

**NORTH CAROLINA
WAKE COUNTY**

FUNDING AGREEMENT

THIS FUNDING AGREEMENT is made and entered into this the ____ day of _____, _____, by and between the County of Wake (“Wake County”) and TOWN OF APEX, a North Carolina municipal corporation (“Town”) (together referred to as the “Parties”).

WITNESSETH:

WHEREAS, pursuant to Session Law 1991-594, Wake County authorized a prepared food and beverage tax of up to 1% of the sales price of prepared food and beverages sold at retail; and

WHEREAS, pursuant to Session Law 1991-594, Wake County and City of Raleigh subsequently entered an Interlocal Agreement (“ILA”) designating funds from the Occupancy and Prepared Food/Beverage Taxes for the purpose of acquiring, constructing, or financing convention centers, civic centers, performing arts centers, coliseums, auditoriums, and facilities related to sports and cultural events; and

WHEREAS, the terms of the ILA and subsequent amendments provide a basis for distribution of funds by the City and County consistent with the enabling legislation; and

WHEREAS, in October 2017 the Wake County Board of Commissioners approved a competitive process open to any non-profit or for-profit organization to allocate up to Three Million Five Hundred Thousand Dollars (\$3,500,000) of the Major Facilities Project Fund established with hotel/motel and prepared food and beverage taxes and subsequently issued a Request for Proposals (“RFP #18-001”) for projects meeting the criteria set forth in the ILA; and

WHEREAS, Town submitted a response to RFP #18-001 on or before February 8, 2018 for the construction of a project described as the Town of Apex Pleasant Park Phase I Proposal (the “Phase I Proposal”); and

WHEREAS, the Phase I Proposal meets all criteria of RFP #18-001; and

WHEREAS, in November 2022 the Wake County Board of Commissioners authorized a competitive process to award up to Eight Million Dollars (\$8,000,000) of the Major Facilities Project Fund established with hotel/motel and prepared food and beverage taxes and subsequently issued a Request for Proposals (“RFP #23-003”) for projects meeting the criteria set forth in the ILA; and

WHEREAS, Town submitted a response to RFP #23-003 on or before February 8, 2018 for the construction of a project described as the Town of Apex Pleasant Park Phase II Proposal (the “Phase II Proposal”); and

WHEREAS, the Phase II Proposal meets all criteria of RFP #23-003; and

WHEREAS, the County selected the Phase I Proposal and Phase 2 Proposal (collectively, the “Park Project”) after due consideration of all proposals submitted through the use of a competitive selection

process; and

WHEREAS, on May 21, 2018, the Wake County Board of Commissioners authorized a funding commitment to the Town in the amount of Five Hundred Thousand Dollars (\$500,000) and on April 17, 2023, the Board of Commissioners authorized a funding commitment to the Town in the amount of One Million Eight Hundred Thousand Dollars (\$1,800,000)(“Funding Commitment”) for capital costs related to the construction and development of Phase I and Phase II of the Park Project, respectively, contingent upon the terms and conditions set forth herein; and

WHEREAS, Town has accepted the Funding Commitments for capital costs related to the construction and development of the Park Project contingent upon the terms and conditions set forth herein.

NOW THEREFORE, in consideration of the mutual promises contained herein, County and Town agree as follows:

ARTICLE I
Scope, Description and Amount of Funding

1.1 Scope and Description. The Park Project shall be located in Apex, Wake County, North Carolina. The purpose of the Park Project is to develop approximately 92-acres of Town owned land located directly adjacent to NC540 and the interchange with Old US 1 Hwy, into an athletic park with regulation-sized competition fields and courts and other park amenities to be owned by the Town that will positively impact hotel occupancy and prepared food/beverage sales in Wake County. The Park Project qualifies as construction of sports, cultural, or arts facilities and is an appropriate use of Hospitality Tax proceeds. The park activities will be managed by the Town.

Phase I of the Park Project shall consist of six (6) multiuse lighted, synthetic fields, four (4) lighted tennis courts, (6) pickleball courts, (1) field house and a large play installation. Phase II of the Park Project shall consist of three (3) lighted, synthetic adult baseball/softball fields, one (1) lighted, synthetic youth baseball/softball fields, 5k trail course, (1) large shelter and one (1) field house. The original Phase I Proposal is attached to this Agreement as **Exhibit “A”** and incorporated by reference and the original Phase II Proposal is attached to this Agreement as **Exhibit “B”** and is incorporated by reference.

1.2 Maximum amount payable. The total of estimated funding needed for the Park Project is FIFTY-ONE MILLION, NINE HUNDRED FORTY-SIX THOUSAND AND NO/HUNDREDTHS DOLLARS (\$51,946,000) as set forth in the Park Project Proposals. In addition to the County committing funding in the amount of \$500,000 for Phase I and \$1,800,000 for Phase II pursuant to this Agreement, the Town will provide funding from the following sources:

- Capital Funds (general obligation bonds)
- Town General Fund Revenues
- Value of Private Funds from Donations or Naming Rights

The maximum amount payable to Town is \$2,300,000.00 (TWO MILLION, THREE HUNDRED THOUSAND AND NO/HUNDREDTHS DOLLARS 100.)

ARTICLE II

Term and Method of Payment

- 2.1 The term of the Agreement shall be from May 6, 2024 to December 31, 2026.
- 2.2 Wake County shall provide payment up to \$2,300,000 (\$500,000 for Phase I and \$1,800,000 for Phase II).

Prior to any payment being issued by Wake County, the TOWN shall submit an invoice or other written request for payment upon readiness to receive funding for the project. This written request must be accompanied by documentation demonstrating project completion (which may include receipts, photos, temporary or permanent certificate of occupancy). The invoice or written request must contain the TOWN's name, address, invoice number/project name, date, and description of how the expenditure relates to the scope and purpose of the project. Documentation shall also demonstrate that the expenses were actually incurred and paid after the funding was authorized and appropriated by the Wake County Board of Commissioners on February 8, 2018 for Phase I and April 17, 2023 for Phase II. Wake County shall pay TOWN's invoices within thirty (30) days of receipt.

ARTICLE III Conditions of Funding

- 3.1 All funds received pursuant to this Agreement shall be used exclusively in furtherance of the activities described more fully in Article I. If the TOWN fails to meet or comply with a condition of this funding agreement or if all or part of the project facility is transferred or ceases operation during the Grant Period or prior to achievement of performance monitoring more fully described in Section 3.5 such that Wake County's intended purpose for funding as outlined in the approved proposal is frustrated, Wake County in its sole discretion may reduce the amount of funding, terminate the funding agreement, and/or require repayment of funding. The parties hereby acknowledge that the installation of water utility infrastructure, including but not limited to, a water tower and water lines, upon the Property does not frustrate the purpose for funding as outlined in the approved proposal. No funding under this Agreement shall be used to fund water utility infrastructure which is not included in Exhibits A and B.
- 3.2 The "Grant Period" shall be from the date of execution of the Funding Agreement through December 31, 2026.
- 3.3 TOWN is required to notify Wake County in writing within thirty (30) calendar days of the following events or changes:
 - a. TOWN ceases to hold full interest in the property/asset, including partial transfers of interest;
 - b. TOWN changes its mission, operation, or significantly reduces the use of Property/Asset;
 - c. TOWN fails to complete the capital project.
- 3.4 Any delays or modifications regarding project implementation or expenditures or stoppage of services shall be communicated to Wake County within fifteen (15) days. Notification under this paragraph shall include email and telephonic communication with the County

Manager's Office.

3.5 Subject to Town performance of the obligations of this Agreement, County shall tender the Funding Commitment in the amount defined below for the construction of the Park Project upon the following terms:

- A. Phase I Park Project: The County shall tender the Funding Commitment of Five Hundred Thousand and no/100s (\$500,000.00) to Town at such time as Town has provided:
 - 1. Satisfactory documentation of Phase I Park Project budget and Town funding commitments at time of funding request.
 - 2. A letter from the Town Manager certifying that the Phase I Park Project is operational (includes all six lighted, synthetic turf multipurpose fields, four lighted tennis courts, (6) pickleball courts, (1) field house and large play installation) and a certificate of completion has been issued by the Town (if available). This letter shall include a copy of confirmation of all scheduled tournament dates and special events and details of the events.
 - 3. The County reserves the right to conduct a site inspection to verify completion of the Phase I Park Project prior to authorizing disbursement of payment to Town.
 - 4. Satisfactory documentation that Town or Lessee has not encumbered the Property, Project, or Lease to secure financing.

- B. Phase II Park Project: The County shall tender the Funding Commitment of One Million, Eight Hundred Thousand and no/100s (\$1,800,000.00) to Town at such time as Town has provided:
 - 1. Satisfactory documentation of Phase II Park Project budget and Town funding commitments at time of funding request.
 - 2. A letter from the Town Manager certifying that the Phase II Park Project is operational (includes all three lighted, synthetic turf adult baseball/softball fields, one lighted, synthetic turf youth baseball/softball field, the 5k trail course and one field house), a certificate of occupancy has been issued for the field houses and a certificate of completion has been issued by the Town. This letter shall include a copy of confirmation of all scheduled tournament dates and special events and details of the events.
 - 3. The County reserves the right to conduct a site inspection to verify completion of the Phase II Park Project prior to authorizing disbursement of payment to Town.
 - 4. Satisfactory documentation that Town or Lessee has not encumbered the Property, Project, or Lease to secure financing.

- C. All requests for disbursement of the Funding Commitment under this section must be made within thirty-six (36) months of the effective date of this Agreement unless the parties have entered into a written agreement for an extension of this date.

3.6 If Town does not make a request for disbursement or does not meet the conditions precedent to disbursement under this section such that all or part of the funds committed are not disbursed, then such funds shall remain a part of the Major Facilities Capital Trust

Fund free and clear of any further obligation to Town under this Agreement.

- 3.7 Town agrees to abide by any review, reporting, or other legal requirements established by state or local law, or Interlocal Agreement relating to the use of these funds.
- 3.8 This Article applies throughout the term of this Agreement and prior to the achievement of the performance monitoring described in Section 4.1.

**ARTICLE IV
Performance Goals**

- 4.1 Town acknowledges that by accepting the County’s Funding Commitment and by signing the Agreement, the Park Project is subject to certain Performance Goals as described below in Table 1:

Table 1:

Year of Operation	Target Number of Planned Event Days (excess can be rolled over)
1	35
2	70
3	105
4	160
5	215
6	270
7	325

A Planned Event Day will be defined as an event (including but not limited to games) that generate between 500 and 2,000 visitors (participants/spectators). An event is not to include practice for recreational teams. Events that generate in excess of 2,000 spectators will be valued as two event days. Table 1A represents the event day calculations for Spectators.

Table 1A:

# of Spectators	Event Day Value
500-2,000	1
2,000 +	2

A Planned Game Day will be defined as an event that generates at least 50 competitors from beyond a 50-mile radius of the park. An event is not to include practice for recreational teams. Event Day Value will be determined according to **Table 1B:**

Table 1B:

# of Competitors	Event Day Value
50-200	1
201-400	2

401-600	3
601-800	4

Year of Operation shall be defined as a 12-month period beginning November 1, 2023.

- A. Performance Reporting. Town shall agree to provide annual reporting to the County Manager including a list of events held at the park with number of Event Days, number of spectators and/or number of teams competing in a sporting event where the members (and spectators for that team) are from outside a 50-mile radius of the facility. Annual performance reporting shall be submitted using attached forms. Town may submit performance reports every 12-months from beginning of operation or on a fiscal year basis. In the event that the park performance does not achieve the target event days at the end of each Performance Reporting Period, Town must submit a plan to the County Manager to achieve performance goals. For the purpose of calculating performance goals, any Event Days exceeding the required number in a reporting period may be rolled over and counted towards the performance goals for other reporting periods. For the purpose of calculating performance goals, any target event days exceeding the required number in a reporting period may be rolled over and counted towards the performance goals for other reporting periods.
- B. Expiration of Performance Goals. After the Park Project has reported nine (9) years of operations or the Total Number of Event Days exceeds the cumulative total of target Event Days (325 total event days), whichever is sooner, the Park Project shall no longer be bound by Performance Goals of any kind, and all obligations regarding Performance Goals will be deemed to have been satisfied.
- C. Good Faith. The Parties agree to abide by the terms of this Agreement in good faith and shall, in addition to Table review all reasonable and good faith efforts made by Town to fulfill all Performance Goals in any evaluation of Performance Goals, and in the event Performance Goals are not met, commit to discuss how to reach Performance Goals. Furthermore, the Parties hereby agree that Article VIII of the Agreement shall also apply to any evaluation of Performance Goals.

ARTICLE V

Default and Termination

- 5.1 TOWN has an affirmative obligation to notify Wake County immediately of the occurrence of any Event of Default hereunder. For purposes of this Agreement, an Event of Default shall include the following:
 - a. The project or any part thereof ceases to operate at any time after this agreement is executed by both parties but prior to meeting the Performance Goals in Section 4.1 and 3.5(b);
 - b. TOWN transfers all or part of the property upon which the project is located to another owner and the property is no longer used for the purposes outlined in this agreement;
 - c. TOWN's use of the project property frustrates the Performance Goals as described in Article III Section 3.5(b), Article IV, or the overall purpose of this Agreement.
 - d. TOWN institutes, consents to, or is the subject of any proceeding under any debtor relief law, makes an assignment for the benefit of creditors, applies for or consents to the appointment of any receiver, trustee, or similar custodian for all or part of its assets.
 - e. TOWN deviates from the stated project use of funds.
 - f. TOWN significantly reduces the part of the facility used to serve the population.
 - g. TOWN breaches any other terms or conditions of this Agreement and does not remedy the

breach within fifteen (15) days' written notice from Wake County.

The parties agree that it shall not be an Event of Default for the TOWN to install water utility infrastructure, including but not limited to, a water tower and water lines, upon the Property. No funding under this Agreement shall be used to fund water utility infrastructure which is not included in Exhibits A and B.

- 5.2 If an Event of Default occurs during the term of this Agreement or prior to achievement of performance reporting, Wake County in its sole discretion may require repayment of all funding under this Agreement. TOWN shall comply with any demand made by Wake County pursuant to this paragraph within thirty (30) days of receiving written notice of demand. Nothing herein shall prevent Wake County from seeking immediate legal or equitable relief from a court of competent jurisdiction.
- 5.3 Should the project or any phase thereof terminate prior to achievement of performance goals, TOWN shall remain the sole owner of the project property. Wake County shall have no funding obligation and no ownership claim to any part of the project unless expressly described in this Agreement. Wake County's obligation to fund under this Agreement is not transferrable to any subsequent owner or interest holder of the project or any future phase of the project not described herein.
- 5.4 Should the Park Project or any part thereof cease to operate at any time after the County has tendered the Funding Commitment but before Performance Goals are met, and the Town transfers all or part of the property upon which the Park Project is located to an owner who does not operate the Facilities for the purpose intended under this Agreement such that the Performance Goals of the Funding Agreement are frustrated ("Subsequent Operation"), then the Town shall require the new owner to repay the County the Funding Commitment based on the year of operation in which operation ceases per the schedule below.

