



CITY OF BELPRE

CIVITAN PARK MASTER PLAN

SPRING 2025

Prepared by:



AMERICAN
STRUCTUREPOINT
INC.

Prepared for:



CITY OF
BELPRE

TABLE OF CONTENTS

INTRODUCTION V

ECONOMIC DEVELOPMENT PROFILE VI-VII

WHATS IN MY COMMUNITY?..... VIII-IX

INVENTORY & ANALYSIS 1

 SITE LOCATION MAP 2

 CONTEXT MAP 3

 SITE ENLARGEMENT 4

 SITE INVENTORY & ANALYSIS 5

 ZONING MAP 6

 FLOODPLAIN MAP 7

 TRAFFIC COUNT MAP 8

PUBLIC ENGAGEMENT 9

 SUMMARY OF PUBLIC ENGAGEMENT..... 10

COCEPTUAL DESIGN 11

 PRELIMINARY CONCEPTS..... 12-14

FINAL DESIGNS & RENDERINGS 15

 FINAL CONCEPTUAL DIAGRAM..... 16

 MASTER PLAN 17

 3D RENDERINGS 18-21

CONCLUSIONS..... 23

 PHASING PLAN..... 24

 COST ESTIMATE 25-26

 CONCLUSIONS 27

APPENDIX 29

 LEGACY GROUP MARKET SCAN 30-34

 ECONOMIC ANALYSIS 35-37

 FUNDING OPPORTUNITIES..... 38

INTRODUCTION

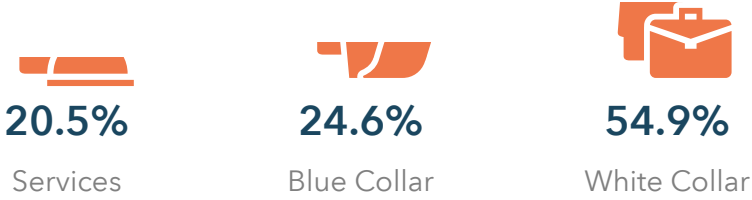
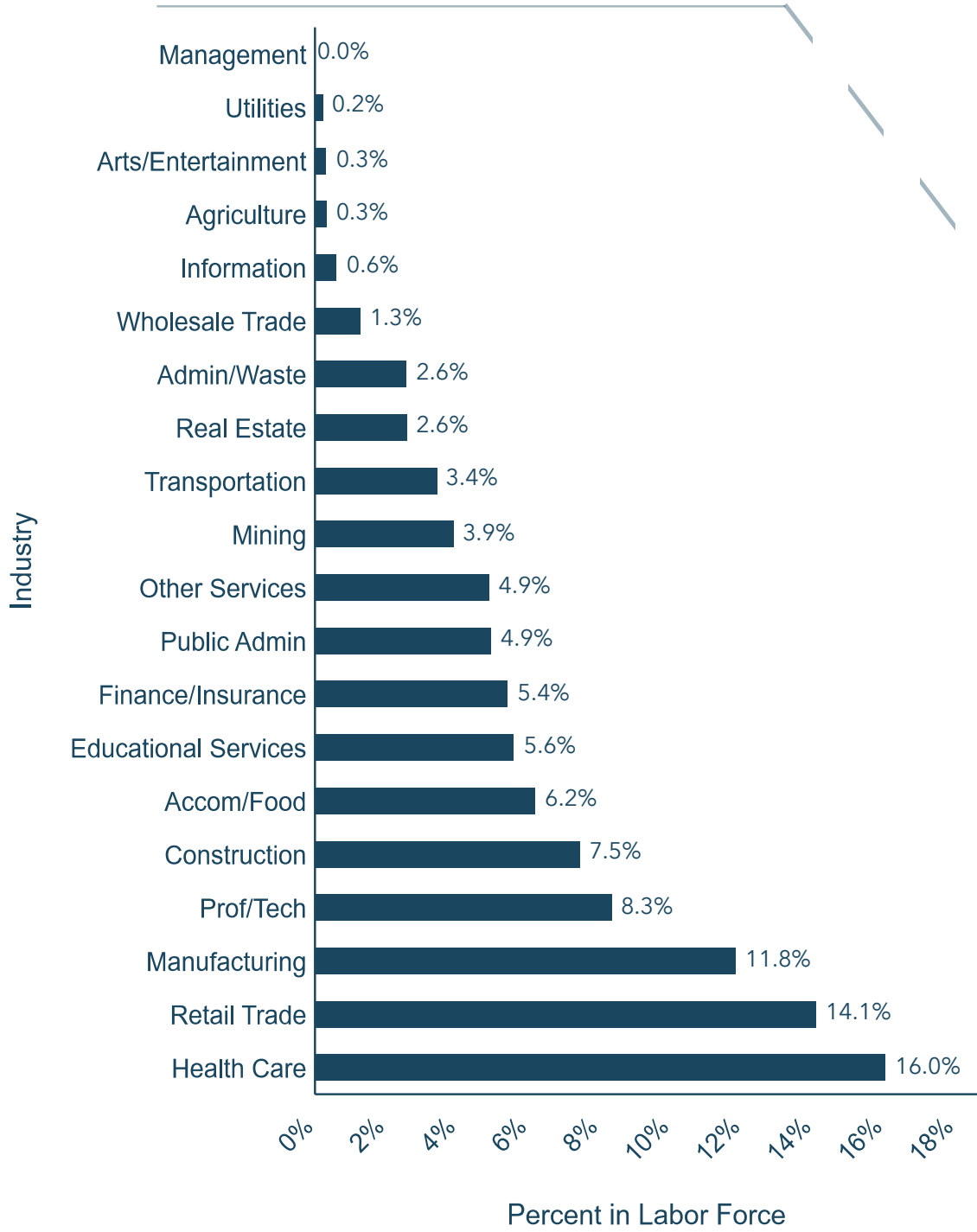
Civitan Park in Belpre, Ohio, stands as a pivotal space for community engagement, recreation, and environmental preservation. This master plan seeks to transform the park into a dynamic and accessible hub that meets the diverse needs of residents and visitors while maintaining a deep connection to the area's natural landscape and historical significance.

Through thoughtful design, the park will offer a range of recreational, educational, and cultural opportunities, fostering a sense of place and pride. The plan focuses on creating a welcoming environment that enhances the park's role as a gathering space for all generations, promotes sustainability, and integrates modern amenities with Belpre's rich heritage.

The vision for Civitan Park is to establish a vibrant, multifunctional public space that serves as a cornerstone for the community's growth and well-being.

