

RFP #23-003 | SUBMITTED January 26, 2023

# **PROPOSAL: WAKE COUNTY HOSPITALITY TAX SMALL CAPITAL PROJECT FUNDING**

## **Town of Apex, Pleasant Park**

MS. CATHERINE CROSBY, TOWN MANAGER

PARKS, RECREATION & CULTURAL RESOURCES DEPARTMENT | TOWN OF APEX 73 HUNTER STREET | APEX, NC





DEPARTMENT OF ADMINISTRATION

January 26, 2023

Ms. Denise Foreman  
Assistant County Manager  
Wake County Manager's Office  
PO Box 550  
Raleigh, NC 27602

RE: Town of Apex Pleasant Park Proposal  
Wake County Hospitality Tax Small Capital Projects Funding

Ms. Foreman:

Please find enclosed our proposal for **RFP #23-003**, the Wake County Hospitality Tax Small Capital Projects Funding. The Town of Apex is pleased to provide the requested documents to support our request for \$3.5 million in grant funding to further develop Pleasant Park. Located in south Apex, the park is a 92.5-acre multi-use site that addresses recreation and wellness needs for residents of the entire community and generates significant economic impact.

Pleasant Park is designed to meet the needs of Apex citizens who currently face waiting lists for existing and planned recreation programs due to the region's tremendous growth, while also providing a positive economic impact for both the Town of Apex and Wake County. In 2018, the Town was awarded \$500,000 in Wake County Hospitality Tax Small Capital Projects funding to assist with the development of Pleasant Park Phase I.

The Town now requests \$3.5 million in Wake County Hospitality Tax Small Capital Projects funding to assist with the development of Phase II of Pleasant Park. The Town has already committed significant resources to the estimated \$52 million project, including \$3.5 million in land acquisition and over \$42 million for construction of Phase I. Pleasant Park Phase I includes six multiple purpose fields, four tennis courts, two basketball courts, six pickleball courts, one sand volleyball court, a 1.5-acre play amenity with the Town's first splash pad, and a nature play area. The Town anticipates Phase I opening in the Spring of 2023. This facility will be a regional destination with infrastructure to accommodate a number of special events, tournaments, and festivals.

While Apex residents overwhelmingly passed the 2017 Parks Bond (76% approval) to provide additional funding for Pleasant Park and other recreation facilities, those funds alone will not cover the cost of the project. Our request for \$3.5 million from the Wake County Hospitality Small Capital Projects Funding is critically important to the Town's ability to complete this premier destination for Apex and Wake County residents as well as visitors from outside the region. Phase II of this project includes four youth and adult baseball/softball fields; four batting cages; a fieldhouse with restrooms, concessions, offices, meeting space, and official's locker room; a vehicle storage building, and a 250-person capacity shelter with restrooms and storage. For the

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facility to reach its full capability to attract out of town and overnight visitors, the Phase II portion of this project is necessary. Additional field space will provide flexibility for special events, festivals, and an increase in tournament participant capacity. These amenities will ensure Wake County residents have access to expanded programming options close to home while bringing additional special events and tournaments to Wake County. Once completed, Pleasant Park will attract over one million Wake County area visitors, over 250,000 out-of-town day visitors, and over 115,000 out-of-town overnight visitors annually, and generate over \$14.4 million in annual economic impact. Multiple collaborations with area organizations have been established to ensure that everyone in our community and around the region will benefit from this project.

We are proud of what this incredible facility will mean to our community and look forward to further highlighting the park and its benefits to the region at our in-person presentation. Please do not hesitate to contact us if we can provide any additional information. Thank you for the opportunity to share this proposal with the Wake County Board of Commissioners.

Best regards,

D. Shawn Purvis  
Deputy Town Manager  
[Shawn.purvis@apexnc.org](mailto:Shawn.purvis@apexnc.org)

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## 1.0 Executive Summary

**Project Overview:** Pleasant Park is the first public park project in south-central Apex, one of Wake County's fastest-growing areas, and addresses unmet needs for Apex citizens as well as the economic impact goals of the Town and Wake County. The park's location, directly adjacent to NC540 and the interchange with Old US 1 Hwy, and within close proximity to NC HWY 55, US HWY 1, and US HWY 64 provides easy access to the site for local and regional visitors. The Park is less than 6 miles to the Chatham/Wake County line, a 6-minute drive to Historic Downtown Apex, a 2-minute drive south to the Town of Holly Springs, and 5-minute drive north to the Town of Cary. Pleasant Park is supported by Town funding and was one of four separate projects approved in the Town's 2017 Parks Bond, which allocated up to \$48 million in total and was passed with a 76% approval rate. The Apex Town Council has mandated two primary objectives for Pleasant Park: first, to reduce existing waiting lists and provide additional capacity that enables Apex citizens to take part in existing and planned programming; and second, to create a venue that will have a positive economic impact on the surrounding community. Pleasant Park was designed with input from several months of citizen engagement, and the 92.5-acre site will include both traditional and emerging facilities and programming, including the Town's first water play and nature play amenities, outdoor pickleball courts, and a cross-country course. The park has been designed to allow more residents to "stay and play" by providing needed and requested facilities and amenities. These facilities and amenities will allow the Town to host programming, tournaments, and special events without Wake County residents having to travel outside of the Town or County, and will increase the number of out-of-town day and overnight visitors and anticipated economic impact. Development of Phase II of Pleasant Park includes the addition of a four-field baseball/softball complex, fieldhouse with meeting room, officials' locker room, and office space, and a maintenance storage building, and 250 capacity shelter with restrooms. The artificial turf fields will provide the opportunity to host baseball/ softball tournaments year-round at one location, which is not possible at any other facility in the County. In addition to increased athletic use, the plaza and flexibility of the fields will allow for the possibility of other non-athletic programming such as concerts and larger festivals and cultural events.

**Funding Request:** The Town requests \$3,500,000 in Hospitality Tax Small Capital Projects Funding from Wake County to support Phase II development of Pleasant Park due to the unique and expanded offerings of this final phase of the project. The project as a whole brings increased economic impact and opportunities to the residents of the county. Total project costs are expected to be approximately \$52 million with an overall project completion date of June 2026. Full park development costs have increased by more than \$5,000,000 since the original cost estimates identified in the Phase I request for Hospitality Tax Small Capital Project Funding. This higher total cost is in large part due to increased material and construction costs, delays in delivery due to COVID, and amenity and facility enhancements that will make Pleasant Park a regional destination with premiere inclusive play elements as well as fields and courts for the many athletic pursuits requested by Apex residents including: soccer, lacrosse, baseball, softball, cricket, ultimate frisbee, football, tennis, basketball, sand volleyball, pickleball, and cross country. The artificial turf surface is designed for use year-round with minimal impact from weather. These amenities are multi-functional either with markings for different age groups or sport and designed to transition to non-athletic event space for festivals, community gatherings, and special events. The Town was awarded \$500,000 in Hospitality Tax Small Capital Projects Funding in 2018 to support Phase I development which included land acquisition, preliminary design, and site improvements, including water and sewer extensions, road access, multi-use fields, tennis and pickleball courts, water play park installation, and site furnishings and landscaping around finished areas. Phase I will be complete in Spring 2023.



FIGURE 1: MULTI-USE FIELD WITH SOCCER AND WOMEN'S LACROSSE LINES AT PLEASANT PARK IN THE TOWN OF APEX.

**Design & Implementation:** The project has been designed and implemented with the leadership of the Town Council, the Parks, Recreation, and Cultural Resources Advisory Commission, and the Apex Parks, Recreation & Cultural Resources Department (APRCR) as part of its 2014 Master Planning Process and the need and importance reconfirmed through public engagement in the current Master Plan update (adoption anticipated March 2023). The Town also contracted with WithersRavenel, a Cary-based civil and environmental engineering firm with a successful history of local government projects statewide, to facilitate public comment and outreach and design and engineer the site. WithersRavenel brings significant experience to the design process, having successfully designed recreation facilities in Holly Springs, Elkin, Greensboro, and many other towns and counties statewide. The Town's project team includes experienced parks and recreation professionals with over 80 years of combined experience in planning, designing, maintaining, and programming for state-of-the-art recreation amenities. The Department is led by Director Craig Setzer, who has overseen the reorganization and expansion of the department and shepherded the growth of the parks and recreation programs and facilities during a time of unprecedented growth in the Town and region. The Town of Apex has a long history of responsible fiscal management and successful completion of large capital projects and has been awarded a Certificate of Achievement for Excellence in Financial Reporting from GFOA for the past 25 years.

### Primary Engagement Contacts

Mayor Jacques Gilbert | 919-249-3304 office | 919-522-9823 mobile | [jacques.gilbert@apexnc.org](mailto:jacques.gilbert@apexnc.org)

Ms. Catherine Crosby, Town Manager | 919-249-1042 | [catherine.crosby@apexnc.org](mailto:catherine.crosby@apexnc.org)

- The application notes the request for a fax number for the Primary Engagement Contacts which the Town does not have to provide.

This project has broad support amongst community stakeholders, including elected officials, and all municipality officials have knowledge of the project.



FIGURE 2: THE ILLUSTRATIVE MASTER PLAN FOR PLEASANT PARK IN THE TOWN OF APEX.



