

Deerpath Community Park

Market Analysis & Advisory Services

January, 2023



JOHNSON
CONSULTING

Introduction

Transmittal Letter

January 12th , 2023

Re: Deerpath Community Park Market Analysis & Advisory Services – Lake Forest, Illinois

Dear Mr. Chuck Meyers, Superintendent of Parks & Forestry, City of Lake Forest:

C.H. Johnson Consulting, Inc. (Johnson Consulting) is pleased to submit this report to you regarding the market analysis and advisory for the proposed renovations at Deerpath Community Park in Lake Forest, Illinois. Pursuant to our engagement, this report fulfills the scope of work outlined in the project proposal submitted by Johnson Consulting to The City of Lake Forest on May 25, 2022.

Johnson Consulting has no responsibility to update this report for events and circumstances occurring after the date of this report. As the ongoing impacts of the global COVID-19 pandemic impact is still uncertain, our report outlines our assumptions based on experience from previous economic disruptions, but the actual impact will not be known for the foreseeable future. The findings presented herein reflect analyses of primary and secondary sources of information. Johnson Consulting used sources deemed to be reliable but cannot guarantee their accuracy. Moreover, some of the estimates and analyses presented in this study are based on trends and assumptions, which can result in differences between projected results and actual results. Because events and circumstances frequently do not occur as expected, those differences may be material.

We have enjoyed serving you on this engagement and look forward to providing you with continuing service.

Sincerely,

C.H. Johnson Consulting, Inc.

C.H. Johnson Consulting, Inc

Executive Summary

Key Report Findings

Based on the Analysis conducted from the attached report, Johnson Consulting has determined the following findings:

1. Local characteristics are primed for high-utilization in youth sports programming

Lake Forest is a strong community with a stable population base and high median household income. The unique characteristics of having an above average cohort of population under the age of 25 is a good indicator for youth sports and recreation success. While Lake Forest is a small population, the intent behind the development of Deerpath Community Park seems to be a local serving facility, in which case the surrounding population is less impactful on predicting success for the facility.

2. Right-sizing the facility

Through site analysis and discussions with the City of Lake Forest, it would not appear feasible to operate under the 7.6 acre field layout. The limitations in surface configuration as well as true number of surfaces would deem too large a burden on the City of Lake Forest Parks and Recreation programs. The smaller layout would not allow for any new programming to be added to Deerpath Community Park, as well as the eliminating the option of absorbing some existing programming from other Lake Forest Parks.

3. Operations Analysis

The goal of the development of Deerpath Community Park is to highlight the park as the premier athletics facility in the Lake Forest Parks & Recreation system. Some neighborhood and local parks in Lake Forest that are currently managing a percentage of athletics are not ideal for competitive programming. The potential for absorption of some of that programming into Deerpath will theoretically allow the other parks to operate as they were designed, while also reducing the maintenance costs for those parks. In the analysis of current and projected usage of Deerpath Community Park as well as absorbed hours from other Lake Forest parks, the summer season is forecasted to have the greatest opportunity for potential additional revenue to be generated. The ability to both absorb some programming from other Lake Forest Parks as well as offer field hours to external users will make Deerpath Community Park a powerhouse facility for local sports and recreation.

4. Economic Impact

The 9.5 acre field layout would generate more rental revenue compared to the 7.6 acre layout at equal rental rates and utilization. Johnson Consulting believes that the proposed rental range of \$20-\$30 per hour is well below market level for local programming, and a significant amount of revenue can be generated. A more market competitive rate of \$100 per hour could generate higher additional revenue. The potential additional revenues outlined in this report are a conservative approach to youth sports programming.

Introduction

Study Introduction & Methodology

Johnson Consulting was retained by The City of Lake Forest to conduct a Market Assessment for Deerpath Community Park in Lake Forest, Illinois. The study aims to foster the ability of the City, as well as the community of Lake Forest, to make informed decisions regarding the development and continuing operation of the park. Broadly, the objective of this study is to answer the following questions:

- **What is the local market's potential capacity to support the new project?**
- **What can broader industry trends and specific case studies offer in terms of best practices for the proposed project?**
- **What level of utilization and demand may be generated by the project?**
- **What economic and fiscal impacts could be generated by the project?**

In order to answer the questions above, Johnson Consulting developed and executed a comprehensive methodology for the study.

This report serves as an advisory document to the City and design team. **It does not constitute a full feasibility study which may be requested at a later date.**

Introduction

Methodology

In order to complete the analysis required for this project, Johnson Consulting is performing the following tasks:

- 1. Analyze local market characteristics, based upon published sources of data and information.**
 - a) Key data points include age, median household income, population trends
 - b) Comparison of Lake Forest to County, State, and National averages
- 2. Project the market performance of the proposed project in terms of demand and utilization.**
 - a) Audit competitive facilities in the local market to analyze field uses, rental rates, and market capture opportunity
 - b) Determine current programming demands and utilization at Deerpath Community Park as well as other parks in the City of Lake Forest
 - c) Apply population numbers to local and national sports participation trends to determine the potential Market Penetration at Deerpath Community Park within a 30 minute drive time capture area
- 3. Estimate the economic and fiscal impact of the proposed project.**
 - a) Estimate potential revenues using historical operations and future demand implications for future local and external use rentals

Introduction

Recommendations

Based on the Analysis conducted from the previous page as well as engagement with Lake Forest Recreation Programming, Lake Forest School District 67, and Lake Forest community based athletic organizations, Johnson Consulting has determined the following recommendations to meet current and potential programming needs:

1. Local Market Characteristics

- a) Strong median household income and above average youth cohorts (ages 5-24) show strong market potential for high level sports facilities.
- b) Participation trends are in line with regional averages and the proposed site layout will support potential market penetration.
- c) Local field inventory shows a demand for high quality turf playing surfaces, especially for youth sports leagues practices, games, and potential tournaments.

2. Site Assessment

- a) The larger (9.5 acres) site will provide more fields and in turn allow for increased programming potential at the park.
- b) Having a concrete walking path associated with the larger provides divided programming potential, as well as the ability to use lower lighting options for the park.
- c) If the City of Lake Forest were to absorb some local programming (Lake Forest Rec Department, Lake Forest School District, Lake Forest Lacrosse Association, Lake Forest Soccer Association, Lake Forest Baseball Association, Bandits Lacrosse, and American Youth Soccer Association, among others) in DCP, the larger field layout will provide more field hours to be absorbed into the park.
- d) Current utilization at Deerpath Community Park allows for increased programming or absorption from the groups listed above under both field options, with the 9.5 acre layout being able to absorb the most programming.

3. Financial Implications

- a) The 9.5 acre field layout would generate more rental revenue compared to the 7.6 acre layout at equal rental rates and utilization.
- b) Johnson Consulting believes that the 9.5 acre field layout at Deerpath Community Park is most viable for the programming needs for both the local community and the potential external users that the park may draw.