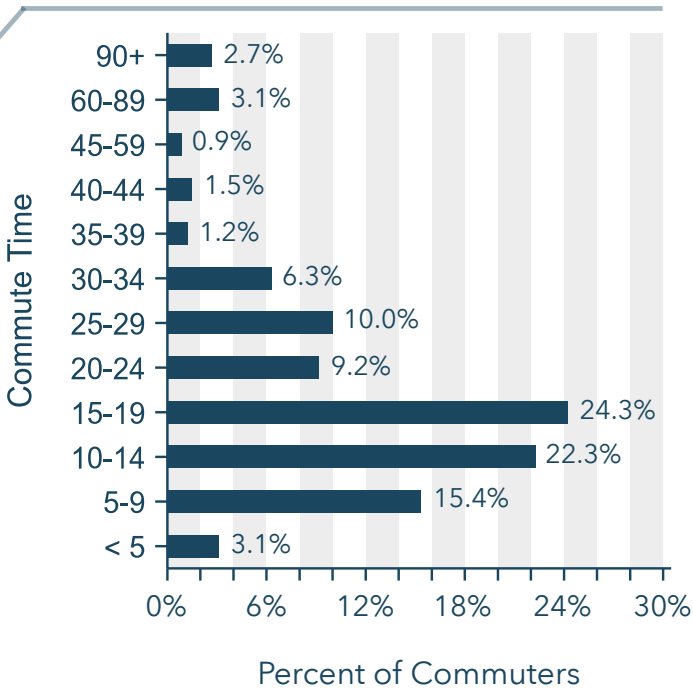
ECONOMIC DEVELOPMENT PROFILE

Labor Force by Industry



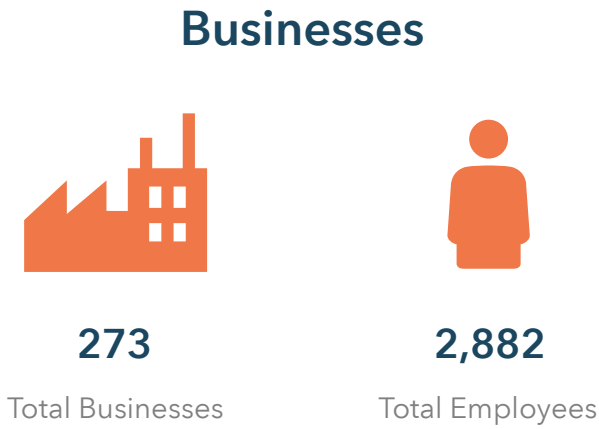
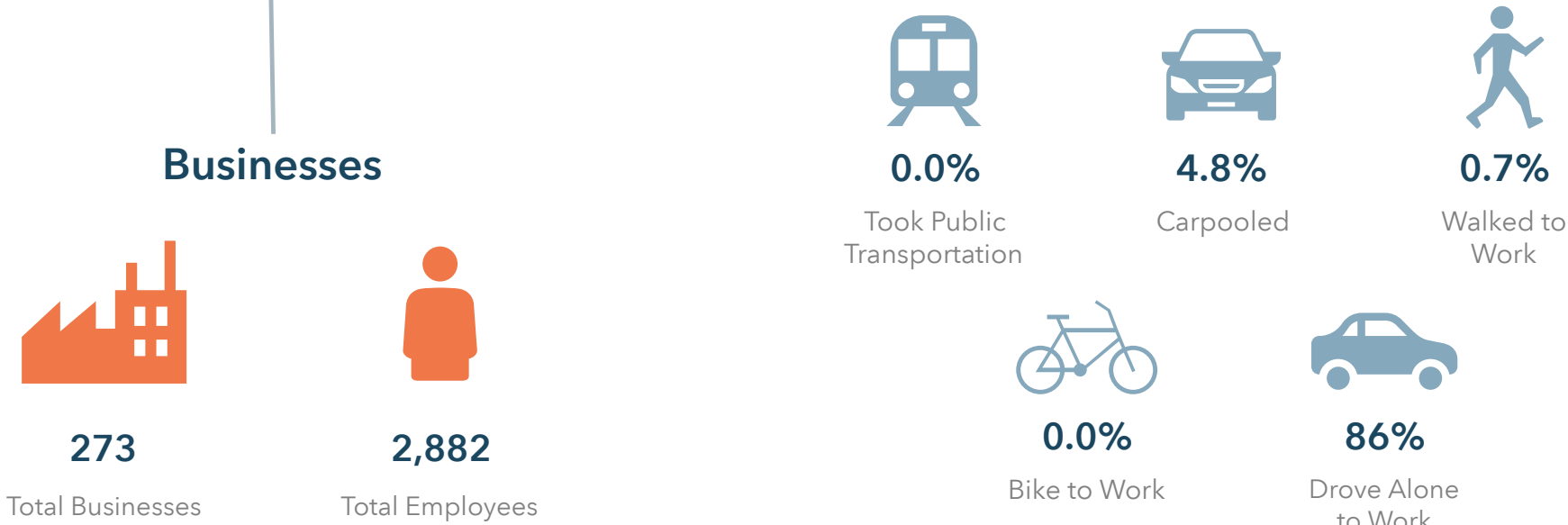
Employment

Commute Time: Minutes



Workforce Overview

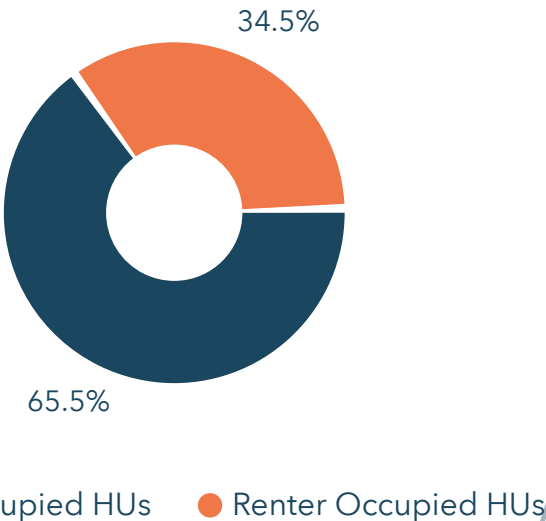
Transportation to Work



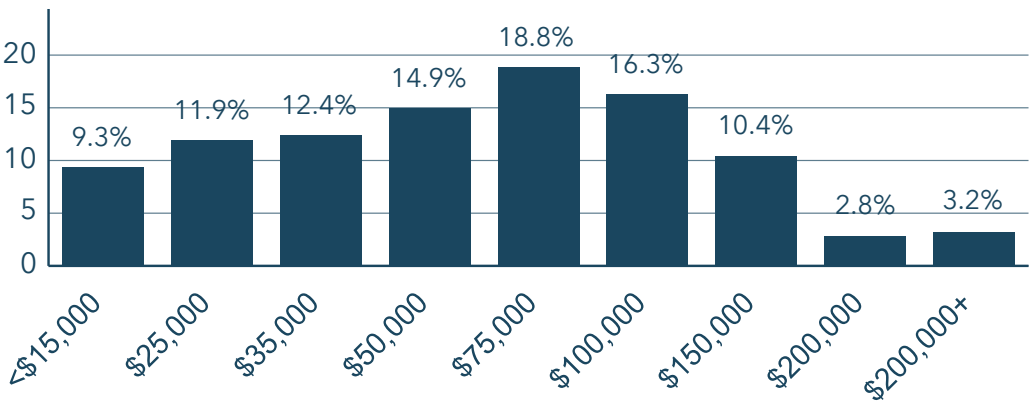
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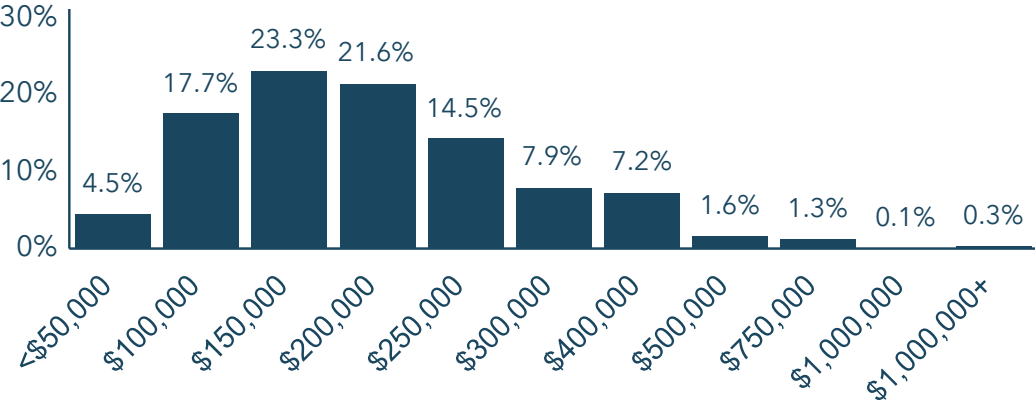
Home Ownership



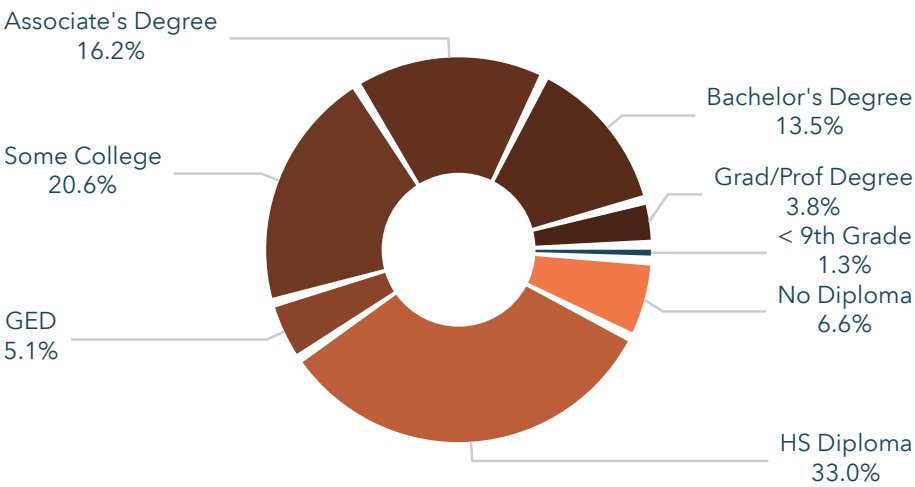
Household Income



Home Value



Educational Attainment



Community Overview

Key Facts

3,361	127	522
Total Housing Units	Housing Affordability Index	Households Below the Poverty Level
45.7	\$43,258	6,607
Median Age	Median Disposable Income	Total Population
53	19	67
Wealth Index	Diversity Index	Total Crime Index

