

# FACILITIES CONDITIONS ASSESSMENT- HAGERSTOWN COMMUNITY COLLEGE ATHLETIC FACILITIES

PRESENTED TO: MARYLAND STADIUM AUTHORITY



FINAL REPORT – MAY 2026



# Report Letter

May 2026

Mr. Al Tyler, Vice President  
Maryland Stadium Authority - Capital Projects Development Group  
The Warehouse at Camden Yards - South Warehouse  
351 West Camden Street, Suite 300  
Baltimore, MD 21201

Dear Mr. Tyler:

Crossroads Consulting Services, LLC, in conjunction with OSPORTS and Maryland Marketing Source, Inc., has completed its analysis to provide the Maryland Stadium Authority with a facility conditions assessment that assesses existing athletic facilities at Hagerstown Community College and the need for enhanced and/or new athletic facilities to better serve the college's internal needs as well as those of the community. The report presented herein includes the summary of our analysis.

The information contained in the report reflects analysis of primary and secondary sources, including but not limited to, data obtained from the Maryland Stadium Authority, Hagerstown Community College and Washington County. We have utilized sources that are deemed to be reliable but cannot guarantee their accuracy. All information provided to us by others was not audited or verified and was assumed to be correct. Furthermore, estimates and analysis regarding this project are based on trends and assumptions. We have no obligation, unless subsequently engaged, to update this report or revise this analysis as presented due to events or conditions occurring after the date of this report.

In accordance with the terms of our engagement letter, the accompanying report is restricted to internal use by the Maryland Stadium Authority and may not be relied upon by any third party for any purpose including financing.

We have enjoyed working with you on this engagement and look forward to the opportunity to provide you with continued services.

Sincerely,

**Crossroads Consulting Services, LLC**

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# 1. Introduction



# Introduction

## PROJECT BACKGROUND

Since its founding in 1946 as Maryland's first rural community college, Hagerstown Community College ("HCC") has evolved into a central pillar of higher education, workforce development, and civic engagement in Washington County ("County"). Today, HCC serves approximately 5,400 credited and over 5,000 non-credited students annually, offering a wide range of academic programs and support services.

### HCC By The Numbers

|   |   |                          |  |
|---|---|--------------------------|--|
| 10K+<br>Credit & Non-Credit<br>Students | 21<br>Average Age of Credit<br>Students | 35%<br>Students of Color | 2 of 3<br>Credit Students Receive<br>Financial Aid |
|---|---|--------------------------|--|

Athletics at HCC play a critical role in enriching campus life, advancing student development, and engaging the broader community. HCC's athletic program features 14 intercollegiate sports including:

- Men's Sports: Basketball, Baseball, Soccer, Golf, Cross Country, Indoor Track & Field, Outdoor Track & Field
- Women's Sports: Basketball, Soccer, Softball, Volleyball, Cross Country, Indoor Track & Field, Outdoor Track & Field

HCC student-athletes consistently represent the institution at the regional and national levels, with several teams achieving appearances in National Junior College Athletic Association ("NJCAA") Championships. These programs are integral to HCC's mission, fostering leadership, discipline, and teamwork while enhancing student recruitment, retention, and success.



# Introduction (cont'd)

The Athletic, Recreation, and Community Center ("ARCC"), constructed in 1989, serves as the primary athletic and event venue for HCC. The ARCC houses a wide range of facilities, including:

- Coach Jim Brown Arena, a multipurpose indoor court facility with seating for up to 5,000 spectators
- The Dr. Marlys Palmer Fitness Center, located on the second floor, equipped for student and staff fitness and wellness use
- Athletic Department offices
- Physical education and health classrooms
- A four-lane, 200-meter indoor Indoflex track
- On-site offices and programming space for the Washington County Parks and Recreation Department

With exception of golf, all HCC teams utilize the ARCC year-round for in-season and off-season practices and competitions. In addition, the general study body uses the ARCC in the morning to early afternoon Monday through Friday and some evenings throughout the week, when available. HCC clubs also utilize the space on a weekly basis.

While primarily supporting HCC's athletic and educational programs, the ARCC is also a vital community resource. The ARCC hosts multiple sports camps and clinics annually including those associated with the Athletic Department, Work Force Solutions College for Kids and Washington County Parks and Recreation Department.

Washington County Parks and Recreation Department, which has an operational partnership with HCC, regularly works with HCC staff to program recreational activities in the facility. According to HCC, Washington County Parks and Recreation Department holds over 50% of their indoor programming in the ARCC, which over 3,400 participants attend. Recreational leagues such as the Middle School Volleyball league, High School Summer Basketball League, and High School Futsal Soccer League each run more than seven weeks annually, drawing between 350 and 2,400 spectators to the ARCC.

In addition, the indoor track housed within the ARCC is one of the few in the area and serves as home to 12 high school track meets annually. The ARCC has also been regularly rented for regional events, including trade shows, job fairs, community celebrations, private events, and graduation ceremonies, reinforcing the College's longstanding role as a hub for both academic and civic life.



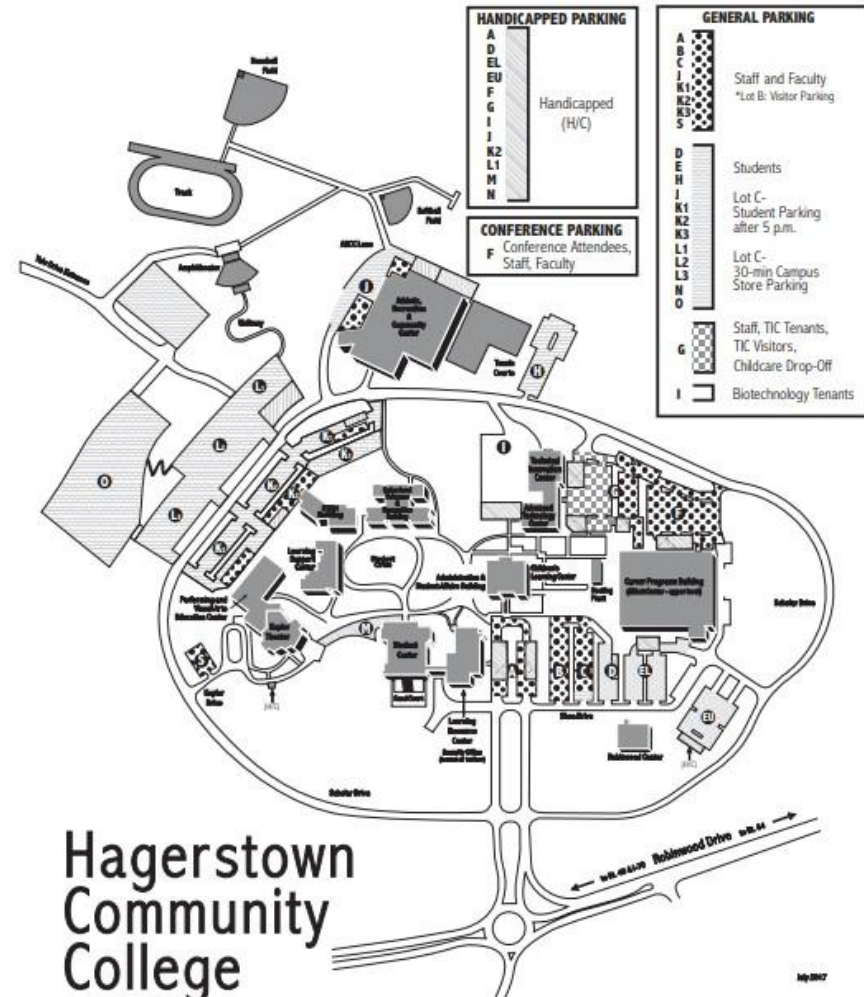
# Introduction (cont'd)

Beyond the ARCC, HCC has an outdoor baseball, softball and soccer field as well as an outdoor track that serve as a home for HCC's collegiate sports. These facilities face limitations in terms of quality, capacity, amenities, and weather resilience, and are not commonly rented to external groups.



Source: Google maps.

## CAMPUS MAP



Hagerstown  
Community  
College

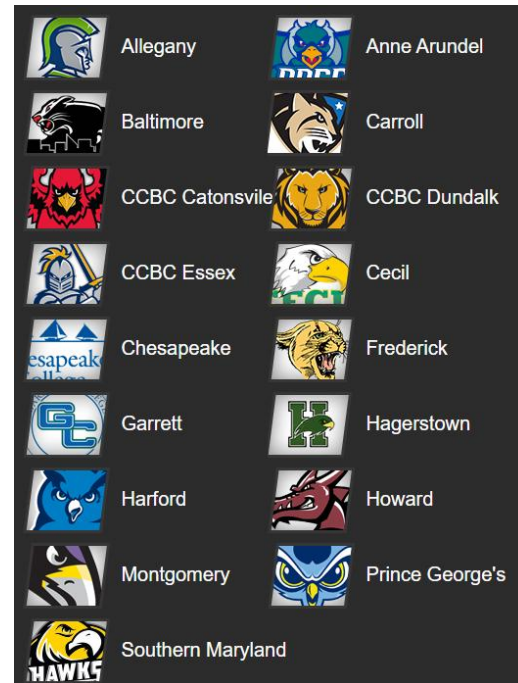
Source: HCC website.

# Introduction (cont'd)

The HCC competes as a member of Region 20 of the NJCAA in the Maryland Junior College Athletic Conference ("MD JUCO").

MD JUCO includes 17 community colleges across Maryland and serves as the statewide governing body for two-year collegiate athletic competition. The 17 community colleges include:

- Allegany College of Maryland
- Anne Arundel Community College
- Baltimore City Community College
- CCBC Catonsville
- CCBC Dundalk
- CCBC Essex
- Carroll Community College
- Cecil College
- Chesapeake College
- College of Southern Maryland
- Frederick Community College
- Garrett College
- **Hagerstown Community College (HCC)**
- Harford Community College
- Howard Community College
- Montgomery College
- Prince George's Community College



These affiliations provide HCC's student-athletes with opportunities to compete at both the regional and national levels, while also ensuring compliance with eligibility, academic, and athletic standards. Through participation in these conferences, HCC athletes have the opportunity to qualify for NJCAA National Championship tournaments, gain exposure to four-year programs, and compete against a diverse pool of peer institutions. These affiliations elevate the competitiveness and visibility of HCC's athletic programs while aligning them with nationally recognized standards for junior college athletics.



# Introduction (cont'd)

For informational purposes, the following table provides a brief comparison of men's and women's sports programs offered at HCC to peer colleges in MD JUCO.

As shown, HCC, Harford Community College, and Howard Community College sponsor the broadest range of men's sports. On the women's side, Howard Community College offers the most opportunities, followed by Harford Community College, HCC, Montgomery College, and Anne Arundel Community College.

HCC is among the few MD JUCO colleges with a dedicated indoor track facility on campus, providing a competitive advantage in training and hosting events. In addition, HCC is one of the limited number of schools in the conference that competes in golf, further diversifying its athletic profile.

At the same time, HCC does not field teams in certain sports available at peer institutions. On the men's side, the college does not compete in lacrosse, wrestling, or tennis. For women, HCC does not sponsor golf, flag football, tennis, or cheerleading.

| College                             | Men's Sports |            |               |          |               |           |          |           |          |              | Total     |
|-------------------------------------|--------------|------------|---------------|----------|---------------|-----------|----------|-----------|----------|--------------|-----------|
|                                     | Baseball     | Basketball | Cross Country | Golf     | Track & Field | Soccer    | Lacrosse | Wrestling | Tennis   | Cheerleading |           |
| Allegany College of Maryland        | X            | X          | X             |          |               | X         |          |           |          |              | 4         |
| Anne Arundel Community College      | X            | X          |               | X        |               | X         | X        |           |          |              | 5         |
| Baltimore City Community College    |              | X          | X             |          |               |           |          |           |          |              | 2         |
| Carroll Community College           |              |            | X             | X        | X             | X         |          |           |          |              | 4         |
| CCBC Catonsville                    | X            | X          | X             |          | X             | X         |          |           |          |              | 5         |
| CCBC Dundalk                        | X            | X          |               |          |               |           |          |           |          |              | 2         |
| CCBC Essex                          | X            |            | X             |          | X             | X         | X        |           |          |              | 5         |
| Cecil College                       | X            | X          |               |          |               | X         |          |           |          |              | 3         |
| Chesapeake College                  | X            | X          |               |          |               | X         |          |           |          |              | 3         |
| Frederick Community College         | X            | X          |               |          |               | X         |          |           |          |              | 3         |
| Garrett College                     | X            | X          |               |          |               |           |          | X         |          |              | 3         |
| Harford Community College           | X            | X          | X             |          |               | X         | X        |           | X        |              | 6         |
| <b>Hagerstown Community College</b> | <b>X</b>     | <b>X</b>   | <b>X</b>      | <b>X</b> | <b>X</b>      | <b>X</b>  |          |           |          |              | <b>6</b>  |
| Howard Community College            |              | X          | X             |          | X             | X         | X        |           |          | X            | 6         |
| Montgomery College                  | X            | X          |               |          | X             | X         |          |           |          | X            | 5         |
| Prince George's Community College   | X            | X          |               |          | X             | X         |          |           |          |              | 4         |
| College of Southern Maryland        | X            | X          |               | X        |               | X         |          |           |          |              | 4         |
| <b>Total</b>                        | <b>14</b>    | <b>15</b>  | <b>8</b>      | <b>4</b> | <b>7</b>      | <b>14</b> | <b>4</b> | <b>1</b>  | <b>1</b> | <b>2</b>     | <b>70</b> |

| College                             | Women's Sports |            |               |          |               |           |               |            |          |              | Total     |
|-------------------------------------|----------------|------------|---------------|----------|---------------|-----------|---------------|------------|----------|--------------|-----------|
|                                     | Softball       | Basketball | Cross Country | Golf     | Track & Field | Soccer    | Flag Football | Volleyball | Tennis   | Cheerleading |           |
| Allegany College of Maryland        | X              | X          | X             |          |               | X         |               | X          |          |              | 5         |
| Anne Arundel Community College      | X              | X          | X             | X        |               | X         |               | X          |          |              | 6         |
| Baltimore City Community College    |                | X          | X             |          |               |           |               | X          |          |              | 3         |
| Carroll Community College           |                |            | X             | X        | X             | X         |               | X          |          |              | 5         |
| CCBC Catonsville                    | X              | X          | X             |          | X             | X         |               |            |          |              | 5         |
| CCBC Dundalk                        |                | X          |               |          |               |           |               |            |          |              | 1         |
| CCBC Essex                          |                | X          | X             |          | X             | X         |               |            |          |              | 4         |
| Cecil College                       | X              | X          |               |          |               |           |               | X          |          |              | 3         |
| Chesapeake College                  | X              | X          |               |          |               |           |               | X          |          |              | 3         |
| Frederick Community College         | X              | X          |               |          |               | X         |               | X          |          |              | 4         |
| Garrett College                     | X              | X          |               |          |               | X         |               | X          |          |              | 4         |
| Harford Community College           | X              | X          | X             |          |               | X         | X (1)         | X          | X        |              | 7         |
| <b>Hagerstown Community College</b> | <b>X</b>       | <b>X</b>   | <b>X</b>      |          | <b>X</b>      | <b>X</b>  |               | <b>X</b>   |          |              | <b>6</b>  |
| Howard Community College            | X              | X          | X             |          | X             | X         | X             | X          |          | X            | 8         |
| Montgomery College                  | X              | X          |               |          | X             | X         |               | X          |          | X            | 6         |
| Prince George's Community College   | X              | X          |               |          | X             | X         |               |            |          | X            | 5         |
| College of Southern Maryland        | X              | X          |               |          |               | X         |               | X          |          |              | 4         |
| <b>Total</b>                        | <b>13</b>      | <b>16</b>  | <b>9</b>      | <b>2</b> | <b>7</b>      | <b>13</b> | <b>2</b>      | <b>13</b>  | <b>1</b> | <b>3</b>     | <b>79</b> |

Note: CCBC denotes Community College of Baltimore County.

X (1)- Harford Community College will be adding Women's Flag Football team in Spring 2026.

Source: College websites.

# Introduction (cont'd)

As student interest in athletics continues to grow and as community demand for event space rises, a comprehensive assessment of HCC's athletic infrastructure is essential to guide future planning, ensure optimal utilization, and maintain the HCC's role as a regional leader in sports and community engagement.

Maintaining HCC's athletic facilities in top condition is critical to ensuring they provide value to students, athletes, and the broader community. Well-maintained facilities not only create a functional environment for current users, but they also play a key role in recruiting prospective student-athletes, as first impressions of a campus often hinge on the quality and appearance of its amenities. Modern, well-kept athletic spaces signal institutional pride and a commitment to excellence, which can strengthen the college's competitive standing within its athletic conference and attract higher-caliber talent.

Beyond collegiate athletics, quality athletic facilities can serve as a hub for community engagement, hosting youth sports leagues, high school competitions/tournaments, fitness programs, and regional events that bring visitors and economic activity to the area. This dual role as both a college resource and a community asset increases usage and reinforces HCC's position as a central gathering place. In contrast, outdated facilities can limit scheduling flexibility and reduce user satisfaction, ultimately diminishing both usage rates and the college's ability to attract and retain students. By investing in regular upkeep, modernization, and thoughtful upgrades, HCC can ensure its athletic facilities remain an asset that supports student success, community relationships, and the institution's long-term reputation.

Further, investing in athletic facilities is important for HCC to remain competitive within MD JUCO. While HCC has not seen significant investment in athletic facilities since 1989, many peer institutions have recently upgraded or expanded their athletic infrastructure. A significant source of funding for many of the athletic facility developments at peer institutions was State contributions.

Schools such as Howard Community College, which developed the Kahlert Foundation Complex, and Prince George's Community College, which completed significant enhancements to its athletic facilities, are setting higher standards for student-athlete experiences and recruitment appeal. As a point of reference, photos of select enhanced/new athletic facilities at other peer institutions are shown on the pages that follows. These are not meant to serve as an all-inclusive list of recent or planned improvements.



# Introduction (cont'd)

Facility: Prince George's Community College Baseball Field  
Year Opened: 2019  
Project Cost: N/A



Source: College website.

Facility: Frederick Community College Baseball Field- Turf Infield  
Year Opened: 2025  
Project Cost: \$448,000



Source: College website.

# Introduction (cont'd)

Facility: Kahlert Foundation Complex  
Year Opened: 2024  
Project Cost: \$101.7 M



Source: College website.

Facility: Chesapeake College Health Performance and Athletics Center  
Year Opened: 2015  
Project Cost: \$37 M



Source: College website.

# Introduction (cont'd)

## PURPOSE OF THE STUDY

HCC requested a facilities assessment of the ARCC and outdoor athletic facilities to identify recommendations for renovations or replacements to meet current and future HCC and community needs.

Consistent with this request, the Maryland Stadium Authority (“MSA”) engaged Crossroads Consulting Services, LLC (“Crossroads Consulting” or “Crossroads”), in association with OSPORTS and Maryland Marketing Source, Inc., to assess the existing athletic facilities at HCC and identify demand for enhanced and/or new athletic facilities.

The conclusions outlined in this study are factors that the MSA and HCC should consider in its strategic planning efforts. The research and analysis contained in this report are intended to allow the MSA and HCC to draw informed conclusions regarding potential improvements to HCC athletic facilities.



Source: HCC website.

# Introduction (cont'd)

## WORK PLAN

Research tasks completed as part of this study effort included, but were not limited to, the following.

- Conducted a kickoff meeting with the appropriate MSA, HCC and County representatives to discuss key issues related to the study and review study scope and objectives.
- Profiled market conditions including trends and projections in population, age distribution and income; tapestry segmentation, area employment; transportation access; and climate statistics.
- Profiled the supply of existing local and regional sports facilities.
- Reviewed historical activity occurring at the HCC facilities in recent years based on available information from HCC and the County including usage, rental fees/rates, seasonality, and location held.
- Conducted market outreach with stakeholders and potential user groups to obtain their perspectives on the strengths and challenges associated with existing HCC facilities.
- Conducted a survey to obtain feedback from HCC students, student-athletes, faculty, staff and alumni as well as area residents to identify program gaps and opportunities for enhanced/new facilities.
- Provided an assessment of the current physical condition and functionality of the existing facilities including physical characteristics, condition, age, maintenance needs and their general ability to accommodate various functions.
- Developed program recommendations that outline facility requirements for enhanced and/or new HCC athletic facilities based on the research and analysis conducted.
- Summarized findings into a report for the MSA, HCC, and other appropriate parties.

# 2. Local Market Conditions



# Local Market Overview

Characteristics of the market in which enhanced/new HCC athletic facilities would operate are important to evaluate and understand. Many variables, including demographic and economic conditions, as well as local area offerings and destination appeal, are likely to impact facility usage.

To provide HCC an understanding of the market in which any proposed enhanced/new athletic facilities would operate, this section profiles:

- Demographic and socioeconomic data
- Tapestry segmentation
- Area employment
- Transportation access
- Climate attributes
- Supply of local and regional existing/planned sports facilities

Any improvements to HCC athletic facilities are anticipated to primarily support and enhance HCC athletic programs. In addition, improved athletic facility may have an opportunity to grow existing external activities and attract a diverse range of new sporting and non-sporting events such as consumer shows, graduations, camps, clinics, recreational programs, tournaments, etc.