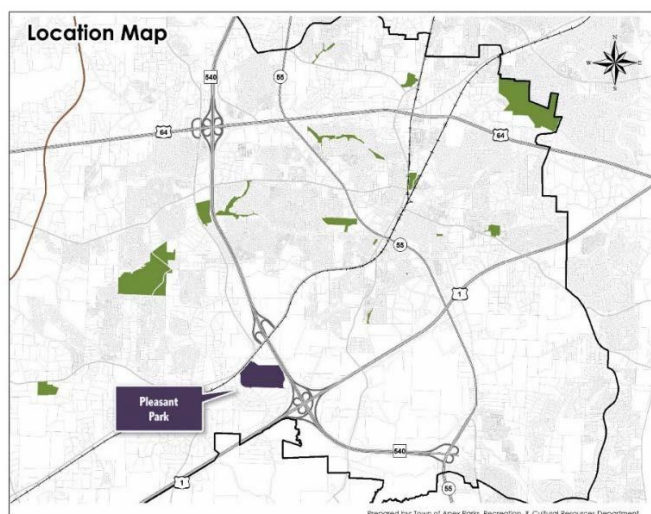
## 2.0 Scope of Project

The Pleasant Park project was the cornerstone of the Town of Apex's 2017 Parks Bond, which passed with a 76% approval rate. The Major Site Plan for the \$52 million project was approved in 2018 and includes the following elements on the 92.5-acre site:

- Six multi-use, lighted, synthetic turf fields for Youth and Adult Athletics including soccer, lacrosse, football, cricket, and ultimate frisbee;
- Three 325-ft. multi-use, lighted, synthetic turf fields for Youth and Adult Baseball and Softball;
- One 250-ft. multi-use, lighted, synthetic turf field for Youth Baseball and Softball;
- 1.5+ acre amenity area including Splashantis the Town's first water play park, nature play park and sensory garden utilizing material harvested on the site, shelter with family restrooms and changing space, environmental education, multi-age universal playground, and other amenities;
- Four lighted tennis courts;
- One 5K trail course for running, walking, and cross country;
- Six Pickleball sand volleyball, and two basketball courts;
- Large lawn for gatherings and special events as well as passive open play opportunities;
- One maintenance facility with covered equipment space and one maintenance storage building;
- Two fieldhouses with meeting rooms, office space, concessions, locker rooms, officials' rooms and restrooms.



FIGURE 3: THE SIGNATURE FIELDHOUSE FOR PLEASANT PARK IN THE TOWN OF APEX.



The Major Site Plan was approved by the Town Council in March of 2018, with contracts for construction documents and contract administration approved in April of 2018. The park was developed in conjunction with the 2014 Apex Parks, Recreation, Greenways and Open Space Master Plan, which involved over eight months of citizen feedback in the design of future facilities. The master planning process was specifically designed to encourage regional partnerships with surrounding municipalities for recreational connections, water quality, and open space preservation. The full plan is available at [www.apexnc.org/parksmaps](http://www.apexnc.org/parksmaps).

Pleasant Park **reduces existing capacity issues** that prevent both youth and adults from participating fully in the Town’s athletic programs and **encourages economic impact** by attracting new events to the facility and allowing residents to “Stay and Play” for home events rather than traveling for both regular season events and tournaments as well as other festivals and special events. The project includes the Town’s first water play park, pickleball courts, public art installations, and cross-country course, and incorporates emerging recreation elements such as a nature play space with sensory garden and an extensive multi-age inclusive playground.



FIGURE 4: THE ENCHANTED FOREST AMENITY FOR PLEASANT PARK IN THE TOWN OF APEX.

**By generating over 1,000,000 recreational park visitors annually and creating just over \$14.4 million in economic impact, the park will remain a financially sustainable asset to the Town for many years to come.** The completion of this project also brings future opportunities for collaboration between the Towns of Apex, Holly Springs, and Cary, as the three towns will share facility capacity to host much larger tournaments and events on a national and regional scale.



FIGURE 5: FOUR OF THE SIX MULTI-PURPOSE TURF FIELDS AT PLEASANT PARK IN THE TOWN OF APEX.



## 2.1 Demand Analysis, Project Effectiveness, & Hospitality Tax Capital Investment Need

The first and most urgent needs addressed by the new park facility are the numbers of Wake County and Town of Apex citizens on waitlists for participation in athletics programs. Both youth and adult athletic programs in Apex are extremely popular and with the Town experiencing rapid population growth, the Town has simply not been able to keep up with demand. In 2022, more than 1,000 total participants signed up for a youth sport waiting list and were not able to play because the league was at capacity. This does not account for the many others who did not sign up because the waiting list was so long.

Waiting Lists	Players on Waiting Lists	Leagues with Waiting Lists
2018	346	75%
2019	454	78%
2020*	88	N/A
2021	522	86%
<b>2022</b>	<b>1,001</b>	<b>96%</b>

*\*Majority of leagues cancelled due to Covid-19*

The Town anticipates that the addition of synthetic turf baseball/ softball fields associated with Phase II (including the field capacity as well as lighted fields allowing longer hours of operation) will significantly reduce the number of citizens currently on these waiting lists. In addition to individual waiting lists, numerous Apex community groups and non-profits, including public and private schools, are on waiting lists for season-long rentals of field space, and would be able to host more events when the facility is complete. In the past year, approximately **3,000 hours of field space was rented to more than 30 outside groups** (not including one-time rentals by individuals). Fields are now almost completely booked by the Town's programs, group rentals, and space reserved for open play, meaning rental requests and revenue opportunities are being turned away regularly.



FIGURE 6: SIGNATURE FIELD AND FIELDHOUSE WITH 5 ADDITIONAL MULTI-PURPOSE FIELDS FOR PLEASANT PARK IN THE TOWN OF APEX

Phase II development will ensure that all citizens are able to access high-quality recreational programming despite the rapid growth in south-central Apex and southwestern Wake County generally. In addition to addressing unmet needs for recreation programs, the complex also provides a community destination for wellness and outdoor activities, including the Town's first 5k trail and a variety of unique facilities such as 6 pickleball courts, the Enchanted Forest- a 1.5+ acre multi-age universal playground with Splashlantis water play park and Sticks & Stones nature play with a sensory garden, and environmental education. **Pleasant Park also addresses the Apex Town Council's goal of increasing economic impact related to recreation, tourism, and convention visitors.**



FIGURE 7: CONSTRUCTION OF SPLASHLANTIS WATER PLAY PARK FOR PLEASANT PARK IN THE TOWN OF APEX.

**Wake County Hospitality Tax Small Capital Projects Funding is critical to ensure the full economic impact of the project is reached and the Town is able to provide all of the planned amenities in the full project design.** While the Town has committed significant resources to Pleasant Park, funding from the Park Bond and other Town sources alone is not sufficient to cover the entire cost of completing the project. Without additional funding for the synthetic turf baseball/ softball fields and associated plaza and fieldhouse the Town and County will miss out on the opportunity of being able to provide a year-round venue that is not offered anywhere else in the region.



FIGURE 8: AREA OF FUTURE BASEBALL/ SOFTBALL COMPLEX (PHASE 2) FOR PLEASANT PARK IN THE TOWN OF APEX.



## 2.2 Collaboration & Partnerships

The Town has an established record of facilitating collaboration with community athletic and wellness groups and established sports leagues in its existing facilities. The park project was developed as part of the 2014 Master Plan, which involved over eight months of outreach and engagement with Apex citizens as well as strong collaboration with neighboring municipal and county agencies working to implement a larger regional vision for recreation, special/ cultural events and festivals in the Triangle.

This application includes letters of endorsement and support from Team 91 Lacrosse, Pony Softball, West Raleigh Baseball, Wake Futbol Club, North Carolina Football Club, high school cross country coaches, Citizens for Apex Parks, the Apex Festival Commission, and Apex Chamber of Commerce which are just a few of the many groups that staff regularly works with and that utilize and support our facilities and



program offerings.(see Section 8.2).

FIGURE 9: ENCHANTED FOREST, MAINTENANCE FACILITY, SIGNATURE FIELDHOUSE AND FIELD FOR PLEASANT PARK IN THE TOWN OF APEX.

The Town anticipates that the facility will be utilized by various community and recreational leagues as well as established athletic programs. In addition, the facility will be available to teams from Wake County public and private schools as a closely-located facility for use in the growing region of southwestern Wake County.

## 2.3 Evaluating Success

The Town remains committed to its transparency and responsible stewardship principles throughout all departments, and the APRCR Department remains committed to evaluating its programs and projects to ensure the best possible facilities and programs for Apex residents.

GOAL	EVALUATION METHOD	EVALUATION FREQUENCY
Increase capacity of youth and adult athletics by at least 25% in first three years to reduce existing waiting lists as much as possible.	Track participation numbers	Seasonally
Increase wellness and recreational activities by Apex residents and non-Apex residents by welcoming at least 200,000 visitors to Splashlantis and the Enchanted Forest playground areas each year.	Ticket/fee sales, usage reports	Annually
Increase economic impact of athletic tournament events in Apex by at least \$4 million in each of the first three years, hosting at least 10 multi-day or weekend tournaments each year.	Visitor & participant tracking; ROI formula from Wake County	Annually for three years
Evaluate financial sustainability and management and operations costs	Formal budgeting process	Annually
Evaluate staff, programming, and resident satisfaction in accordance with Town & Department policies	Surveys, staff retreats, Council feedback	Annually

## 2.4 Consistency with Room Occupancy & Prepared Food/Beverage Operating Principles & Destination Strategic Plan

The Town of Apex fully supports the Wake County Room Occupancy and Prepared Food & Beverage Operating Principles established in 2017 and incorporates these principles into its plans for Pleasant Park.

The park is a fully compliant, accountable, and viable solution to the important goals of:

- prioritizing the use of funds for projects that drive measurable, regular overnight visitation or positive return on investment (ROI);
- ensuring that project investments are secured by solid long-term plans, both operational and financial, that demonstrate viability and sustainability;
- support investments that complement economic development efforts and enhance quality of life experiences for visitors, newcomers, and long-time residents;
- create sports, arts and cultural opportunities through leveraging community investments and partnerships that benefit residents and enhance tourism offerings;
- engaging stakeholders representing varying entities, jurisdictions, and uses;
- supporting investments that consider emerging arts, sports, and cultural experiences and unmet needs;
- providing quality services and programs for citizens in a fair and equitable manner, particularly by meeting the significant unmet needs in Apex due to rapid growth & development;
- supporting investments that are current, relative, and market-competitive; and
- developing facilities that are aligned with overall Wake County tourism and economic development goals.

The project is also consistent with the Destination Strategic Plan, helping further priorities of focus for Wake County to grow tourism, including sports, events, destination development, and quality of place. In particular, this project most closely aligns with the sports priority focus of developing the needed inventory to include additional fields and courts to elevate the county as a competitive sports tourism destination by developing additional fields with the capability of hosting competitive and recreational sporting events. But in close order, developing a quality of place in the County through the design and implementation of the Enchanted Forest with themed play villages for visitors of all ages and abilities along with creating multi-functional adaptable spaces for cultural and special events and festivals.

