, possible foundation issues, interior wall cracks, trash fence and fence replacement, door closers, HVAC grill cleaning.
X				Irrigation system repairs, rust on windows.
X				sidewalk cracking exterior and Interior painting, misc. light repair.
X				Sidewalk heaving, pro shop roof, movement cracks, minor electrical repairs

POOL REPAIR BUDGET \$4.5 MILLION

Facilities

Beaches

- North Beach access by Surfside Blvd., CC, TX 78402
- McGee Beach 222 S. Shoreline Blvd., CC, TX 78401
- Mustang Island Beaches access by Zahn Rd., CC, TX 78418
- Padre Island Beaches access by Park Road 22, CC, TX 78418

Gymnasiums

- Ben Garza Gym 1815 Howard St., CC, TX 78408
- Corpus Christi Gym 3202 Cabaniss Pkwy., CC, TX 78415
- Solomon Coles Gym 924 Winnebago St., CC, TX 78401

Pools

- Collier Pool 3801 Harris Dr., CC, TX 78411
 - Corpus Christi Natatorium 3202 Cabaniss Pkwy., CC, TX 78415
 - Greenwood Pool 4305 Greenwood Dr., CC, TX 78416
 - 361-852-7211 (Big Water Slide)
 - H-E-B Pool 1520 Shely St., CC, TX 78404
 - 361-826-1724 (NEW Splash Pad)
 - Joe Garza Pool (CLOSED) 3204 Highland Ave., CC, TX 78405
 - Oso Pool 1109 Bernice Dr., CC, TX 78412
 - Parker Pool (CLOSED) 1456 Waldron Rd., CC, TX 78418
 - Violet Road Pool (CLOSED) 4301 Violet Rd., CC, TX 78410
 - West Guth Pool 9705 Up River Rd., CC, TX 78410
- *Year-round pools

Planning Direction				Repair Work
Repair	Expand & Renovate	Replace	New	Description of Future Major Repairs
X				
X				
X				
X				
X				
X				
		Re-purpose		
X				
X				
X				
X				
X				
X				
X				
X				
X				
X				

FACILITIES TO EXPAND OR RENOVATE

Facilities

Recreation Centers

Lindale Recreation Center 3133 Swantner Dr., CC, TX 78404

Senior Centers

Garden Senior Center 5325 Greely Dr., CC, TX 78412

Lindale Senior Center 3135 Swantner Dr., CC, TX 78404

Northwest Senior Center 9725 Up River Rd., CC, TX 78410

Zavala Senior Center 510 Osage St., CC, TX 78405

Planning Direction				Repair Work
Repair	Expand & Renovate	Replace	New	Description of Future Major Repairs
	X			facial flashing and pitch pans.
	X			Tree trimming and clean gutters, Clean mechanical grills, wash exterior, minor trim and concrete repair
	X			roof replacement, 2 HVAC Units need replacement, Courtyard clean paint and repair, HVAC grill cleaning
	X			Roof Leaks, Dry rot and termite damage, foundation issues, Exterior trim 2 window coverings
	Partner Opportunity			Storm Shutters, tree trimming, roof Shingle repair, clean gutters, fence around trash.

RENOVATE

- Restore, or upgrade an old building to a good state of repair with a new building program or a new recreation purpose.
- In some cases the renovation will also include an expansion in order to accommodate the new building program.
- Upgrading a building to current building code for life safety, ADA, or technology.

REPLACE AND NEW FACILITIES

Facilities

- Recreation Centers
 - Solomon Coles Recreation Center 924 Winnebago St., CC, TX 78401
 - New Multi-generational Facility

Planning Direction				Repair Work
Repair	Expand & Renovate	Replace	New	Description of Future Major Repairs
		Re-purpose	X	HVAC repair and Filters, Exterior Painting, Poarch, handrail and downspout repair. Roof leaks

RECOMMENDATION

Consider not renewing lease for Solomon Coles with School District

POSSIBLE NEW SITES FOR A MULTIGENERATIONAL FACILITY



- Brockhampton Park
- Del Mar College Campus
- Schanen Park

FACILITIES TO BUILD NEW

Facilities

Recreation Centers

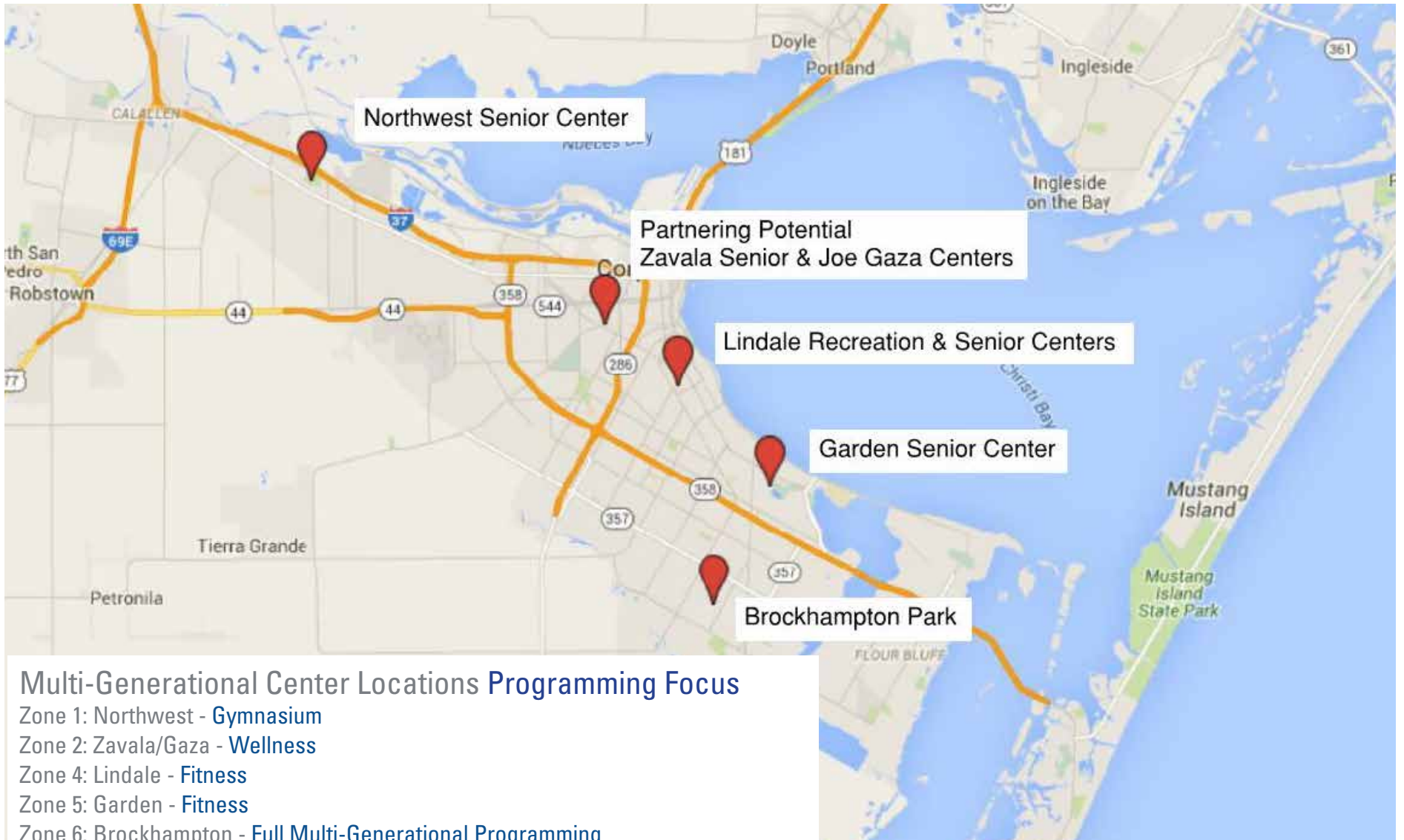
Brockhampton Park

Planning Direction				Repair Work
Repair	Expand & Renovate	Replace	New	Description of Future Major Repairs
			X	

