2023 Annual Impact Report
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Hardeeville operates under a council-manager form of government with citizens electing a mayor and four councilmembers to set policy for the City.

Hardeeville's councilmembers serve terms of four years with staggered elections to ensure no more than one-half of the council and the mayor shall be selected during any election year.

The City Council believes that "as the City of Hardeeville develops, it is essential for the city to keep modernizing its operational standards, implementing fresh strategic initiatives, and growing its programs and services."

- Harry Williams (Mayor)
- Bo White (Mayor Pro Tem)
- John Carroll
- Valerie Guzman
- Steve Meersman

Recreation Advisory Commission

The Recreation Advisory Commission is made up of members appointed by City Council to serve a three-year term. The commission plays an essential role in the community by promoting quality parks, programs, events, and facilities for Hardeeville residents in harmony with the Parks, Recreation, and Tourism Department.

The Commission is committed to helping Hardeeville build a better community while maintaining its high quality of life and service delivery to its citizens and visitors.

- Landon Papay (Chair)
- Kathy Talbot (Co-Chair)
- Sherry Carroll
- Christie Cregg
- Tammy Gray
- Terry Laseter
- Kevin Lombard
The Mission of the Hardeeville Parks, Recreation, and Tourism Department is to provide enriching and diverse leisure opportunities to its citizens through inclusive parks, open spaces, facilities, programs and cultural resources promoting the City of Hardeeville as a desirable place to work, live and play.

Creating Economic Impacts
Advancing Conservation
Rejuvenating Health and Wellness
Enhancing the Quality of Life
A Message From the
Parks, Recreation & Tourism Director

As we head into 2024, it is important to reflect on the impacts this department has had in the previous year and recognize those who have helped contribute to our successes. We are grateful to our community members, volunteers, donors and all of our elected and appointed officials who have played a vital role in many of our achievements. Their support is what propels our department to dream big. On behalf of the entire Parks, Recreation and Tourism Department, I am pleased to present the 2023 Annual Impact Report.

This past year, we continued to see record growth as more people looked to PRT for opportunities to get out and recreate. Facility usage is on the rise and both our Rec Plex and Recreation Center are feeling the impacts of that growth. The Hardeeville Recreation Center has seen a surge in pickleball play and we have increased our offerings to include a new league. Our recreation center enjoyed it's first official birthday as we celebrated the first year of operation. We have also expanded memberships and offerings since our grand opening in 2021. We held our first ever Youth Basketball League, hosted several tournaments that welcomed thousands of visitors to our city and continued to promote sports tourism in Hardeeville. We were also honored by MASC as the 2022 recipient of the Municipal Achievement Award in the under 10,000 population category.

Facility Rentals and Special Events took center stage as our impact numbers reflect the growth of our city. Festival on Main saw record crowds as the department continues to bring in top notch entertainment experiences for all to enjoy. Our sponsors showed overwhelming support for our community with our largest contributions to date in support of Festival on Main with over $66,000 in sponsorships received. Our facility rentals have seen a surge - no doubt from the incoming growth to our area and the regional need for more recreational amenities. Over 1,613 rental impacts were made in 2023 at our facilities to include the Rec Plex and the Recreation Center. Baseball and softball field usage were on the rise and are slated to max out in 2024. PRT also kicked off it's first ever City sponsored Christmas parade with over fifty entries and it was a well received addition to our events calendar!

With growth comes capital projects. Millstone Landing saw a couple of big changes including a brand new sign and ADA accessible shelter. The City received a PARD grant in the amount of $40,000 to help fund the project and the City contributed $25,000. The PRT Department also broke ground on it's first ever City Trail housed in the Rec Plex. The Recreation Center also received its new sign - a first of its kind in the City.

As we set the course for the new year, I encourage you to come play with us! Experience first hand all we have to offer you. With so many wonderful new projects on the horizon, your PRT Department is continuing to bring recreational opportunities to you.

Sincerely,
Jennifer Combs, CPRP
Who We Are

The Hardeeville Parks, Recreation & Tourism Department has a rich history of serving the community and is committed to providing recreational opportunities, amenities and facilities that create lasting impacts and promote the best quality of life for its citizens and guests. We are a dedicated and passionate team that thrive under the leadership of PRT Director Jennifer Combs. HPRT is comprised of four divisions.