### 3.0 Project Budget

#### 3.1 Funded and Unfunded Phases Budget

	Phase Funded and Contracted for Construction	Unfunded Phases - Construction Pending Funding	Total
DESIGN & PERMITTING	\$2,000,000.00	\$180,000.00	\$2,180,000.00
CONSTRUCTION ADMINISTRATION, BONDS & INSURANCE	\$5,750,000.00	\$750,000.00	\$6,500,000.00
OVERALL SITE CLEARING, GRADING & EROSION CONTROL	\$6,750,000.00		\$6,750,000.00
RETAINING WALLS	\$700,000.00		\$700,000.00
SITE PAVING & SIDEWALKS	\$2,950,000.00		\$2,950,000.00
WATER & SEWER DISTRIBUTION	\$2,100,000.00		\$2,100,000.00
STORM DRAINAGE	\$675,000.00		\$675,000.00
PLAY EQUIPMENT / SITE FURNISHINGS / SPLASH PAD	\$2,700,000.00		\$2,700,000.00
LANDSCAPING & GRASSING	\$3,250,000.00	\$250,000.00	
BRIDGES (ROADWAY, AMENITY AREA & CROSS COUNTRY)	\$1,050,000.00		\$1,050,000.00
SOCCER / LACROSSE / MP ARTIFICIAL TURF FIELDS & FENCING	\$4,200,000.00		\$4,200,000.00
TENNIS / PICKLEBALL & BASKETBALL COURTS	\$550,000.00		\$550,000.00
MAIN FIELD HOUSE / MAINTENANCE BLDGE / PICNIC SHELTERS 2 & 3	\$4,350,000.00		\$4,350,000.00
SITE LIGHTING & UTILITY RELOCATIONS	\$2,500,000.00	\$1,200,000.00	
CROSS COUNTRY TRAIL GRADING AND SURFACING	\$325,000.00	\$200,000.00	\$525,000.00
BASEBALL/ SOFTBALL ARTIFICIAL TURF FIELDS & FENCING		\$3,200,000.00	\$3,200,000.00
BASEBALL/SOFTBALL FIELD HOUSE & PLAZA AREA WITH FF&E		\$1,400,000.00	\$1,400,000.00
PICNIC SHELTER 1		\$800,000.00	\$800,000.00
OFF-SITE ROADWAY IMPROVEMENTS	\$1,900,000.00	\$350,000.00	\$2,250,000.00
<b>SUB TOTAL</b>	<b>\$41,750,000.00</b>	<b>\$8,330,000.00</b>	<b>\$50,080,000.00</b>
CONTINGENCY	\$200,000.00	\$1,666,000.00	\$1,866,000.00
<b>TOTAL</b>	<b>\$41,950,000.00</b>	<b>\$9,996,000.00</b>	<b>\$51,946,000.00</b>

\*Unfunded Phase Budgets were formed based on preliminary cost estimates and are subject to change during the design and bid phase.

**Investment Ratios:** While we anticipate that most of the Town’s funding responsibilities will come from public sources, including the general obligation bond, the Town does plan to actively pursue funding opportunities through partnerships and sponsors and have been developing a marketing and partnership program (See Section 8.6).

#### 3.2 Impact on Existing Infrastructure

**Water and Sewer:** The project has extended water service from the main service lines across South Salem Street at Pleasant Plains Road to the park. These extensions enable future water service extension into residential areas currently served by wells and also to undeveloped non-residential property adjacent to the site. All future connections will be managed by the Town in accordance with Town policies for redevelopment or well failures. The Town has ample water and sewer treatment capacity reserves and the project will not materially reduce these reserves. Sewer will be provided via on-site pump station. The water main extensions and this pump station will allow an adjoining commercial property that is currently unserved to develop, allowing for opportunities such as hotels and restaurants to be constructed at the adjoining NC540 interchange.

**Greenways, Roads, and Schools:** The full project will include over four miles of walking trails, multi-purpose paths, and sidewalks which are included in Phase I. The project includes significant on-site and off-site improvements to mitigate any traffic congestion created by the park project. While most park traffic will not coincide with typical peak traffic times, large event traffic will demand these improvements.



The project is solely recreational in nature and thereby will not add any additional burden on the Wake County Public School System (WCPSS). All of the proposed athletic fields will be constructed with synthetic turf. This will allow local WCPSS Athletic Directors to lease the fields during times when the fields are not typically in use. This opportunity has been utilized on other local facilities in the past during school turf renovation projects or periods of extended wet weather to reduce the burden and wear on the natural surface fields at most public-school facilities. This availability will reduce school field maintenance costs.



FIGURE 10/11/12: PEDESTRIAN BRIDGES AND BOARDWALKS ALONG CROSS COUNTRY TRAIL FOR PLEASANT PARK IN THE TOWN OF APEX

#### 4.0 Project Timeline

PROJECT ACTION	START DATE	END DATE
STUDY AND ANALYSIS OF PROJECT	2016	Completed in 2017
SITE IDENTIFICATION	2016	Completed in 2017
PRELIMINARY COST ESTIMATES	2016	Completed in 2016
PARKS BOND APPROVAL	June 2016	Completed in 2017
MASTER PLAN APPROVAL	2017	Completed in 2017
LAND ACQUISITION	2017	Completed in 2017
BEGIN GRANT & FUNDRAISING EFFORTS	December 2017	Completed in 2022
REVISED COST ESTIMATES	2016	Completed in 2020
CONTRACTS FOR CONSTRUCTION & ADMINISTRATION	April 2018	Completed in 2022
ARCHITECTURAL & ENGINEERING STUDIES	2016	Completed in 2018
MAJOR SITE PLAN APPROVAL	2017	Completed in 2018
PERMITS OBTAINED	2018	Completed in 2018
PHASE I: INFRASTRUCTURE, GRADING, PAVING	2018	Spring 2023
PHASE I: FACILITY & AMENITIES	February 2020	Spring 2023
PHASE I: EQUIPMENT PURCHASE	February 2020	Spring 2023
PHASE II: BASEBALL/SOFTBALL FIELDS/FIELD HOUSE/PICNIC AREA/WALKING/RUNNING TRACK	July 2024	June 2026



## 5.0 Project Operating, Maintenance and Marketing Plan

The Pleasant Park project was developed as part of the Town's Master Planning process, which involved over eight months of meetings, surveys, and interviews to allow as much citizen involvement as possible. The park plan reflects the Town's commitment to excellence in recreational programming and amenities and follows the Town's existing marketing, operations, management, and finance best practices.

The operating cost of the facility was included within the Department's overall operating budget for facility construction, maintenance, and operations. The facility's initial funding is significantly supported by the 2017 Parks Bond and grant support, and as such the Department expects the primary expenses to be operations and programming staff and equipment. This will be mostly offset by registration fees and programming costs along with tournament and special event revenue by the third year of operation. The full Town budget can be found at [www.apexnc.org/budget](http://www.apexnc.org/budget).

The Town is projecting a 6% increase in General Fund revenues over the prior fiscal year due primarily to the expanding tax base from new development and annexations, increased sales tax distributions, and development related fees.



FIGURE 13/14: PLAY VILLAGE IN THE ENCHANTED FOREST FOR PLEASANT PARK IN THE TOWN OF APEX

### 5.1 Operations, Maintenance, and Marketing

The Pleasant Park facility will be managed within the Town budget for Parks, Recreation, and Cultural Resources, as are all greenway and park facilities. The APRCR Department has exceeded projected revenues and underspent projected expenses in each of the past ten years.

The Town will continue to provide maintenance and programming services for this facility, just as it has always done for its other amenities. The marketing for the facility will follow Department guidelines for existing facilities, as well as outreach and marketing principles utilized by the Department for existing tournaments and special events. The project is expected to become fully self-sustaining through program fees, tournament fees, and a minor outlay of Departmental funds as is consistent with other Town recreational amenities.

As part of the Pleasant Park marketing effort, the APRCR Department has developed a sponsorship package showcasing specific geographical areas that are available for naming rights and other partnerships opportunities. Designed with a strong emphasis on promoting the amenity and big-ticket areas, the package features compelling imagery of the unique elements that make up Pleasant Park, with 3D renderings, sketches, and inspirational photos that allow the reader to visualize the park in greater detail. In addition, the marketing materials also feature distinct facts about particular areas of Pleasant Park and the impact that this facility will have on the community. Once complete, the materials will be distributed to generate sponsorships and promote the park.



FIGURE 15: SIGNATURE FIELDHOUSE FOR PLEASANT PARK IN THE TOWN OF APEX

## 5.2 Operating Budget & Financial Results

See Attachment 8.3 for a copy of the Town of Apex W-9 Request for Taxpayer Identification Number and Certification and a copy of the 2018-2019 audit and management letter. The Town's Comprehensive Annual Financial Report (CAFR) is available at [www.apexnc.org/finance](http://www.apexnc.org/finance) and demonstrates the Town's success with moderate long-term debt and growth strategies for large projects. The Town of Apex has been awarded a Certificate of Achievement for Excellence in Financial Reporting for 24 consecutive years from the Government Finance Officers Association of the United States and Canada (GFOA). The Town also received its first GFOA Distinguished Budget Presentation Award last year.



FIGURE 16: SIGNATURE FIELD AND 3 ADDITIONAL MULTI-PURPOSE FIELDS FOR PLEASANT PARK IN THE TOWN OF APEX

## 6.0 Project Visitor Estimates, Return on Investment and Performance Targets

Phase II includes the development of a four-field youth and adult baseball and softball complex with plazas, fieldhouse, maintenance storage facility, and 250 capacity picnic shelter with restrooms and storage. Phase II improvements will be used by Apex Parks, Recreational, and Cultural Resources leagues, as well as local schools and community groups. The synthetic turf fields will primarily be used by soccer, lacrosse, baseball, and softball teams in the region. Some of the athletic organizations that already use Town of Apex fields include Wake Futbol Club, North Carolina Football Club, Carolina Velocity Soccer Club, Jordan Lake Football Club, Trinity Soccer Academy, True Lacrosse, Team 91 Lacrosse, Red Devil Lacrosse, West Raleigh Baseball, and schools from the North Carolina High School Athletic Association and North Carolina Independent School Athletic Association. All of these organizations have expressed interest in partnering with the Town to host major tournaments and events at Pleasant Park.

