

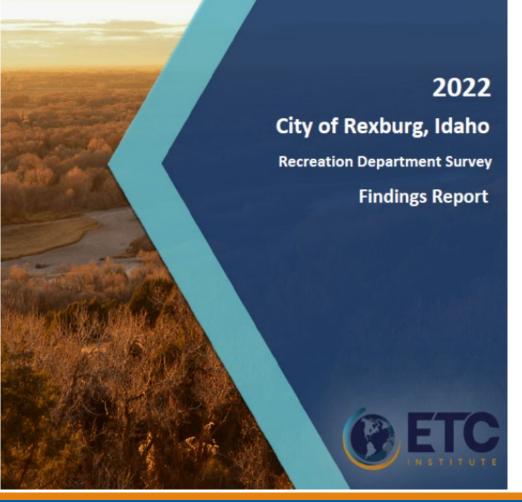
City of Rexburg, Idaho **Recreation Center** Feasibility Study







Survey Results





Statistically-Valid Survey

Only scientific and defensible method to understand community needs

Administered by mail/phone/web

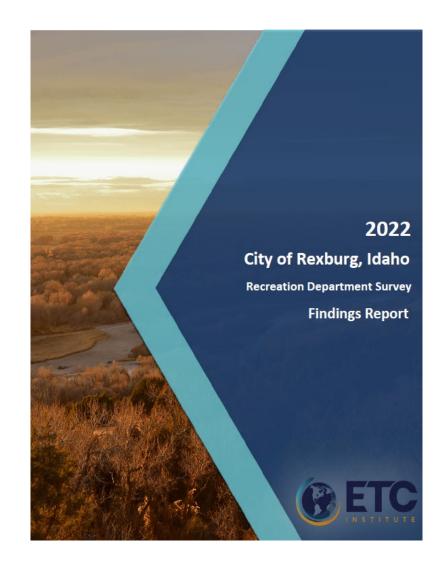
Developed in partnership with the City

Methodology allows high return rate (25%-35%)

Total of 661 completed surveys, 95%level of confidence with a margin of error of +/- 3.8% (Goal was 300)