BUILD NEW

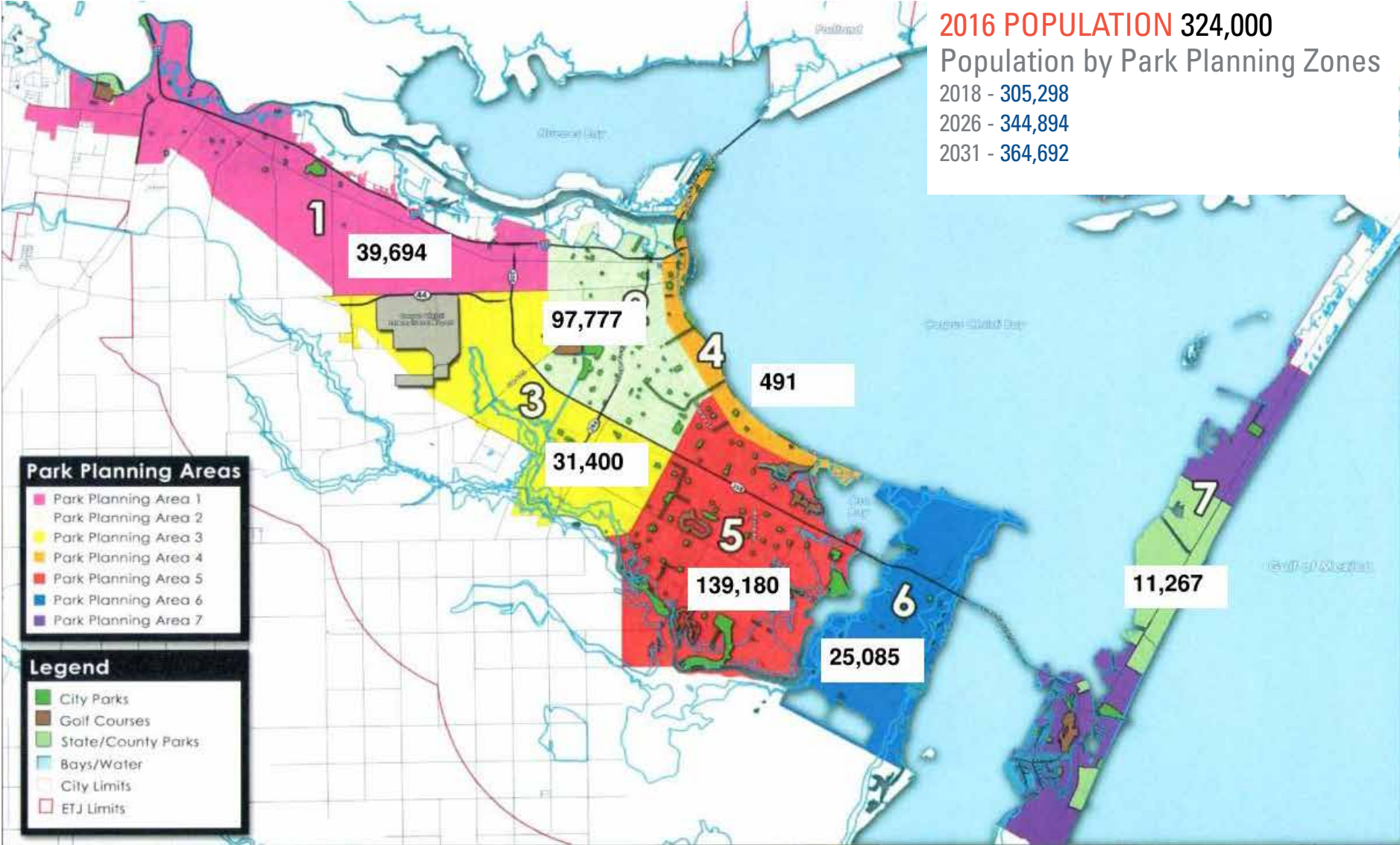
- Balancing the needs of the system to meet the goals of the overall indoor recreation needs.
- These facilities are recommended to fill the “gaps” within the system.
- New Facilities address trends and emerging needs of Corpus Christi.
- New facilities work well with total replacement needed facilities by combining multiple needs under one roof.
- Combined facilities, or multi-use facilities, maximize staffing efficiency, power plant and utilities and recreation programs and in some instances prevent duplication of services.

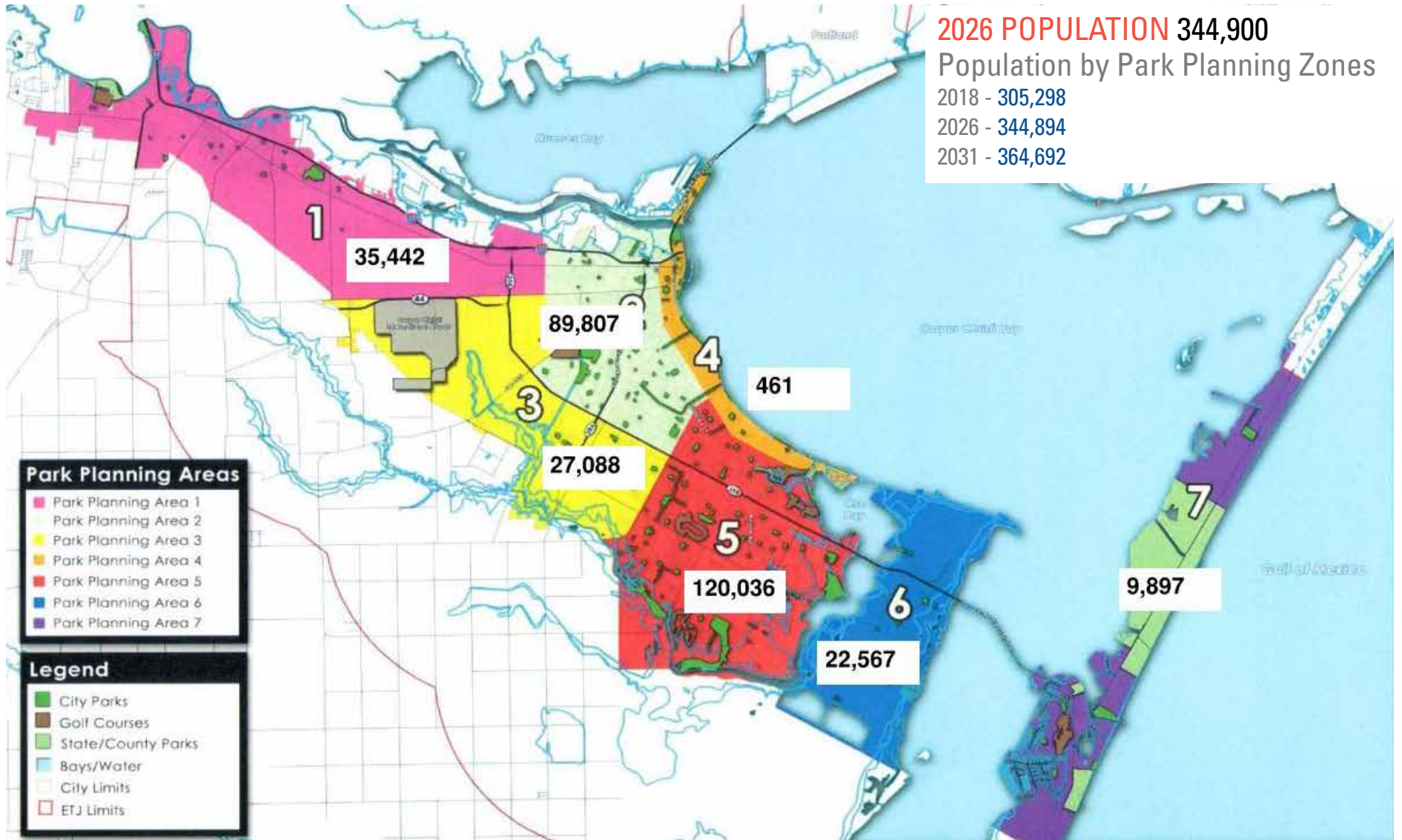
FACILITIES TO EXPAND, RENOVATE, OR BUILD NEW

