

Community Recreation Center Feasibility Study

City of O'Fallon, IL

Final Report



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Section I – Executive Summary

The City of O'Fallon, IL entered into a contract with Ballard*King & Associates (B*K) to complete a feasibility study for an indoor community recreation center. The primary components of the study include; market analysis, public input in the form of stakeholder meetings and public meeting, partnership assessment, program validation and an operations plan. An over-riding goal of this facility is for it to operating in a business-like fashion covering 100% of operating expenses and a portion of debt service.

Demographics Summary & Market Review

The primary service area of the study is the City of O'Fallon and the Village of Shiloh, of which there is a cooperative agreement with recreation services. A larger secondary service area that roughly equates to a 20-minute drive time from a central point in the City.

The median age and median income in the primary service area are favorable for an indoor recreation center. The median age is lower than the national number which points to families and youth, primary users of indoor facilities, and median household income is higher, which leads to the ability to pay for services. Both of those factors indicate a high level of participation at an indoor facility and ability to pay for services. The median age increases and the median income level decreases in the secondary service area, pointing to the need to program to all age and income levels if attracting those participants is critical to the overall operation.

The household budget expenditures and recreation expenditures spending potential indexes are greater than the state and national numbers. These indexes are of particular importance for the City as it points to a willingness to pay for recreation services, but it also means that those dollars are currently spent.

The age distribution in the primary and secondary service area further underscores the lower median age in the primary and higher median age in the secondary. It is also important to note that the majority of age categories identified in the market analysis point to growth. The focus of an indoor community recreation center in the City should concentrate on addressing the facility and programmatic needs of the whole community and full age spectrum. There is a significant Black population in both the primary and secondary service area, and this is of important note. B*K uses participation statistics from the National Sporting Goods Association (NSGA) to determine participation levels and according to the NSGA, there are varying rates of involvement within the Black and Hispanic communities.

Using the information from the NSGA, B*K was able to develop unique participation percentages for the primary service area. Those percentages are an average of the rates of participation using

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age distribution, income level, a region of the country and the national number. The sports identified are typical activities that could take place in a full-service community recreation center. The top four activities regarding the rate of participation were; exercise walking, exercising w/ equipment, swimming, and aerobic exercising. Facility components that address those activities are common in a community recreation center, as they address a broad age spectrum.

In addition to the NSGA information, B*K also provided participation rates for the National Endowment for the Arts (NEA). The information from the NEA does not have the detail of the NSGA but points to national trends. As enrichment programs are eliminated in the public school setting, recreation departments have become a viable option for offering those services to the community. The benefit is that most of those programs do not need specialized facilities, but rather multi-purpose space, which is another common component of a community recreation center.

There are other providers, private and non-profit, of recreation and fitness opportunities within the primary service area. Through B*K's 20+ years of consulting experience, there is evidence that community recreation centers become feeder-facilities for the other private and non-profit providers. Additionally, it is important to note that the market for public community recreation centers, differs from that of the private sector.

Trends

B*K is a national firm and has completed feasibility studies in 48 of 50 states. Through that diverse experience, B*K has identified trends within community recreation centers that are important to take into account.

Aquatic Trends. While the traditional flat-water pool continues to be a standard aquatic component, more cities are investing in indoor leisure pools. The indoor leisure pool typically has a zero depth entry, play features and lap lanes incorporated into one body of water. These bodies of water also tend to have a higher water temperature, 86-88 degrees. While these facilities have a higher operating cost, they also have greater appeal to the general public and can be programmed to address the full spectrum of aquatic participants.

An additional trend that B*K sees on the rise is the incorporation of warm-water therapy pools. These bodies of water tend to be warmer than a leisure pool, 92-94 degrees. These bodies of water typically include a stair and ramp entrance, are a square or rectangle shape with a depth of 4-5 feet. Another common feature of this type of pool is an association with a hospital or rehabilitation group.

Non-Aquatic Trends. In almost every community that B*K works there is a lack of gymnasium space, this applies to the City of O'Fallon based upon stakeholder meetings. As the local school

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district program levels continue to increase the availability of gym time for outside group use has decreased dramatically. The decline in availability is a significant challenge for recreation departments whose programming is dependent upon those spaces.

The components of indoor walking tracks, multi-purpose rooms, senior space, and pre-school/youth space continue to be in significant demand. Another facility component that B*K sees an increased demand for is that of indoor turf, which can be used to address the off-season needs of fields sports and functional training.

Finally, there still continues to be significant demand for fitness and wellness. The demand for weight, cardio, and functional training space is increasing as is the age range of the individuals requesting it. Seniors and retirees are not as interested in traditional programming models. This segment of the population is staying active longer and have a high level of interests in maintaining an active lifestyle. The primary service area currently has 24.4% of their population aged 55+. Another trend within health and wellness is to provide educational opportunities through classes and guest speakers. In some instances, this health and wellness educational opportunities can be a partnership between the local health care providers and the facility.

Public Input

The public participation portion of the process entailed two days of stakeholder meetings and an evening public meeting. Stakeholders that were engaged include: City of O'Fallon Department Heads, Seniors, Recreation Staff, Health Care Providers, Local Churches, Day Care and Preschool Providers, Baseball/Soccer/Softball, Basketball/Volleyball, Youth, Arts Commission, Garden Club, Village of Shiloh, YMCA, School Districts, Event Planners, Universities, Scott Air Force Base and Swimming.

Common topics of discussion during the stakeholder meetings included:

- Location of the facility
- Cost to build the facility
- Cost to operate the facility
- Revenue generation
- An emphasis on lack of gymnasium space within the community
- The need for indoor water that served all community members
- The need for multi-purpose space
- The need for the facility to be a one-stop-shop addressing health, wellness, and enrichment
- Convenience

During the public meeting, a representative from B*K shared with the attendees prevailing trends in public recreation and key takeaways from the stakeholder meeting. There was a significant

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discussion from the participants about the process and if the City already had a plan in place. B*K emphasized that we were collecting data and supplying the City with independent third party recommendations. The attendees worked in groups, and each group was asked to identify a list of components that they would like to see in their ideal facility, all opinions were welcome. Those individual group lists were compiled into a comprehensive list, and attendees were then asked to vote for their top 3-4 components.

There were approximately 40 attendees at the public meeting and nine chose not to vote for components, stating that they felt “a facility like this was not needed in the community.” There was also a feeling of distrust with the City in the discussion following B*K’s presentation. Given those two factors, B*K would recommend using a survey tool to validate the findings of the study once completed. A statistically survey provides the City another level of public input and determines if the feeling at the public meeting is localized to that group, or shared by the community as a whole.

Facility Components

The next step in the process was taking all of the information from the market analysis and public input process and develop program recommendations. As has already been mentioned a key factor in recommending components is the need for the facility to recover 100% of the operating cost and a portion of the debt service. The goal of 100% cost recovery equates to components that will drive programs, but more importantly annual membership to the facility. It is not uncommon for community recreation facilities to generate more than 60% of their revenue from memberships and daily admissions.

B*K broke the facility into a free zone and a pay zone. The components included in the free zone were:

- Lobby/Reception Area
- Administration
- Large Community Room
- Catering Kitchen
- Restrooms
- Study Room/Education Center
- Public Art Display
- Vending

The components included in the pay zone were:

- Tot Drop
- Gymnasium
- Storage (multiple locations)

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- Offices (multiple locations)
 - Elevated Walking/Jogging Track
 - Cardio / Weight Training Area
 - Group Exercise Rooms
 - Locker Rooms
 - Restrooms
 - Family Changing Rooms
 - Leisure Pool
 - Therapy Pool
 - Party Room/Multi-Purpose Room
 - Loading Dock

The total square foot allocation, based upon B*K's recommendation was 86,500 square feet. The total square feet does not account for mechanical spaces or circulation. The City will want to engage an architect to verify the square foot allocation and from that, they can then develop a construction and project cost.

Most community recreation centers that can recover 100% of their operating costs are 65,000-75,000 square feet with a primary service area population of more than 50,000 people. As the City engages an architect they may consider a phased approach to the facility or shrinking various components.

Operations

As a final step of the feasibility process, B*K developed a line item operational budget for the proposed facility. It is important to note that when developing this budget best practices were employed. The final layout of the facility could increase or decrease the part-time staffing levels based upon points of entrance or egress. The staff model proposed indicated one main point of entrance and egress. For full-time and part-time staffing B*K was able to use the current compensation structure that the City has in place.

It is the opinion of B*K that the monthly pass structure and annual pass structure is aggressive, but consistent with the goal of the facility capturing 100% of their operating expenses. There are very few municipal recreation facilities that can capture 100% of their operating expenses AND retire debt. Because of the fee structure, the operational model also assumes that all group fitness classes are included in annual membership rates. The penetration rate for annual membership is approximately 5% of the primary service area, the penetration rate for the secondary service area is less than 1%.

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When calculating other programs in the facility, B*K approached those numbers in a conservative fashion. That is to say, the revenue generated by those programs does not reflect full classes. Most classes/leagues reflected in the operations plan equate to approximately 70% capacity.

The proposed hours of operation in the program are as follows:

Monday – Friday	5:30A-9:00P
Saturday	7:00A-6:00P
Sunday	10:00A-6:00P

The weekly schedule equates to approximately 96.5 hours of availability on a weekly basis, which is consistent with many centers. In the part-time staffing models, a 51-week operation was used to calculate operating season.

The following are fees for daily admission, monthly passes, and annual passes. The difference between the resident and non-resident rates for passes is approximately 15%.

Daily Rates:

	Resident	Non-Resident
Age 3-17	\$8.00	\$10.00
Age 18-61	\$10.00	\$13.00
Age 62+	\$10.00	\$10.00
Family	\$48.00	\$60.00

Monthly Rates:

	Resident	Non-Resident
Under 17	\$16	\$19
Adult (18-61)	\$24	\$28
Household of 2	\$37	\$42
Household of 3	\$50	\$58
Household of 4	\$64	\$73
Household of 5	\$77	\$88
Senior Individual	\$19	\$22
Senior Couple	\$38	\$44

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Annual Rates:

	Resident	Non-Resident
Under 17	\$192	\$220
Adult (18-61)	\$228	\$332
Household of 2	\$440	\$506
Household of 3	\$600	\$690
Household of 4	\$760	\$874
Household of 5	\$920	\$1,058
Senior Individual	\$230	\$265
Senior Couple	\$460	\$530

Using all of this information the 5-year projection for facility operations is:

	2016	2017	2018	2019	2020
Expenses	2,063,534	2,104,805	2,146,901	2,211,308	2,277,647
Revenues	2,072,279	2,217,339	2,328,205	2,398,052	2,469,993
	8,745	112,534	181,304	186,744	192,346
	100%	105%	108%	108%	108%

As the City continues to pursue this project, some partnerships could have a positive impact on the overall bottom line of the operation or enhance the overall offering of the facility. The first opportunity is working with other municipal organizations. If other municipalities are looking to develop a community center the ability to combine assets and develop a facility that services multiple communities is reasonable. The biggest challenge with such a plan would be determining who would operate the facility. The second opportunity is working with a healthcare agency, which may also expand the footprint of the facility. The focus on wellness as a whole continues to increase and a partnership with a health care agency providing services on-site would be a natural fit. The third opportunity is working with a local day-care provider, which may also expand the footprint of the facility. By partnering with a current day-care provider, the City does not over-saturate a current competitive market. The partnership also enhances the focus of the facility as full-service to the community.



Section II – Demographic Summary & Market Review

Market Constraints:

- Most community centers that operate on a break-even cost-neutral model have a population of more than 50,000 individuals and are between 70,000-80,000 square feet. The population within the primary service area falls short of the 50,000 number while the secondary service area significantly exceeds this figure.
- The City of O'Fallon wants this facility to operate in a “business-like” fashion and be able to retire debt service within their budget. These financial goals are going to drive facility components, rate structure, etc. The other challenge the operation may face is the balance between membership, program and maintaining drop-in recreation as a hallmark program of public recreation facilities.
- There are other service providers in the area; both private and non-profit, these providers may present challenges in the development of a publicly funded facility.
- The median age in both service areas points to the presence of households with children. While those are heavy users of municipal recreation facilities, there is also a large population of 55+ age individuals in both areas, 24.4% in primary and 27.4% in secondary. The challenge is the overall balance of facility use and integration of generations. While the result is very positive, there can be difficulties reaching said result.
- The population for the City of O'Fallon proper is projected to show moderate growth while the Secondary Service Area is expecting a decrease. There are several developments in and around O'Fallon that could have a positive impact on the population numbers.
- The Market Potential Index for Adult Participation in various indoor activities exceeds the National number in all 10 activities. This further underlines the fact that adults are currently getting parks and recreation like services from other providers or on their own. Some of that participation is now taking place with the City of O'Fallon Parks & Recreation Department, but a portion may be participating elsewhere.

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Market Opportunities:

- The lower median age in both the primary and secondary service areas points to the presence of families and children. Those are primary users of indoor recreation facilities. The lower median age also underlines the military personnel presence from Scott Air Force Base, which could also be potential users of indoor facilities. There is close to 40% of households in both the Primary (39.5%) and Secondary (40.7%) Service area that has individuals in the 25-54 age range.
- The median household income in the primary service area is greater than the secondary, state and national numbers. The income level indicates the ability to pay for entertainment and recreation services. It is also important to note that both the cost of living and current spending rates are consistent with the income level.
- Based upon the market potential numbers for adult participation in activities it indicates an active population.
- While other service providers are a concern, in visiting with those providers they are challenged in keeping up with the demand given their current facilities.
- The demographics and participation statistics are such that it is the belief of B*K that an indoor community recreation facility would be successful within the primary service area.

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Recommendations:

- While there are some fitness providers in the area, it is the opinion of B*K that the market is not saturated. As such the development of an indoor community recreation center is something that the City of O'Fallon should pursue.
- Given the financial goals of the operation, it will be important to have a significant allocation of square footage for fitness and exercise. This space should include an area for weight and cardio training along with group exercise areas. These components will be key drivers in membership numbers.
- Gymnasium space is currently at a premium within the City as such the facility should also include at minimum a double gymnasium with an elevated track with potentially a fourth court. This space should also include an elevated walking track.
- B*K would recommend the inclusion of an indoor leisure pool with 3-4 lap lanes incorporated into the design. Given the lack of interest from the high school and the development of a new indoor 50M pool nearby, it does not make sense to include a competitive aquatic component.
- This facility will serve as a “hub” of the community and as such, it should also include meeting room spaces that can double as classrooms for various programs. The entryway to the facility and lobby area should also be a focus and create a gathering space.
- If the City moves forward with the project, the facility should serve as “home” for the recreation department. As such there should be adequate office space included for current staff and expanded staff.
- There will need to be additional staff members added to the organizational chart to manage a facility of this nature.
- The facility should be designed to be multi-purpose and expandable, especially with large “box” spaces, such as gymnasiums and meeting rooms.