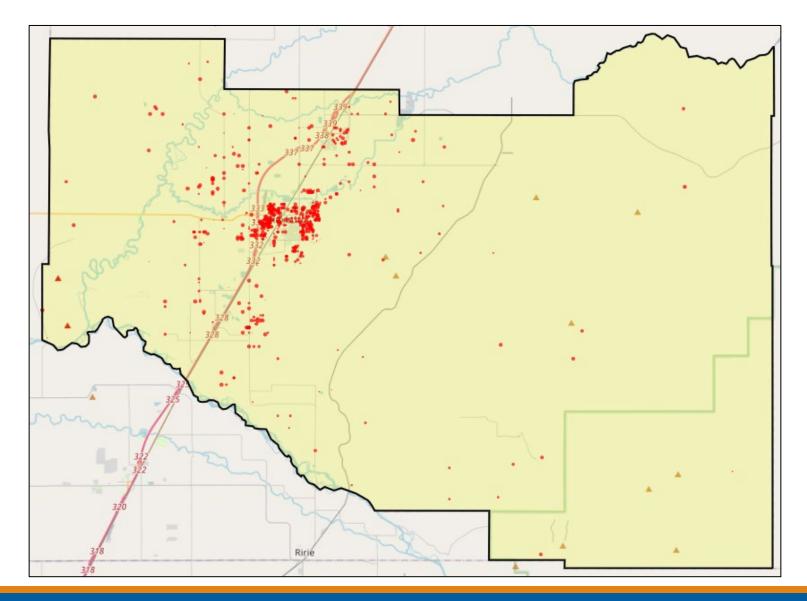
• 419 CITY

• 242 COUNTY

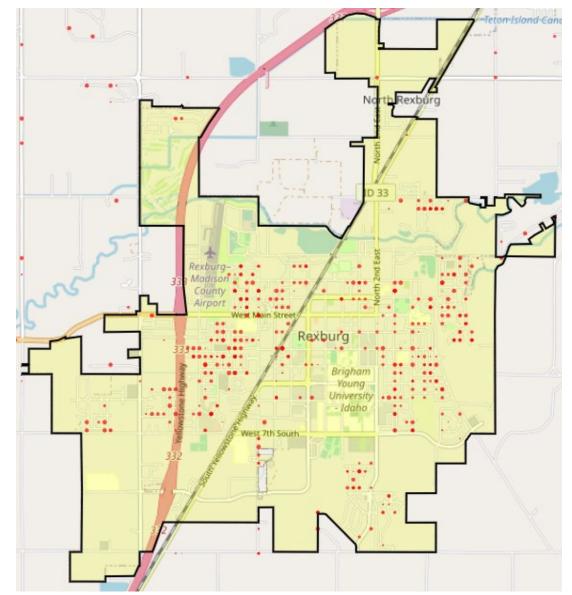




Scatterplot Map – All Surveys



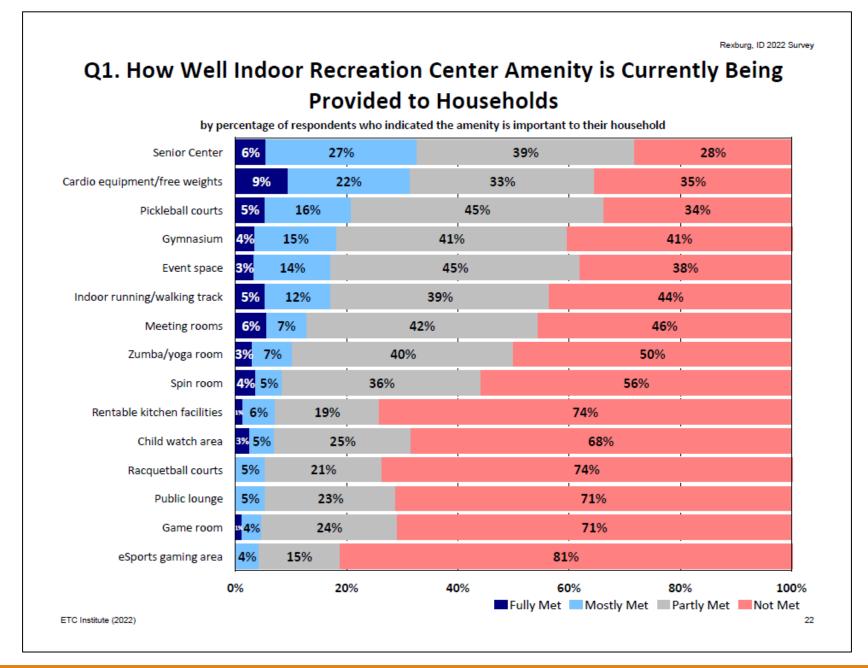
Scatterplot Map – Rexburg Only



Needs







Rexburg, ID 2022 Survey

Q3. How Well Indoor Recreation Center Program is Currently Being Provided to Households

Youth sports leagues	8%	6	34%		4	16 %	13%
Dance lessons & programs	6%	18%		39%			37%
Music classes & programs	7%	16%		42%			36%
Youth summer camp programs	2%	17%		52%		29%	
Senior programs	2%	15%	46%			38%	
Special events	5%	12%	_	53%			31%
Veteran-specific programs		15%	37%			48%	
Group fitness programs	4%	9%	45%	6		42	%
Teen programs	2%	10%	37%			50%	
Pickleball leagues	²⁸ 1	L O %	29 %			59 %	
Healthy eating programs & dieting programs	3% 7	7%	29%			62%	
Special interest classes	2% 7	%	41%	·		50%	
Arts & crafts programs & activities	∞ 7 9	%	42%			50%	
Adult sports leagues	7%	6	39%			54%	
Environmental education/nature programs	4%	279	%			69%	
Drop-in babysitting while using facility	3%	22%			75	%	
ETC Institute (2022)	0%	2	0%	40% Fully Me	60% et Mostly	8 y Met ■Partl	0% 10 y Met Not Me

by percentage of respondents who indicated the program is important to their household

Q6. How Well Indoor Aquatic Amenity is Currently Being Provided to Households

Toddler features	5%	10%	33%		53%	
Lazy rive	6%	7 %	24%		63%	
Water slides	2% 8	3%	32%		57%	
Zero-depth/beach entry	<mark>3%</mark> 5%	<mark>% 21</mark> %	6		71%	
Concessions & concession area	2% 6 %	6 24	4%		68%	
Therapy poo	<mark>2≈</mark> 4%	12%		839	%	
Rentable party space	<mark>¤4%</mark>	28	%		67%	
Warm water area for recreational swimming	2 <mark>8</mark> 3%	18%		7	8%	
Deep water (5+ feet)	18 <mark>:</mark> 4%	20%			75%	(
Multi-lane lap poo	** <mark>3%</mark>	15%		81	L%	
Deck space for lounge seating/ observation	* <mark>3%</mark>	24%			72 %	
Warm water area for therapeutic purposes	* <mark>3%</mark> 7	7%		90%		
Lanes for water walking	25 <mark>2%</mark> 8	8%		89%		
Resistance current for walking or swimming	25 <mark>2%</mark> {	8%		89%		
Hot tub	3%	11%		86%		
Ninja Warrior aquatics course	<mark>3%</mark> 4%			93%		
Diving boards	2 <mark>%</mark>	13%		85%		
Inclusive features & amenities	<mark>2%</mark>	17%		81	%	
Active water features	2%	23%			76%	
Competition venue for large meets	7 %			93%		
	0%	20	0%	40% 60	0% 80	0% 10

by percentage of respondents who indicated the amenity is important to their household

ETC Institute (2022)