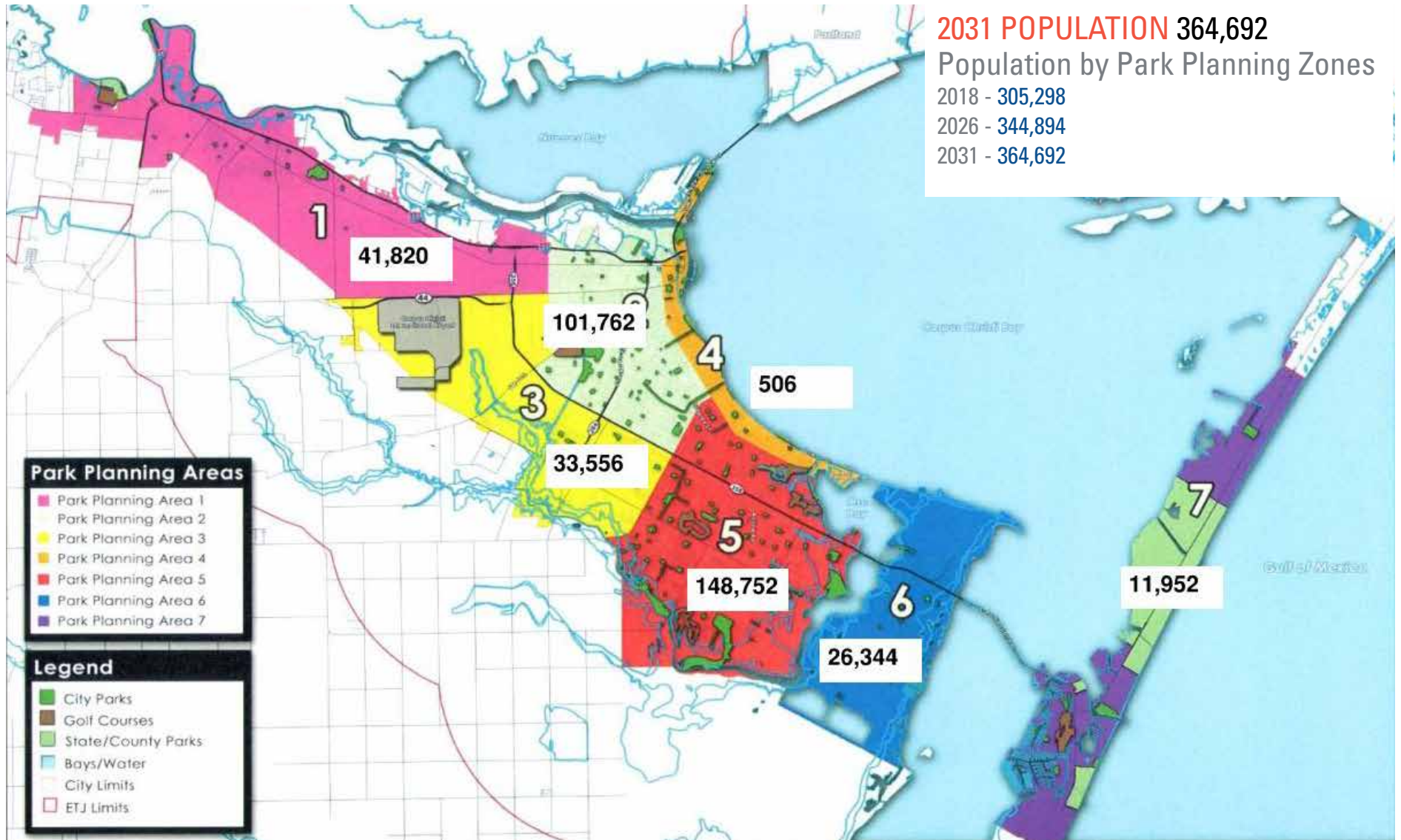


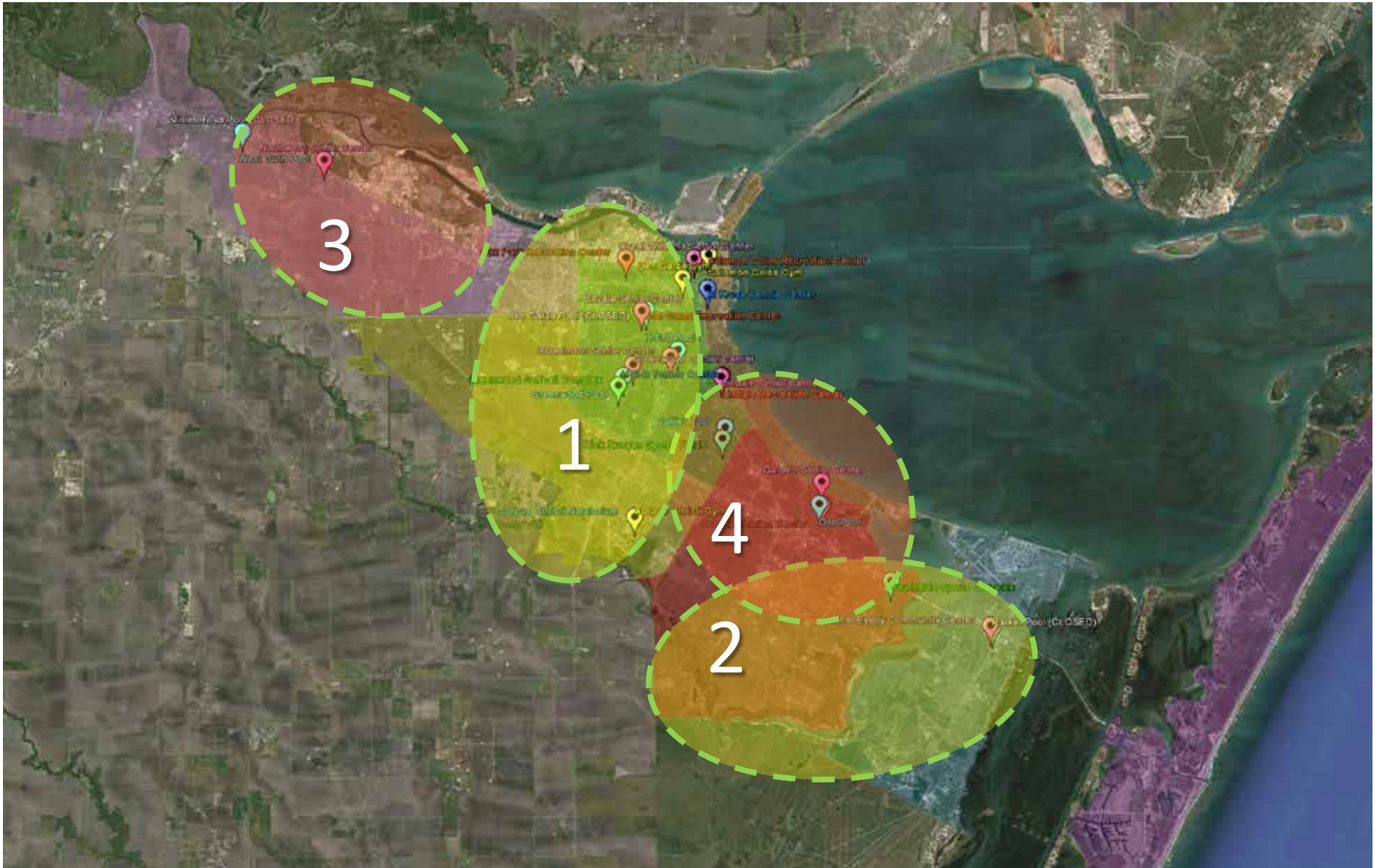
DEMOGRAPHICS

2016 POPULATION 324,000
 Population by Park Planning Zones
 2018 - 305,298
 2026 - 344,894
 2031 - 364,692









FILLING THE GAPS

1. Renovation and expansion of **Lindale** into a multigenerational facility
2. **New multigenerational facility**
3. Renovation and expansion of **Northwest Senior Center** into a multigenerational facility
4. Renovation and expansion at **Garden Senior Center** into a multigenerational facility
5. **Partnering** opportunity with Well-med at Zavala /Joe Garza