Unamortized Portion of Original Facility Cost to be Paid to the County Upon Contract Termination	
Total Repayment Amount = \$2,300,000	
Year of Ceased Operation	Repayment to County
1	80% of funding paid by county
2	60% of funding paid by county
3	40% of funding paid by county
4	20% of funding paid by county
5	0

Regardless of ownership of the Park Project, if the Park Project continues in operation for the purpose intended under this Agreement such that the Performance Goals are not frustrated, there will be no repayment required. "Operation" shall be defined as a state of readiness of the Park Project that allows it to be open and ready for intended operations in the ordinary course of business.

ARTICLE VI
Notices

6.1 All notices or other communications hereunder to TOWN and to Wake County shall be sufficiently given and shall be deemed to have been received five (5) business days after deposit in the United States mail, return receipt requested, to Wake County and TOWN, as the case may be, at the following addresses:

If to Wake County: Mr. David Ellis, County Manager
 P.O. Box 550
 Raleigh, North Carolina 27602
 david.ellis@wake.gov

 Mr. Scott Warren, County Attorney
 P.O. Box 550
 Raleigh, North Carolina 27602

If to TOWN: Mr. Randy Vosburg, Town Manager
 PO Box 250
 Apex, NC 27502

 Ms. Laurie Hohe, Town Attorney
 P.O. Box 250
 Apex, NC 27502

ARTICLE VII
Miscellaneous

7.1 Modification. This Agreement may be rescinded, modified or amended only by written agreement executed by all parties hereto.

7.2 No Third-Party Beneficiaries. This Agreement is made and entered into for the sole protection and benefit of Wake County and TOWN, and their respective successors and assigns. There shall be no third-party beneficiaries to this Agreement.

7.3 Non-Assignment. TOWN shall not assign all or any portion of this Agreement, including rights to payments, to any other party without the prior written consent of Wake County.

7.4 Independent Contractor. The parties acknowledge that TOWN is an independent contractor, and that nothing in this Agreement is intended, and nothing shall be construed, to create any form of partnership or joint venture relationship between TOWN and Wake County, or to allow either to exercise control or direction over the other; notwithstanding that each party is bound by the terms and conditions of this Agreement. Neither party is an officer, agent, or employee of the other party for any purpose.

7.5 Insurance Requirements. TOWN shall obtain and maintain, at its sole expense, all insurance required in the following paragraphs and forward certification thereof to Wake County.

TOWN's signature on this agreement indicates that TOWN agrees to the terms of this insurance section and understands that failure to comply may result in cancellation of this agreement at Wake County's option.

Required insurances include:

- 1) Workers' Compensation Insurance, with limits for Coverage A: Statutory for the State of North Carolina and Coverage B, Employers Liability: \$500,000 for each accident/disease each employee/disease policy limit.
- 2) Commercial General Liability, with limits no less than \$1,000,000 per occurrence and \$2,000,000 aggregate.
- 3) Commercial Automobile Liability, with limits no less than \$1,000,000 per accident for bodily injury and property damage.
- 4) Professional Liability Insurance, applicable to any professional services provided, with limits of no less than \$1,000,000 per claim and \$2,000,000 aggregate.

If any coverage is on a claims-made basis, TOWN agrees to maintain a retroactive date prior to or equal to the effective date of this Agreement and to purchase and maintain Supplemental Extended Reporting Period or 'tail coverage' with a minimum reporting period of not less than three (3) years if the policy expires or is canceled or non-renewed. If coverage is replaced, the new policy must include full prior acts coverage or a retroactive date to cover the effective dates of this Agreement. TOWN shall provide a Certificate of Insurance annually to Wake County indicating any claims made coverage and respective retroactive date. The duty to provide extended coverage as set forth herein survives the effective dates of this Agreement.

All insurance companies must be authorized to do business in North Carolina and have an AM Best rating of "A-/VII" or better, or have the reasonable equivalent financial strength to the satisfaction of the County's Finance Office. Proof of rating shall be provided to the county upon request.

Insurance with limits no less than those specified above shall be evidenced by a Certificate of Insurance issued by a duly authorized insurer representative. In the case of self-insurance, a letter of explanation must be provided to and approved by Wake County Risk Management.

TOWN shall be responsible for providing immediate notice of policy cancellation or non-renewal to the Wake County Finance Office during the term of this Agreement and for three years subsequent to any claims made coverage.

If TOWN does not meet the insurance requirements specified above, alternate insurance coverage satisfactory to Wake County may be considered. TOWN must present any requests for consideration of alternate coverage prior to the effective date of this Agreement.

All insurance documentation shall be addressed to:

Wake County Finance Department
Wake County Justice Center - Suite 2900
P.O. Box 550
Raleigh, North Carolina 27602

- 7.6 Indemnification. To the extent permitted by North Carolina law, the Town agrees to release, defend, protect, indemnify and hold harmless Wake County, including Wake County employees and agents, against claims, losses, liabilities, damages, and costs, including reasonable attorney fees, which result from or arise out of damages or injuries to persons or property caused by the negligent acts or omissions of TOWN, its employees, or agents in use or management of the Subject Property. This indemnity shall survive the disbursement of the Funds, as well as any termination of this Agreement.
- 7.7 No Waiver of Sovereign Immunity. Nothing in this Agreement shall be construed to operate as a waiver of governmental immunity nor to be inconsistent with Wake County's "Resolution Regarding Limited Waiver of Sovereign Immunity" enacted on October 6, 2003.
- 7.8 Non-Appropriation. TOWN recognizes that Wake County is a governmental entity, and the contract validity is based upon the availability of public funding under the authority of its statutory mandate.

In the event that public funds are not available and not appropriated to purchase the services specified in this Agreement, then this Agreement shall automatically expire without penalty to Wake County and without the thirty (30) day notice requirement.

In the event of a legal change in Wake County's statutory authority, mandate, and mandated functions which adversely affects Wake County's authority to continue its obligations under this Agreement, then this Agreement shall automatically expire without penalty to Wake County and without the thirty (30) day notice requirement.

- 7.9 Governing Law, Construction and Jurisdiction. This Agreement and the other Documents and all matters relating thereto shall be governed by and construed and interpreted in accordance with the laws of the State of North Carolina, notwithstanding the principles of conflicts of law. The headings and section numbers contained herein are for reference purposes only. TOWN hereby submits to the jurisdiction of the State and Federal courts located in North Carolina and agrees that Wake County may, at its option, enforce its rights under this Agreement in such courts.
- 7.10 E-Verify. To ensure compliance with the E-Verify requirements of the General Statutes of North Carolina, all contractors, including any subcontractors employed by the contract(s), by submitting a bid, proposal or any other response, or by providing any material, equipment, supplies, services, etc., attest and affirm that they are aware and in full compliance with Article 2 of Chapter 64, (NCGS 64-26(a)) relating to the E-Verify requirements.
- 7.11 Entire Agreement. This Agreement constitutes the entire agreement between the parties hereto with respect to the subject matter hereof. All recitals, exhibits, schedules and other attachments hereto are incorporated herein by reference.
- 7.12 Severability. In the event any provision in this Agreement shall be held invalid or unenforceable by a court of competent jurisdiction, such holding shall not invalidate or render unenforceable any other provision herein.
- 7.13 Iran Divestment and Divestment from Companies Boycotting Israel. By signing this

agreement, TOWN certifies that as of the date of execution, receipt, or submission they are not listed on the Final Divestment List created by the N.C. Office of State Treasurer pursuant to N.C.G.S. §147 Article 6E, Iran Divestment Act, Iran Divestment Certification. TOWN shall not utilize any subcontractor that is identified on the Final Divestment List. Any organization defined under N.C.G.S. §147-86.80(2), Divestment from Companies Boycotting Israel, shall not engage in business totaling more than \$1,000 with any company or business, etc. that boycotts Israel. A list of companies that boycott Israel is maintained by the N.C. Office of State Treasurer pursuant to N.C.G.S. §147-86.81(a)(1). Any company listed as boycotting Israel is not eligible to do business with any State agency or political subdivision of the State.

7.14 Federal Funds. If the source of funds for this contract is federal funds, the following federal provisions apply pursuant to 2 C.F.R. § 200.326 and 2 C.F.R. Part 200, Appendix II (as applicable): Equal Employment Opportunity (41 C.F.R. Part 60); Davis-Bacon Act (40 U.S.C. 3141-3148); Copeland “Anti-Kickback” Act (40 U.S.C. 3145); Contract Work Hours and Safety Standards Act (40 U.S.C. 3701-3708); Clean Air Act (42 U.S.C. 7401-7671q.) and the Federal Water Pollution Control Act (33 U.S.C. 1251-1387); Debarment and Suspension (Executive Orders 12549 and 12689); Byrd Anti-Lobbying Amendment (31 U.S.C. 1352); Procurement of Recovered Materials (2 C.F.R. § 200.323); and Record Retention Requirements (2 CFR § 200.334)

7.15 Anti-Discrimination. In consideration of signing this Agreement, the Parties hereby agree not to discriminate in any manner on the basis of race, natural hair or hairstyles, ethnicity, creed, color, sex, pregnancy, marital or familial status, sexual orientation, gender identity or expression, national origin or ancestry, marital or familial status, pregnancy, National Guard or veteran status, religious belief or non-belief, age, or disability with reference to the subject matter of this Contract. The Parties agree to comply with the provisions and intent of Wake County Ordinance SL 2017-4. This anti-discrimination provision shall be binding on the successors and assigns of the Parties with reference to the subject matter of this Agreement.

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IN WITNESS WHEREOF, the undersigned have executed this Agreement under seal through their duly authorized representatives, to be effective the day and year first above written.

WAKE COUNTY, NORTH CAROLINA

TOWN OF APEX

By: _____
David Ellis,
Wake County Manager

By: _____
Randal E. Vosburg,
Town Manager

Date: _____

Date: _____

Approved as to form:

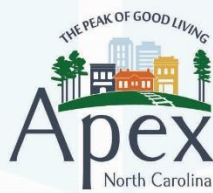
By: _____
Scott W. Warren,
Wake County Attorney

This instrument has been pre-audited in the manner required by the Local Government Budget and Fiscal Control Act.

Wake County Finance Director, or designee

The person responsible for monitoring the contract performance requirements is Denise Foreman.

Department Head Initials: _____



RFP #18-001 | SUBMITTED FEBRUARY 8, 2018

PROPOSAL: WAKE COUNTY HOSPITALITY TAX SMALL CAPITAL PROJECTS FUNDING

TOWN OF APEX, PLEASANT PARK

MR. DREW HAVENS, TOWN MANAGER
PARKS, RECREATION & CULTURAL RESOURCES DEPARTMENT
TOWN OF APEX
73 HUNTER STREET
APEX, NC 27502



"The Peak of Good Living"SM

Office of the Town Manager
Drew Havens

TOWN OF APEX NORTH CAROLINA

February 5, 2018

Ms. Denise Foreman, Assistant to the County Manager, Wake County Manager's Office
301 S. McDowell St.
Raleigh, NC 27601

RE: Town of Apex Pleasant Park Proposal for Wake County Hospitality Tax Small
Capital Projects Funding

Ms. Foreman:

Please find enclosed our proposal for RFP #18-001, the Wake County Hospitality Tax Small Capital Projects Funding. The Town of Apex is pleased to provide the requested documents to support our request for \$1.5 million in grant funding to develop Pleasant Park, a 92.5-acre multi-use site that addresses recreation and wellness needs for residents of the entire community and provides the first park facility in south-central Apex.

Pleasant Park is an initiative designed to meet the needs of Apex citizens who currently face waiting lists for existing and planned programs due to our tremendous growth, while also providing a positive economic impact for both the Town of Apex and Wake County. The Town has committed \$3.5 million in land acquisition and \$300,000 in planning and design to the \$37.5 million project, and Apex residents passed the 2017 Parks Bond with overwhelming support (76% approval) to provide additional funding for Pleasant Park and other recreation facilities. Our request for \$1.5 million from the Wake County Hospitality Tax Small Capital Projects Funding is critically important to help the Town catalyze the first phase of the project, estimated at \$16.5 million, as bond funding is gradually developed.

The first phase of the project focuses on the multi-use fields, the splash pad, and site preparation for remaining areas - ensuring Wake County residents have access to programs close to home and bringing lacrosse, soccer, and youth football programs back to Wake County. We anticipate that the first phase completion will bring over

73 Hunter Street . P.O. Box 250 . 27502 . (919) 249-3301 . drew.havens@apexnc.org

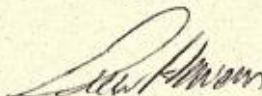
Ms. Denise Foreman
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February 5, 2018

200,000 visitors annually to the Town, with an estimated economic impact of over \$4 million. This is projected to increase to well over 1 million visitors and \$10 million in annual economic impact at the completion of the project in phase three, further reducing the ROI estimate for the County.

When completed, the park complex will feature multi-use, lighted, synthetic turf fields for youth and adult programming in soccer, lacrosse, football, baseball, softball, and ultimate frisbee, with outdoor courts for volleyball, basketball, tennis, and pickleball, event space, gardens, environmental education, and play areas. The park also features the Town's first outdoor splash pad and a cross-country trail course, along with other innovative recreation elements. Multiple collaborations with area organizations have been established to ensure that everyone in our community and around the region will benefit from this project.

We are proud to showcase this incredible facility and to share the work of our town with you. Please don't hesitate to let us know if we can provide any additional information. Thank you for the opportunity to share this proposal with the Wake County Board of Commissioners.

Best Regards,



Drew Havens, Town Manager
919-249-3301
drew.havens@apexnc.org

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 - 7.5 Phased Cost Estimates: WithersRavenel, Inc.

1.0 Executive Summary

Project Overview: Pleasant Park is the first public park project in south-central Apex, one of Wake County's fastest-growing areas, and addresses unmet needs for Apex citizens as well as the economic impact goals of the Town and Wake County. Pleasant Park is supported by Town funding as well as being one of four projects approved in the Town's 2017 Parks Bond, which allocates up to \$48 million in bond funding and was passed with a 76% approval rate. Town Council has mandated two primary objectives for Pleasant Park: first, to reduce existing waiting lists and provide additional capacity that enables Apex citizens to take part in existing and planned programming; and second, to create a venue that will have a positive economic impact on the Apex community. Pleasant Park was designed with several months of citizen engagement to meet those needs, and the 92.5-acre site will include both traditional and emerging amenities, including the Town's first water play amenity area, outdoor pickleball courts, and cross-country course. The park project has been designed to allow more residents to "stay and play" by providing additional facilities and amenities to host programming, tournaments, and special events without traveling outside the Town or County, as well as by increasing the number of out-of-town visitors and thus the anticipated economic impact.

Funding Request: The Town requests \$1,500,000.00 in Hospitality Tax Small Capital Projects Funding from Wake County to support Phase I of the Pleasant Park facility. The Town has already committed and spent \$3,800,000 to support land acquisition and preliminary design. The first phase, anticipated to cost \$16,550,918.41, includes all site preparation, water and sewer extensions, road access, multi-use fields, tennis and pickleball courts, splash park installation, and amenities and landscaping around finished areas. This phase is supported by the Town's Community Development Block Grant of \$330,000.00 towards amenities in an underserved area of Wake County and by Town funds, with additional fundraising and grant writing currently underway. (The full park development, in three phases, is expected to cost \$38.7 million and be complete by May 2022.)