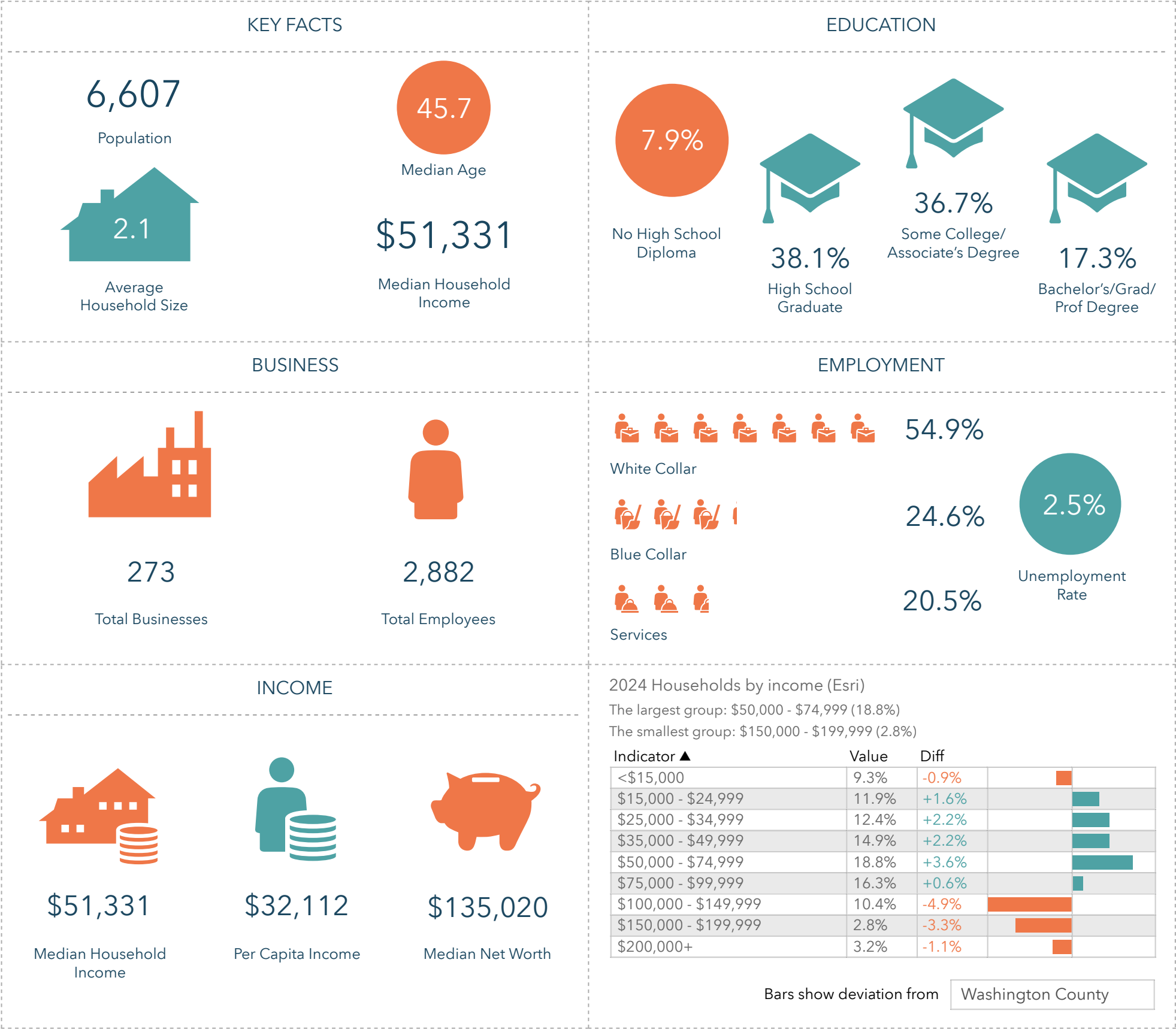
Tapestry segments

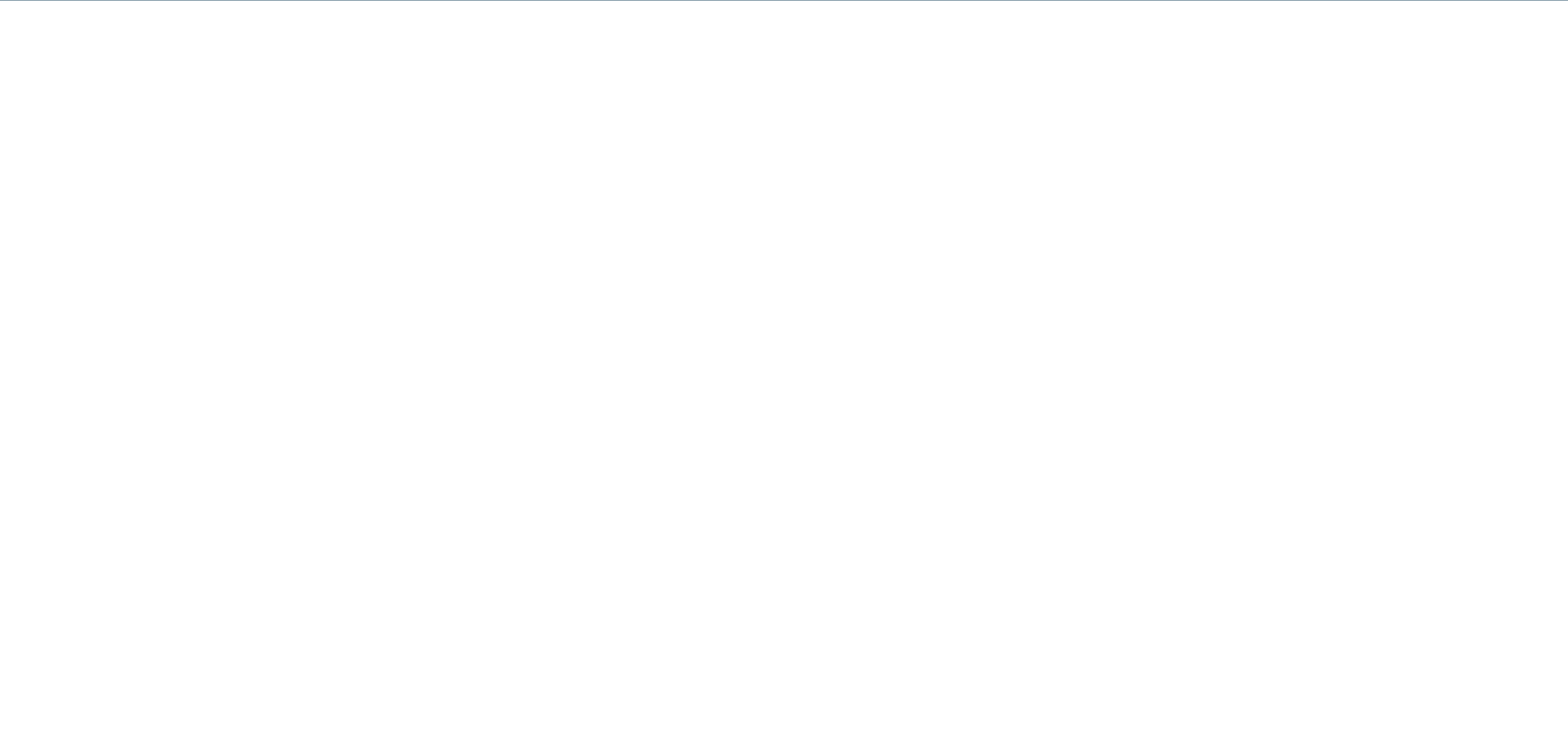
	Small Town Sincerity 1,982 households	63.8% of Households	▼
	Midlife Constants 1,092 households	35.1% of Households	▼
	Salt of the Earth 33 households	1.1% of Households	▼

WHAT'S IN MY COMMUNITY?



Source: This infographic contains data provided by Esri (2024), Esri-Data Axle (2024), ACS (2018-2022), Esri-U.S. BLS (2024), AGS (2024). © 2025 Esri





INVENTORY & ANALYSIS



SITE LOCATION MAP



CONTEXT MAP



- SITE BOUNDARY
- SINGLE-FAMILY HOUSING
- COMMERCIAL/ BUSINESS
- GREEN SPACE
- RAILROAD TRACKS

BLANNERHASSET
ISLAND

OHIO
RIVER

CIVITAN
PARK

WASHINGTON
BLVD

KROGER

BELPRE
HIGH
SCHOOL



SITE ENLARGEMENT



ZONING MAP



- SITE BOUNDARY
- R1
- R2
- C2
- C3
- M1
- PUBLIC SCHOOL
- CITY PROPERTY
- STATE OF OHIO

FEMA FLOODPLAIN MAP



TRAFFIC COUNT MAP



SITE INVENTORY & ANALYSIS



VARYING AMENITIES LIST:

- ▶ BASKETBALL COURT
- ▶ PLAYGROUND
- ▶ BATTING CAGES
- ▶ TENNIS COURTS
- ▶ PICKLEBALL COURTS
- ▶ PUBLIC POOL
- ▶ PAVILIONS W/ SEATING

- SITE BOUNDARY
- EXISTING BALL FIELD
- EXISTING AMENITIES
- EXISTING PARKING
- EXISTING GREENSPACE
- AREAS OF POTENTIAL

PUBLIC ENGAGEMENT

On September 5th, 2024, five separate meetings were held to get feedback and insight on how Civitan Park should be enhanced. Whether it is suggestions on new aspects that should be added to the park, amenities that could be updated, or even amenities that may no longer be needed, these meetings focused on creating a place for people to gather and enjoy the outdoors.

The following pages will give insight into the analysis of the comments, notes, and ideas sparked during these different sessions.

These summaries and analyses allow for cohesive master plans that will celebrate Civitan Park's history, improve on the Parks natural beauty, and communal importance.

SUMMARY OF PUBLIC ENGAGEMENT

OVERALL SENTIMENTS ANALYSIS:

While there are constructive critiques about areas that need improvement, the overall sentiment appears to reflect optimism and a desire for enhancement, with significant emphasis on community development and recreational activities.

POSITIVE SENTIMENTS:

Many points express enthusiasm about existing amenities and potential improvements. Positive aspects include successful events like the “Holiday Lights” and “Homecoming,” growing youth sports leagues, the “NFL flag-football” league, and the well-utilized “Boat ramp” and “walking path.” There’s also appreciation for community-first values and the serenity offered by areas like the “Lilypond” and plans for upgrades such as kayak launches and nature trails.