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As a first step of the feasibility process B*K has assembled a summary of the basic demographic characteristics of the identified service areas along with recreation and leisure participation standards as produced by the National Sporting Goods Association (NSGA), also included is participation information provided by the National Endowment for the Arts (NEA).

B*K accesses demographic information from Environmental Systems Research Institute (ESRI) who utilizes 2010 Census data and their own demographers for 2015-2020 projections. In addition to demographics ESRI also provides data on housings, recreation and entertainment spending and adult participation in activities. All of this data helps describe the City of O'Fallon. B*K utilizes information from the NSGA and NEA as they are some of the thorough reports available on activities that could take place in a community recreation center. B*K receives no financial gain by citing these sources or using their services.

Service Areas: A community recreation center in the City of O'Fallon would be developed to serve the residents first and foremost. There is a cooperative agreement between the City of O'Fallon and City of Shiloh. Therefore, the boundaries of those two communities have been identified as the Primary Service Area. However, it also understood that because of the market and lack of other facilities that such a center would draw individuals from outside the City's boundaries. As such a larger secondary service area has been developed for this project. That Secondary Service Area is roughly a 20-minute drive time from O'Fallon.

Primary Service Areas can be defined as the distance people will travel on a regular basis (a minimum of once a week) to utilize a facility or its programs. Use by individuals outside of this area will be much more limited and will focus more on specialized activities or events (tournaments, etc.).

Service areas can vary in size with the types of components included in a facility. A center with active elements (pool, weight cardiovascular equipment area, gym, track, etc.) will have a larger service area than a more passively oriented facility. Specialized facilities such as a sports field house, ice arena or significant competitive aquatic venue will have a bigger service area making them more of a regional destination.

Another factor impacting service area is the facility's proximity to major thoroughfares. Other factors affecting the use as it relates to driving distance are the presence of alternative service providers in the service area. Alternative service providers can have an effect on membership, daily admissions and the associated penetration rates for programs and services.

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Service Area Comparison Chart:

	Primary Service Area ¹	Secondary Service Area
Population:		
2010 Census	40,932 ²	257,034 ³
2015 Estimate	42,064	255,148
2020 Estimate	42,381	253,455
Households:		
2010 Census	15,460	101,605
2015 Estimate	15,964	101,560
2020 Estimate	16,103	101,095
Families:		
2010 Census	11,200	68,237
2015 Estimate	11,307	67,622
2020 Estimate	11,342	66,955
Average Household Size:		
2010 Census	2.63	2.49
2015 Estimate	2.63	2.47
2020 Estimate	2.63	2.47
Ethnicity (2015 Estimate):		
Hispanic	4.2%	4.5%
White	74.2%	72.8%
Black	17.8%	21.0%
American Indian	0.2%	0.3%
Asian	3.1%	1.6%
Pacific Islander	0.1%	0.1%
Other	1.1%	1.5%
Multiple	3.5%	2.8%
Median Age:		
2010 Census	36.1	37.3
2015 Estimate	37.7	38.3
2020 Estimate	38.6	39.1
Median Income:		
2015 Estimate	\$72,105	\$54,350
2020 Estimate	\$81,928	\$62,367

¹ The primary service area includes the City of O'Fallon and the City of Shiloh.

² From the 2000-2010 Census the City of O'Fallon experienced a 30.1% growth in population.

³ From the 2000-2010 Census the Secondary Service Area experienced a 9.3% growth in population.

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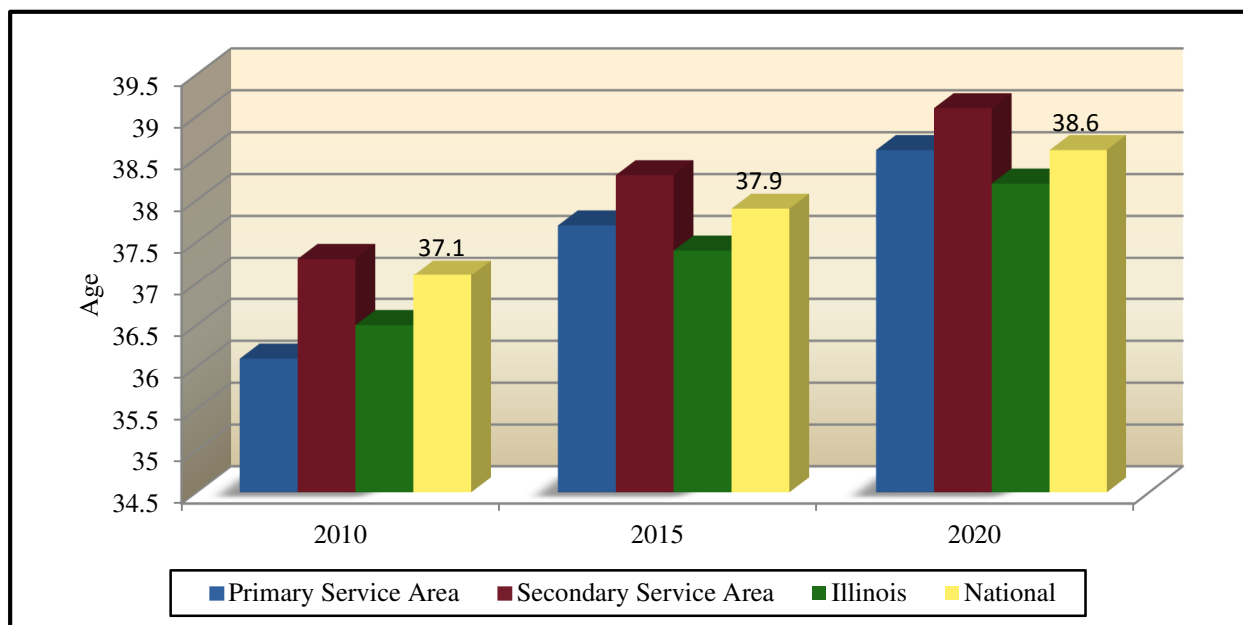


Age and Income: Comparing the median age and household income levels with the national number is important as both factors are primary determiners of participation in recreation activities. The lower the age, the higher the participation rates are for most activities. The level of participation also increases as the median income level goes up.

Table A – Median Age:

	2010 Census	2015 Projection	2020 Projection
City of O'Fallon	36.1	37.7	38.6
Secondary Service Area	37.3	38.3	39.1
State of Illinois	36.5	37.4	38.2
Nationally	37.1	37.9	38.6

Chart A – Median Age:



The median age in the City of O'Fallon and the State of Illinois are only slightly lower than the National number, and the Secondary Service Area is only slightly higher than the National number. The median age points to the presence of families with children along with aging adults and retirees. Therefore, as a facility program moves toward design, it will be important to look at this as a multi-generational facility with an appeal to all ages.

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The following chart provides the number and percentage of households in the Primary Service Area and the Secondary Service Area with children.

Table B – Households w/ Children

	Number of Households w/ Children⁴	Percentage of Households w/ Children
Primary Service Area	6,137	39.7%
Secondary Service Area	34,313	33.8%

The information contained in Table-B further defines the median age reflected in each service area and Table-A.

⁴ The numbers of households with children is based off of the 2010 Census. Further ESRI defines a child as anyone 18 years or younger still residing at home.

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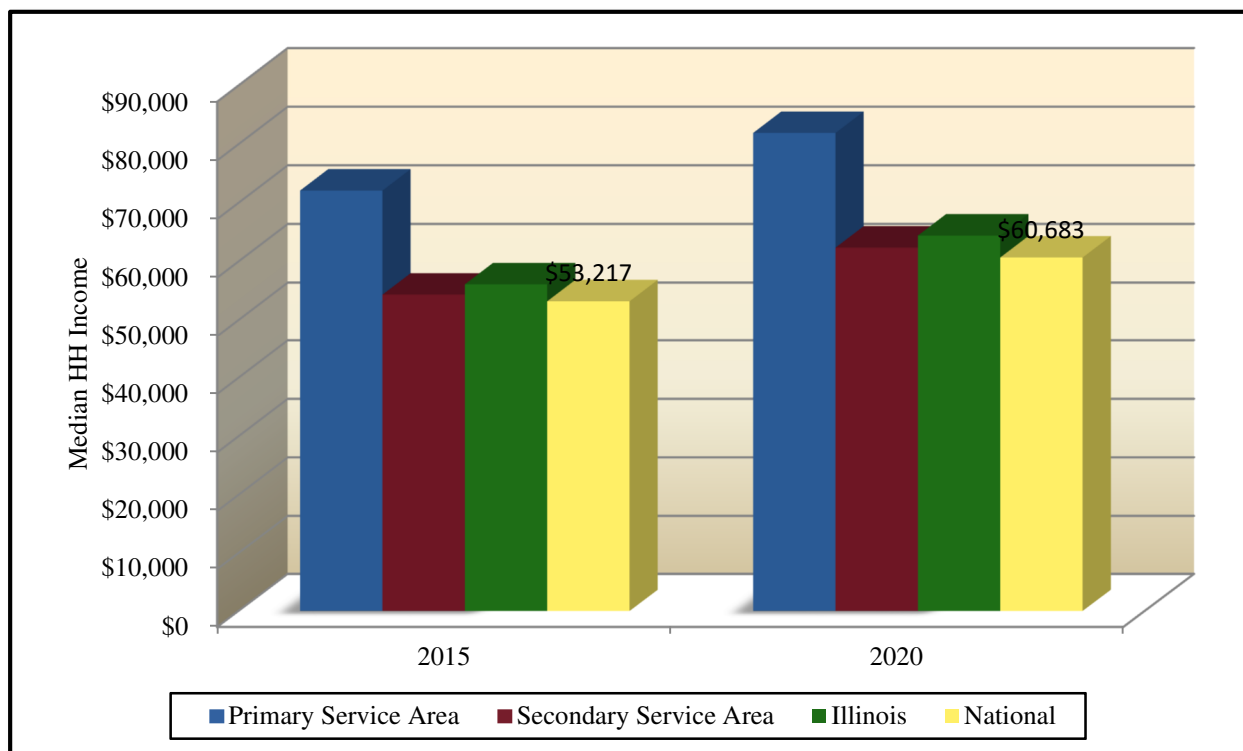
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Table C – Median Household Income:

	2015 Projection	2020 Projection
City of O'Fallon	\$72,105	\$81,928
Secondary Service Area	\$54,350	\$62,367
State of Illinois	\$56,107	\$64,426
Nationally	\$53,217	\$60,683

Chart B – Median Household Income:



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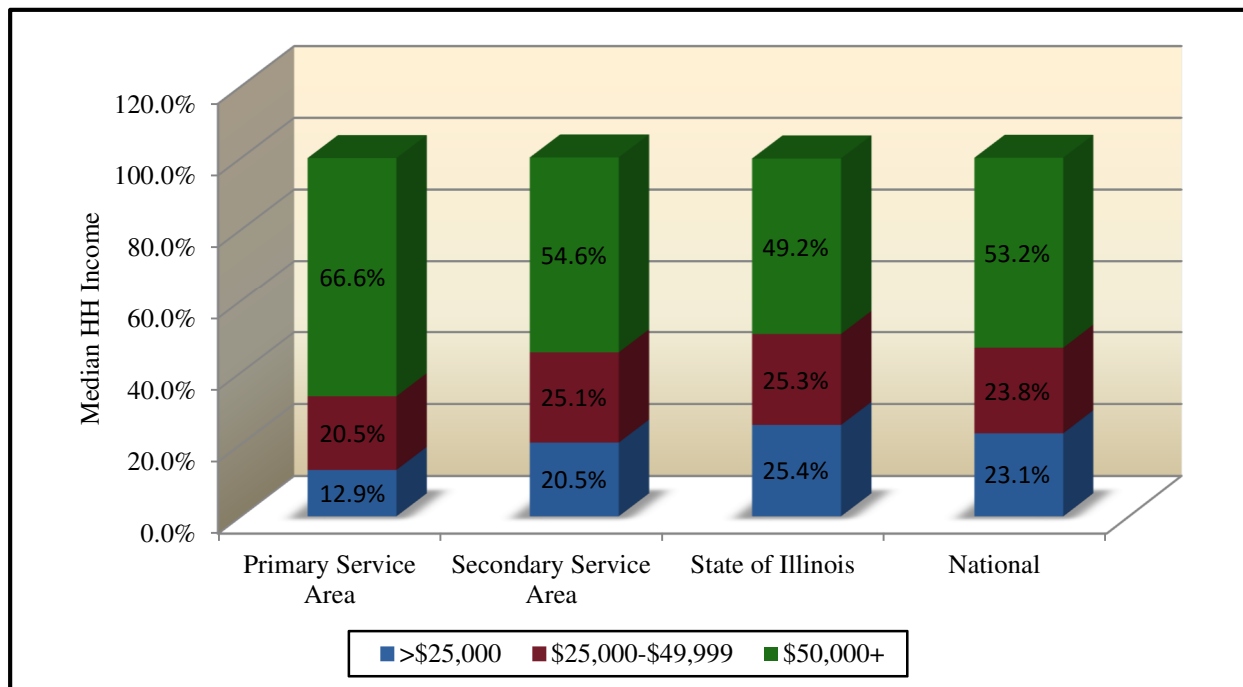
Based on 2015 projections for median household income the following narrative is available:

In the Primary Service Area, the percentage of households with median income over \$50,000 per year is 66.6% compared to 53.2% on a national level. Furthermore, the proportion of the households in the service area with median income less than \$25,000 per year is 12.9% compared to a level of 23.1% nationally.

In the Secondary Service Area, the percentage of households with median income over \$50,000 per year is 54.6% compared to 53.2% on a national level. Furthermore, the proportion of the households in the service area with median income less than \$25,000 per year is 20.5% compared to a level of 23.1% nationally.

The median household income in the City of O'Fallon is higher than all the other areas while the income level in the Secondary Service Area is lower than the State of Illinois but greater than the National number. This information would point to the ability to pay for recreation and entertainment services in the City of O'Fallon, but the amenities and affordability of services will determine the capacity to draw people from outside the Primary Service Area.

Chart C – Median Household Income Distribution



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In addition to taking a look at Median Age and Median Income, it is important to examine Household Budget Expenditures. In particular looking at housing information; shelter, utilities, fuel and public services along with entertainment & recreation can provide a snapshot into the cost of living and spending patterns in the services areas. The table below looks at that information and compares the service areas.