Design & Implementation: The project has been designed and implemented with the leadership of the Town Council, the Parks, Recreation, and Cultural Resources Advisory Commission, and the Parks, Recreation & Cultural Resources Department as part of its 2013 Master Planning Process. The Town has contracted with WithersRavenel, a Cary-based civil and environmental engineering firm with a successful history of local government projects statewide, to facilitate public comment and outreach and design and engineer the site. WithersRavenel brings significant experience to the design process, having successfully designed recreation facilities in Holly Springs, Elkin, Greensboro, and many other towns and counties statewide. The Town's project team includes experienced parks & recreation professionals with over 80 years of combined experience in planning, designing, maintaining, and programming for state-of-the-art recreation amenities. The Department is led by Director John Brown, who formed the Department in 1986 and has shepherded the growth of the parks and recreation programs and facilities over the past 32 years. The Town of Apex has a long history of responsible fiscal management and successful completion of large capital projects and has been awarded a Certificate of Achievement for Excellence in Financial Reporting from GFOA for the past 23 years.

Primary Engagement Contacts

Mayor Lance Olive | 919-249-3304 office | 919-656-9713 mobile | lance.olive@apexnc.org

Mr. Andrew L. Havens, Town Manager | 919-249-3301 | drew.havens@apexnc.org

The Town's fax number is 919-249-3407.



PLEASANT PARK



ILLUSTRATIVE MASTER PLAN

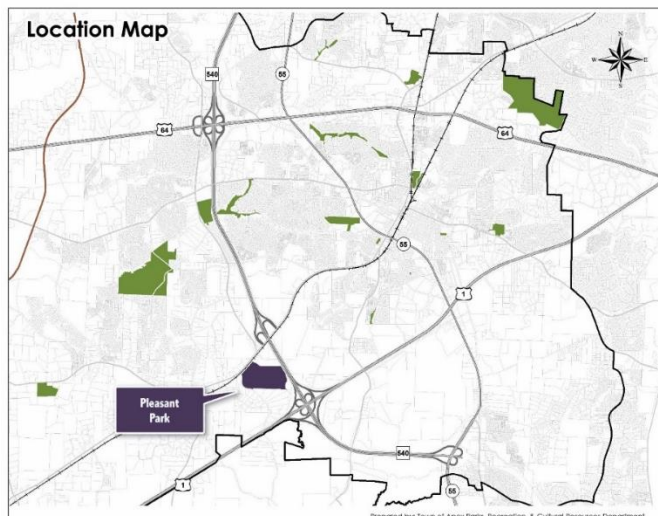
02/20/2017

FIGURE 1: THE ILLUSTRATIVE MASTER PLAN FOR PLEASANT PARK IN THE TOWN OF APEX.

2.0 Project Overview, Evaluation, and Visitor & Economic Estimates

The Pleasant Park project was the cornerstone of the Town of Apex's 2017 Parks Bond, which passed with a 76% approval rate. The Master Plan for the \$38.7 million project was approved in 2017 and includes the following elements on the 92.5-acre site:

- Six multi-use, lighted, synthetic turf fields for Youth and Adult Athletics including soccer, lacrosse, football, and ultimate frisbee;
- Three 325-ft. multi-use, lighted, synthetic turf fields for Youth and Adult Baseball and Softball;
- One 250-ft. multi-use, lighted, synthetic turf field for Youth Baseball and Softball;
- One-acre amenity area including splash pad/playground, sensory garden, shelters, environmental education, multi-age universal playground, and other amenities;
- Three lighted tennis courts;
- One 5K trail course for running, walking, and cross country;
- Outdoor courts for volleyball, basketball, and pickleball;
- Large lawn for gatherings and special events as well as passive open play opportunities;
- One maintenance facility; and
- Two fieldhouses with meeting rooms, office space, concessions, lockers and restrooms.



The Major Site Plan approval is scheduled for the Council's regular March 2018 meeting, with contracts for construction documents and contract administration to follow in April 2018. The park was developed in conjunction with the 2013 Master Plan, which involved over eight months of citizen feedback in the design of future facilities. The master planning process was specifically designed to encourage regional partnerships with surrounding municipalities for recreational connections, water quality, and open space preservation. The full plan is available at www.apexnc.org/parksmaps.

Pleasant Park **reduces existing capacity issues** that prevent both youth and adults from participating fully in the Town's athletic programs and **encourages economic impact** by attracting new events to the facility and allowing residents to "Stay and Play" for home events rather than traveling. The project includes the Town's first splash park, pickleball courts, public art installations, and cross-country course, and incorporates emerging recreation elements such as a sensory garden and multi-age playground.

By generating an additional 200,000 recreational park visitors annually and creating at least \$4 million in economic impact from the first phase of park development, the park will remain a financially sustainable asset to the Town for many years to come. Future growth after the park's three phases are complete is expected to reach 1 million visitors annually, with at least \$10 million in economic impact each year. The completion of this project brings future opportunities for collaboration between the Towns of Apex, Holly Springs, and Cary, as the three Towns will share facility capacity to host much larger tournaments and events on a national and regional scale.

2.1 Demand Analysis, Project Effectiveness, Visitor Estimates and Return on Investment

The first and most urgent need addressed by the new park facility are the numbers of Wake County and Town of Apex citizens waiting for participation in athletics programs.

Waiting Lists	<i>Adult Athletics</i>	<i>Youth Athletics</i>
<i>Spring 2017</i>	85%	60%
<i>Fall 2017</i>	56%	85%

The Town anticipates that the addition of the four multi-purpose fields associated with Phase I (including the field capacity as well as lighted fields allowing longer hours of operation) will significantly reduce the number of citizens currently on these waiting lists. In addition to individual waiting lists, numerous Apex community groups and nonprofits, including schools, are on waiting lists for longer-term rentals of field space, and would be able to access more long-term rentals when the facility is complete. This facility will ensure that all citizens are able to access high-quality recreational programming despite the rapid growth in south-central Apex and southwestern Wake County generally. In addition to addressing unmet needs for recreation programs, the complex also provides a community destination for wellness and outdoor activities, including the Town’s first splash park and a variety of unique facilities such as pickleball courts, a multi-age universal playground, a sensory garden, and environmental education. **Pleasant Park also addresses the Town of Apex Board of Commissioners’ goal of increasing economic impact related to recreation, tourism, and convention visitors.**

Phase I includes the multi-use fields and the splash park, which collectively are expected to bring in over 50,000 park users (roughly half from Apex and half from surrounding counties, with about 10% coming from out of state for tournament events). These fields will primarily be used by lacrosse, soccer, and youth football teams in the region, including Apex Sports Authority, NC Football Club Youth Programs, and Apex Red Devil Lacrosse. These agencies provided the following estimates for visitors, and splash park calculations are created utilizing visitor numbers from Fuquay Varina and Cary.

Annual Visitor Estimates: Pleasant Park Phase I	<i>Regular Season Residents</i>	<i>Regular Season Visitors</i>	<i>Special Events Residents</i>	<i>Special Events Visitors</i>	<i>Totals</i>
<i>Lacrosse</i>	4,000	3,500	2,600	2,000	12,100
<i>NCFC Youth Programs</i>	5,000	2,200	900	600	8,700
<i>ASA Youth Football</i>	5,000	1,750	1,500	1,500	9,750
<i>APRCR</i>	43,200	--	--	--	43,200
<i>Community/School Rentals</i>	5,000	--	--	--	5,000
<i>Total Athletics Program Visitors</i>	14,000	7,450	5,000	4,100	30,550
<i>Splash Park Visitors</i>	20,000	20,000	--	--	40,000
<i>Amenity Visitors – Peak Season</i>	15,000	8,000	12,000	8,000	43,000
<i>Amenity Visitors – Off Season</i>	8,000	4,000	--	--	12,000
<i>Total Park Visitors (Year 1, Phase 1)</i>	119,200	46,900	22,000	16,200	204,300

ASA, NCFC, and ARDL all noted in their support letters that they are using facilities outside of the Town boundaries to meet their needs for program registration, going as far away as Fayetteville to host programs for Wake County residents. Pleasant Park will allow many of those existing programs (in addition to the new programs noted above) to be relocated back to Wake County.

Results from Visitor Estimates & County Return on Investment Worksheet

Phase I Calculations: Pleasant Park			
Estimated Wake County Residential Visitors (annual)	141,200	--	--
Estimated Day Visitors (annual total)	180,650	\$23 daily meal rate	\$4,154,950.00
Estimated Overnight Visitors (annual): 4,100 for two nights)	8,200	\$26 daily meal rate	\$213,200.00
Estimated Overnight Visitors (annual): 4,100 for two-day events (x 2 nights) = 8,200	4,852 (÷ 1.69 party size)	\$102 room rate	\$494,904.00
Total Direct Spending	--	--	\$4,863,054.00
Total Food & Beverage Tax Revenue (annually)	(1% Food & Beverage Tax)		\$43,681.50
Total Occupancy Tax Revenue (annually)	(6% Occupancy Tax)		\$29,694.24
Total Taxes Collected Annually			\$73,375.74
Grant Request Total			\$1,500,000.00
÷ \$73,375.54 (total annual tax revenue)			ROI: 20.44 years

Please note that the expected ROI of 20 years will be significantly shortened when phases II and III of the project are completed in 2022. The projected visitor estimate increases to just over 1.1 million in that year, with overnight visitors expected at a rate of over 50,000 annually.

In addition to Phase I visitors, the Town also anticipates an additional 33,000 event visitors per year when the Phase III baseball fields are completed (from twelve weekend events per year with a resulting direct spending of \$530,000 annually and an estimated economic impact of \$6.3 million per year) and an additional regular season visitor count of at least 20,000. By the completion date in 2022, the Town anticipates usage of over 1 million visitors per year at full capacity.

ASSUMPTIONS & CALCULATIONS:

Calculations for these estimates are based on usage at other Town of Apex parks, revenues and visitor counts at neighboring municipal parks in Wake County, and estimates provided from Apex Sports Authority, Apex Red Devil Lacrosse, and NCFC.

For the Visitor Estimates and Return on Investment Worksheet provided in this RFP, we calculated residential visitors at 141,200 (the total of regular season and special event resident counts). We calculated estimated day visitors at 12,000 annually for the amenity areas; 20,000 for out-of-town visitors to the splash park; and 7,450 regular season visitors to athletic program games, for a total of 39,450 day visitors. This brings the total day visitors to 180,650. Total out-of-town athletics visitors were calculated at 4,100 for two-day events (two hotel nights bringing the total to 8,200).

For the splash pad, visitors will vary depending on the time of year, with Memorial Day-Labor Day considered the peak visiting months. The Town anticipates 3,000 local visitors per day at peak times, based on 16-minute cycles with four cycles per hour and eight hours per day of facility operation. Based on a 90-day period, an estimated 270,000 visits will occur, with about half residents and half non-residents based on other municipal usage records. However, this is reduced in Phase I as these estimates are based on the number of visitors intending to utilize all park facilities.

For the multi-use fields, usage will be primarily from APRCR programs, school programs, and weekly and long-term rentals to community groups. Rentals to schools and community groups are estimated at 5,000 visitors per year, but may be significantly higher by the end of the Phase III development. For youth soccer, APRCR holds two seasons per year with 450 participants each, which results in an estimate of 900 participants per year, with two adults per participant bringing the total youth soccer visitor estimate to 2,700 for 16 weeks (43,200). For the playground areas, visitors are expected to vary between peak season and off-season visits. The Town estimates 2,500 local visitors per day from April-October, and 1,500 visitors per day from November-March. This results in 525,000 peak-season visitors and 225,000 off-season visitors annually, which has been

reduced in Phase I as these estimates are based on the number of visitors intending to utilize all park facilities. These estimates are based on comparisons with other Wake County splash pad parks managed by municipalities.

For lacrosse, ARDL estimates an average of 7 home games per week for 12 weeks, with 300 total players (roughly half home and half visiting), 30 coaches, and 300 parents. This brings the total to 630 visitors per week for 12 weeks (7,560). ARDL estimates two special events per year (two-day tournaments featuring 32 teams in 5 games each). With 20 players per team, this is estimated to bring 700 players, 72 coaches, and 1500 parents and siblings (roughly half resident and half visitor), for 2,300 visitors per event. With two events per year, this brings the total to 4,600. For ASA youth programs, ASA estimates 9 weeks of home games (12 teams, 300 players, 450 guests) for a total of 6,750 visitors during the regular season. For the CFF playoffs, which Apex would now be eligible to compete to host, the weekend-long event would bring 10 games, 20 teams, 500 players, and at least 1,000 spectators for a total of 1,500 visitors. For the annual post-season Bowl Game, ASA brings 10 games, 20 teams, 500 players, and 1,000 spectators to the one-day event, for a total of 1,500 people. These special events bring in players from surrounding states as well as North Carolina. For NCFC youth football clubs, NCFC estimates five fields one day per week, 10 teams of 20 players, for a total of 200 players and 400 parents. These 600 visitors would occur weekly for a 12-week season, bringing the total estimate to 7,200. One special event per year is expected, bringing roughly 10 games, 20 teams, 500 players, and 1,000 spectators for a total of 1,500 visitors.

2.2 Collaboration & Partnerships

The Town has an established record of facilitating collaboration with community athletic and wellness groups and established sports leagues in its existing facilities. The park project was developed as part of the 2013 Master Plan, which involved over eight months of outreach and engagement with Apex citizens as well as strong collaboration with neighboring municipal and county agencies working to implement a larger regional vision for recreation in the Triangle.

This application includes letters of endorsement and support from Apex Sports Authority, North Carolina Football Club, Wake County Public Schools, Apex Downtown Business Association, and the Greater Raleigh Sports Alliance (see Section 8.1).

The Town anticipates that the facility will be utilized by various community and recreational leagues as well as established athletic programs. In addition, the facility will be available to teams from Wake County Public Schools as a closely-located facility for use in the growing region of southwestern Wake County. The Apex Chamber of Commerce has partnered with the Town in other programs and will assist in marketing the facility and its amenities for both Apex citizens and out-of-town visitors.

2.3 Evaluating Success

The Town remains committed to its transparency and responsible stewardship principles throughout all departments, and the PRCR Department remains committed to evaluating its programs and projects to ensure the best possible facilities and programs for Apex residents.

GOAL	EVALUATION METHOD	EVALUATION FREQUENCY
Increase capacity of youth and adult athletics by at least 25% in first three years and reduce existing waiting lists by an equivalent amount.	Waiting list reduction measurements	Seasonally
Increase wellness and recreational activities by Apex residents and non-Apex residents by welcoming at least 200,000 visitors to the splash pad and playground areas each year.	Ticket/fee sales, usage reports	Annually
Increase economic impact of athletic tournament events in Apex by at least \$4 million in each of the first three years, hosting between 6-10 multi-day or weekend tournaments each year.	Visitor & participant tracking; ROI formula from Wake County	Annually for three years
Evaluate financial sustainability and management and operations costs	Formal budgeting process	Annually
Evaluate staff, programming, and resident satisfaction in accordance with Town & Department policies	Surveys, staff retreats, Council feedback	Annually

2.4 Consistency with Room Occupancy & Prepared Food/Beverage Operating Principles

The Town of Apex fully supports the Wake County Room Occupancy and Prepared Food & Beverage Operating Principles established in 2017 and incorporates these principles into its plans for Pleasant Park. The park is a fully compliant, accountable, and viable solution to the important goals of:

- providing quality services and programs for citizens in a fair and equitable manner, particularly by meeting the significant unmet needs in Apex due to rapid growth & development;
- supporting investments that are current, relative, and market-competitive;
- developing facilities that are aligned with overall Wake County tourism and economic development goals; and
- engaging and leveraging community partnerships & collaboration to increase long-term impact.