Demographic and socioeconomic trends play a critical role in assessing the market potential for external programming at HCC. Certain events such as recreational leagues, graduations, etc. tend to draw participants from within the immediate area, while other events such as consumer shows and sports tournaments can draw attendees from a larger radius such as a 60-minute drive time. Industry data suggests that some large-scale tournaments can attract attendees from an even broader radius.

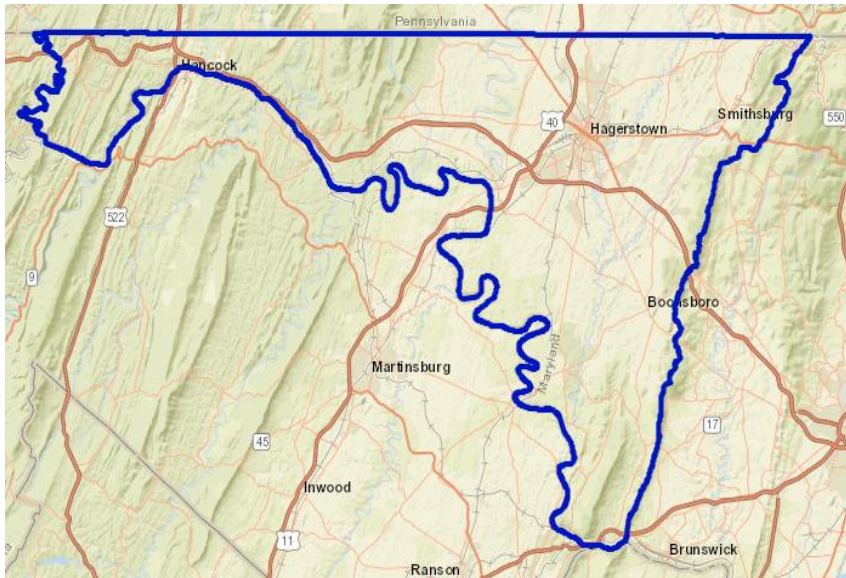
This section presents demographic and socioeconomic profiles for the County as well as a 30- and 60-minute drive time from HCC. Comparative data for the State of Maryland and the United States is also provided.

The ensuing analysis offers insight into the demographic and economic characteristics of these defined geographic areas. While these profiles are not direct predictors of demand, they offer valuable context regarding the environment in which HCC athletic facilities operate.

# Market Area Geographic Footprints

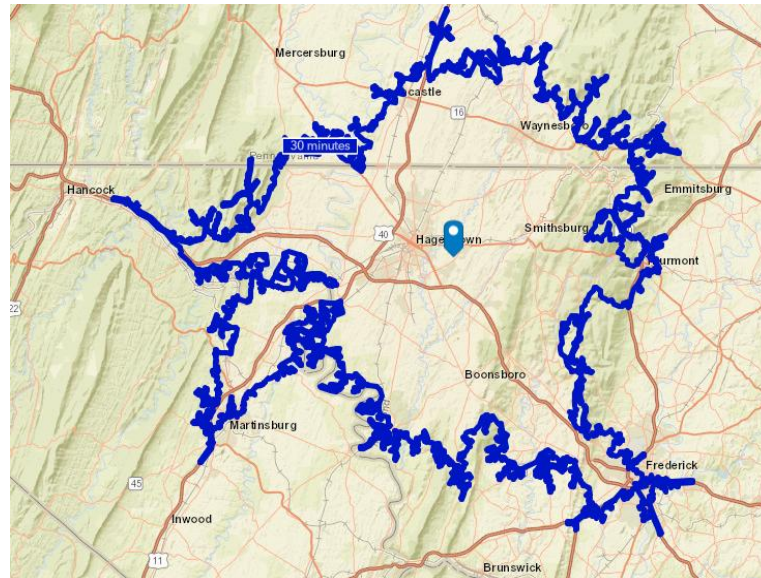
For informational purposes, the maps below illustrate the geographic footprint of the County, 30-minute drive time, and 60-minute drive time. As shown, the 30-minute drive time captures most of the County and extends into portions of Frederick County in Maryland, Franklin County in Pennsylvania, and Berkeley and Jefferson Counties in West Virginia. A 60-minute drive time expands further into the aforementioned states as well as into Washington D.C. and Virginia.

### Map of the County



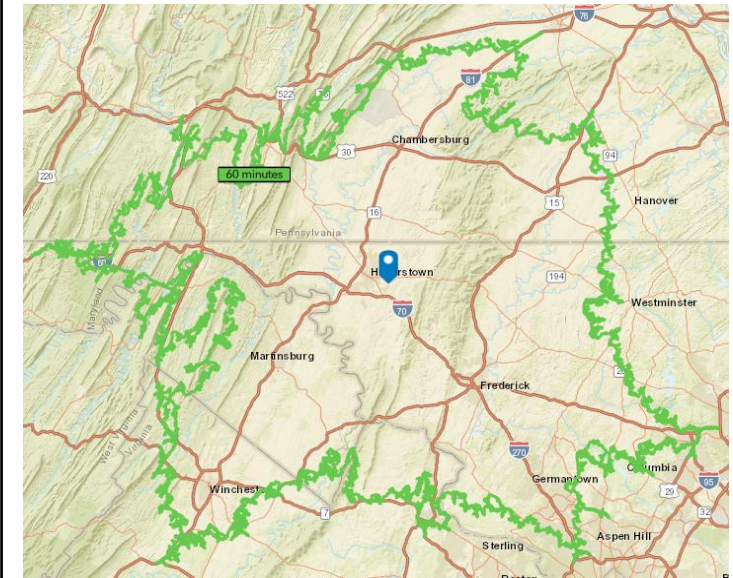
Source: Esri.

### 30-Minute Drive Time



Source: Esri.

### 60-Minute Drive Time



Source: Esri.

# Key Demographic and Socioeconomic Data

## Population

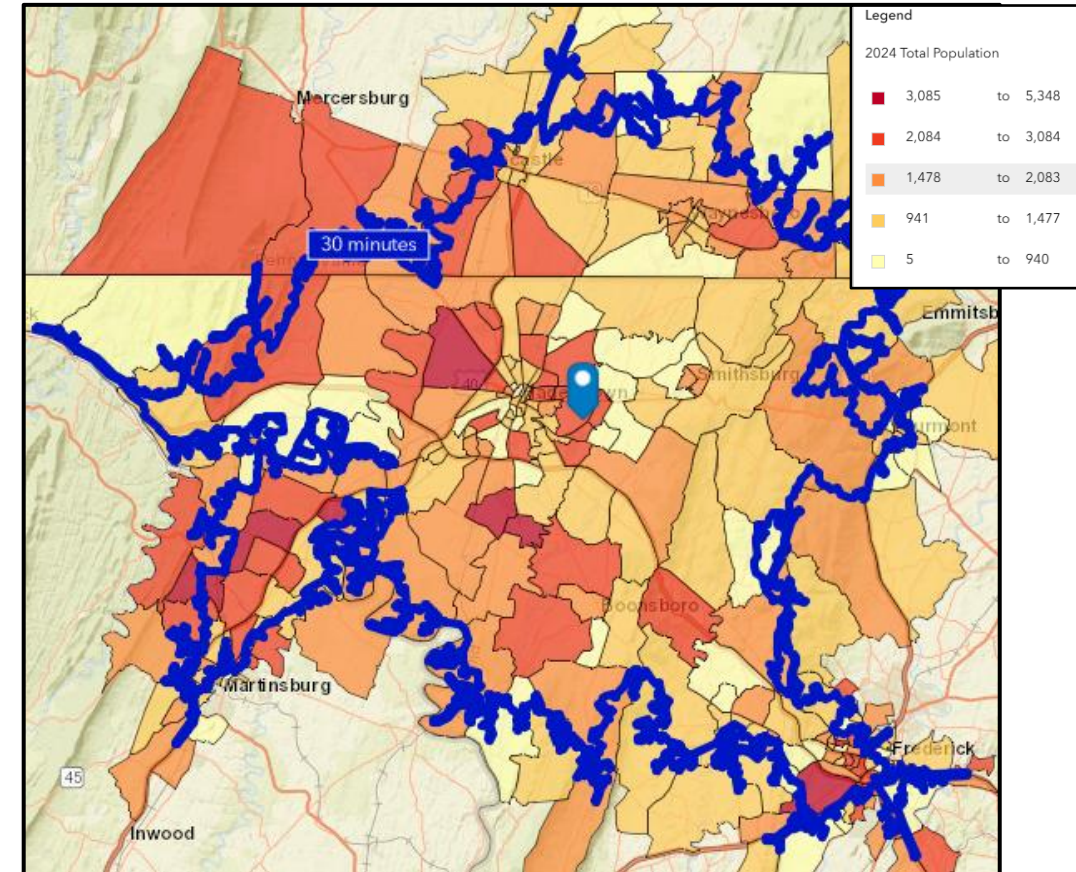
Population serves as a base from which athletic facilities draw attendees including sports participants and other event goers. As shown in the table below, the population within the County in 2024 was 156,955. The population within the 30-minute drive time was nearly double that of the County at 290,632. A 60-minute drive time captured a population of approximately 1.6 million in 2024. As shown on the adjacent map, more densely populated areas are primarily located to the west of HCC.

The population within both the 30- and 60-minute drive times is expected to grow at a faster annual rate than that of the State and U.S. from 2024 to 2029.

| Total Population                         |                   |                   |                   |                   |             |
|--|-------------------|-------------------|-------------------|-------------------|-------------|
| Population Summary                       | Washington County | 30-Min Drive Time | 60-Min Drive Time | State of Maryland | U.S.        |
| 2010 Total Population                    | 147,430           | 256,834           | 1,392,083         | 5,773,552         | 308,745,538 |
| 2020 Total Population                    | 154,705           | 280,212           | 1,538,127         | 6,177,224         | 331,449,281 |
| 2024 Total Population                    | 156,955           | 290,632           | 1,600,888         | 6,253,119         | 338,440,954 |
| 2029 Total Population                    | 158,034           | 300,479           | 1,652,542         | 6,319,745         | 344,873,411 |
| 2010-2020 Annual Rate                    | 0.49%             | 0.91%             | 1.05%             | 0.70%             | 0.74%       |
| 2020-2024 Annual Rate                    | 0.36%             | 0.93%             | 1.02%             | 0.31%             | 0.53%       |
| 2024-2029 Annual Growth Rate (Projected) | 0.14%             | 0.67%             | 0.64%             | 0.21%             | 0.38%       |

Source: Esri.

Total Population Map  
30-Minute Drive Time



Source: Esri.

# Key Demographic and Socioeconomic Data (cont'd)

## Income Distribution

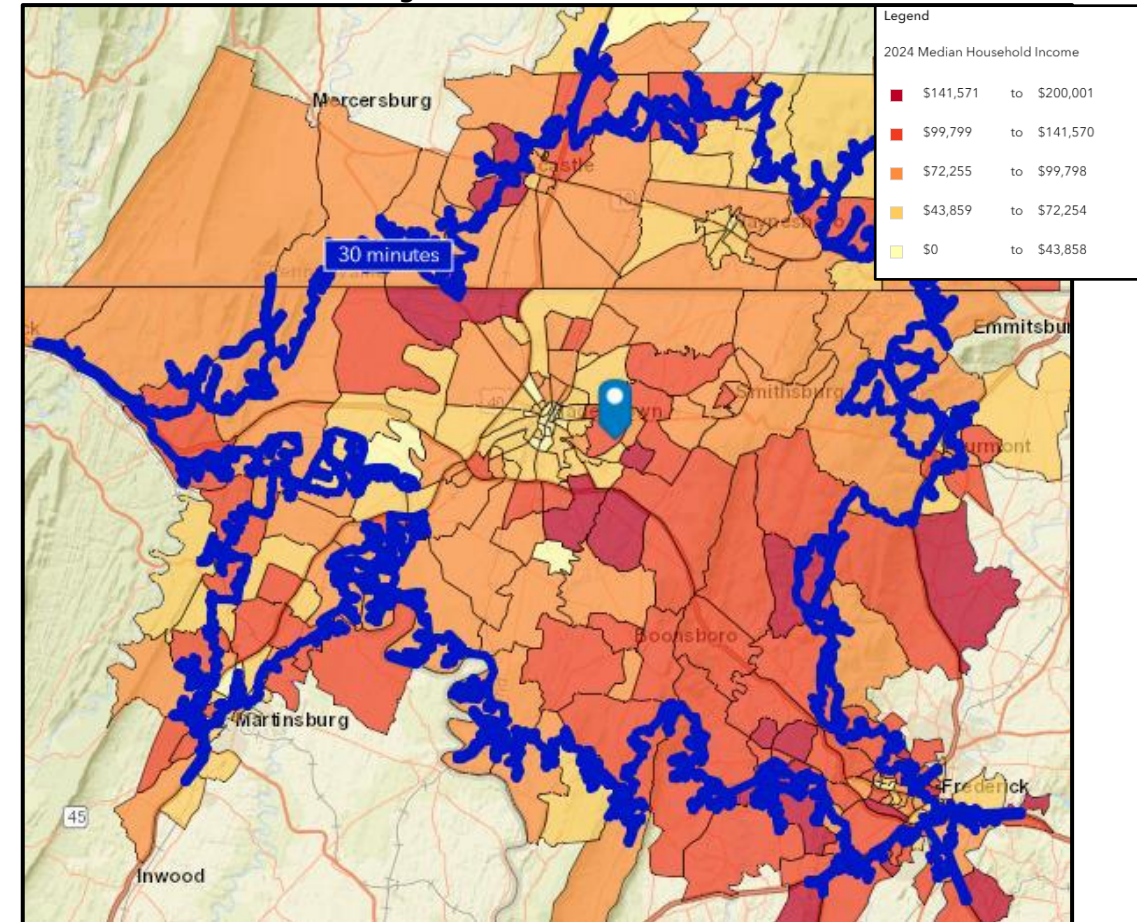
Income offers a broad measurement of spending potential for a specific population because it indicates the general ability of individuals or households to purchase a variety of goods and services including sporting event participation.

In 2024, the median household income in the 30-minute drive time was relatively consistent with that of the U.S. The median household income in the 60-minute drive time was significantly higher than that of the U.S.

| Household Income Distribution             |                   |                   |                   |                   |           |
|---|-------------------|-------------------|-------------------|-------------------|-----------|
|   | Washington County | 30-Min Drive Time | 60-Min Drive Time | State of Maryland | U.S.      |
| <b>2024 Household Income Distribution</b> |                   |                   |                   |                   |           |
| Less than \$15,000                        | 9.5%              | 7.6%              | 5.6%              | 7.1%              | 8.6%      |
| \$15,000 to \$24,999                      | 7.3%              | 5.8%              | 4.4%              | 4.6%              | 6.3%      |
| \$25,000 to \$34,999                      | 8.3%              | 7.6%              | 5.5%              | 5.2%              | 6.7%      |
| \$35,000 to \$49,999                      | 11.3%             | 10.7%             | 7.8%              | 7.8%              | 10.1%     |
| \$50,000 to \$74,999                      | 15.1%             | 16.6%             | 13.6%             | 12.8%             | 15.7%     |
| \$75,000 to \$99,999                      | 13.6%             | 13.8%             | 12.6%             | 12.2%             | 12.8%     |
| \$100,000 to \$149,999                    | 16.8%             | 18.6%             | 19.9%             | 18.7%             | 17.6%     |
| \$150,000 to \$199,999                    | 9.3%              | 9.4%              | 12.3%             | 12.3%             | 9.5%      |
| \$200,000+                                | 8.9%              | 9.9%              | 18.3%             | 19.3%             | 12.6%     |
| 2024 Median Household Income              | \$71,869          | \$77,350          | \$100,825         | \$100,479         | \$79,068  |
| 2029 Median Household Income              | \$80,474          | \$85,894          | \$110,675         | \$110,680         | \$91,442  |
| 2024-2029 Annual Growth Rate (Projected)  | 2.4%              | 2.2%              | 2.0%              | 2.0%              | 3.1%      |
| 2024 Average Household Income             | \$98,166          | \$104,261         | \$137,636         | \$139,575         | \$113,185 |
| 2029 Average Household Income             | \$112,722         | \$118,971         | \$156,058         | \$158,876         | \$130,581 |
| 2024-2029 Annual Growth Rate (Projected)  | 3.0%              | 2.8%              | 2.7%              | 2.8%              | 3.1%      |

Source: Esri.

Median Household Income Map  
30-Minute Drive Time



Source: Esri.

# Key Demographic and Socioeconomic Data (cont'd)

Analysis by age group is helpful since certain sports activities are targeted toward consumers who fall within specific age categories. In 2024, the median age within the geographic areas was relatively similar, ranging from approximately 40 to 41, which was relatively consistent with that of the U.S.

Individuals under the age of 18 are a popular target market for participants in youth recreational leagues and sports tournaments/competitions. As shown below, the population under the age of 18 within the County and the profiled drive-times is consistent with that of the State and U.S. at approximately 21% to 22%.

| Age Distribution       |                   |                   |                   |                   |       |
|------------------------|-------------------|-------------------|-------------------|-------------------|-------|
| 2024 Population by Age | Washington County | 30-Min Drive Time | 60-Min Drive Time | State of Maryland | U.S.  |
| Age 0-4                | 5.3%              | 5.6%              | 5.5%              | 5.5%              | 5.5%  |
| Age 5-9                | 5.7%              | 6.0%              | 6.2%              | 6.0%              | 5.8%  |
| Age 10 - 14            | 5.9%              | 6.2%              | 6.4%              | 6.0%              | 6.0%  |
| Age 15 - 24            | 12.2%             | 12.4%             | 12.7%             | 12.7%             | 13.2% |
| Age 25 - 34            | 12.7%             | 12.9%             | 12.1%             | 13.5%             | 13.5% |
| Age 35 - 44            | 12.7%             | 13.2%             | 13.6%             | 13.9%             | 13.3% |
| Age 45 - 54            | 12.4%             | 12.2%             | 12.9%             | 12.3%             | 12.1% |
| Age 55 - 64            | 13.6%             | 13.0%             | 13.0%             | 12.7%             | 12.3% |
| Age 65 - 74            | 10.8%             | 10.3%             | 10.1%             | 10.0%             | 10.4% |
| Age 75 - 84            | 6.2%              | 5.9%              | 5.5%              | 5.4%              | 5.7%  |
| Age 85+                | 2.5%              | 2.2%              | 1.9%              | 1.9%              | 2.0%  |
| Age 18+                | 79.3%             | 78.4%             | 78.0%             | 78.9%             | 79.0% |
| Age < 18               | 20.7%             | 21.6%             | 22.0%             | 21.1%             | 21.0% |
| 2024 Median Age        | 41.3              | 40.2              | 40.3              | 39.5              | 39.3  |

Source: Esri.



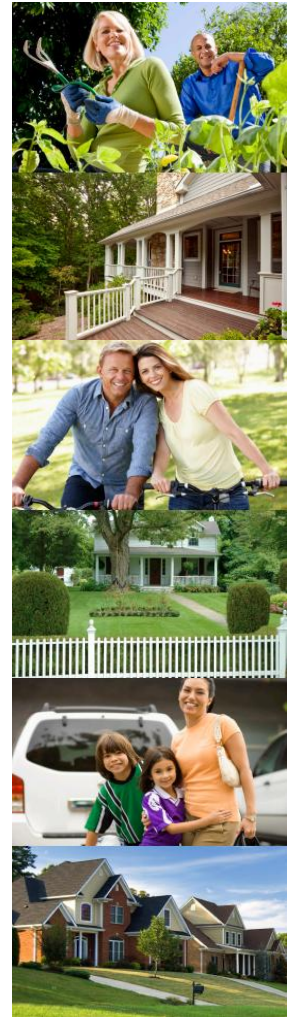
# Tapestry Segmentation- 30-Minute Drive Time

According to Esri, tapestry segmentation classifies neighborhoods into 67 segments on both demographics and socioeconomic attributes. They summarize lifestyle choices as well as what people buy and how people spend free time. The top tapestry segments for the 30-minute drive time includes Room to Roam, Moderate Metros, and Flourishing Families. The following provides a brief description of each of these three tapestry segments as defined by Esri.

*Room to Roam* (13.5% of 2025 Households): These communities are mainly found within metropolitan areas but tend not to be in the mega metropolises. The highest concentrations are found in the Midwest and South. More than half of household heads are aged 55 and older, and one in five individuals are aged 65 and above. Married couples, often without children, form most households, while nonfamily households represent a quarter of the total households. Self-employment is notable, and employment tends to be in manufacturing, health care, and retail. Most housing in this market consists of owner-occupied, single-family homes rather than rentals, with housing built primarily between 1970 and 2000 and generally priced lower than the national average. Owning multiple vehicles is typical, with driving alone as the primary means of commuting.