RECOMMENDED SCHEDULE OF FACILITIES TO EXPAND, RENOVATE OR BUILD

Benchmarking	Required S.F
Existing Recreation S.F	166,000 SF
.7 S.F / person for a 2026 Population of 344,000	254,000 SF
Increase over Current SF	74,000 SF
1.0 SF / Person for a 2013 Population of 364,00	364,00 SF
Increase over 2026 SF	124,000 SF

Program Space	Lindale Multi-Gen	New Southside Multi-Gen	Northwest Multi-Gen	Garden Multi-Gen	Well-med Zavala/Joe Garza	New Southside Phase 2 Field House
Renovate Existing	28,365 SF		14,762 SF	12,200 SF	21,594 SF	
Facility Administration Spaces	existing		existing	existing	existing	existing
Required Building Support Spaces	3,501 SF	8,320 SF	3,501 SF	3,501 SF	0 SF	0 SF
Concessions	0 SF	488 SF	0 SF	0 SF	0 SF	0 SF
Child Watch / Babysitting	598 SF	1,147 SF	598 SF	598 SF	0 SF	0 SF
Games Room	existing	830 SF	0 SF	0 SF	0 SF	0 SF
Children's Indoor Playground	0 SF	1,220 SF	0 SF	0 SF	0 SF	0 SF
Community Room / Events Hall	existing	3,294 SF	existing	existing	existing	0 SF
Catering Kitchen	existing	1,220 SF	existing	existing	existing	existing
Gymnasium	18,388 SF	18,388 SF	18,388 SF	9,394 SF	9,394 SF	39,000 SF
Weight / Fitness	6,528 SF	10,248 SF	6,527 SF	10,248 SF	10,248 SF	0 SF
Aerobics/Dance Studio	1,320 SF	2,379 SF	1,320 SF	1,925 SF	1,320 SF	0 SF
Multi-purpose Studio	0 SF	1,320 SF	0 SF	0 SF	0 SF	0 SF
Aquatics Support	0 SF	781 SF	0 SF	0 SF	781 SF	0 SF
Outdoor Leisure Pool	0 SF	8,500 SF	0 SF	0 SF	0 SF	0 SF
Indoor Therapy Pool	0 SF	0 SF	0 SF	0 SF	6,369 SF	0 SF
Added S.F	30,335	58,134	30,334	25,666	28,112	39,000

Total Project Cost Estimate	\$11,600,000	\$26,000,000	\$14,100,000	\$14,500,000	\$16,700,000	\$30,000,000
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Approximate Construction Date	December-17	December-19	December-21	December-23	December-21	September-31
Approximate Construction finish Date	June-19	June-21	June-23	June-25	June-23	September-32

FACILITIES BUDGET

Existing <u>sq/ft</u>	166,000 <u>sq/ft</u>	December 2016	
Lindale Multi-Gen	30,000 additional <u>sq/ft</u>	June 2019	\$ 11,600,000
Southside Multi-Gen	58,000 additional <u>sq/ft</u>	June 2021	\$ 26,000,000
Sub Total 2026	254,000 <u>sq/ft</u>		\$ 37,600,000
Northwest Multi-Gen	30,000 additional <u>sq/ft</u>	June 2023	\$ 14,100,000
Garden Multi-Gen	25,000 additional <u>sq/ft</u>	June 2025	\$ 14,500,000
Joe Garza expansion	28,000 additional <u>sq/ft</u>	June 2023	\$ 16,700,000
Southside Field House	39,000 additional <u>sq.ft</u>	June 2032	\$ 30,000,000
Total Projects Cost*	376,000 <u>sq/ft</u>		\$ 75,300,000
*(Costs inflated to construction years)			

RECREATION FACILITIES

Concept Plans

LINDALE



BROCKHAMPTON PARK



NORTHWEST



GARDEN



Lindale

MULTI-GENERATIONAL CENTER EXPANSION

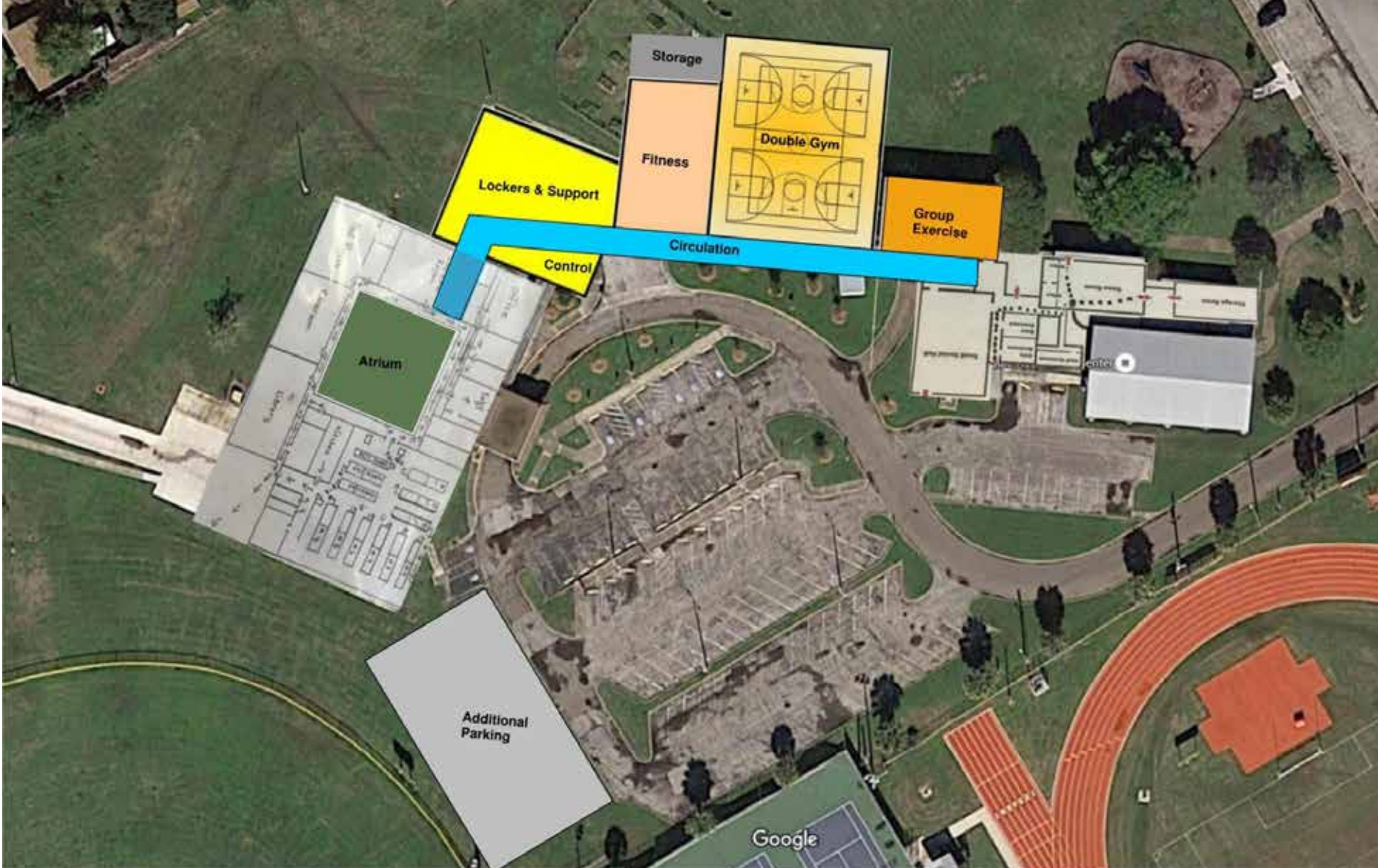
LINDALE MULTI-GENERATIONAL CENTER EXPANSION