3.0 Project Budget and Funding Sources

Phase I Project Budget

(See detailed cost estimates in 7.0.)

LINE ITEM	COST ESTIMATE
MOBILIZATION, CLEARING & EROSION CONTROL	\$901,200.00
GRADING	\$3,275,471.30
PAVING	\$2,806,113.06
SEWER DISTRIBUTION	\$364,828.00
STORM DRAINAGE	\$742,380.25
SITE AMENITIES	\$1,401,070.00
ATHLETIC FIELDS/COURTS	\$3,610,000.00
STRUCTURES	\$522,600.00
SUB TOTAL	\$13,792,432.01
CONTINGENCY	\$2,758,486.40
TOTAL	\$16,550,918.51

Full Project Budget (See detailed budgets in 3.1 and 3.2.)

ITEM	COST
Land Acquisition	\$3,500,000.00
Preliminary Project Design	\$297,000.00
Project Development Subtotal	\$3,797,000.00
Phase 1 Construction (MultiFlds & Splash)	\$16,550,918.51
Phase 2a Construction (Soccer Main Bld)	\$4,398,320.20
Phase 2b Construction (Baseball & Pickle)	\$1,626,728.68
Phase 3a Construction (Bsbl Amenities)	\$12,979,724.44
Phase 3b Construction (Amenity Play/Shelter)	\$1,855,014.00
Phase 4 Construction (XCountrTrails)	\$1,586,563.44
Project Construction Subtotal (incl. contingency)	\$38,708,749.38
Total	\$42,505,749

3.1 Project Development & Phase I Construction Funding Sources & Investment Ratios

PROJECT ELEMENT	FUNDING SOURCE	AMOUNT	YEAR	STATUS
Project Development	Town of Apex PRCR: Land Acquisition	\$3,500,000	2017	Confirmed & procured
Project Development	Town of Apex PRCR: Master Planning/ Design	\$297,000	2017	Confirmed & procured
Project Development Subtotal	[100% Public]	\$3,797,000		
Phase I Construction	CDBG (Community Development Block Grant) Amenity Area Funding	\$330,000	2017	Confirmed via Town of Apex Planning Dept. Confirmed pending sales tax data
Phase I Construction	Town of Apex Parks Bond (2017-2018)	\$13,248,827	2017	
Phase I Construction	Wake County Hospitality Tax Grant Program	\$1,500,000	2018	Application pending
Phase I Construction	Private sponsorships, naming rights, foundation grants	\$1,472,091		
Phase I Construction Subtotal	[90% Public, 10% Private]	\$16,550,918		
	Total	\$20,347,918		

Investment Ratios: While we anticipate that most of the Town’s funding responsibilities will come from public sources, including the sales tax bond, grant awards, and existing Town commitments, the Town does plan to actively pursue private assistance and naming rights and private sponsorships. The ratio of public to private investment is estimated at about 90% public funds and 10% private funds.

3.2 Impact on Existing Infrastructure

Water and Sewer: The project extends water service from existing mains along Kelly Road and Old US-1 to the park and enables future extensions into residential areas currently served by wells. Future connections will be managed by the Town in accordance with voluntary annexation policies for redevelopment or well failures. The Town currently has large water and sewer treatment capacity reserves and the project will not materially reduce these reserves. Sewer is provided via individual building packaged pump systems that will discharge into existing and planned infrastructure along Kelly Road. The project budget includes just over \$900,000 to address water and sewer improvements. The property also includes over \$1.4 million for storm drainage, including a constructed wetland (SCM), to minimize impacts on the surrounding property and on existing infrastructure.

Greenways, Roads, and Schools: The full project is proposed to include over three miles of walking trails, multi-purpose paths, and sidewalks. The project also includes significant on-site and off-site improvements to mitigate any traffic congestion created by the park project, which is expected to be minimal since park activity does not coincide with peak traffic times for other needs such as work, school, or commercial environments. While the project is solely recreational and does not include residential development, therefore not adding any students to the system, it is expected that agreements between Wake County Public Schools and the Town of Apex will be negotiated for use of the long-term recreational facilities that can supplement school facility offerings.

4.0 Project Timeline

PROJECT ACTION	START DATE	END DATE
STUDY AND ANALYSIS OF PROJECT	2016	2017
SITE IDENTIFICATION	2016	2017
PRELIMINARY COST ESTIMATES	2016	May 2016
PARKS BOND APPROVAL	June 2016	November 2017
MASTER PLAN APPROVAL	2017	November 2017
LAND ACQUISITION	2017	2017
BEGIN GRANT & FUNDRAISING EFFORTS	Dec. 2017	May 2022
REVISED COST ESTIMATES	2016	January 2018
CONTRACTS FOR CONSTRUCTION & ADMINISTRATION	April 2018	December 2022
ARCHITECTURAL & ENGINEERING STUDIES	2016	2018
MAJOR SITE PLAN APPROVAL	2017	March 2018
PERMITS OBTAINED	2018	May 2018
PHASE I: INFRASTRUCTURE, GRADING, PAVING	2018	February 2020
PHASE II FACILITY & AMENITIES	February 2020	July 2021
PHASE III FACILITY, STRUCTURES, MISC.	July 2021	December 2022

5.0 Project Operating Plan

The Pleasant Park project was developed as part of the Town's Master Planning process, which involved over eight months of meetings, surveys, and interviews to allow as much citizen involvement as possible. The park plan reflects the Town's commitment to excellence in recreational programming and amenities and follows the Town's existing marketing, operations, management, and finance best practices. The Town's Comprehensive Annual Financial Report (CAFR) is available at www.apexnc.org/finance and demonstrates the Town's success with moderate long-term debt and growth strategies for large projects. The Town of Apex has been awarded a Certificate of Achievement for Excellence in Financial Reporting for 23 consecutive years from the Government Finance Officers Association of the United States and Canada (CFOA).

The operating cost of the facility was included within the Department's overall operating budget for facility construction, maintenance, and operations. The facility's initial funding is significantly supported by the 2017 Parks Bond and grant support, and as such the Department expects the primary expenses to be operations and programming staff and equipment. This will be mostly offset by registration fees and programming costs along with tournament and special event revenue by the third year of operation. The full Town budget can be found at www.apexnc.org/budget.

The Town is projecting a 6.6% increase in General Fund revenues over the prior fiscal year due primarily to the expanding tax base from new development and annexations, increased sales tax distributions, and development related fees. As a result, the PRCR budget for 2017 was \$4,368,311 (reflecting some additional costs associated with Pleasant Park development), and the projected budget for 2018 is \$3,874,373.

5.1 Operations, Maintenance, and Marketing

The Pleasant Park facility will be managed within the Town budget for Parks, Recreation, and Cultural Resources, as are all greenway and park facilities. The PRCR Department has exceeded projected

revenues and underspent projected expenses in each of the past ten years. The revenue for PRCR programs has increased in each of the past four years, from \$616,773 in 2013 to \$905,240 in 2016.

The Town will continue to provide maintenance and programming services for this facility, just as it has always done for its other amenities. The marketing for the facility will follow Department guidelines for existing facilities as well as outreach and marketing principles utilized by the Department for existing tournaments and special events. The project is expected to become fully self-sustaining through program fees, tournament fees, and a minor outlay of Departmental funds as is consistent with other Town recreational amenities.

6.0 Organizational Information

6.1 Organization History & Background

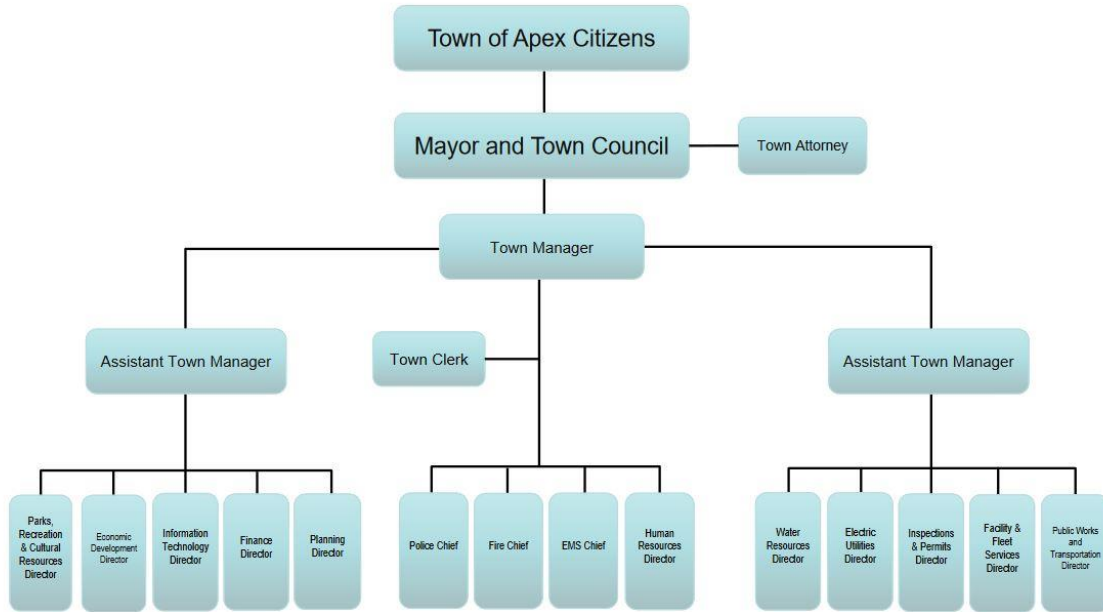
The Town of Apex, incorporated in 1873, is governed by a five-member Town Council and Mayor. Council Members include Bill Jensen, Wesley Moyer, Audra Killingsworth, and Brett Gantt. The Mayor is Lance Olive and the Mayor Pro Tem is Nicole Dozier. Nonpartisan elections are held in odd years and conducted by the Wake County Board of Elections. Municipal operations are overseen by Drew Havens, Town Manager, and Shawn Purvis and David Hughes, Assistant Town Manager(s).

The Town of Apex, located in the southwestern corner of Wake County, has seen tremendous population growth since its first ranking on the Money Magazine Best Places to Live in 2007 (at number 14). It was named the #1 Best Place to Live in 2015.

The Parks, Recreation, and Cultural Resources Department, led by Director John Brown, has shepherded the successful development of several parks and facilities. In 2017, working with Apex residents' groups, area nonprofits, and other Town staff, the department prepared a Parks Bond that was passed with a 76% approval rate in November. The bond, which institutes a property tax increase to provide up to \$48 million in parks and recreation amenities funding, is to be utilized for four specific projects identified by Apex residents: Beaver Creek Greenway, Middle Creek Greenway, Community Center Expansion/Senior Center, and Pleasant Park.

The Parks Bond initiative was one of several commitments made by the Town Council over the past several years to increase the number and variety of parks and recreation amenities, and the park project has been approved by the Board in the Apex Parks, Recreation, Greenways and Open Space Master Plan.

Town of Apex Organizational Chart



September 2016

6.2 Organization Financial & Legal Information

Please see Attachment 8.3 for certification that there are no conflicts of interest or pending litigation that would impact this project.

See Attachment 8.2 for a copy of the Town of Apex 2016 IRS Form 990 and a copy of the 2016-2017 audit and management letter. The Town’s Comprehensive Annual Financial Report (CAFR) is available at www.apexnc.org/finance. The Town of Apex has been awarded a Certificate of Achievement for Excellence in Financial Reporting for 23 consecutive years from the Government Finance Officers Association of the United States and Canada (CFOA).

6.3 Proposal Team Experience & Similar Projects

The Town of Apex, along with its contracted firms, has several years of experience conducting successful similar projects in the fields of parks, recreation, and cultural resources.

John M. Brown, Director: Town of Apex Parks, Recreation and Cultural Resources (1986- Present)

Bachelor of Science- Recreation Leadership (Minor in Business Administration), Western Carolina University, Cullowhee, North Carolina; Master of Science-Recreation Administration, University of North Carolina-Chapel Hill
 Mr. Brown started the Apex Parks, Recreation and Cultural Resources Department in 1986 after obtaining his Master's Degree in Recreation Administration. Prior to that, he served for 3 years at the Assistant Director of the Clinton Family YMCA in Clinton South Carolina. During his tenure, the department has grown from a staff of 1 with a budget of less than \$100,000 to a department with 28 full-time staff and an annual budget of over \$3.5 million.

During his professional career, Mr. Brown has served in multiple leadership roles at the local, regional and state levels of the North Carolina Recreation and Parks Association, receiving multiple professional awards and recognitions. He has completed the Municipal and County Administration Course through the UNC Institute of Government, the first 2 years of the Parks Maintenance Management School at North Carolina State University as well other Parks and Recreation related leadership courses and seminars. During his tenure in Apex, the Town has passed 3 successful parks bonds totaling over \$60,000,000 with an average approval of over 80%, received multiple County, State, and Federal Grants for park acquisition and development. The Town has acquired over 500 acres of parkland, developed over 10 miles of public greenway, and currently, owns, operates, or manages over 20 sites for public recreation. Similar to Pleasant Park, these projects include the Apex Community Park, the Apex Nature Park / Seymour Athletic Fields, Apex Jaycee Park, and Kelly Road Park. The Town has also completed multiple public / private projects including the Halle Cultural Arts Center, and the Rogers Family Skate Plaza, adopted 3 Comprehensive Parks, Recreation, Greenways, and Open Space Master Plans, and recently adopted the Town's first Public Art Plan. In addition to this work with the Town, Mr. Brown has been an active member in the community serving as past President of the Apex Rotary Club, being named the 2003 Apex Chamber of Commerce Citizen of the Year, and was inducted to the Lewis C. Smith Hall of Fame in 2015 which recognizes citizens for their lifelong and forever lasting contributions to the Apex community.

Karl Lyon, Recreation Program Manager: Town of Apex Parks, Recreation and Cultural Resources

Bachelor of Science in Parks and Recreation from Mars Hill University

Mr. Lyon has 28 years of experience in municipal government and public parks and recreation. His experience is concentrated in the development, planning and execution of a wide variety of programs and the staff that is charged with leading that effort. He also has experience in the design and building of three different greenway connections and multiple single-track trails equaling an estimate of 7 miles in Sanford NC. In addition, he has overseen the building or renovation of tennis courts at Apex Nature Park, Apex Elementary, Kelly Road and most recently, Apex Community Park. Mr. Lyon has been a contributor of development ideas for not only Pleasant Park but also Hunter Street Park and the Apex Senior Citizen wing that will start construction in late 2018.

