

Coconut Creek Parks and Recreation Policies & Practices Review

SEPTEMBER 2025



Study Purpose

Review City policies and practices, focused on quality control, access and improve cost recovery using benchmarking and best practices to provide actionable recommendations.

□ PRIMARY FOCUS AREA

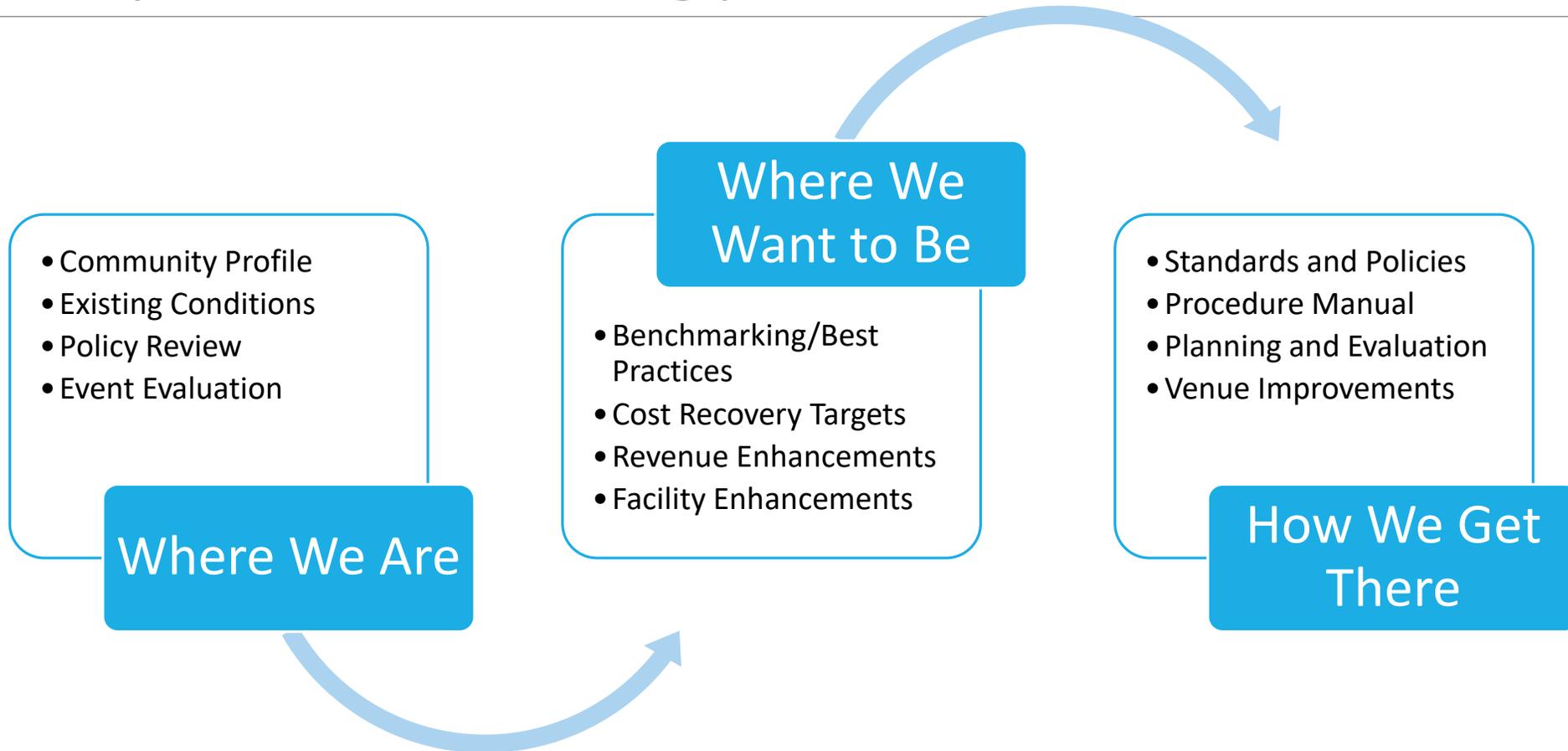
- Coconut Creek's ballfield uses and access, park operations and recreation program efficiency/effectiveness

□ SECONDARY FOCUS AREA

- *Special Event operations, policies and practices*

The intent of the study is to give the City a clear assessment of its park operations, current sports field and special event programming, and recommendations for how future needs and demands could best be identified and addressed.