The following chart details the projected visitor estimates for Pleasant Park:

	<i>Regular Season Wake County Resident Visits</i>	<i>Regular Season Non- County Resident Visits</i>	<i>Special Events Wake County Residents</i>	<i>Special Events Day Visitors*</i>	<i>Special Events Overnight Visitors</i>	<i>Totals</i>
<i>Annual Visitor Estimates:</i>						
<i>Apex Parks and Rec Programs</i>	100,000	1,000				101,000
<i>Lacrosse Programs</i>	15,000	2,500	4,608	4,608	5,896	32,612
<i>Youth Soccer Programs</i>	25,000	1,000	6,800	6,800	41,449	81,049
<i>Baseball/Softball Groups</i>	10,000	1,000	2,083	2,083	7,974	23,140
<i>Additional Community/School Rentals</i>	15,000	1,000				16,000
<i>Cross Country/5K Races</i>	2,000	200	800	1,600	1,600	6,200
<i>Amenity Visitors -Peak Season</i>	525,000	52,500				577,500
<i>Amenity Visitors - Off Season</i>	225,000	22,500				247,500
<i>Splash Pad</i>	135,000	135,000				270,000
<i>Tennis Courts</i>	12,000	1,000				13,000
<i>Basketball, Pickleball, Sand Volleyball</i>	20,000	5,000				25,000
<i>Athletic Field (Drop In)</i>	10,000	1,000				11,000
<i>Totals</i>	1,094,000	223,700	14,291	15,091	56,919	1,404,001

\* These visitors will come for a multi-day event but are close enough they will not stay overnight. See note in PHII calc chart.

Many of the community groups that will use these facilities are currently using facilities outside of the Town to meet their participation needs, going as far away as Fayetteville to host programs for Wake County residents. Pleasant Park will allow many of those existing programs (in addition to the new programs noted above) to be relocated back to Wake County.

## Results from Visitor Estimates &amp; County Return on Investment Worksheet

Phase II Calculations: Pleasant Park			
Estimated Wake County Residential Visitors (annual)	1,108,291	--	--
Estimated Day Visitors (annual total) special event day visits 15091 for 2 days	253,882	\$21.00 daily meal rate	\$5,331,522.00
Estimated Overnight Visitors (annual): 57,919 for two nights	113,838	\$35.00 daily meal rate	\$4,054,330.00
Estimated Overnight Visitors (annual): 57, 919 for two-day events (x 2 nights) = 115,838	115,838 ÷ 2.7 party size	\$117 room rate	\$5,019,646.67
Total Direct Spending	--	--	\$14,405498.67
Total Food & Beverage Tax Revenue (annually)	(1% Food & Beverage Tax)		\$93,858.52
Total Occupancy Tax Revenue (annually)	(6% Occupancy Tax)		\$301,178.80
Total Taxes Collected Annually	\$395,037.32		
Grant Request Total	\$3,500,000		
÷ \$395,037.32 (total annual tax revenue)	ROI: 8.8 years		

## ASSUMPTIONS &amp; CALCULATIONS:

Calculations for these estimates are based on usage at other Town of Apex parks and from the Apex Parks and Recreation programs, revenues, and visitor count at neighboring municipal parks in Wake County, and estimates provided partnering organizations and the Greater Raleigh Sports Alliance.

**The following highlights the assumptions made for each of the visitor estimate categories:**

Apex Parks and Recreation Programs: Based on the number of participants and visitors per season for each sport: youth soccer (2,000 participants X 24 visits per season = 48,000 visits), adult soccer (500 participants X 16 visits per season = 8,000 visits), youth lacrosse (100 participants X 16 visits per season = 1,600 visits), youth softball (500 participants X 24 visits per season = 12,000 visits), adult softball (1,200 participants X 22 visits per season = 26,400 visits), and summer camps (800 participants X 5 visits per season = 4,000 visits).

Lacrosse Community Programs: Regular Season residents (50 visitors per rental X 300 total group rentals = 15,000 Wake County residents); Special Event visitors assumes four lacrosse events and uses data provided by the Greater Raleigh Sports Alliance for average total visitors and overnight visitors per event (9,216 visitors per event / 5,896 overnight visitors per event/ 3,320 day visitors x2 days per event).

Youth Soccer Programs: Regular Season residents (50 visitors per rental X 500 total group rentals = 25,000 Wake County residents); Special Events visitors assumes eight total soccer events and uses data provided by the Greater Raleigh Sports Alliance for average total visitors and overnight visitors per event (6,800 attendees per event/ 4,149 overnight visitors per event/ 2,651 day visitors x2 days per event).

Baseball/Softball Groups: Regular Season residents (100 visits per rental X 100 group rentals = 10,000 visits); Special Events visitors assumes eight baseball/softball events and uses data provided by the Greater Raleigh Sports Alliance for average total visitors and overnight visitors per event. (Baseball = 5,000 visitors



per event/ 3,588 overnight visitors per event/ 1,412 day visitors x2 days per event) (Softball = 6,000 visitors per event/ 4,386 overnight visitors per event/ 1,614 days visitors x2 days per event)

Additional Community/School Rentals: Other sports at 60 visitors per rental with 100 total group rentals for a total of 6,000 visits and school practices and games at 10,000 visits (100 visitors per rental X 100 group rentals).

Cross Country/5K Races Special Events: 4 events with 100 residents per event, 200-day visitors per event, and 200 overnight visitors per event for a total of 2,000 visits.

For the splash pad, visitors will vary depending on the time of year, with Memorial Day-Labor Day considered the peak visiting months. The Town anticipates 3,000 local visitors per day at peak times, based on 15-minute cycles with four cycles per hour and eight hours per day of facility operation. Based on a 90-day period, an estimated 270,000 visits will occur, with about half residents and half non-residents based on other municipal usage records.

For the playground areas, visitors are expected to vary between peak season and off-season visits. The Town estimates 2,500 local visitors per day from April-October, and 1,500 visitors per day from November-March. This results in 525,000 peak-season visitors and 225,000 off-season visitors annually.

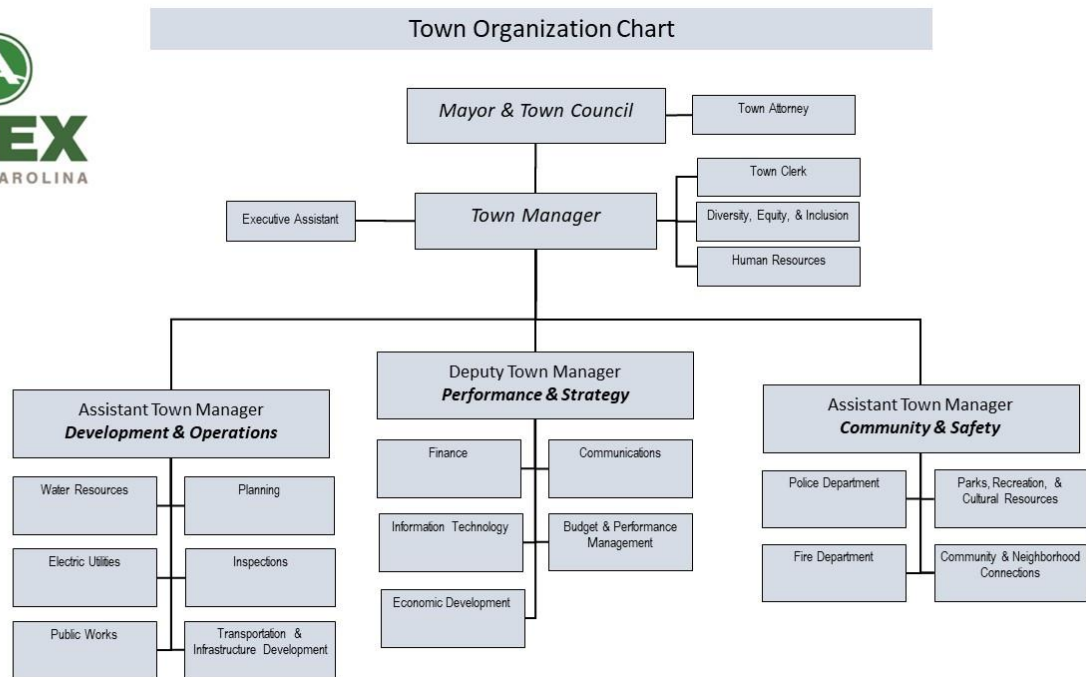


FIGURE 17/18: PLAY VILLAGES IN THE ENCHANTED FOREST FOR PLEASANT PARK IN THE TOWN OF APEX

## 7.0 Organizational Information

### 7.1 Organization History & Background

The Town of Apex, incorporated in 1873, is governed by a five-member Town Council and Mayor. Jacques Gilbert serves as the Mayor and the Mayor Pro Tem is Audra Killingsworth. Council Members include Terry Mahaffey, Ed Gray, Arno Zegerman, and Brett Gantt. Nonpartisan elections are held in odd years and conducted by the Wake County Board of Elections. Municipal operations are overseen by Catherine Crosby, Town Manager, Shawn Purvis, Deputy Town Manager, and Marty Stone and Demetria John, Assistant Town Manager(s).



The Town of Apex, located in the southwestern corner of Wake County, has seen tremendous population growth since its first ranking on the Money Magazine Best Places to Live in 2007 (at number 14). It was named the #1 Best Place to Live in 2015.

The Parks, Recreation, and Cultural Resources Department, led by Director Craig Setzer, is a part of the newly created Community and Safety Division of the Town. This Division was created to be a leader in meeting and providing services to Apex residents. In 2017, working with Apex residents' groups, area nonprofits, and other Town staff, the department prepared a Parks Bond that was passed with a 76% approval rate. The bond, which institutes a property tax increase to provide up to \$48 million in parks and recreation amenities funding, is to be utilized for four specific projects identified by Apex residents: Beaver Creek Greenway (Project is awaiting NCDOT approval for bid advertisement), Middle Creek Greenway (Town will open bids for this project January 31, 2023), Community Center Expansion/Senior Center (This project is complete and open.), and Pleasant Park (Phase I of the project will be complete in Spring of 2023, and Phase II is expected to be complete in June 2026).