Table D – Household Budget Expenditures⁵:

City of O'Fallon	SPI	Average Amount Spent	Percent
Housing	117	\$25,220.97	29.7%
<i>Shelter</i>	118	\$19,373.06	22.8%
<i>Utilities, Fuel, Public Service</i>	116	\$5,847.91	6.9%
Entertainment & Recreation	119	\$3,936.08	4.6%

Secondary Service Area	SPI	Average Amount Spent	Percent
Housing	93	\$20,096.16	29.8%
<i>Shelter</i>	93	\$15,288.83	22.6%
<i>Utilities, Fuel, Public Service</i>	95	\$4,807.33	7.1%
Entertainment & Recreation	94	\$3,112.26	4.6%

State of Illinois	SPI	Average Amount Spent	Percent
Housing	106	\$22,889.73	30.2%
<i>Shelter</i>	107	\$17,585.51	23.2%
<i>Utilities, Fuel, Public Service</i>	105	\$5,304.22	7.0%
Entertainment & Recreation	105	\$3,479.15	4.6%

SPI: Spending Potential Index as compared to the National number of 100.

Average Amount Spent: The average amount spent per household.

Percent: Percent of the total 100% of household expenditures.

Note: Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.

⁵ Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2012 and 2018.

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Chart D – Household Budget Expenditures Spending Potential Index:

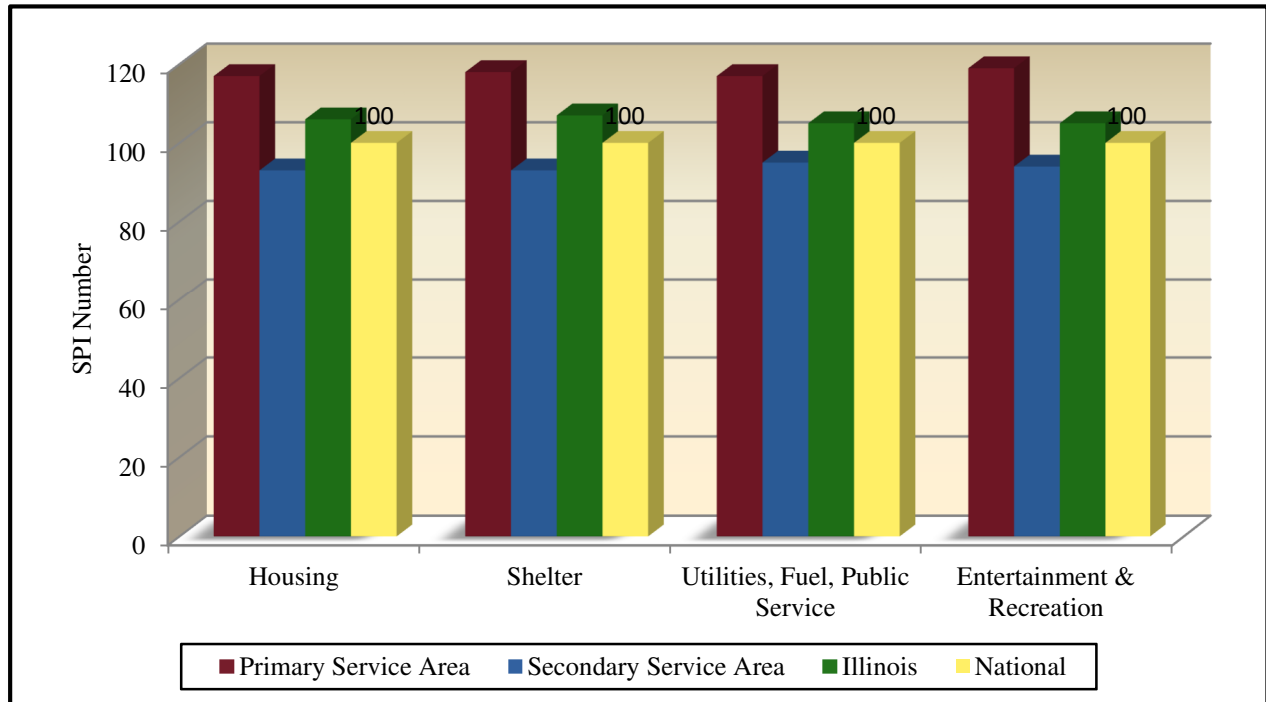


Chart C, illustrates the Household Budget Expenditures Spending Potential Index (SPI) in the service areas. The SPI in the City of O'Fallon is higher than all other services areas, similar to that of the median household income. The State of Illinois is also greater than the National number while the Secondary Service Area is lower than the National number.

The total number of housing units in the City of O'Fallon is 16,513 and 93.6% are occupied, or 15,460 homes. Of the available housing units, the bulk is for rent.

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Recreation Expenditures Spending Potential Index: Finally, through the demographic provider that B*K utilizes for the market analysis portion of the report, we can examine the overall propensity for households to spend dollars on recreation activities. The following comparisons are possible.

Table E – Recreation Expenditures Spending Potential Index⁶:

City of O'Fallon	SPI	Average Spent
Fees for Participant Sports	129	\$155.02
Fees for Recreational Lessons	129	\$158.22
Social, Recreation, Club Membership	128	\$220.37
Exercise Equipment/Game Tables	120	\$92.28
Other Sports Equipment	112	\$8.91

Secondary Service Area	SPI	Average Spent
Fees for Participant Sports	96	\$115.27
Fees for Recreational Lessons	94	\$115.98
Social, Recreation, Club Membership	97	\$165.63
Exercise Equipment/Game Tables	89	\$68.36
Other Sports Equipment	91	\$7.28

State of Illinois	SPI	Average Spent
Fees for Participant Sports	106	\$127.34
Fees for Recreational Lessons	108	\$132.83
Social, Recreation, Club Membership	106	\$182.14
Exercise Equipment/Game Tables	101	\$77.45
Other Sports Equipment	104	\$8.30

Average Amount Spent: The average amount spent for the service or item in a year.

SPI: Spending potential index as compared to the national number of 100.

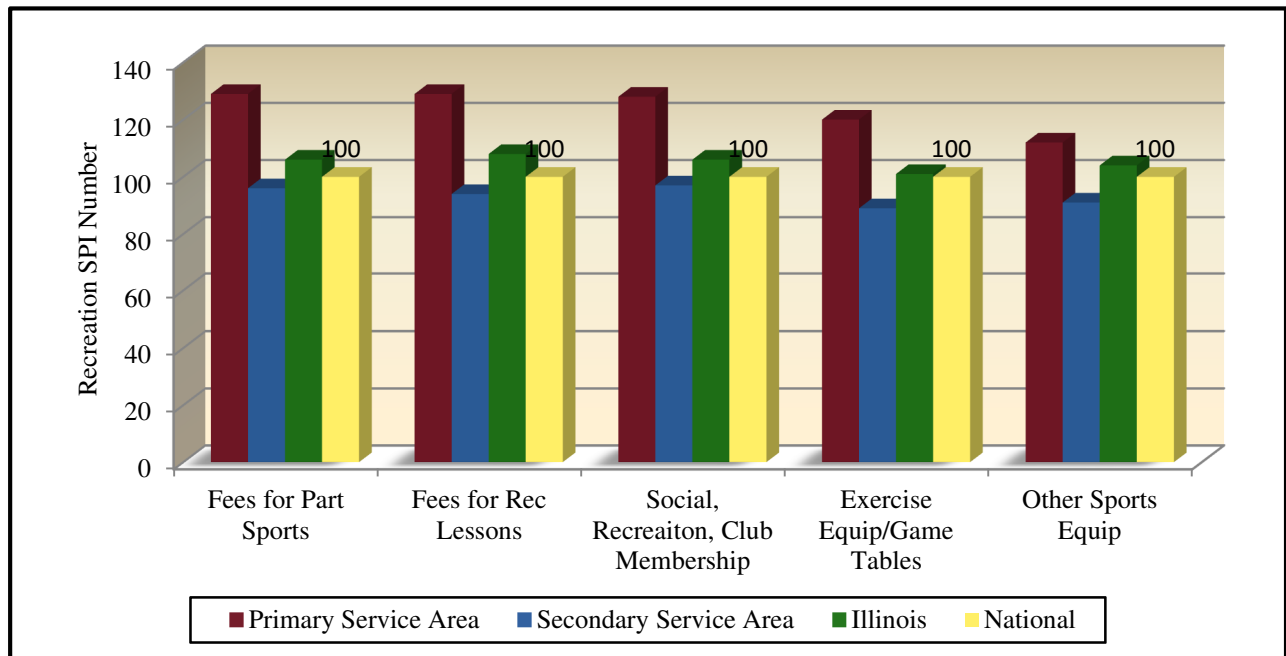
⁶ Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Chart E – Recreation Spending Potential Index:



The Spending Potential Index for Recreation & Entertainment is identical to the Household Budgetary SPI.

In examining these numbers, it is important to understand that these dollars are now spent with the existing providers in the community.

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Service Area Description:

Primary Service Area – The City of O'Fallon and the Village of Shiloh boundaries proper

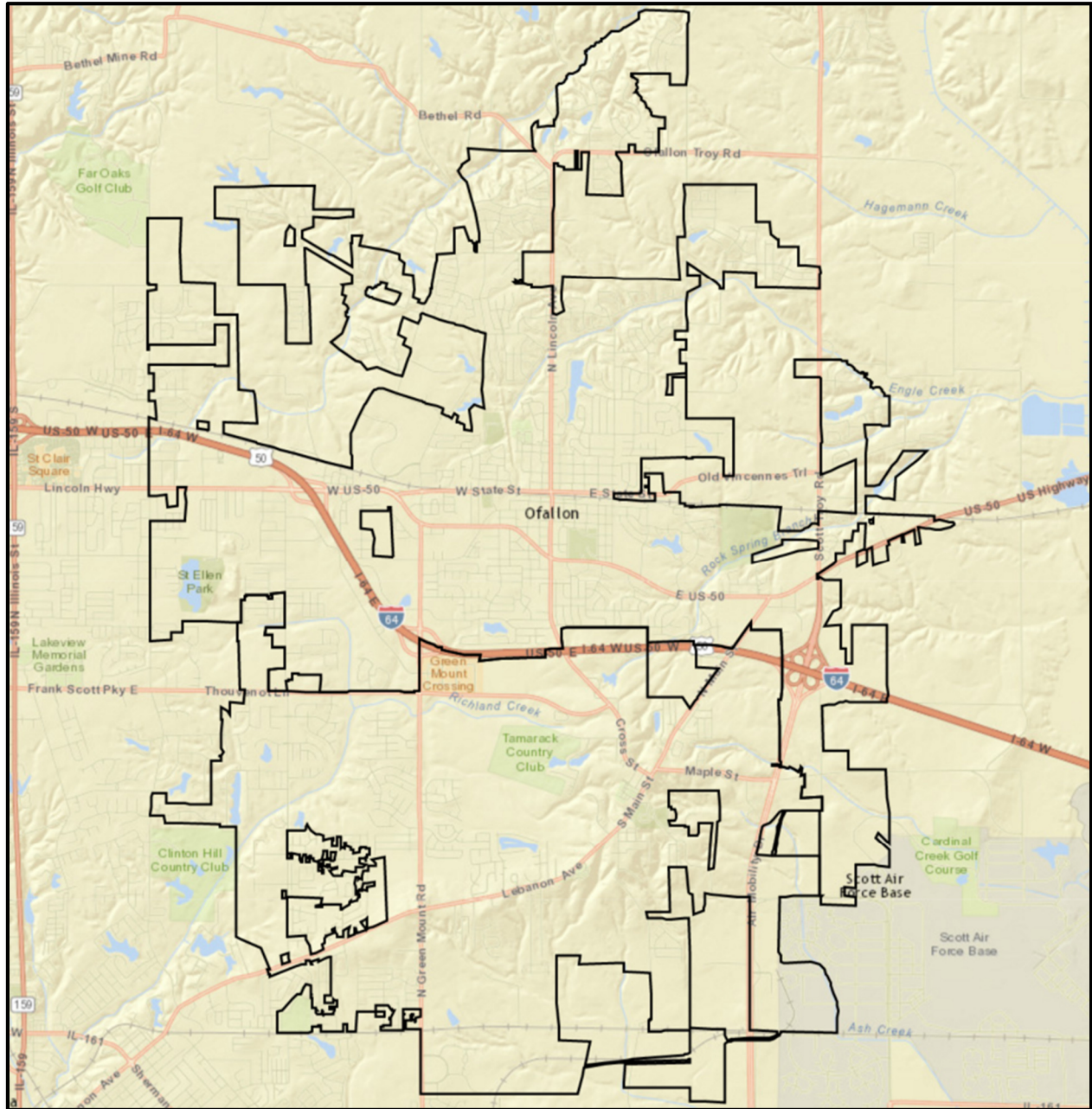
Secondary Service Area – A larger Secondary Service Area has been hand-drawn and approved by the client. This service area represents approximately a 20-minute drive time, shortening to the West and extending to the Southeast.

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Map D – Primary Service Area Map:



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Population Distribution by Age: Utilizing census information for the Primary Service Area, the following comparisons are possible.

Table F – 2015 Primary Service Area Age Distribution

(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
-5	2,585	6.0%	6.3%	-0.3%
5-17	7,648	18.1%	16.6%	+1.5%
18-24	3,708	8.8%	10.1%	-1.3%
25-44	11,327	27.0%	26.1%	+0.9%
45-54	6,554	15.6%	13.4%	+2.2%
55-64	5,493	13.0%	12.8%	+0.2%
65-74	2,980	7.1%	8.6%	-1.5%
75+	1,765	4.3%	6.2%	-1.9%

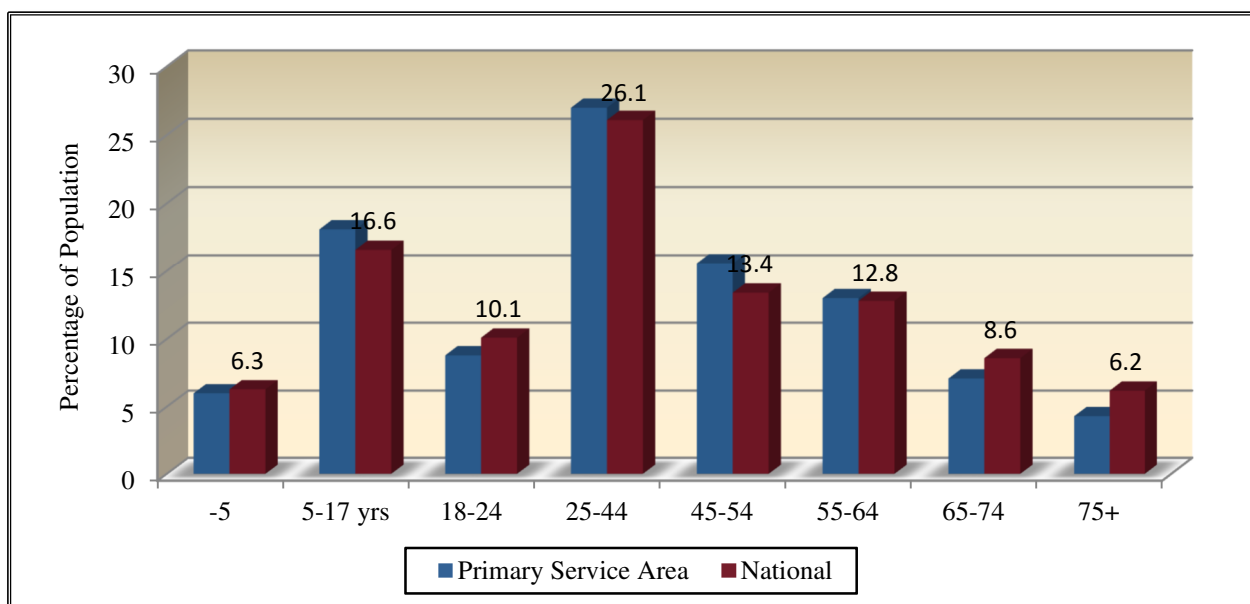
Population: 2015 census estimates in the different age groups in the Primary Service Area.