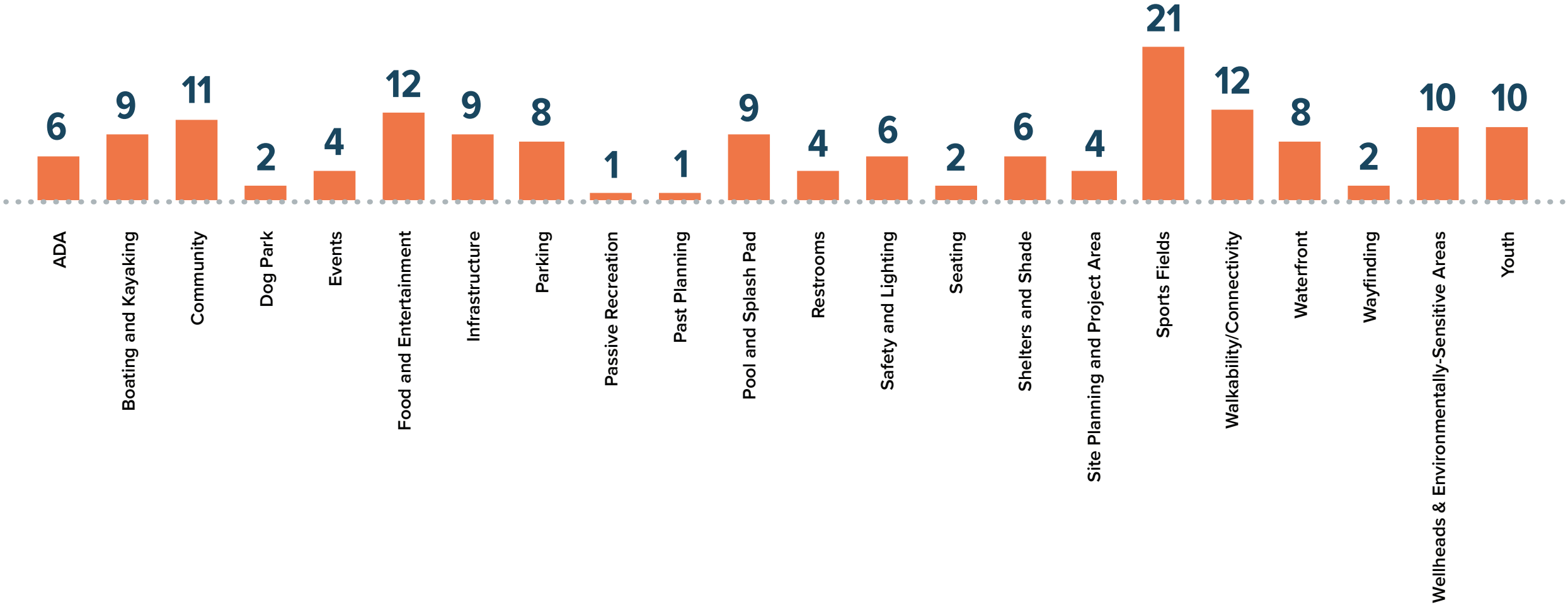
NEUTRAL SENTIMENTS:

Some items are neutral, simply stating facts or proposals, such as mentioning specific infrastructure improvements (e.g., “Stormwater management,” “Parking lot in the boat ramp needs repair,” “Bandstand/gazebo by water”). These observations are primarily informative without a strong emotional tone.

NEGATIVE SENTIMENTS:

There are several critiques and concerns related to aging infrastructure and facilities. Examples include the dilapidated and playgrounds, cracked parking lots, maintenance needs for restrooms. Issues around disjointed park layouts, lighting, and underutilized riverfront spaces also convey some frustration.

The pool needs refurbishment and the improvements are not comparable to surrounding area, discouraging attendance.