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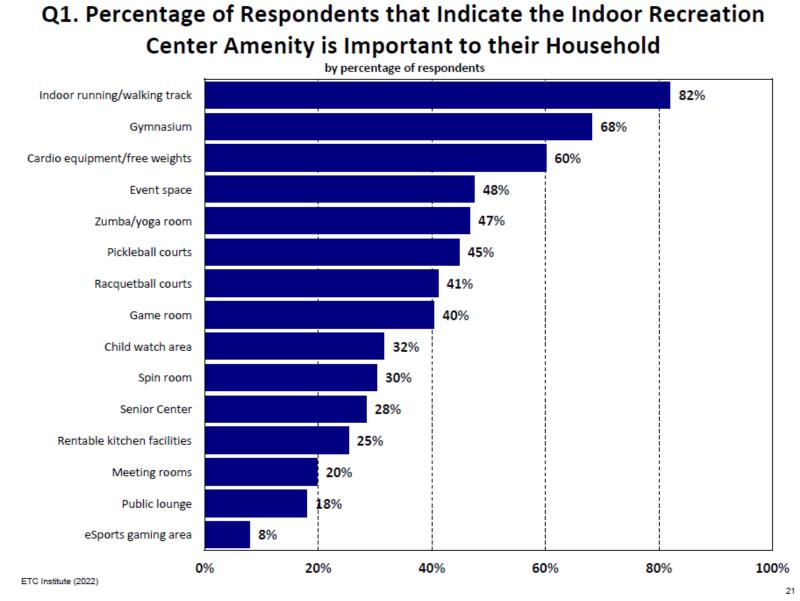
Q8. How Well Indoor Aquatic Program or Service is Currently Being Provided to Households

by percentage of respondents who indicated the program/service is important to their household 10% 42% 45% Swim lessons Birthday parties 32% 60% 7% Therapeutic programs 15% 80% 283% 3% 7% Dive team/diving programs 90% 22% 76% Pool rentals 3% Senior aquatic programs <mark>∞</mark>¤4% 93% Water aerobics & water exercise programs s<mark>zz</mark> 11% 87% Special aquatic event 7% 91% Swim (club) teams 20% 79% 7% 92% Water sports 6% 94% SCUBA lessons 0% 20% 40% 60% 80% 100% Fully Met Mostly Met Partly Met Not Met ETC Institute (2022) 32