*Moderate Metros* (10.6 of 2025 Households): These neighborhoods are young, growing, and usually located in suburbs and the peripheries of metropolitan areas with relatively dense populations of at least half a million. Single-person households make up about one-third of total households, followed by married, cohabiting, or single persons with children. There is an above-average presence of preschool-age children. Many have attended some college, and individuals often work in health care, retail, office/administration, or sales. Household incomes generally fall within the middle tier. The typical home for this segment is a moderately priced (\$200-500K) single-family residence built before the 90s; about half are rented and half are owned. Commute times are generally low and driven alone.

*Flourishing Families* (9.4% of 2025 Households): Members of these communities reside mostly in lower-density, rapidly growing suburbs in the South and Midwest. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Available housing is predominantly composed of single-family units built in the 1990s and 2000s, with home values and rents that mirror national averages. The rate of new development is notably higher here than in most other regions. Many households have multiple vehicles, and long commutes are common.



# Area Employment

The composition of an area’s employment by industry can be a factor in attracting certain events and/or seeking advertising and sponsorship opportunities. Further, a broad workforce distribution helps lessen a community’s dependency on support from any one single industry segment which can be beneficial during economic downturns.

As shown in the table below, Services is the leading industry in the County with 46.4% of total jobs. This industry is generally well-equipped to accommodate residents and visitors.

| Washington County 2024 Employed Population 16+ by Industry |               |             |
|--|---------------|-------------|
| Industry   | Total Jobs    | % of Total  |
| Services   | 33,277        | 46.4%       |
| Retail Trade   | 7,530         | 10.5%       |
| Transportation/Utilities                                   | 6,526         | 9.1%        |
| Public Administration                                      | 6,311         | 8.8%        |
| Construction   | 6,024         | 8.4%        |
| Manufacturing  | 5,235         | 7.3%        |
| Finance/Insurance/Real Estate                              | 3,586         | 5.0%        |
| Wholesale Trade  | 1,219         | 1.7%        |
| Information  | 1,219         | 1.7%        |
| Agriculture/Mining   | 717           | 1.0%        |
| <b>Total</b>   | <b>71,646</b> | <b>100%</b> |

Source: Esri.

The table below summarizes the top 10 employers in the County in 2025. Washington County Public Schools was the largest employer in the area, accounting for 21% of employees among the profiled employers, followed by FedEx Ground and Meritus Health each at 15%. HCC is the 10<sup>th</sup> largest employer in the County with 700 employees.

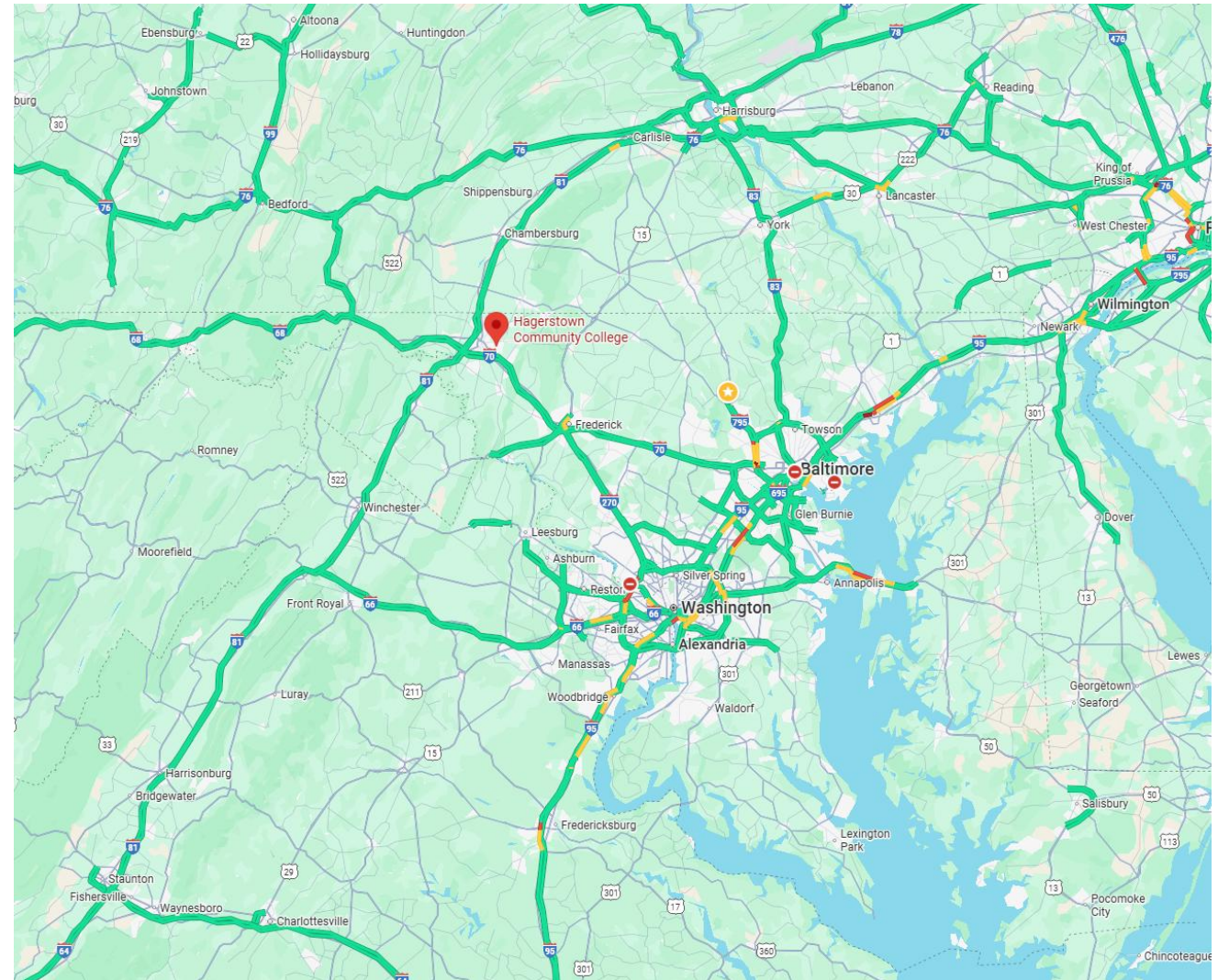
| 2025 Top 10 Employers in Washington County |               |             |
|--|---------------|-------------|
| Employer                                   | Employees     | % of Total  |
| Washington County Public Schools           | 3,705         | 21%         |
| FedEx Ground                               | 2,654         | 15%         |
| Meritus Health                             | 2,590         | 15%         |
| State of Maryland                          | 1,855         | 10%         |
| Volvo Group                                | 1,836         | 10%         |
| Washington County Government               | 1,418         | 8%          |
| Amazon                                     | 1,200         | 7%          |
| FiServ                                     | 993           | 6%          |
| Bowman Group, LLP                          | 861           | 5%          |
| Hagerstown Community College               | 700           | 4%          |
| <b>Total - Top 10 Employers</b>            | <b>17,812</b> | <b>100%</b> |

Source: Business and Economic Development Update - May 7, 2025.

# Transportation Access

The location and accessibility of athletic facilities relative to the population base can impact programming opportunities and usage. HCC is located southeast of downtown Hagerstown. As shown on the adjacent map, north/south access is primarily provided by Interstate 81 and U.S. Route 11. State Road 65 also serves as the local north/south road. East/West access is provided by Interstate 70 and U.S. Route 40, as well as State Road 64.

For those utilizing public transportation, HCC is served by the Washington County Transit (WCT) system. This service operates Monday through Friday, with hourly departures from 6:45 a.m. to 5:45 p.m.

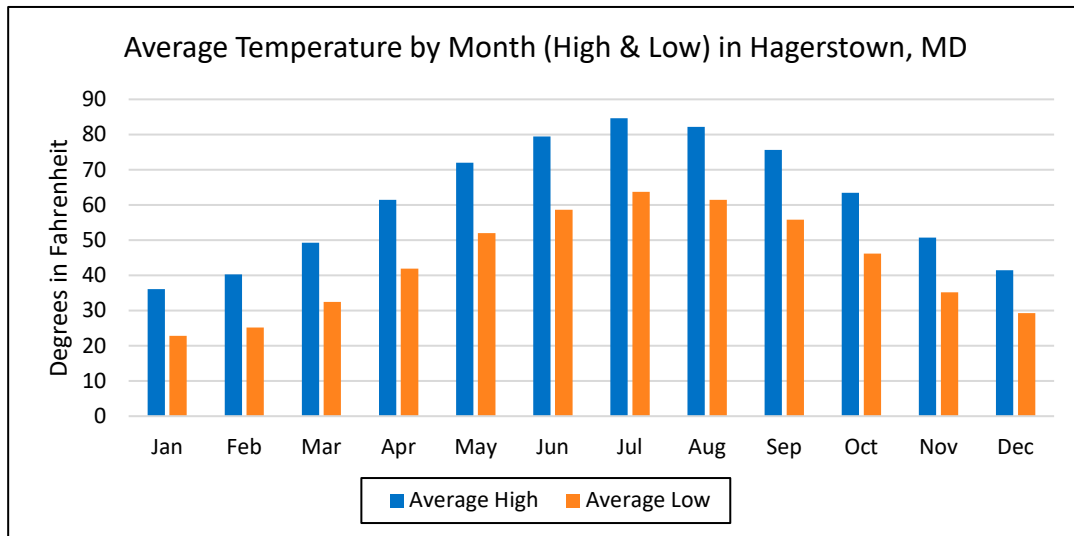


Source: Google Maps.

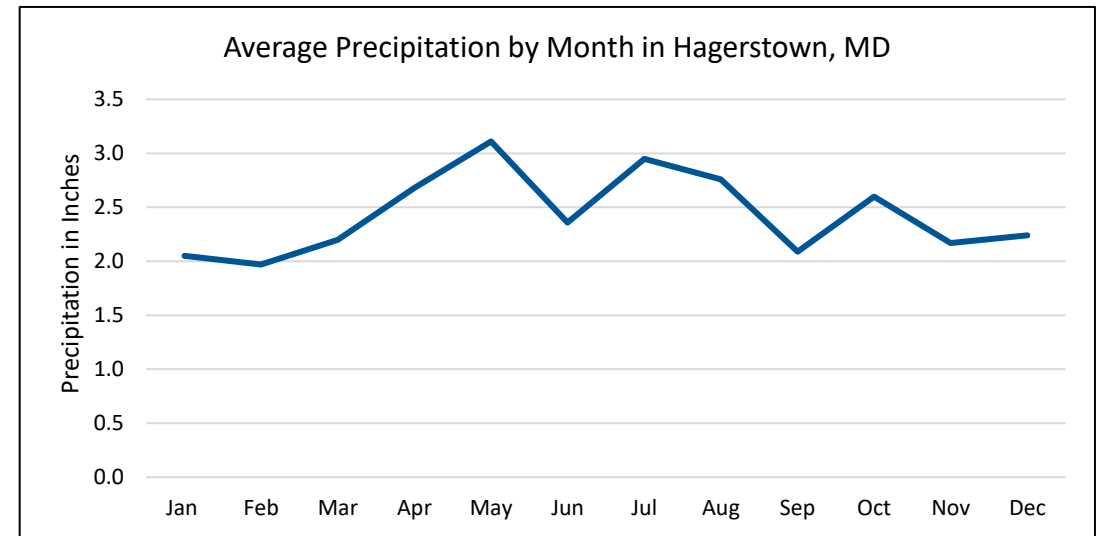
# Climate Statistics

Climate is a factor that can impact demand for usage of athletic facilities, especially natural grass fields that can be susceptible to adverse weather. The charts below illustrate the average high and low temperature and average precipitation by month for the City of Hagerstown. As shown, the warmest months are May through September, when the average high temperatures are above 70 degrees. The coolest months are November to March, when the average high is lower than 50 degrees.

On average, precipitation in Hagerstown ranges from approximately two to three inches per month, with the highest precipitation occurring from April through August.



Source: Weather Atlas.



Source: Weather Atlas.

# Supply of Local Facilities

The extent that existing sports facilities meet the needs of target markets is important to consider when assessing demand for external event activities. Facility size, program elements, configuration, quality/condition, age, market focus and date availability are factors that impact the ability for local facilities to accommodate sports activities and other events. While this section provides an overview of select local and regional sports facilities, it is not meant to be an all-inclusive inventory of facilities.

As shown, there are only three indoor facilities in the County: YMCA of Hagerstown, Hagerstown Ice & Sports Complex, and Hagerstown Fieldhouse.

While there is a relatively strong supply of outdoor sports facilities, only two offer more than two rectangular fields: Fairgrounds Park and Hagerstown Soccer Complex. In terms of diamond fields, most facilities have three or less. Pinesburg Softball Complex has the most diamond fields with four.

Overall, the County has several indoor and outdoor sports complexes that can accommodate recreational uses; however, most of these facilities do not have the number of courts or fields to accommodate sports-tourism activities such as regional and national competitions and tournaments.

| Summary of Existing Sports Facilities in Washington County |                            |                        |                |                          |                          |            |                  |                           |
|--|----------------------------|------------------------|----------------|--------------------------|--------------------------|------------|------------------|---------------------------|
| Facility   | Building Program Elements  |                        |                |                          |                          |            |                  | Distance from HCC (miles) |
|  | Outdoor Rectangular Fields | Outdoor Diamond Fields | Total SF       | Indoor Basketball Courts | Indoor Volleyball Courts | Ice Sheets | Indoor Turf Area |                           |
| Washington County Regional Park                            | 2                          | 1                      |                |                          |                          |            |                  | 2                         |
| YMCA of Hagerstown   |                            |                        | 72,000         | N/A                      |                          |            |                  | 3                         |
| Pangborn Park  |                            | 1                      |                |                          |                          |            |                  | 3                         |
| Fairgrounds Park   | 3                          | 3                      |                |                          |                          |            |                  | 3                         |
| Hager Park   |                            | 1                      |                |                          |                          |            |                  | 3                         |
| Funkstown Community Park                                   |                            | 2                      |                |                          |                          |            |                  | 3                         |
| Funkhouser Park  |                            | 1                      |                |                          |                          |            |                  | 3                         |
| Hagerstown Ice & Sports Complex                            |                            |                        | 40,500         |                          |                          | 1          |                  | 4                         |
| Meritus Park   |                            | 1                      |                |                          |                          |            |                  | 4                         |
| Historic City Park   |                            | 3                      |                |                          |                          |            |                  | 4                         |
| Wheaton Park   | 1                          |                        |                |                          |                          |            |                  | 4                         |
| Hellane Park   |                            | 3                      |                |                          |                          |            |                  | 5                         |
| Leitersburg Ruritan Park                                   | 1                          |                        |                |                          |                          |            |                  | 6                         |
| Veterans Park  | 2                          | 1                      |                |                          |                          |            |                  | 6                         |
| Martin "Marty" L. Snook Memorial Park                      | 1                          | 2                      |                |                          |                          |            |                  | 7                         |
| Lions Community Park                                       | 1                          | 1                      |                |                          |                          |            |                  | 7                         |
| Hagerstown Soccer Complex                                  | 7                          | 1                      |                |                          |                          |            |                  | 7                         |
| Shafer Park  |                            | 1                      |                |                          |                          |            |                  | 10                        |
| Kemps Mill Park  |                            | 3                      |                |                          |                          |            |                  | 12                        |
| Pinesburg Softball Complex                                 |                            | 4                      |                |                          |                          |            |                  | 14                        |
| Clear Spring Park  | 2                          | 3                      |                |                          |                          |            |                  | 18                        |
| Pleasant Valley Park                                       | 1                          |                        |                |                          |                          |            |                  | 18                        |
| Chestnut Grove Park  |                            | 1                      |                |                          |                          |            |                  | 20                        |
| Hagerstown Field House                                     |                            | 1                      | 114,000        | 4                        | 8                        |            | 2                | 25                        |
| Camp Harding Park  | 1                          | 1                      |                |                          |                          |            |                  | 26                        |
| <b>Total</b>   | <b>22</b>                  | <b>35</b>              | <b>226,500</b> | <b>4</b>                 | <b>8</b>                 | <b>1</b>   | <b>2</b>         |                           |
| <b>Average</b>   | <b>2</b>                   | <b>2</b>               | <b>75,500</b>  | <b>4</b>                 | <b>8</b>                 |            |                  | <b>9</b>                  |

Source: Washington County Parks and Recreation, City of Hagerstown, Facility Website, Google Maps.

# Supply of Regional Sports Facilities

The tables below summarize the supply of regional outdoor and indoor sports complexes in the region. This list is meant to serve as a sample of facilities; it does not serve as an all-inclusive list.

As shown, there is a relatively large supply of both outdoor and indoor sports facilities in the region that host sports-tourism activities. Should HCC decide sports tourism is a target market they would like to pursue, these facilities would present direct competition for events as they were primarily designed for this sole purpose. Profiled outdoor facilities offer an average of six diamond fields and 11 rectangular fields. Profiled indoor facilities offer an average of seven basketball courts, 11 volleyball courts, two ice sheets and three indoor turf fields.

| Attributes of Select Regional Outdoor Sports Complexes |                    |              |          |              |          |                 |
|--|--------------------|--------------|----------|--------------|----------|-----------------|
| Facility   | Location           | Diamonds     |          | Rectangular  |          | Stadium Seating |
|  |                    | Total Fields | Lighted  | Total Fields | Lighted  |                 |
| Maryland SoccerPlex                                    | Boyd's, MD         |              |          | 24           | 6        | 3,200           |
| Hampton Roads Soccer Complex                           | Virginia Beach, VA |              |          | 19           | 2        | 260             |
| River City Sportsplex                                  | Midlothian, VA     |              |          | 16           | 16       | n/a             |
| Kirkwood Soccer Complex                                | New Castle, DE     |              |          | 14           | 0        | n/a             |
| Warhill Sports Complex                                 | Williamsburg, VA   | 8            | 4        | 14           | 6        | n/a             |
| Cedar Lane Regional Park                               | Bel Air, MD        | 1            | 0        | 13           | 0        | 900             |
| Carsins Run  | Aberdeen, MD       |              |          | 12           | 0        | n/a             |
| Calvert Regional Park                                  | North East, MD     |              |          | 12           | 1        | n/a             |
| DE Turf Sports Complex                                 | Frederica, DE      |              |          | 12           | 5        | 700             |
| Embrey Mill Park                                       | Stafford, VA       |              |          | 12           | 12       | n/a             |
| Striker Park   | Glen Allen, VA     |              |          | 11           | 2        | n/a             |
| West Creek Complex                                     | Richmond, VA       |              |          | 10           | 0        | n/a             |
| The Harford Polo Grounds                               | Jarrettsville, MD  |              |          | 9            | 0        | n/a             |
| Baron Cameron Park                                     | Reston, VA         | 1            | 1        | 9            | 0        | n/a             |
| Bob Lucido Fields at Covenant Park                     | Ellicott, MD       |              | 0        | 9            | 4        | n/a             |
| Princess Anne Athletic Complex                         | Virginia Beach, VA | 8            | 8        | 8            | 8        | n/a             |
| Publix Virginia Soccer Training Center                 | Fredericksburg, VA |              | 0        | 8            | 2        | n/a             |
| Phillip A. Bolen Memorial Park                         | Leesburg, VA       | 9            | 9        | 8            | 8        | n/a             |
| McReynolds Athletic Complex                            | Yorktown, VA       | 7            | 7        | 6            | 6        | n/a             |
| Fruitland Recreational Park and Annex                  | Fruitland, MD      | 8            | 3        | 4            | 1        | n/a             |
| Reisterstown Regional Park and Sportsplex              | Reisterstown, MD   | 4            | 4        | 3            | 3        | n/a             |
| The Ripken Experience                                  | Aberdeen, MD       | 9            | 2        |              |          | 6,300           |
| <b>Average</b>   |                    | <b>6</b>     | <b>3</b> | <b>11</b>    | <b>4</b> | <b>2,272</b>    |

Notes: Complexes sorted by total number of rectangular fields.  
n/a denotes data not available.

