



## City of Rexburg Recreation Center Feasibility Study

### Virtual Community Meeting 3.10.22

#### Questions and Answers

#### Virtual Community Meeting Participation

- 112 households participated in the Virtual Community meeting

#### Space/Amenity Needs

Participants submitted a number of request for specific spaces that could be included in a potential recreation center: from ice rinks to pools to racquetball to pools and many more.

The following is a list of actions that the Consulting Team will be taking in the near future to identify the needs of residents as it relates to the potential development of a recreation center in Rexburg.

- City Website – The City will provide updates on the City’s website at the following weblink <https://www.rexburg.org/rec>. **We will put the video and audio recordings of all community meetings** held during the project, in the event folks are unable to attend on a specific date and time or have difficulty accessing ZOOM.
- Focus Group/Stakeholder Meetings
- Statistically Valid Survey – This survey will be mailed to a random sampling of the community in March/April so that we can hear from all residents from all walks of like about what is most important and needed for a potential recreation center.
- Open Survey – We will also be conducting an “open” online survey, for any and all residents to take regarding what is most important and needed. This survey will be available in May.
- Future Meetings – We will be conducting future ZOOM meetings throughout the project and all of these will be recorded and posted on the City’s website at <https://www.rexburg.org/rec>

## Scope of the Feasibility Study

A number of questions were asked regarding the analyses that will be conducted as part of the study. In addition to the community engagement/needs identification tasks identified on the previous page, the following technical analyses will be undertaken as part of the feasibility study.

### Market Analysis

- **Demographic Analysis** – The PROS Team will complete a demographic trends analysis of the City of Rexford and Madison County which is based on Census 2010 baseline data, 2020 reported data, and 2021 projected populations for next five and ten years. Demographic characteristics analyzed and reported on will include population, age and gender distribution, households, and income characteristics. This analysis will provide an understanding of the demographic environment for the following reasons: to thoroughly understand the market areas which are potentially served by the Recreation Center, to anticipate changes to the service area, and assist in making proactive decisions to accommodate those shifts.
- **SWOT Analysis** – As a part of the project overview process, the PROS team will also work with the City and Recreation Department staff to identify project constraints and parameters including, but not limited to, identifying the project purpose and goals, vision for success, market economy and competition that may have an impact on the project's success.
- **Alternative Provider Market Analysis** – The PROS Team will analyze all major direct and indirect service providers. Direct and indirect service providers will be based on typical services/programs administered in like facilities. This data will be utilized to compare against the activities and programs identified in the Market Definition. An inventory of comparable facilities will be performed on a local basis to attempt to quantify market share. An analysis of competition will include: location, service offering, pricing, and attractions.
- **Trend Analysis and Market Segment Determination** – The PROS Team will confirm the size of the market by age segment and race/ethnicity for the study area. Detailed demographic analysis will be compared to potential recreational activities to estimate potential participation per national and local trends, as documented in the Sports & Fitness Industry Association's (SFIA) *2022 Study of Sports, Fitness and Leisure Participation* market research data, as well as ESRI Local Market Potential. This helps determine the size of the activity market by age segment and frequency rates to apply to the facility. These figures will serve as the basis for identifying future needs and determining the market segments to be targeted as a part of the needs assessment.