Importance

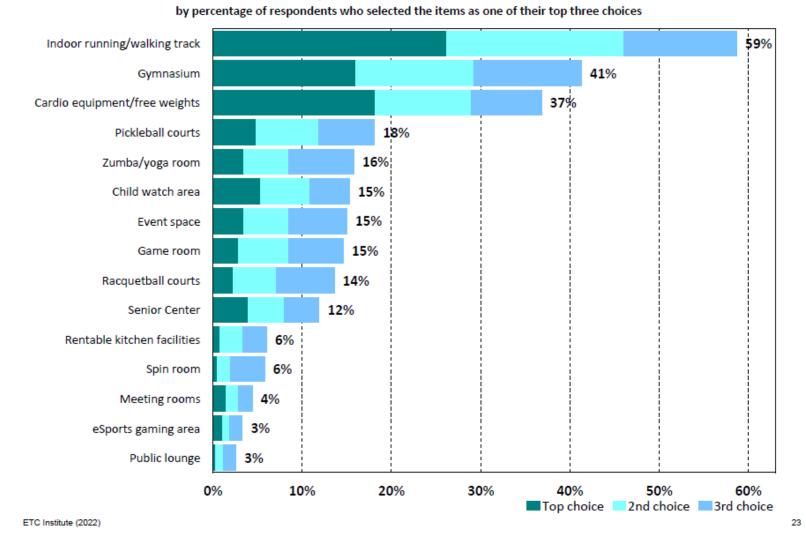


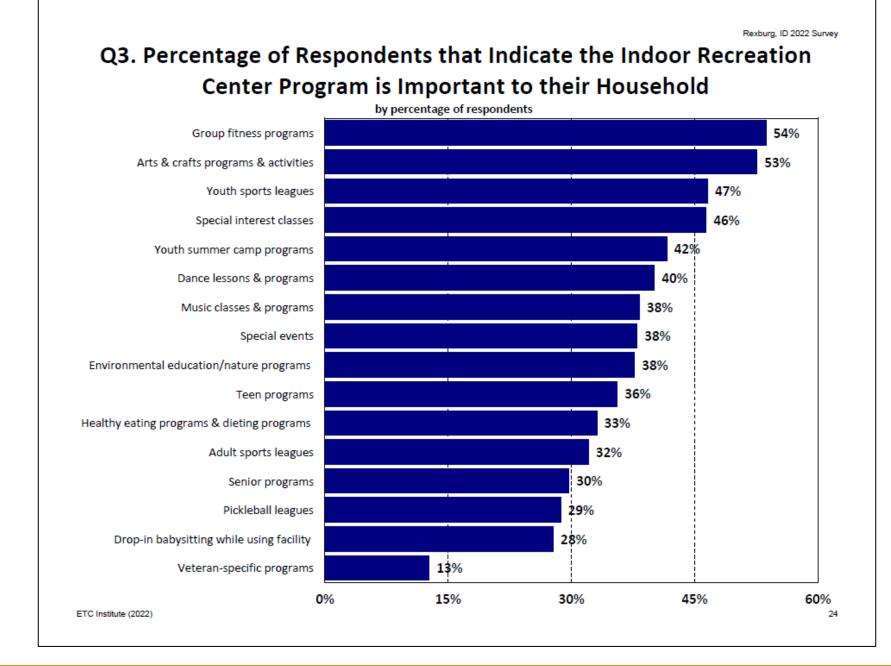




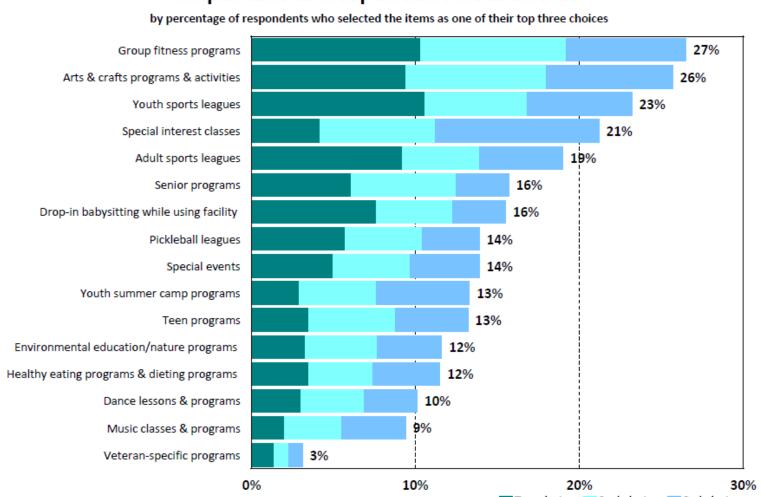
Q2. Indoor Recreation Center Amenities That Are Most Important to

Respondent Households





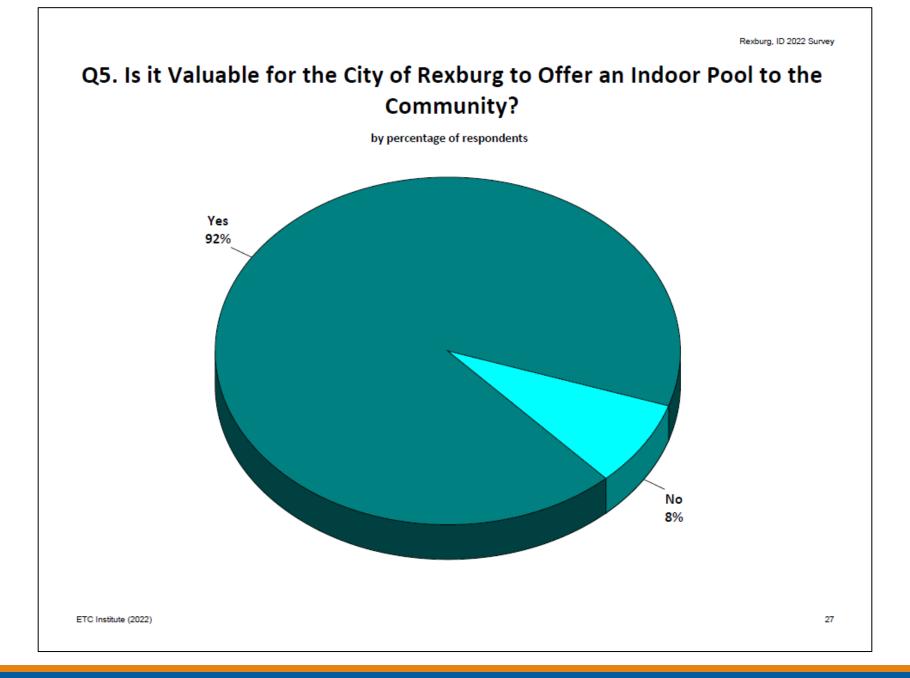
Q4. Indoor Recreation Center Programs/Services That Are Most Important to Respondent Households



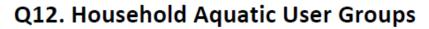
Top choice 2nd choice 3rd choice

ETC Institute (2022)