Study Methodology



Coconut Creek Youth Sports

JKS will provide an analysis of youth sports partner agreements and ballfield demand, capacity and pricing to include:

- Ballfield facility utilization analysis and recommendations,
- Ballfield direct operating cost analysis
- Cost recovery strategies
- Youth sports partner agreement checklist of general provisions and organizational requirements



The Ballfield/Youth Sports Process



The diagram shows the progression of the Ballfield and Youth Sports analysis

Questions to be Answered

- ❑ What do the Sports and Fitness Industry Association (SFIA) and Coconut Creek Parks and Recreation Master Plan (PRMP) tell us about our current National and Local Sports Market interests and participation levels?
- ❑ What does the Census data tell us when compared to the SFIA National Trends for youth sports participation? What is the gap, if any, between those trends and what we are providing through our own Youth Sports Market Segment Analysis?
- ❑ What is our own Facility Utilization rate? Is there unused capacity that may be considered for programmed or free play use?
- ❑ What is the current condition of our facilities? Does this contribute to their playability or market value?
- ❑ What is the Cost Recovery Ratio for our sports fields? Is there a higher ROI we might target?
- ❑ What do our Youth Sports Partner agreements and standards need to include? What Policy changes should be brought to the board to codify any use or pricing recommendations?
- ❑ What are peer agencies doing with regard to Best Practice Benchmarks?
- ❑ What is the menu of options recommended?
- ❑ How might this serve as a framework for the creation of a Recreation Program Plan?



Preliminary Participation and Youth Population Comparison

Sport	Coconut Creek Population - Ages 5 to 19 Years Old ²	CC Total Partner and In-house Participation Numbers	CC Current Participation Rates % of Total Population - Ages 5 to 19 Years Old
Soccer	9,640	696 + 575 = 1,271**	13.2%
Baseball		247	2.6%
Softball		70	1%
CS Basketball		334	3.5%
CS Volleyball		248	2.6%
CS Flag football		250	2.6%
CS Soccer		<575>**	n/a
TOTAL		2420	25.1%

Preliminary Participation Rates and Sports Market Potential

Sport	National Participation Rate (6-12/13-17-Years combined as %)	Coconut Creek Current Sports Market Potential Participation	Coconut Creek Combined Participation Numbers	Coconut Creek Current Participation Rates/Total Potential
Soccer	7.6%/6.6%	1,369	1,271	92.8%
Softball	1.2%/1.7%	280	70	25%
Baseball	11.7%/8.8%	1,976	247	12.5%
Flag Football	3.8%/2.6%	617	250	40.5%
Volleyball	2.5%/5.0%	723	248	34.3%
Basketball	14%/15.5%	2,844	334	11.7%

Sample of Peak Utilization Analysis

Facility Name	Field /Room #	Facility Spaces (Indoor/Outdoor)	Primary Use	Total Capacity in Hours	Earned User Fee Hours		Actual Usage (Hours)		
				Total Capacity	Total Fee Hrs.	User Fee UTL %	Total ACT Usage	Actual CAP UTL%	Total ACT vs Fee%
Recreation Complex/Lyons Creek Middle School		Outdoor		90	9	10.00%	48	53.33%	18.75%
	1	Baseball/Softball 200' (60-80') Lighted	baseball/softball	30	0	0.00%	16	53.33%	0.00%
	2	Baseball/Softball 200' (60-80') Lighted	baseball/softball	30	0	0.00%	16	53.33%	0.00%
	1	Multipurpose 50 x 100 yd. Lighted	football/soccer/cricket	30	9	30.00%	16	53.33%	56.25%
		Notes: Notes: As reminder, although Lyons Creek allows for both baseball/softball, cricket and multipurpose use, only one permit is allocated due to liability.							
Subtotal				90	9	10.00%	48	53.33%	18.75%

Potential Unused Capacity Options

Coconut Creek has four (4) potential options for developing unused capacity typically guided by a Recreation Program Plan:

1. First solicit more sports providers through a competitive RFP process
2. Rent the space and improve ROI/CRR
3. Leave the space available for public access open play and self organized sports
4. Further develop in house programming either for sports development or encourage adult league development.

Secondary Study Focus - Creek Events

Review City policies and practices that govern special event solicitation, planning, permitting, implementation and outcomes including a site visit to special event venues and include:

- Special Event Policy and Practices assessment and policy recommendations,
- Peer agency benchmarking and industry best practices analysis
- Recommendations for improved cost recovery, customer satisfaction and event evaluation methods



Defining First Class Special Events

- ❑ **Extremely High Customer Satisfaction levels**, driven by Safety (low incident rate), Affordability, Convenient access, quality branding and marketing.
- ❑ **Pre-Event Planning** to deliver what customers want—targeted and deliberate approach avoiding unsolicited proposals and defining Goals/Objectives
- ❑ **First class entertainment**, unique, memorable.
- ❑ **Positive Cost Recovery**, a return on investment (ROI) measured in both direct and indirect value.
- ❑ **Highly visible staff** to manage and provide information and guidance to support customer needs.
- ❑ **First Class First Impression**—a front gate and signage and banner control, standard/uniform wayfinding, restrooms clean, safe, properly located and plentiful, comfortable seating, shade, and general amenities for comfort.
- ❑ **Quality Vendors** that are clean, unique, honest, priced appropriately, curated to enhance the event's theme.
- ❑ **High visibility security** (police, EMS, cameras, CPTED) and efficient MOT for ingress/egress with convenient parking.
- ❑ Above all, **the design of the venue and its capacity to accommodate the projected and actual crowd sizes** is perhaps the most important requirement for successful special events.



Questions?