Sources: Maryland Sports; MAASA; Individual Facilities; Secondary Research.

| Summary of Regional Indoor Sports Facilities |                        |                |                   |                   |            |             |
|--|------------------------|----------------|-------------------|-------------------|------------|-------------|
| Facility                                     | Location               | Square Feet    | Basketball Courts | Volleyball Courts | Ice Sheets | Turf Fields |
| Virginia Beach Sports Center                 | Virginia Beach, VA     | 285,000        | 12                | 24                |            |             |
| Henrico Sports & Events Center               | Glen Allen, VA         | 185,000        | 12                | 24                |            |             |
| Spooky Nook Sports                           | Manheim, PA            | 700,000        | 10                | 10                |            | 6           |
| Boo Williams Sportsplex                      | Hampton, VA            | 135,000        | 8                 | 12                |            | 4           |
| Adventist HealthCare Fieldhouse              | Boyd's, MD             | 66,000         | 8                 | 8                 |            | 3           |
| Athletic Republic Capitol Region             | District Heights, MD   | 100,000        | 8                 |                   |            | 2           |
| Sportika                                     | Manalapan Township, NJ | 170,000        | 7                 |                   |            | 1           |
| Michael & Sons Rockville Sportsplex          | Rockville, MD          | 63,000         | 6                 | 6                 |            | 3           |
| Bridge Sports Complex (WesBanco Fieldhouse)  | Bridgeport, WV         | 56,000         | 6                 |                   |            | 1           |
| C3 Sports & Events Center                    | State College, PA      | N/A            | 6                 |                   |            | 1           |
| The St. James                                | Springfield, VA        | 450,000        | 4                 |                   | 2          | 1           |
| Hagerstown Fieldhouse                        | Hagerstown, MD         | 114,000        | 4                 | 8                 |            | 2           |
| Virginia Beach Fieldhouse                    | Virginia Beach, VA     | 175,000        | 4                 | 8                 |            | 6           |
| Crown Sports Center                          | Fruitland, MD          | 80,000         | 1                 | 2                 |            | 5           |
| Rockville Ice Arena                          | Rockville, MD          | 66,200         |                   |                   | 3          |             |
| Piney Orchard Ice Arena                      | Odenton, MD            | 42,375         |                   |                   | 2          |             |
| UPMC Lemieux Sports Complex                  | Cranberry Township, PA | 185,000        |                   |                   | 3          |             |
| Reisterstown Regional Park and Sportsplex    | Reisterstown, MD       | n/a            |                   |                   | 1          | 1           |
| Ice World                                    | Abingdon, MD           | 65,000         |                   |                   | 2          |             |
| Ashburn Ice House                            | Ashburn, VA            | n/a            |                   |                   | 3          |             |
| The Gardens Ice House                        | Laurel, MD             | 150,000        |                   |                   | 3          |             |
| <b>Average</b>                               |                        | <b>171,532</b> | <b>7</b>          | <b>11</b>         | <b>2</b>   | <b>3</b>    |

Notes: Sorted in descending order by number of basketball courts.

n/a denotes not available.

UPMC Lemieux Sports Complex is the practice home of the Pittsburgh Penguins.

Source: Individual facility websites.

# 3. Stakeholder Feedback & HCC Athletic Facilities Survey



# Overview

As part of this study, our project team conducted targeted outreach to a diverse range of stakeholders, including HCC staff, student-athletes, students, faculty, and alumni; representatives of Washington County; residents from the County and broader region; and potential external user groups. The primary objective of this engagement was to gain a comprehensive understanding of the existing strengths, challenges, and opportunities associated with HCC's athletic facilities.

HCC and Washington County representatives participated in an on-site kickoff meeting, where our team gathered insight into operational goals and facility needs. During the visit, the project team also conducted a walkthrough of the existing athletic facilities to assess the physical condition and functionality of existing spaces firsthand.

To further inform the study, an online survey was developed and distributed to HCC staff, student-athletes, students, faculty, alumni, and community members. The survey was designed to capture perceptions of current facilities and identify priorities for future improvements to better serve institutional and community needs.

In addition, outreach to potential external user groups was conducted through direct interviews and an online survey. This effort aimed to assess market demand for hosting external events such as those generating sports-tourism including regional tournaments and competitions at improved and/or new athletic venues on campus.

The following pages provide a detailed summary of the feedback collected through this multi-faceted engagement process.

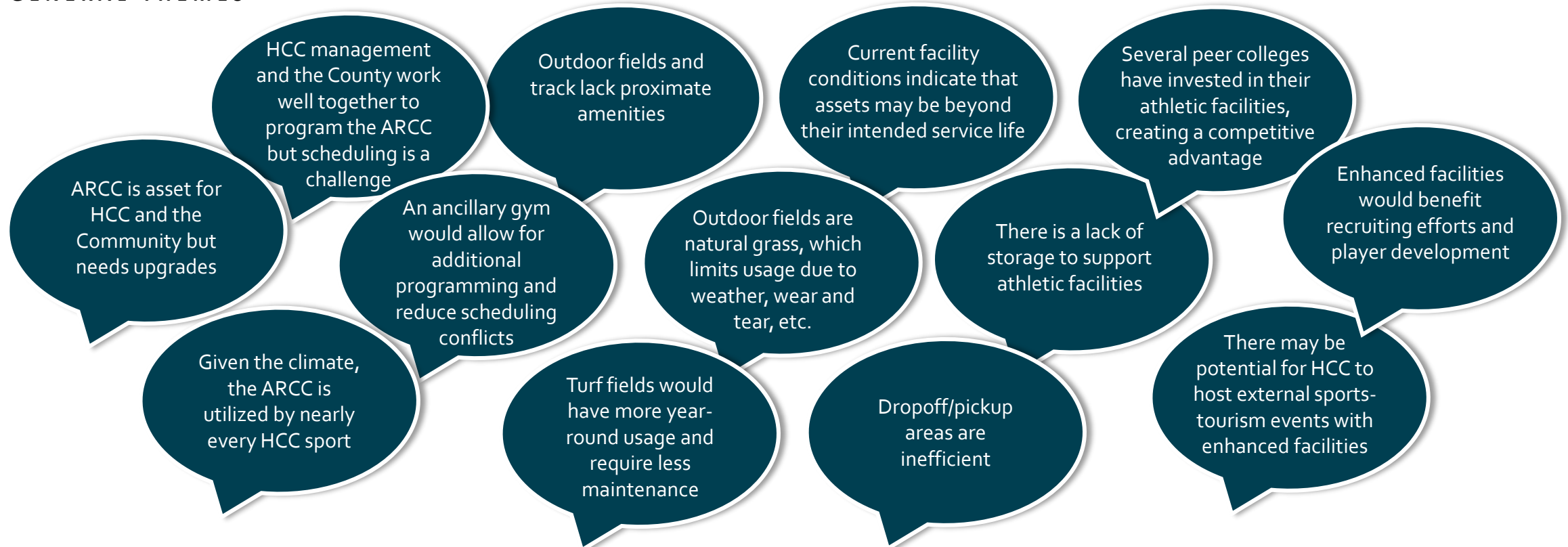


# Stakeholder Feedback

Our project team met with HCC and Washington County representatives during an on-site kickoff meeting on February 20<sup>th</sup>, 2025, to discuss the strengths, challenges, and opportunities associated with existing HCC athletic facilities as well as their objectives for improved and/or new facilities. The following summarizes general themes heard during those meetings.

## STAKEHOLDER FEEDBACK

### GENERAL THEMES



# HCC & Community Survey - Overview and Methodology

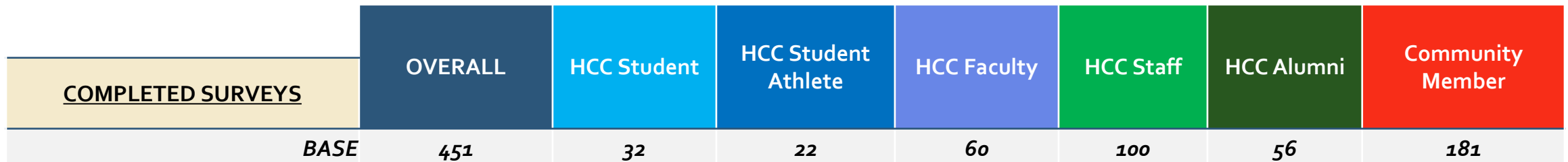
In addition to this feedback, Crossroads Consulting retained Maryland Marketing Source, Inc. (MMS), a certified Maryland Minority Business Enterprise marketing research firm, to conduct a community survey to identify strengths, challenges and opportunities for HCC's athletic facilities including the ARCC, baseball field, softball field, soccer field, outdoor track and tennis courts. The survey sought to identify necessary improvements/enhancements to existing facilities and/or the need for new facilities to better serve HCC students, athletes, faculty, staff and community residents. This section summarizes the aggregated results of the survey.

The following provides an overview of the survey methodology:

- Qualitative online approach
- Crossroads Consulting and MMS developed survey questionnaire
- MMS programmed and hosted the online survey
- HCC and the County sent out all email/communications to respondents to encourage participation
- Data analysis and reporting conducted by MMS

Participation in the online research study was anonymous and randomly distributed among the students, faculty, staff, alumni and the community members of and around the HCC region. The table below shows the distribution of completed surveys by segment which reflects what was used for the analysis.

**Survey Responses by Type of Respondent**



The remainder of this section summarizes the survey results along with key highlights. The demographic attributes of survey participants can be found in the Appendix.

# Survey Respondents by County Residence

- The majority of all segments reside in *Washington County, Maryland* with most notably being Community Members.
- *Franklin County, Pennsylvania* had a notable presence, particularly among HCC Staff and HCC Alumni.
- *Berkeley County, West Virginia* and *Frederick County, Maryland* have moderate representation.
- Other Counties had minimal representation across all segments;
  - Montgomery County, MD - 0.7%
  - Lehigh County, PA - 0.2%
  - Baltimore County, MD - 0.2%
  - Arlington County, VA - 0.2%

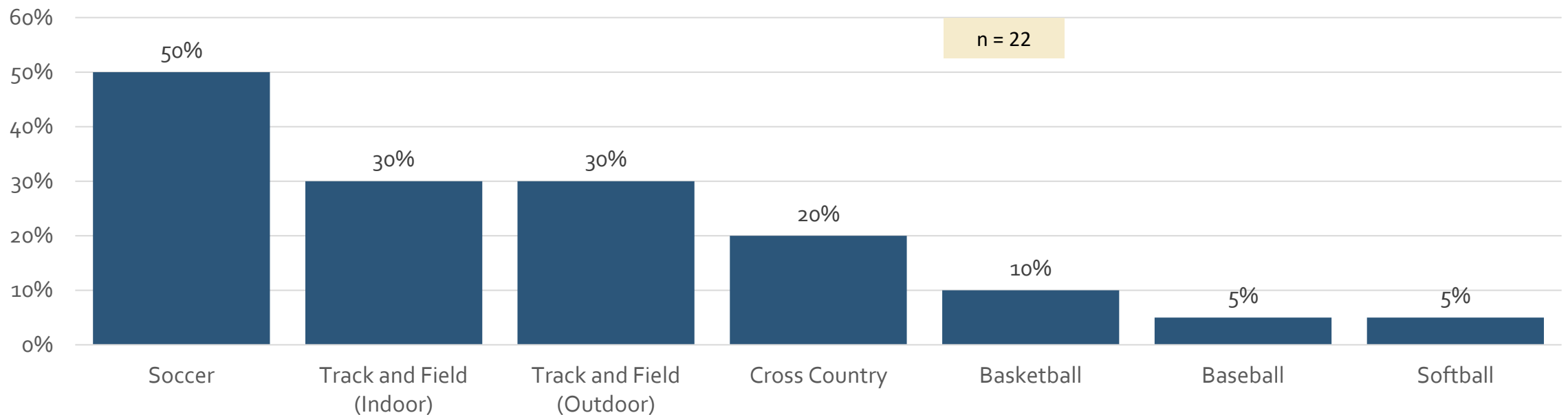
Survey Responses by County Residence

| <u>County Residence</u> | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|-------------------------|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <b>BASE</b>             | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| Washington County, MD   | 79.2%      | 84.4%       | 77.3%               | 63.3%       | 70.0%      | 73.2%      | 90.6%            |
| Franklin County, PA     | 11.5%      | 15.6%       | 4.5%                | 25.0%       | 16.0%      | 14.3%      | 3.9%             |
| Berkeley County, WV     | 4.4%       | 0.0%        | 9.1%                | 3.3%        | 7.0%       | 8.9%       | 2.2%             |
| Frederick County, MD    | 3.1%       | 0.0%        | 9.1%                | 6.7%        | 4.0%       | 0.0%       | 2.2%             |
| Other Counties          | 1.7%       | 0.0%        | 0.0%                | 1.7%        | 3.0%       | 3.6%       | 1.2%             |

# HCC Student Athlete – Sports Played

- HCC Student Athletes were specifically asked what sports they play, most replied *Track and Field*.
  - Specifically, 60% of these athletes chose *Track and Field*, with an equal split between indoor and outdoor events.
- *Soccer* was also popular, with 50% of HCC Student Athletes mentioning it.
- Additionally, 20% of the athletes reported participating in *Cross Country*.

What sport(s) do you compete in?



# HCC Athletic Facilities - Use

- Overall, the HCC athletic facilities used most often were the *ARCC - Track*, *ARCC Basketball/Volleyball Courts* and the *ARCC - Fitness Center*.
- HCC Student Athletes of course used a higher proportion of said facilities compared to all other segments.

What HCC athletic facilities do you use or have you used in the past?

| HCC Athletic Facility Use               | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|---|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <i>BASE</i>                             | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| ARCC - Track                            | 50.8%      | 28.1%       | 72.7%               | 45.0%       | 68.0%      | 60.7%      | 41.4%            |
| ARCC - Basketball/Volleyball Courts     | 44.6%      | 25.0%       | 77.3%               | 31.7%       | 48.0%      | 57.1%      | 42.5%            |
| ARCC - Fitness Center                   | 40.4%      | 40.6%       | 81.8%               | 48.3%       | 56.0%      | 42.9%      | 23.2%            |
| Outdoor Track/Field                     | 25.3%      | 9.4%        | 45.5%               | 23.3%       | 34.0%      | 37.5%      | 17.7%            |
| Tennis Courts                           | 19.3%      | 21.9%       | 18.2%               | 21.7%       | 19.0%      | 16.1%      | 19.3%            |
| Soccer Field                            | 17.1%      | 6.3%        | 54.5%               | 8.3%        | 19.0%      | 19.6%      | 15.5%            |
| Other                                   | 6.0%       | 3.1%        | 0.0%                | 6.7%        | 2.0%       | 0.0%       | 11.0%            |
| Baseball Field                          | 5.3%       | 0.0%        | 4.5%                | 5.0%        | 10.0%      | 7.1%       | 3.3%             |
| Softball Field                          | 4.0%       | 3.1%        | 9.1%                | 3.3%        | 7.0%       | 5.4%       | 1.7%             |
| I don't use the HCC athletic facilities | 18.8%      | 31.3%       | 0.0%                | 38.3%       | 14.0%      | 10.7%      | 17.7%            |

# HCC Athletic Facilities – Frequency of Use

- As expected, HCC Student Athletes use these athletics facilities much more than the other segments.
- Of note, HCC Staff had the second highest use of the athletic facilities compared to the remaining segments with HCC Faculty indicated the least amount of use.

Overall, how often do you use HCC athletic facilities?

| HCC Athletic Facility Use | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff | HCC Alumni | Community Member |
|---------------------------|------------|-------------|---------------------|-------------|-----------|------------|------------------|
| <b>BASE</b>               | <b>417</b> | <b>26</b>   | <b>17</b>           | <b>59</b>   | <b>98</b> | <b>50</b>  | <b>167</b>       |
| Less than once a month    | 40.0%      | 50.0%       | 9.1%                | 48.6%       | 40.7%     | 50.0%      | 37.2%            |
| 1-3 times a month         | 21.4%      | 18.2%       | 4.5%                | 24.3%       | 19.8%     | 20.0%      | 25.0%            |
| Once a week               | 8.8%       | 9.1%        | 0.0%                | 10.8%       | 5.8%      | 6.0%       | 12.2%            |
| 2-4 times a week          | 18.4%      | 13.6%       | 50.0%               | 8.1%        | 16.3%     | 16.0%      | 18.9%            |
| 5+ times a week           | 6.8%       | 4.5%        | 36.4%               | 2.7%        | 12.8%     | 2.0%       | 2.0%             |
| Never                     | 4.7%       | 4.5%        | 0.0%                | 5.4%        | 4.7%      | 6.0%       | 4.7%             |

# HCC Athletic Facilities – Activity Attendance/Participation

- *Community activities and General recreation, fitness and exercise* were the main activities respondents participated in within all segments with the exception of HCC Student Athletes.
- HCC Student Athletes main participation was around *College athletics and Sports/athletic training*.
- *Other* activities mentioned included walking on trails around HCC, attending events at the ARCC and fitness/dance classes.

## What activities do you attend or participate in at HCC athletic facilities?

| <u>Activity Participation</u>         | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|---------------------------------------|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <b>BASE</b>                           | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| Community activities                  | 59.2%      | 65.6%       | 31.8%               | 70.0%       | 70.0%      | 64.3%      | 50.3%            |
| General recreation, fitness, exercise | 39.7%      | 37.5%       | 40.9%               | 38.3%       | 51.0%      | 35.7%      | 35.4%            |
| College athletics                     | 34.4%      | 25.0%       | 90.9%               | 25.0%       | 42.0%      | 46.4%      | 24.3%            |
| Non-College athletics                 | 29.9%      | 21.9%       | 40.9%               | 16.7%       | 29.0%      | 44.6%      | 30.4%            |
| Recreational leagues/programs         | 29.9%      | 3.1%        | 27.3%               | 11.7%       | 16.0%      | 42.9%      | 44.8%            |
| Sports/athletic training              | 19.1%      | 15.6%       | 81.8%               | 3.3%        | 21.0%      | 28.6%      | 13.3%            |
| Camps/clinics                         | 15.7%      | 6.3%        | 13.6%               | 8.3%        | 15.0%      | 14.3%      | 21.0%            |
| None                                  | 10.2%      | 18.8%       | 0.0%                | 20.0%       | 7.0%       | 8.9%       | 8.8%             |
| Intramurals                           | 5.1%       | 6.3%        | 9.1%                | 3.3%        | 4.0%       | 5.4%       | 5.5%             |
| Other                                 | 4.9%       | 6.3%        | 0.0%                | 8.3%        | 4.0%       | 1.8%       | 5.5%             |

# HCC Athletic Facilities – Meeting Respondents’ Needs

- Respondents were asked a series of questions on a 5 point scale (1 = Does not meet my needs at all and 5 = Completely meets my needs) regarding the specific facilities at HCC. The first question asked each segment to rate how well these facilities met their needs.
- Overall, the ARCC – Track (Indoor) facility received the highest score when it came to meeting people's needs across all segments except HCC Student Athletes.
- HCC Student Athletes gave their highest marks to the ARCC – Courts facility for meeting their needs.
- Conversely, the Soccer, Baseball and Softball fields had the lowest marks regarding participation.
- Other facilities mentioned were tennis courts, outdoor trails, and pickleball courts.

## How well do the current HCC athletic facilities meet your needs?

| Meeting Your Needs (MEAN SCORES) | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|----------------------------------|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <b>BASE</b>                      | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| ARCC - Track (Indoor)            | 3.9        | 4.2         | 3.6                 | 3.9         | 4.1        | 3.8        | 3.8              |
| ARCC - Courts                    | 3.6        | 3.3         | 4.1                 | 3.6         | 3.9        | 3.5        | 3.4              |
| ARCC - Fitness Center            | 3.1        | 2.5         | 3.2                 | 3.3         | 3.1        | 2.8        | 3.1              |
| ARCC - Locker Rooms              | 3.1        | 2.6         | 3.4                 | 3.4         | 3.1        | 3.1        | 3.0              |
| Outdoor Track                    | 3.1        | 2.8         | 2.9                 | 3.7         | 3.2        | 2.3        | 2.8              |
| Baseball Field                   | 2.8        | 3.7         | 3.3                 | 2.3         | 3.1        | 2.9        | 2.4              |
| Softball Field                   | 2.8        | 3.0         | 3.3                 | 2.7         | 2.9        | 3.1        | 2.4              |
| Soccer Field                     | 2.5        | 3.0         | 2.3                 | 3.2         | 2.7        | 2.1        | 2.4              |
| Other                            | 2.4        | 3.4         | 2.3                 | 2.7         | 1.9        | 2.0        | 2.4              |

Note: The scale used was 1 to 5, where 1 means it “Does not at all meet my needs” and 5 means it “Completely meets my needs”. Respondents could use any number in between as well.

# HCC Athletic Facilities – Overall Quality

- Using a 5 point scale (1 = Poor and 5 = Excellent), respondents were then asked to rate the overall quality of each HCC facility.
- Overall, the *ARCC – Courts* and *ARCC - Track (Indoor)* facilities received the highest marks.
- Facilities ranking lowest were the *Soccer field*, *Outdoor Track*, *Softball field* and *Baseball field*.
- Other facilities mentioned were mainly tennis courts and a few mentions of outdoor trails.

How would you rate the overall quality of HCC's athletic facilities?

| <u>Overall Quality (MEAN SCORES)</u> | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|--------------------------------------|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <b>BASE</b>                          | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| ARCC - Track (Indoor)                | 3.3        | 3.6         | 3.2                 | 3.5         | 3.4        | 3.1        | 3.2              |
| ARCC - Courts                        | 3.3        | 2.9         | 3.8                 | 3.2         | 3.4        | 3.1        | 3.2              |
| ARCC - Fitness Center                | 2.6        | 2.3         | 2.4                 | 2.7         | 2.5        | 2.4        | 2.7              |
| ARCC - Locker Rooms                  | 2.6        | 2.4         | 2.9                 | 2.4         | 2.4        | 2.5        | 2.8              |
| Baseball Field                       | 2.5        | 3.0         | 2.6                 | 2.6         | 2.5        | 2.3        | 2.4              |
| Softball Field                       | 2.5        | 3.0         | 2.6                 | 2.7         | 2.3        | 2.1        | 2.6              |
| Outdoor Track                        | 2.4        | 3.2         | 2.2                 | 2.9         | 2.3        | 2.2        | 2.4              |
| Soccer Field                         | 2.1        | 3.1         | 1.8                 | 2.5         | 2.1        | 1.8        | 2.0              |
| Other                                | 1.6        | 2.5         | 1.5                 | 1.7         | 1.3        | 1.4        | 1.7              |

Note: The scale used was 1 to 5, where 1 means "Poor" and 5 means it "Excellent". Respondents could use any number in between as well.