FIGURE 19: PLAY VILLAGES IN THE ENCHANTED FOREST FOR PLEASANT PARK IN THE TOWN OF APEX

The Parks Bond initiative was one of several commitments made by the Town Council over the past several years to increase the number and variety of parks and recreation amenities, and the Pleasant Park project was approved by the Board in the Apex Parks, Recreation, Greenways and Open Space Master Plan.

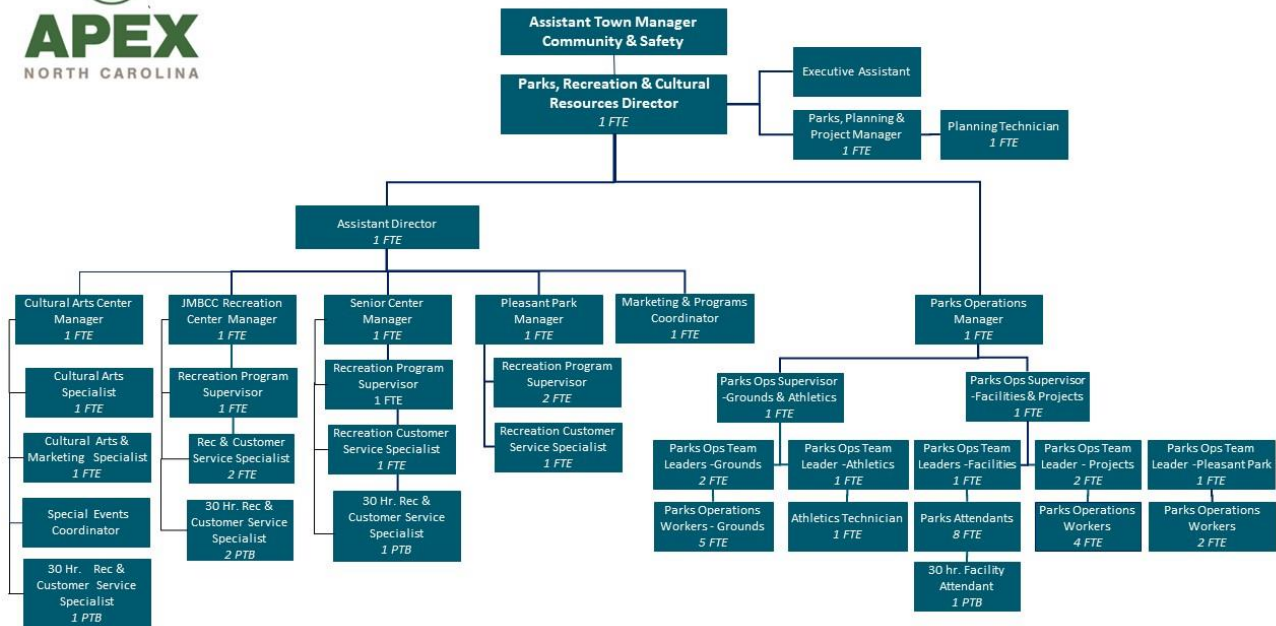
See Attachment 8.4 for certification that there are no conflicts of interest or pending litigation that would impact this project.

## 7.2 Proposal Team Experience & Similar Projects

The Town of Apex, along with its contracted firms, has years of experience successfully conducting similar Projects in the fields of parks, recreation, and cultural resources.



Parks, Recreation &amp; Cultural Resources Organization Chart





**Craig Setzer, Director: Town of Apex Parks, Recreation and Cultural Resources** *Bachelor of Recreation Management/Concentration in Parks and Recreation from Appalachian State University* Mr. Setzer has over 20 years of experience in municipal parks & recreation. 2 years of his experience has been in his current position as Director. He currently oversees 46 full time team members, 500 acres of parkland, over 20 miles of public greenway and 20 different sites for public recreation. Prior to that he served as the Park Operations Manager for 7 years. His duties included maintenance management of approximately 406 acres of parks, 4 school parks and an estimated 10 miles of greenways. He has experience assisting with the design of several parks and their facilities including the Apex Nature Park, Salem Pond Park, Hunter Street Park and Seagroves Farm Park. He also has played an integral role in the artificial turf renovation of the soccer fields at Hunter St. and the Apex Nature Park. Prior to becoming the Parks Operations Manager Mr. Setzer's primary duties were in athletic programming. Mr. Setzer was responsible for running numerous youth and adult athletic leagues and tournaments. He has been involved in administering traditional sports, such as soccer, baseball, basketball and softball, as well as nontraditional sports, such as dodgeball. While programming, he successfully increased participation numbers in each of the leagues and events he was involved with. He was also heavily involved in the rentals/reservations of all athletic fields/facilities. Mr. Setzer also has experience managing a recreational facility. Mr. Setzer managed a recreation facility including racquetball courts, a gymnasium, classrooms, playground and a pool. His responsibilities included programming, scheduling maintenance, administering the budget and supervision of employees. Mr. Setzer completed the National Recreation and Park Association Director's School, and has completed the Park Maintenance Management School through the National Recreation and Park Association. He is currently a member of the North Carolina Parks Association.

**David Wood, Assistant Director: Town of Apex Parks, Recreation and Cultural Resources** *Bachelor of Science in Parks, Recreation and Tourism from Virginia Commonwealth University. Master of Science, Parks and Recreation Administration, Arizona State University.* Mr. Wood has over 34 years of experience in State, national, and municipal parks & recreation. In 2022 he was hired to his current position as Director. He currently supervises the Halle Cultural Arts Center Manager, John M Brown Community Center Manager, Pleasant Park Manager and the Department's Marketing Specialist. Prior to that he served as the Cultural Arts Center Manager for 15 years, and Community Center Manager for 9 years. His duties included supervisory work overseeing facility operations and staffing of the Halle Cultural Arts Center providing a diverse range of cultural arts, both performance and visual arts for all segments of the community. In this role, Apex has hosted over 100 special events, public art programs to include a variety of murals and sculpture pieces throughout Apex. Mr. Wood has experience managing environmental education programs at the State level developing curriculum for 20 different State Parks in Arizona to be used in pre, on-site and post classroom activities that covered core competencies for 5<sup>th</sup> grade curriculum. He also managed the oversight and award of over \$10,000,000 in grant funds annually while working for Arizona State Park through the Federal Land and Water Conservation Funds. Mr. Wood was Adjutant Faculty Member at Arizona State University teaching a variety of classes in the Parks and Recreation Administration program. Additionally, Mr. Wood currently serves in the North Carolina Air National Guard where he is the Intelligence Superintendent. Serving for 29 years, Mr. Wood has deployed numerous times managing the NC Air National Guard Intelligence Operations squadron. He compiles, segregates, evaluates, researches, interprets, analyzes, and disseminates intelligence information in support combat and peacetime operations. He established intelligence collection requirements, conducted intelligence training and prepared mission reports for over 500 missions during his Air Force service.

**Angela Reincke, Parks Planning Project Manager: Town of Apex Parks, Recreation & Cultural Resources** *Bachelor of Science in Landscape Architecture from Purdue University*

Ms. Reincke has 25 years of experience in Public Planning with an emphasis in Parks and Greenways. With the gold medal awarded Arlington Heights Park District, IL she led the design and development of the 50 plus acre Lake Arlington (2.5 miles of greenway, playgrounds, and educational/boating camp facility), the 56-acre, 9-hole, par 3, Nickols Knoll Golf Course on a Village leased landfill and development of Melas Sports Complex, leased from the Metropolitan Sanitary District through the Village of Mount Prospect. With James Martin and Associates, she was awarded the Daniel Flaherty Award for Park Excellence for the North School Park project. In addition to planning experience with Palm Beach County and the Town of Cary, Ms. Reincke has also provided insight for Wake County



Greenway Systems Plan in which over 70% of survey responses were provided from Apex residents. She also was on Wake Counties Master Plan project consultant selection team. In addition to the Pleasant Park project, the Town of Apex's Park, Recreation and Cultural Resources Department is currently in the design and development of 3 major greenway corridors (White Oak Creek, Beaver Creek, and Middle Creek). There are also 19 developer constructed greenway segments and several other smaller Town managed greenway connector projects in the works. The Town was recently awarded an LWCF grant for the Salem Pond Park project which includes a universal playground with environmental and historical education components. Ms. Reincke has been an active contributor of the Apex Community and the Triangle region as a 15-year member and Chair of the Apex Parks, Recreation and Cultural Resources Advisory Commission, past President of Citizen's for Apex Parks securing funding for the construction of Kidstowne Playground (\$150,000), renovation of the Halle Cultural Arts Center (\$1M) and the development of the Rodgers Family Skate Plaza at Trackside (\$300,000). Other notable positions include TBJ's 40 under 40 (2007), Triangle Reality Check, Member of the Western Area Plan Advisory Commission, and Advisor on the Durham Submittal Process Review.

**Patrick Fitzsimons, Pleasant Park Manager: Town of Apex Parks, Recreation & Cultural Resources**

*Bachelor of Arts in Economics from Amherst College*

*Master of Arts in Parks, Recreation & Tourism Management from NC State University*

Mr. Fitzsimons has over 14 years of experience in municipal parks & recreation. In 2022, he was promoted to Pleasant Park Manager. In this position, he will be responsible for the daily operation of the park. He will coordinate large athletic tournaments and special events, oversee the opening of the Town's first splash pad, and work with Parks staff to operate and maintain all elements of the park. Mr. Fitzsimons also manages all aspects of the Town's athletic programs. He supervises a staff of 2 full-time athletic programmers and 1 full-time customer service representative, in addition to more than a hundred part-time scorekeepers, officials, and other staff and volunteer positions. Mr. Fitzsimons works with numerous athletic associations, schools, travel teams, and other groups that reserve town fields. Prior to assuming the role of Park Manager, Mr. Fitzsimons spent several years in athletic programming, running a wide variety of youth and adult athletic leagues and tournaments. He has been involved in coordinating traditional sports, such as soccer, baseball and softball, as well as alternative sports, such as lacrosse, ultimate Frisbee, and flag football. He has successfully increased participation numbers and expanded age groups in each of the leagues and events he has been involved with. He has also created new programs to meet changing trends and increasing demand from a growing population. Mr. Fitzsimons also has prior experience managing large athletic complexes, as well as maintaining facility schedules for fields and gyms throughout the Town. He has served as tournament director for a variety of large-scale tournaments and coordinated many different special events. Mr. Fitzsimons has also been involved in advancing the profession through his work with the North Carolina Recreation & Park Association (NCRPA). He has served as chair of various committees, where he has led educational sessions and helped fundraise for the Association.