## Concept Plans Construction Cost Estimates/Operations Analysis

- **Conceptual Plan Preferred Option** – The aforementioned Bullet-Point Program Summary will provide a summary of areas that each program space requires. Based on the Summary, we shall synthesize the information into one (1) concept plan depicting the organization and adjacency of spaces within the proposed facility. We shall prepare an initial cost estimate for the preferred option broken down by facility features and amenities.
- **Establish Operating Standards** – The Consulting Team will establish operational standards for the recreation center based on full operations. This will include hours of operation, maintenance standards, staffing levels needed, technology requirements and customer service requirements based on established and agreed upon outcomes.
- **Partnership Identification, Taxing District and Funding Strategy** – The Consulting Team will evaluate existing partnerships and potential new contributing partnerships for the Recreation Center to gain an understanding of the impact of program specific partnering; ultimately determining if the shared risk associated with partnering eases the fiscal burden of service delivery while continuing to provide a benefit to the community. This will include identification of potential partners by specific activity, funding parameters, and agreement guidelines to support formal agreements. The Consulting Team has extensive experience in multiple partner – public, private, and non-profit – operational scenarios. Management alternatives will be developed to guide decision-making by the project team. Also, we will work with the City’s Financial Advisor to determine and propose funding models that include a Recreation Tax District, its boundary, and impact to property owners.
- **Financial Pro Forma** – Based on the program and operations for the facility, the PROS Team will develop a detailed financial and funding plan illustrating the pricing strategy for each of the programs and services. Financial modeling will be completed in Microsoft Excel and a fully functional version of the electronic model will be provided to staff for future use as a budgeting and planning tool.
- **Follow-Up Statistically-Valid Survey** – We will use the names, email addresses, and cell phone numbers collected during the initial survey in Task 3, ETC Institute will prepare a sample that will be used for an online administration of the secondary survey. Working with City staff to develop the survey questions. The survey is expected to be approximately 5-7 minutes in length, which is about 2-3 printed pages.

## Funding the Study, Other Questions and Next Steps

1. If something like this were to move forward, what would a time frame or start date for construction be?
  - At this time, there is not a way to determine a construction start date. However, it is likely that full design of the facility would take 9-12 months, and construction would take another 18 months.
2. Could we look at the Provo Rec Center as a model for what we could potentially do here in Rexburg?
  - Barker Rinker Seacat Architecture designed the Provo Recreation Center and PROS Consulting has completed the last two park and recreation system master plans for the City. Both firms are very familiar with the design and operations of this facility.
3. Who is paying for this feasibility study and what budget does this come from and how much of it will be put into the consulting firm and surveys?
  - The City of Rexburg is funding the study and the budget for this study is the Recreation Admin fund that comes out of the General Fund. The amount budgeted for this study is \$87,880.
4. Rexburg Rapids has been fine, but is way over-priced...especially for Rexburg residence. Also, the limited hours during the summer makes absolutely no sense. Why close at 5 or 6pm when you have so much more daylight? I could be wrong, but my understanding is that they do this to accommodate private parties. I don't believe that this should occur, and that this should remain open as often and as long as possible to the patrons.
  - Thank you for your feedback. We do provide exclusive party rental options on Tues-Thurs as well as Saturdays that have become quite popular. In an effort to try and minimize the amount of subsidy that this facility requires from the tax-payer, we have resorted to offering exclusive party rentals to bring in a lot of revenue during a timeframe that historically gets minimal use. Mondays and Fridays are open later to the public until 8pm. We continually evaluate these policies each year, so we appreciate your input and feedback.
5. So if the study ends this Fall, does that mean there will be another meeting then to discuss whether or not this rec center can happen?
  - With the community feedback and results from this study, City leadership and the Rec Center Project Team will determine what steps to take going forward. At this point, we don't have the information needed to know how to proceed until the study is complete.

6. How will the city be able to regulate the college kids? they already have a lot of these facilities on campus.
  - Thank you for your concern. The Rec Center study will provide a market analysis that will help us determine our target market. Most rec centers provide a discounted membership rate for residents. With this study, City leadership will also receive recommendations for operations of this potential facility with the market analysis in mind. At this point, it's a little too early to provide more info on this topic but thanks again for your feedback.
  
7. What is the possibility of getting other entities involved in the cost of the facility? Such as the school district?
  - In this study, all major stakeholders like the school district will be included in the conversation for partnership and support opportunities. At this point, the Madison School District has shown a willingness to have the conversation about possible partnership opportunities and we look forward to addressing these opportunities with all major stakeholders in the community.
  
8. When will the study be completed?
  - The study will be completed by late November 2022.

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