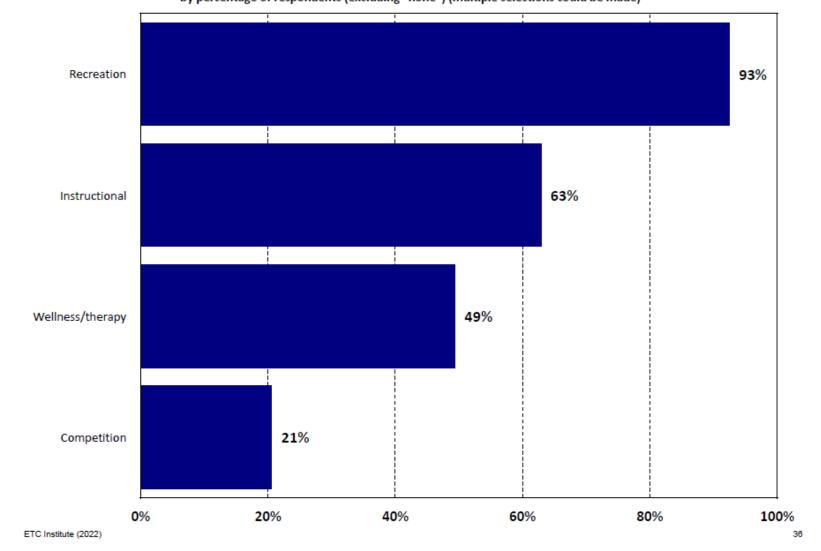
26



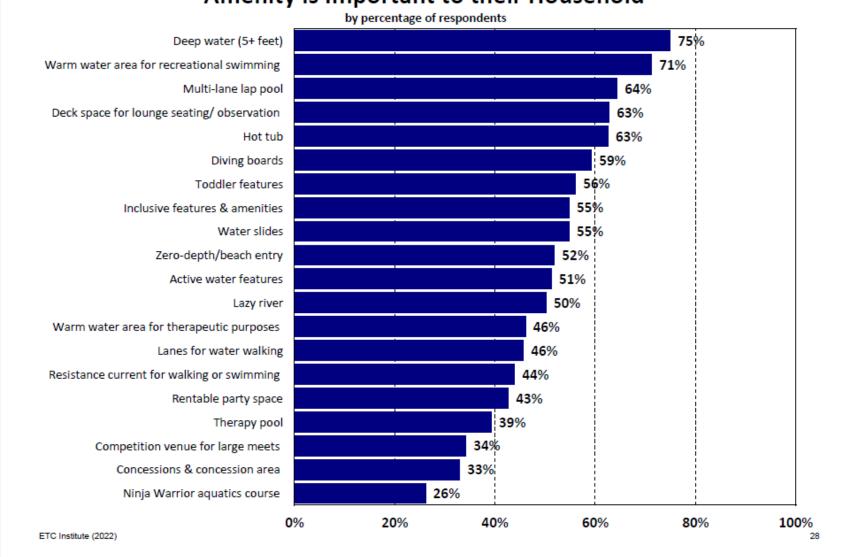
Rexburg, ID 2022 Survey



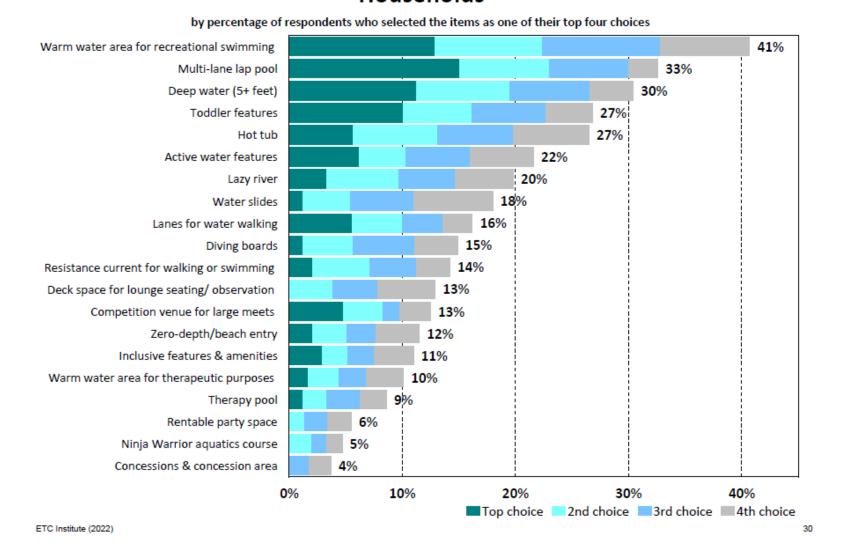
by percentage of respondents (excluding "none") (multiple selections could be made)

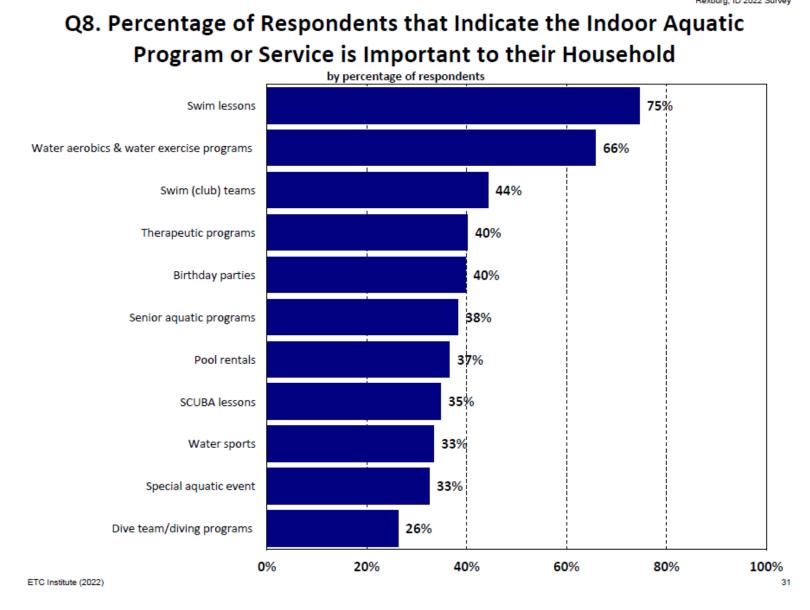


Q6. Percentage of Respondents that Indicate the Indoor Aquatic Amenity is Important to their Household