In assessing these needs, along with market conditions and demand generated within Lake Forest, Johnson Consulting is recommending the development of Deerpath Community Park under the guidelines of the 9.5 acre layout. The combination of the increased useable space along with the concrete walkway aims to best suit current and future programming and allow the City the most flexibility moving forward. Johnson Consulting believes that the 9.5 acre field layout at Deerpath Community Park is most viable for the programming needs for both the local community and the potential external users that the park may draw.

Market Demographics



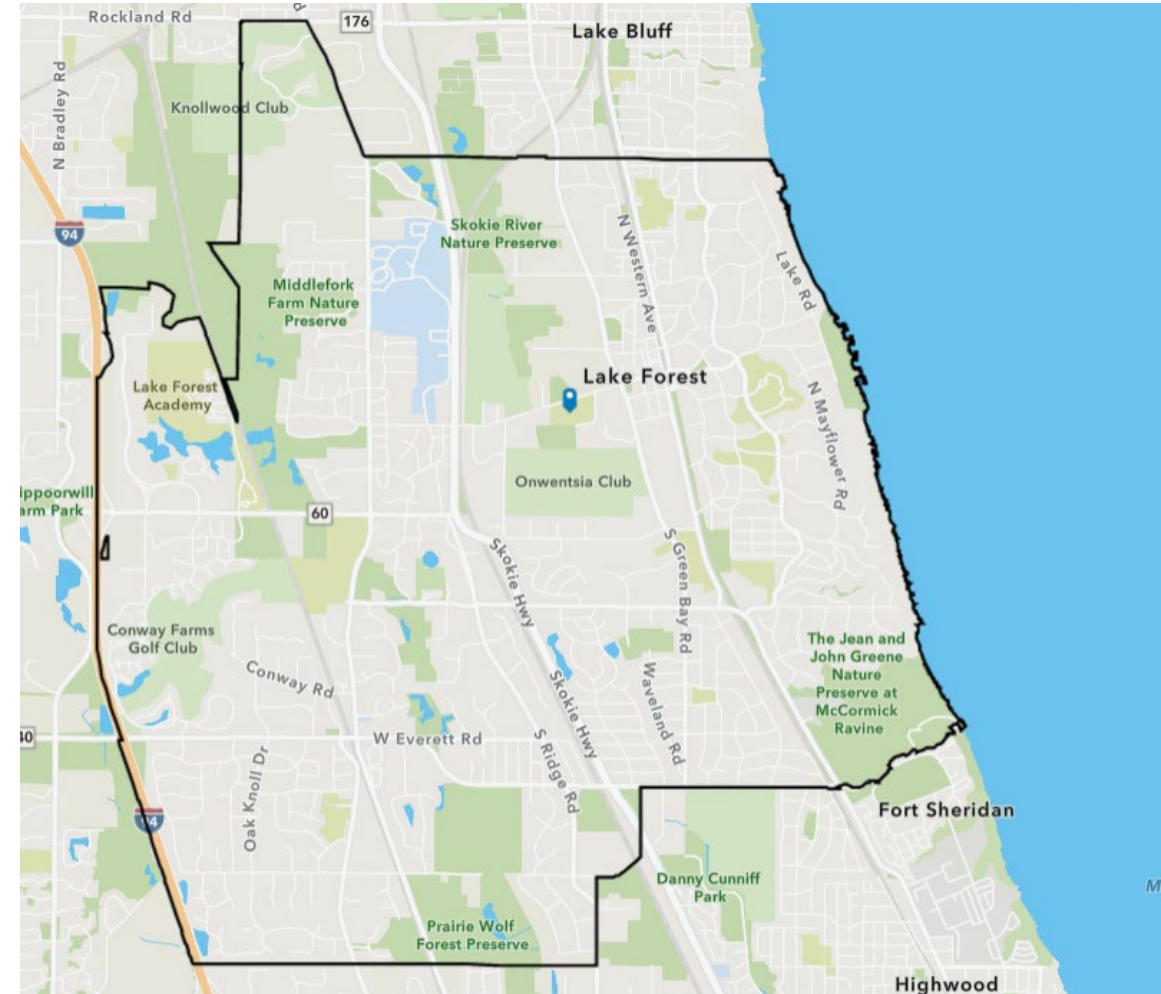
Economic & Demographic Trends

Overview

The City of Lake Forest is located in Lake County, Illinois, which is one of the 14 counties that comprise the Chicago-Naperville-Elgin, IL-IN-WI Metropolitan Statistical Area ('Chicago Metro Area'). Lake Forest has a population of nearly 20,000 residents and is located approximately 32 miles to the north of downtown Chicago, the metro area's anchor city.

Lake Forest is commonly regarded as an excellent suburb to live, with a high quality of amenities and its proximity to Chicago. The market and demographic profile for Lake Forest makes it a desirable location for parks programming including sports as well as other forms of public recreation.

Deerpath Park is a roughly 25 acre public park owned by the City of Lake Forest. The park hosts a variety of programming for all ages. Programming includes youth sports, high-school and middle-school activities, as well as summer camps.



Economic & Demographic Trends

Population					
	2010	2022	2027	CAGR** 2010-2022	CAGR** 2021-2027
United States	308,745,538	333,934,112	345,887,495	0.7%	0.7%
Illinois	12,830,632	12,740,556	12,560,734	-0.1%	-0.3%
Lake County, IL	703,444	712,360	708,626	0.1%	-0.1%
City of Lake Forest	19,403	19,281	19,116	-0.1%	-0.2%
<i>**Compounded Annual Growth Rate</i>					
<i>Sources: Esri, Johnson Consulting</i>					

Median Household Income			
	2022	2027	CAGR
United States	\$64,730	\$72,932	2.4%
Illinois	\$76,812	\$89,538	3.1%
Lake County, IL	\$102,827	\$117,039	2.6%
City of Lake Forest	\$198,005	\$200,001	0.2%
<i>Sources: Esri, Johnson Consulting</i>			

Population

The resident population of Lake Forest is 19,281 in 2022, but is well supported by the significant population of Lake County, over 700,000 residents, as of 2022. Between 2010 and 2022, the population of Lake County was relatively stagnant, declining by 0.1% per year, which is below the national average of 0.7% per year.

While growing population can be an indicator of the need for increased recreational facilities, the current inventory and goals of a community can also strongly affect demand.