% of Total: Percentage of the Primary Service Area/population in the age group.

National Population: Percentage of the national population in the age group.

Difference: Percentage difference between the Primary Service Area population and the national population.

Chart F – 2015 Primary Service Area Age Group Distribution



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The demographic makeup of the Primary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with an equal or larger population in the 5-17, 25-44, 45-54 and 55-64 age groups and a smaller population in the -5, 18-24, 65-74 and 75+ age groups. The largest positive variance is in the 45-54 age group with +2.2%, while the greatest negative difference is in the 75+ age group with -1.9%.

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Population Distribution Comparison by Age: Utilizing census information from the Primary Service Area, the following comparisons are possible.

Table H – 2015 Primary Service Area Population Estimates

(U.S. Census Information and ESRI)

Ages	2010 Census	2015 Projection	2020 Projection	Percent Change	Percent Change Nat'l
-5	2,675	2,585	2,560	-4.3%	+0.3%
5-17	8,461	7,648	7,186	-15.1%	-0.7%
18-24	3,522	3,708	3,335	-5.3%	+1.7%
25-44	11,445	11,327	11,772	+2.9%	+7.1%
45-54	6,747	6,554	5,786	-14.2%	-9.7%
55-64	4,517	5,493	5,953	+31.8%	+17.4%
65-74	2,052	2,980	3,717	+81.1%	+50.1%
75+	1,513	1,765	2,070	+36.8%	+22.0%

Chart G – Primary Service Area Population Growth

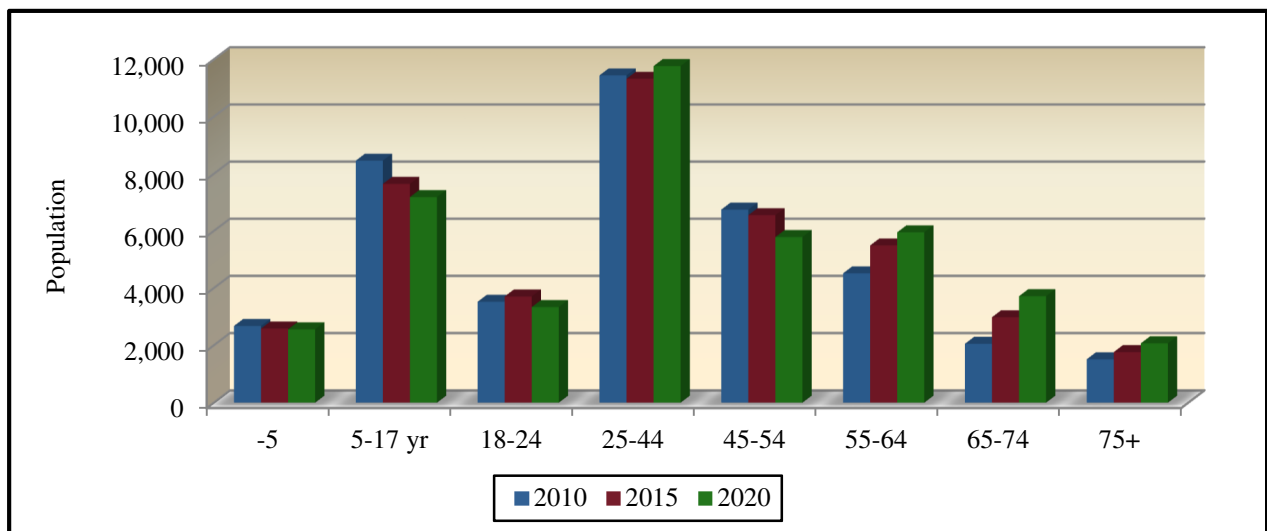


Table-H illustrates the growth or decline in age group numbers from the 2010 census until the year 2020. In projecting the population only half of the age categories will see an increase in population while the -5, 5-17, 18-24, 45-54 age groups will see a decrease. The population of the United States as a whole is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

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Below is listed the distribution of the population by race and ethnicity for the Primary Service Area for 2015 population projections. Those numbers were developed from 2010 Census Data.

Table I – Primary Service Area Ethnic Population and Median Age 2015

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of IL Population
Hispanic	1,786	26.9	4.2%	17.0%

Table J – Primary Service Area Population by Race and Median Age 2015

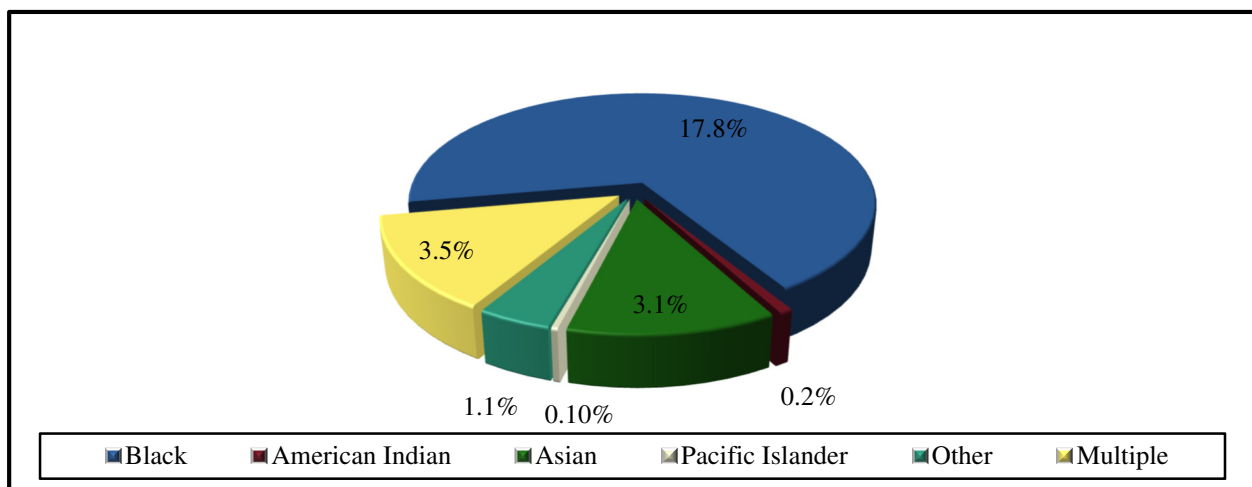
(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of IL Population
White	31,210	40.1	74.2%	70.4%
Black	7,487	33.3	17.8%	14.3%
American Indian	101	39.2	0.2%	0.3%
Asian	1,300	40.7	3.1%	5.2%
Pacific Islander	60	28.8	0.1%	0.04%
Other	450	27.8	1.1%	7.2%
Multiple	1,458	16.4	3.5%	2.5%

2015 Primary Service Area Total Population:

42,064 Residents

Chart H – 2015 Primary Service Area Non-White Population by Race

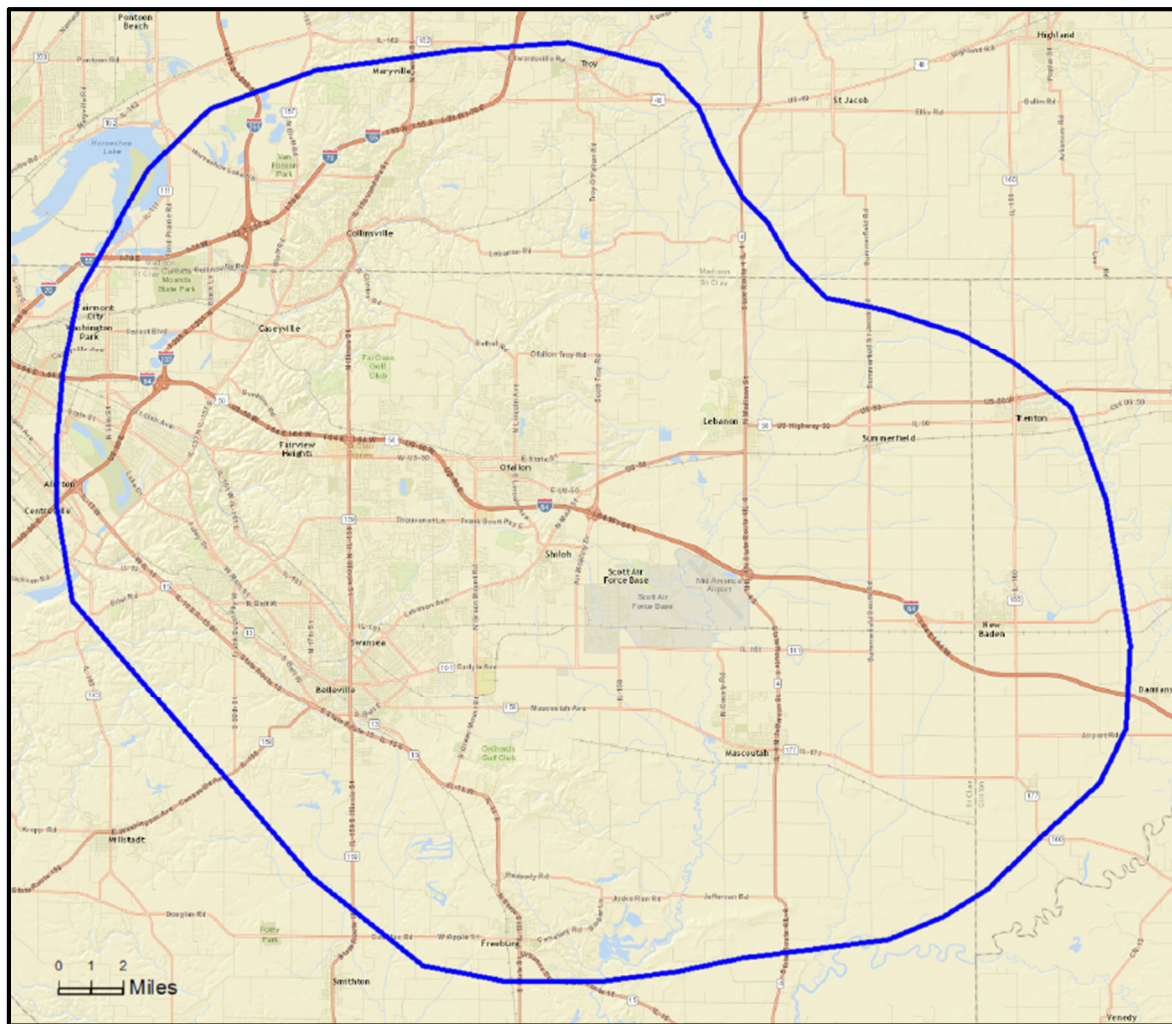


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Map D – Secondary Service Area Map:



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Population Distribution by Age: Utilizing census information for the Secondary Service Area, the following comparisons are possible.

Table K – 2015 Secondary Service Area Age Distribution

(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
-5	15,780	6.2%	6.3%	-0.1%
5-17	42,503	16.5%	16.6%	-0.1%
18-24	22,545	8.8%	10.1%	-1.3%
25-44	68,696	26.8%	26.1%	+0.7%
45-54	35,597	13.9%	13.4%	-0.5%
55-64	33,726	13.2%	12.8%	+0.4%
65-74	20,482	8.0%	8.6%	-0.6%
75+	15,818	6.2%	6.2%	+0.0%

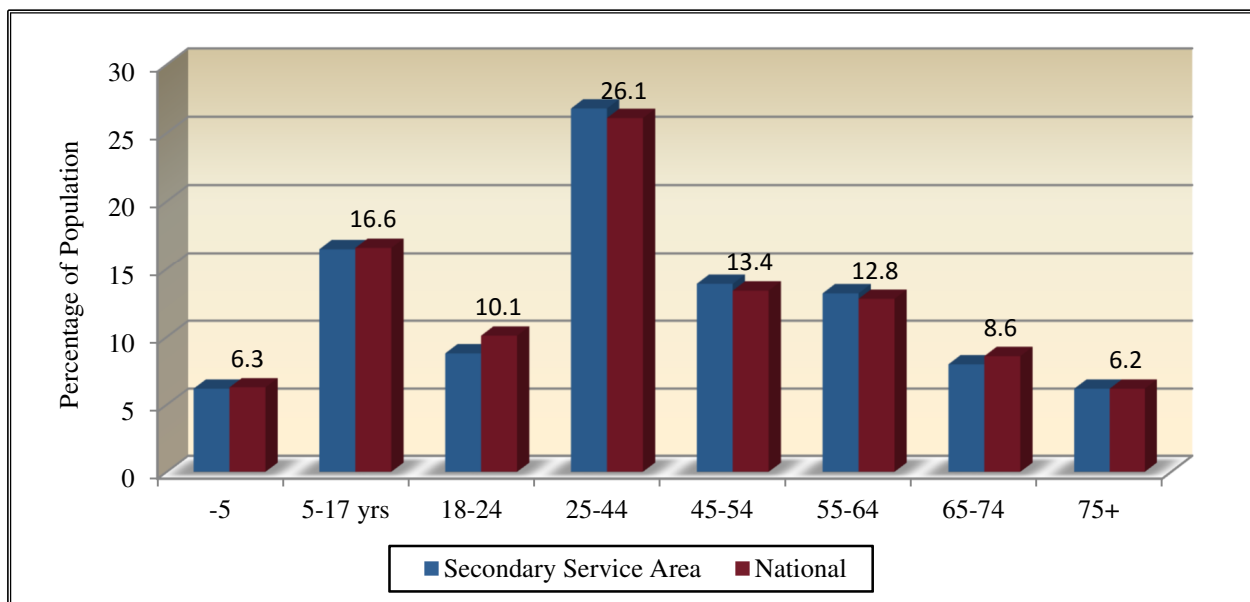
Population: 2015 census estimates in the different age groups in the Secondary Service Area.