CONCEPTUAL DESIGN



CONCEPTUAL DESIGN / ATHLETICS



CONCEPTUAL DESIGN / BALANCED DESIGN



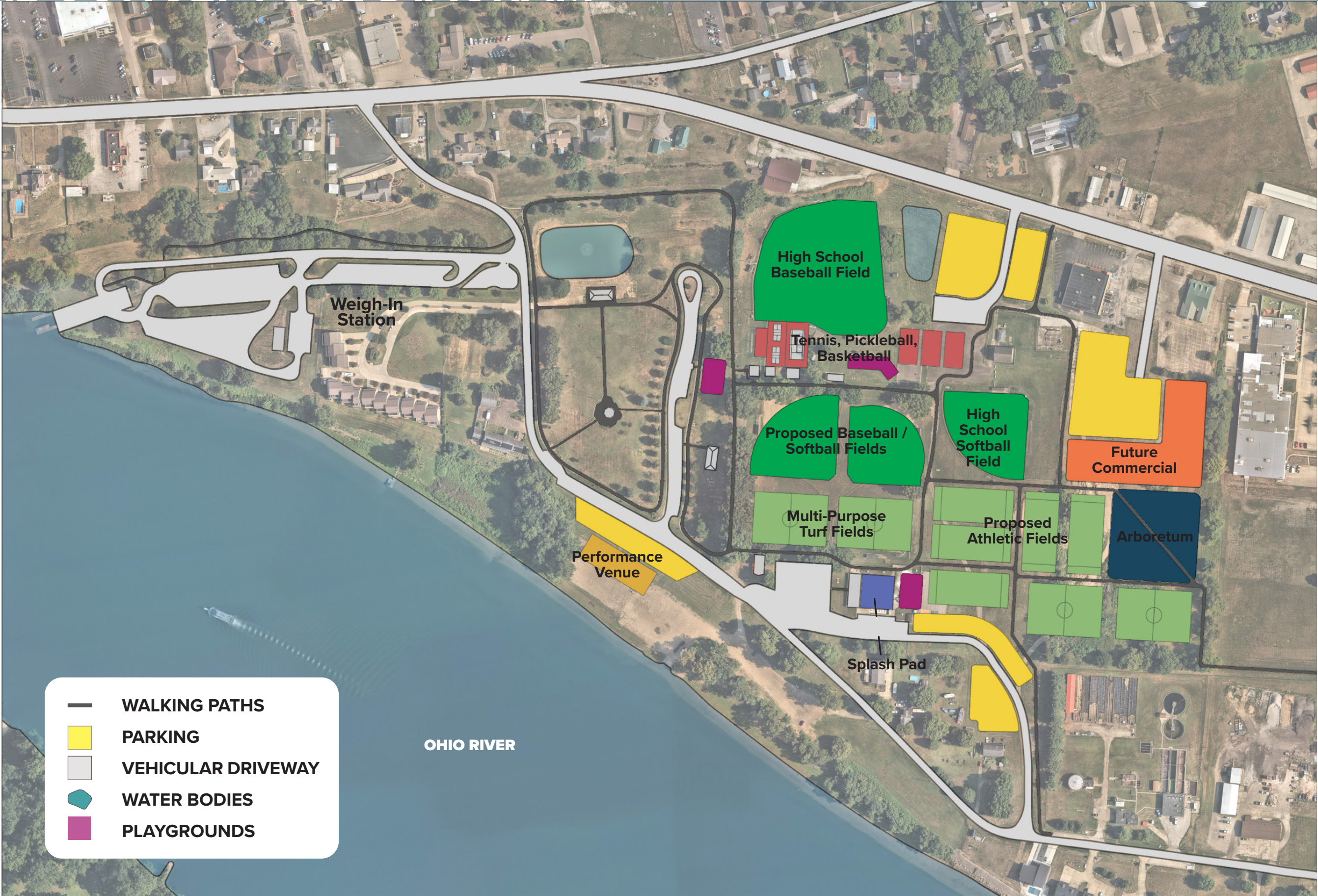
CONCEPTUAL DESIGN / PEDESTRIAN DESIGN



FINAL DESIGNS & RENDERINGS



FINAL CONCEPTUAL DIAGRAM





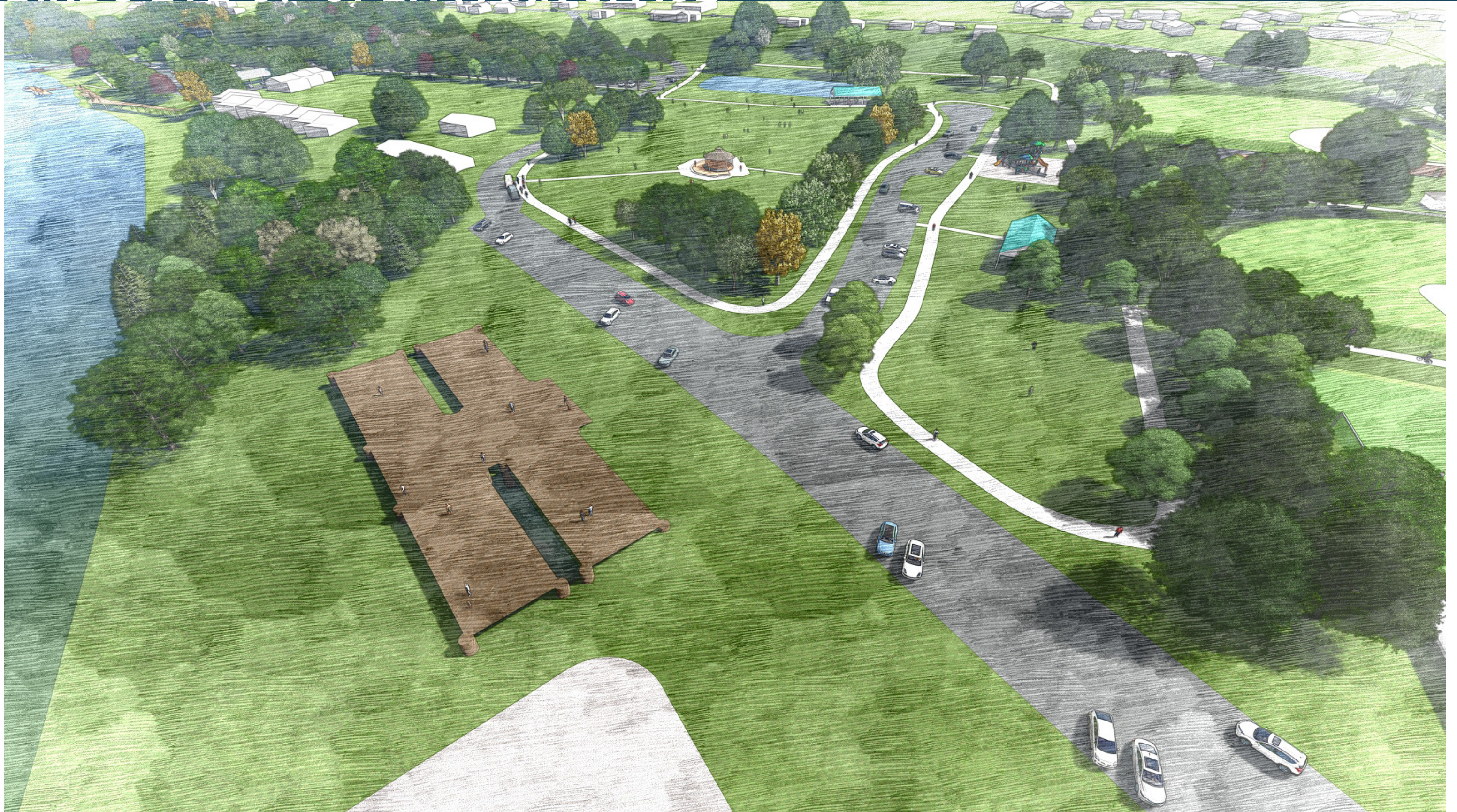
BIRDS EYE OF CIVITAN PARK



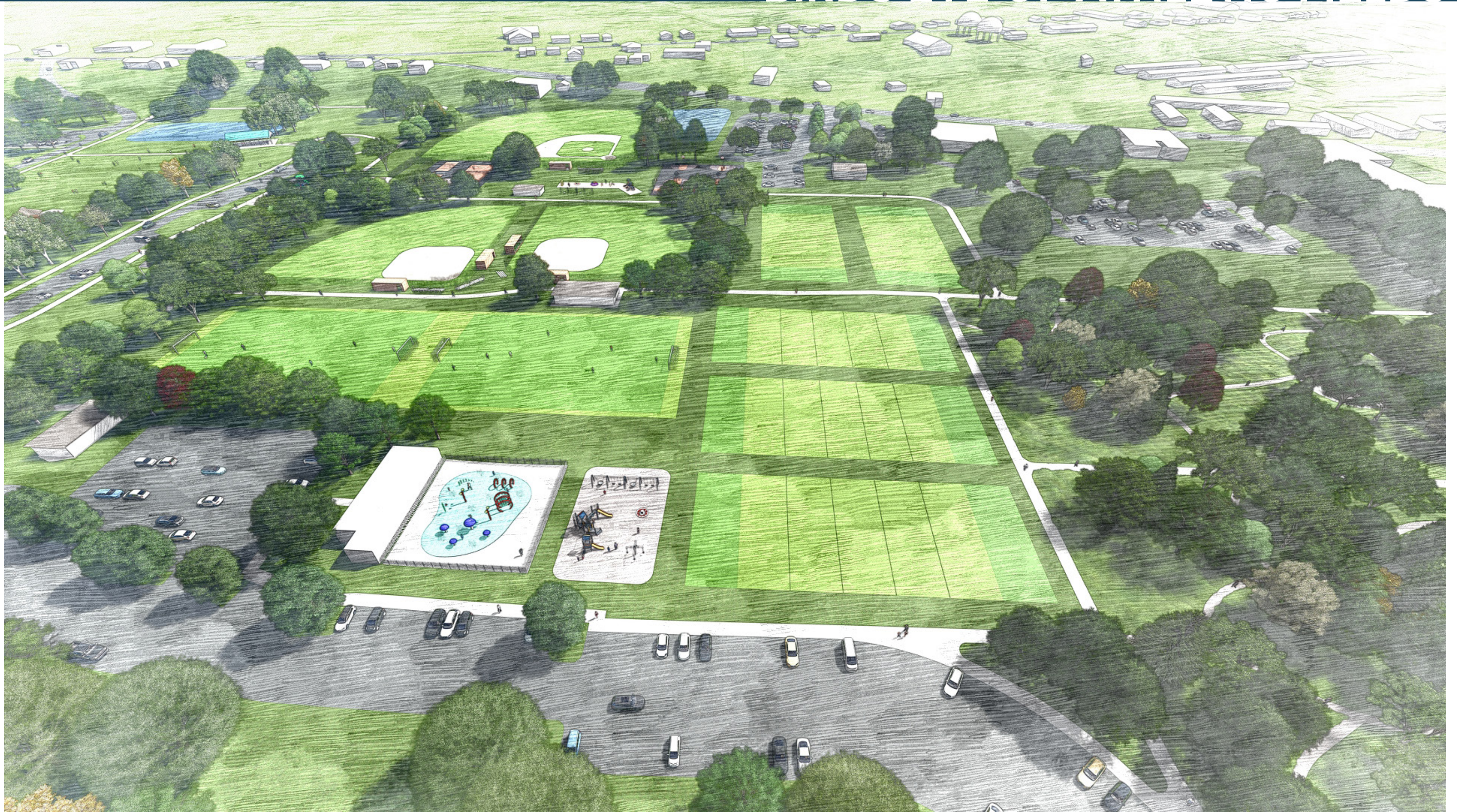
BIRDS EYE OF BOAT RAMP



BIRDS EYE OF OPEN PARK SPACE



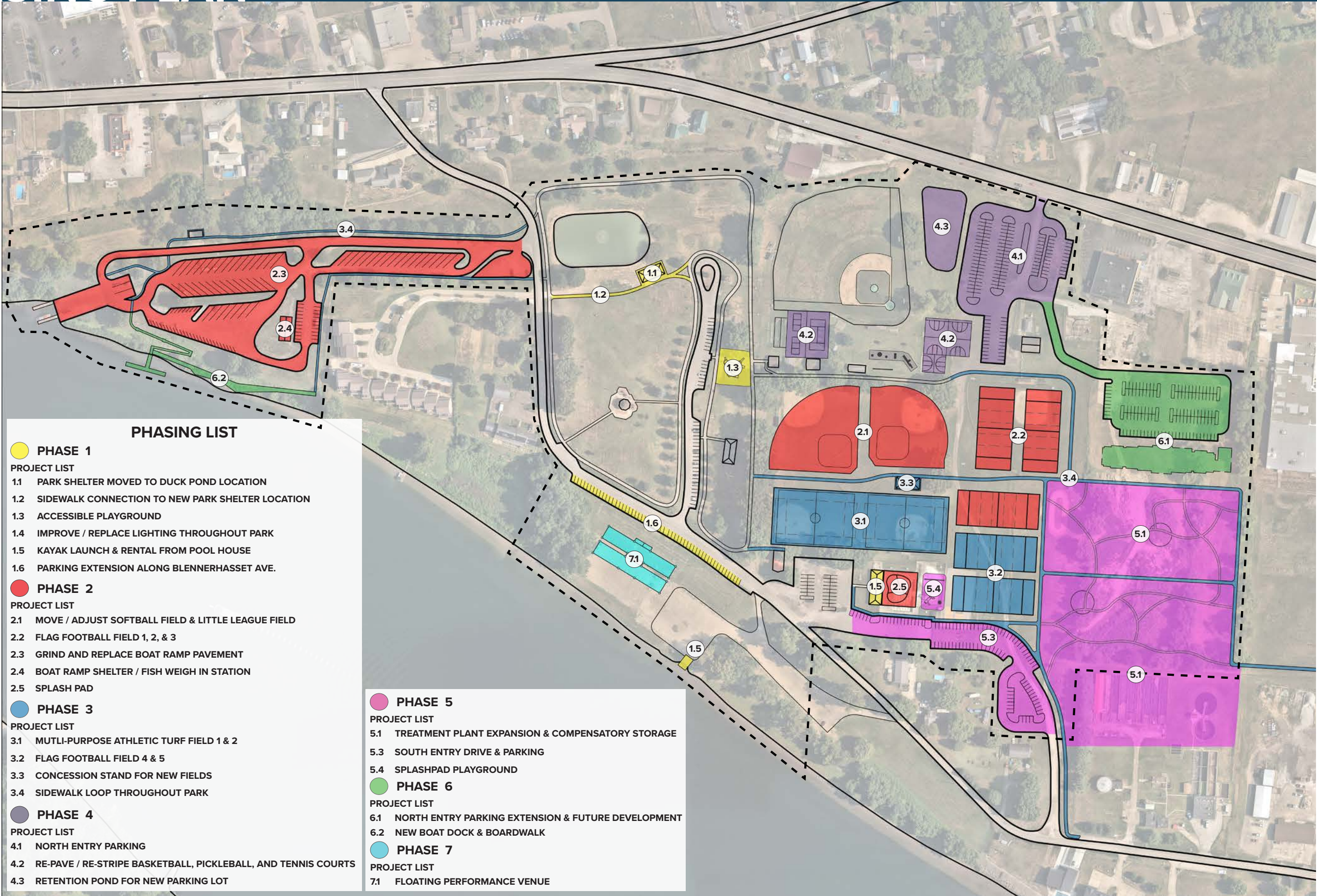
BIRDS EYE OF ATHLETIC FIELDS



CONCLUSIONS



PHASING PLAN



OVERALL SITE COSTS		
SITE PREP / DEMOLITION		\$7,350,000
SITE IMPROVEMENTS		\$10,900,000
PROJECTED SITE EARTHWORKS		\$2,275,000
SITE LIGHTING & UTILITIES		\$1,480,000
LANDSCAPE PLANTS		\$795,000

SUBTOTAL PROPOSED CONSTRUCTION COSTS	TOTAL:	\$22,800,000
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NON-CONSTRUCTION COSTS		
Design and Engineering (15%)		\$3,420,000
Mobilization/Demobilization & General Requirements (8%)		\$1,824,000
Contingency (20%)		\$4,560,000
Bonds / Permitting / Inspection (12%)		\$2,736,000

TOTAL ANTICIPATED COST:		\$35,340,000
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Breakdown of Each Construction Phase	
PHASE 1 COSTS	\$930,000
PHASE 2 COSTS	\$6,765,750
PHASE 3 COSTS	\$3,286,000
PHASE 4 COSTS	\$6,804,500
PHASE 5 COSTS	\$6,897,500
PHASE 6 COSTS	\$6,781,250
PHASE 7 COSTS	\$3,875,000