# HCC Athletic Facilities – Availability

- The last area respondents were asked to rate these HCC facilities was regarding their satisfaction of availability on a 5 point scale (1 = Very Dissatisfied and 5 = Very Satisfied)
- Once again, the high scores went to the *ARCC – Track (Indoor)* facility across all segments. *ARCC – Courts* facilities also had high scores across all segments when it came to availability.
- The *Soccer Field* was the one facility that had the lowest availability scores among several segments.
- *Other* facilities mentioned again were mainly tennis courts and a few mentions of outdoor trails.

How satisfied are you with the availability of HCC’s athletic facilities?

| <u>Availability (MEAN SCORES)</u> | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|-----------------------------------|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <b>BASE</b>                       | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| ARCC - Track (Indoor)             | 3.6        | 3.8         | 4.2                 | 3.9         | 3.7        | 3.4        | 3.4              |
| ARCC - Courts                     | 3.5        | 3.7         | 4.2                 | 3.7         | 3.5        | 3.4        | 3.2              |
| ARCC - Locker Rooms               | 3.4        | 2.6         | 4.1                 | 3.8         | 3.4        | 3.2        | 3.2              |
| Outdoor Track                     | 3.4        | 3.4         | 3.7                 | <b>3.9</b>  | 3.4        | 3.1        | 3.2              |
| ARCC - Fitness Center             | 3.3        | 2.9         | 3.9                 | 3.5         | 3.2        | 3.1        | 3.2              |
| Baseball Field                    | 3.2        | 3.6         | 3.8                 | 3.6         | 3.2        | 2.9        | 2.9              |
| Softball Field                    | 3.2        | 3.4         | 3.6                 | 3.7         | 3.1        | 2.9        | 3.0              |
| Soccer Field                      | 2.9        | 3.1         | 3.5                 | 3.7         | 3.1        | 2.7        | 2.4              |
| Other                             | 2.9        | 2.6         | 3.5                 | 2.8         | 2.8        | 2.7        | 3.1              |

Note: The scale used was 1 to 5, where 1 means “Very Dissatisfied” and 5 means it “Very Satisfied”. Respondents could use any number in between as well.

# HCC Athletic Facilities – Strengths

The following summarizes survey responses when respondents were asked to comment on the strengths of the HCC athletic facilities.

- The **ARCC** is a versatile facility that hosts a variety of events, including sports tournaments, community events, and conventions. It is appreciated for its spaciousness and the ability to accommodate large gatherings. The facility is also used for graduation ceremonies and other significant events, making it a central hub for both HCC and the community. However, there are suggestions for upgrades to enhance its functionality and appeal.
- The **baseball field** is recognized for its potential to serve the community and HCC's athletic programs. It is used for various baseball activities and has the capacity to host tournaments. However, observations indicate the field is well-used and weathered. Enhancements such as turf and upgraded amenities are suggested to enhance playability.
- The **softball field** is valued for its role in supporting HCC's softball program. It is used for practices and games, providing a dedicated space for softball activities. There are recommendations for improvements, including better maintenance and additional facilities like functional bathrooms and upgraded batting cages. These enhancements would help in making the field more competitive and user-friendly.
- The **soccer field** is a crucial facility for HCC's soccer program. It is used for practices, games, and tournaments, making it an essential part of the athletic infrastructure. There are suggestions for upgrading the field to artificial turf and adding lights to facilitate night games. These improvements would enhance the field's usability, making it more attractive for both players and spectators.
- The **outdoor track** is appreciated for its role in supporting track and field activities, including practices and competitions. It is used by both HCC athletes and the community for running and walking. There are calls for upgrades to improve its condition and make it suitable for hosting meets. Enhancements such as better maintenance and additional facilities like a discus cage and javelin runway are suggested to elevate its status.
- **Other facilities** mentioned include tennis courts, which are frequently used but in need of significant upgrades. The fitness center is also highlighted for its importance, with suggestions for expansion and modernization to better serve students and staff. Additionally, there is a desire for more pickleball courts and improved outdoor lighting to enhance the overall recreational experience.

These facilities play a significant role in supporting both HCC's athletic programs and community events. Upgrades and improvements would enhance their functionality and appeal, making them more attractive for users.

# HCC Athletic Facilities – Challenges

- Of those that mentioned a specific challenge, the most notably overall was the *Limited hours of operation* and the *Lack of modern technology*. HCC Students had the least number of challenges among all segments.
- HCC Student Athletes however, had the greatest number of challenges with *Lack of equipment* being the largest.
- *Other* challenges mentioned included; need for more signage, better advertising of available facilities, and the expansion of the fitness center. Additionally, there is need for improvements to the restrooms, tennis courts, and other sports fields.

Please indicate if you experience any of the following challenges when using HCC’s athletic facilities.

| Challenges                             | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|--|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <b>BASE</b>                            | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| Limited hours of operation             | 34.1%      | 28.1%       | 31.8%               | 28.3%       | 37.0%      | 51.8%      | 30.4%            |
| Lack of modern technology              | 32.8%      | 21.9%       | 40.9%               | 23.3%       | 43.0%      | 39.3%      | 29.3%            |
| Lack of equipment                      | 27.7%      | 34.4%       | 50.0%               | 25.0%       | 34.0%      | 35.7%      | 18.8%            |
| Quality/sustainability                 | 18.4%      | 12.5%       | 22.7%               | 10.0%       | 30.0%      | 17.9%      | 15.5%            |
| Lack of nearby parking                 | 18.4%      | 9.4%        | 13.6%               | 10.0%       | 25.0%      | 32.1%      | 15.5%            |
| Scheduling issues                      | 17.5%      | 15.6%       | 18.2%               | 5.0%        | 18.0%      | 19.6%      | 21.0%            |
| Overcrowding                           | 17.3%      | 21.9%       | 22.7%               | 16.7%       | 19.0%      | 14.3%      | 16.0%            |
| Lack of proximate functional restrooms | 13.5%      | 9.4%        | 9.1%                | 11.7%       | 17.0%      | 23.2%      | 10.5%            |
| Other                                  | 12.6%      | 12.5%       | 4.5%                | 21.7%       | 15.0%      | 5.4%       | 11.6%            |
| Accessibility issues                   | 7.1%       | 9.4%        | 0.0%                | 5.0%        | 13.0%      | 8.9%       | 4.4%             |
| None of the above                      | 27.5%      | 40.6%       | 13.6%               | 35.0%       | 24.0%      | 21.4%      | 28.2%            |

# HCC Athletic Facilities – Improvements

- The top two improvements mentioned overall were to *Add lights to outdoor fields* and *Upgrade the fitness center*.
- Areas of improvements that the least number of respondents mentioned were the *Upgrades to the indoor track and tennis courts*.

## What improvements would you like to see to HCC athletic facilities?

| <b>Improvements to HCC Athletic Facilities</b>                   | <b>OVERALL</b> | <b>HCC Student</b> | <b>HCC Student Athlete</b> | <b>HCC Faculty</b> | <b>HCC Staff</b> | <b>HCC Alumni</b> | <b>Community Member</b> |
|--|----------------|--------------------|----------------------------|--------------------|------------------|-------------------|-------------------------|
| <i>BASE</i>  | <b>451</b>     | <b>32</b>          | <b>22</b>                  | <b>60</b>          | <b>100</b>       | <b>56</b>         | <b>181</b>              |
| Add lights to outdoor fields                                     | 41.7%          | 34.4%              | 59.1%                      | 40.0%              | 55.0%            | 46.4%             | 32.6%                   |
| Upgrade fitness center   | 41.0%          | 62.5%              | 59.1%                      | 51.7%              | 66.0%            | 39.3%             | 18.2%                   |
| Upgrade restrooms  | 35.0%          | 46.9%              | 22.7%                      | 40.0%              | 55.0%            | 33.9%             | 22.1%                   |
| Build new pickleball courts                                      | 33.0%          | 31.3%              | 22.7%                      | 41.7%              | 40.0%            | 33.9%             | 27.6%                   |
| Upgrade technology   | 31.0%          | 37.5%              | 40.9%                      | 28.3%              | 46.0%            | 32.1%             | 21.0%                   |
| Replace grass at the soccer field with artificial turf           | 30.6%          | 12.5%              | 72.7%                      | 23.3%              | 32.0%            | 37.5%             | 28.2%                   |
| Build a new auxiliary indoor gymnasium (in addition to the ARCC) | 28.8%          | 21.9%              | 18.2%                      | 26.7%              | 35.0%            | 33.9%             | 27.1%                   |
| Upgrade the outdoor track  | 28.2%          | 15.6%              | 40.9%                      | 28.3%              | 37.0%            | 44.6%             | 18.8%                   |
| Upgrade the indoor track   | 25.3%          | 21.9%              | 27.3%                      | 28.3%              | 27.0%            | 35.7%             | 20.4%                   |
| Upgrade tennis courts  | 25.3%          | 28.1%              | 13.6%                      | 40.0%              | 36.0%            | 25.0%             | 15.5%                   |

# HCC Athletic Facilities – Improvements (cont'd)

- HCC Students and Community Members gave the fewest number of improvements compared to the other segments.
- Responses such as *Replace grass at the softball field with artificial turf*, *Upgrade batting cages* and *Develop new outdoor diamond fields* were the improvements mentioned the least among all segments.

## What improvements would you like to see to HCC athletic facilities?

| <u>Improvements to HCC Athletic Facilities</u>                             | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|--|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <b>BASE</b>  | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| Upgrade locker rooms   | 24.2%      | 34.4%       | 22.7%               | 38.3%       | 42.0%      | 19.6%      | 9.4%             |
| Upgrade baseball / softball dugouts  | 17.7%      | 15.6%       | 22.7%               | 25.0%       | 26.0%      | 23.2%      | 8.8%             |
| Develop new outdoor rectangular fields (in addition to the existing field) | 16.9%      | 9.4%        | 31.8%               | 15.0%       | 19.0%      | 19.6%      | 14.9%            |
| Replace grass at the baseball field with artificial turf                   | 16.0%      | 6.3%        | 18.2%               | 23.3%       | 22.0%      | 19.6%      | 10.5%            |
| Other (please specify the suggested improvement and related facility):     | 15.7%      | 18.8%       | 4.5%                | 21.7%       | 21.0%      | 16.1%      | 11.6%            |
| Upgrade basketball/volleyball courts in the ARCC                           | 15.3%      | 25.0%       | 9.1%                | 13.3%       | 15.0%      | 21.4%      | 13.3%            |
| Replace grass at the softball field with artificial turf                   | 11.5%      | 12.5%       | 18.2%               | 16.7%       | 16.0%      | 14.3%      | 5.5%             |
| Upgrade batting cages  | 11.5%      | 9.4%        | 13.6%               | 11.7%       | 16.0%      | 16.1%      | 7.7%             |
| Develop new outdoor diamond fields (in addition to the existing fields)    | 9.3%       | 6.3%        | 9.1%                | 8.3%        | 15.0%      | 8.9%       | 7.2%             |
| None   | 10.0%      | 12.5%       | 4.5%                | 11.7%       | 5.0%       | 3.6%       | 14.4%            |

# Other Facilities in Washington County – Use

- When respondents were asked what other recreational/sports facilities they use in Washington County, almost half mentioned Regional Park (48%).
- Hagerstown YMCA was also mentioned quite frequently(47%), especially among HCC Students (56%).
- Although Hagerstown Fieldhouse was mentioned, it was significantly less compared to the other facilities (26%).
- *Other* responses given were include various fitness and recreational facilities such as City Park, Waynesboro YMCA, Planet Fitness, and Marty Snook Park. Also mentioned were schools, local gyms, other parks and specific facilities like pickleball courts, ice rinks, and community centers.

What other recreational/sports facilities do you use, or have you used, in Washington County?

| <u>Other County Facilities Used</u> | OVERALL | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff | HCC Alumni | Community Member |
|-------------------------------------|---------|-------------|---------------------|-------------|-----------|------------|------------------|
| BASE                                | 451     | 32          | 22                  | 60          | 100       | 56         | 181              |
| Regional Park                       | 48.3%   | 40.6%       | 45.5%               | 46.7%       | 45.0%     | 53.6%      | 50.8%            |
| Hagerstown YMCA                     | 46.8%   | 56.3%       | 40.9%               | 41.7%       | 45.0%     | 42.9%      | 49.7%            |
| Hagerstown Fieldhouse               | 25.5%   | 15.6%       | 54.5%               | 6.7%        | 13.0%     | 32.1%      | 34.8%            |
| None                                | 20.8%   | 21.9%       | 18.2%               | 23.3%       | 28.0%     | 23.2%      | 15.5%            |
| Other                               | 18.4%   | 9.4%        | 4.5%                | 26.7%       | 17.0%     | 10.7%      | 22.1%            |

# Other Facilities in Washington County – Frequency of Use

- The overall frequency of use of these other facilities was relatively low with over one-half (55%) of respondents saying *1-3 times a month* or less.
- Comparably, HCC Student Athletes and Community Members used these facilities the most while those HCC Students and HCC Staff used them the least.

How often have you visited the facilities selected in the previous question in the past 12 months?

| <u>Other Facilities Visited –<br/>Frequency of Use</u> | OVERALL | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff | HCC Alumni | Community Member |
|--|---------|-------------|---------------------|-------------|-----------|------------|------------------|
| BASE   | 447     | 30          | 21                  | 60          | 100       | 56         | 180              |
| Less than once a month                                 | 30.4%   | 32.0%       | 22.2%               | 32.6%       | 47.2%     | 36.4%      | 20.9%            |
| 1-3 times a month                                      | 24.9%   | 40.0%       | 16.7%               | 30.4%       | 18.1%     | 18.2%      | 26.8%            |
| Once a week  | 13.7%   | 8.0%        | 27.8%               | 4.3%        | 5.6%      | 18.2%      | 18.3%            |
| 2-4 times a week                                       | 22.3%   | 12.0%       | 33.3%               | 17.4%       | 16.7%     | 20.5%      | 27.5%            |
| 5+ times a week  | 3.9%    | 0.0%        | 0.0%                | 6.5%        | 5.6%      | 6.8%       | 2.6%             |
| Never  | 4.7%    | 8.0%        | 0.0%                | 8.7%        | 6.9%      | 0.0%       | 3.9%             |

# Other Facilities in Washington County – Meeting Respondents’ Needs

- The final question regarding these other facilities was about how they met the respondents needs. Overall, more than three-fourths (80%) of respondents said these facilities *Mostly* or *Completely* meet their needs.
- HCC Faculty and HCC Staff gave slightly higher scores for their needs being meet than the HCC Students and Community Members.

How well do these facilities meet your needs?

| <u>Other Facilities Meeting Your Needs</u>               | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|--|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <b>BASE</b>  | <b>447</b> | <b>30</b>   | <b>21</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>180</b>       |
| Completely - 5   | 42.0%      | 28.0%       | 44.4%               | 41.3%       | 43.1%      | 44.2%      | 43.1%            |
| Mostly - 4   | 38.4%      | 40.0%       | 33.3%               | 39.1%       | 36.1%      | 37.2%      | 39.9%            |
| Somewhat - 3   | 3.6%       | 4.0%        | 5.6%                | 2.2%        | 2.8%       | 7.0%       | 3.3%             |
| Not Very – 2   | 0.8%       | 4.0%        | 0.0%                | 0.0%        | 0.0%       | 0.0%       | 1.3%             |
| Not at All - 1   | 12.0%      | 24.0%       | 16.7%               | 10.9%       | 11.1%      | 9.3%       | 11.1%            |
| I don't use recreational/sports facilities in the County | 3.1%       | 0.0%        | 0.0%                | 6.5%        | 6.9%       | 2.3%       | 1.3%             |
| <b>Mean</b>  | <b>3.7</b> | <b>3.6</b>  | <b>3.7</b>          | <b>3.8</b>  | <b>3.8</b> | <b>3.6</b> | <b>3.6</b>       |

# Other Facilities – Travel Outside the County

- Overall, respondents that travel outside the County for sports/recreational activities was relatively low with more than one-third (38%) saying *Never*.
- HCC Staff travel the least among all segments.
- HCC Student Athletes had the highest level of travel outside the County, with almost one-half (45%) saying *Once a week or more*.

How often do you travel outside the County for sports/recreational activities?

| <u>Travel Outside County</u> | OVERALL | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff | HCC Alumni | Community Member |
|------------------------------|---------|-------------|---------------------|-------------|-----------|------------|------------------|
| BASE                         | 451     | 32          | 22                  | 60          | 100       | 56         | 181              |
| Less than once a month       | 19.3%   | 21.9%       | 13.6%               | 20.0%       | 22.0%     | 10.7%      | 20.4%            |
| 1-3 times a month            | 17.3%   | 12.5%       | 22.7%               | 13.3%       | 14.0%     | 23.2%      | 18.8%            |
| Once a week                  | 10.6%   | 0.0%        | 13.6%               | 6.7%        | 9.0%      | 7.1%       | 15.5%            |
| 2-4 times a week             | 10.6%   | 6.3%        | 27.3%               | 10.0%       | 6.0%      | 14.3%      | 11.0%            |
| 5+ times a week              | 4.2%    | 6.3%        | 4.5%                | 5.0%        | 2.0%      | 5.4%       | 4.4%             |
| Never                        | 37.9%   | 53.1%       | 18.2%               | 45.0%       | 47.0%     | 39.3%      | 29.8%            |

# HCC Athletic Facilities – Reasons for Travel Outside County

- Of those that said they travel outside the County; overall reasoning was due *to the Existing facilities in the County have limited availability.*
- HCC Student athletes primarily travel outside of the County because the quality of existing facilities in the County does not meet their needs.
- Other open-ended responses included:
  - **Location influences usage:** Several respondents indicate they live outside Washington County, specifically in areas like Pennsylvania and Frederick County, which affects their choice of recreational facilities.
  - **Variety of activities:** Participants mention engaging in a range of activities including sports tournaments, family events, and recreational activities, often traveling for specific interests.
  - **Facility quality:** Some comments express dissatisfaction with local facilities, citing issues such as inadequate lighting and insufficient spaces for sports, which leads them to seek better options elsewhere.
  - **Social aspects of recreation:** Individuals also emphasize the importance of spending time with friends and family at recreational venues, indicating that social connections play a significant role in their choices

Why do you travel outside of Washington County for sports/recreational activities?

| <u>Reasons for Travel Outside County</u>   | OVERALL | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff | HCC Alumni | Community Member |
|--|---------|-------------|---------------------|-------------|-----------|------------|------------------|
| BASE   | 290     | 15          | 18                  | 34          | 59        | 35         | 129              |
| The existing facilities in the County have limited availability                  | 30.7%   | 13.3%       | 27.8%               | 8.8%        | 27.1%     | 34.3%      | 39.5%            |
| The existing facilities in the County do not offer the programs I participate in | 28.6%   | 20.0%       | 22.2%               | 26.5%       | 16.9%     | 37.1%      | 34.1%            |
| The quality of the existing facilities in the County do not meet my needs        | 26.6%   | 20.0%       | 61.1%               | 11.8%       | 27.1%     | 37.1%      | 23.3%            |
| The County lacks the type of facility I need                                     | 21.0%   | 40.0%       | 27.8%               | 8.8%        | 16.9%     | 37.1%      | 18.6%            |
| Other (PLEASE SPECIFY):  | 35.2%   | 33.3%       | 16.7%               | 52.9%       | 45.8%     | 17.1%      | 33.3%            |

# Other Facilities – Travel Outside County by Segment

The following summarizes survey responses when respondents were asked to comment on what sports/recreational facilities they use when they travel outside of Washington County.

- **HCC Student (Not a Student Athlete)** primarily use facilities like Shepherd University and private clubs for activities such as pickleball and swimming. They also mention using gyms with better facilities and equipment, and the lack of open space for hiking and swimming facilities in Washington County.
- **HCC Student Athletes** focus on soccer complexes and indoor/outdoor tracks, often traveling for tournaments. They prefer high-quality turf soccer fields and utilize facilities like Prince George's Sports and Learning Complex and other community colleges' fields. The need for better soccer fields in Washington County is a recurring theme.
- **HCC Faculty** utilize a wide range of facilities including indoor lacrosse fields, Planet Fitness, and various parks for activities like biking and running. They also mention using golf courses, tennis courts, and YMCA pools. Concerns include the Hagerstown YMCA not honoring Silver Sneakers and the need for more indoor tennis facilities.
- **HCC Staff** prefer facilities like Prince George's Sports and Learning Complex and hiking trails, with a notable mention of crowded swimming facilities. They also use membership gyms, pickleball courts in Frederick County, and various soccer complexes. The need for better swimming facilities in Washington County is highlighted.
- **Community Members** frequent facilities in Montgomery, Howard, and Anne Arundel Counties for diverse activities including pickleball and soccer. They also mention using parks in Frederick County, indoor tracks, and various fitness rooms. The preference for turf fields and the need for quality soccer fields are emphasized.
- **HCC Alumni** use facilities like Cedar Ridge School and Greencastle Antrim High School, with a focus on recreational spots in Waynesboro, Pennsylvania. They also mention using pools, track meets, and various parks. It was identified that there is a need for better soccer facilities in Washington County.