Lindale

MULTI-GENERATIONAL CENTER EXPANSION

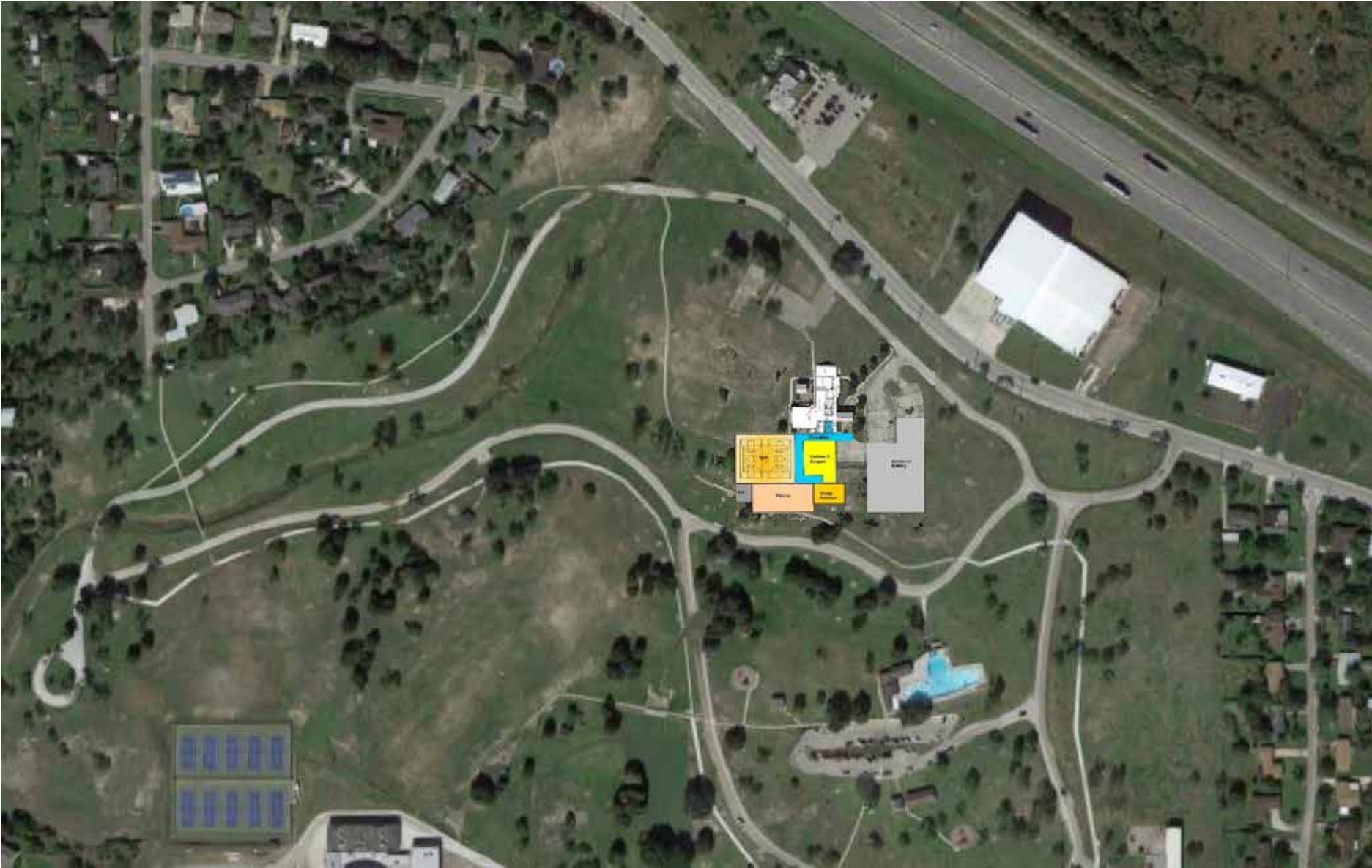
LINDALE MULTI-GENERATIONAL CENTER EXPANSION



Brockhampton Park

MULTI-GENERATIONAL CENTER

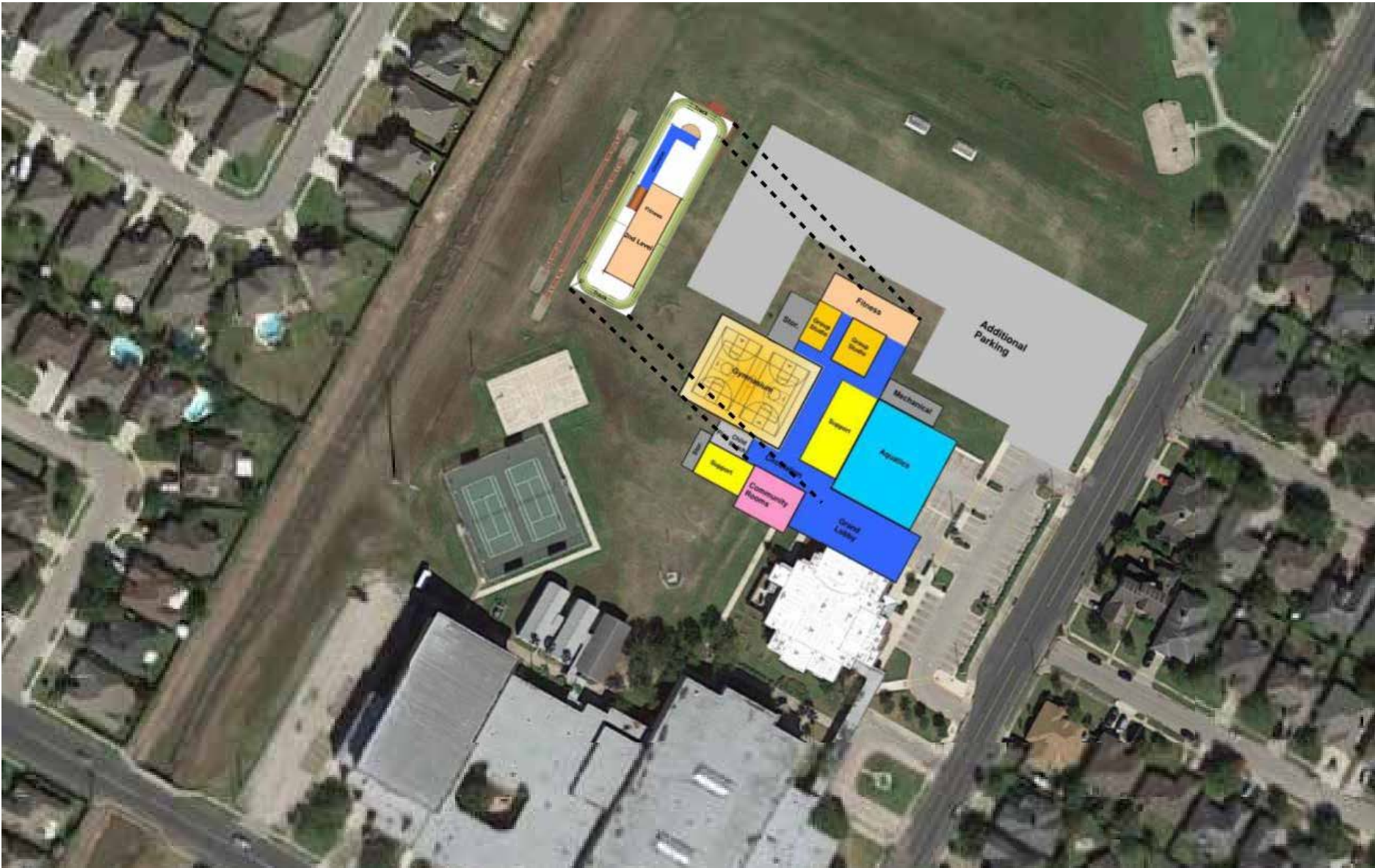
BROCKHAMPTON PARK MULTI-GENERATIONAL CENTER