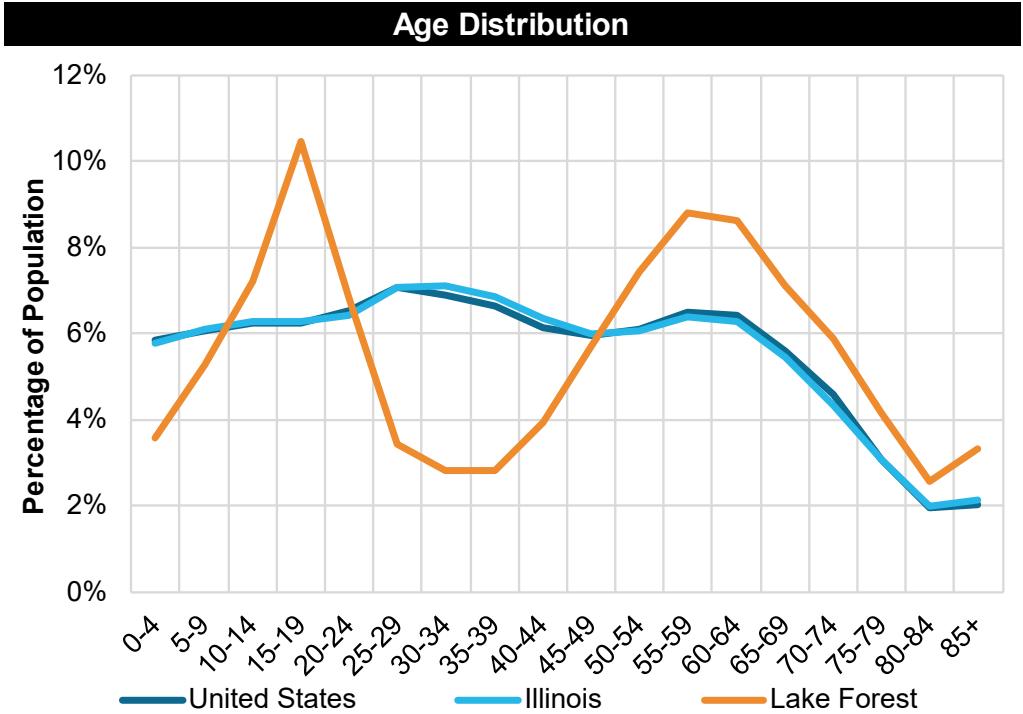
Median Household Income

The median household income in Lake Forest is almost \$200,000 per year, which is significantly higher than the state average (\$76,812) as well as the U.S. average (\$64,730). Income levels in Lake County are projected to grow at a rate of 2.6% per annum over the next five years, with comparable growth forecasts throughout the catchment areas.

Economic & Demographic Trends

Median Age				
	2010	2022	2027	% Growth
United States	37	39	40	6.1%
Illinois	37	39	40	7.6%
Lake County, IL	37	38	39	6.4%
City of Lake Forest	46	48	48	6.0%

Sources: Esri, Johnson Consulting



Sources: Esri, Johnson Consulting

Age

Age is an important demographic indicator to consider when evaluating the market potential for sports and recreation facilities. Some markets seek to attract youth-oriented programming, mainly those with children and young adults starting families. Other markets seek to attract wealthier retirees, who bring economic spending, leisure time, and philanthropic dollars with them.

It is typical to have a high concentration of younger individuals (under age 25) in primary market area that supports a sports facility. While adult leagues are certainly a component of a successful sports facility’s programming, a majority of utilization and demand comes from youth. The key is to achieve a programming balance that works within the social and economic context of the market.

In 2022, the median age of residents in Lake County is 48 years, which is considerably older than the state of Illinois (39 years) and the U.S. (39 years).

When observing the age distribution for the City of Lake Forest, there is an interesting pattern that does not follow the State or National distribution. Lake Forest has a higher concentration of residents age 10-24, as well as 50-69. The higher concentration of target ages for youth sports, along with the low median age within the catchment areas of Deerpath Community Park, show promising signs of increased sports demand.



The background is an aerial map of a school campus. At the top center is 'DEERPATH MIDDLE SCHOOL - EAST'. To the left is a 'POLICE AND FIRE STATION'. Below that is a 'FLOODWAY' and the 'SKOKIE RIVER'. In the center are two large green 'synthetic turf field' areas, one labeled '600' x 750' (~72 acres) and another '600' x 750' (~72 acres). To the right is a 'RECREATION CENTER' and a building labeled 'CROYA'. Numerous red and blue lettered markers (A through T) are placed throughout the map, indicating specific locations of interest. The title 'Facility Audit & Market Penetration' is overlaid in large white text.

Facility Audit & Market Penetration

Local & Regional Market Analysis

Sports Facility Inventory

In evaluating the market demand potential for the proposed improvements at Deerpath Community Park, it is crucial to consider the supply and demand dynamics within the local and regional markets. This includes the supply of various types of playable sports surfaces as well as the demand for those surfaces created by leagues, tournaments, practices, and other types of sporting events. The table below summarizes sports facility inventory in the surrounding area. As the table shows, the Greg Petry Sportspark in Waukegan, IL has the most multi-purpose fields in the broader region (14). Olympic Park in Schaumburg, IL has the most diamond fields (5), as well as 8 multipurpose fields.

