



# CASE STUDY

**Florence County Parks and Recreation created an esports program to help build communication and life skills**

**“Coming together is a beginning. Keeping together is progress. Working together is success.”**  
- Henry Ford

## ABOUT

South Carolina’s Florence County Parks and Recreation esports/competitive gaming program was founded in June 2019. Within the first year, the program had 50 kids participating. Recreation Superintendent, Nathan Dawsey, took charge and saw the benefit of esports for not only the parks and recreation department, but also for the overall community.

*The driving force for creating this program was to increase participation, as well as offer new ways for players to experience team based activities within the realm of esports. Emphasis has been placed on teaching life skills such as leadership, teamwork, and patience.*

Florence County Parks and Recreation esports program (FLOCO Gaming) is built into the athletic body of the department. This allows increased participation not only for esports, but also other team-based sports. This approach has been very successful for not just student interactions, but also parental satisfaction with our esports program.

## THE CHALLENGE

“We had no budget to start an esports program. None. We barely had enough budget to maintain our typical programs. We didn’t get any extra funding to start an esports program,” Dawsey said. “We wanted quality over quantity when it came to equipment.”

## COMMUNITY SUPPORT

Florence County Parks and Recreation received nearly 20 thousand dollars worth of equipment from community support, which cost the tax payers no money. According to Dawsey, “We went out and tried to explain the program the best we could to local businesses big and small. They all got behind us. Keep in mind, most parents and business owners grew up playing video games themselves.”

Also after some self promotion, Florence County was approached by the U.S. Army and their Future Soldiers program, as well as ARCTIC, Inc., a global esports equipment provider located in Florence. Universities such as USC Sumter, Coker University, and Savannah College of Art & Design are also helping. “Their coaches and esports players are coming in and coaching our kids, so we are also going to let the kids play in our facility,” said Dawsey.





## THE FUTURE

The plan going forward is to add virtual reality setups, and more gaming PCs as we enter a new budget year. "Our ultimate goal is to have 48 gaming stations." The increase in PC stations will also allow for an increase in community involvement, as well as getting more kids involved with all aspects of esports.

## A WORD OF ADVICE

Offer multiple avenues when it comes to esports. Not just gaming, but also esports commentary skills and PC building. "We actually offer a PC Building Workshop, where the kids have the opportunity to build the PCs that they are going to playing on this fall."



## THE EQUIPMENT

The Florence County Parks and Recreation's esports program has gaming stations and a free play gaming lounge with mainly consoles. "Our gaming options are PC heavy simply because it aligns with what we are trying to do from a competitive gaming standpoint." Gravity Gaming by ByteSpeed was able to offer the best equipment to suit our needs as well as help accommodate any and all needs when it came to the kids.

---

**"Esports will rival the biggest traditional sports leagues in terms of future opportunities."**

*- Steve Bornstein, former CEO of ESPN and the NFL Network, current Chairman of Activision Blizzard Esports Division*

---

## About Gravity Gaming by ByteSpeed

Gravity Gaming is a product line dedicated to PC gaming created by ByteSpeed ([www.bytespeed.com](http://www.bytespeed.com)), a leading nationwide provider of custom-built computer hardware since 1999. We've combined our passion for PC gaming with our 20+ years of computer industry experience to create Gravity Gaming by ByteSpeed.

Gravity Gaming by ByteSpeed systems are built and supported in the USA, at our headquarters in Moorhead, MN. Our goal is to bring users the ultimate gaming experience through our high performance hardware, as well as outstanding customer service and support.

At Gravity Gaming by ByteSpeed, we understand the importance of building a solid gaming rig for ultimate performance and reliability. That's why we use only the highest quality components. Our team of gaming experts then assemble and test your machine before it ships to you. We guarantee high quality, performance-driven machines you will be proud to own.

Learn more at: [www.bytespeed.com](http://www.bytespeed.com)

Contact us: [sales@bytespeed.com](mailto:sales@bytespeed.com) | [www.bytespeed.com](http://www.bytespeed.com) | 877.553.0777