% of Total: Percentage of the Secondary Service Area/population in the age group.

National Population: Percentage of the national population in the age group.

Difference: Percentage difference between the Secondary Service Area population and the national population.

Chart I – 2015 Secondary Service Area Age Group Distribution



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The demographic makeup of the Secondary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with an equal or larger population in the 25-44, 55-64 and 75+ age groups and a smaller population in the -5, 5-17, 18-24, 45-54, 65-74 and 75+ age groups. The largest positive variance is in the 25-44 age group with +0.7%, while the greatest negative difference is in the 18-24 age group with -1.3%.

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Population Distribution Comparison by Age: Utilizing census information from the Secondary Service Area, the following comparisons are possible.

Table L – 2015 Secondary Service Area Population Estimates

(U.S. Census Information and ESRI)

Ages	2010 Census	2015 Projection	2020 Projection	Percent Change	Percent Change Nat'l
-5	16,827	15,780	15,404	-8.5%	+0.3%
5-17	45,697	42,503	41,441	-9.3%	-0.7%
18-24	23,381	22,545	19,881	-15.0%	+1.7%
25-44	68,786	68,696	69,450	+1.0%	+7.1%
45-54	39,829	35,597	31,391	-21.2%	-9.7%
55-64	29,939	33,726	34,578	+15.5%	+17.4%
65-74	16,729	20,482	24,359	+45.6%	+50.1%
75+	15,847	15,818	16,953	+7.0%	+22.0%

Chart J – Secondary Service Area Population Growth

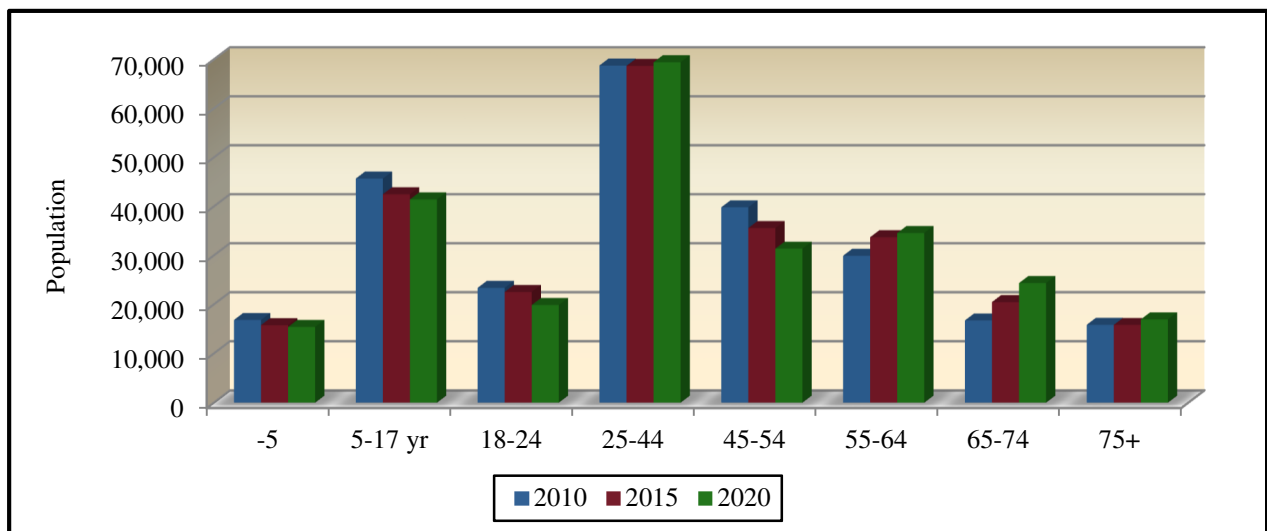


Table-L illustrates the growth or decline in age group numbers from the 2010 census until the year 2020. In projecting the population only half of the age categories will see an increase in population while the -5, 5-17, 18-24 and 45-54 age groups will see a decrease. The population of the United States as a whole is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

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Below is listed the distribution of the population by race and ethnicity for the Secondary Service Area for 2015 population projections. Those numbers were developed from 2010 Census Data.

Table M – Secondary Service Area Ethnic Population and Median Age 2015

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of IL Population
Hispanic	11,550	26.0	4.5%	17.0%

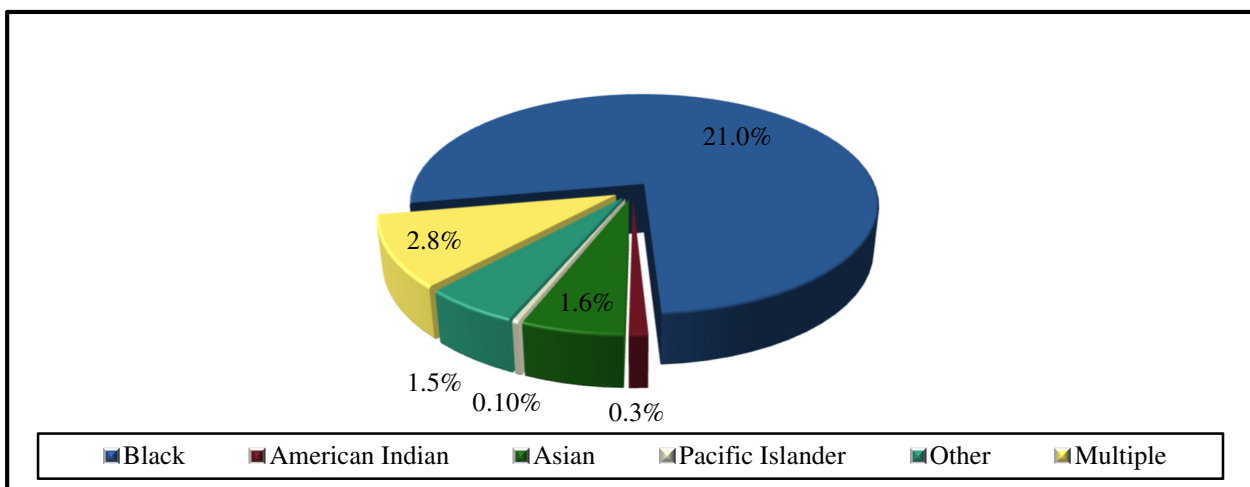
Table N – Secondary Service Area Population by Race and Median Age 2015

(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of IL Population
White	185,715	41.6	72.8%	70.4%
Black	53,467	32.6	21.0%	14.3%
American Indian	694	39.1	0.3%	0.3%
Asian	4,052	39.1	1.6%	5.2%
Pacific Islander	264	32.0	0.1%	0.04%
Other	3,922	25.4	1.5%	7.2%
Multiple	7,034	16.1	2.8%	2.5%

2015 Secondary Service Area Total Population: 255,148 Residents

Chart K – 2015 Secondary Service Area Non-White Population by Race





Tapestry Segmentation

Tapestry segmentation represents the 4th generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. While the demographic landscape of the U.S. has changed significantly since the 2000 Census, the tapestry segmentation has remained stable as neighborhoods have evolved.

The value of including this information for the Primary Service Area is that it allows the organization to understand better the consumers/constituents in their service areas and supply them with the right products and services.

The Tapestry segmentation system classifies U.S. neighborhoods into 65 separate market segments. Tapestry sorts neighborhoods by more than 60 attributes including; income, employment, home value, housing types, education, household composition, age and other key determinates of consumer behavior.

The following pages and tables outline the top 5 tapestry segments in each of the service areas and provides a brief description of each. This information combined with the key indicators and demographic analysis of each service area help further describe the markets that the Primary Service Area looks to serve with programs, services, and special events.

For comparison purposes the following are the top 10 Tapestry segments, along with percentage in the United States:

1. Green Acres (6A)	3.2%
2. Southern Satellites (10A)	3.2%
3. Savvy Suburbanites (1D)	3.0%
4. Salt of the Earth (25)	2.9%
5. Soccer Moms (4A)	<u>2.6%</u>
	15.1%
6. Middleburg (4C)	2.8%
7. Midlife Constants (5E)	2.5%
8. Comfortable Empty Nesters (5A)	2.5%
9. Heartland Communities (6F)	2.4%
10. Old and Newcomers (8F)	<u>2.3%</u>
	12.5%

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Table O – Primary Service Area Tapestry Segment Comparison

(ESRI estimates)

	Primary Service Area		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Soccer Moms (4A)	17.7%	17.7%	36.6	\$84,000
Old & Newcomers (8F)	14.1%	31.8%	38.5	\$39,000
Boomburbs (1C)	9.6%	41.4%	33.6	\$105,000
Professional Pride (1B)	9.3%	50.7%	40.5	\$127,000
Comfortable Empty Nesters (5A)	8.8%	59.5%	46.8	\$68,000

Soccer Moms (4A) – This segment is an affluent, family-oriented market with a country flavor. Residents are interested in new housing away from the bustle of the city but close enough to commute to professional job centers. Most households are married couples with children; average household size is 2.96. Outdoor activities and sports are characteristics of life; bicycling, jogging and golfing.

Old & Newcomers (8F) – This market features singles' lifestyles, on a budget. The market is neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Predominately single households with a mix of married couples, primarily with no children.

Boomburbs (1C) – These residents are young professionals with families that have opted to trade up to the newest housing in the suburbs, an affluent market but with a higher proportion of mortgages. Residents are well-educated professionals with a running start on prosperity. Average household size is 3.22 with home ownership at 84%. Leisure includes a range of activities from hiking, bicycling, swimming and golf.

Professional Pride (1B) – These consumers are well-educated career professionals that are prospering. These residents are financially savvy and often commute far and working long hours, with neighborhoods in the suburban periphery of large metropolitan areas. Families are mostly married couples, and more than ½ of these families have kids. They work out in their home gyms, owning, at least, a treadmill, and elliptical or weightlifting equipment.

Comfortable Empty Nesters (5A) – Residents in this large growing segment are older, with more than ½ of all householders age 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care or manufacturing. They are enjoying the transition from child rearing to retirement. Married couples, some with children, but most without. Physically active, they play golf, ride bicycles and work out regularly.

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Table P – Secondary Service Area Tapestry Segment Comparison

(ESRI estimates)

	Primary Service Area		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Rustbelt Traditions (5D)	10.0%	10.0%	38.4	\$49,000
Green Acres (6A)	9.0%	19.0%	43.0	\$72,000
Old & Newcomers (8F)	8.2%	27.2%	38.5	\$39,000
Midlife Constants (5E)	6.7%	33.9%	45.9	\$48,000
In Style (5B)	6.4%	40.3%	41.1	\$66,000

Rustbelt Traditions (5D) – These residents feature country living and self-reliance. They are avid do-it-yourselfers, maintain and remodeling their homes, with all the necessary power tools to accomplish the job. Outdoor living also features a variety of sports including hunting, fishing, motorcycling, hiking, camping and golf. An older market primarily married couples with no children.

Green Acres (6A) – Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. Over half of all households are occupied by singles, resulting in the smallest average household size among the markets. Renters occupy close to 80% of all households. They participate in leisure activities including yoga and Pilates.

Old & Newcomers (8F) – This market features singles' lifestyles, on a budget. The market contains neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Predominately single households with a mix of married couples, primarily with no children.

Midlife Constants (5E) – These residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Their lifestyle is more country than urban. Primarily married couples, with a growing share of singles. Leisure activities include reading, fishing, and golf.

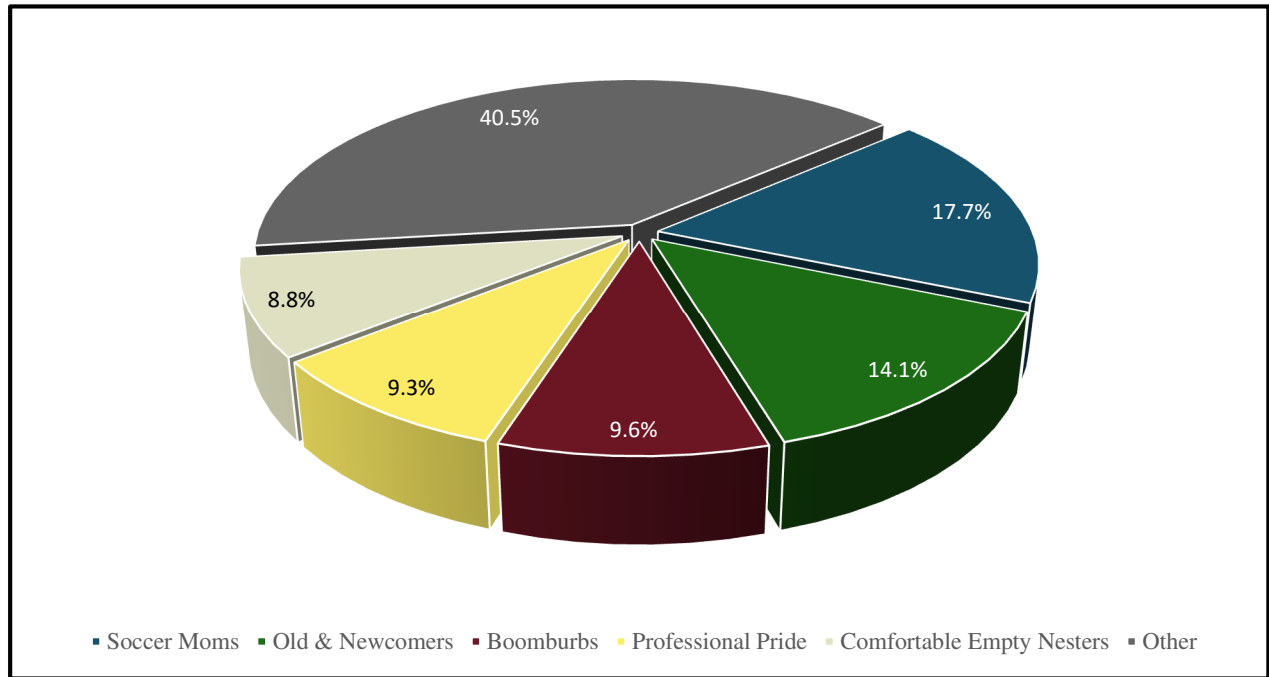
In Style (5B) – These residents embrace an urban lifestyle that includes support for the arts, travel, and extensive reading. Professional couples or single household without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

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Chart L – Primary Service Area Tapestry Segment Representation by Percentage:



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Sports Participation Numbers:

In addition to analyzing the demographic realities of the service areas, it is possible to project possible participation in recreation and sports activities.

Participation Numbers: On an annual basis the National Sporting Goods Association (NSGA) conducts an in-depth study and survey of how Americans spend their leisure time. This information provides the data necessary to overlay rate of participation onto the Primary Service Area to determine market potential.