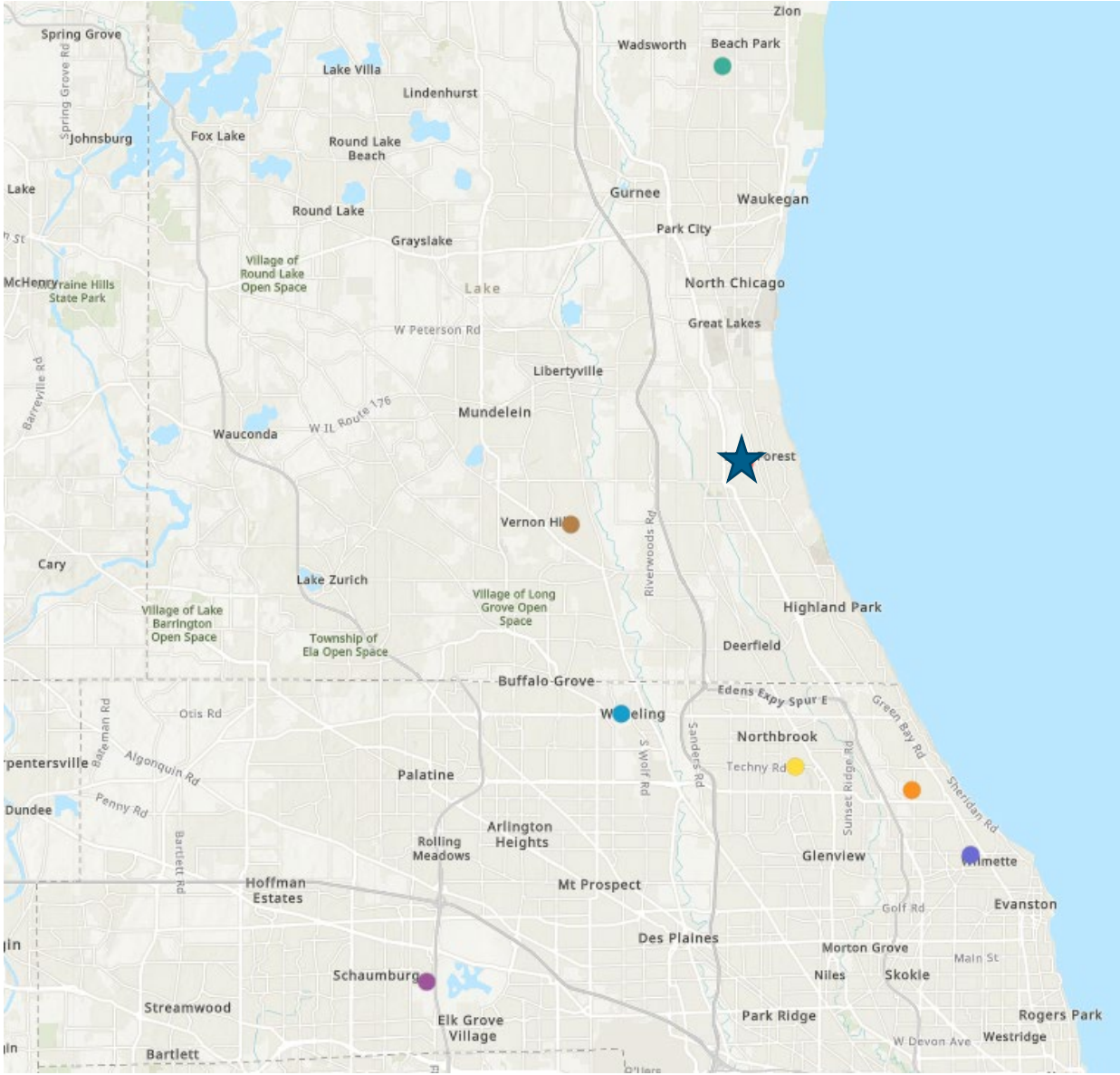
The results of the sports facility inventory indicate that Lake Forest may be below local trends in terms of sports facilities to serve their community. A strong investment in Deerpath Community Park, as presented, would allow for prime opportunity to support athletics and recreation in Lake Forest. The presence of new turf fields would create strong demand for local sports organizations, athletes, and other potential users. High quality turf facilities that are able to extend their usability throughout the season generate more participation and open opportunity for increased use. Based on the surrounding communities and their facilities, the 9.5 acre layout would be a stronger competitor in the market, and could result in Lake Forest having one of the premier sports facilities in the area.

The following page shows a map of the facilities listed in relation to Deerpath Community Park.

Local Sports Facility Inventory							
Facility	Address	City	State	Zip Code	Distance (miles)	Distance (drive time)	Number of fields
Techny Prairie Park	1750 Techny Rd	Northbrook	IL	60062	15	22	2 soccer/ 3 softball/1 baseball
Heritage Park	109 Community Blvd	Wheeling	IL	60090	14	23	4 baseball/7 soccer
Waukegan's Greg Petry Sportspark	3991 W Beach Rd	Waukegan	IL	60085	15	26	4 softball/ 14 soccer
Vernon Hills Athletic Complex	300 Nike Pkwy	Vernon Hills	IL	60061	7	16	10 softball/ 10 soccer
Skokie Play Fields	540 Hibbard Rd	Winnetka	IL	60093	13	24	4 softball/ 2 soccer
Wilmette- Howard Park	830 17th St	Wilmette	IL	60091	16	27	4 softball
Schaumburg- Olympic Park	1675 Old Schaumburg Rd	Schaumburg	IL	60173	34	42	8 soccer/ 5 softball

Source: Relevant Facilities, Johnson Consulting

Local & Regional Market Analysis



- ★ Deerpath Community Park
- Heritage Park
- Schaumburg- Olympic Park
- Skokie Play Fields
- Techny Prairie Park
- Vernon Hills Athletic Complex
- Waukegan's Greg Petry Sportsark
- Wilmette- Howard Park

Local Market Penetration

Target Market Size & Demand

The goal of a market penetration analysis is to generate an estimate for the total number of athletes who could realistically use the facility on a daily basis, and break down these participants by sport/activity. This can provide a figure for space needed to properly sustain demand, as well as provide insight on the most effective use of space, while certain activities require specialized surfaces or playing areas. Obviously, the turf fields at Deerpath Community Park will not be able to draw 100% participation from the population as everyone does not participate in sports. However, it is important to note that these are the target markets from which Johnson Consulting’s projections are based. The table below provides a full age breakdown of the markets.

Target Market Size										
Lake Forest	Population Estimates & Projections	Age 5-9	Age 10-14	Age 15-19	Age 20-24	Ages 25-29	Ages 30-34	Ages 35-39	Ages 40-44	Total Market Size
	2022 Ages 5 - 44 % of the Population	5.3%	7.2%	10.5%	6.8%	3.4%	2.8%	2.8%	3.9%	19,282
	2022 Total Market Potential - Individuals	1,018	1,393	2,017	1,315	664	545	544	761	7,496

Source: Esri, Johnson Consulting

Total Market Demand breaks down the population age 5-44, identified in the Target Market size table, and applies participation rate for each sport. Given Deerpath Community Park’s proposed program, Johnson Consulting identified the national participation rates for soccer, football, lacrosse, baseball, and softball. However, it should be noted that the park has a more expanded program which will account for increased demand.

The market demand is found by taking the total potential market and multiplying it by the percentage of the population that participates in the sports identified above. When doing this, the total amount of people that participate in any of the sports mentioned above is 1,021 within the City of Lake Forest. The figure below shows the total potential market age 5-44 as well as the identified participation rates of the sports previously mentioned in an effort to better gauge the probability of demand at the park.

Target Market Demand												
Lake Forest	Target Primary Market Area Demand: Ages 6 - 44											
	Year	Age 5-14	Age 15-19	Age 20-24	Age 25-34	Age 35-44	Total Potential Market	% Participating in Soccer	% Participating in Football	% Participating in Lacrosse	% Participating in Baseball	% Participating in Softball
	2022	2,411	2,017	1,315	1,209	544	7,496	4.3%	3.5%	0.8%	3.3%	1.7%

Source: SFIA, Esri, Johnson Consulting

Local & Regional Market Penetration

Final Demand Analysis

Johnson Consulting used the target market demand analysis to project the total penetration that the park could conservatively capture within the City of Lake Forest. A 75 percent capture rate for the City of Lake Forest was assumed. These numbers were taken to be the average market percentages that a facility in Lake Forest could draw. The total market penetration for Lake Forest is 766. In other words, at stabilization, Deerpath Community Park could reasonably expect 766 athletes for daily games, practices, and other sporting events at the park.

This figure is lower than data provided by the City of Lake Forest. This could be a result of conservative estimations, or possibly an exceptionally high capture rate for sports participation within the City of Lake Forest.