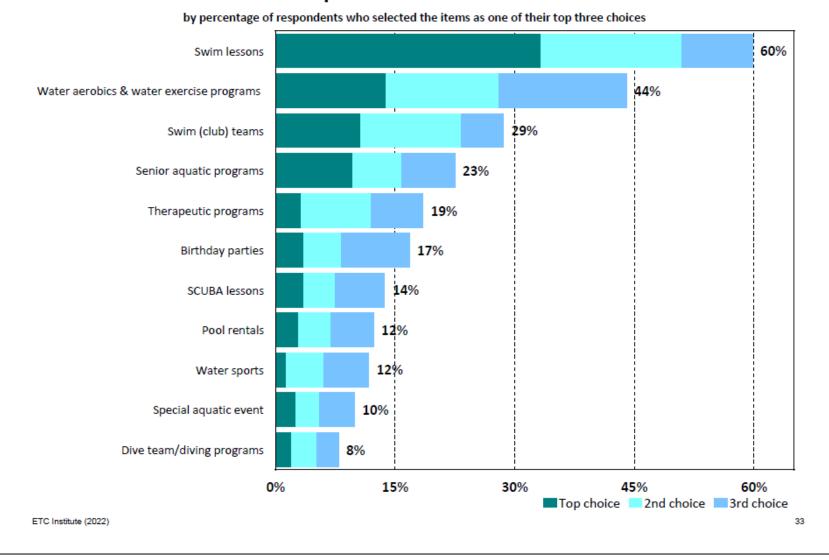


Q7. Indoor Aquatic Amenities That Are Most Important to Respondent Households





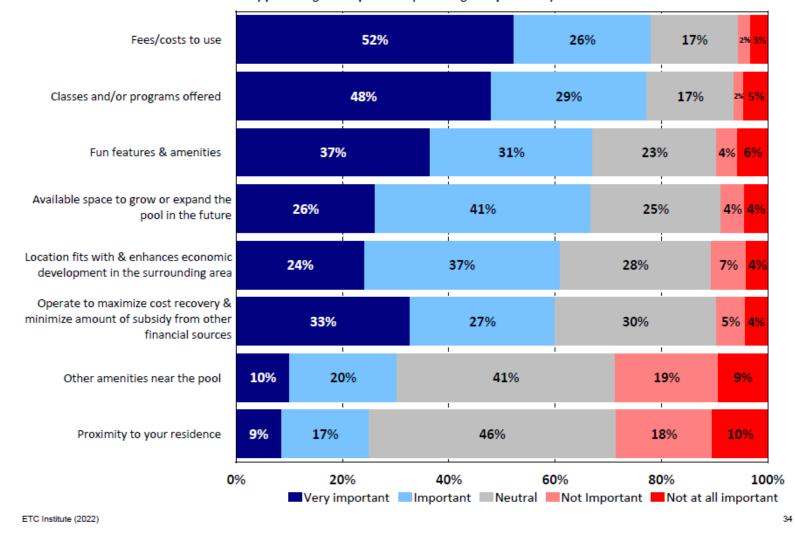
Q9. Indoor Aquatic Programs/Services That Are Most Important to Respondent Households



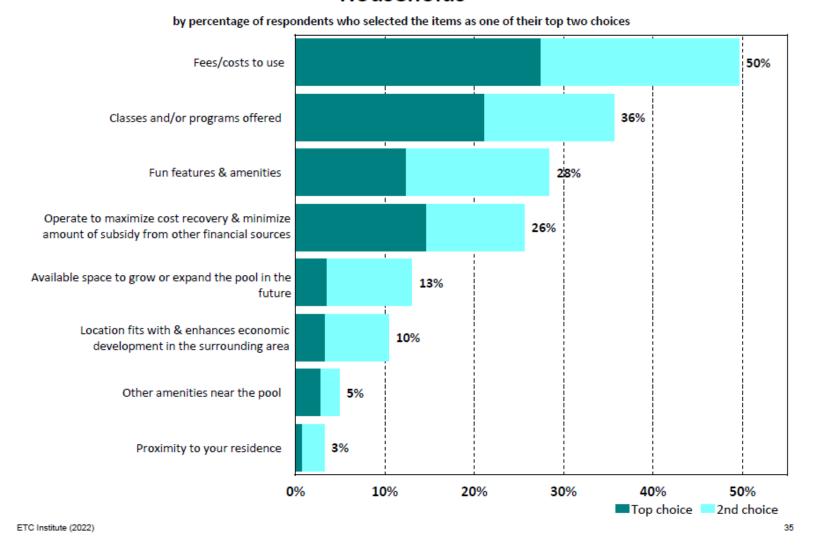
Rexburg, ID 2022 Survey

Q10. Rating Importance of Indoor Pool Items

by percentage of respondents (excluding "not provided")