PHASE 1 COSTS		
Type	Description	
Site Prep/Demolition	Remove existing vegetation and utilities/infrastructure, demo existing pavements, mill existing asphalt parking, and prep site	\$172,000
Site Improvements	Parking lot extension with guardrail and retaining wall system	\$350,000
Site Lighting & Utilities	Road and Site Lighting	\$78,000
Non-Construction Costs	1.55 multiplier (Design/Engineering, Permitting, Inspection, Contingencies, etc.)	\$330,000
TOTAL:		\$930,000

PHASE 2 COSTS		
Type	Description	
Site Prep/Demolition	Remove existing vegetation and utilities/infrastructure, demo existing pavements, mill existing asphalt parking, demo existing balpark diamonds and prep site	\$1,500,000
Site Improvements	Splash Pad, Flag Football Fields (2), Multi-purpose Fields (2), Renovated Ball Park Diamonds (2), Boat Ramp Shelter/Fish Weigh in Station, Resurfaced Parking Lots, and Site Furnishings (Benches, Bike Rack, Waste Receptacles)	\$2,510,000
Site Lighting & Utilities	Road and Site Lighting	\$200,000
Landscape Improvements	Deciduous Shade Trees and Parking Lot Landscape Beds	\$155,000
Non-Construction Costs	1.55 multiplier (Design/Engineering, Permitting, Inspection, Contingencies, etc.)	\$2,400,750
TOTAL:		\$6,765,750

PHASE 3 COSTS		
Type	Description	
Site Prep/Demolition	Remove existing vegetation and utilities/infrastructure, demo existing pavements, mill existing asphalt parking, demo existing balpark diamonds and prep site	\$440,000
Site Improvements	Flag Football Fields (2), Multi-purpose Fields (2), Concession Stand,and Site Furnishings (Benches, Bike Rack, Waste Receptacles)	\$625,000
Site Lighting & Utilities	Pedestrian and Road Site Lighting, Concession Stand Power Hookup	\$785,000
Landscape Improvements	Landscaping of Flag Football Fields and Multi-purpose Fields	\$270,000
Non-Construction Costs	1.55 multiplier (Design/Engineering, Permitting, Inspection, Contingencies, etc.)	\$1,166,000
TOTAL:		\$3,286,000

PHASE 4 COSTS		
Type	Description	
Site Prep/Demolition	Remove existing vegetation and utilities/infrastructure, demo existing pavements, mill existing asphalt sports courts, and prep site	\$2,700,000
Site Improvements	Retention Pond, Additional Parking Lot, Basketball Courts (2.5), Tennis Court, and Pickleball Courts	\$1,500,000
Site Lighting & Utilities	Road and Site Lighting	\$150,000
Landscape Improvements	Deciduous Shade Trees, Retention Pond, and Parking Lot	\$40,000
Non-Construction Costs	1.55 multiplier (Design/Engineering, Permitting, Inspection, Contingencies, etc.)	\$2,414,500
TOTAL:		\$6,804,500

PHASE 5 COSTS		
Type	Description	
Site Prep/Demolition	Remove existing vegetation and utilities/infrastructure, demo existing pavements, and prep site	\$1,700,000
Site Improvements	Additional Parking Lot, Playground, Compensatory Storage,and Site Furnishings (Benches, Bike Rack, Waste Receptacles)	\$2,550,000
Site Lighting & Utilities	Road and Site Lighting	\$100,000
Landscape Improvements	Wooded Areas, Deciduous Shade Trees and Parking Lot Landscape Beds	\$100,000
Non-Construction Costs	1.55 multiplier (Design/Engineering, Permitting, Inspection, Contingencies, etc.)	\$2,447,500
TOTAL:		\$6,897,500

PHASE 6 COSTS		
Type	Description	
Site Prep/Demolition	Remove existing vegetation and utilities/infrastructure, demo existing pavements, demo batting cages and prep site	\$1,300,000
Site Improvements	Additional Parking Lot, Boardwalk, Boat Dock,and Site Furnishings (Benches, Bike Rack, Waste Receptacles)	\$2,800,000
Site Lighting & Utilities	Pedestrian and Road Site Lighting	\$220,000
Landscape Improvements	Deciduous Shade Trees and Parking Lot Landscape Beds	\$55,000
Non-Construction Costs	1.55 multiplier (Design/Engineering, Permitting, Inspection, Contingencies, etc.)	\$2,406,250
TOTAL:		\$6,781,250

PHASE 7 COSTS		
Type	Description	
Site Prep/Demolition	Remove existing vegetation and utilities/infrastructure, and prep site	\$500,000
Site Improvements	Floating performance venue	\$2,000,000
Non-Construction Costs	1.55 multiplier (Design/Engineering, Permitting, Inspection, Contingencies, etc.)	\$1,375,000
TOTAL:		\$3,875,000

CONCLUSIONS

Belpre is a vibrant bedroom community with a strong economic base, educational institutions, diverse recreational opportunities, and a great infrastructure for public services. However, challenges remain in keeping up with the emerging youth sports scene in Belpre. Addressing these areas and further expanding recreation and green spaces can help enhance the quality of life for the City's residents and provide a solid foundation for growth.

Civitan Park is the center of Belpre and a vital location for Belpre's growth and should be treated as such. While some areas of the park should be developed further, the backbone of Civitan Park is strong. By expanding on the infrastructure already present in Civitan Park, the city has the potential to grow economically, embrace the growth of youth sports, and enhance community presence within the gem of Belpre, Ohio.

APPENDIX



LEGACY SPORTS GROUP

CIVITAN PARK

BELPRE, OH

MARKET SCAN & RECOMMENDATIONS

NOVEMBER 2024

PREPARED FOR:

American Structurepoint

INTRODUCTION

American Structurepoint is conducting an analysis of Civitan Park in Belpre, Ohio to determine how the park can be transformed into a centerpiece for the city and better serve members of the community. As a part of Structurepoint’s research efforts, the renovation/addition of sports facilities rose to the top as being the primary element community members would like to see enhanced. Given this finding, Structurepoint has engaged Legacy Sports Group (LSG) to perform a market scan of Belpre, Ohio and surrounding area to gain a better understanding of current market offerings.

Legacy Sports Group’s primary goal is to provide guidance to Structurepoint as they evaluate prospective improvements to Civitan Park, to ensure their proposed sports specific enhancements are practical based on the existing market offerings.

Currently, Civitan Park is comprised of four (4) little league size baseball diamonds, one (1) high school size baseball diamond (with sports lights), one (1) high school size softball diamond, one (1) full basketball court, two (2) tennis courts, two (2) pickleball courts and lots of recreational green space areas. An aerial view of Civitan Park with its features noted is shown in Appendix B. To the project team’s knowledge, it is a city owned park managed and maintained by the City of Belpre’s Parks & Recreation Department.

Based on information gleaned from the research conducted, Structurepoint has developed several initial renderings, one of which is focused specifically on sports facilities. These sports focused renderings, shown in Appendix D, depict several significant alterations to the existing facilities including the elimination of the little league diamonds and moving of the high school softball diamond. In their stead, multi-purpose fields would be built where the little league diamonds are and sport courts would take the place of the high school softball diamond. Additionally, Structurepoint is proposing to build multi-purposes fields on the undeveloped south east wooded area (formerly a junk yard). These fields would then be adjacent to the Belpre Soccer Club’s facility directly to the east.

In addition to these sports specific developments, Structurepoint has included in their rendering additional support infrastructure as a part of the proposed enhancements e.g. a hotel, concessions, and restaurant.

Legacy Sports Group used the above information to help guide us as we conducted the market scan to ensure it is tailored to what is proposed. It is important to note that LSG would traditionally perform a site visit and engage directly with local stakeholders as a part of a market scan study. In this instance, LSG did not engage directly with local stakeholders and instead has relied heavily on the secondary information provided by American Structurepoint.

Traditionally with our sports tourism projects, it is customary to consider a broader geographical scope, assessing various factors such as demographic trends, economic conditions, and regional event operators and facilities. However, given the scope of this project,, our focus has predominantly centered on Belpre and the surrounding 100-mile radius of Civitan Park.

MARKET SCAN & RECOMMENDATIONS

MARKET SCAN

A market scan includes a high-level venue audit as well as an initial listing of sports programs currently being offered on a local level. It is intended to shed light on what other sports facilities exist within the market - which may act as a competitor or complement to any new developments - as well as better understand existing programmatic offerings.

VENUE AUDIT

Given the sports focused design renderings, LSG focused our efforts on identifying venues within a 100 mile radius of Belpre, OH that possess outdoor diamonds and/or multi-purpose rectangle fields. In doing so, we are able to better understand the saturation levels of diamonds/rectangles to better understand the demand for rectangles as well as determine alternative diamond facilities that could be used by local programmers.

Local Venues

Local venues are defined as venues with the primary purpose of delivering programming that serve the local community. Many of the venues are also capable of regional tourism with their number of fields, but their primary purpose is to serve the community.

Name	Diamonds	Multi-Purpose Fields	Distance From Civitan Park (miles driving)
Civitan Park	6		0
Belpre Soccer Club		8	0.5
Elite Sports Center		1	4.2
Worthington Baseball Fields	4		5.9
Don Godbey Memorial Fields		1	6.4
Warren (Little Hocking) Baseball Fields	3		7.1
Jackson Ball Fields	6		7.6
Marietta Bantam League	6		15.2
Don and Sue Schaly Field at Pioneer Park	5		16.1
Devola Soccer Complex		7	18.3
Fleek Field	5		22.4
Lowell Baseball/Softball League Fields	5		23.8
Angela Eason Memorial Ballfields	2		25.8
Harrisville Lake Field 3	3		39
New Haven Ball Fields	2		41.8
GCLL Little League Complex	3		51.9
Wellston Ballfields	7		69.3
Symm Valley Ball Fields	5		81.8
YMCA		6	84.9
Lewis Baseball Association Sports Complex Robert J. Conley Fields	4		87.8

Y City Ball Park	4		90.8
PYAA Sports Athletic Complex	8	8	95

The above is not an exhaustive listing of sports venues and does not include school athletic facilities.