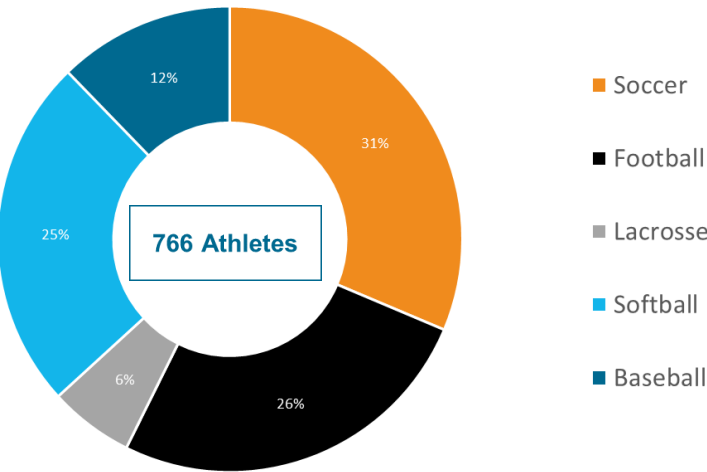
It should also be noted that the percentage breakdown of sports in Lake Forest may not be identical to the participation rates actualized. These are a general market assumption of averages used to estimate potential within a given area.

Final Demand Analysis - CHJC Final Projected Penetration

Lake Forest	Target Primary Market Area Demand: Ages 5 - 44				
	Year	Total Market	Total NET Population	Estimated Market Penetration	Total Penetration
	2022	1,021	1,021	75%	766

Source: SFIA, Esri, Johnson Consulting

Potential Athletes By Sport



Operations Analysis

DEERPETH MIDDLE SCHOOL - EAST

POLICE AND FIRE STATION

RECREATION CENTER

SKOKIE RIVER

synthetic turf field 600' x 750' (~72 acres)

Labels: A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T

Historical Operations

To properly estimate potential demand for Deerpath Community Park, we first reviewed the historical operations at the park to understand the existing demand and financials. We then used the historical operations data to develop recommendations regarding the facility's physical program (e.g. number of playing surfaces, community space and other dry amenities). Based upon this program, and considering the historic demand, we projected demand at Deerpath Community Park and prepared demand projections for the park in terms of programming absorption, new programming, and potential revenue.

The table below presents a historic review of operating at Deerpath Community Park from 2018-2022, including the estimated revenue for fiscal year 2022 that was provided by the Lake Forest Parks, Recreation and Forestry Department. As shown in the table, operating revenues grew from FYE 2018 to FYE 2019, and remained fairly consistent in FYE 2020. There was an evident decrease in operating revenue in 2021, most likely caused by restrictions and concerns regarding the COVID-19 pandemic. However, revenue projections for FYE 2022 are estimating 5-year highs for revenue, assuming a strong recovery as programming returns to normal and even continues to grow. These figures will be the basis for our program recommendations and financial projections at Deerpath Community Park.

Historical Program Revenue																
Program	2018			2019		2020		2021		2022		CAGR*				
			% of Total		% of Total		% of Total		% of Total		% of Total					
TACKLE FOOTBALL	\$	32,493	9%	\$	29,809	8%	\$	37,094	10%	\$	37,541	30%	\$	97,956	23%	24.7%
LACROSSE	\$	59,563	17%	\$	53,857	14%	\$	8,392	2%	\$	322	0%	\$	12,385	3%	-27.0%
BASEBALL	\$	71,203	20%	\$	71,982	18%	\$	47,056	13%	\$	46,690	38%	\$	149,838	36%	16.0%
ADULT SOFTBALL	\$	9,145	3%	\$	6,405	2%	\$	5,005	1%	\$	3,720	3%	\$	3,350	1%	-18.2%
SOFTBALL- HOUSE LEAGUE	\$	-	0%	\$	-	0%	\$	-	0%	\$	-	0%	\$	8,967	2%	0.0%
FLAG FOOTBALL	\$	22,430	6%	\$	26,384	7%	\$	37,050	10%	\$	33,894	27%	\$	54,270	13%	19.3%
ALL STARS & BEYOND CAMP	\$	164,822	46%	\$	205,083	52%	\$	231,993	63%	\$	2,245	2%	\$	94,349	22%	-10.6%
TOTAL REVENUES	\$	359,656		\$	393,519		\$	366,589		\$	124,412		\$	421,115		3.2%

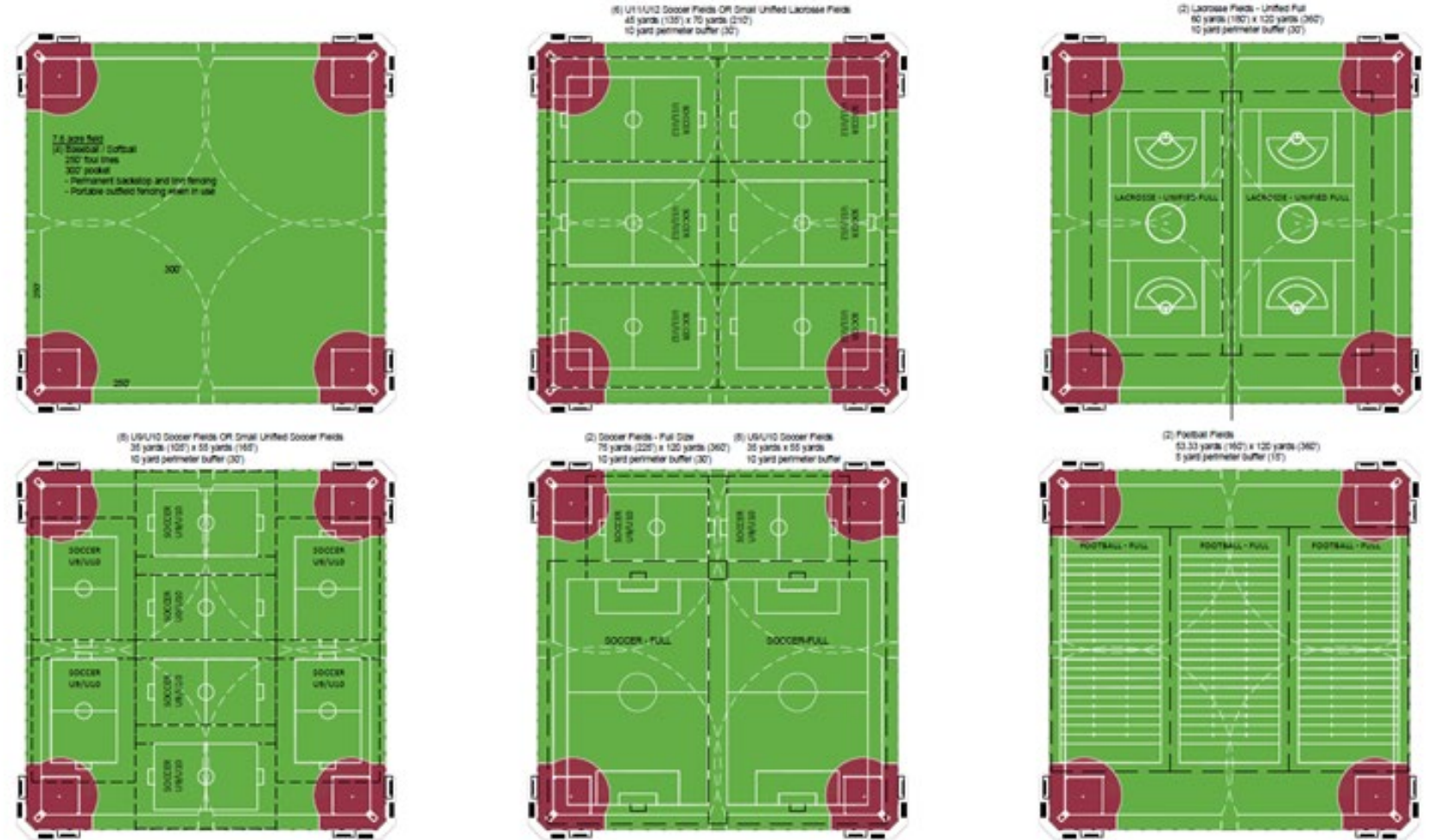
*Compounded Annual Growth Rate - growth from 2018-2022 annualized over the 5 year term