B*K takes the national average and combines that with participation percentages of the Primary Service Area based upon age distribution, median income, region and National number. Those four rates are then averaged together to create a unique participation rate for the service area. This participation percentage when applied to the population of the Primary Service Area then provides an idea of the market potential for various activities.

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Community Recreation Related Activities Participation: These activities are typical components of an active community recreation center.

Table Q – Recreation Activity Participation Rates for the Primary Service Area

Indoor Activities	Age	Income	Region	Nation	Average
Aerobics	15.3%	15.3%	15.8%	15.3%	15.4%
Basketball	8.5%	8.3%	8.5%	8.2%	8.4%
Bicycle Riding	12.7%	12.3%	15.0%	12.3%	13.1%
Boxing	1.2%	0.9%	1.1%	1.2%	1.1%
Cheerleading	1.3%	1.4%	1.2%	1.3%	1.3%
Exercise Walking	31.0%	36.8%	36.7%	36.2%	35.2%
Exercise w/ Equipment	19.0%	19.8%	20.4%	19.1%	19.6%
Gymnastics	2.0%	2.2%	1.8%	1.9%	2.0%
Martial Arts / MMA	2.2%	2.2%	2.1%	2.2%	2.2%
Running/Jogging	15.1%	14.5%	15.5%	14.9%	15.0%
Swimming	16.3%	16.3%	15.1%	15.9%	15.9%
Volleyball	3.6%	3.7%	3.7%	3.5%	3.6%
Weight Lifting	11.9%	11.6%	12.5%	11.8%	11.9%
Workout @ Clubs	12.3%	12.0%	12.6%	12.5%	12.4%
Wrestling	1.0%	1.0%	1.1%	1.0%	1.0%
Yoga	10.2%	9.5%	10.9%	10.1%	10.2%

	Age	Income	Region	Nation	Average
Did Not Participate	22.5%	21.9%	21.7%	22.6%	22.2%

Age: Participation based on individuals ages 7 & Up of the Primary Service Area.

Income: Participation based on the 2013 estimated median household income in the Primary Service Area.

Region: Participation based on regional statistics (West North Central).

National: Participation based on national statistics.

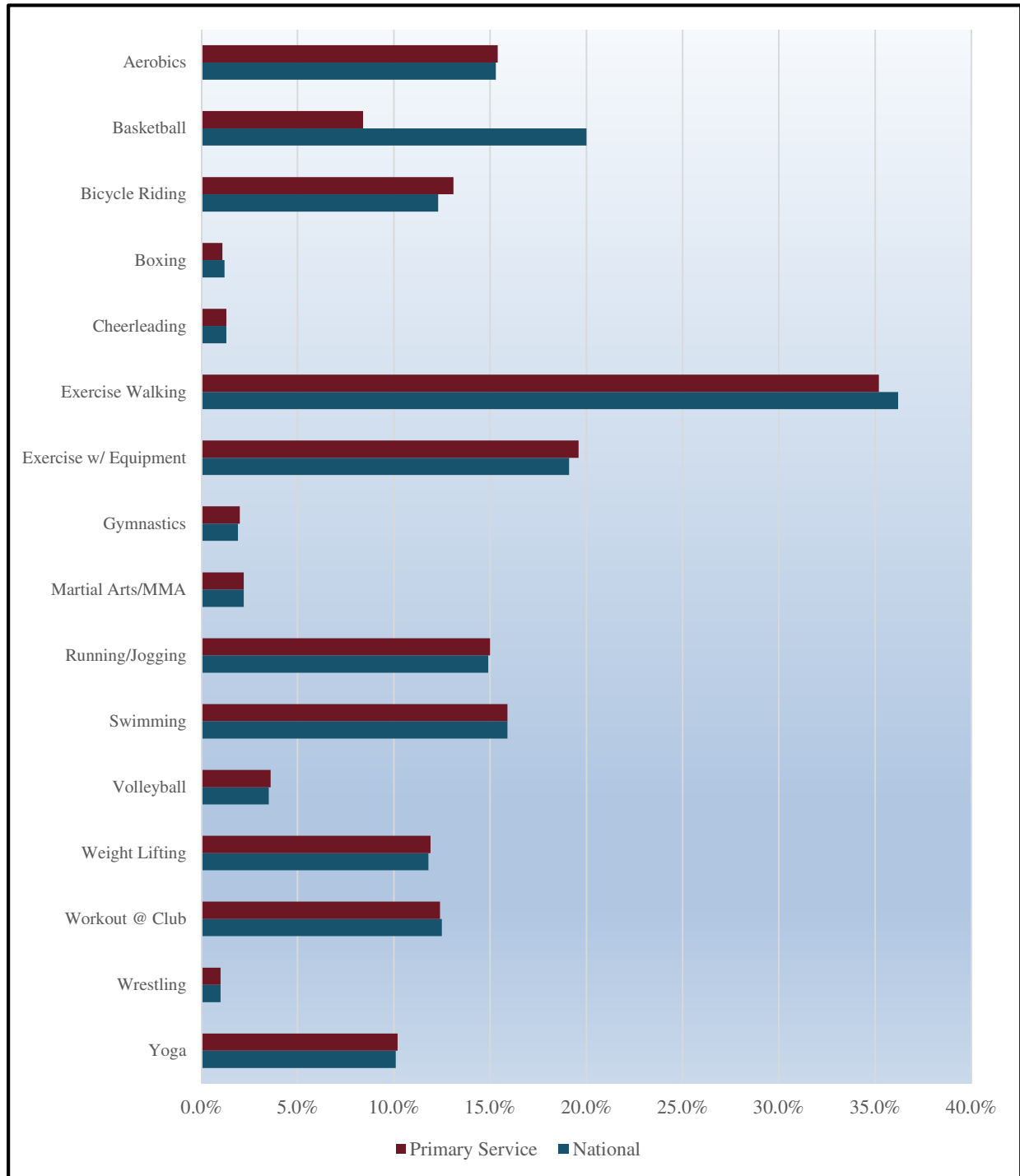
Average: Average of the four columns.

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Chart J – Comparison of National & Primary Service Area Participation Percentage:



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Anticipated Participation Numbers by Activity: Utilizing the average from Table-Q above plus the 2010 census information and census estimates for 2015 and 2020 (over age 7) the following comparisons are available.

Table R – Participation Rates Primary Service Area

Indoor Activity	Average	2010 Part.	2015 Part.	2020 Part.	Difference
Aerobics	15.4%	5,715	5,928	5,987	+272
Basketball	8.4%	3,101	3,217	3,249	+148
Bicycle Riding	13.1%	4,837	5,017	5,068	+230
Boxing	1.1%	405	420	425	+19
Cheerleading	1.3%	483	501	506	+23
Exercise Walking	35.2%	13,020	13,505	13,640	+620
Exercise w/ Equipment	19.6%	7,248	7,518	7,593	+345
Gymnastics	2.0%	728	755	763	+35
Martial Arts / MMA	2.2%	808	838	847	+38
Running/Jogging	15.0%	5,558	5,765	5,822	+264
Swimming	15.9%	5,886	6,105	6,166	+280
Volleyball	3.6%	1,346	1,396	1,410	+64
Weight Lifting	11.9%	4,422	4,586	4,632	+210
Workout @ Clubs	12.4%	4,577	4,747	4,794	+218
Wrestling	1.0%	381	395	399	+18
Yoga	10.2%	3,764	3,904	3,943	+179

	Average	2010 Part.	2015 Part.	2020 Part.	Difference
Did Not Participate	22.2%	8,208	8,514	8,599	+391

Note: The estimated participation numbers indicated above are for activities that could take place in and around an active community recreation center. These figures do not necessarily translate into attendance for various activities or programs. The “Did Not Participate” statistics refers to all 55 activities outlined in the NSGA 2014 Survey Instrument.

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Participation by Ethnicity and Race: Race and ethnicity also have an impact upon participation percentages. The table below compares the overall rate of participation nationally with the rate for Hispanics and African Americans. Utilizing information provided by the National Sporting Goods Association's 2014 survey, the following comparisons are possible.

Table S – Comparison of National, African American and Hispanic Participation Rates

Indoor Activity	Primary Service Area	National Participation	African American Participation	Hispanic Participation
Aerobics	15.4%	15.3%	12.0%	15.4%
Basketball	8.4%	8.2%	11.9%	7.2%
Bicycle Riding	13.1%	12.3%	6.7%	12.6%
Boxing	1.1%	1.2%	1.7%	2.7%
Cheerleading	1.3%	1.3%	1.4%	1.2%
Exercise Walking	35.2%	36.2%	23.6%	30.3%
Exercise w/ Equipment	19.6%	19.1%	12.2%	16.1%
Gymnastics	2.0%	1.9%	3.4%	2.4%
Martial Arts / MMA	2.2%	2.2%	1.7%	2.2%
Running/Jogging	15.0%	14.9%	10.3%	16.9%
Swimming	15.9%	15.9%	5.9%	12.0%
Volleyball	3.6%	3.5%	3.3%	3.4%
Weight Lifting	11.9%	11.8%	8.2%	12.3%
Workout @ Clubs	12.4%	12.5%	9.0%	12.0%
Wrestling	1.0%	1.0%	1.0%	1.9%
Yoga	10.2%	10.1%	6.5%	10.3%

	Primary Service Area	National Participation	African American Participation	Hispanic Participation
Did Not Participate	22.2%	22.6%	28.0%	24.3%

Primary Service Part:

National Rate:

African American Rate:

Hispanic Rate:

The unique participation percentage developed for the Primary Service Area.

The national percentage of individuals who participate in the given activity.

The percentage of African-Americans who participate in the given activity.

The percentage of Hispanics who participate in the given activity.

There is a significant Black population in both the Primary and Secondary Service Area. As such these numbers should be considered.

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Summary of Sports Participation: The following chart summarizes participation in both indoor and outdoor activities utilizing information from the 2014 National Sporting Goods Association survey.

Table T – Sports Participation Summary

Sport	Nat'l Rank ⁷	Nat'l Participation (in millions)	Primary Service Area Rank	Primary Service Area Percentage Part.
Exercise Walking	1	104.3	1	35.2%
Exercising w/ Equipment	2	55.1	2	19.6%
Swimming	3	45.9	3	15.9%
Aerobic Exercising	4	44.2	4	15.4%
Running/Jogging	5	43.0	5	15.0%
Workout @ Club	8	35.9	7	12.4%
Bicycle Riding	9	35.6	6	13.1%
Weightlifting	11	34.0	8	11.9%
Yoga	13	29.2	9	10.2%
Basketball	14	23.7	10	8.4%
Volleyball	24	10.2	11	3.6%
Martial Arts / MMA	36	6.3	12	2.2%
Gymnastics	39	5.4	13	2.0%
Cheerleading	46	3.6	14	1.3%
Boxing	47	3.4	15	1.1%
Wrestling	50	2.9	16	1.0%

Nat'l Rank: Popularity of sport based on national survey.

Nat'l Participation: Percent of population that participates in this sport in a national survey.

Primary Service Rank: The rank of the activity within the Primary Service Area.

Primary Service %: Ranking of activities based upon an average from Table-Q.

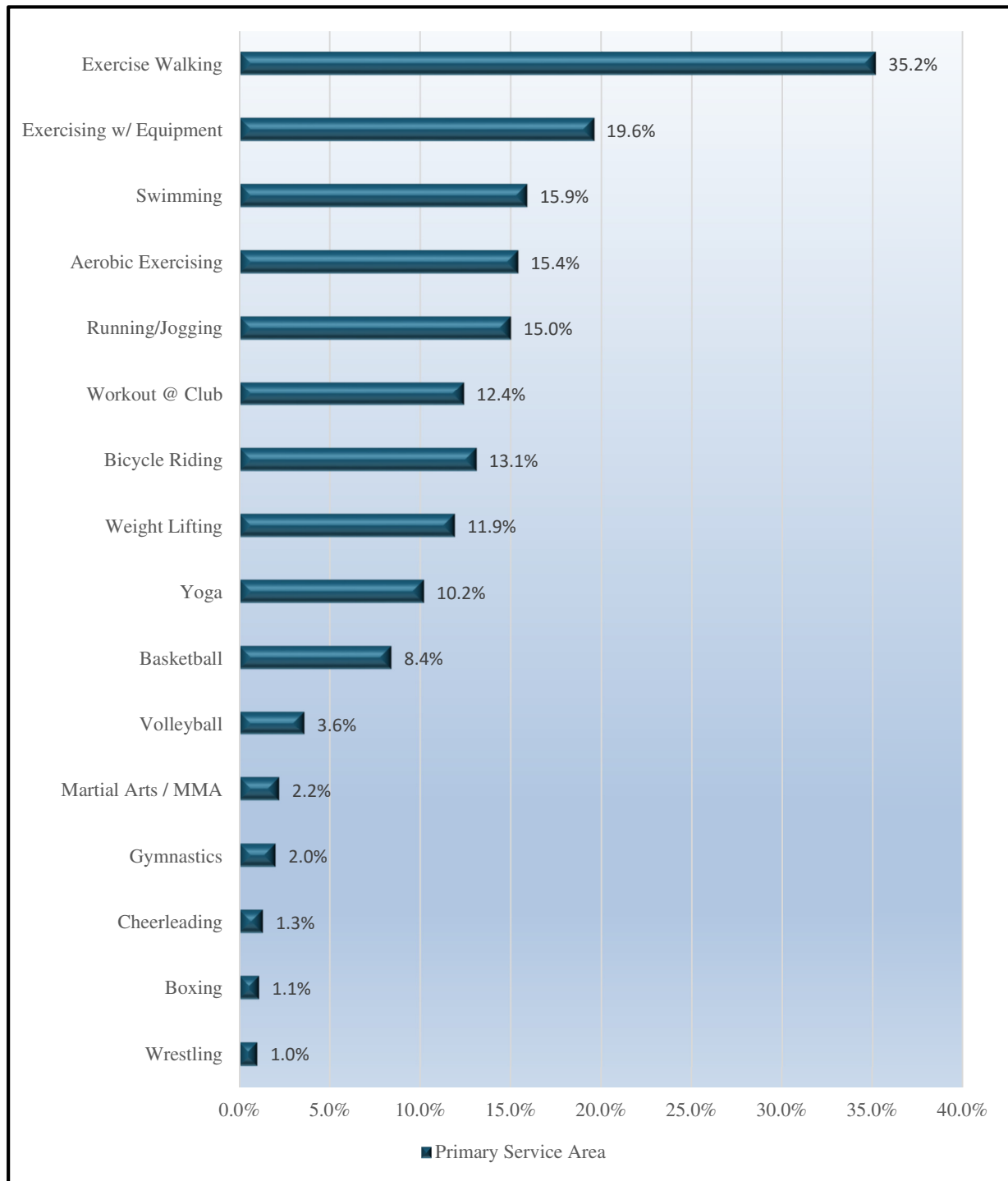
⁷ This rank is based upon the 55 activities reported on by NSGA in their 2014 survey instrument.