Brockhampton Park

MULTI-GENERATIONAL CENTER

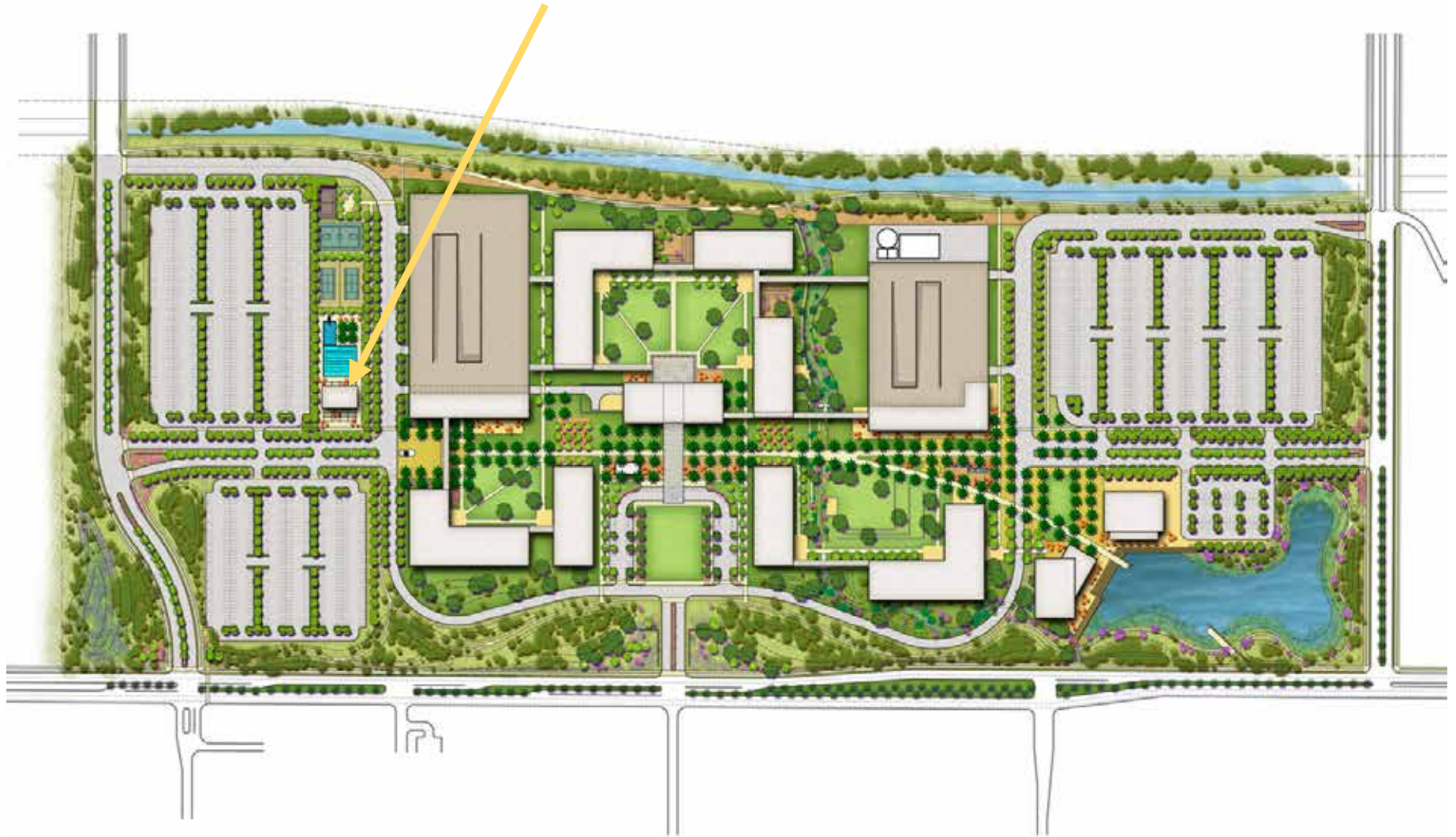
BROCKHAMPTON PARK MULTI-GENERATIONAL CENTER



Del Mar College

PRIMARY SITE

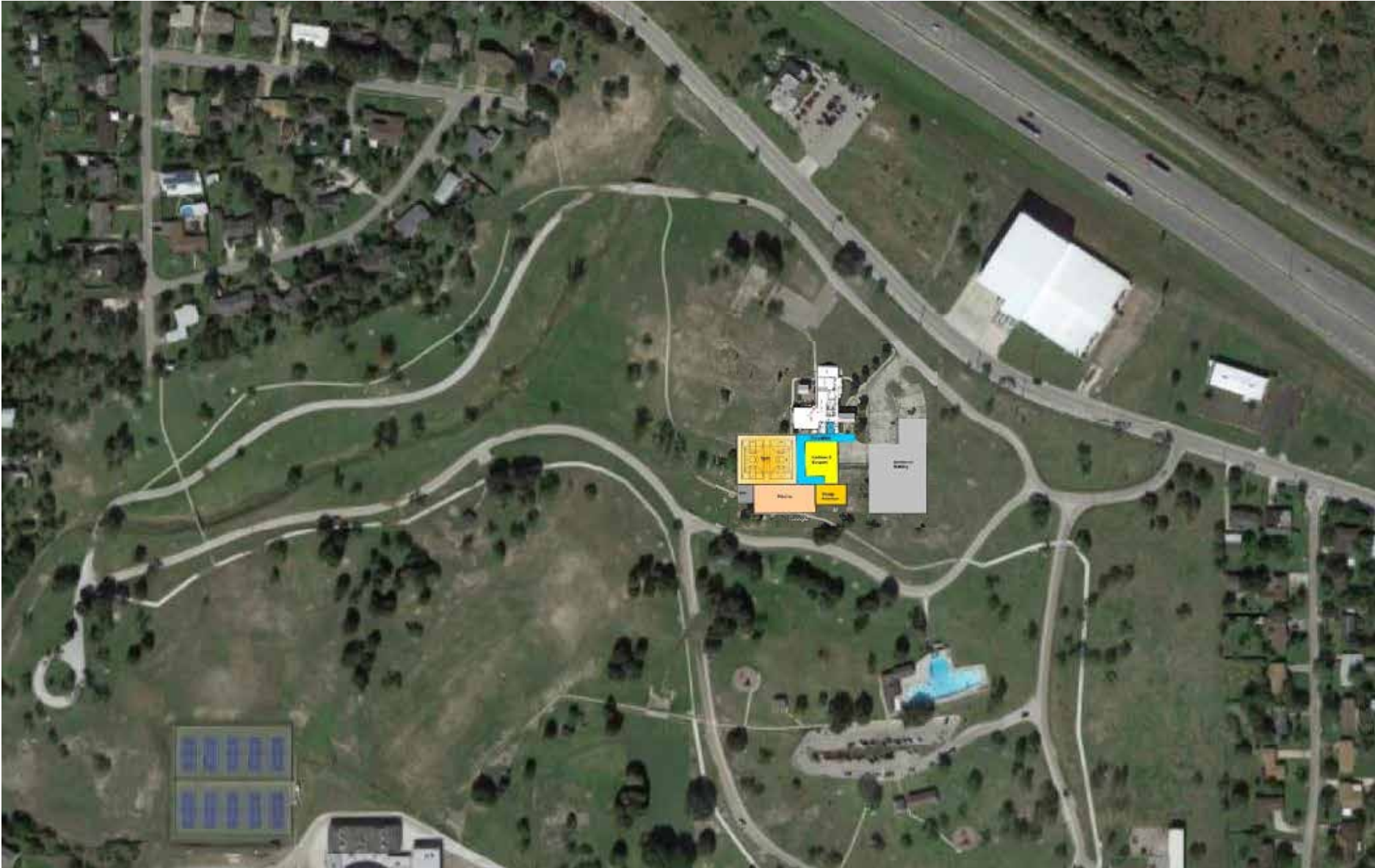
Recreation Center Partnering Opportunity