Craig Setzer, Parks Maintenance Manager: Town of Apex Parks, Recreation and Cultural Resources

Bachelor of Recreation Management/Concentration in Parks and Recreation from Appalachian State University

Mr. Setzer has over 15 years of experience in municipal parks & recreation, including the past seven years as Parks Operations Manager. His duties include maintenance management of approximately 406 acres of parks, 4 school parks and an estimated 10 miles of greenways. He has experience assisting with the design of several parks and their facilities including the Apex Nature Park, Salem Pond Park, Hunter Street Park and Seagroves Farm Park. He also has played an integral role in the artificial turf renovation of the soccer fields at Hunter St. and the Apex Nature Park. Prior to becoming the Parks Operations Manager Mr. Setzer's primary duties were in athletic programming. Mr. Setzer was responsible for running numerous youth and adult athletic leagues and tournaments. He has been involved in administering traditional sports, such as soccer, baseball, basketball and softball, as well as nontraditional sports, such as dodgeball. While programming he successfully increased participation numbers in each of the leagues and events he was involved with. He was also heavily involved in the rentals/reservations of all athletic fields/facilities. Mr. Setzer also has experience managing a recreational facility. Mr. Setzer managed a recreation facility including racquetball courts, a gymnasium, classrooms, playground and a pool. His responsibilities included programming, scheduling maintenance, administering the budget and supervision of employees. Mr. Setzer is currently a certified playground inspector. He has also received honors for completion of Maintenance Management School through the National Recreation and Park Association. He is currently a member of the North Carolina Parks Association.

Angela Reincke, Parks and Greenways Planner: Town of Apex Parks, Recreation & Cultural Resources

Bachelor of Science in Landscape Architecture from Purdue University

Ms. Reincke has 25 years of experience in Public Planning with an emphasis in Parks and Greenways. With the Gold Medal-awarded Arlington Heights Park District, IL, she led the design and development of the 50+ acre Lake Arlington (2.5 miles of greenway, playgrounds, and educational/boating camp facility), the 56-acre, 9 hole, par 3, Nickol Knoll Golf Course on a Village leased landfill and development of Melas Sports Complex, leased from the Metropolitan Sanitary District through the Village of Mount Prospect. With James Martin and Associates she was awarded the Daniel Flaherty Award for Park Excellence for the North School Park project. In addition to planning experience with Palm Beach County and the Town of Cary, Ms. Reincke has also provided insight for Wake County Greenway Systems Plan in which over 70% of survey responses were provided from Apex residents. She also was on Wake County's Master Plan project consultant selection team. In addition to the Pleasant Park project, the Town of Apex's Park, Recreation and Cultural Resources Department is currently in the design and development of 3 major greenway corridors (White Oak Creek, Beaver Creek and Middle Creek). There are also 19 developer constructed greenway segments and several other smaller Town managed greenway connector projects in the works. The Town was recently awarded an LWCF grant for the Salem Pond Park project which includes a universal playground with environmental and historical education components. Ms. Reincke has been an active contributor of the Apex Community and the Triangle region as a 15-year member and Chair of the Apex Parks, Recreation and Cultural Resources Advisory Commission, past President of Citizen's for Apex Parks securing funding for the construction of Kidstowne Playground (\$150,000), renovation of the Halle Cultural Arts Center (\$1M) and the development of the Rodgers Family Skate Plaza at Trackside (\$300,000). Other notable positions include TBJ's 40 under 40 (2007), Triangle Reality Check, Member of the Western Area Plan Advisory Commission, and Advisor on the Durham Submittal Process Review.

Patrick Fitzsimons, Program Supervisor: Town of Apex Parks, Recreation & Cultural Resources

Bachelor of Arts in Economics from Amherst College

Master of Arts in Parks, Recreation & Tourism Management from NC State University

Mr. Fitzsimons has over 9 years of experience in municipal parks & recreation. His primary duties have been in athletic programming, running a wide variety of youth and adult athletic leagues and tournaments. He has been involved in coordinating traditional sports, such as soccer, baseball and softball, as well as alternative sports, such as lacrosse, ultimate Frisbee, and flag football. He has successfully increased participation numbers and expanded age groups in each of the leagues and events he has been involved with. He has also created new programs to meet changing trends and increasing demand from a growing population. Mr. Fitzsimons also has experience managing large athletic complexes, as well as maintaining facility schedules for fields and gyms throughout the Town. He has served as tournament director for a variety of large-scale tournaments and coordinated many different special events. Mr. Fitzsimons has also been involved in advancing the profession through his work with the North Carolina Recreation & Park Association (NCRPA). He has served as chair of various committees, where he has led educational sessions and helped fundraise for the Association.

Matt Steele, Recreation Program Specialist: Town of Apex Parks, Recreation and Cultural Resources

Bachelor of Science in Parks & Recreation Management from East Carolina University

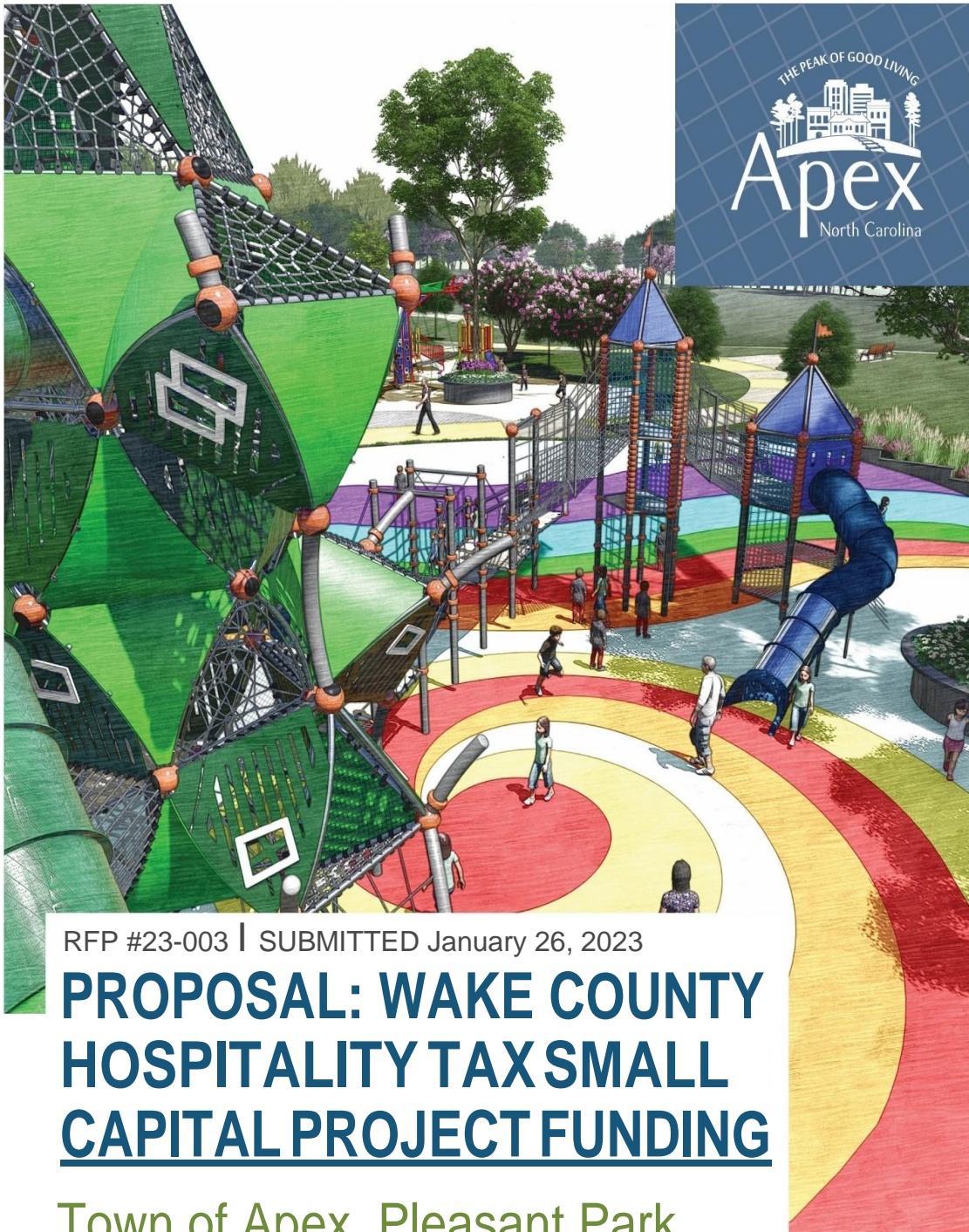
Mr. Steele has 3 years' experience in the Parks & Recreation field with the majority of his time being spent programming youth athletic events. He has coordinated and contracted out numerous baseball and basketball tournaments over the years and seen a steady growth in participation numbers of programs he has developed. Mr. Steele also has experience in maintaining large parks and developing programs to fit the parks availability. In the past, he has worked with companies such as Top Gun and Triple Crown to coordinate travel baseball tournaments at his facilities that consistently bring thousands of participants to the area. During his time in Nash County, Mr. Steele spent time on the Park Committee, helping develop ideas for the Nash County Miracle Park

which is currently under construction. This park will be available to the public by late 2018 and will be home to 2 full sized soccer fields, 4 regulation baseball fields and a splash pad.

WithersRavenel is under contract to the Town of Apex for design and engineering services for Pleasant Park. WithersRavenel is a full-service civil and environmental engineering firm, based locally in Cary, with a long history of successful projects in the Triangle region and statewide, particularly with local and state government partners.

7.0 Attachments

- 7.1 Pleasant Park Renderings and Drawings
- 7.2 Letters of Endorsement and Support
- 7.3 Audit Management Letter and IRS Information
- 7.4 Statement on Conflicts of Interest & Litigation
- 7.5 Phased Cost Estimates: WithersRavenel, Inc.



RFP #23-003 | SUBMITTED January 26, 2023

PROPOSAL: WAKE COUNTY HOSPITALITY TAX SMALL CAPITAL PROJECT FUNDING

Town of Apex, Pleasant Park

MS. CATHERINE CROSBY, TOWN MANAGER

PARKS, RECREATION & CULTURAL RESOURCES DEPARTMENT | TOWN OF APEX 73 HUNTER STREET | APEX, NC



DEPARTMENT OF ADMINISTRATION

January 26, 2023

Ms. Denise Foreman
Assistant County Manager
Wake County Manager's Office
PO Box 550
Raleigh, NC 27602

RE: Town of Apex Pleasant Park Proposal
Wake County Hospitality Tax Small Capital Projects Funding

Ms. Foreman:

Please find enclosed our proposal for **RFP #23-003**, the Wake County Hospitality Tax Small Capital Projects Funding. The Town of Apex is pleased to provide the requested documents to support our request for \$3.5 million in grant funding to further develop Pleasant Park. Located in south Apex, the park is a 92.5-acre multi-use site that addresses recreation and wellness needs for residents of the entire community and generates significant economic impact.

Pleasant Park is designed to meet the needs of Apex citizens who currently face waiting lists for existing and planned recreation programs due to the region's tremendous growth, while also providing a positive economic impact for both the Town of Apex and Wake County. In 2018, the Town was awarded \$500,000 in Wake County Hospitality Tax Small Capital Projects funding to assist with the development of Pleasant Park Phase I.

The Town now requests \$3.5 million in Wake County Hospitality Tax Small Capital Projects funding to assist with the development of Phase II of Pleasant Park. The Town has already committed significant resources to the estimated \$52 million project, including \$3.5 million in land acquisition and over \$42 million for construction of Phase I. Pleasant Park Phase I includes six multiple purpose fields, four tennis courts, two basketball courts, six pickleball courts, one sand volleyball court, a 1.5-acre play amenity with the Town's first splash pad, and a nature play area. The Town anticipates Phase I opening in the Spring of 2023. This facility will be a regional destination with infrastructure to accommodate a number of special events, tournaments, and festivals.

While Apex residents overwhelmingly passed the 2017 Parks Bond (76% approval) to provide additional funding for Pleasant Park and other recreation facilities, those funds alone will not cover the cost of the project. Our request for \$3.5 million from the Wake County Hospitality Small Capital Projects Funding is critically important to the Town's ability to complete this premier destination for Apex and Wake County residents as well as visitors from outside the region. Phase II of this project includes four youth and adult baseball/softball fields; four batting cages; a fieldhouse with restrooms, concessions, offices, meeting space, and official's locker room; a vehicle storage building, and a 250-person capacity shelter with restrooms and storage. For the

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DEPARTMENT OF ADMINISTRATION

facility to reach its full capability to attract out of town and overnight visitors, the Phase II portion of this project is necessary. Additional field space will provide flexibility for special events, festivals, and an increase in tournament participant capacity. These amenities will ensure Wake County residents have access to expanded programming options close to home while bringing additional special events and tournaments to Wake County. Once completed, Pleasant Park will attract over one million Wake County area visitors, over 250,000 out-of-town day visitors, and over 115,000 out-of-town overnight visitors annually, and generate over \$14.4 million in annual economic impact. Multiple collaborations with area organizations have been established to ensure that everyone in our community and around the region will benefit from this project.

We are proud of what this incredible facility will mean to our community and look forward to further highlighting the park and its benefits to the region at our in-person presentation. Please do not hesitate to contact us if we can provide any additional information. Thank you for the opportunity to share this proposal with the Wake County Board of Commissioners.

Best regards,

A handwritten signature in black ink, appearing to read "D. Shawn Purvis".

D. Shawn Purvis
Deputy Town Manager
Shawn.purvis@apexnc.org

TOWN OF APEX

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PO Box 250 Apex, NC 27502 | (919) 249-3400 | www.apexnc.org

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1.0 Executive Summary

Project Overview: Pleasant Park is the first public park project in south-central Apex, one of Wake County's fastest-growing areas, and addresses unmet needs for Apex citizens as well as the economic impact goals of the Town and Wake County. The park's location, directly adjacent to NC540 and the interchange with Old US 1 Hwy, and within close proximity to NC HWY 55, US HWY 1, and US HWY 64 provides easy access to the site for local and regional visitors. The Park is less than 6 miles to the Chatham/Wake County line, a 6-minute drive to Historic Downtown Apex, a 2-minute drive south to the Town of Holly Springs, and 5-minute drive north to the Town of Cary. Pleasant Park is supported by Town funding and was one of four separate projects approved in the Town's 2017 Parks Bond, which allocated up to \$48 million in total and was passed with a 76% approval rate. The Apex Town Council has mandated two primary objectives for Pleasant Park: first, to reduce existing waiting lists and provide additional capacity that enables Apex citizens to take part in existing and planned programming; and second, to create a venue that will have a positive economic impact on the surrounding community. Pleasant Park was designed with input from several months of citizen engagement, and the 92.5-acre site will include both traditional and emerging facilities and programming, including the Town's first water play and nature play amenities, outdoor pickleball courts, and a cross-country course. The park has been designed to allow more residents to "stay and play" by providing needed and requested facilities and amenities. These facilities and amenities will allow the Town to host programming, tournaments, and special events without Wake County residents having to travel outside of the Town or County, and will increase the number of out-of-town day and overnight visitors and anticipated economic impact. Development of Phase II of Pleasant Park includes the addition of a four-field baseball/softball complex, fieldhouse with meeting room, officials' locker room, and office space, and a maintenance storage building, and 250 capacity shelter with restrooms. The artificial turf fields will provide the opportunity to host baseball/ softball tournaments year-round at one location, which is not possible at any other facility in the County. In addition to increased athletic use, the plaza and flexibility of the fields will allow for the possibility of other non-athletic programming such as concerts and larger festivals and cultural events.