Q11. Indoor Pool Items That Are Most Important to Respondent Households









Q13. Level of Agreement Regarding Various Recreation Statements

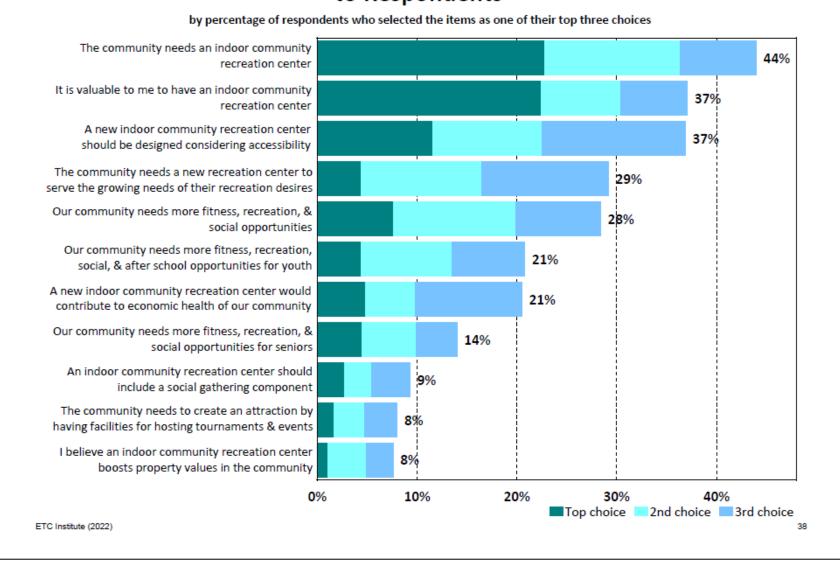
The community needs an indoor community 62% 24% 7% 3% 4 recreation center It is valuable to me to have an indoor community 6% 3% 59 62% 24% recreation center A new indoor community recreation center 59% 6% z 31% should be designed considering accessibility The community needs a new recreation center to 57% 28% 8% 3% 4 serve the growing needs of their recreation desires A new indoor community recreation center would 10% 3% 49 52% 30% contribute to economic health of our community I believe an indoor community recreation center 46% 32% 15% 4% 4 boosts property values in the community Our community needs more fitness, recreation, & 45% 14% 34% 4% 49 social opportunities Our community needs more fitness, recreation, 40% 32% 20% 3% 4 social, & after school opportunities for youth Our community needs more fitness, recreation, & 34% 35% 25% social opportunities for seniors The community needs to create an attraction by 8% 24% 26% 35% 7% having facilities for hosting tournaments & events An indoor community recreation center should 22% 34% 34% 6% 4 include a social gathering component 0% 20% 40% 60% 80% 100% Strongly Agree Agree Neutral Mostly Disagree Strongly Disagree

by percentage of respondents (excluding "don't know")

ETC Institute (2022)