Regional Venues

Regional venues are defined as venues that LSG believes main purpose are to support regional tourism and host a large number of teams for tournaments and events. Most of these venues are also utilized by their local community but their primary purpose seems to be supporting regional tourism.

Name	Diamonds	Multi-Purpose Fields	Distance From Civitan Park (miles driving)
Parkersburg Soccer Club		5	4.3
Don Godbey Memorial Fields	13		6.4
Williamstown Soccer Club		4	16.7
Athens Sandlot Baseball & Softball League	8		35.8
Sue Morris Sports Complex	3		64
The Bridge Sports Complex	4		82.8
The Rock Sports Complex	4		85.7
Shawnee Sports Complex	4	6	86.7
City of Hurricane - Bridge Park Ball Fields	4		95.3

The above is not an exhaustive listing of sports venues and does not include school athletic facilities.

PROGRAMMING

When referring to programming, LSG is solely referring to organized youth sports programming. Therefore, other events such as the Belpre Homecoming Festival, fishing tours, and the River Concert Series are not included in the market scan.

Given the sports focused design renderings, LSG focused our efforts on identifying the existing programming at Civitan Park and within 15 miles of the park, as well as programming that would be able to utilize the offerings in the design renderings. Since the design renderings revealed baseball diamonds, softball diamonds, and rectangular fields, the project team targeted our search for baseball, softball, soccer, flag football, lacrosse, and field hockey.

In doing this research, we were able to understand the communities existing offerings for each sport and determine where there is demand for more sports surfaces from the existing programmers.

Civitan Park Sports Programming

The high school diamonds at Civitan Park are the home fields for both the Belpre High School baseball and softball teams and are also utilized by the Belpre Junior Baseball & Softball Association. Other local programs such as the Blennerhassett Bears, a travel baseball team, also

MARKET SCAN & RECOMMENDATIONS

regularly utilize the diamonds on a seasonal basis. It is not known to the project team whether any other sports user groups utilize the park for games or practices.

Program Name	Sport	Classification
Belpre Junior Baseball & Softball Association	Baseball + Softball	Community
Blennerhassett Bears	Baseball	Travel
Belpre High School Athletics	Baseball + Softball	High School

Other Local Programming

Other local programming is defined as youth sports programs and organizations for members of the community that are not based out of Civitan Park. Each program was also given a classification based on if it is community based or travel based. Community based programs typically stay within the community while travel based programs will travel to play games or tournaments.

Given the initial design renderings, the project team focused our efforts on identifying youth sports programs (baseball, softball, soccer, flag football, lacrosse, field hockey) within a 15 mile radius of Belpre, OH.

Program Name	Sport	Classification	Distance From Civitan Park (miles driving)
Belpre Soccer Club	Soccer	Community	0.5
Youth Empowered NFL Flag Football	Flag Football	Community	1.3
River Valley Soccer Club	Soccer	Travel	4.2
Parkersburg Soccer Club	Soccer	Community	4.2
Warren Warrior Youth Baseball League	Baseball	Community	7.1
Ohio Hotshots Premier Softball	Softball	Travel	10.8
Warren Youth Softball Association	Softball	Community	11
Marietta Bantam League	Baseball + Softball	Community	15.1

The above is not an exhaustive listing of sports programs and does not include school athletic programs.

RECOMMENDATIONS

Expanding youth sports in small communities offers invaluable local and regional benefits by fostering a sense of belonging, promoting healthy lifestyles, and boosting economic activity. Participation in team sports cultivates teamwork, discipline, and social skills among young people, contributing positively to their personal development. As more youth engage in sports, communities witness an increase in local engagement and pride, often leading to stronger community ties. Additionally, the development of sports programs can attract families and visitors for competitions and events, stimulating local businesses and enhancing regional exposure. Overall, investing in youth sports initiatives nurtures the next generation while strengthening community cohesion and driving economic growth.

Civitan Park should proceed with the addition of more multipurpose fields to support its rapidly growing flag football programs while also developing plans to expand recreational soccer offerings. As participation in these sports continues to rise, enhancing the facilities will not only accommodate more players and teams but also elevate the quality of the recreational experience for the community. Expanding the multipurpose fields will promote greater utilization, allowing for a wider range of activities and events. By investing in these developments, Civitan Park can become a central hub for youth sports, encouraging physical activity, teamwork, and community engagement, ultimately benefiting the well-being of residents and the vibrancy of the community as a whole.

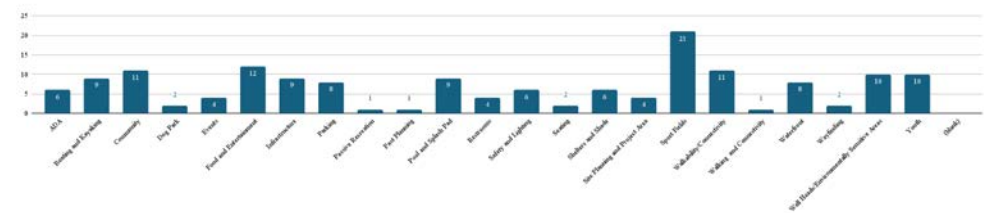
For the new multipurpose fields at Civitan Park to effectively support the increased level of play from expanded flag football and recreational soccer programs, it is essential that they are properly constructed with adequate drainage systems and sports lights. Well-designed drainage will ensure that the fields can withstand heavy use and adverse weather conditions, preventing waterlogging and preserving the quality of the playing surface. Similarly, sports lights allow for play to continue past dusk and into the evening hours, thus expanding the playability timeframe. This investment in infrastructure not only enhances the safety for athletes but also reduces maintenance costs over time. By prioritizing proper construction and drainage, Civitan Park can create durable, high-quality fields that meet the demands of the community's growing sports programs and foster a sustainable environment for future generations of players.

Lastly, new multipurpose fields at Civitan Park could offer a valuable asset that extends far beyond just sports, serving as versatile spaces for a variety of community events such as festivals, concerts, and vendor shows. These expansive areas could accommodate large gatherings, providing a central location for cultural celebrations, community fundraisers, and entertainment events that foster social interaction and bring residents together. By hosting diverse activities, the fields would enhance community engagement, support local businesses, and create a vibrant atmosphere that attracts visitors from surrounding areas. This multifunctional use not only maximizes the investment in the fields but would also enrich the community's cultural landscape, creating a dynamic space that benefits everyone.

To optimize the use of the multipurpose fields at Civitan Park, relocating the stage to a more strategic position can transform the natural landscape into an effective seating area for large events. By placing the stage in a way that allows the fields to serve as an informal amphitheater, attendees can enjoy performances and gatherings while comfortably seated on the grass, enhancing the overall experience. Additionally, the stage can be utilized for sporting events, functioning as a tournament headquarters where organizers can facilitate schedules, provide information, and accommodate vendors. This flexible approach not only maximizes space but also enriches the park's functionality, creating a vibrant hub for both recreational and cultural activities within the community.

APPENDIX

Appendix A: Belpre, Oh Civitan Park Stakeholder Comment Analysis



Row Labels	Count of Tag
ADA	6
Boating and Kayaking	9
Community	11
Dog Park	2
Events	4
Food and Entertainment	12
Infrastructure	9
Parking	8
Passive Recreation	1
Past Planning	1
Pool and Splash Pad	9
Restrooms	4
Safety and Lighting	6
Seating	2
Shelters and Shade	6
Site Planning and Project Area	4
Sport Fields	21
Walkability/Connectivity	11
Walking and Connectivity	1
Waterfront	8
Wayfinding	2
Well Heads/Environmentally Sensitive Areas	10
Youth	10
(blank)	
Grand Total	157

LEGACY SPORTS GROUP

MANAGEMENT • CONSULTING • EVENTS

INTRODUCTION

“American Structurepoint is conducting an analysis of Civitan Park in Belpre, Ohio to determine how the park can be transformed into a centerpiece for the city and better serve members of the community. As a part of Structurepoint’s research efforts, the renovation/addition of sports facilities rose to the top as being the primary element community members would like to see enhanced. Given this finding, Structurepoint has engaged Legacy Sports Group (LSG) to perform a market scan of Belpre, Ohio and the surrounding area to gain a better understanding of current market offerings.”

Legacy Sports Group submitted a report, outlining the findings of our market scan in November 2024. Since then, America Structurepoint has worked to finalize their master plans for Belpre, OH. As a follow up, American Structurepoint has requested LSG to provide estimates on the number of visitors and visits that could be generated as a result of the sports related improvements proposed.

CIVITAN PARK VISITOR & VISIT ESTIMATEES

Legacy Sports Group made calculations based on our perception of Civitan Park’s capability to attract and capacity to host events and activities.

Sport Surface	Athletes	Spectators	Visitors	Visits
Multi-Purpose Fields (2)	8,276	19,862	27,562	56,986
Flag Football Fields (6)	5,300	10,340	15,640	53,968
Diamonds (3)	3,756	9,686	13,442	34,272
Pickleball (2) & Tennis (1)	1,087	361	1,448	10,571
Basketball Courts (2.5)	552	55	607	3,036
Total	18,419	40,249	58,092	155,796

The above estimates are based on the assumptions outlined below. No review of pre-existing programmatic offerings nor of any historical Civitan Park schedules was conducted.

