

OCONEE COUNTY INDUSTRIAL DEVELOPMENT AUTHORITY
Oconee County Administrative Building
CALLED MEETING
December 2, 2025

MEMBERS PRESENT:

Brock Toole, Chairman
John Daniell, Vice Chairman (Chairman, Oconee County Board of Commissioners)
Courtney Bernardi, Secretary (President, Oconee Chamber of Commerce)
Brian Brodrick (Mayor, City of Watkinsville)
Rick Waller

OTHERS PRESENT:

Holly Stephenson, Oconee County Clerk
Chuck Horton, Oconee County Commissioner
Justin Kirouac, Oconee County Administrator
Donna Norton, Oconee County Budget Officer

The meeting was called to order at 3:01 p.m., by Chairman Brock Toole.

Approval of Agenda:

On motion by Brian Brodrick and second by John Daniell, the Agenda was approved.

Approval of Minutes:

On motion by Courtney Bernardi and second by Brian Brodrick, the Minutes for the Meeting of October 3, 2025 were approved as presented.

Presentation by Kemper Sports on Dawson Park:

John Daniell introduced Kemper Sports with a presentation on Dawson Park. Steve Goris, Will Spence, and Richard Stifinger of Kemper Sports gave a background on their company, which focuses on youth and amateur sports facilities. Next, they presented the findings from their feasibility study for Dawson Park in Oconee County. Their study of the regional market shows the location as a favorable destination for a sports tourism destination with multi-use fields and indoor courts. Phase 1 of the facility would include 10 outdoor multi-purpose fields spanning 92 acres with 1616 parking spaces. Future phases would add an additional 6 multi-purpose fields, a 90,000 square foot indoor sports complex with 8 basketball courts or 16 volleyball courts, and add 872 parking spaces. Kemper presented four baseline operating models with synthetic or grass fields being the difference. Year 5 financial forecast numbers for the four models to include direct impact drivers, spending, and tax revenues were also presented, along with the proposed next steps for making the project move forward. Kemper responded to a question about the life expectancy of turf fields with a recommendation to plan for 10 years of usage, possibly more if well maintained. They stated that turf fields outperform grass fields in all economic models. These fields can be used for soccer, flag football, lacrosse, and field rugby. Additionally, Kemper will add other usages as needed to maximize revenues.

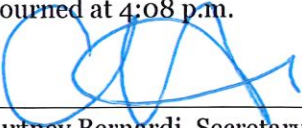
County Administrator Justin Kirouac answered questions on the design process and funding.

There was discussion on the economic benefit of adding a cross-country course. Courtney Bernardi spoke on the positives of spurring economic development, focused on the future with sporting events. Discussions continued about Oconee County's incredible demand for space and its high growth trajectory. Marketing tactics would be used to promote the county as a whole destination and attract growth, while utilizing Dawson Park as an anchor. Kemper would run Dawson Park on the county's behalf and provide maintenance for county programs for a flat, monthly fee. On weekends, they would attract, create, and run events with complete transparency. There would be the opportunity to tie in collegiate events, Olympic qualifiers, or other activities to increase revenues.

The Authority will call another meeting once the members have reviewed the presentation further to discuss how OCIDA can contribute to Dawson Park.

Adjourn:

There being no further business, on motion by Brian Brodrick and second by Rick Waller, the meeting was adjourned at 4:08 p.m.



Courtney Bernardi, Secretary
Oconee County Industrial Development Authority

1.13.26
Date

Submitted by: Holly Stephenson, County Clerk