Hardeeville Parks, Recreation & Tourism Leadership Team

**Parks, Recreation & Tourism Director**
Jennifer Combs

**Recreation Center Manager**
Logan Colburn

**Events and Programs Manager**
Imelda Eskew

**Parks Supervisor**
Bill Setto

**Parks Technician**
Andrew Wheeler

Hardeeville Parks, Recreation & Tourism Full-Time Staff

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Mission & Values

Hardeeville PRT strives to increase and enhance recreational opportunities for our community by providing a wide variety of events, programs and services that enhance quality of life for our residents and guests. We embrace our mission and work towards our **VISION** as we see ourselves as community leaders that are committed to helping Hardeeville build a better community and maintain its high quality of life and service delivery to its citizens and visitors.
By the Numbers

13,486
Recreation Center Members

10,000+
Visitors to Hardeeville

10+
Athletic Tournaments

13
Special Events

300+
Monthly Pickleballers

2,729
Facebook Followers

1,613+
Rental impacts

New
ESL Site for BSH

425+
Hours Maintaining Fields

158
League Participants

USCB
Home Fields NCAA

55+
Largest Membership Category

24.9%
Increase in Facebook Followers

97%
Capacity Use Rec Plex

1,000+
Hours Mowing

$260K+
Earned Revenues
Parks and Facilities

Millstone Landing
- 250+ Hours of Grounds Maintenance
- 2,000+ Annual Boaters
- 4 Ponds

Pond Maintenance
- 80+ Hours of Pond Maintenance

Turf Field
- 400+ Hours of Grounds Maintenance
- Local League
- High School Collegiate
- Volleyball Pickleball Rentals

Program Support
- 300+ Hours of Program Support

Baseball & Softball Fields
- 425+ Hours of Grounds Maintenance
- Tournaments USCB Rentals
- City Events
- Community Events

Special Events
- 250+ Hours Supporting Special Events

Playground
- 100+ Hours of Inspections & Maintenance
- 4000+ Smiling Faces

Basketball Courts
- 125+ Hours of Maintenance & 200+ Sweeps
- Local Favorite Amenity

Dog Park
- 300+ Hours of Grounds Maintenance
- 1500+ Guest Pups and 800+ Local Pups

Rec Center
- 150+ Hours of Facility Maintenance
- 25+ Department Work Orders

Local League
- High School
- Collegiate
"Take care of your body... It's the only place you have to live."
The Hardeeville Parks, Recreation & Tourism Department processed 1,613 Total Facility Reservations between July 1, 2022 and June 30, 2023.
"Incredible impact is what comes to mind as a parent and mentor in the Hardeeville community when I consider the Hardeeville Recreation Center and its programs. Having a recreation center is the door and its youth programming is the key that opens the door to push the youth of Hardeeville to be better."

Justin Walker - Coach, Mentor, and Hardeeville Community Member
Sports Tourism in Hardeeville

**Newbreed Jiujitsu**
- September 10, 2022
- December 10, 2022
- March 11, 2023

**Seaside Volleyball**
- December 17, 2022

**N. American Grappling**
- February 11, 2023

**USC Beaufort**
- Home Field for NCAA Division II Baseball/Softball

**Perfect Game Baseball**
- June 17 - 21, 2022
- April 29 - 30, 2023

**Minor League Football**
- Home Facility for Five Teams

**Specialty Sports Camps**
- Host of Four Camps

Sports Tourism
- 10 Tournaments
- 6000+ Visitors to Hardeeville

Increased Spending at Local Businesses

Sports Tourism
- The act of travelling from one locality to another, with the intention of being in some way involved with a sporting activity or event

Economic Impact

Visitors to Hardeeville Increased Spending at Local Businesses
Special Events

2022 Fill the Bus
- 3,000+ Students helped with school supplies
- 25,000+ back to school supplies donated

2022 Festival on Main
- 7,000 Attendees over the weekend
- 3,180 Tourists

2022 Trunk or Treat
- 850 Children Attended Trunk-or-Treat

2022 Battle of the Badges
- 13,000 Dollars Raised for The 200 Club of the Coastal Empire

2023 Big Rig Day
- 25 Participants for Inaugural Event

2022 Christmas Tree Lighting Ceremony
- 350 Attendees
Special Events

2022 Christmas Parade
- Parade Participants: 600+
- Attendees: 750

2022 Holly Days
- Attendees: 1,024

2022 Santa's Toy Box
- Volunteers: 50
- Toys collected and distributed: 5,000+

2023 Easter Egg Hunt
- Children: 600
- Easter Eggs: 8,000

2023 Earth Day Litter Sweep
- Volunteers: 60

2023 Fishing Rodeo - Kids to Parks Day
- Participants: 175

2023 Fourth off Main
The Hardeeville Parks, Recreation & Tourism Department primarily uses Social Media platforms, Facebook, and Instagram, for marketing. In addition to internal marketing through Social Media, we partner with the Jasper Chamber of Commerce to market for our facilities, tourist attractions, and special events.