**Brian Barnes, Parks Operations Manager: Town of Apex Parks, Recreation and Cultural Resources**

Mr. Barnes has over 19 years of experience in municipal parks & recreation, 15 of which have been with Parks Operations for the Town of Apex. Mr. Barnes has progressed through all levels of positions in the Park operations division starting as an Operations Worker in 2008. The last 2 years of his experience have been in his current position as Parks Operations Manager. His duties include maintenance management of approximately 610 acres of parks, 4 school parks and over 20 miles of greenways. Utilizing a staff of 30 full time employees and 6-10 LSE employees the Park Operations division cares for 15 basketball courts, 13 tennis courts, 12 Jr tennis / pickleball courts, 13 baseball/softball fields, 8 natural turf fields, 4 synthetic turf fields, 12 play grounds, 11 picnic shelters, 11 restroom facilities, Rodgers family Skate Plaza, Elevate Fitness Course, 2 dog parks, disc golf course, 4 miles of natural trail, John M Brown Community Center, Apex Senior Center and the Halle Cultural Art Center. Mr. Barnes is currently a certified playground inspector and Certified Aquatic Facility Operator.

**WithersRavenel** is under contract to the Town of Apex for design and engineering services for Pleasant Park. WithersRavenel is a full-service civil and environmental engineering firm, based locally in Cary, with a long history of successful projects in the Triangle region and statewide, particularly with local and state government partners.

## **8.0 Attachments**

**8.1** Pleasant Park Renderings and Drawings

**8.2** Letters of Endorsement and Support

**8.3** Audit Management Letter and IRS Information

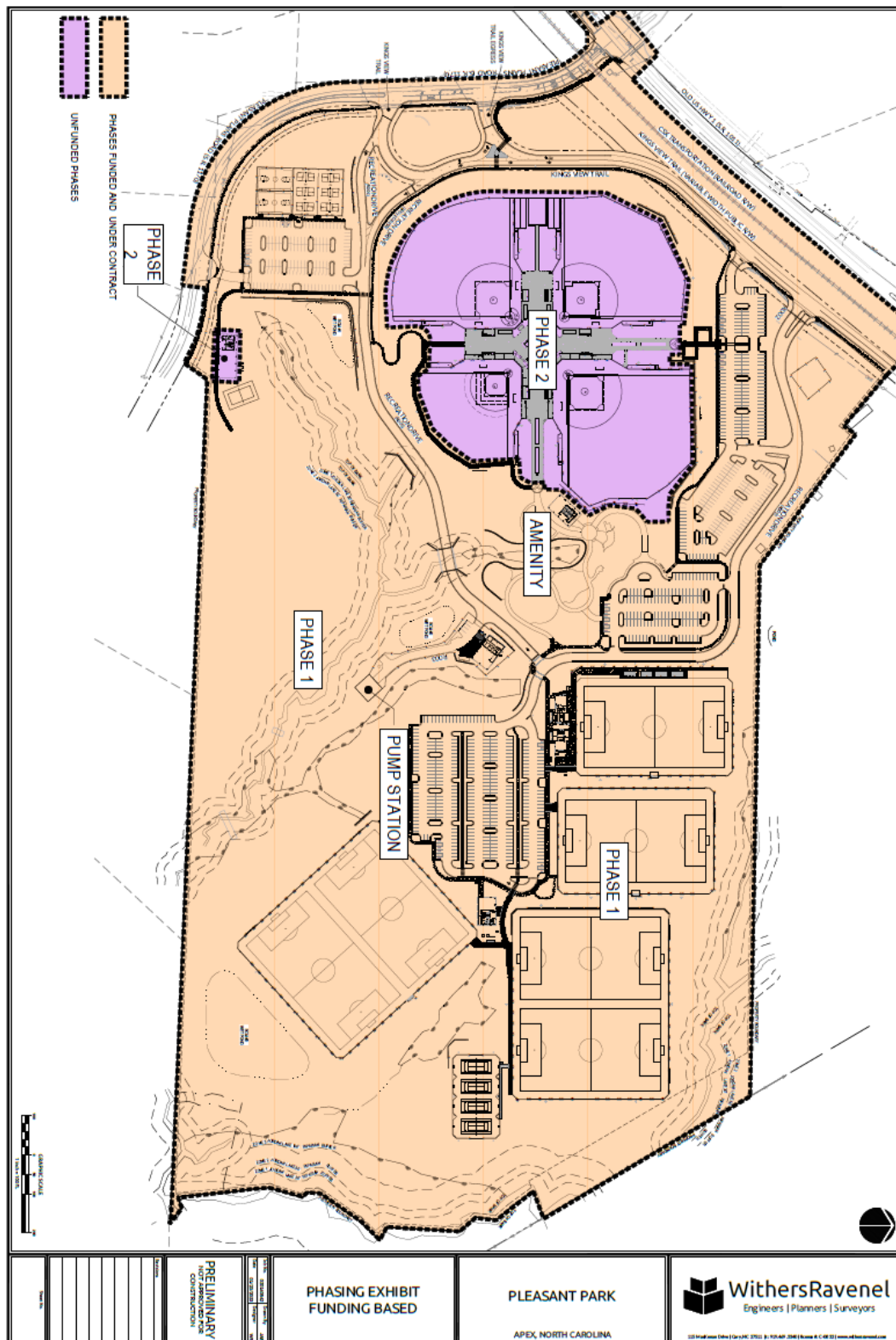
**8.4** Statement on Conflicts of Interest & Litigation

**8.5** RFP Attachment 4: Visitor Estimates and Return on Investment

**8.6** Artistic Renderings and Promotional Material

## 8.1 Pleasant Park Plans & Drawings

These plans and drawings have been prepared by WithersRavenel under contract to the Town of Apex for planning, design, and permitting services.





## 8.2 Letters of Endorsement and Support



January 13, 2023

Mr. Craig Setzer  
Director  
Parks, Recreation and Cultural Resources  
PO Box 250  
Apex, NC 27502

Dear Mr. Setzer:

Thank you for giving Team 91 Lacrosse the opportunity to express our support for the completion of Pleasant Park. The need for these types of facilities in the Triangle has become more and more needed each passing season, as the demand for youth athletic opportunities continues to grow. On behalf of the 91 Lacrosse Club, and as a current user of various Town of Apex facilities, I am pleased to offer our support for the completion of Pleasant Park and the Town's efforts related to the submission of a grant application to Wake County as part of the County's Hospitality Tax for Small Capital Projects.

We are extremely excited about the possibilities for this state-of-the-art facility and the many opportunities will bring to the lacrosse community. We anticipate that this facility will not only benefit Apex but the entirety of Wake County as it provides significant opportunities for local, regional, and national lacrosse events. These will result in increased stays in our hotels, increased visits our restaurants and a significant increase in spending at the surrounding retail establishments. Our organization is slated to run several large-scale events this coming year, and we would love to bring those to Pleasant Park. These established events are ready to bring hundreds of families to the Triangle, and we are excited to be one of the groups creating these athletic opportunities for families from around the country.

The Team 91 Carolina organization is one of the regions premier lacrosse clubs providing high level and unique training opportunities for boys and girls. We aim to provide the type of coaching and commitment to lacrosse that our most dedicated lacrosse families are seeking. The opportunity to get on high quality training facilities is key for our programs continued development of high-level athletes in the sport. The Team 91 Carolina program is now the largest boys and girls lacrosse program in the region, working with over 500 lacrosse families a year, attending events all over the southeast. Many of our teams are the top ranked team in North Carolina and in the top 10 in the Southeast Region. A facility like Pleasant Park will be vital to the continued growth of our sport, and a huge benefit for the many Apex families in our program and those that compete with us from around the Triangle and beyond.

Sincerely,

Nick Holota  
Regional Director  
Team 91 Lacrosse Club



January 13, 2023

Mr. Craig Setzer, Director  
Parks, Recreation and Cultural Resources  
PO Box 250  
Apex, NC 27502

Dear Mr. Setzer:

CAPS (Citizens for Apex Parks) is the leading citizen advocacy group for the expansion and continued success of the outstanding parks, greenways and quality of life in Apex. We are excited to again lend our support to the completion of Pleasant Park. As residents of Wake | County who are committed to supporting the betterment of Wake County as a whole, through an improved quality of life, we are also pleased to endorse and support the Town's efforts related to the submission of a grant application to Wake County as part of the County's Hospitality Tax for Small Capital Projects.

We live and work in a community that has continually been recognized as having an outstanding quality of life and, in turn, residents recognize the importance of the opportunities offered by our Parks, Recreation and Cultural Resources Department. In 2017, the citizens of Apex showed their support with the historic passage of a bond referendum that funded Pleasant Park.

On behalf of the Board of Directors representing Citizens for Apex Parks and our entire membership, please accept our continued support to help make the completion of Pleasant Park a success. Pleasant Park will serve as a destination, attracting visitors not only to Apex, but to greater Wake County.

As residents of both Apex and Wake County, best of luck with your grant application and please let us know if there is anything else we can do to assist.

Sincerely

J. Greg Coley II

President

Citizens for Apex Parks



January 15, 2023

Mr. Craig Setzer  
Director  
Town of Apex- Parks, Recreation, & Cultural Resources  
PO Box 250  
Apex, NC 27502

Dear Mr. Setzer:

On behalf of the North Carolina Football Club Youth (NCFC Youth), I am pleased to reiterate and lend our continued support for the future construction of Pleasant Park and the Town's efforts related to the submission of a grant application to Wake County as part of the County's Hospitality Tax for Small Capital Projects.