GENERAL ASSUMPTIONS:

- 1. All visitor/visit calculations are high-level conservative calculations
- 2. Visitor types (local, day-tripper, overnight) were not segmented therefore “trips” are not included in our calculations
- 3. Calculations do not take into consideration event overlap nor sport surface crossover
- 4. Any athletes participating in local organized programming were only accounted for 1x as a unique visitor who visits align with the duration of the organized program
- 5. Outdoor sports facility assets are open and operational March 1 - October 31
- 6. Only local open play/league play was considered for the pickleball courts (2), tennis court (1) and basketball courts (2 ½)

- 7. A 0.1 multiplier was used for all open play activity. A 0.6 multiplier was used for all practices/weekday activity. A 1.6 multiplier was used for all adult league programming. A 2.6 multiplier was used for all youth games/competitions. A 3.0 multiplier was used for all home high school baseball & softball games.

SPORT SPECIFIC ASSUMPTIONS:

Sport: Soccer
Fields: 2 synthetic purpose built fields

- Assumptions:**
- 1. One resident soccer club (150 athletes/season)
 - 2. Spring & Fall season(s) of club youth soccer practice (12 week season)
 - 3. Spring & Fall season(s) of club youth soccer league games (300 new athletes/week + spectators)
 - 4. Youth Summer Camps x 4
 - 5. Spring, Summer & Fall adult rec leagues x 2 days/week (8 week leagues)

Sport: Flag football
Fields: 6 synthetic purpose built fields

- Assumptions:**
- 1. One resident flag program (200 athletes/season)
 - 2. Spring & Fall season of youth flag football practice (12 week season)
 - 3. Spring & Fall season of youth flag football games/events x 5 (360 new athletes/week + spectators)
 - 4. Youth summer camps x 6
 - 5. Spring, Summer & Fall adult rec leagues x 2 days/week (8 week leagues)

Sports: High School Baseball/Softball
Fields: 1 purpose built Baseball field + 1 purpose built Softball field + 1 Little League field

- Assumptions:**
- 1. Home to the Belpre High School Baseball team and softball team
 - 2. All practices and home games are played at the Civitan fields
 - 3. Then practice and game schedule was modeled after historic schedules for each respective team
 - 4. Little league programming factors the simultaneous use of all 3 diamonds

Sport: Pickleball/Tennis
Fields: 2 purpose built pickleball courts & 1 tennis court

Assumptions:

- 1. Only factored open play & local league play
 - a. Open play runs March 1 - October 31, Monday - Sunday (7 days/week)

Sport: Basketball
Fields: 2 ½ purpose built basketball courts

- Assumptions:**
- 1. Only factored open play & local league play
 - a. Open play runs March 1 - October 31, Monday - Sunday (7 days/week)

MARKET SCAN & RECOMMENDATIONS

INTRODUCTION

Civitan Park Economic Impact Estimates

The American Structurepoint team has developed a new park plan and visitation analysis with our partner, the Legacy Sports Groups. Both efforts showcase how modifications to the park facilities can increase their use. We also note that the new proposed features will attract 155,796 visits to Civitan Park and Belpre, Ohio, every year. While having more attendees utilize the park features is a great start, American Structurepoint also explored the economic impacts of these new facilities to help track the scale of investment and benefits to the community.

We prepared an Input/Output analysis utilizing IMPLAN, an industry-standard economic development impact modeling software, to showcase the potential benefits. The following are the results of that analysis.

Assumptions

The Legacy Sports Group predicted 155,796 total annual visits. Based on consumer behavior, many of these Civitan Park visitors will purchase products from local businesses, such as gasoline, snacks, retail items/snacks, or prepared meals.

The following are the most likely businesses patronized by visitors:

- Gasoline stations
- Full-service “sit-down” restaurants
- Limited service “fast food” restaurants
- Retail stores for general items like chairs, sunscreens, snacks, bottled water, etc.)

Number Of Visits Generating Local Shopping Trips:

However, it is not commonplace for all visitors to shop or dine at a local business every time they are in town. Therefore, we reduced the total number of visits towards by a fixed percentage based on the type of business they are most likely to shop at while in town. The following list illustrates the number of annual visits anticipated locally to each business category:

- Gasoline purchase visits were reduced to 50 percent or 77,898 annually.
- Dine-in restaurant visits were reduced to 25 percent or 38,949 annually.
- Limited-service restaurants (fast food/coffee, etc.) visits were reduced to 25 percent or 38,949 annually.
- Retail store visits were reduced to 50 percent or 77,898 annually.

Average Amount Spent

To help build out the analysis, we also assumed the following average purchases for each type of transaction:

- Gasoline - \$40.00
- Dine-in restaurant - \$80.00
- Limited-service restaurant - \$50.00
- Retail stores - \$100.00
- Average hotel night fee - \$140.00

New Economic Impact Created

Utilizing the assumption outlined above and the projected visits to Civitan Park, we created the following economic impacts, representing new activity brought to Belpre.

Total Economic Impact

- **Employment Impact:** 124.1 total jobs created.
- **Labor Income:** \$5.16 million contributed to wages and earnings.
- **Total Economic Value Added:** \$9.63 million in net economic benefit, including wages, rents, and business earnings.
- **Total Output:** \$5.83 million in total economic activity generated.

Key Industry Contributions

- Restaurants saw the highest direct employment impact (34.96 jobs), with a total output of \$3.1 million.
- Retail Spending contributed \$2.5 million in direct output and accounted for 24.11 jobs.
- Limited-Service Restaurants generated 20.11 jobs, with a total output of \$1.95 million.
- Visitors & Gas Spending created 3.06 direct jobs, generating \$2.23 million in output.

Multiplier Effects

- Indirect effects (supply chain impacts) added \$5.97 million in output.
- Induced effects (employee spending) contributed \$4.87 million to the economy.

Future Development - Hotel

In addition to the activity generated by park visitors, the master plan includes the potential for a new hotel facility to provide overnight accommodations for park and Belpre guests. The plans show a three-story 55,000-square-foot hotel with approximately 70 guest rooms. With an industry average construction cost of \$150 per square foot, the total value for the construction of the proposed hotel would be \$8,250,000. A hotel of this size employs 35-50 employees. This new destination will add a new amount of economic activity to Belpre. Therefore, this impact was modeled separately to differentiate the impacts of the hotel itself from those generated solely by Civitan Park visits.

New Hotel Impacts

The construction value is \$8,250,000, and 50 new direct employees. The economic impact for Belpre is projected to generate **75 jobs**, with a total economic output of **\$12.53 million**. The breakdown includes:

- **Direct Impact:** 50 jobs, contributing \$8.25 million in output.
- **Indirect Impact:** 13 jobs, adding \$2.29 million in output.
- **Induced Impact:** 12 jobs, generating \$1.99 million in output.
- This development will also bring \$3.85 million in labor income and \$7.43 million in value added to the local economy.

MARKET SCAN & RECOMMENDATIONS

Impact of Hotel Guests

Earlier in this report, we noted that an estimated 15,580 room nights would be booked for those coming to Civitan Park. Others will also stay in the area at this new facility, such as relatives visiting family members, contractors, etc. Hotels of a similar size book 65 to 75 percent of all their rooms out of the calendar year for an average of 25,000 room nights booked. This analysis used the total booking number to model the hotel’s total economic impact on the Belpre area. We also removed the direct jobs created from this part of the analysis since those new jobs were included in the new hotel analysis. This analysis highlights the financial ripple effect of hotel stays, showing how visitor spending supports local employment and economic activity, resulting in the following additional economic impacts:

- The total economic impact was estimated at \$1.76 million in total output, with employment contributions as follows:
 - **Induced Impact:** 5.07 jobs, generating \$817,956 in total output.
 - **Indirect Impact:** 5.38 jobs, contributing \$945,451 in total output.
 - **Total Impact:** 10.44 jobs, with \$518,146 in labor income and \$911,177.

Total Economic Impact Summary

The combined impact of the Civitan Park updates and new hotel development in Belpre, Ohio, would generate **\$18.36 million in total economic output**, as shown in the following breakdown:

- **124.1 total jobs** created through visitor spending and hotel operations.
- **\$5.16 million in labor income**, supporting wages and earnings.
- **\$9.63 million in total economic value added**, including business earnings and rents.
- **\$12.53 million** additional impact from the **hotel construction and operations**.
- **\$1.76 million** in economic output from **hotel guest spending**.

These developments contribute significantly to local business activity, employment, and economic growth.

Opportunities to compete for external sources for funding that are intended to support the design and construction of park, recreation, trail, sidewalk, and other related infrastructure are anticipated to be available in the months ahead. Both the Federal and State governments have programs that can support, in whole or in part, aspects of this parks master plan. Examples include:

- o Programs enacted by the 2021 Bipartisan Infrastructure Law, including RAISE/BUILD, Safe Streets for All, and Active Transportation Infrastructure Investment Program
- o Federal Congressional Directed Spending
- o Appalachia Regional Commission Call for Projects
- o State of Ohio Biannual Budget Request (odd years)
- o State of Ohio Capital Budget Request (even years)
- o Ohio Dept. of Natural Resources Funding

Belpre is encouraged to seek out opportunities to collaborate with regional partners on funding applications. Potential partners who can support the development of applications include regional planning and development organizations like the Buckeye Hills Regional Council and the Southeast Ohio Port Authority as well as other nearby jurisdictions, including the City of Athens, City of Marietta, and the Outdoor Recreational Council of Athens County (ORCA) that are pursuing similar active transportation/recreation-focused infrastructure projects.



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