Source: City of Lake Forest, Johnson Consulting

Operations Analysis

7.6 Acre Field Layout

- 2 Full-size rectangular fields
 - Suitable for 11 v 11 soccer, lacrosse, etc.
- 4 Diamond fields
 - Suitable for baseball, softball, kickball, youth recreation activities
- 3 Football Fields
- 8 youth sized rectangular fields
 - Suitable for 7 v 7 soccer and other youth scale sports



Field Layout Options - 7.6 acre field
Deerpath Park Synthetic Turf Fields
Lake Forest, Illinois



SCALE: 1" = 75'
0 25 50 75 100
Feet

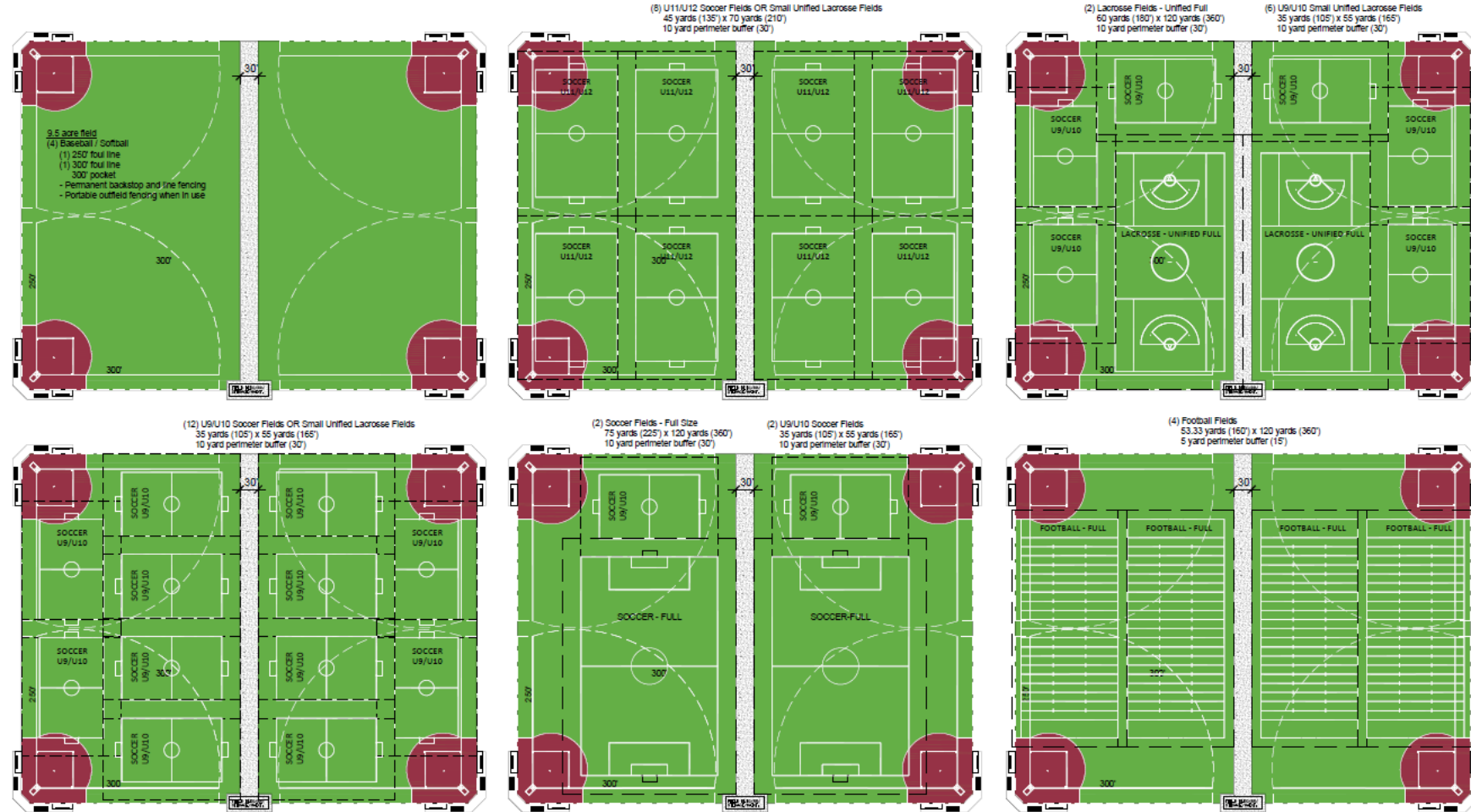
City of Lake Forest

Prepared by:
Prisma Engineers
Ray and Associates Inc.
Robert Aulis & Associates Architects
Johnson Consulting
WB Olson

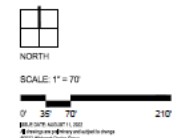
Operations Analysis

9.5 Acre Field Layout

- 2 Full-size rectangular fields
 - Suitable for 11 v 11 soccer, lacrosse, etc.
- 4 Diamond fields
 - Suitable for baseball, softball, kickball, youth recreation activities
- 4 Football Fields
- 12 youth sized rectangular fields
 - Suitable for 7 v 7 soccer and other youth scale sports
- A concrete walkway dividing the fields into 2 sections
 - Allows pedestrian/spectator access
 - Ease of access to concessions
 - Provides more efficient and lower field lighting