NCFC Youth currently has over 15,000 local youth (ages 4-18) in our programs, representing both Wake County and the surrounding area. We host a minimum of 15 tournaments throughout the year hosting visitors from both inside and outside Wake County. We utilize more than 85 facilities throughout the year for practices, games and tournaments and based on our current understanding view Pleasant Park as an exceptional venue with the opportunity to have 6 full-size, state of the art fields and associated amenities in one location. These events, which generate significant overnight visits will not only benefit existing infrastructure including retail establishments, restaurants and hotels but will also generate the need for additional opportunities contributing to economic development in the area. In addition to partnering with Wake County on the construction of Pleasant Park, we hope you will continue considering NCFC Youth as a partner. This partnership will limit our need to utilize facilities outside of Wake County. We look forward to working with you to bring events to Apex, Wake County and this region that will showcase both the Town and Wake County as a whole.

Please let us know if the North Carolina Football Club Youth can assist further and we look forward to continuing our support for Pleasant Park as it becomes reality.

Sincerely,

A handwritten signature in black ink that reads "Marlow Campbell". The signature is fluid and cursive, with the first name "Marlow" and last name "Campbell" clearly distinguishable.

**Marlow Campbell**  
Director of Club Partnerships and Development  
North Carolina FC Youth  
[Marlow.campbell@ncfcyouth.com](mailto:Marlow.campbell@ncfcyouth.com)



Mr. Craig Setzer  
Director, Apex Parks, Recreation and Cultural Resources  
PO Box 250  
Apex, NC 27502

Dear Mr. Setzer,

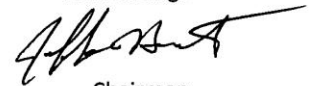
I am writing to express our support for the completion of Pleasant Park and the Town of Apex's submission of the grant application to Wake County as part of the County's Hospitality Tax for Small Capital Projects.

The Apex Festival Commission has worked closely with the town of Apex over the last 35 years to host Peakfest every May in downtown. Through it's success, the willingness of the town to partner with us, and the growth in Apex, multiple smaller organizations, from arts and crafts to cultural events, have wanted to host various festivals. Pleasant Park would afford those organizations to host an event on a similar scale than closing Salem Street in the heart of town. Apex currently has at least one event every month, and the requests keep growing. The continued growth of such cultural events is contingent on having venues such as Pleasant Park available in the future.

As the organizer of the largest event in Apex each year, numerous people reach out with questions and concerns regarding operating an event. I would be delighted to be able to offer the Pleasant Park as an option other than Town Hall commons to host such events. And as our Town continues to grow towards the southwest part of Wake County, this would give a welcome site to those wishing to celebrate their history and culture.

I, and the Apex Festival Commission, greatly support this application. If I can be of any service, or answer any questions, please do not hesitate to let me know.

Jeff Hastings



Chairman

Apex Festival Commission



Mike Hopkins  
East Zone  
Girls Softball  
Division Director  
7525 Secluded Acres  
Apex, NC 27523  
(P) 919-801-6023  
(E) m.hopkins@pony.org

Mr./Craig Setzer  
Director  
Parks, Recreation and Cultural Resources  
PO Box 250  
Apex, NC 27502

January 16, 2023

Dear Mr. Setzer:

PONY Softball would like to offer our support for the completion of Pleasant Park and the Town of Apex's submission of a grant application to Wake County as part of the County's Hospitality Tax for Small Capital Projects funding program.

With the addition of four all-turf baseball/softball fields, Apex will be able to hold events involving both youth and adult teams year-round. Add to that the amenities that are included with Pleasant Park, organizations will be adding Apex Pleasant Park to their list of sites to host events.

PONY Baseball/Softball is an international organization that has been around since 1950. It holds tournaments for baseball and softball throughout the United States. Pleasant Park is the type of complex that we look for to host these events. Once completed, this park will have something for everyone and help bring in the people that will then use the hotels, restaurants, and retail establishments that the Town of Apex has to offer.

I am the Director of Softball for PONY East Zone. Our zone covers states from Main down to South Carolina, as well as Pennsylvania, Ohio, and West Virginia. In the past we held our national softball championships in the surrounding area. The town of Apex was not included because at the time they did not have multiple fields on one site that we require. With the addition of these fields at Pleasant Park, this now allows us to schedule tournaments here in Apex. As a resident of Apex for the past 40 years I am looking forward to the completion of Pleasant Park.

Sincerely  
Mike Hopkins  
Director of Softball  
PONY East Zone

*"PONY Baseball and Softball is designed to Protect Our Nation's Youth by providing experiences in youth baseball and softball that will help young people grow into healthier and happier adults."*

Member USA Baseball • Member USA Softball

January 19, 2023

Mr. Craig Setzer, Director  
Parks, Recreation and Cultural Resources  
PO Box 250  
Apex, NC 27502

Dear Mr. Setzer:

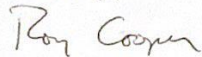
I am writing to express support for the completion of Pleasant Park and the Town of Apex's submission of a grant application to Wake County as part of the County's Hospitality Tax for Small Capital Projects funding program.

I have been working with the Town of Apex to provide input on the 5000-meter cross country course at Pleasant Park. The Town has designed this course to be able to host cross country meets, bringing in visitors from all over the region and, potentially, the state. They have done a great job laying out a course that high school runners will want to experience. Pleasant Park looks to be an excellent course and I am excited about the possible events this park will be able to host when it opens. In addition to the cross country course, the park has many unique elements that will be new to Wake County. As I understand it, the inclusive play areas and splash pad are unique amenities, and the athletics fields and courts will be able to host sports of all kinds that, in turn, will create opportunities for special events of any size.

I have been a cross country and track and field coach at Apex High School for almost 40 years. In my role as a high school coach, I have been involved in organizing hundreds of high school cross country and track and field events in the region and state. I am excited about the possibilities that Pleasant Park will offer to partner with the Town of Apex to host races throughout the year. The popularity and profile of cross country has grown immensely in my 39 years of coaching. Many of the teams in the region and state have hundreds of runners. When we hold large invitational meets, those events bring countless family members to support them. The opening of the course has the potential to attract thousands of additional visitors to Wake County on an annual basis, so this grant can help make that potential a reality.

I fully support this grant application. Please let me know if there is anything more that I can do to support this effort.

Sincerely,



Roy Cooper  
Cross Country/Track & Field Coach  
Apex High School





January 20, 2023

Mr. Craig Setzer  
Director  
Parks, Recreation and Cultural Resources  
PO Box 250  
Apex, NC 27502  
|

Dear Mr. Setzer:

On behalf of the West Raleigh Baseball Association, I am writing to express support for the completion of Pleasant Park and the Town of Apex's submission of a grant application to Wake County as part of the County's Hospitality Tax for Small Capital Projects funding program.

We are extremely excited about the possibilities for this state-of-the-art facility and the opportunities it will bring to the baseball community. With the addition of four all-turf baseball/softball fields, Apex will be able to hold events for all ages, year-round. These fields will serve local residents and will also attract visitors from outside of the county and state. The fields will be unique to what is available in the Triangle in terms of their usability, quality and facility amenities. Tournaments will be able to be played without interruption from weather events. Visitors will be attracted to the unique amenities that surround the fields including the Enchanted Forest with Solashlantis, 5k trail, and shelters with restrooms, concessions and more.

We look forward to partnering with the Town to host unique baseball events throughout the year. The opening on this facility will result in increased stays in our hotels, increased visits our restaurants and a significant increase in spending at the surrounding retail establishments.

Our organization competes year-round, with local play as well as travel tournaments. We would love to use Pleasant Park to bring some of these tournaments to Wake County. We represent approximately 300 families consisting of over 500 players from throughout Wake County and the surrounding area and can't wait for this facility to come online. Since Apex is considered "The Peak of Good Living", I am not sure what happens when you surpass the "peak" but adding a park of this magnitude, I am sure you will have a chance to find out! As an organization that is comprised of many Apex residents and as an organization that values our relationship with the Town of Apex, best of luck with your grant application and please let us know if there is anything else we can do to assist.

Sincerely,  
Gretchen Golz  
Board Member  
West Raleigh Baseball Association



January 13, 2023

Mr. Craig Setzer  
Director  
Parks, Recreation and Cultural Resources  
PO Box 250  
Apex, NC 27502

Dear Mr. Setzer:

On behalf of Wake Futbol Club, I would like to express support for the completion of Pleasant Park and the Town of Apex's submission of a grant application to Wake County as part of the County's Hospitality Tax for Small Capital Projects funding program. Wake FC serves more than 2500 players residing in Wake County, as well as those in our neighboring counties, such as Chatham, Johnson, and Harnett. We also serve the numerous players throughout the state who come to Wake County to compete with our local teams. We have been a partner with the Town of Apex for several years, playing games, tournaments and hosting games for the national and regional leagues that we participate in on their fields. Teams from all over the southeast and the country come to Apex and southern Wake for these events. The opening of Pleasant Park will give the Town the ability to host these national events at a state-of-the-art competition venue along with providing locations for local teams to host out of Town season games. These events, which will generate significant overnight visits, will directly lead to dollars spent at hotels, restaurants, and retail stores.

We look forward to continuing our partnership with the Town of Apex, increasing the size of our tournaments to bring even more visitors to the Wake County. In addition to the 4 major tournaments Wake FC puts on each year, the opening of Pleasant Park will enable more local and regional teams to be able to practice and play in a central location. This will be a spectacular venue, sure to attract people from all over the state and region.

Wake FC is pleased to support this grant application. We have been part of these grant efforts before and they were very successful in showing the impact they had on the local businesses and the local economy. Please let me know if you have any questions or if there is anything else I can do to show our support.

Sincerely,

David Allred  
Executive Director  
Wake Futbol Club  
(919) 602-4775



January 25, 2023

Town of Apex  
Attn: Mr. Craig M. Setzer  
P.O. Box 250  
Apex, NC 27502

**Re: Letter of Support for Pleasant Park**

Dear Mr. Setzer:

On behalf of the Apex Chamber of Commerce Board of Directors, please accept this letter of support from the Apex Chamber for the Town of Apex to develop and complete Pleasant Park. Representing more than 425 businesses and individuals across Wake County, the Apex Chamber believes that this new park will strongly benefit local businesses and the general community overall for municipalities in southwestern Wake County and the surrounding areas because it will:

- Attract new business to Apex (and the surrounding areas)
- Create additional jobs and tax revenue in Wake County (and the surrounding areas)
- Provide a positive impact both to Apex and Wake County

The Apex Chamber supports the efforts to make Pleasant Park a success as the Town of Apex attempts to bring events to our community that will not only showcase our community, but will attract visitors to stay, shop and contribute to the economy of both Apex and Wake County overall.