Funding Request: The Town requests \$3,500,000 in Hospitality Tax Small Capital Projects Funding from Wake County to support Phase II development of Pleasant Park due to the unique and expanded offerings of this final phase of the project. The project as a whole brings increased economic impact and opportunities to the residents of the county. Total project costs are expected to be approximately \$52 million with an overall project completion date of June 2026. Full park development costs have increased by more than \$5,000,000 since the original cost estimates identified in the Phase I request for Hospitality Tax Small Capital Project Funding. This higher total cost is in large part due to increased material and construction costs, delays in delivery due to COVID, and amenity and facility enhancements that will make Pleasant Park a regional destination with premiere inclusive play elements as well as fields and courts for the many athletic pursuits requested by Apex residents including: soccer, lacrosse, baseball, softball, cricket, ultimate frisbee, football, tennis, basketball, sand volleyball, pickleball, and cross country. The artificial turf surface is designed for use year-round with minimal impact from weather. These amenities are multi-functional either with markings for different age groups or sport and designed to transition to non-athletic event space for festivals, community gatherings, and special events. The Town was awarded \$500,000 in Hospitality Tax Small Capital Projects Funding in 2018 to support Phase I development which included land acquisition, preliminary design, and site improvements, including water and sewer extensions, road access, multi-use fields, tennis and pickleball courts, water play park installation, and site furnishings and landscaping around finished areas. Phase I will be complete in Spring 2023.



FIGURE 1: MULTI-USE FIELD WITH SOCCER AND WOMEN'S LACROSSE LINES AT PLEASANT PARK IN THE TOWN OF APEX.

Design & Implementation: The project has been designed and implemented with the leadership of the Town Council, the Parks, Recreation, and Cultural Resources Advisory Commission, and the Apex Parks, Recreation & Cultural Resources Department (APRCR) as part of its 2014 Master Planning Process and the need and importance reconfirmed through public engagement in the current Master Plan update (adoption anticipated March 2023). The Town also contracted with WithersRavenel, a Cary-based civil and environmental engineering firm with a successful history of local government projects statewide, to facilitate public comment and outreach and design and engineer the site. WithersRavenel brings significant experience to the design process, having successfully designed recreation facilities in Holly Springs, Elkin, Greensboro, and many other towns and counties statewide. The Town's project team includes experienced parks and recreation professionals with over 80 years of combined experience in planning, designing, maintaining, and programming for state-of-the-art recreation amenities. The Department is led by Director Craig Setzer, who has overseen the reorganization and expansion of the department and shepherded the growth of the parks and recreation programs and facilities during a time of unprecedented growth in the Town and region. The Town of Apex has a long history of responsible fiscal management and successful completion of large capital projects and has been awarded a Certificate of Achievement for Excellence in Financial Reporting from GFOA for the past 25 years.

Primary Engagement Contacts

Mayor Jacques Gilbert | 919-249-3304 office | 919-522-9823 mobile | jacques.gilbert@apexnc.org

Ms. Catherine Crosby, Town Manager | 919-249-1042 | catherine.crosby@apexnc.org

- The application notes the request for a fax number for the Primary Engagement Contacts which the Town does not have to provide.

This project has broad support amongst community stakeholders, including elected officials, and all municipality officials have knowledge of the project.



FIGURE 2: THE ILLUSTRATIVE MASTER PLAN FOR PLEASANT PARK IN THE TOWN OF APEX.

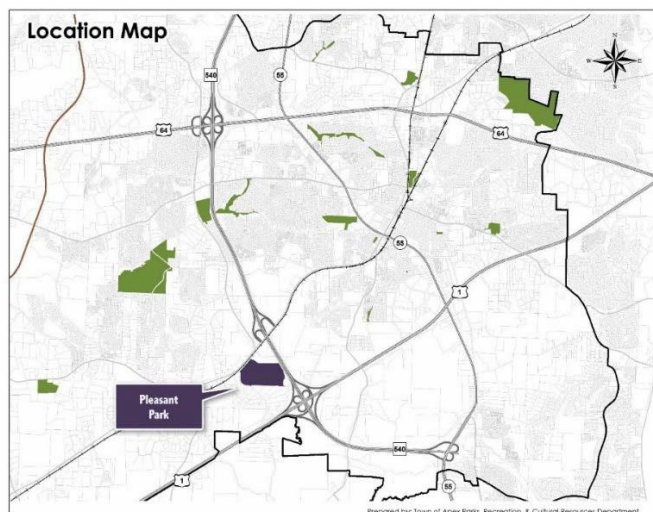
2.0 Scope of Project

The Pleasant Park project was the cornerstone of the Town of Apex's 2017 Parks Bond, which passed with a 76% approval rate. The Major Site Plan for the \$52 million project was approved in 2018 and includes the following elements on the 92.5-acre site:

- Six multi-use, lighted, synthetic turf fields for Youth and Adult Athletics including soccer, lacrosse, football, cricket, and ultimate frisbee;
- Three 325-ft. multi-use, lighted, synthetic turf fields for Youth and Adult Baseball and Softball;
- One 250-ft. multi-use, lighted, synthetic turf field for Youth Baseball and Softball;
- 1.5+ acre amenity area including Splashlantis the Town's first water play park, nature play park and sensory garden utilizing material harvested on the site, shelter with family restrooms and changing space, environmental education, multi-age universal playground, and other amenities;
- Four lighted tennis courts;
- One 5K trail course for running, walking, and cross country;
- Six Pickleball sand volleyball, and two basketball courts;
- Large lawn for gatherings and special events as well as passive open play opportunities;
- One maintenance facility with covered equipment space and one maintenance storage building;
- Two fieldhouses with meeting rooms, office space, concessions, locker rooms, officials' rooms and restrooms.



FIGURE 3: THE SIGNATURE FIELDHOUSE FOR PLEASANT PARK IN THE TOWN OF APEX.



The Major Site Plan was approved by the Town Council in March of 2018, with contracts for construction documents and contract administration approved in April of 2018. The park was developed in conjunction with the 2014 Apex Parks, Recreation, Greenways and Open Space Master Plan, which involved over eight months of citizen feedback in the design of future facilities. The master planning process was specifically designed to encourage regional partnerships with surrounding municipalities for recreational connections, water quality, and open space preservation. The full plan is available at www.apexnc.org/parksmaps.

Pleasant Park **reduces existing capacity issues** that prevent both youth and adults from participating fully in the Town’s athletic programs and **encourages economic impact** by attracting new events to the facility and allowing residents to “Stay and Play” for home events rather than traveling for both regular season events and tournaments as well as other festivals and special events. The project includes the Town’s first water play park, pickleball courts, public art installations, and cross-country course, and incorporates emerging recreation elements such as a nature play space with sensory garden and an extensive multi-age inclusive playground.



FIGURE 4: THE ENCHANTED FOREST AMENITY FOR PLEASANT PARK IN THE TOWN OF APEX.

By generating over 1,000,000 recreational park visitors annually and creating just over \$14.4 million in economic impact, the park will remain a financially sustainable asset to the Town for many years to come. The completion of this project also brings future opportunities for collaboration between the Towns of Apex, Holly Springs, and Cary, as the three towns will share facility capacity to host much larger tournaments and events on a national and regional scale.



FIGURE 5: FOUR OF THE SIX MULTI-PURPOSE TURF FIELDS AT PLEASANT PARK IN THE TOWN OF APEX.

2.1 Demand Analysis, Project Effectiveness, & Hospitality Tax Capital Investment Need

The first and most urgent needs addressed by the new park facility are the numbers of Wake County and Town of Apex citizens on waitlists for participation in athletics programs. Both youth and adult athletic programs in Apex are extremely popular and with the Town experiencing rapid population growth, the Town has simply not been able to keep up with demand. In 2022, more than 1,000 total participants signed up for a youth sport waiting list and were not able to play because the league was at capacity. This does not account for the many others who did not sign up because the waiting list was so long.

Waiting Lists	Players on Waiting Lists	Leagues with Waiting Lists
2018	346	75%
2019	454	78%
2020*	88	N/A
2021	522	86%
2022	1,001	96%

**Majority of leagues cancelled due to Covid-19*

The Town anticipates that the addition of synthetic turf baseball/ softball fields associated with Phase II (including the field capacity as well as lighted fields allowing longer hours of operation) will significantly reduce the number of citizens currently on these waiting lists. In addition to individual waiting lists, numerous Apex community groups and non-profits, including public and private schools, are on waiting lists for season-long rentals of field space, and would be able to host more events when the facility is complete. In the past year, approximately **3,000 hours of field space was rented to more than 30 outside groups** (not including one-time rentals by individuals). Fields are now almost completely booked by the Town’s programs, group rentals, and space reserved for open play, meaning rental requests and revenue opportunities are being turned away regularly.



FIGURE 6: SIGNATURE FIELD AND FIELDHOUSE WITH 5 ADDITIONAL MULTI-PURPOSE FIELDS FOR PLEASANT PARK IN THE TOWN OF APEX

Phase II development will ensure that all citizens are able to access high-quality recreational programming despite the rapid growth in south-central Apex and southwestern Wake County generally. In addition to addressing unmet needs for recreation programs, the complex also provides a community destination for wellness and outdoor activities, including the Town's first 5k trail and a variety of unique facilities such as 6 pickleball courts, the Enchanted Forest- a 1.5+ acre multi-age universal playground with Splashlantis water play park and Sticks & Stones nature play with a sensory garden, and environmental education. **Pleasant Park also addresses the Apex Town Council's goal of increasing economic impact related to recreation, tourism, and convention visitors.**



FIGURE 7: CONSTRUCTION OF SPLASHLANTIS WATER PLAY PARK FOR PLEASANT PARK IN THE TOWN OF APEX.

Wake County Hospitality Tax Small Capital Projects Funding is critical to ensure the full economic impact of the project is reached and the Town is able to provide all of the planned amenities in the full project design. While the Town has committed significant resources to Pleasant Park, funding from the Park Bond and other Town sources alone is not sufficient to cover the entire cost of completing the project. Without additional funding for the synthetic turf baseball/ softball fields and associated plaza and fieldhouse the Town and County will miss out on the opportunity of being able to provide a year-round venue that is not offered anywhere else in the region.



FIGURE 8: AREA OF FUTURE BASEBALL/ SOFTBALL COMPLEX (PHASE 2) FOR PLEASANT PARK IN THE TOWN OF APEX.

2.2 Collaboration & Partnerships

The Town has an established record of facilitating collaboration with community athletic and wellness groups and established sports leagues in its existing facilities. The park project was developed as part of the 2014 Master Plan, which involved over eight months of outreach and engagement with Apex citizens as well as strong collaboration with neighboring municipal and county agencies working to implement a larger regional vision for recreation, special/ cultural events and festivals in the Triangle.

This application includes letters of endorsement and support from Team 91 Lacrosse, Pony Softball, West Raleigh Baseball, Wake Futbol Club, North Carolina Football Club, high school cross country coaches, Citizens for Apex Parks, the Apex Festival Commission, and Apex Chamber of Commerce which are just a few of the many groups that staff regularly works with and that utilize and support our facilities and



program offerings.(see Section 8.2).

FIGURE 9: ENCHANTED FOREST, MAINTENANCE FACILITY, SIGNATURE FIELDHOUSE AND FIELD FOR PLEASANT PARK IN THE TOWN OF APEX.

The Town anticipates that the facility will be utilized by various community and recreational leagues as well as established athletic programs. In addition, the facility will be available to teams from Wake County public and private schools as a closely-located facility for use in the growing region of southwestern Wake County.

2.3 Evaluating Success

The Town remains committed to its transparency and responsible stewardship principles throughout all departments, and the APRCR Department remains committed to evaluating its programs and projects to ensure the best possible facilities and programs for Apex residents.

GOAL	EVALUATION METHOD	EVALUATION FREQUENCY
Increase capacity of youth and adult athletics by at least 25% in first three years to reduce existing waiting lists as much as possible.	Track participation numbers	Seasonally
Increase wellness and recreational activities by Apex residents and non-Apex residents by welcoming at least 200,000 visitors to Splashlantis and the Enchanted Forest playground areas each year.	Ticket/fee sales, usage reports	Annually
Increase economic impact of athletic tournament events in Apex by at least \$4 million in each of the first three years, hosting at least 10 multi-day or weekend tournaments each year.	Visitor & participant tracking; ROI formula from Wake County	Annually for three years
Evaluate financial sustainability and management and operations costs	Formal budgeting process	Annually
Evaluate staff, programming, and resident satisfaction in accordance with Town & Department policies	Surveys, staff retreats, Council feedback	Annually

2.4 Consistency with Room Occupancy & Prepared Food/Beverage Operating Principles & Destination Strategic Plan

The Town of Apex fully supports the Wake County Room Occupancy and Prepared Food & Beverage Operating Principles established in 2017 and incorporates these principles into its plans for Pleasant Park.

The park is a fully compliant, accountable, and viable solution to the important goals of:

- prioritizing the use of funds for projects that drive measurable, regular overnight visitation or positive return on investment (ROI);
- ensuring that project investments are secured by solid long-term plans, both operational and financial, that demonstrate viability and sustainability;
- support investments that complement economic development efforts and enhance quality of life experiences for visitors, newcomers, and long-time residents;
- create sports, arts and cultural opportunities through leveraging community investments and partnerships that benefit residents and enhance tourism offerings;
- engaging stakeholders representing varying entities, jurisdictions, and uses;
- supporting investments that consider emerging arts, sports, and cultural experiences and unmet needs;
- providing quality services and programs for citizens in a fair and equitable manner, particularly by meeting the significant unmet needs in Apex due to rapid growth & development;
- supporting investments that are current, relative, and market-competitive; and
- developing facilities that are aligned with overall Wake County tourism and economic development goals.

The project is also consistent with the Destination Strategic Plan, helping further priorities of focus for Wake County to grow tourism, including sports, events, destination development, and quality of place. In particular, this project most closely aligns with the sports priority focus of developing the needed inventory to include additional fields and courts to elevate the county as a competitive sports tourism destination by developing additional fields with the capability of hosting competitive and recreational sporting events. But in close order, developing a quality of place in the County through the design and implementation of the Enchanted Forest with themed play villages for visitors of all ages and abilities along with creating multi-functional adaptable spaces for cultural and special events and festivals.