Northwest

MULTI-GENERATIONAL CENTER EXPANSION

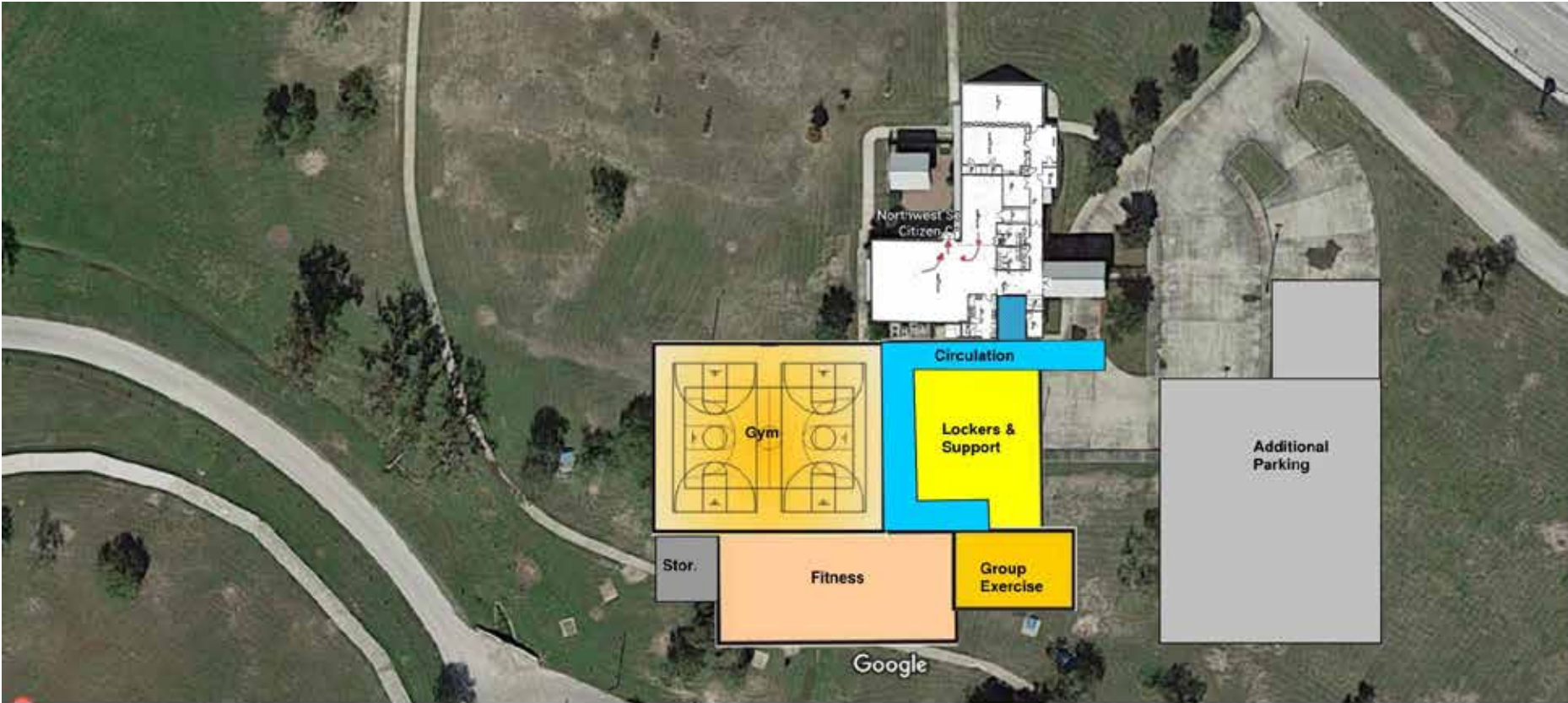
NORTHWEST MULTI-GENERATIONAL CENTER EXPANSION