Please let me know how we may be of help to the Town of Apex. We welcome the ability to collaborate to make Pleasant Park a destination and true showcase facility for Apex and for the greater surrounding region. Please feel free to contact me at [david@apexchamber.com](mailto:david@apexchamber.com) or 919-362-6456.

Sincerely,

David Bohm  
Executive Director



## 8.3 Audit Management Letter & IRS Information



### **Report of Independent Auditor on Internal Control over Financial Reporting and on Compliance and Other Matters Based on an Audit of Financial Statements Performed in Accordance with *Government Auditing Standards***

To the Honorable Mayor  
Members of the Town Council  
Town of Apex, North Carolina

We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, the financial statements of the governmental activities, the business-type activities, each major fund, and the aggregate remaining fund information of the Town of Apex, North Carolina (the "Town"), as of and for the year ended June 30, 2021, and the related notes to the financial statements, which collectively comprise the Town's basic financial statements, and have issued our report thereon dated November 30, 2021.

#### **Internal Control over Financial Reporting**

In planning and performing our audit of the basic financial statements, we considered the Town's internal control over financial reporting ("internal control") as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinions on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Town's internal control. Accordingly, we do not express an opinion on the effectiveness of the Town's internal control.

A *deficiency in internal control* exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A *material weakness* is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the Town's financial statements will not be prevented, or detected and corrected, on a timely basis. A *significant deficiency* is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses may exist that have not been identified.

#### **Compliance and Other Matters**

As part of obtaining reasonable assurance about whether the Town's basic financial statements are free from material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on the financial statements. However, providing an opinion on compliance with those provisions was not an objective of our audit and, accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

### **Purpose of this Report**

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the Town's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Town's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

Cherry Bekaert LLP

Raleigh, North Carolina  
November 30, 2021

Form (Rev. December 2014) Department of the Treasury Internal Revenue Service	<h2 style="margin: 0;">Request for Taxpayer Identification Number and Certification</h2>	Give Form to the requester. Do not send to the IRS.
--	--	---

Print or type  
See Specific Instructions on page 2.

**1** Name (as shown on your Income tax return). Name is required on this line; do not leave this line blank.  
**TOWN OF APEX**

**2** Business name/disregarded entity name, if different from above

**3** Check appropriate box for federal tax classification; check only one of the following seven boxes:  
☐ Individual/sole proprietor or single-member LLC  
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ \_\_\_\_\_  
**Note.** For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.  
☒ Other (see Instructions) ▶ **MUNICIPALITY**

**4** Exemptions (codes apply only to certain entities, not individuals; see Instructions on page 3):  
 Exempt payee code (if any) \_\_\_\_\_  
 Exemption from FATCA reporting code (if any) \_\_\_\_\_  
*(Applies to accounts maintained outside the U.S.)*

**5** Address (number, street, and apt. or suite no.)  
**PO BOX 250**  
**6** City, state, and ZIP code  
**APEX, NC 27502**  
**7** List account number(s) here (optional)

Requester's name and address (optional)  
**TOWN OF APEX**  
**P O BOX 250**  
**APEX, NC 27502**

**Part I Taxpayer Identification Number (TIN)**  
 Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I Instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.  
  
**Note.** If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number									
or									
Employer identification number									
5	6		6	0	0	1	1	6	6

**Part II Certification**  
 Under penalties of perjury, I certify that:
 

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

**Sign Here**  
 Signature of U.S. person ▶

Date ▶ **12-1-22**

**General Instructions**  
 Section references are to the Internal Revenue Code unless otherwise noted.  
**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).  
**Purpose of Form**  
 An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:
 

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.*

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Cat. No. 10231X

Form **W-9** (Rev. 12-2014)



## 8.4 Statement on Conflicts of Interest & Litigation



*Town of Apex*

P.O. BOX 250  
APEX, NORTH CAROLINA 27502

January 20, 2023

Mr. Craig Setzer, Director Parks, Recreation, & Cultural Resources  
Town of Apex  
P.O. Box 250  
Apex, NC 27502

Re: RFP #23-003  
Request for Proposals for Hospitality Tax Small Capital Projects Funding

Craig:

As of the date of this letter, and to the best of my knowledge, the Town of Apex has no interest (including financial benefit, commission, finder's fee, or any other remuneration), and shall not acquire any interest, either direct or indirect, that would conflict in any manner or degree with the performance of Proposer's services and will not benefit from any award resulting in a "Conflict of Interest".

As of the date of this letter the following litigation is pending against the Town:

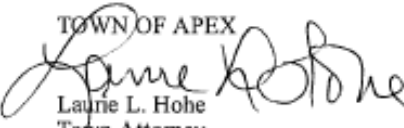
1. ExperienceOne Homes v. Town of Apex

As of the date of this letter, and to the best of my knowledge, there are no contractual relationships with other organizations that would be a conflict of interest or appearance of conflicts of interest in partnering with Wake County to deliver the capital project.

Please let me know if you have any questions or concerns.

With highest regards, I am

Sincerely,

TOWN OF APEX  
  
Laurie L. Hohe  
Town Attorney



## 8.5 RFP Attachment 4 Visitor Estimates and Return on Investment

### Attachment 4: Visitor Estimates and Return on Investment

Updated 11/15/2022

**Instructions:** Fill in highlighted cells with visitor estimate counts. Only fill in highlighted cells.

The spreadsheet will calculate the estimated taxes collected for Food and Beverage Spending, Room Occupancy Taxes and Total Hospitality Taxes Collected.

#### Definitions:

##### Visitors -

- a. **Wake County resident** - visitor from within Wake County
- b. **Day Visitor** - Visitor from outside of Wake County that doesn't spend the night
- c. **Overnight Visitor** - Visitor from outside 75 mile radius of proposed project that spend the night (include total number of nights if visitor will stay multiple nights)

Hotel Room Rate = \$117/per night

Meal Rate on Day Trip = \$21/per day

Meal Rate on Overnight Trip = \$35/per day

#### Visitor Estimates, Economic Impact and Taxes Collected

1. Estimated Wake County residential visitors (annual) = 1,108,291

#### Estimated Food and Beverage Spending and Taxes Collected

	Number of Visitors	Meal Rate	Meal Spending
2. Estimated Day Visitors (annual) =	253,882	X \$21.00	= \$ 5,331,522.00
3. Estimated Overnight Visitors (annual) =	115,838	X \$35.00	= \$ 4,054,330.00
4. Total Meal Spending =		\$ 9,385,852.00	X 1% Food & Bev Tax = \$ 93,858.52

#### Estimated Room Occupancy Spending and Taxes Collected

	Number of ON Visitors	Party Size	Number of Rooms	Room Rate	Room Spending
5. Estimated Overnight Rooms (annual) =	115,838	÷ 2.7	= 42,902.96296	X \$117	= \$ 5,019,646.67
6. Total Room Spending =				\$ 5,019,646.67	X 6% Occupancy tax = \$ 301,178.80

7. Total Annual Hospitality Taxes Collected = \$ 395,037.32

8. Return on Investment based on taxes collected (in years) = 9  
(Calculate by dividing Funding Request to County by Total Annual Hospitality Taxes Collected)

## 8.6 Artistic Renderings and Promotional Material

*Amenity Area Rendering*



*Pleasant Park Ground-Breaking with Key Stakeholders*



# PLEASANT PARK apex, nc

## PARTNERSHIPS - ENCHANTED FOREST

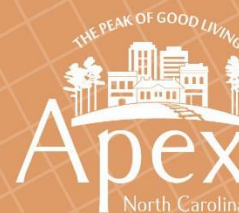


### BE ENCHANTED

Stroll through the many villages of the Enchanted Forest that will provide inclusive play areas for all ages and abilities unlike any other place in our community. Become a partner in adventures and explorations that challenge and delight every sense, bringing joy and wonder as visitors weave through the whimsical and charming world of imagination.

## THE PEAK OF GOOD PLAY

The Enchanted Forest at Pleasant Park is a 1.3-acre magical and mystical world filled with play villages that will delight the young and young at heart. Adventure awaits. Discover underwater life, explore with shipwrecked pirates to find buried treasures, climb to the top of the tallest trees in a land of gnomes and fairies, jump from toadstools or slither down the vines of the jungle. What awaits on the other side of the rainbow? Palaces and castles in villages of music and merriment. The story is never-ending and ever-changing.



### CONTACT US

53 HUNTER STREET • APEX, NC 27502  
(919) 249-3402 • APEXNC.ORG

*Amenity Area Sponsorship Insert (Front)*

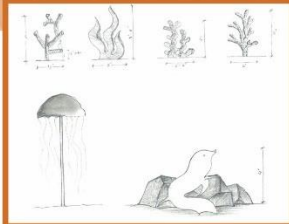
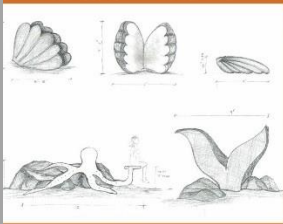


# WELCOME TO THE Enchanted Forest

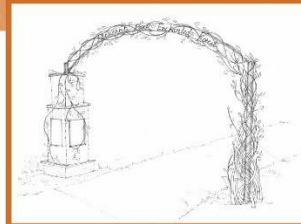
## VISION & THEMING

The Enchanted Forest at Pleasant Park is a creation of the imagination. Where wonder is influenced by classic folk and fairy tales that bring fantastical creatures to life and allow explorations into inclusive play villages for all senses.

Below is a visual representation of what this area will look and feel like, embodying exploration, adventure, and charm.



INCLUSIVE  
PLAY AREAS



THAT  
IGNITE YOUR  
IMAGINATION



CREATING A  
NEW STORY  
EVERY TIME



*Amenity Area Sponsorship Insert (Back)*