# User Group Feedback

While the primary objective of enhanced and/or new athletic facilities at HCC is to better serve HCC athletic needs and community recreation, Crossroads also obtained feedback from a limited number of potential user groups representing indoor and outdoor sports-tourism activities related to potential programming, building program requirements, destination attributes, etc. These discussions were aimed at gaining insight into current demand trends, facility requirements, and potential interest in HCC as a venue for future events. The feedback gathered provided valuable perspectives on market gaps, competitive offerings in nearby areas, and key amenities that would make HCC more attractive for hosting local, regional, and even national-level sports events. The following summarizes the feedback obtained from online surveys and direct interviews with potential user groups.

Based on feedback from potential user groups, there is some interest from user groups in hosting sports-tourism events at an enhanced ARCC. Indoor event organizers typically require access to between one and eight basketball courts, which can also accommodate two to 16 volleyball courts, depending on the layout. Further, the indoor track was seen as an asset by tournament organizers.

Outdoor tournament organizers also expressed some interest; however, their events typically require four to 12 fields of the same type, which may exceed the college's available land and/or resources. Other amenities required included restrooms, spectators seating, concessions, Wi-Fi capable of streaming, video boards, and multi-purpose space.

Several respondents noted challenges including the existing supply of sports tourism facilities in the region, many of which are specifically designed and marketed for large-scale tournaments. Additionally, multiple event organizers raised concerns regarding scheduling conflicts, citing HCC's need to prioritize its own athletic programs and community uses, which could limit availability and flexibility for outside users.

Overall, it appears that there is some opportunity for HCC to host sports-tourism activities with enhanced facilities, particularly those hosted indoors such as basketball and volleyball, as well as track. Should HCC decide to pursue events of this type, the number of events hosted would likely be limited, given the competing demands on facility use from HCC and the County's own athletic programs, academic schedules, etc. Further, there is a strong supply of venues in the region solely focused on these events that present strong competition.



# 4. HCC Athletic Facilities Assessment



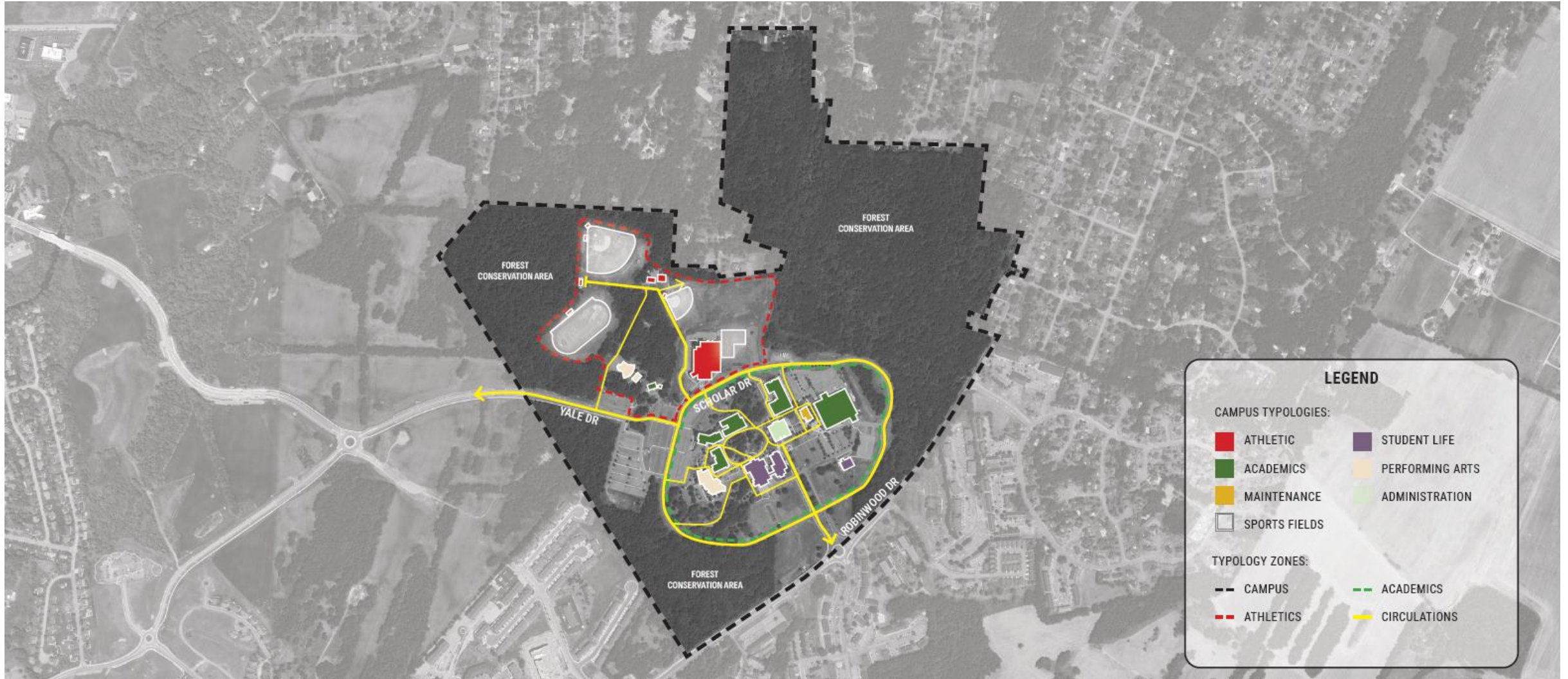
# Overview

The quality and functionality of athletic facilities play a critical role in supporting student-athlete performance, promoting campus wellness, and enhancing the overall college experience. This chapter provides a comprehensive assessment of the HCC athletic facilities, evaluating their current condition, functionality, and programmatic elements, as well as opportunities to enhance long-term sustainability and maximize revenue. The facilities assessment was completed by OSPORTS, a full-service sports architecture and planning firm, providing services in sports, recreation and entertainment facilities across the nation.

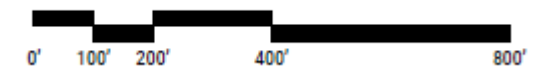
The assessment draws upon on-site observations, stakeholder interviews, usage data, and comparisons with peer institutions. It identifies strengths, areas in need of improvement, and opportunities for modernization or expansion. This evaluation serves as a foundational step in planning future investments, ensuring that HCC's athletic facilities meet the needs of its growing and diverse student population while supporting an inclusive, high-quality and competitive environment.



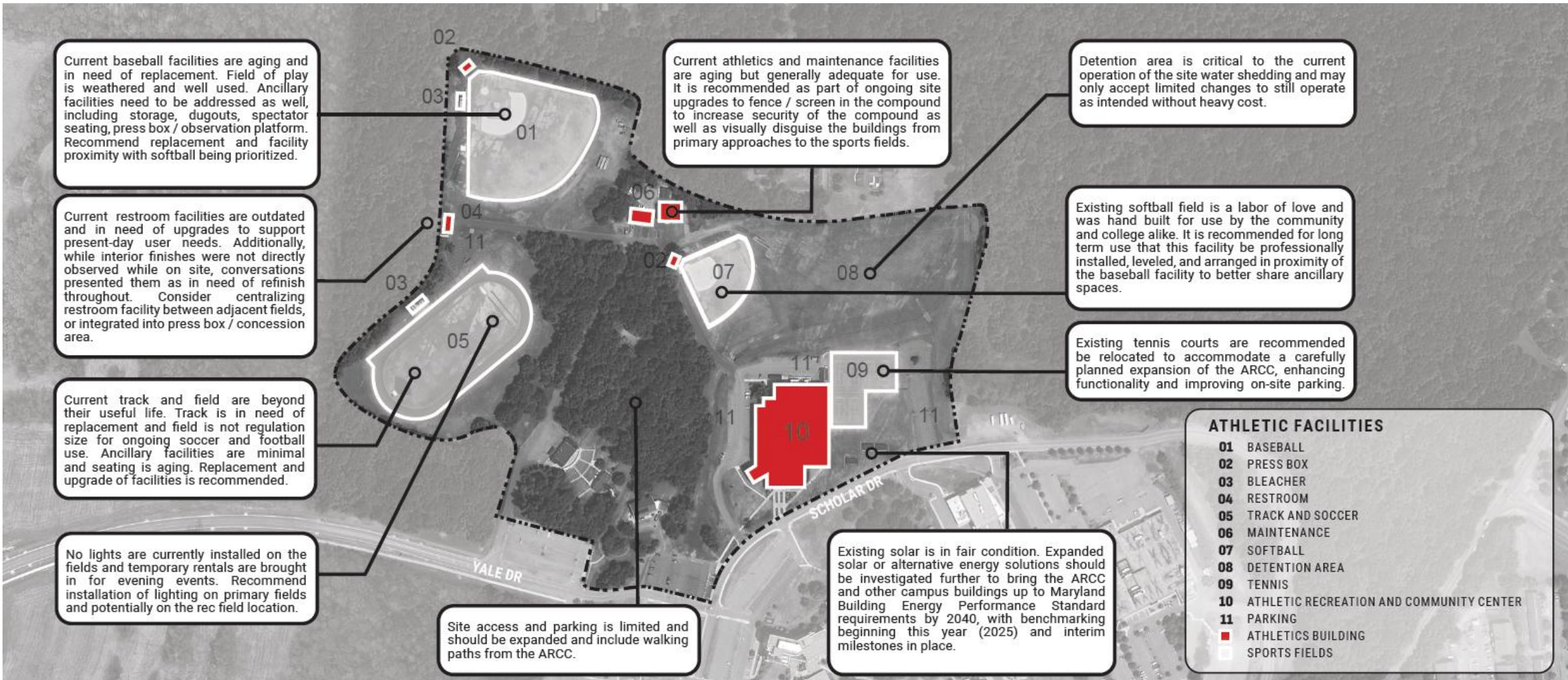
# Existing Campus Site Plan



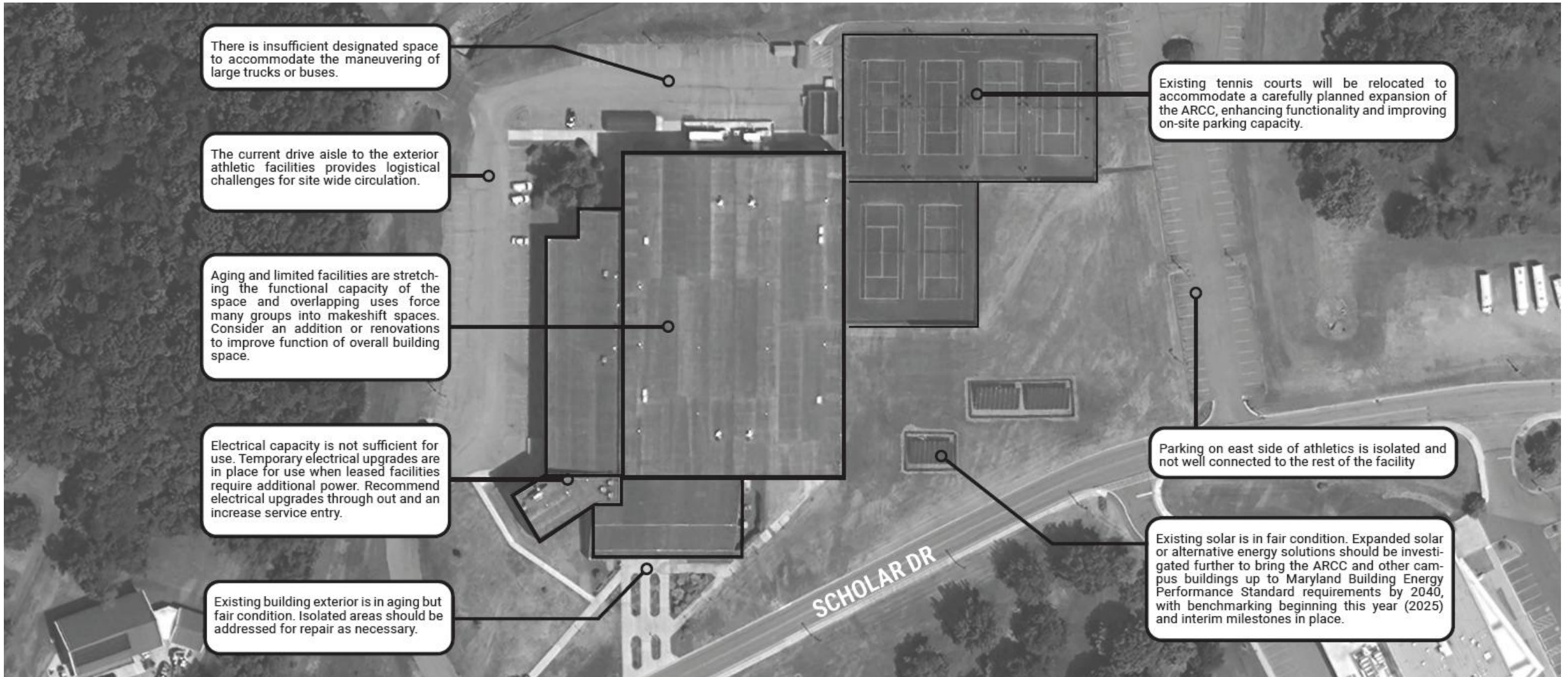
# Existing Athletic Campus Site Plan



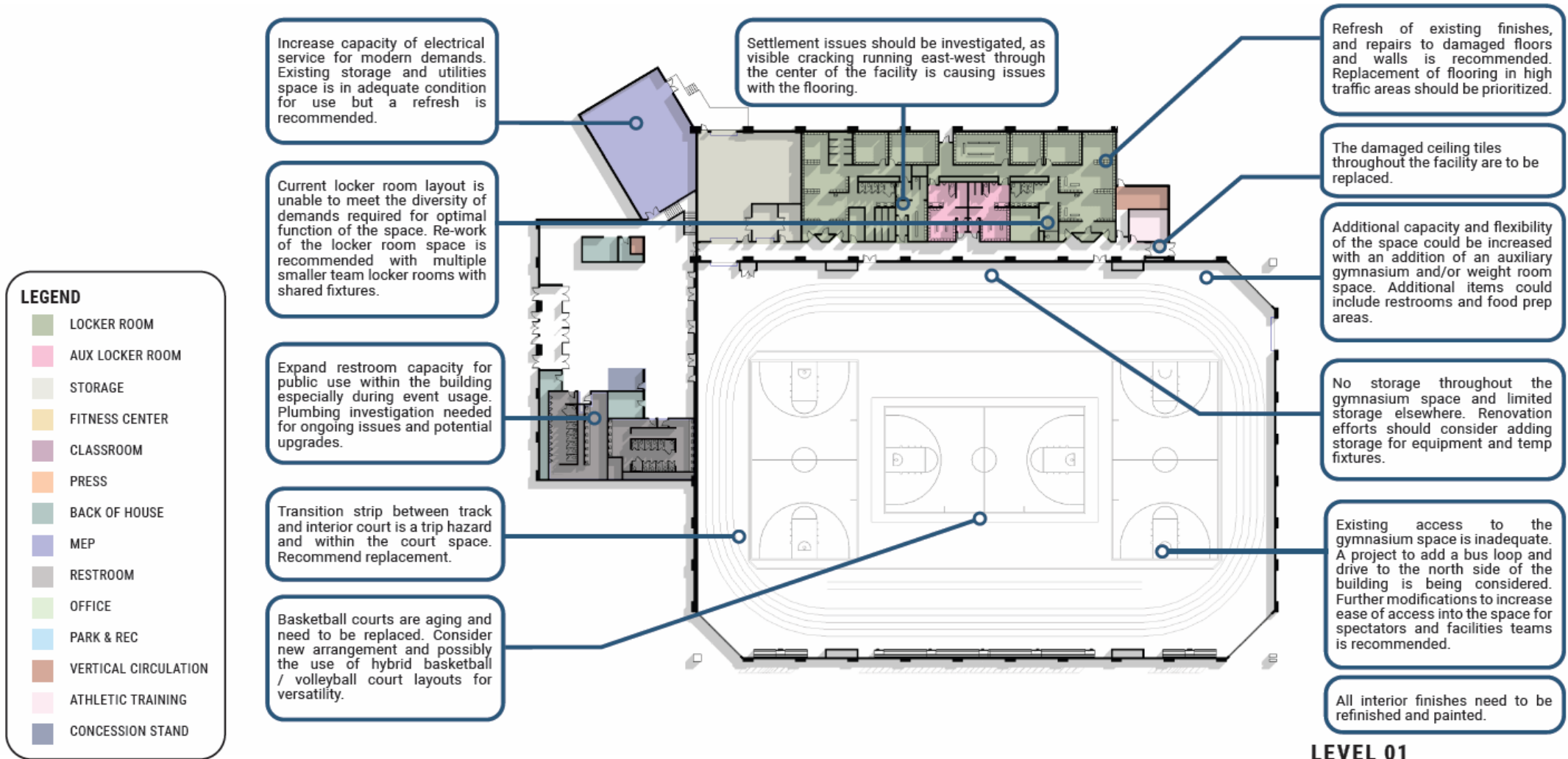
# Athletic Campus Facility Assessment



# ARCC Facility Assessment – Exterior

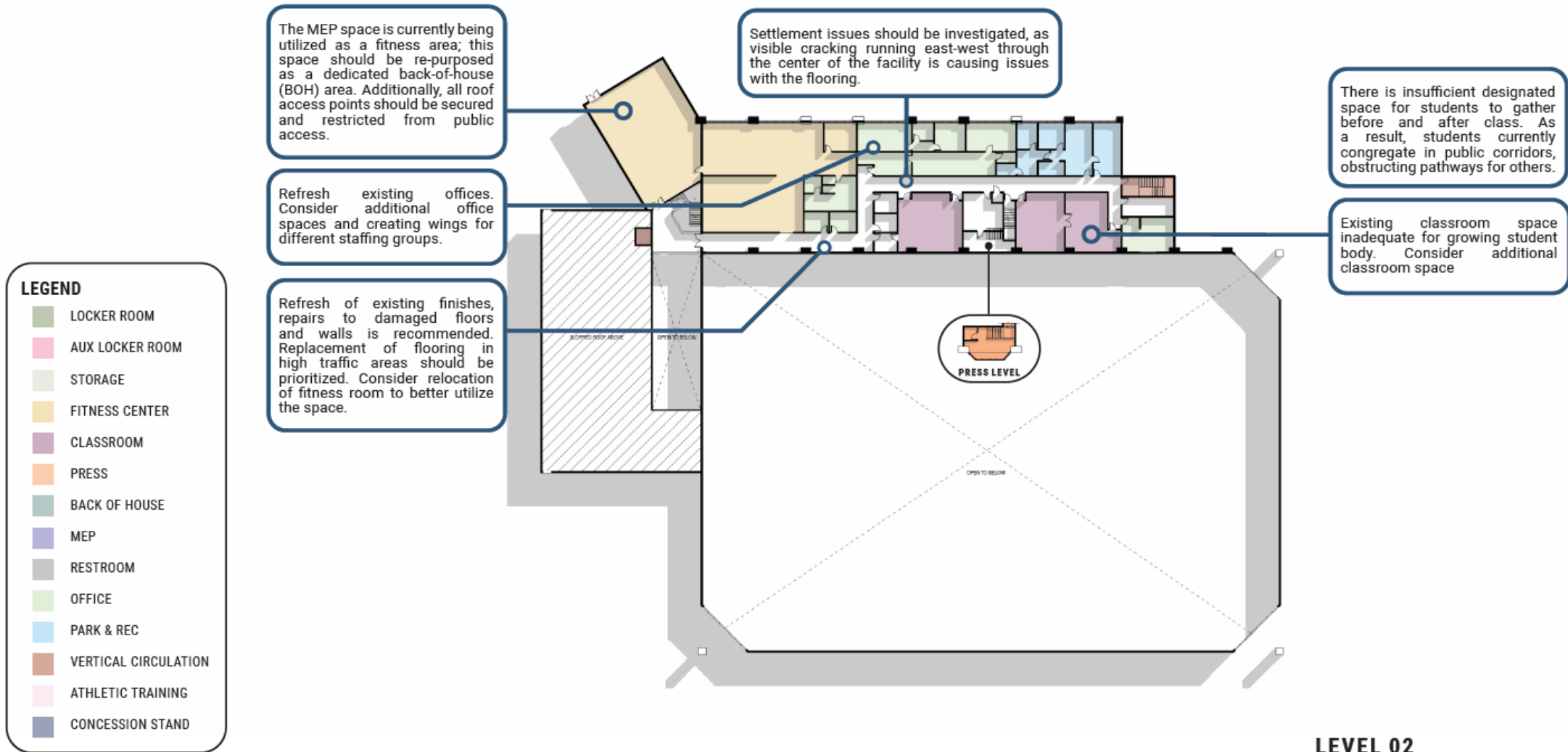


# ARCC Facility Assessment – Interior (Level 1)



LEVEL 01

# ARCC Facility Assessment – Interior (Level 2)



LEVEL 02

# 5. Summary of Findings & Recommendations



# Summary of Findings

Based on the market research and facilities assessment, the following summarizes key strengths, challenges, opportunities and threats associated with HCC athletic facilities.