3.0 Project Budget

3.1 Funded and Unfunded Phases Budget

	Phase Funded and Contracted for Construction	Unfunded Phases - Construction Pending Funding	Total
DESIGN & PERMITTING	\$2,000,000.00	\$180,000.00	\$2,180,000.00
CONSTRUCTION ADMINISTRATION, BONDS & INSURANCE	\$5,750,000.00	\$750,000.00	\$6,500,000.00
OVERALL SITE CLEARING, GRADING & EROSION CONTROL	\$6,750,000.00		\$6,750,000.00
RETAINING WALLS	\$700,000.00		\$700,000.00
SITE PAVING & SIDEWALKS	\$2,950,000.00		\$2,950,000.00
WATER & SEWER DISTRIBUTION	\$2,100,000.00		\$2,100,000.00
STORM DRAINAGE	\$675,000.00		\$675,000.00
PLAY EQUIPMENT / SITE FURNISHINGS / SPLASH PAD	\$2,700,000.00		\$2,700,000.00
LANDSCAPING & GRASSING	\$3,250,000.00	\$250,000.00	
BRIDGES (ROADWAY, AMENITY AREA & CROSS COUNTRY)	\$1,050,000.00		\$1,050,000.00
SOCCER / LACROSSE / MP ARTIFICIAL TURF FIELDS & FENCING	\$4,200,000.00		\$4,200,000.00
TENNIS / PICKLEBALL & BASKETBALL COURTS	\$550,000.00		\$550,000.00
MAIN FIELD HOUSE / MAINTENANCE BLDGE / PICNIC SHELTERS 2 & 3	\$4,350,000.00		\$4,350,000.00
SITE LIGHTING & UTILITY RELOCATIONS	\$2,500,000.00	\$1,200,000.00	
CROSS COUNTRY TRAIL GRADING AND SURFACING	\$325,000.00	\$200,000.00	\$525,000.00
BASEBALL/ SOFTBALL ARTIFICIAL TURF FIELDS & FENCING		\$3,200,000.00	\$3,200,000.00
BASEBALL/SOFTBALL FIELD HOUSE & PLAZA AREA WITH FF&E		\$1,400,000.00	\$1,400,000.00
PICNIC SHELTER 1		\$800,000.00	\$800,000.00
OFF-SITE ROADWAY IMPROVEMENTS	\$1,900,000.00	\$350,000.00	\$2,250,000.00
SUB TOTAL	\$41,750,000.00	\$8,330,000.00	\$50,080,000.00
CONTINGENCY	\$200,000.00	\$1,666,000.00	\$1,866,000.00
TOTAL	\$41,950,000.00	\$9,996,000.00	\$51,946,000.00

*Unfunded Phase Budgets were formed based on preliminary cost estimates and are subject to change during the design and bid phase.

Investment Ratios: While we anticipate that most of the Town’s funding responsibilities will come from public sources, including the general obligation bond, the Town does plan to actively pursue funding opportunities through partnerships and sponsors and have been developing a marketing and partnership program (See Section 8.6).

3.2 Impact on Existing Infrastructure

Water and Sewer: The project has extended water service from the main service lines across South Salem Street at Pleasant Plains Road to the park. These extensions enable future water service extension into residential areas currently served by wells and also to undeveloped non-residential property adjacent to the site. All future connections will be managed by the Town in accordance with Town policies for redevelopment or well failures. The Town has ample water and sewer treatment capacity reserves and the project will not materially reduce these reserves. Sewer will be provided via on-site pump station. The water main extensions and this pump station will allow an adjoining commercial property that is currently unserved to develop, allowing for opportunities such as hotels and restaurants to be constructed at the adjoining NC540 interchange.

Greenways, Roads, and Schools: The full project will include over four miles of walking trails, multi-purpose paths, and sidewalks which are included in Phase I. The project includes significant on-site and off-site improvements to mitigate any traffic congestion created by the park project. While most park traffic will not coincide with typical peak traffic times, large event traffic will demand these improvements.

The project is solely recreational in nature and thereby will not add any additional burden on the Wake County Public School System (WCPSS). All of the proposed athletic fields will be constructed with synthetic turf. This will allow local WCPSS Athletic Directors to lease the fields during times when the fields are not typically in use. This opportunity has been utilized on other local facilities in the past during school turf renovation projects or periods of extended wet weather to reduce the burden and wear on the natural surface fields at most public-school facilities. This availability will reduce school field maintenance costs.



FIGURE 10/11/12: PEDESTRIAN BRIDGES AND BOARDWALKS ALONG CROSS COUNTRY TRAIL FOR PLEASANT PARK IN THE TOWN OF APEX

4.0 Project Timeline

PROJECT ACTION	START DATE	END DATE
STUDY AND ANALYSIS OF PROJECT	2016	Completed in 2017
SITE IDENTIFICATION	2016	Completed in 2017
PRELIMINARY COST ESTIMATES	2016	Completed in 2016
PARKS BOND APPROVAL	June 2016	Completed in 2017
MASTER PLAN APPROVAL	2017	Completed in 2017
LAND ACQUISITION	2017	Completed in 2017
BEGIN GRANT & FUNDRAISING EFFORTS	December 2017	Completed in 2022
REVISED COST ESTIMATES	2016	Completed in 2020
CONTRACTS FOR CONSTRUCTION & ADMINISTRATION	April 2018	Completed in 2022
ARCHITECTURAL & ENGINEERING STUDIES	2016	Completed in 2018
MAJOR SITE PLAN APPROVAL	2017	Completed in 2018
PERMITS OBTAINED	2018	Completed in 2018
PHASE I: INFRASTRUCTURE, GRADING, PAVING	2018	Spring 2023
PHASE I: FACILITY & AMENITIES	February 2020	Spring 2023
PHASE I: EQUIPMENT PURCHASE	February 2020	Spring 2023
PHASE II: BASEBALL/SOFTBALL FIELDS/FIELD HOUSE/PICNIC AREA/WALKING/RUNNING TRACK	July 2024	June 2026

5.0 Project Operating, Maintenance and Marketing Plan

The Pleasant Park project was developed as part of the Town’s Master Planning process, which involved over eight months of meetings, surveys, and interviews to allow as much citizen involvement as possible. The park plan reflects the Town’s commitment to excellence in recreational programming and amenities and follows the Town’s existing marketing, operations, management, and finance best practices.

The operating cost of the facility was included within the Department’s overall operating budget for facility construction, maintenance, and operations. The facility’s initial funding is significantly supported by the 2017 Parks Bond and grant support, and as such the Department expects the primary expenses to be operations and programming staff and equipment. This will be mostly offset by registration fees and programming costs along with tournament and special event revenue by the third year of operation. The full Town budget can be found at www.apexnc.org/budget.

The Town is projecting a 6% increase in General Fund revenues over the prior fiscal year due primarily to the expanding tax base from new development and annexations, increased sales tax distributions, and development related fees.



FIGURE 13/14: PLAY VILLAGE IN THE ENCHANTED FOREST FOR PLEASANT PARK IN THE TOWN OF APEX

5.1 Operations, Maintenance, and Marketing

The Pleasant Park facility will be managed within the Town budget for Parks, Recreation, and Cultural Resources, as are all greenway and park facilities. The APRCR Department has exceeded projected revenues and underspent projected expenses in each of the past ten years.

The Town will continue to provide maintenance and programming services for this facility, just as it has always done for its other amenities. The marketing for the facility will follow Department guidelines for existing facilities, as well as outreach and marketing principles utilized by the Department for existing tournaments and special events. The project is expected to become fully self-sustaining through program fees, tournament fees, and a minor outlay of Departmental funds as is consistent with other Town recreational amenities.

As part of the Pleasant Park marketing effort, the APRCR Department has developed a sponsorship package showcasing specific geographical areas that are available for naming rights and other partnerships opportunities. Designed with a strong emphasis on promoting the amenity and big-ticket areas, the package features compelling imagery of the unique elements that make up Pleasant Park, with 3D renderings, sketches, and inspirational photos that allow the reader to visualize the park in greater detail. In addition, the marketing materials also feature distinct facts about particular areas of Pleasant Park and the impact that this facility will have on the community. Once complete, the materials will be distributed to generate sponsorships and promote the park.



FIGURE 15: SIGNATURE FIELDHOUSE FOR PLEASANT PARK IN THE TOWN OF APEX

5.2 Operating Budget & Financial Results

See Attachment 8.3 for a copy of the Town of Apex W-9 Request for Taxpayer Identification Number and Certification and a copy of the 2018-2019 audit and management letter. The Town's Comprehensive Annual Financial Report (CAFR) is available at www.apexnc.org/finance and demonstrates the Town's success with moderate long-term debt and growth strategies for large projects. The Town of Apex has been awarded a Certificate of Achievement for Excellence in Financial Reporting for 24 consecutive years from the Government Finance Officers Association of the United States and Canada (GFOA). The Town also received its first GFOA Distinguished Budget Presentation Award last year.



FIGURE 16: SIGNATURE FIELD AND 3 ADDITIONAL MULTI-PURPOSE FIELDS FOR PLEASANT PARK IN THE TOWN OF APEX

6.0 Project Visitor Estimates, Return on Investment and Performance Targets

Phase II includes the development of a four-field youth and adult baseball and softball complex with plazas, fieldhouse, maintenance storage facility, and 250 capacity picnic shelter with restrooms and storage. Phase II improvements will be used by Apex Parks, Recreational, and Cultural Resources leagues, as well as local schools and community groups. The synthetic turf fields will primarily be used by soccer, lacrosse, baseball, and softball teams in the region. Some of the athletic organizations that already use Town of Apex fields include Wake Futbol Club, North Carolina Football Club, Carolina Velocity Soccer Club, Jordan Lake Football Club, Trinity Soccer Academy, True Lacrosse, Team 91 Lacrosse, Red Devil Lacrosse, West Raleigh Baseball, and schools from the North Carolina High School Athletic Association and North Carolina Independent School Athletic Association. All of these organizations have expressed interest in partnering with the Town to host major tournaments and events at Pleasant Park.

The following chart details the projected visitor estimates for Pleasant Park:

	<i>Regular Season Wake County Resident Visits</i>	<i>Regular Season Non- County Resident Visits</i>	<i>Special Events Wake County Residents</i>	<i>Special Events Day Visitors*</i>	<i>Special Events Overnight Visitors</i>	<i>Totals</i>
<i>Annual Visitor Estimates:</i>						
<i>Apex Parks and Rec Programs</i>	100,000	1,000				101,000
<i>Lacrosse Programs</i>	15,000	2,500	4,608	4,608	5,896	32,612
<i>Youth Soccer Programs</i>	25,000	1,000	6,800	6,800	41,449	81,049
<i>Baseball/Softball Groups</i>	10,000	1,000	2,083	2,083	7,974	23,140
<i>Additional Community/School Rentals</i>	15,000	1,000				16,000
<i>Cross Country/5K Races</i>	2,000	200	800	1,600	1,600	6,200
<i>Amenity Visitors -Peak Season</i>	525,000	52,500				577,500
<i>Amenity Visitors - Off Season</i>	225,000	22,500				247,500
<i>Splash Pad</i>	135,000	135,000				270,000
<i>Tennis Courts</i>	12,000	1,000				13,000
<i>Basketball, Pickleball, Sand Volleyball</i>	20,000	5,000				25,000
<i>Athletic Field (Drop In)</i>	10,000	1,000				11,000
<i>Totals</i>	1,094,000	223,700	14,291	15,091	56,919	1,404,001

* These visitors will come for a multi-day event but are close enough they will not stay overnight. See note in PHII calc chart.

Many of the community groups that will use these facilities are currently using facilities outside of the Town to meet their participation needs, going as far away as Fayetteville to host programs for Wake County residents. Pleasant Park will allow many of those existing programs (in addition to the new programs noted above) to be relocated back to Wake County.

Results from Visitor Estimates & County Return on Investment Worksheet

Phase II Calculations: Pleasant Park			
Estimated Wake County Residential Visitors (annual)	1,108,291	--	--
Estimated Day Visitors (annual total) special event day visits 15091 for 2 days	253,882	\$21.00 daily meal rate	\$5,331,522.00
Estimated Overnight Visitors (annual): 57,919 for two nights	113,838	\$35.00 daily meal rate	\$4,054,330.00
Estimated Overnight Visitors (annual): 57,919 for two-day events (x 2 nights) = 115,838	115,838 ÷ 2.7 party size	\$117 room rate	\$5,019,646.67
Total Direct Spending	--	--	\$14,405,498.67
Total Food & Beverage Tax Revenue (annually)		(1% Food & Beverage Tax)	\$93,858.52
Total Occupancy Tax Revenue (annually)		(6% Occupancy Tax)	\$301,178.80
Total Taxes Collected Annually			\$395,037.32
Grant Request Total			\$3,500,000
÷ \$395,037.32 (total annual tax revenue)			ROI: 8.8 years

ASSUMPTIONS & CALCULATIONS:

Calculations for these estimates are based on usage at other Town of Apex parks and from the Apex Parks and Recreation programs, revenues, and visitor count at neighboring municipal parks in Wake County, and estimates provided partnering organizations and the Greater Raleigh Sports Alliance.

The following highlights the assumptions made for each of the visitor estimate categories:

Apex Parks and Recreation Programs: Based on the number of participants and visitors per season for each sport: youth soccer (2,000 participants X 24 visits per season = 48,000 visits), adult soccer (500 participants X 16 visits per season = 8,000 visits), youth lacrosse (100 participants X 16 visits per season = 1,600 visits), youth softball (500 participants X 24 visits per season = 12,000 visits), adult softball (1,200 participants X 22 visits per season = 26,400 visits), and summer camps (800 participants X 5 visits per season = 4,000 visits).

Lacrosse Community Programs: Regular Season residents (50 visitors per rental X 300 total group rentals = 15,000 Wake County residents); Special Event visitors assumes four lacrosse events and uses data provided by the Greater Raleigh Sports Alliance for average total visitors and overnight visitors per event (9,216 visitors per event / 5,896 overnight visitors per event/ 3,320 day visitors x2 days per event).

Youth Soccer Programs: Regular Season residents (50 visitors per rental X 500 total group rentals = 25,000 Wake County residents); Special Events visitors assumes eight total soccer events and uses data provided by the Greater Raleigh Sports Alliance for average total visitors and overnight visitors per event (6,800 attendees per event/ 4,149 overnight visitors per event/ 2,651 day visitors x2 days per event).

Baseball/Softball Groups: Regular Season residents (100 visits per rental X 100 group rentals = 10,000 visits); Special Events visitors assumes eight baseball/softball events and uses data provided by the Greater Raleigh Sports Alliance for average total visitors and overnight visitors per event. (Baseball = 5,000 visitors

per event/ 3,588 overnight visitors per event/ 1,412 day visitors x2 days per event) (Softball = 6,000 visitors per event/ 4,386 overnight visitors per event/ 1,614 days visitors x2 days per event)

Additional Community/School Rentals: Other sports at 60 visitors per rental with 100 total group rentals for a total of 6,000 visits and school practices and games at 10,000 visits (100 visitors per rental X 100 group rentals).

Cross Country/5K Races Special Events: 4 events with 100 residents per event, 200-day visitors per event, and 200 overnight visitors per event for a total of 2,000 visits.

For the splash pad, visitors will vary depending on the time of year, with Memorial Day-Labor Day considered the peak visiting months. The Town anticipates 3,000 local visitors per day at peak times, based on 15-minute cycles with four cycles per hour and eight hours per day of facility operation. Based on a 90-day period, an estimated 270,000 visits will occur, with about half residents and half non-residents based on other municipal usage records.

For the playground areas, visitors are expected to vary between peak season and off-season visits. The Town estimates 2,500 local visitors per day from April-October, and 1,500 visitors per day from November-March. This results in 525,000 peak-season visitors and 225,000 off-season visitors annually.