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Chart K – Sports Participation in Primary Service Area



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In addition to examining the participation numbers for various indoor activities through the NSGA 2014 Survey and the Spending Potential Index for Entertainment & Recreation, B*K can access information about Sports & Leisure Market Potential. The following information illustrates participation rates for adults in various activities in the Primary Service Area.

Table U – Market Potential Index for Adult Participation in Activities

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics	3,396	10.7%	119
Basketball	2,711	8.5%	103
Bicycling (road)	3,842	12.1%	123
Jogging/Running	5,011	15.7%	124
Pilates	1,030	3.2%	116
Swimming	5,935	18.6%	118
Volleyball	1,221	3.8%	108
Walking for Exercise	10,205	32.1%	115
Weight Lifting	4,154	13.1%	123
Yoga	2,692	8.5%	118

Expected # of Adults: Number of adults, 18 years of age and older, participating in the activity in the Primary Service Area.

Percent of Population: Percent of the service area that participates in the activity.

MPI: Market potential index as compared to the national number of 100.

This table indicates that the overall propensity for adults to participate in the various activities listed is greater than the national number of 100 in all ten instances. The participation rates point to an active adult community which also translates into an active youth community as well. It also points to the fact that adults are finding outlets in the market area to participate in these various activities.

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Below are listed those sports activities that would often take place either in an indoor community recreation facility, aquatic facility and the percentage of growth or decline that each has experienced nationally over the last ten years (2005-2014).

Table V – National Activity Trend (in millions)

Increasing	2005 Participation	2014 Participation	Percent Change
Lacrosse ⁸	1.2	2.8	133.3%
Kayaking ⁹	5.9	9.0	52.5%
Running/Jogging	29.2	43.0	47.3%
Hockey (ice)	2.4	3.4	41.7%
Yoga ¹⁰	20.7	29.2	41.1%
Gymnastics ¹¹	3.9	5.4	38.5%
Hiking	29.8	41.1	37.9%
Aerobic Exercising	33.7	44.2	31.2%
Exercise Walking	86.0	104.3	21.3%
Tennis	11.1	12.4	11.7%
Cheerleading	3.3	3.6	9.1%
Workout @ Club	34.7	35.9	3.5%
Canoeing ¹²	7.1	7.3	2.8%
Exercising w/ Equipment	54.2	55.1	1.7%
Ice/Figure Skating ¹³	6.7	7.3	1.4%

⁸ Growth since 2007.

⁹ Growth since 2007.

¹⁰ Growth since 2007.

¹¹ Growth since 2009.

¹² Growth since 2006.

¹³ Growth since 2013.

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Decreasing	2005 Participation	2014 Participation	Percent Change
Martial Arts / MMA ¹⁴	6.4	6.3	-1.6%
Weight Lifting	35.5	34.0	-4.2%
Soccer	14.1	13.4	-5.0%
Boxing ¹⁵	3.8	3.4	-10.5%
Camping	46.0	39.5	-14.1%
Bicycle Riding	43.1	35.6	-17.4%
Basketball	29.9	23.7	-20.7%
Swimming	58.0	45.9	-20.9%
Fishing (fresh water)	37.5	29.4	-21.6%
Baseball	14.6	11.3	-22.6%
Volleyball	13.2	10.2	-22.7%
Wrestling	0.0	2.9	-23.7%
Football (tackle)	9.9	7.5	-24.2%
Golf	24.7	18.4	-25.5%
Softball	14.1	9.5	-32.6%
Boating	27.5	14.1	-48.7%
Skateboarding	12.0	5.4	-55.0%

2014 Participation: The number of participants per year in the activity (in millions) in the United States.

2005 Participation: The number of participants per year in the activity (in millions) in the United States.

Percent Change: The percent change in the level of participation from 2005 to 2014.

¹⁴ Growth since 2013.

¹⁵ Growth since 2013.

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Non-Sport Participation Statistics: The parks and recreation facility inventory in the Primary Service Area focus on active pursuits. However, it is important to note that inclusion of non-sport activities is necessary to provide a community a well-rounded experience. Participation in a broad range of passive activities and cultural pursuits is universal and essential to a well-rounded center. This information is useful in determining some of the program participation and revenue in the operations section of the report.

While there is not an abundance of information available for participation in these types of activities as compared to sports activities, there are statistics that can be utilized to help determine the market for cultural arts activities and events.

There are many ways to measure a nation's cultural vitality. One way is to chart the public's involvement with arts events and other activities over time. The NEA's Survey of Public Participation in the Arts remains the largest periodic study of arts participation in the United States, and it is conducted in partnership with the U.S. Census Bureau. A large number of survey respondents – similar in makeup to the total U.S. adult population – permits a statistical snapshot of American's engagement with the arts by frequency and activity type. The survey has taken place five times since 1982, allowing researchers to compare the trends not only for the total adult population but also for demographic subgroups.¹⁶

The participation numbers for these activities are national numbers.

¹⁶ National Endowment for the Arts, *Arts Participation 2008 Highlights from a National Survey*.

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Table W – Percentage of U.S. Adult Population Attending Arts Performances: 1982-2008

					Rate of Change	
	1982	1992	2002	2008	2002-2008	1982-2008
Jazz	9.6%	10.6%	10.8%	7.8%	-28%	-19%
Classical Music	13.0%	12.5%	11.6%	9.3%	-20%	-29%
Opera	3.0%	3.3%	3.2%	2.1%	-34%	-30%
Musical Plays	18.6%	17.4%	17.1%	16.7%	-2%	-10%
Non-Musical Plays	11.9%	13.5%	12.3%	9.4%	-24%	-21%
Ballet	4.2%	4.7%	3.9%	2.9%	-26%	-31%

Smaller percentages of adults attended performing arts events than in previous years.

- Opera and jazz participation significantly decreased for the first time, with attendance rates falling below what they were in 1982.
- Classical music attendance continued to decline – at a 29% rate since 1982 – with the steepest drop occurring from 2002 to 2008
- Only musical play saw no statistically significant change in attendance since 2002.

Table X – Percentage of U.S. Adult Population Attending Art Museums, Parks, and Festivals: 1982-2008

					Rate of Change	
	1982	1992	2002	2008	2002-2008	1982-2008
Art Museums/Galleries	22.1%	26.7%	26.5%	22.7%	-14%	+3%
Parks/Historical Buildings	37.0%	34.5%	31.6%	24.9%	-21%	-33%
Craft/Visual Arts Festivals	39.0%	40.7%	33.4%	24.5%	-27%	-37%

Attendance for the most popular types of arts events – such as museums and craft fairs – also declined.

- After topping 26% in 1992 and 2002, the art museum attendance rate slipped to 23 percent in 2008 – comparable to the 1982 level.
- The proportion of the U.S. adults touring parks or historical buildings has diminished by one-third since 1982.

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Table Y – Median Age of Arts Attendees: 1982-2008

					Rate of Change	
	1982	1992	2002	2008	2002-2008	1982-2008
U.S. Adults, Average	39	41	43	45	+2	+6
Jazz	29	37	43	46	+4	+17
Classical Music	40	44	47	49	+2	+9
Opera	43	44	47	48	+1	+5
Musicals	39	42	44	45	+1	+6
Non-Musical Plays	39	42	44	47	+3	+8
Ballet	37	40	44	46	+2	+9
Art Museums	36	39	44	43	-1	+7

Long-term trends suggest fundamental shifts in the relationship between age and arts attendance.

- Performing arts attendees are increasingly older than the average U.S. adult.
- Jazz concert-goers are no longer the youngest group of arts participants.
- Since 1982, young adult (18-24-year-old) attendance rates have declined significantly for jazz, classical music, ballet, and non-musical plays.
- From 2002 to 2008, however, 45-54-year-olds – historically a significant component of arts audiences – showed the steepest declines in attendance for most arts events.

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Table Z – Percentage of U.S. Adult Population Performing or Creating Art: 1992-2008

				Rate of Change	
	1992	2002	2008	2002-2008	1982-2008
Performing:					
Jazz	1.7%	1.3%	1.3%	+0.0%	-0.4%
Classical Music	4.2%	1.8%	3.0%	+1.2%	-1.2%
Opera	1.1%	0.7%	0.4%	-0.3%	-0.7%
Choir/Chorus	6.3%	4.8%	5.2%	+0.4%	-1.1%
Musical Plays	3.8%	2.4%	0.9%	-1.5%	-2.9%
Non-Musical Plays	1.6%	1.4%	0.8%	-0.6%	-0.8%
Dance	8.1%	4.3%	2.1%	-2.2%	-6.0%
Making:					
Painting/Drawing	9.6%	8.6%	9.0%	+0.4%	-0.6%
Pottery/Ceramics	8.4%	6.9%	6.0%	-0.9%	-2.4%
Weaving/Sewing	24.8%	16.0%	13.1%	-2.9%	-11.7%
Photography	11.6%	11.5%	14.7%	+3.2%	+3.1%
Creative Writing	7.4%	7.0%	6.9%	-0.1%	-0.5%

Adults are creating or performing at lower rates – despite opportunities for displaying their work line.

- Only photography increased from 1992 to 2008 – reflecting, perhaps, greater access to digital media.
- The proportion of U.S. adults doing creative writing has hovered around 7.0 percent.
- The rate of classical music performance slipped from 1992 to 2002 then grew over the next six years.
- The adult participation rate for weaving or sewing was almost twice as great in 1992 as in 2008. This activity remains one of the most popular forms of art creation.

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Table AA – Percentage of U.S. Adult Population Viewing or Listening to Art Broadcasts or Recordings, 2008 (online media included)

	Percentage	Millions of Adults
Jazz	14.2%	31.9
Classical Music	17.8%	40.0
Latin or Salsa Music	14.9%	33.5
Opera	4.9%	11.0
Musical Plays	7.9%	17.8
Non-Musical Plays	6.8%	15.3
Dance	8.0%	18.0
Programs about the visual arts	15.0%	33.7
Programs about books/writers	15.0%	33.7

As in previous years, more Americans view or listen to broadcasts and recordings of arts events than attend them live.

- The sole exception is live theater, which still attracts more adults than broadcasts or recordings of plays or musicals (online media included).
- Classical music broadcasts or recordings attract the greatest number of adult listeners, followed by Latin or salsa music.
- 33.7 million Americans listened to or watched programs or recordings about books.



Section III – Trends

National Indoor Recreation Facility Trends

Non-Aquatics – Due to the increasing recreational demands there has been a shortage in most communities of the following spaces:

- Gymsnasiums
- Pools (especially leisure pools)
- Weight/cardiovascular equipment areas
- Indoor running/walking tracks
- Meeting/multipurpose (general program) space
- Senior's program space
- Pre-school and youth space
- Teen use areas
- Fieldhouse

As a result, many communities have attempted to include these amenities in public community recreation facilities. With the growth in youth sports and the high demand for school gyms, most communities are experiencing an acute lack of gymnasium space. Weight/cardiovascular area is also in great demand and provides a facility with the potential to generate significant revenues.

The success of most recreation departments is dependent on meeting the recreational needs of a variety of individuals. The fastest growing segment of society is the senior population and responding to the needs of this group is especially important now and will only become more so in the coming years. Indoor walking tracks, exercise areas, pools and classroom spaces are important to this age group. Marketing to the younger more active senior (usually age 55-70) is necessary, as this age group has the free time available to participate in leisure activities, the desire to remain fit, and, more importantly, the disposable income to pay for such services.

Youth programming has always been a cornerstone of recreation services and will continue to be so with an increased emphasis on teen needs and provide a deterrent to juvenile crime. With a continuing rise in single parent households and two working parent families, the needs of school age children for before and after school child care continues to grow as does the need for preschool programming.

As more and more communities attempt to develop community recreation facilities the issues of competition with other providers in the market area have been inevitable. The loudest objections have come from the private health club market and their industry voice IHRSA. The private sector has vigorously contended that public facilities unfairly compete with them in the market and have spent considerable resources attempting to derail public projects. However, the reality is that in

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most markets including public community recreation centers, the private sector has not been adversely affected and in fact, in many cases has continued to grow. Due in large part to the fact that public and private providers serve markedly different markets. One of the other issues of competition comes from the non-profit sector (primarily YMCA's but also JCC's, and others), where the market is much closer to that of the public providers. While not as vociferous as the private providers, the non-profits have also often expressed concern over public community recreation centers. What has resulted from this is a strong growth in the number of partnerships that have occurred in the public and non-profit sector in an attempt to bring the best recreation amenities to a community.

Aquatics – The hottest trend in aquatics is the leisure pool concept. This idea of incorporating slides, current channels, fountains, zero depth entry and other water features into a pool's design has proved to be hugely popular for the recreational user. The age of the traditional pool in most recreational settings has diminished. Leisure pools appeal to the younger children (who are the largest segment of the population that swim) and to families. These types of facilities can attract and draw bigger crowds and people tend to come from a further distance and stay longer to utilize such pools. This translates into the potential to sell more admissions and increase revenues. Conservative estimates indicate a leisure pool can generate up to 20% to 25% more revenue than a comparable conventional pool and the cost of operation, while being higher, has been offset by increased revenues. Of note is the fact that patrons seem willing to pay a higher user fee at a leisure pool than a conventional aquatics facility.

Another trend that is growing more popular in the aquatic's field is the development of a raised temperature therapy pool for rehabilitation programs. Developing such a facility typically occurs in association with a local health care organization or a physical therapy clinic. The medical group either provides capital dollars for the construction of the pool or agrees to purchase so many hours of pool time on an annual basis. This form of partnership has proven to be appealing to both the medical side and the organization that operates the facility. The medical sector receives the benefit of a larger aquatic center, plus other amenities that are available for their use, without the capital cost of building the structure. Also, they can develop a much stronger community presence away from traditional medical settings. The facility operators have a more robust marketing position through an association with a medical organization and a user group that will provide a substantial and consistent revenue stream for the center. The revenue stream is appealing by the fact that most therapy use times occur during the slower mid-morning or afternoon hours in the pool and the center.

Despite the recent emphasis on recreational swimming and therapy, the more traditional aspects of aquatics (including swim teams, instruction, and aqua fitness) remain as the foundation for many aquatic centers. The life safety issues associated with teaching children how to swim is a critical concern in most communities and competitive swim team programs through USA Swimming, high schools, and other community-based organizations continue to be important. Aqua fitness, from

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aqua exercise to lap swimming, has enjoyed steady growth during the last ten years with the realization of the benefits of water-based exercise.

