

MASTER PLAN UPDATE FOR LAKE RICHARD B. RUSSELL STATE PARK

Elbert County, Georgia

In 2009, Elbert County and the Georgia Department of Natural Resources (“GDNR”) retained RCLCO as part of a team to update the Master Plan for Richard B. Russell (“RBR”) State Park.

Specifically, RCLCO conducted a market feasibility analysis for the addition of a lodge and conference center facility and marina at the state park. Additionally, RCLCO is assessing the potential fiscal and economic benefit of the proposed facilities to the county.

RCLCO analyzed county household and economic characteristics and projected growth trends and local market performance dynamics of hospitality, marinas, and other boating related facilities to assess the area’s ability to support the new proposed facilities. County level data was supplemented with visitation analysis and performance of facilities located in and around the RBR State Park grounds. By comparing the similarity of RBR Park characteristics – location, households within a specific drive time radius, state park and other nearby amenities – to those of other state parks with existing hospitality and marina facilities, RCLCO determined the likely market-supportable size of a self-sustaining hotel and conference center and marina facility. GDNR is under a lease agreement with the US Army Corp. of Engineers for RBR State Park land, so all analysis had to be sensitive to the particular advantages or challenges that development on leased land would present to a private developer.

After completing the above analysis, recommendations were outlined, defining the opportunity for lodging, conference center, and marina facilities at RBR park including: total units supportable, expected absorption and occupancy, price positioning, suggested amenities, target markets and effective market



area from which primary demand is expected to emanate, and other critical success factors.

These recommendations provided the inputs for financial analysis that estimated operating expenses and revenues and determine the financial feasibility of such facilities. The recommendations will served as inputs for a fiscal and economic impact model that quantified the potential tax revenue benefit to the county generated and new employment created directly by the new facilities at the site.

RCLCO feasibility and economic impact analyses results ultimately served to inform the recreational facilities master plan update for RBR State Park.

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