## Strengths/Opportunities

- HCC has a strong institutional reputation for academic quality and student support
- The ARCC is a centralized athletic hub serving student athletes and recreational and event needs of students and the community
- HCC's outdoor fields have served the basic needs of HCC's baseball, softball, track and soccer programs
- HCC has historically hosted a limited number of non-HCC events that generate economic impact
- Strong working relationship between HCC staff and Washington County Parks and Recreation Department
- Opportunity to enhance and expand athletic facilities to better serve student athletes, students, staff, faculty and community members
- Opportunity to invest in turf fields which would allow for all-weather, year-round use and reduced maintenance costs
- Opportunity to strengthen recruitment efforts with improved facilities
- Opportunity to leverage population growth and community demand for expanded recreational use

## Challenges/Threats

- Existing HCC athletic facilities haven't seen investment in years, and their condition is below standard in comparison to peer facilities
- The ARCC and athletic fields appear well-used and weathered
- Natural grass fields are difficult to maintain given the climate and required usage, leading to increased demand for the ARCC
- Shared operational agreement with the County results in scheduling challenges for the ARCC
- Student athletes are traveling outside the County for training given the poor quality of existing facilities in the County
- Peer MD JUCO colleges have improved, or are planning to improve, their athletic assets, leaving HCC at risk of falling further behind
- Limited opportunity to host a significant number of external, sports tourism events given available land and the supply of competitive venues in the region
- Funding for construction
- Potential changes in general macro-economic conditions

# Recommendations

The following summarizes recommendations for HCC to consider related to athletic facility improvements. These market-supportable recommendations aim to better serve existing and future internal HCC athletic needs and recreational needs of the community as well as better position HCC to host external events such as community events and competitions/tournaments.

## **Relocate Baseball and Softball Fields**

- Ensure adequate spacing, sun orientation, and drainage improvements.
- Develop supporting infrastructure at each field (dugouts, lighting, seating parking, restrooms, concessions, etc.)

## **Install Synthetic Turf on Baseball and Softball Fields**

- Replace natural grass with synthetic turf to reduce maintenance costs and improve field durability and availability.

## **Adjust Soccer Field to Regulation Size**

- Regrade and expand the existing field to meet NCAA regulation dimensions.
- Install synthetic turf to reduce maintenance costs and extend usage.
- Install lighting and update seating, restrooms, scoreboards, etc.

## **Rebuild Outdoor Track**

- Replace aging surface with new all-weather track.
- Realign lanes and event areas (e.g., long jump, high jump, shot put) as needed for competition compliance.
- Add spectator seating and track-specific storage areas.

## **Renovate the ARCC**

- Renovate interior spaces: locker rooms, classrooms, offices, weight room, indoor track surface, and courts.
- Upgrade mechanical systems, lighting, and AV equipment for athletic and community events.
- Enhance access, spectator seating, and exterior signage.

## **Construct a New Auxiliary Gymnasium**

- Build an indoor gym attached to the ARCC with multipurpose space that can be used for courts, fitness, etc. and other support spaces such as a fitness room and storage.
- Ensure design allows for future expansion and flexible programming.

# Proposed Athletic Site Plan

Based on the analysis conducted and the recommendations previously outlined, OSPORTS evaluated the strengths and limitations of multiple site plan alternatives, including the feasibility of different field configurations. Through this process, the options were narrowed to those presented below and on the following page.

## SITEPLAN OPTION 01

### PLAN OVERVIEW

This option prioritizes the preservation of the site's natural topography while consolidating similar functions and incorporating multi-use recreational fields. The track & field facility is relocated to the northwest portion of the site, allowing for improved space utilization and access. The baseball and softball complexes are grouped together on the southwest side, enhancing functionality and enabling shared amenities. The ball fields are positioned to optimize outfield play during midday games. Additionally, the use of the detention area to the north of the ARCC as a recreational field introduces flexibility, while maintaining the integrity of the existing site drainage plan.

### PROS:

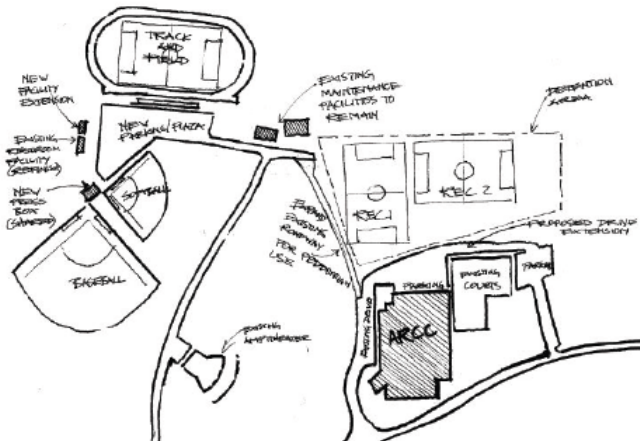
Moving the track and field to the north could reduce the amount of earthwork necessary as it best suits the existing topography.

Prioritizes spectator visibility on the track and field.

### CONS:

Baseball diamond is south facing and would be impacted by sunlight throughout the day.

East / West track and field / soccer orientation is subject to sun conflicts during later afternoon games.



## SITEPLAN OPTION 02

### PLAN OVERVIEW

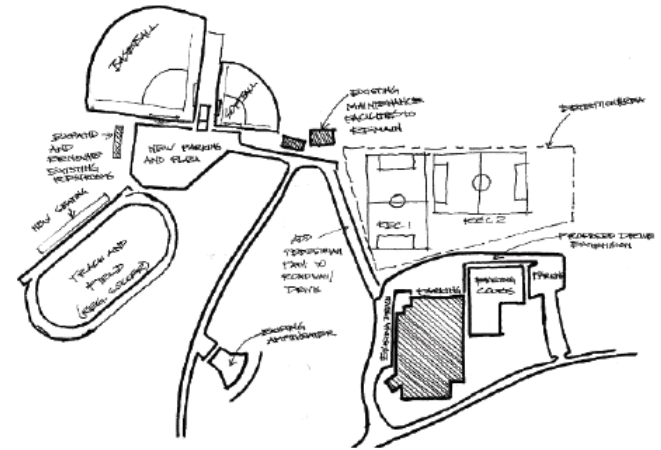
This option emphasizes leveraging the existing site layout where feasible, while consolidating similar functions and incorporating multi-use recreational fields. The track & field facility remains in its current location but is reconfigured to accommodate a full-sized soccer field within the same space. Additionally, the baseball and softball complexes are grouped together to enhance functionality, allowing for shared amenities and optimized use of the area. The use of the detention space to the north of the ARCC as a recreation field offers flexibility, while preserving the integrity of the current site drainage plan.

### PROS:

Sun angles are better for western campus fields, especially during afternoon and evening hours.

### CONS:

Baseball diamond placement will require earthwork to appropriately level the terrain.



# Proposed Athletic Site Plan (cont'd)

OSPORTS ultimately recommends Site Plan Option 03, as it builds upon the efficiencies of the existing layout while offering the greatest benefits.

## SITEPLAN OPTION 03 (SELECTED)

### PLAN OVERVIEW

This Option is a revision to Option 02 and reflects input from the primary stakeholders and incorporates targeted adjustments to improve operational performance and site usability. The baseball field has been rotated to achieve optimal solar orientation, reducing sun interference for players and spectators. The tennis courts have been relocated to free space for a strategic expansion of the ARCC, enabling enhanced programmatic function and increased on-site parking capacity.

The proposal continues to capitalize on the existing site layout where feasible while consolidating like functions and introducing flexible, multi-use recreational fields. The track and field facility remains in its current footprint but is reconfigured to accommodate a full-size soccer field. Baseball and softball complexes are grouped to promote shared amenities and operational efficiency. The detention area north of the ARCC is repurposed as a recreation field, preserving the established drainage strategy while adding flexible open-space value.

### SELECTION CLARIFICATION

This option was selected for advancement due to a few key attributes on the western portion of the site. The impact of sun angles on site throughout the day and into the late afternoon are better for teams and spectators with this layout. Additionally, the re-use of existing infrastructure and facilities is anticipated where possible to reduce the construction cost. Portions of the site that might be able to be restored / re-used include existing restroom facilities, parking, and potentially smaller storage facilities that can be relocated.

#### PROS:

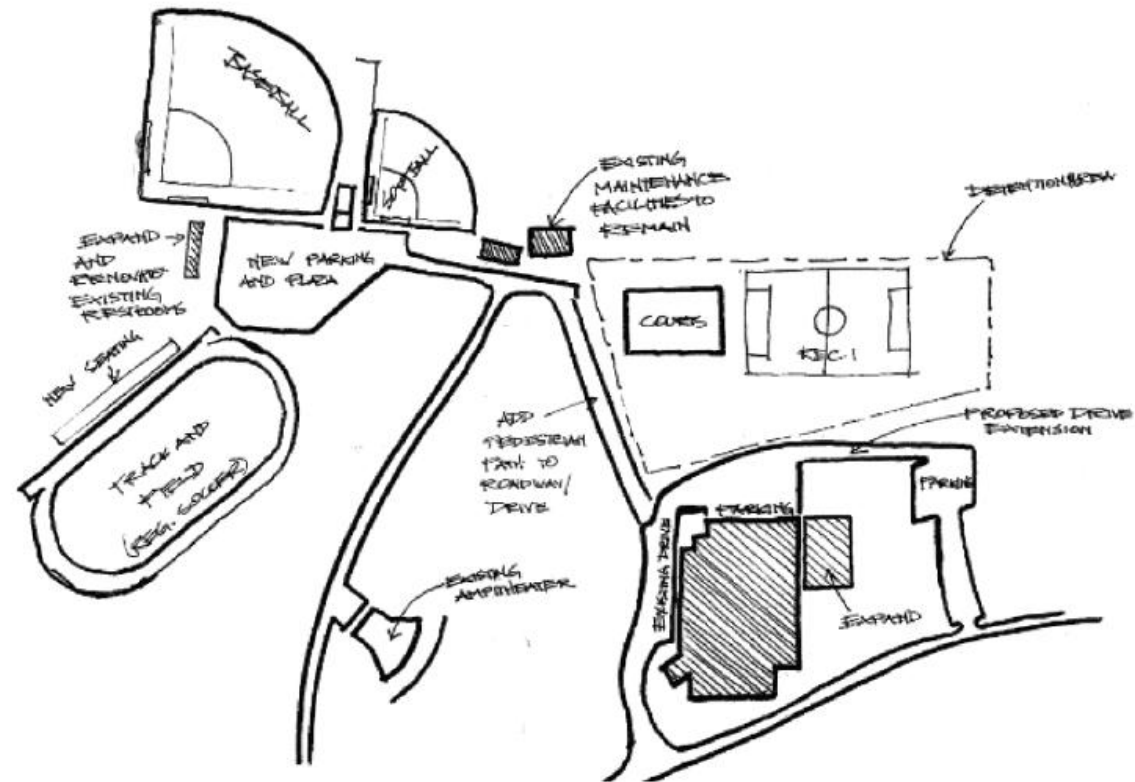
*Sun angles are better for western campus fields, especially during afternoon and evening hours.*

*Expansion to ARCC possible with relocation of tennis.*

#### CONS:

*Baseball diamond placement will require earthwork to appropriately level the terrain.*

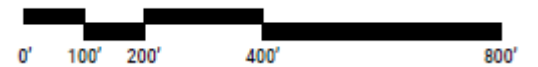
*Rec Field located on low lying detention area.*



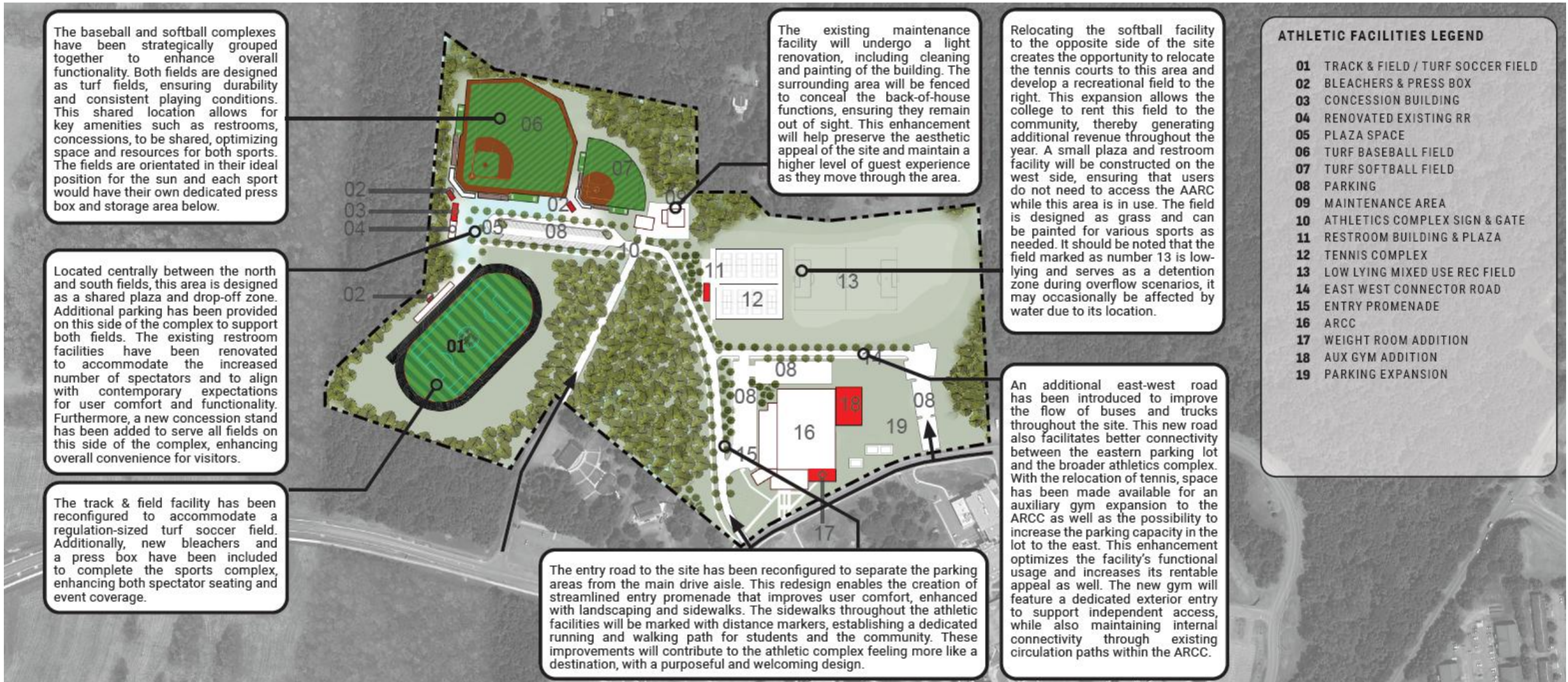
# Proposed Demo



# Proposed Athletic Site Plan

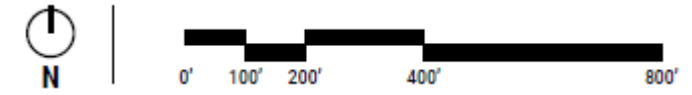


# Proposed Athletic Site Plan (cont'd)



**ATHLETIC FACILITIES LEGEND**

- 01 TRACK & FIELD / TURF SOCCER FIELD
- 02 BLEACHERS & PRESS BOX
- 03 CONCESSION BUILDING
- 04 RENOVATED EXISTING RR
- 05 PLAZA SPACE
- 06 TURF BASEBALL FIELD
- 07 TURF SOFTBALL FIELD
- 08 PARKING
- 09 MAINTENANCE AREA
- 10 ATHLETICS COMPLEX SIGN & GATE
- 11 RESTROOM BUILDING & PLAZA
- 12 TENNIS COMPLEX
- 13 LOW LYING MIXED USE REC FIELD
- 14 EAST WEST CONNECTOR ROAD
- 15 ENTRY PROMENADE
- 16 ARCC
- 17 WEIGHT ROOM ADDITION
- 18 AUX GYM ADDITION
- 19 PARKING EXPANSION



# Proposed ARCC Facility Improvements – Option 1

## OPTION 01 OVERVIEW

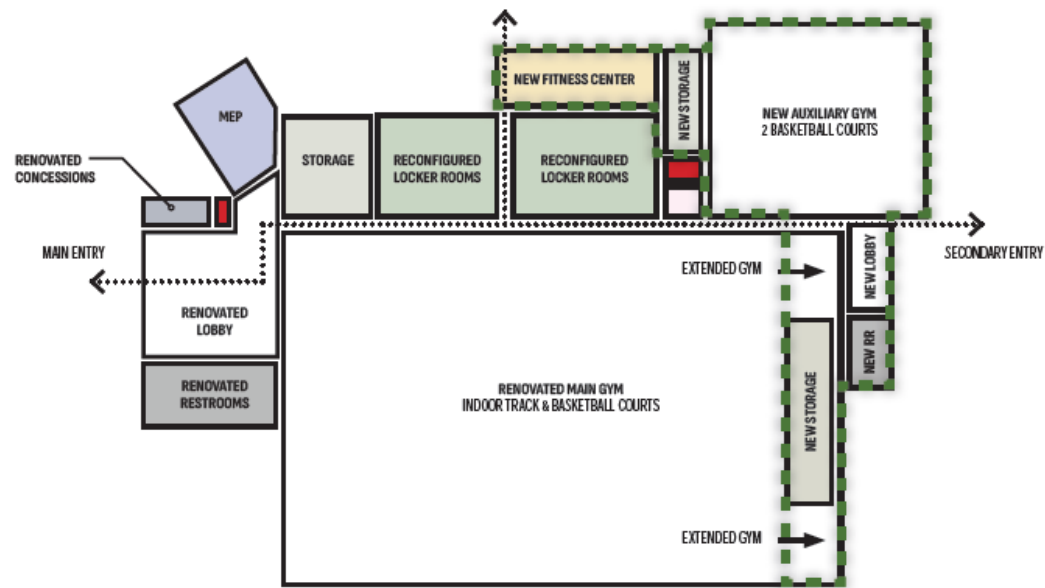
This improvement option for the ARCC aligns with the planned roadway enhancements on the north side of the facility, creating a new secondary entry point for teams, staff, and spectators. The introduction of this new entry allows for the development of additional restrooms, storage, and team support areas. Furthermore, the addition of dedicated fitness space and a double-court auxiliary gym would enhance the building's functionality to accommodate growing demands. As part of this plan, an additional bay could be incorporated into the gymnasium, providing space for sprinter overrun, extra storage, and pre-function areas for teams and events.

At the ground level, these changes would also create the opportunity to reorganize the second floor, enabling the addition of a student lounge and more efficient office and classroom spaces.

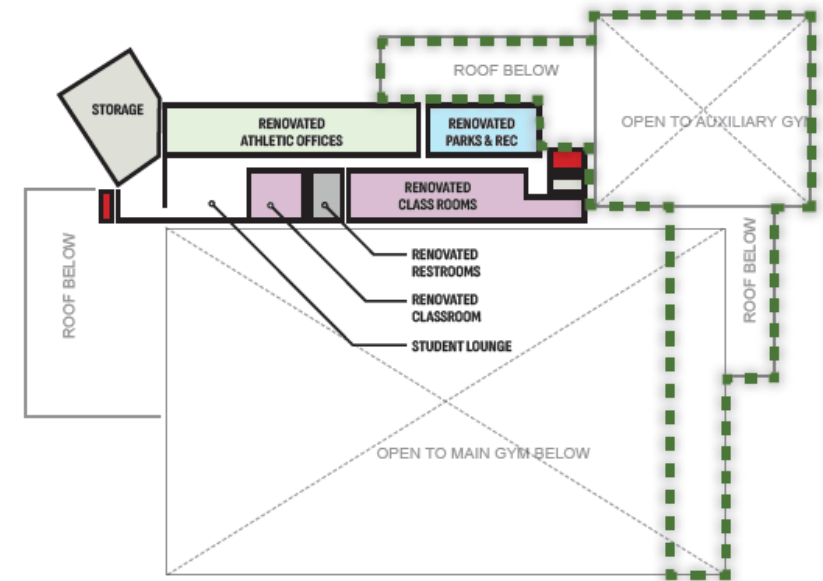
By implementing a phased approach, including the addition of restrooms and entry points, the occupancy of the facility would be minimally impacted, while improving the interior spaces at the primary entrance and optimizing the building's overall use.