Field Layout Options - 9.5 acre field
 Deerpath Park Synthetic Turf Fields
 Lake Forest, Illinois



PREPARED FOR:
 City of Lake Forest

DESIGNED BY:
 Primavera Engineers
 Hey and Associates Inc.
 Robert Juris & Associates Architects
 Johnson Consulting
 WB Olson

Operations Analysis

The following demand sectors were considered for the incremental programming at the park:

- **RECREATIONAL USE** – The park will continue to host and expand upon the existing Lake Forest Recreation Department programming, including LFRD programs, Lake Forest School District activities, as well as external users such as Lake Forest Baseball, Soccer, and Lacrosse Associations, along with other external users mentioned in this document. As a result of the increased quality at the facility, the recreation department could consider expanding existing programming to include additional leagues or participants in each league.
- **TOURNAMENTS** – Deerpath Community Park has the opportunity to attract local tournaments for a variety of sports and leagues. It was emphasized by local representatives and stakeholders that this project is very much oriented towards community servicing programs first, but there is an opportunity for tournaments and they will be sought as a supplemental layer of demand.
- **CAMPS/CLINICS/LESSONS** – Like tournaments and leagues, camps/clinics/lessons can either be held by outside right holders that rent the facility to hold the event, or held in-house with participants charged an entrance fee. Camps and Clinics are currently offered at the park, but the field quality and additional lighting of the facility will enable it to handle larger camps and sports festivals that could possibly draw from a larger market as well.
- **SPECIAL EVENTS** – Special events include non-sporting events, such as trade shows, conferences, seminars, corporate outings, birthday parties, and large community gatherings.

Implications

Through the operation analysis and discussions with the City of Lake Forest, it would not appear feasible to operate under the 7.6 acre field layout. The limitations in surface configuration as well as true number of surfaces would deem too large a burden on the City of Lake Forest Parks and Recreation programs. The smaller layout would not allow for any new programming to be added to Deerpath Community Park, as well as eliminating the option of absorbing some existing programming from other Lake Forest Parks. For the remainder of demand and revenue projections, this report assumes operations in the 9.5 acre layout.

Demand Projections



Demand Projections

Hours Of Operation

The Hours of Operations table to the right provides a breakdown of when programming hours occur at Deerpath Community Park and other Lake Forest Parks. The hours are broken down by weekdays as well as Saturday and Sunday, due to the parks usage by Deer Path Middle School programs while school is in session. On a weekly basis, there are approximately 40 hours available at Deerpath Community Park, and 30 hours that are programmable at each of the other Lake Forest parks.

The existing programming hours were calculated from the program schedule provided by the Lake Forest Parks & Recreation Staff for each season. Total operating hours multiplied by a twelve week season, and then the number of fields at the park, will then introduce the number of field hours available at the park. Subtracting the existing field hours from total field hours provides a figure for available field hours at Deerpath Community Park or other parks for incremental programming available for the park, as well as current utilization.

While some programming might have slight discrepancies, such as shared field time or overlapping scheduling, it is believed that all the field uses and utilization rates shown in this section give a high level view at the current use of Deerpath Community Park, as well as the available hours for increased programming or possible absorption of programming from other Lake Forest Parks. The hours calculated in the graphic to the right can also be used for all intended users, including Lake Forest Recreation Programming, the Lake Forest School District, and the other sports organizations referenced within this document.

Lake Forest Parks	
Potential Hours of Operation	
Deerpath Park	
Monday - Friday	4:00 PM - 9:00 PM
Saturday	9:00 AM - 6:00 PM
Sunday	12:00 PM - 6:00 PM
All Other Lake Forest Parks	
Monday - Friday	4:00 PM - 7:00 PM
Saturday	9:00 AM - 6:00 PM
Sunday	12:00 PM - 6:00 PM

Demand Projections

Utilization – Spring Season

The table below shows the current programming at Deerpath Community Park for their spring season. In order to create a comparable metric across each season and to compare with other Lake Forest Parks, a unified metric of “field hours” was derived. This metric is calculated by multiplying the number of hours the program has scheduled by the number of fields that the program uses then multiplied by the number of weeks in a given season.

The total amount of current field hours at Deerpath Community Park is 1,054 for the spring season. It should also be noted that the spring season has a majority of its field hours in the diamond layout for baseball/softball events.

Deerpath Community Park Local Demand Data (Spring Season)																	
Organization	Program	Daily Usage Hours							Program Hours/Wk	Program Weeks	Field Type		Field		Field Hrs TOTAL	Deerpath	
		Mon	Tue	Wed	Thur	Fri	Sat	Sun			Fields	R/D	Hrs/Wk	# weeks			
LFRD	Baseball House League	1.5	1.5	1.5	1.5	1.5	4		11.5	10	6	D	69	10	690	460	
	Girls Softball		1.5	1.5	1.5	1.5	2		8	10	4	D	32	10	320	107	
	Love 2 Lax		1.5			1.5			3	6	1	R	3	6	18	18	
CROYA	High School Activities			1					1	4	1	R	1	4	4	4	
	Middle School Activities		1						1	4	1	R	1	4	4	4	
Deerpath Middle School	Wellness	6	6	6	6	6			30	8	1	R	30	8	240	240	
	Cross Country	1.5	1.5	1.5	1.5	1.5			7.5	6	1	R	7.5	6	45	45	
External Athletic Organizations																	
Lake Forest Baseball Association	Baseball							2	2	4	9	6	D	24	9	216	72
Lake Forest Soccer Association	Soccer							4		4	6	3	R	12	6	72	72
Events																	
LFRD	B Bash Baseball Tournament				3	3	8	2	16	1	12	D	192	1	192	32	
Totals															1,801	1,054	

**Derived from Lake Forest Programming Schedule*
*** Field hours derived from programming hours multiplied by number of fields*
Source: City of Lake Forest, Johnson Consulting

Demand Projections

Utilization – Summer Season

The table below shows the current programming at Deerpath Community Park for their summer season. In order to create a comparable metric across each season and to compare with other Lake Forest Parks, a unified metric of “field hours” was derived. This metric is calculated by multiplying the number of hours the program has scheduled by the number of fields that the program uses then multiplied by the number of weeks in a given season.

The total amount of current field hours at Deerpath Community Park is 316 for the summer season. It should also be noted that the summer season is the lowest utilized season. This could be a major opportunity for the City to incorporate new local programming, absorb some existing programming from other Lake Forest Parks, or seek to generate rental revenue from external users or other organizations.

