



Pinellas County

Staff Report

File #: 21-824A, Version: 1

Subject:

East Lake Recreation Fiscal Year 2021 Municipal Services Taxing Unit special projects funding request.

Recommended Action:

Approval of the Municipal Services Taxing Unit (MSTU) special projects funding request made by the East Lake Recreation District, in the amount of \$20,000.00 for the fabrication and installation of an illuminated digital sign at the sports complex entrance.

- This project will allow East Lake Recreation's management to provide essential information to the East Lake community such as upcoming events, programming announcements, recreational updates, and sports information.
- East Lake Recreation has demonstrated good stewardship of this facility. The requested updates will increase its value to the County and to the community.
- The cost of the entire project will exceed the maximum MSTU award amount. The amount over the \$20,000.00 will be paid out of the East Lake Recreation budget.

Strategic Plan:

Foster Continual Economic Growth and Vitality

4.4 Invest in infrastructure to meet current and future needs

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Deliver First Class Services to the Public and Our Customers

5.1 Maximize partner relationships and public outreach

5.2 Be responsible stewards of the public's resources

5.3 Ensure effective and efficient delivery of county services and support

Summary:

This is a Municipal Services Taxing Unit (MSTU) Special Projects Fiscal Year 2021 Funding Request for East Lake Recreation District; a non-profit organization operating under the auspice of the Palm Harbor Community Services Agency Inc. East Lake Recreation operates a sports and recreation facility to residents of the unincorporated East Lake community. The main recreation complex consists of five little league baseball fields, one softball field, 2 full size football fields and 3 full size soccer fields. The yearly estimate of attendance by the athletes and their families for regular season games and tournaments is 200,000 to 300,000 people.

The East Lake sports complex is in an undeveloped area north of Keystone Road between East Lake Road and the Hillsborough County line. This request for MSTU Special Projects funding is for an outdoor digital sign. This project will allow East Lake Recreation's management to provide essential information to the East Lake community such as upcoming events, announcements, recreational updates, and sports information. In addition, the illuminated digital signage will aid patrons not

familiar with the area to locate the sports complex more readily. Besides the functional benefit of this project it will also provide an esthetic enhancement to the complex. This would give East Lake Recreation a more professional look and attract more users to the facility.

The estimated total project cost including permitting, the sign freight, installation, and electrical is approx. \$42,000.00. Quotes for the digital sign, installation and footings are attached and do not include the cost of electric and permitting. The amount over the \$20,000.00 will be paid out of the East Lake Recreation budget.

Background Information:

The MSTU Special Projects Funding opportunity was created by the Board of County Commissioners for the purpose of supporting projects that enhance community and neighborhood opportunities in unincorporated areas of Pinellas County. These MSTU Special Projects Awards are intended to support culture, recreation, and community engagement opportunities for residents in unincorporated areas that are comparable to those opportunities which municipalities typically provide to their residents.

The East Lake Recreation District is lacking adequate signage for its sports complex facility. The area is in an undeveloped area of unincorporated East Lake. This action seeks to approve the distribution of MSTU Special Projects funding to install an illuminated digital sign at the sports complex entrance. The installation of an illuminated digital sign will create an increased awareness of community information and a more professional and esthetically pleasing complex. Long term results will be a new source of timely and accurate community and recreational information. This project will deliver another avenue to provide service to the community through information presented on the digital sign that can address any and all of the strategic goals. Recreation and sports provide and promote a healthy lifestyle which is essential to any community.

Fiscal Impact:

The request for funding in the amount of \$20,000.00 is a one-time expenditure of MSTU Special Projects funds. Funding is appropriated and available in the FY21 Adopted Budget. The cost of the entire project will exceed the maximum MSTU award amount. The amount over the \$20,000.00 will be paid out of the East Lake Recreation budget.

Staff Member Responsible:

Nancy McKibben, Assistant to the County Administrator representing Unincorporated North County

Partners:

Palm Harbor Community Services Agency
East Lake Youth Sports Association

Attachments:

East Lake Recreation MSTU Special Projects Funding Request Application
East Lake Recreation Evaluation Criteria Form FY21 MSTU
ELR Proposed Digital Sign Concept
ELR Sign Quote #1 LED Pro Display 16mm
ELR Sign Quote - #1b Stewart Signs 16 mm
ELR Sign Quote #2 LED Pro Display 10mm
ELR Sign Install Quote #1_SHSL

ELR Sign Install Quote #2_Davidson