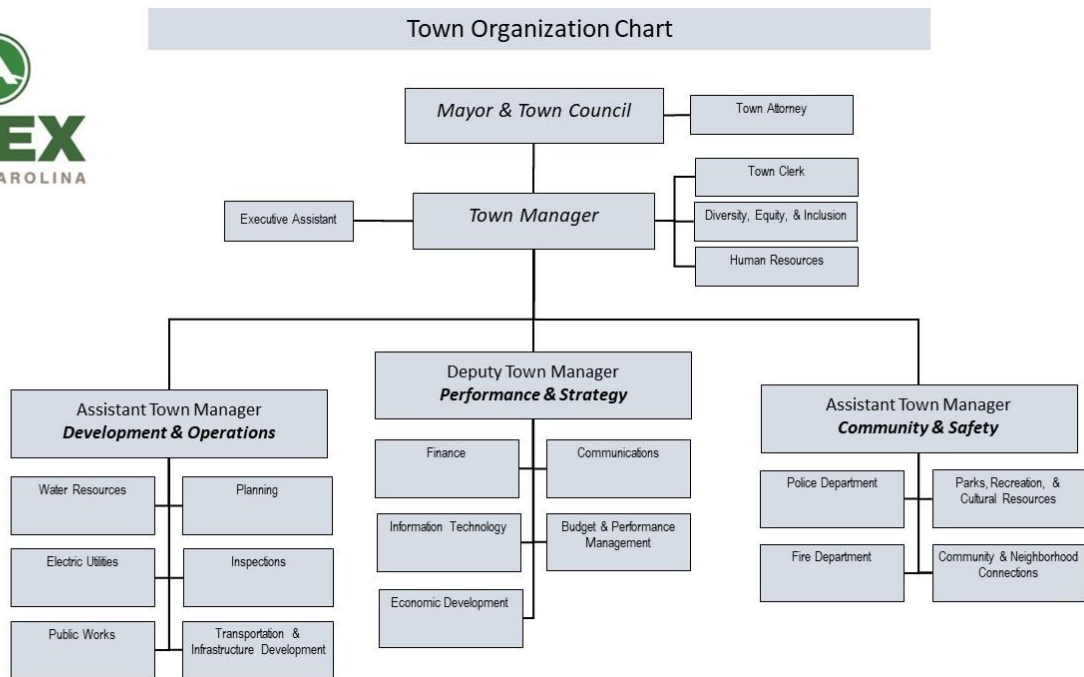


FIGURE 17/18: PLAY VILLAGES IN THE ENCHANTED FOREST FOR PLEASANT PARK IN THE TOWN OF APEX

7.0 Organizational Information

7.1 Organization History & Background

The Town of Apex, incorporated in 1873, is governed by a five-member Town Council and Mayor. Jacques Gilbert serves as the Mayor and the Mayor Pro Tem is Audra Killingsworth. Council Members include Terry Mahaffey, Ed Gray, Arno Zegerman, and Brett Gantt. Nonpartisan elections are held in odd years and conducted by the Wake County Board of Elections. Municipal operations are overseen by Catherine Crosby, Town Manager, Shawn Purvis, Deputy Town Manager, and Marty Stone and Demetria John, Assistant Town Manager(s).



The Town of Apex, located in the southwestern corner of Wake County, has seen tremendous population growth since its first ranking on the Money Magazine Best Places to Live in 2007 (at number 14). It was named the #1 Best Place to Live in 2015.

The Parks, Recreation, and Cultural Resources Department, led by Director Craig Setzer, is a part of the newly created Community and Safety Division of the Town. This Division was created to be a leader in meeting and providing services to Apex residents. In 2017, working with Apex residents’ groups, area nonprofits, and other Town staff, the department prepared a Parks Bond that was passed with a 76% approval rate. The bond, which institutes a property tax increase to provide up to \$48 million in parks and recreation amenities funding, is to be utilized for four specific projects identified by Apex residents: Beaver Creek Greenway (Project is awaiting NCDOT approval for bid advertisement), Middle Creek Greenway (Town will open bids for this project January 31, 2023), Community Center Expansion/Senior Center (This project is complete and open.), and Pleasant Park (Phase I of the project will be complete in Spring of 2023, and Phase II is expected to be complete in June 2026).



FIGURE 19: PLAY VILLAGES IN THE ENCHANTED FOREST FOR PLEASANT PARK IN THE TOWN OF APEX

The Parks Bond initiative was one of several commitments made by the Town Council over the past several years to increase the number and variety of parks and recreation amenities, and the Pleasant Park project was approved by the Board in the Apex Parks, Recreation, Greenways and Open Space Master Plan.

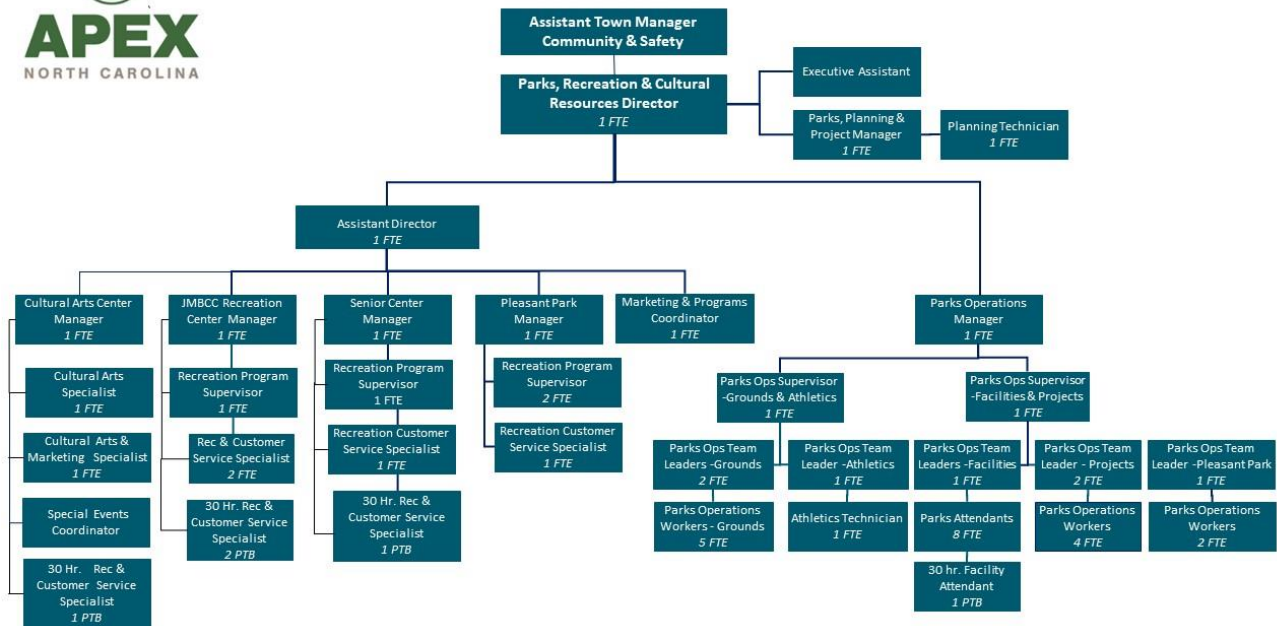
See Attachment 8.4 for certification that there are no conflicts of interest or pending litigation that would impact this project.

7.2 Proposal Team Experience & Similar Projects

The Town of Apex, along with its contracted firms, has years of experience successfully conducting similar Projects in the fields of parks, recreation, and cultural resources.



Parks, Recreation & Cultural Resources Organization Chart



Craig Setzer, Director: Town of Apex Parks, Recreation and Cultural Resources *Bachelor of Recreation Management/Concentration in Parks and Recreation from Appalachian State University* Mr. Setzer has over 20 years of experience in municipal parks & recreation. 2 years of his experience has been in his current position as Director. He currently oversees 46 full time team members, 500 acres of parkland, over 20 miles of public greenway and 20 different sites for public recreation. Prior to that he served as the Park Operations Manager for 7 years. His duties included maintenance management of approximately 406 acres of parks, 4 school parks and an estimated 10 miles of greenways. He has experience assisting with the design of several parks and their facilities including the Apex Nature Park, Salem Pond Park, Hunter Street Park and Seagroves Farm Park. He also has played an integral role in the artificial turf renovation of the soccer fields at Hunter St. and the Apex Nature Park. Prior to becoming the Parks Operations Manager Mr. Setzer's primary duties were in athletic programming. Mr. Setzer was responsible for running numerous youth and adult athletic leagues and tournaments. He has been involved in administering traditional sports, such as soccer, baseball, basketball and softball, as well as nontraditional sports, such as dodgeball. While programming, he successfully increased participation numbers in each of the leagues and events he was involved with. He was also heavily involved in the rentals/reservations of all athletic fields/facilities. Mr. Setzer also has experience managing a recreational facility. Mr. Setzer managed a recreation facility including racquetball courts, a gymnasium, classrooms, playground and a pool. His responsibilities included programming, scheduling maintenance, administering the budget and supervision of employees. Mr. Setzer completed the National Recreation and Park Association Director's School, and has completed the Park Maintenance Management School through the National Recreation and Park Association. He is currently a member of the North Carolina Parks Association.

David Wood, Assistant Director: Town of Apex Parks, Recreation and Cultural Resources *Bachelor of Science in Parks, Recreation and Tourism from Virginia Commonwealth University. Master of Science, Parks and Recreation Administration, Arizona State University.* Mr. Wood has over 34 years of experience in State, national, and municipal parks & recreation. In 2022 he was hired to his current position as Director. He currently supervises the Halle Cultural Arts Center Manger, John M Brown Community Center Manger, Pleasant Park Manger and the Department's Marketing Specialist. Prior to that he served as the Cultural Arts Center Manager for 15 years, and Community Center Manger for 9 years. His duties included supervisory work overseeing facility operations and staffing of the Halle Cultural Arts Center providing a diverse range of cultural arts, both performance and visual arts for all segments of the community. In this role, Apex has hosted over 100 special events, public art programs to include a variety of murals and sculpture pieces throughout Apex. Mr. Wood has experience managing environmental education programs at the State level developing curriculum for 20 different State Parks in Arizona to be used in pre, on-site and post classroom activities that covered core competencies for 5th grade curriculum. He also managed the oversight and award of over \$10,000,000 in grant funds annually while working for Arizona State Park through the Federal Land and Water Conservation Funds. Mr. Wood was Adjutant Faculty Member at Arizona State University teaching a variety of classes in the Parks and Recreation Administration program. Additionally, Mr. Wood currently serves in the North Carolina Air National Guard where he is the Intelligence Superintendent. Serving for 29 years, Mr. Wood has deployed numerous times managing the NC Air National Guard Intelligence Operations squadron. He compiles, segregates, evaluates, researches, interprets, analyzes, and disseminates intelligence information in support combat and peacetime operations. He established intelligence collection requirements, conducted intelligence training and prepared mission reports for over 500 missions during his Air Force service.

Angela Reincke, Parks Planning Project Manager: Town of Apex Parks, Recreation & Cultural Resources *Bachelor of Science in Landscape Architecture from Purdue University*

Ms. Reincke has 25 years of experience in Public Planning with an emphasis in Parks and Greenways. With the gold medal awarded Arlington Heights Park District, IL she led the design and development of the 50 plus acre Lake Arlington (2.5 miles of greenway, playgrounds, and educational/boating camp facility), the 56-acre, 9-hole, par 3, Nickols Knoll Golf Course on a Village leased landfill and development of Melas Sports Complex, leased from the Metropolitan Sanitary District through the Village of Mount Prospect. With James Martin and Associates, she was awarded the Daniel Flaherty Award for Park Excellence for the North School Park project. In addition to planning experience with Palm Beach County and the Town of Cary, Ms. Reincke has also provided insight for Wake County

Greenway Systems Plan in which over 70% of survey responses were provided from Apex residents. She also was on Wake Counties Master Plan project consultant selection team. In addition to the Pleasant Park project, the Town of Apex's Park, Recreation and Cultural Resources Department is currently in the design and development of 3 major greenway corridors (White Oak Creek, Beaver Creek, and Middle Creek). There are also 19 developer constructed greenway segments and several other smaller Town managed greenway connector projects in the works. The Town was recently awarded an LWCF grant for the Salem Pond Park project which includes a universal playground with environmental and historical education components. Ms. Reincke has been an active contributor of the Apex Community and the Triangle region as a 15-year member and Chair of the Apex Parks, Recreation and Cultural Resources Advisory Commission, past President of Citizen's for Apex Parks securing funding for the construction of Kidstowne Playground (\$150,000), renovation of the Halle Cultural Arts Center (\$1M) and the development of the Rodgers Family Skate Plaza at Trackside (\$300,000). Other notable positions include TBJ's 40 under 40 (2007), Triangle Reality Check, Member of the Western Area Plan Advisory Commission, and Advisor on the Durham Submittal Process Review.

Patrick Fitzsimons, Pleasant Park Manager: Town of Apex Parks, Recreation & Cultural Resources

Bachelor of Arts in Economics from Amherst College

Master of Arts in Parks, Recreation & Tourism Management from NC State University

Mr. Fitzsimons has over 14 years of experience in municipal parks & recreation. In 2022, he was promoted to Pleasant Park Manager. In this position, he will be responsible for the daily operation of the park. He will coordinate large athletic tournaments and special events, oversee the opening of the Town's first splash pad, and work with Parks staff to operate and maintain all elements of the park. Mr. Fitzsimons also manages all aspects of the Town's athletic programs. He supervises a staff of 2 full-time athletic programmers and 1 full-time customer service representative, in addition to more than a hundred part-time scorekeepers, officials, and other staff and volunteer positions. Mr. Fitzsimons works with numerous athletic associations, schools, travel teams, and other groups that reserve town fields. Prior to assuming the role of Park Manager, Mr. Fitzsimons spent several years in athletic programming, running a wide variety of youth and adult athletic leagues and tournaments. He has been involved in coordinating traditional sports, such as soccer, baseball and softball, as well as alternative sports, such as lacrosse, ultimate Frisbee, and flag football. He has successfully increased participation numbers and expanded age groups in each of the leagues and events he has been involved with. He has also created new programs to meet changing trends and increasing demand from a growing population. Mr. Fitzsimons also has prior experience managing large athletic complexes, as well as maintaining facility schedules for fields and gyms throughout the Town. He has served as tournament director for a variety of large-scale tournaments and coordinated many different special events. Mr. Fitzsimons has also been involved in advancing the profession through his work with the North Carolina Recreation & Park Association (NCRPA). He has served as chair of various committees, where he has led educational sessions and helped fundraise for the Association.

Brian Barnes, Parks Operations Manager: Town of Apex Parks, Recreation and Cultural Resources

Mr. Barnes has over 19 years of experience in municipal parks & recreation, 15 of which have been with Parks Operations for the Town of Apex. Mr. Barnes has progressed through all levels of positions in the Park operations division starting as an Operations Worker in 2008. The last 2 years of his experience have been in his current position as Parks Operations Manager. His duties include maintenance management of approximately 610 acres of parks, 4 school parks and over 20 miles of greenways. Utilizing a staff of 30 full time employees and 6-10 LSE employees the Park Operations division cares for 15 basketball courts, 13 tennis courts, 12 Jr tennis / pickleball courts, 13 baseball/softball fields, 8 natural turf fields, 4 synthetic turf fields, 12 play grounds, 11 picnic shelters, 11 restroom facilities, Rodgers family Skate Plaza, Elevate Fitness Course, 2 dog parks, disc golf course, 4 miles of natural trail, John M Brown Community Center, Apex Senior Center and the Halle Cultural Art Center. Mr. Barnes is currently a certified playground inspector and Certified Aquatic Facility Operator.

WithersRavenel is under contract to the Town of Apex for design and engineering services for Pleasant Park. WithersRavenel is a full-service civil and environmental engineering firm, based locally in Cary, with a long history of successful projects in the Triangle region and statewide, particularly with local and state government partners.