Deerpath Community Park Local Demand Data (Summer Season)																
Organization	Program	Daily Usage Hours							Weekly Hours/Wk	Program Weeks	Field Type		Field Hrs/Wk	# weeks	Field Hrs TOTAL	Deerpath
		Mon	Tue	Wed	Thur	Fri	Sat	Sun			Fields	R/D				
LFRD	All Stars & Beyond Camp	2	2	2	2	2			10	7	1.5	R	15	7	105	105
	Chicago Bears Camp	5	5	5	5	5			25	1	1	R	25	1	25	25
	Bobby Douglass Camp	4	4	4	4	4			20	1	1	R	20	1	20	20
	Chicago Fire Camp	4	4	4	4	4			20	1	1	R	20	1	20	20
CROYA	Summer Youth Meetings			1					1	1	1	R	1	1	1	1
External Users																
Lake Forest Baseball Association	Baseball						6	4	10	8	6	D	38	8	304	101
Northern Suburban Special Recreation	Gator Softball		2						2	8	2	D	4	8	32	32
Events																
LFRD	Festival & Fireworks						12		12	1	1	R	12	1	12	12
Totals															519	316

**Derived from Lake Forest Programming Schedule*
*** Field hours derived from programming hours multiplied by number of fields*
Source: City of Lake Forest, Johnson Consulting

Demand Projections

Utilization – Fall Season

The table below shows the current programming at Deerpath Community Park for their fall season. In order to create a comparable metric across each season and to compare with other Lake Forest Parks, a unified metric of “field hours” was derived. This metric is calculated by multiplying the number of hours the program has scheduled by the number of fields that the program uses then multiplied by the number of weeks in a given season.

The total amount of current field hours at Deerpath Community Park is 1,136 for the fall season. It should also be noted that the fall season has all of its programmed field hours in the rectangle layout for games, practices, and events.

Deerpath Community Park Local Demand Data (Fall Season)																
Organization	Program	Daily Usage Hours							Program Hours/Wk	Program Weeks	Field Type		Field		Field Hrs TOTAL	Deerpath
		Mon	Tue	Wed	Thur	Fri	Sat	Sun			Fields	R/D	Hrs/Wk	# weeks		
LFRD	Flag Football		1	1		1	8		11	8	6	R	34	8	272	272
	7 on 7 Football		1.5	1.5		3			6	10	2	R	12	10	120	120
	Tackle Football		2			2	2	2	8	14	2	R	16	14	224	224
CROYA	High School Activities			1					1	4	1	R	1	4	4	4
	Middle School Activities		1						1	4	1	R	1	4	4	4
Deerpath Middle School	Wellness	6	6	6	6	6			30	8	1	R	30	8	240	240
	Soccer	1.5	1.5	1.5	1.5	1.5			7.5	6	2	R	15	6	90	90
	Field Hockey	1.5	1.5	1.5	1.5	1.5			7.5	6	2	R	15	6	90	90
External Athletic Organizations																
Lake Forest Soccer Association	Soccer						4		4	7	3	R	12	7	84	84
Events																
Paws for Patrick	Awareness Event							8	8	1	1	R	8	1	8	8
Totals															1,136	1,136

**Derived from Lake Forest Programming Schedule*
*** Field hours derived from programming hours multiplied by number of fields*
Source: City of Lake Forest, Johnson Consulting

Demand Projections

Programming Demand Fulfillment

The available hours at Deerpath Community Park could be used by absorbing other programming from Lake Forest Parks. This would allow for the possibility of rotating park schedules, which can reduce maintenance costs and overall damage from overuse of some of the natural grass surfaces. The City of Lake Forest Provided the number of field programming hours in the same metric used earlier in the utilization section of this report. The available programming hours can be compared to the number of programming hours at other parks for each season.

The matrix below compares the possible field hours at Deerpath Community Park for each season and the number of field hours to be absorbed from other Lake Forest Parks. As shown in the matrix, there is potential for absorption of programming from other parks in all seasons, with a surplus for additional programming in the summer season. It should also be noted that the total field hours for Deerpath Community Park is assuming a five field layout over a twelve week season. Under the new configuration, it seems most feasible to operate under one half of the park being two diamonds, and the other half being three full rectangular fields.

Local Demand Fulfillment Matrix						
Season	<u>Deerpath Community Park</u>					
	Current Program Field Hours	Absorbed Field Hours***	Projected Program Field Hours	Total Field Hours*	Projected Utilization	Available Programming Field Hours
Spring	1,054	1,116	2,170	2,400	90%	230
Summer	316	0	316	2,400	13%	2,084
Fall	1,136	751	1,887	2,400	79%	513
Total	2,506	1,867	4,373	7,200	61%	2,827

* Total Field Hours at DCP Calculated assuming 5 field layout over 12 week season

** Program Field Hours and Total Field Hours derived from City of Lake Forest Parks and Recreation

***Field Hours absorbed from existing Lake Forest parks (Non-Deerpath)

Source: City of Lake Forest, Johnson Consulting

Potential Additional Rental Revenues

Additional Facility Rental Revenues

Another potential option is to rent out the available programming hours to external users. Using the Available Programming Field Hours from the previous projection table, we can estimate the potential additional revenue that could be generated from renting the remaining field hours. These available hours are applied to hourly rental rate scenarios to show the impacts for each rate. These rates were generated from the City of Lake Forest, and an assumption has been made that, at maximum, 10 percent of rental revenue could be delegated to programming that fit under their “Tier 2” external rental rate.

The following matrices assume a utilization rate for the hours available at the park as well as some absorbed programming at Deerpath Community Park. It is likely that some available hours would go towards local leagues, community recreation, and larger community events. Even with these assumptions, there is a significant potential for increased summer programming, with some additional programming in the spring and fall seasons. There is also potential field rental opportunity from external users to drive revenue to support the City of Lake Forest.

Potential Additional Rental Revenues

Potential Additional Rental Revenue Sensitivity Matrix

Deerpath Community Park

Season	Additional Programming Hours Available	<u>Local Programming (No Tier 2 Rental)</u>		Additional Programming Hours Available*	<u>Local Programming</u>		Additional Programming Hours Available Tier 2**
Spring	230			207			21
	Hourly Rate	\$20	\$30	Hourly Rate	\$20	\$30	\$100
	Subtotal	\$4,607	\$6,910	Subtotal	\$4,146	\$6,219	\$2,073
Summer	2,084			1,875			188
	Hourly Rate	\$20	\$30	Hourly Rate	\$20	\$30	\$100
	Subtotal	\$41,673	\$62,510	Subtotal	\$37,506	\$56,259	\$18,753
Fall	513			462			46
	Hourly Rate	\$20	\$30	Hourly Rate	\$20	\$30	\$100
	Subtotal	\$10,260	\$15,390	Subtotal	\$9,234	\$13,851	\$4,617
Total		\$56,540	\$84,810	Total	\$50,886	\$76,329	\$25,443
				Combined Total	\$76,329	\$101,772	

*Calculated at 90% of total to allow for 10% of hours at Tier 2 rate

**Tier 2 rentals account for 10% of Programming Hours Available

Source: City of Lake Forest, Johnson Consulting