

EAST LAKE RECREATION SERVICE DISTRICT

BUDGET PRESENTATION FY 2027



INTRODUCTION:

At the heart of every thriving community is a place where people can connect, play, and grow. East Lake Recreation has not only served as a Youth Sports Complex, but as a hub for health, wellness, and community engagement.



OUR HISTORY:

Established in 2014, East Lake Recreation was created through Ad Valorem tax funding by Pinellas County and is currently managed by the Palm Harbor Community Services Agency (PHCSA). Prior to its formation, the organization operated as the East Lake Youth Sports Association (ELYSA)-a fully volunteer-run, privately funded association. As participation grew and the cost of maintaining the aging facilities increased, ELYSA faced financial strain. Rising operational expenses and the need for higher participation fees became unsustainable. In response, ELYSA approached Pinellas County for support in reducing fees, addressing infrastructure challenges, and planning for future expansion. The county agreed, and East Lake Recreation was officially established in October 2014.

THE EAST LAKE COMMUNITY:



- The East Lake community encompasses 31.6 square miles and has a population of approximately 33,000.
- East Lake is a growing community with many young families in need of recreation services.
- East Lake Recreation has the only field space in the area available for such needs.

MISSION STATEMENT:

To provide high quality, inclusive, and safe athletic facilities that promote wellness, youth development and sportsmanship.

VISION STATEMENT:

To expand our primarily youth -focused sports complex by adding additional fields, parking, and amenities to better serve the growing needs of North Pinellas County residents.

YOUTH SPORTS:

SOCCER

FOOTBALL



CHEER



BASEBALL

SPORT HIGHLIGHTS:

BASEBALL:

10U District Champions

10U Sarasota Classic Champions

11U Advanced Baseball Tournament Champions

12U Advanced Baseball Tournament Champions

14U Fall Advanced Baseball Champions

14U Spring Advanced Baseball Runner -Up

16U Fall Advanced Baseball Runner -Up

16U Spring Advanced Baseball Runner -Up



SPORT HIGHLIGHTS:



SOCCER:



2011 Girls Team National Champions in Regional League.

13 Senior Girls were offered college scholarships to play soccer, 7 accepted.

Top Soccer Program for individuals with special needs has been successful and growing.

SPORT HIGHLIGHTS:

FOOTBALL/CHEERLEADING:

2025 Mitey Mites Florida Grand Champions

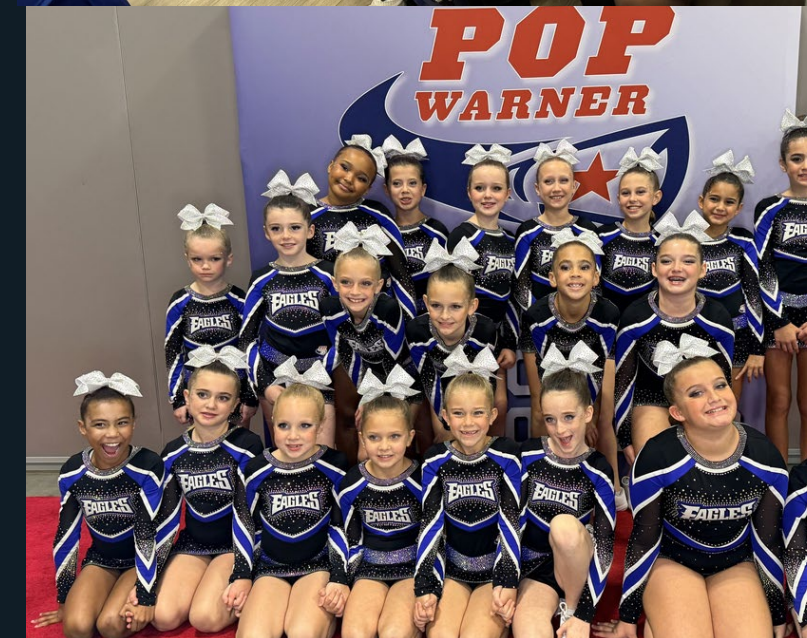
2025 Cheer Mitey Mites 3rd Place at Nationals

Football Flyweight Super Bowl
Champions

JV Cheer 1st Place PAL Cheer Competition

Flyweight Cheer Grand Champions at Rock
Star Rumble.

39 East Lake Eagle Football and Cheer
participants were awarded as 1st or 2nd team All
American Scholars for their success in the
classroom!