Northwest

MULTI-GENERATIONAL CENTER EXPANSION

NORTHWEST MULTI-GENERATIONAL CENTER EXPANSION



Garden

MULTI-GENERATIONAL CENTER EXPANSION

GARDEN MULTI-GENERATIONAL CENTER EXPANSION



Garden

MULTI-GENERATIONAL CENTER EXPANSION

GARDEN MULTI-GENERATIONAL CENTER EXPANSION



OPPORTUNITIES

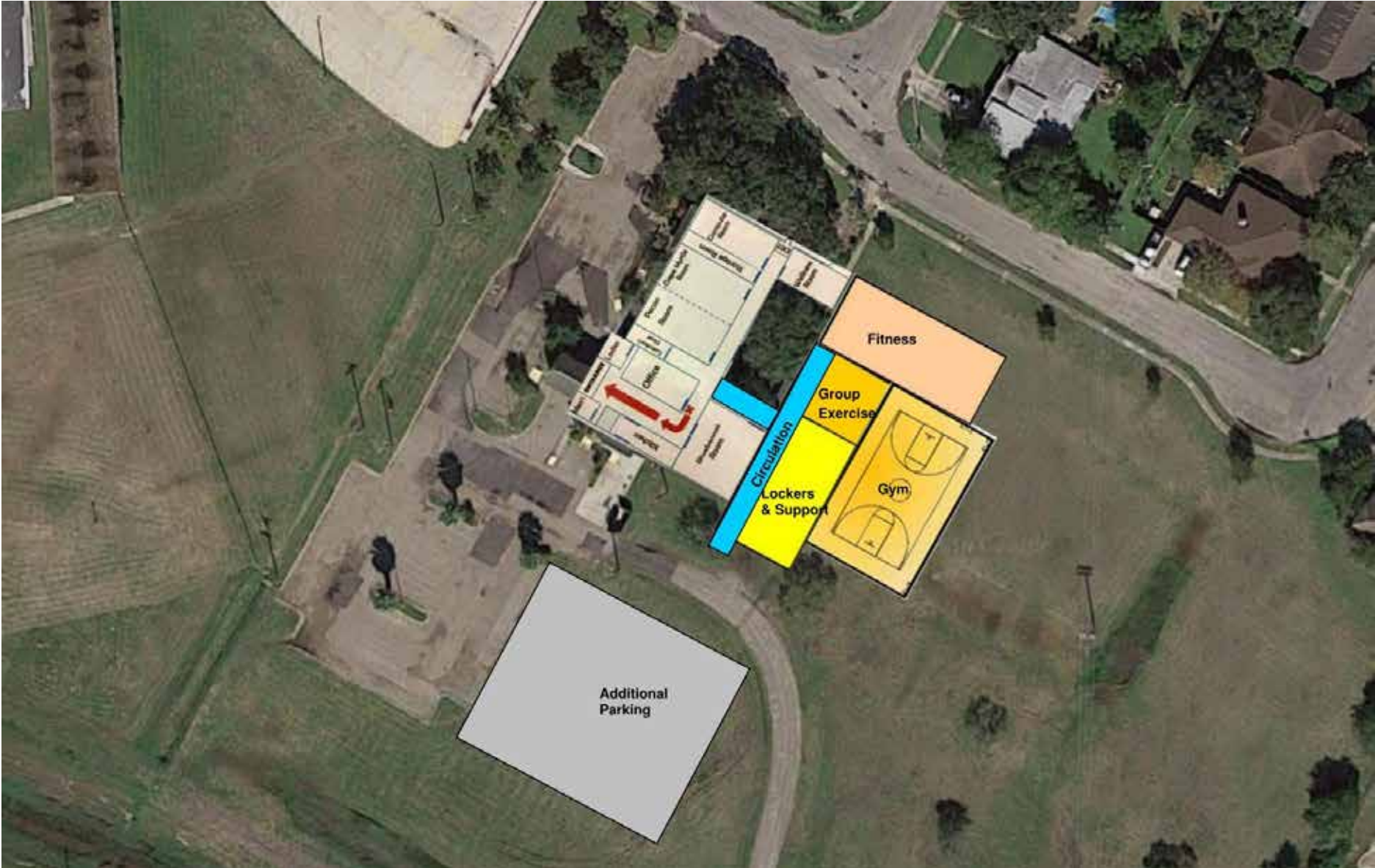
Partnering Potential

POSSIBLE BUILDING PROGRAM FOR A MULTI-GENERATIONAL FACILITY

x	Program Space	Net Area	Gross Area	Notes
x	Facility Administration Spaces	1,248	1,523	
x	Required Building Support Spaces	6,820	8,320	
x	Concessions	400	488	
x	Child Watch / Babysitting	940	1,147	
x	Games Room	680	830	
x	Children's Indoor Playground	1,000	1,220	
x	160 Person Community Room / Events Hall	2,700	3,294	Seats 160 for banq/conf/meeting
x	Catering Kitchen	1,000	1,220	Equipment is included.
x	Single HS / Double Elem. School Courts Gymnasium	8,540	10,419	(1) 50 x 84 or (2) 38 x 68 courts with overhead volleyball nets
x	Elevated Walk / Jog Track	4,800	5,856	12 laps per mile, 3 lanes
x	8,400 Weight / Fitness	8,400	10,248	
x	30-36 Person Aerobics/Dance Studio	1,950	2,379	Accommodates 30-36 people
x	16-20 Person Aerobics/Multi-purpose Studio	1,200	1,320	Accommodates 16-20 people
x	Aquatics Support	640	781	Equipment room, guards, office
x	4,250 SF Outdoor Leisure Pool	8,500	9,350	

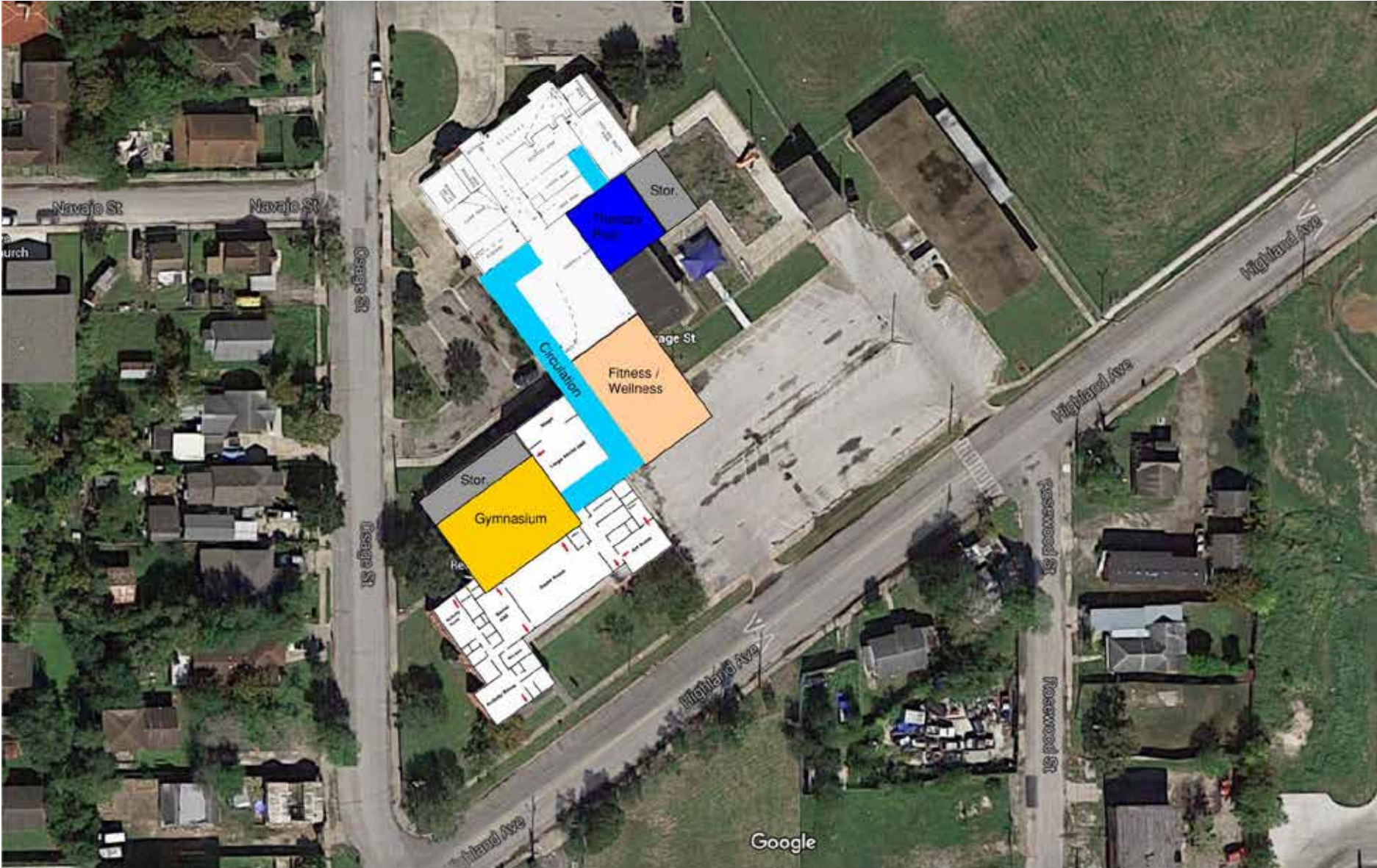
Joe Garza / Zavala

MULTI-GENERATIONAL CENTER EXPANSION



Joe Garza / Zavala

MULTI-GENERATIONAL CENTER EXPANSION



PHASE 2

Summary & Considerations

Operational Needs

- Funding for current operations and maintenance
- Aging facilities funding for repairs
- Single use facilities are out of date for contemporary programming
- Low fee tolerance needs to be examined
- Partnerships to be explored
- Upgrade recreation program funding for residence allowing access to quality programs
- Increase programming levels where deficits occur
- High attention needed for Adults & Active Senior Adults
- High attention needed for Youth & Teens

PHASE 2

Strategies for Success

Strategies for Success

1. **COMMIT** to increasing the level of recreation programming for Corpus Christi based on the master plan findings by adopting a Corpus Christi Standard for indoor recreation facilities.
2. **TOUR** other progressive communities with recreation facilities
3. **ADOPT** a Corpus Christi standard that recognizes that:
 - Existing facilities will undergo repair, renovation, or replacement
 - New facilities are needed to achieve a balanced system
 - Operational costs have to be funded to make recreational facilities function.
4. **PERFORM** a level of facilities maintenance to match the quality of the new Corpus Christi Standard
5. **DEVELOP** champions in the City, Park and Recreation Advisory Committee
6. **CREATE** strong partnerships (YMCA, Del Mar College, Corporations, Hospital, Community Sport Organizations)

ACKNOWLEDGMENTS

Project Partners

ACKNOWLEDGEMENTS

Corpus Christi City Council

Mayor - Vacant

Paulette M. Guajardo, Council Member, At-Large

Michael T. Hunter, Council Member, At-Large

Joe McComb, Council Member, At-Large

Carolyn Vaughn, Council Member, District 1

Ben Molina, Council Member, District 2

Lucy Rubio, Council Member, District 3

Greg Smith, Council Member, District 4

Rudy Garza, Jr., Council Member, District 5

Parks and Recreation Advisory Committee

Adam Alvarez

Carlos Valdez

Rick Pedraza

Dotson Lewis

Alissa Mejia

Doug McBee

Jerry Plemons

Amy McCoy

Damla Eyteliz

Dr. Lloyd Stegemann

Terry Ray

Corpus Christi Parks and Recreation Staff

Stacie Talbert Anaya

Interim Director of Parks and Recreation

Becky Perrin

Assistant Director of Parks and Recreation



THE CITY OF CORPUS CHRISTI RECREATION FACILITIES MASTER PLAN