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>% Change from FY 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Followers</td>
<td>2,722</td>
<td>22.60%</td>
</tr>
<tr>
<td>New Followers</td>
<td>521</td>
<td>22.60%</td>
</tr>
<tr>
<td>Reach</td>
<td>196,707</td>
<td>84.30%</td>
</tr>
<tr>
<td>Engagements</td>
<td>2,000</td>
<td>16.60%</td>
</tr>
</tbody>
</table>

| Instagram  |        |                     |
| Followers  | 413    | 19.71%              |
| New Followers | 68    | 19.71%              |
| Reach      | 9496   | 16.60%              |
| Engagements| 59     | 353.80%             |

Our Audience

- **Facebook Audience**: 2,729
- **Instagram Audience**: 413

**Age Distribution**

- **Facebook**
  - Age 18-24: 25%
  - Age 25-34: 20%
  - Age 35-44: 15%
  - Age 45-54: 10%
  - Age 55-64: 5%
  - Age 65+: 0%

- **Instagram**
  - Age 18-24: 22.4%
  - Age 25-34: 27.6%

**Engagement Stats**

- **Facebook**:
  - Engagements: 2,000
  - Open Rate: 31% (vs -5% industry average)
  - Sends: 61,309
  - Opens: 17,871
  - Reaches: 10,927

- **Instagram**:
  - Engagements: 59
  - Shares: 44
  - Reactions: 135

**Most Popular Posts**

- **Most Reaches**: 10,927
- **Most Shares**: 44
- **Most Reactions**: 135

**Constant Contact**

- Email Contacts: 3,373
- Clicks: 784
- Opens: 17,871
- Sends: 61,309
- Open Rate: 31%
DMO Special Event Marketing

Special event marketing done in partnership with the Jasper County Chamber of Commerce and the Denarius Group.

### 2022 Trunk-or-Treat
- **92,700** Digital Display Ad Impressions
- **3,428** Email Blast Addresses
- **75,875** BOB 106.9 Monthly Cume
- **80,580** Hot 98.3 Monthly Cume
- **24,580** La Pantera Monthly Cume

### 2022 Christmas Parade and Holly Days
- **75,875** BOB 106.9 Monthly Cume
- **45,280** Rewind 107.6 Monthly Cume
- **24,580** La Pantera Monthly Cume

### 2023 Easter Eggs-travaganza
- **92,700** Digital Display Ad Impressions
- **3,428** Email Blast Addresses
- **75,875** BOB 106.9 Monthly Cume
- **80,580** Hot 98.3 Monthly Cume
- **24,580** La Pantera Monthly Cume

### 2023 Fourth off Main
- **90,000** Digital Display Ad Impressions
- **75,875** BOB 106.9 Monthly Cume
- **24,580** La Pantera Monthly Cume
- **80,580** Hot 98.3 Monthly Cume
2022 Festival on Main

- **English and Spanish**

**Hardeeville Festival on Main**

**Fun For Everyone!**

- Friday, October 14th: 5-10pm
- Saturday, October 15th: 11am-10pm

- Pickle Gap Recreation Center Park - 208 Main Street
- Free Live Music, Amusement Rides & Games
- Food & Craft Vendors - Cornhole Tournament (Saturday)

For more information, contact: recinfo@hardeeville.gov

**Unique visitors per year**

- **4 M**
  - South Carolina's Information Highway

**Email addresses for e-mail blast**

- **3,700**

**Come from radio spots**

- **183,760**
  - 10 Radio Stations & Newspapers

**Newspaper Subscribers**

- **80,200**

**WSAV-TV viewers**

- **170,000**
Celebrate Diversity
Fellowship & Friendships
Community Driven
Inclusion for all
Celebrate Diversity
Capital Improvement Projects

Millstone Landing Shelter

Contracted with Barr's Recreation to build a new shelter at Millstone Landing. In addition to the shelter, picnic tables were permanently installed to provide visitors a place to sit and enjoy the Savannah River. The project was completed in June 2023.

South Carolina PARD Grant: $40,000
City Local Match $20,000
Rec General Fund $5,000

Richard Gray Complex Trail

Contracted with Polivka International Company Inc. to build the City's first walking/bike pathway and install a pedestrian bridge at the Richard Gray Recreation Complex Park. This project broke ground in June 2023 and expected to be completed by October 2023.

SC PRT Trails Grant: $100,000
City Match $580,000
Financial accountability continues to be the standard for Hardeeville PRT. In conjunction with the City's financial policies, we continued to work proactively in FY 2023 to balance costs while continuing to grow and provide the best services for our community and guests of Hardeeville.

<table>
<thead>
<tr>
<th>Parks, Recreation &amp; Tourism Department</th>
<th>Annual Budget</th>
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<tbody>
<tr>
<td></td>
<td>2021</td>
</tr>
<tr>
<td>PRT Total Budget</td>
<td>738,247</td>
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<tr>
<td>City Wide Budget</td>
<td>25,005,572</td>
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<tr>
<td>Revenues</td>
<td>108,153</td>
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<tr>
<td>PRT % of Budget</td>
<td>14.65%</td>
</tr>
<tr>
<td>PRT % of City Budget</td>
<td>2.95%</td>
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