## LEGEND

- LOCKER ROOM
- AUX LOCKER ROOM
- STORAGE
- FITNESS CENTER
- CLASSROOM
- PRESS
- BACK OF HOUSE
- MEP
- RESTROOM
- OFFICE
- PARK & REC
- VERTICAL CIRCULATION
- ATHLETIC TRAINING
- CONCESSION STAND



LEVEL 01 NOT TO SCALE



LEVEL 02 NOT TO SCALE

# Proposed ARCC Facility Improvements – Option 2

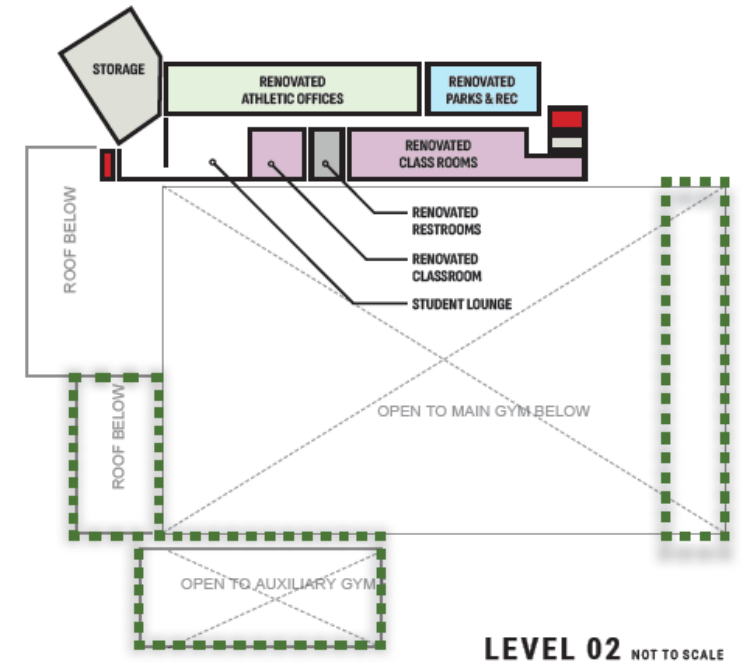
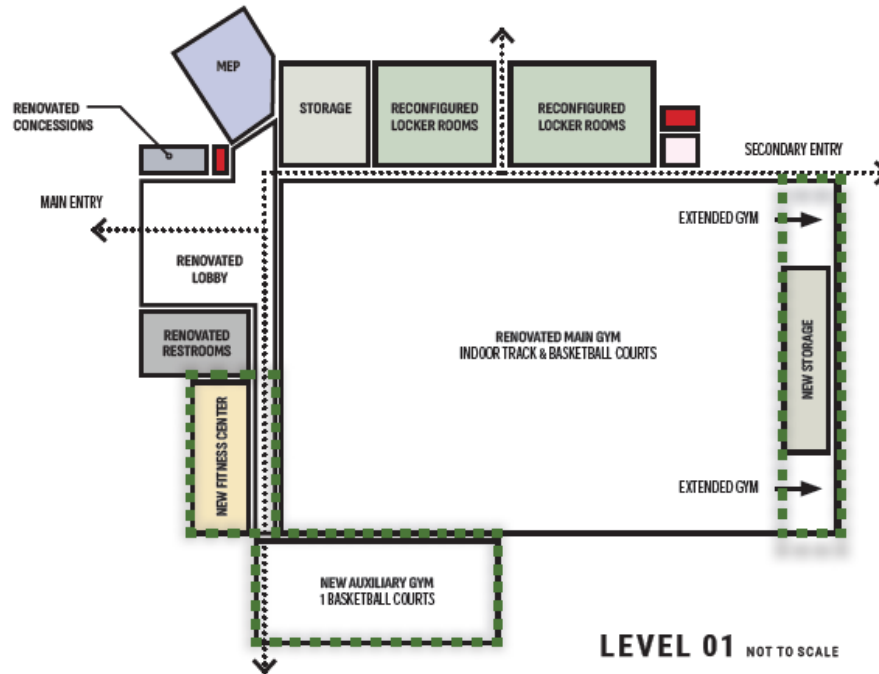
## OPTION 02 OVERVIEW

This improvement option for the ARCC focuses on enhancing the campus-facing portion of the building, delivering a noticeable aesthetic upgrade that will be recognized by campus patrons. Renovations could be made to restroom, concession, and back-of-house areas, while new spaces, including a campus-facing fitness area and an auxiliary gym, would be introduced. The existing solar array elements would need to be relocated as part of this option, with the potential for further enhancement.

At the ground level, these changes would create opportunities to reorganize the second floor, allowing for the addition of a student lounge and the creation of more efficient office and classroom spaces. Furthermore, an additional bay could be added to the gymnasium, providing space for sprinter overrun, additional storage, and pre-function areas for teams and events. This comprehensive approach would not only improve functionality but also optimize the building's overall use for both students and staff.

## LEGEND

- LOCKER ROOM
- AUX LOCKER ROOM
- STORAGE
- FITNESS CENTER
- CLASSROOM
- PRESS
- BACK OF HOUSE
- MEP
- RESTROOM
- OFFICE
- PARK & REC
- VERTICAL CIRCULATION
- ATHLETIC TRAINING
- CONCESSION STAND



# Proposed ARCC Facility Improvements – Option 3

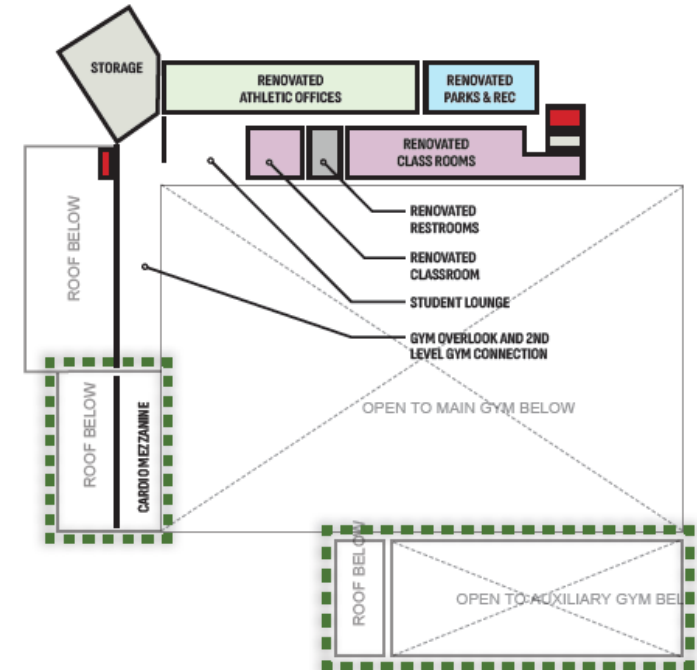
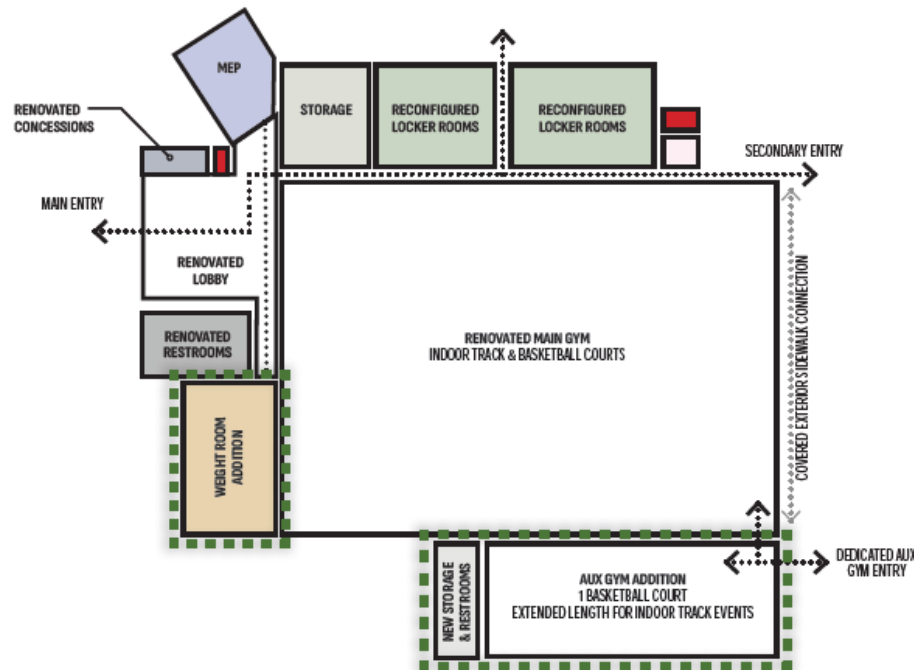
## OPTION 03 OVERVIEW

This improvement option for the ARCC focuses on enhancing the campus-facing portion of the building, delivering a noticeable aesthetic upgrade that will be recognized by campus patrons. Renovations could be made to restroom, concession, and back-of-house areas, while new spaces, including a campus-facing fitness area and an auxiliary gym, would be introduced. The existing solar array elements would need to be relocated as part of this option, with the potential for further enhancement.

At the ground level, these changes would create opportunities to reorganize the second floor, allowing for the addition of a student lounge and the creation of more efficient office and classroom spaces. Furthermore, an additional bay could be added to the gymnasium, providing space for sprinter overrun, additional storage, and pre-function areas for teams and events. This comprehensive approach would not only improve functionality but also optimize the building's overall use for both students and staff.

## LEGEND

- LOCKER ROOM
- AUX LOCKER ROOM
- STORAGE
- WEIGHT ROOM ADDITION
- CLASSROOM
- PRESS
- BACK OF HOUSE
- MEP
- RESTROOM
- OFFICE
- PARK & REC
- VERTICAL CIRCULATION
- ATHLETIC TRAINING
- CONCESSION STAND



# 6. APPENDIX



# Demographics - Age

- Overall, a diverse age range was represented with HCC Students skewing a bit lower in age and HCC Faculty, Staff and Alumni skewing a bit older.
- Community Member respondents also had a diverse set of ages.

| <u>AGE</u>  | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|-------------|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <b>BASE</b> | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| Under 18    | 3.4%       | 6.7%        | 19.0%               | 0.0%        | 3.0%       | 5.4%       | 1.7%             |
| 18 - 24     | 12.1%      | 56.7%       | 71.4%               | 1.7%        | 4.0%       | 10.7%      | 6.1%             |
| 25 - 34     | 13.4%      | 13.3%       | 0.0%                | 3.3%        | 24.0%      | 16.1%      | 11.7%            |
| 35 - 44     | 17.7%      | 3.3%        | 9.5%                | 16.7%       | 11.0%      | 19.6%      | 24.4%            |
| 45 - 54     | 21.7%      | 10.0%       | 0.0%                | 21.7%       | 21.0%      | 26.8%      | 25.0%            |
| 55 - 64     | 17.7%      | 10.0%       | 0.0%                | 30.0%       | 29.0%      | 8.9%       | 13.3%            |
| 65 or older | 14.1%      | 0.0%        | 0.0%                | 26.7%       | 8.0%       | 12.5%      | 17.8%            |

# Demographics – Gender Identification

- The majority of respondents were female among HCC Students, HCC Faculty, Staff, Alumni and Community Members.
- More male HCC student athletes responded to the survey than females (65% vs. 25%).

| <u>GENDER IDENTIFICATION</u> | OVERALL | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff | HCC Alumni | Community Member |
|------------------------------|---------|-------------|---------------------|-------------|-----------|------------|------------------|
| <i>BASE</i>                  | 451     | 32          | 22                  | 60          | 100       | 56         | 181              |
| Male                         | 34.2%   | 34.5%       | 65.0%               | 38.3%       | 32.0%     | 41.5%      | 28.4%            |
| Female                       | 56.6%   | 41.4%       | 25.0%               | 53.3%       | 60.0%     | 49.1%      | 64.2%            |
| Non-binary                   | 5.3%    | 13.8%       | 10.0%               | 1.7%        | 4.0%      | 5.7%       | 5.1%             |
| Other                        | 0.7%    | 6.9%        | 0.0%                | 0.0%        | 1.0%      | 0.0%       | 0.0%             |
| Prefer not to say            | 3.2%    | 3.4%        | 0.0%                | 6.7%        | 3.0%      | 3.8%       | 2.3%             |

# Demographics – Ethnicity

- Overall, the ethnicity of the respondents tended to be *Caucasian/White* (80%).
- There was more diversification in ethnicity among the HCC Students and the HCC Student Athletes.

| <u>Ethnicity</u>                          | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|---|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <b>BASE</b>                               | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| Asian                                     | 2.4%       | 11.5%       | 0.0%                | 1.7%        | 2.0%       | 2.0%       | 1.8%             |
| Black or African American                 | 5.0%       | 19.2%       | 23.5%               | 1.7%        | 1.0%       | 8.0%       | 3.6%             |
| Caucasian/White                           | 80.1%      | 50.0%       | 64.7%               | 78.0%       | 83.7%      | 86.0%      | 83.2%            |
| Hispanic or Latino                        | 3.4%       | 3.8%        | 29.4%               | 1.7%        | 5.1%       | 0.0%       | 1.2%             |
| Native American or Alaska Native          | 1.0%       | 3.8%        | 0.0%                | 0.0%        | 2.0%       | 0.0%       | 0.6%             |
| Native Hawaiian or Other Pacific Islander | 0.2%       | 0.0%        | 0.0%                | 0.0%        | 1.0%       | 0.0%       | 0.0%             |
| Other                                     | 1.7%       | 7.7%        | 0.0%                | 1.7%        | 2.0%       | 0.0%       | 1.2%             |
| Prefer not to say                         | 10.1%      | 11.5%       | 5.9%                | 15.3%       | 10.2%      | 6.0%       | 9.6%             |

# Demographics – Education

- Overall, a good representation of educational backgrounds from the respondents.
- HCC Faculty had significantly higher levels of education compared to other segments with over three-fourths (78%) completing a *Graduate or professional degree*.

| <u>Education</u>                | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|---------------------------------|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <b>BASE</b>                     | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| Less than high school           | 4.1%       | 6.5%        | 4.8%                | 1.7%        | 1.0%       | 7.1%       | 5.0%             |
| High school diploma or GED      | 5.9%       | 25.8%       | 14.3%               | 1.7%        | 4.1%       | 0.0%       | 5.6%             |
| Some college                    | 13.1%      | 41.9%       | 33.3%               | 3.4%        | 8.2%       | 12.5%      | 11.7%            |
| Associate degree                | 11.9%      | 12.9%       | 28.6%               | 5.1%        | 10.2%      | 19.6%      | 10.6%            |
| Bachelor's degree               | 23.6%      | 3.2%        | 9.5%                | 10.2%       | 33.7%      | 30.4%      | 25.7%            |
| Graduate or professional degree | 41.4%      | 9.7%        | 9.5%                | 78.0%       | 42.9%      | 30.4%      | 41.3%            |

# Demographics – Employment

- Employment among the Community Member segment was mostly *Full-time or Part-time* (59%), with a good mix of other responses.
- Employment within the remaining segments showed a good representative mix.

| <u>Employment</u>                | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|----------------------------------|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <i>BASE</i>                      | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| Employed full-time               | 61.0%      | 33.3%       | 31.8%               | 60.0%       | 87.0%      | 55.4%      | 56.9%            |
| Employed part-time               | 9.8%       | 20.0%       | 22.7%               | 25.0%       | 8.0%       | 8.9%       | 2.8%             |
| Self-employed                    | 6.7%       | 6.7%        | 0.0%                | 1.7%        | 1.0%       | 5.4%       | 12.7%            |
| Unemployed, looking for work     | 1.6%       | 3.3%        | 9.1%                | 0.0%        | 0.0%       | 1.8%       | 1.7%             |
| Unemployed, not looking for work | 2.2%       | 0.0%        | 4.5%                | 0.0%        | 0.0%       | 1.8%       | 4.4%             |
| Student                          | 5.1%       | 33.3%       | 27.3%               | 0.0%        | 0.0%       | 7.1%       | 1.7%             |
| Retired                          | 12.9%      | 3.3%        | 4.5%                | 11.7%       | 4.0%       | 19.6%      | 18.8%            |
| Unable to work                   | 0.7%       | 0.0%        | 0.0%                | 1.7%        | 0.0%       | 0.0%       | 1.1%             |

# Demographics – Income

- Annual household income was mixed across all segments that completed the survey.
- HCC Students and HCC Student Athletes skewed lower compared to the other segments, while those in the Community Member and HCC Alumni skewed higher.

| <u>Income</u>         | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|-----------------------|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <i>BASE</i>           | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| Under \$25,000        | 5.6%       | 29.0%       | 35.0%               | 1.7%        | 2.0%       | 3.6%       | 2.2%             |
| \$25,000 - \$49,999   | 9.2%       | 9.7%        | 0.0%                | 8.3%        | 8.1%       | 9.1%       | 11.2%            |
| \$50,000 - \$74,999   | 12.6%      | 9.7%        | 10.0%               | 13.3%       | 22.2%      | 10.9%      | 8.4%             |
| \$75,000 - \$99,999   | 14.2%      | 6.5%        | 5.0%                | 16.7%       | 13.1%      | 10.9%      | 17.3%            |
| \$100,000 - \$149,999 | 19.1%      | 6.5%        | 5.0%                | 21.7%       | 16.2%      | 23.6%      | 22.3%            |
| \$150,000 or more     | 18.5%      | 3.2%        | 15.0%               | 18.3%       | 20.2%      | 21.8%      | 19.6%            |
| Prefer not to say     | 20.7%      | 35.5%       | 30.0%               | 20.0%       | 18.2%      | 20.0%      | 19.0%            |

# Demographics – Marital Status

- The majority of HCC Student and HCC Student Athletes indicated they were *Single*.
- HCC Faculty, HCC Staff, HCC Alumni and the Community Member segments were mostly *Married*.

| <u>Marital Status</u> | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|-----------------------|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <i>BASE</i>           | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| Single                | 28.5%      | 74.1%       | 88.9%               | 20.3%       | 28.9%      | 21.6%      | 19.5%            |
| Married               | 61.5%      | 14.8%       | 5.6%                | 67.8%       | 61.9%      | 70.6%      | 69.8%            |
| Domestic partnership  | 3.1%       | 7.4%        | 5.6%                | 3.4%        | 3.1%       | 2.0%       | 2.4%             |
| Divorced              | 4.8%       | 3.7%        | 0.0%                | 6.8%        | 4.1%       | 5.9%       | 4.7%             |
| Widowed               | 2.1%       | 0.0%        | 0.0%                | 1.7%        | 2.1%       | 0.0%       | 3.6%             |

# Demographics - People in Household

- The total number of people living in the household was mixed among segments.
- More HCC Students indicated having a higher number people in their household compared to the HCC Staff.
- When asked a follow-up question about if there were children in the household, the majority of all segments said *No*.

| <u># of People in Household</u> | OVERALL    | HCC Student | HCC Student Athlete | HCC Faculty | HCC Staff  | HCC Alumni | Community Member |
|---------------------------------|------------|-------------|---------------------|-------------|------------|------------|------------------|
| <i>BASE</i>                     | <b>451</b> | <b>32</b>   | <b>22</b>           | <b>60</b>   | <b>100</b> | <b>56</b>  | <b>181</b>       |
| One person                      | 12.4%      | 6.3%        | 18.2%               | 13.3%       | 14.0%      | 7.1%       | 13.3%            |
| 2 -3 people                     | 50.3%      | 40.6%       | 31.8%               | 60.0%       | 58.0%      | 51.8%      | 46.4%            |
| 4 -5 people                     | 33.5%      | 43.8%       | 45.5%               | 21.7%       | 26.0%      | 41.1%      | 35.9%            |
| Over 5 people                   | 3.8%       | 9.4%        | 4.5%                | 5.0%        | 2.0%       | 0.0%       | 4.4%             |
| <b>MEANS</b>                    | <b>3.0</b> | <b>3.8</b>  | <b>3.3</b>          | <b>2.8</b>  | <b>2.7</b> | <b>3.1</b> | <b>3.1</b>       |

# 7. LIMITING TERMS AND CONDITIONS



# Limiting Conditions and Assumptions

This analysis is subject to our contractual terms as well as the following limiting conditions and assumptions:

- This analysis has been prepared for the Maryland Stadium Authority and Hagerstown Community College (Client) for their internal decision-making purposes associated with potential improvements to HCC's athletic facilities and should not be used for any other purposes without the prior written consent of Crossroads Consulting Services, LLC.
- This report should only be used for its intended purpose by the entities to whom it is addressed. Reproduction or publication by other parties is strictly prohibited.
- The findings and assumptions contained in the report reflect analysis of primary and secondary sources. We have utilized sources that are deemed to be accurate but cannot guarantee their accuracy. No information provided to us by others was audited or verified and was assumed to be correct.
- Although the analysis includes findings and recommendations, all decisions relating to the implementation of such findings and recommendations shall be the Client's responsibility.
- Estimates and analysis used in this report are based on trends and assumptions and, therefore, there will usually be differences between the projected and actual results because events and circumstances frequently do not occur as expected, and those differences may be material.
- The quality of ownership and management of HCC athletic facilities can have a direct impact on economic performance. This analysis assumes responsible and competent ownership and management. Any departure from this assumption may have a significant impact on the findings outlined in this report.
- Multiple external factors influence current and anticipated market conditions. Although we have not knowingly withheld any pertinent facts, we do not guarantee that we have knowledge of all factors which might influence future operations of the HCC athletic facilities. Due to quick changes in the external factors, actual results may vary significantly from estimates presented in this report.
- The analysis performed was limited in nature and, as such, Crossroads Consulting Services, LLC does not express an opinion or any other form of assurance on the information presented in this report.
- The analysis is intended to be read and used in its entirety. Separation of any portion from the main body of the report is prohibited and negates the analysis.
- In accordance with the terms of our engagement letter, the accompanying report is restricted to internal use by the Client and may not be relied upon by any party for any purpose including any matter pertaining to financing.