INVOLVEMENT:

Our facility gets used and our community is involved!

Approximately 3300 youth participate in organized sports at East Lake Recreation each year. The yearly estimate of attendance to the facility is between 200,000 and 300,000!

Volunteer hours number well above an estimated 20,000 per year!

ACCOMPLISHMENTS:

- Concrete Driveway at Meadows
- New Electrical Transformer and Central Panels
- New LED Field Lighting at the Main Complex
- New Irrigation System at the Main Complex
- A Turf Care Plan that helps us maintain a safe and durable playing surface
- Two Sand Volleyball Courts added to the Meadows
- New Digital Road Sign at the entrance of the Main Complex
- New Parking Lot Lights at the Meadows
- New Gate Entrance System
- Two New Baseball Dugouts
- Video Surveillance System
- New Roofs on all three concession buildings
- Upgraded entry call boxes



NEEDS AND PROJECTS:

- Meadows Expansion
- Restroom Facility at the Meadows
- Additional Parking
- Community Building with Office Space
- Additional Recreational Offerings such as Pickle Ball, Tennis, and Basketball Courts.



FBR-W

P-C-W

FBR-W

P-C-W

P-C-W

P-C-W

RCA-W

FBR-W

ACCESS ROAD

SANDHURST ROAD

EXISTING PARKING

EXISTING SOCCER FIELDS

PROPOSED 20x40 CONCESSION STAND

FUTURE WALK TRAIL

FUTURE WALK TRAIL

EXISTING PLAYGROUND PAD

PROPOSED SOCCER FIELD

PROPOSED SOCCER FIELD

PROPOSED SOCCER FIELD

PROPOSED COMPLEX PARKING AREA (72 SPACES)

APPROX. LOCATION OF WETLAND BUFFER

APPROX. LOCATION OF WETLAND LINE

APPROX. LOCATION OF WETLAND BUFFER

APPROX. LOCATION OF WETLAND LINE

FUTURE WALK TRAIL

FUTURE WALK TRAIL

SANDHURST WATER PARCEL

MEADOWS VISION:



**TURF
FIELDS**

**NEW CONCESSION
BUILDING/RESTROOMS**



**SAND VOLLEYBALL
COURTS**

SHORT TERM STRATEGIC GOALS:

- 1) Complete the engineering phase of the Meadows Expansion Project by December 2026.
 - 2) Establish a 501(c)(3) Nonprofit Organization by the End of Fiscal Year 2026.
 - 3) Launch Three New Revenue Streams to Support the Meadows Expansion Project by the end of fiscal Year 2027.
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AD VALOREM FUNDING:

East Lake Recreation was established in 2014 through Ad Valorem tax funding by Pinellas County. This funding is the financial backbone that keeps our programs running and our facilities open for the community.

- The Ad Valorem tax rate is set at 0.25 mills for recreation services —just \$0.25 for every \$1,000 of assessed property value.
- These dollars fund the day -to -day operations that serve approximately 3,300 youth athletes and generate 200,000 –300,000 facility visits annually.
- Without Ad Valorem support, participation fees would need to increase significantly —putting programs out of reach for many families in the East Lake community and the ability grow services and programs would virtually halt.
- Ad Valorem funding covers essential costs including field maintenance, LED lighting, irrigation systems, facility upkeep, and staffing —the infrastructure that makes safe, quality recreation possible.
- East Lake Recreation is the only field space available in the area —the County’s continued investment ensures 33,000 residents have access to essential recreation services.

FUNDING:

- 1) Initiate a Capital Campaign to raise funds through major gifts, sponsorships, and community contributions.
- 2) Leverage the newly established 501(c)(3) Nonprofit Organization to enhance fundraising capabilities and attract tax -deductible donations.
- 3) Launch a targeted social media campaign to build awareness, generate excitement, and engage the local community.
- 4) Host fundraising events at the recreation complex to bring the community together and raise additional funds.
- 5) Apply for grants, financial aid, and low -interest loans to supplement fundraising efforts and secure long -term financing.



CONCLUSION:



East Lake Recreation still has many unmet needs.

- **East Lake Recreation is an essential and important asset to the community.**
 - **East Lake Recreation strives to improve the facilities to offer the best experience for the users and visitors to our complex.**
- **It is essential that East Lake Recreation is able to expand and develop more fields in North Pinellas County.**
- **With the continued support of Pinellas County, we can improve and upgrade the complex to meet the growing needs of the residents of the East Lake Community.**



THANK YOU!!