

Turkey Brook Park Success

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I am writing to share some exciting news about Turkey Brook Park. Located at 30 Flanders Road in Budd Lake, this park is a gem in our town, situated on 267 picturesque acres. Since its opening in 2003, Turkey Brook Park has become a hub for recreational activities and a symbol of community spirit.

Turkey Brook Park offers a wide range of amenities that cater to various interests and

age groups. The park boasts three natural grass soccer fields, three turf soccer fields, one turf football field, four baseball/softball fields (three of which have turfed infields), one lacrosse field, two-acre dog park, two tennis courts striped for pickleball, two volleyball courts, two basketball courts, three large pavilions, one event field, one splashpad, an award-winning playground, the All Veterans Memorial and a Memorial Garden, walking track and trails, the Seward Mansion and Barn, and Maiers Pond. There is something for everyone at Turkey Brook Park.

The Township, along with multiple stakeholders, has invested in this facility to create a welcoming environment with state-of-the-art amenities. Our goal was to bring our community together, and I am happy to report that our investments are paying off. The following twelve-month data below showcases the success of our efforts:

- There were over 185,000 visitors who visited the park 782,000 times.
- The average visit per visitor was 4 times a year.
- The weekend of October 18th, 2023, saw the most visitors of over 15,000 people. This was the Mount Olive Soccer Halloween Tournament.
- Saturdays was the busiest day with over 175,000 visits.
- The busiest time of day was 7:00 pm with almost 300,000 visits.
- The average length of stay was 92 minutes.
- The top three businesses where visitors traveled after the park were Enzos, The After and Walmart.

- The most favorite place of our visitors was the Rockaway Mall.
- The median income of visitors was \$107,000, 45.9% had a bachelor's degree or higher and had a median age of 37.9.

These numbers are a testament to the popularity and success of Turkey Brook Park. Our community has embraced this park as a place to gather, play, and create memories. It has become a symbol of our community spirit and a source of pride for all of us.

I would like to take this opportunity to thank all the stakeholders who have contributed to the development and maintenance of Turkey Brook Park. Without their support, this would not have been possible. I also want to extend my gratitude to the Township for their continuous efforts to improve and enhance this facility.

I invite you to come and experience Turkey Brook Park for yourself. It is a beautiful and well-maintained park that offers something for everyone. I hope to see you at Turkey Brook Park soon.