Rexburg, ID 2022 Survey

Q14. New Indoor Community Recreation Center Items Most Important to Respondents

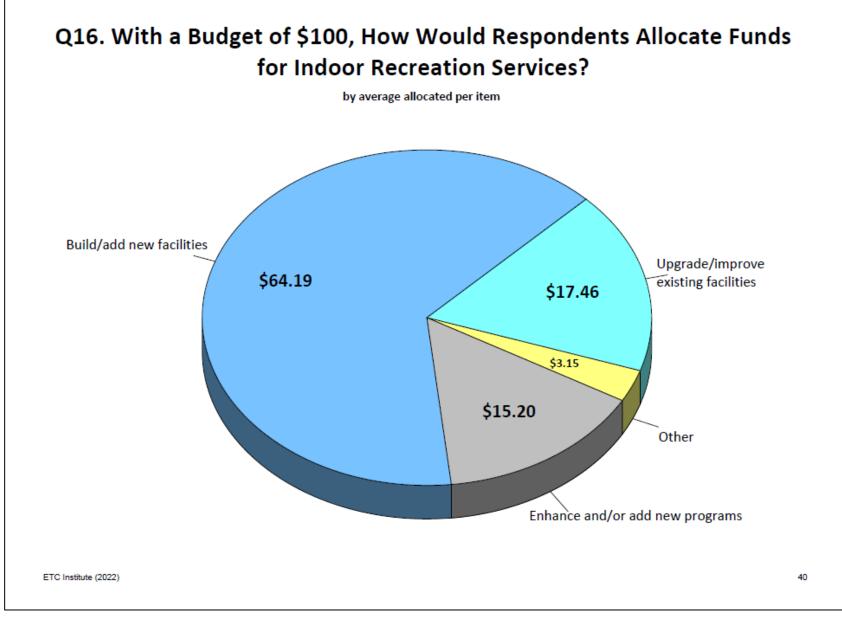


Funding





Rexburg, ID 2022 Survey

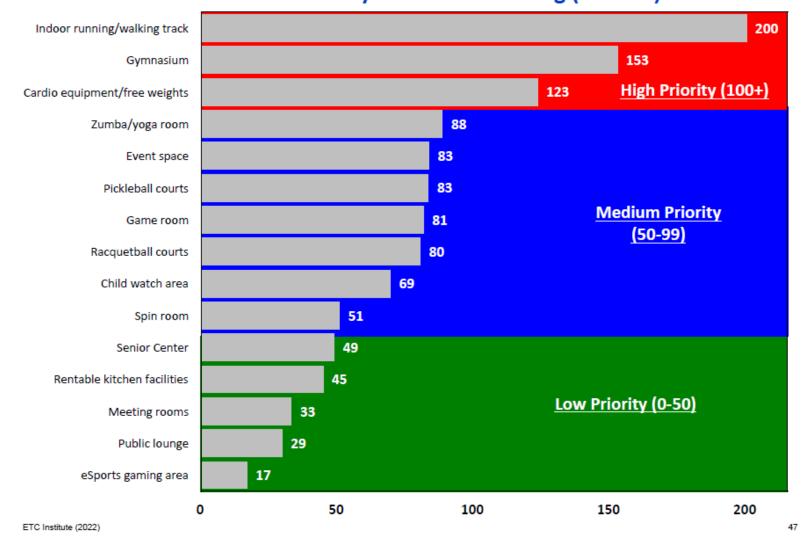


Priority Investment Rating

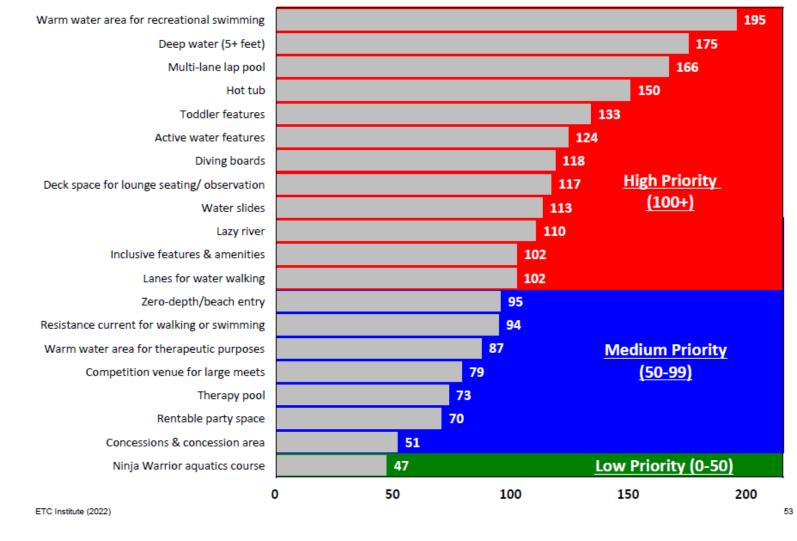




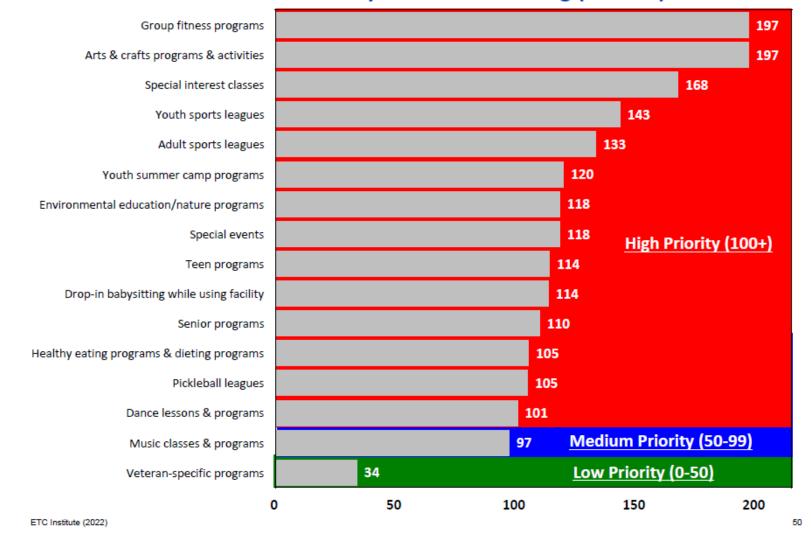
Top Priorities for Investment for Indoor Recreation Center Amenity Based on the Priority Investment Rating (Overall)



Top Priorities for Investment for Aquatic Amenity Based on the Priority Investment Rating (Overall)



Top Priorities for Investment for Indoor Recreation Center Program Based on the Priority Investment Rating (Overall)



Top Priorities for Investment for Aquatic Programs Based on the Priority Investment Rating (Overall)