The multi-function indoor aquatic center concept of delivering aquatics services continues to grow in acceptance with the idea of providing for a variety of aquatics activities and programs in an open design setting that features a lot of natural light, interactive play features and access to an outdoor sundeck. The placing of traditional instructional/competitive pools, with shallow depth/interactive leisure pools and therapy water, in the same facility, has been well received in the market. This idea has proven to be financially successful by centralizing pool operations for recreation service providers and to increased generation of revenues from patrons willing to pay for an aquatics experience that is new and exciting. Indoor aquatic centers have been instrumental in developing a family appeal for community-based facilities. The keys to success for this type of center revolve around the concept of intergenerational use in a quality facility that has an exciting and vibrant feel in an outdoor-like atmosphere.

Also changing is the orientation of aquatic centers from stand-alone facilities that only have aquatic features to more of a full-service recreation center that has fitness, sports, and community-based amenities. This change has allowed for a better rate of cost recovery and stronger rates of use of the aquatic portion of the facility as well as the other “dry side” amenities.

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Community Center Benchmarks: Based on market research conducted by B*K at community centers across the United States, the following represents the basic benchmarks.

- The majority of community centers built today are between 65,000 and 75,000 square feet. Most centers include three primary components A) A pool area usually with competitive and leisure amenities, B) Multipurpose gymnasium space, and C) Weight/cardiovascular equipment area. Also, most centers also have group exercise rooms, drop-in childcare, and classroom and community spaces.
- For most centers to have an opportunity to cover all of their operating expenses with revenues, they must have a service population of at least 50,000 and an aggressive fee structure.
- Most centers that are between 65,000 and 75,000 square feet have an operating budget of between \$1,500,000 and \$1,800,000 annually. Nearly 65% of the operating costs are from personnel services, followed by approximately 25% for contractual services, 8% for commodities, and 2% for capital replacement.
- For centers that serve a more urban population and have a market driven fee structure, they should be able to recover 70% to 100% of operating expenses. For centers in more rural areas, the recovery rate is 50% to 75%. Facilities that can consistently cover all of their operating expenses with revenues are limited. The first real benchmark year of operation does not occur until the third full year of operation.
- The majority of centers of the size noted (and in an urban environment) above average daily paid attendance of 800 to as much as 1,000 per day. These centers will also typically sell between 800 and 1,500 annual passes (depending on the fee structure and marketing program).
- It is common for most centers to have a three-tiered fee structure that offers; daily, extended visit (usually punch cards) passes, and annual passes. In urban areas, it is common to have resident and non-resident fees. Non-resident rates can cost 25% to 50% higher than the resident rate and are usually a topic of discussion amongst elected officials.
- Most centers are open an average of 105 hours a week, with weekday hours being 5:00 am to 10:00 pm, Saturdays 8:00 am to 8:00 pm and Sundays from noon to 8:00 pm. There is now a trend to open earlier on Sundays as well. Often hours are shorter during the summer months. Hours also vary by client and the financial goals of the facility.

Note: These statistics vary by regions of the country.

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Recreation Facilities Market Orientation: Based on the demographic make-up of the service areas and the trends in indoor recreation amenities, there is a specific market to address with such community facilities. These include:

General:

1. **Drop-in recreation activities** - Critical to the basic operation of any community center is the availability for drop-in use by the general public. This requires components that support the drop-in use and the careful scheduling of programs and activities to ensure that they do not dominate the center and exclude the drop-in user. The sale of annual passes and daily admissions, potential high revenue sources for a center, requires a priority for drop-in use.
2. **Instructional programming** - The other major component of a community center's operation is a full slate of programs in a variety of disciplines. The center should provide instruction for a broad-based group of users in some program areas. The primary emphasis should be on teaching core competencies with a secondary concern for specialized or advanced instruction.
3. **Special events** - There should be a market for special events including kid's birthday parties, community organization functions, sports tournaments and other special activities. The development of this market will aid significantly in the generation of additional revenues, and these events can often be planned for before or after regular operating hours or during low use times of the year. Care should be taken to ensure that special events do not adversely impact the everyday operations of the center.
4. **Community rentals** - Another aspect of a center's operation is providing space for rentals by civic groups or organizations as well as the general public. Gyms and multi-purpose rooms can function as a large community gathering space and can host a variety of events from seminars, parties, receptions, arts and crafts sales and other activities. It is important to develop a well-defined rental fee package, and the fee schedule followed closely. Rentals should not compromise drop-in use or programming in the center.
5. **Social welfare programs** – An emerging area for many centers is the use of space for social service activities and programs. Special population activities, teen and senior assistance programs, childcare and other similar uses are now standard in many facilities.

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Specific market segments include:

1. **Families** - Within most markets an orientation towards family activities is essential. The ability to have family members of different ages participate in a variety of activities together or individually is the challenge.
2. **Pre-school children** - The needs of pre-school age children are met with a variety of activities and programs designed for their use. From drop-in childcare to specialized pre-school classes, some such programs can be developed. Interactive programming involving parents and toddlers can also be beneficial. It is significant that this market usually is active during the mid-morning time frame, providing a substantial clientele to the facility during an otherwise slow period of the day. For parents with small children who wish to participate in their activities, babysitting services are often necessary during the morning and early evening time slots.
3. **School age youth** - Recreation programming has tended to concentrate on this market segment, and this age group should be emphasized at a center as well. This group requires a broad variety of programs and activities that are available after school, during the summer, or during weekend hours. Instructional programs and competitive sports programs are especially popular, as well as the drop-in use of the facility.
4. **Teens** - A significant focus of many community center projects is on meeting the needs of teenagers in the community. There is considerable debate among recreation providers throughout the country on how to best provide recreation programming for this age group. Some believe that dedicated teen space is required to meet their needs while others find that it is the activities and approach that is more important. Serving the needs of this age group will often require the use of many areas of the center at certain "teen" times of use.
5. **Seniors** - As the population of the United States and the service areas continue to age, continuing to meet the needs of an older senior population will be essential. As has been noted, a more active and physically oriented senior is now demanding services to ensure their continued health. Social programs, as well as weight training and cardiovascular conditioning, have proven to be popular with this age group. Again, the fact that this market segment will usually utilize a facility during the slower use times of early to mid-day also is appealing. Providing services for this age group should be more of a function of time than space.
6. **Business/corporate** - This market has a variety of needs from fitness/wellness and instruction to recreation and social. The more amenities and services that can be offered at one location the more appeal there is to this market segment. The business community should be surveyed to determine their particular needs and expectations.

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7. **Special needs population** - This is a secondary market, but with the A.D.A. requirements and the existence of some recreation components, the amenities will be present to develop programs for this population segment. Association with health care providers and other social service agencies will be necessary to reach fully this market.
 8. **Special interest groups** - This is a market that needs to be explored to determine the use potential from a variety of groups. These could include school functions, social service organizations and adult and youth sports teams. While the needs of these groups can be great, their demands on a center can often be incompatible with the overall mission of the facility. Care must be taken to ensure that special interest groups are not allowed to dictate use patterns for the center.



Section IV – Public Input Summary

Over the course of Wednesday, November 4th and Thursday, November 5th representatives from B*K were on-site to meet with various stakeholders and focus groups about the development of an indoor community recreation center.

The schedule for the two days on site:

Wednesday, November 4th

- 9:00A – City of O'Fallon Department Heads
 - The department heads felt that there is a need within the community for a facility of this nature. There is also a commitment to running the service in a business-like manner. There is an expectation that the operation of the facility will recuperate 100% of its operating costs and more.
- 9:45A – Seniors
 - The current seniors felt that their current needs are met within the community. It is possible that the current senior facility and a proposed senior facility will address the needs of the senior population. With that in mind, it must be remembered that “seniors” are changing in their orientation in that they stay active longer, and the “traditional” senior center model does not always apply.
- 11:15A – Recreation Staff
 - The current Recreation Staff's mindset is much the same as that of the City Department Heads. There is an acute need for gymnasium space and a lack of leisure water that serves multiple populations within the community. The other lack of space the Staff identified in the discussion is for indoor walking opportunities. The staff did express concerns with “getting into” the fitness business but also understand that component and other drives membership which is a significant portion of cost recovery.
- 1:00P – Health Care Providers
 - This particular group is currently in flux, which is to say there are potential mergers in the future and new facilities opening. There was an interest in a partnership, but more from the standpoint of programs, not from the perspective of capital to go toward bricks and mortar.
- 2:00P – Local Churches
 - The local churches recognize the lack of gymnasium space as some of them receive frequent requests for their spaces. They also had an interest in larger gathering spaces

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for the community, a place where the community could come together and a place for the youth of the community.

- 4:00P – Day Care / Preschool Providers
 - No one was available to meet that day from this group. However, in a follow-up conversation, there is grave concern from this special interest group with regards to the City getting into this business. Currently, this group feels that the market demand is met and that there is not room for additional providers. In discussing the concept of “child watch” (short period, maximum 2-3 hour stay) so as to feed other programs in the facility, this was less of a concern.
- 6:00P – Program Providers (instructors)
 - Not available.
- 6:30P – Club Sports
 - Not available.
- 7:00P – Baseball / Soccer / Softball
 - Again, the lack of gymnasium space was re-emphasized. In particular, the lack of practice space for these groups. The possibility of indoor batting cages that could be in conjunction with a multipurpose floor space or turf space was well received. Beyond that the inclusion of an indoor turf field (non-regulation size) is an amenity that is currently absent in the community.
- 7:30P – Basketball / Volleyball
 - The lack of court space was re-emphasized, however with this group it was for both practice and competition space. This group also recognized the lack of indoor walking/jogging opportunities and the potential for racquetball.
- 8:00P – Youth
 - The youth group was the most fiscally conservative of all the groups engaged the first day. They discussed the need for fitness opportunities, gymnasium space, and typical recreation center components. A unique item that was identified by the youth group was a recording studio.

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Thursday¹⁷, November 5th

- 7:30A – Arts Commission & Garden Club
 - Of all of the groups engaged in this process, this was the most prepared. The arts commission was very interested in their being an “arts-wing” of the facility that included theater, black-box, and other amenities. The opportunity for art classes, theater classes and potentially a pottery studio. The garden club, which is a very well respected group in the community, was keenly interested in classes the facility could accommodate and how they could get involved with planting boxes and an expanded community garden outside of the facility. Another attendee at this meeting represented Scott Air Force Base and MWR. He emphasized the need that the military is placing on recreation on base and with the number of military personnel living off base and in O'Fallon this opportunity could continue. Additionally, there is a potential partnering opportunity with the base for travel trips for both youth and adults.
- 8:30A – Alternative Service Providers
 - Not available.
- 9:15A – Village of Shiloh
 - The Village works in close collaboration with the City of O'Fallon with regards to active recreation elements. Active recreation elements defined as indoor facilities, pools, fields, etc. On their own the Village continues to develop trails and other passive parks. Village residents would be included as primary users of a facility if developed in O'Fallon.
- 10:15A – YMCA
 - The YMCA is an alternative service provider in the community and is the primary provider of indoor recreation services. The YMCA in O'Fallon is part of the greater St. Louis Metropolitan YMCA conglomerate. Representatives of the YMCA acknowledged that the facility is at or beyond capacity. As such the YMCA is looking at the potential of a capital campaign that would support the expansion of the facility. The YMCA does have the indoor facility operating experience and would be interested in a partnership where they would operate the facility for the City.
- 11:15A – School Districts
 - Representatives from the school district recognized the need for such a facility within the community. The District is inundated with gymnasium requests, all of which they cannot accommodate. They also acknowledged that their programs have priority use of their gymnasium spaces and that can on occasion cause challenges with scheduling. Their primary interest in a new indoor facility would be aquatics, specifically a

¹⁷ There were no representatives at the 8:30A and 2:00P meetings.

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competition pool with limited seating to accommodate a dual meet or small invitational. While a competition pool is of interest, the school district does not have resources for construction, but could be a significant renter of space. Another opportunity to explore the school district could be an employee wellness program.

- 12:15P – Current Renters / Event Planners
 - The theme from current renters of space and event planners in the community was the need for a large indoor space with an adjacent kitchen or warming kitchen, a space that could seat 300+ at tables for a meal with a common discussion point. These individuals also recognized the need for traditional recreation components.
- 12:45P – Universities
 - Both higher education organization acknowledged that they are woefully short of space. The biggest challenge is getting students from campus to a facility in O'Fallon. Like many other groups there was an interest in the partnership, but no dollars for capital costs.
- 2:00P – Other Cities
 - Not available.
- 3:00P – Scott Air Force Base
 - Representatives from Scott re-emphasized comments from earlier in the day.
- 5:00P – Swimming Youth Group
 - The youth swimming group is a seasonal club with some of the members participating in year around programs. The new facility at McKendree University will have a significant impact on the competitive swimming community. Currently, the program uses the outdoor pool, as does the girls high school program. If a new facility were developed locating an outdoor and indoor aquatic facility in the same location would make a great deal of operational sense.

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6:30P – Public Meeting

The public meeting had limited attendance, approximately 40 individuals. The meeting began with representatives from B*K discussing the process and a short presentation on what the current trends are in public recreation centers. Before breaking the attendees into groups, there was 15-20 minute of questions that attendees had about the process. While most of these questions were of a negative nature, it did provide an opportunity to re-emphasize further the fact that B*K began this process with no pre-conceptions of what this facility should be or should include.

At this point in the meeting, the attendees were broken up into various groups and asked to develop a laundry list of items that they would like to see in a facility. After 15-20 minutes those lists were then shared and developed into a comprehensive list. Attendees had 3-4 dots which they could then use to vote for the 3-4 amenities they felt were most important to them. Of the approximately 40 attendees 5-10 individuals did not vote and as such indicated at this facility was not warranted in the community.

Thursday, June 23

- Discovery Preschool
 - The conversation with Grace Schooley of Discovery Preschool was very cordial and frank. The competition for preschool age children in the O'Fallon area is very high, and continues to be a challenge on an annual basis. The biggest shift in the market occurred when the local school district entered the market. Grace did offer the opinion that there would be opportunities in the infant to 2 years of age market. The concept of a preschool partnering with the City was intriguing, however that conversation stayed at a surface level.

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Key Take Away Comments

- A frequent topic of discussion from most groups was the location of the facility. Many groups assumed that the new facility would be in or adjacent to the sports park. Those that did not have a pre-determined location before meeting did have concerns about the impact of traffic and parking regardless of location.
- Cost. The topic of cost surfaced multiple times on multiple levels. How much is it going to cost to build? How much will it cost to operate? How much will it cost to attend? These were typical questions and appropriate given the depth and breadth of discussion. O'Fallon is an engaged community that wants to know how money is spent. One of the groups that were most concerned about cost was the youth group.
- There was an over-arching consensus that the facility needed to be for everyone. In being for everyone individuals wanted to be sure that there were portions of the facility that were free to use without paying membership or admission. There was also interest in making the facility as multi-generational as possible to reach the full community.
- While the YMCA did admit to being at, or beyond capacity, they did have concerns as to what impact a facility of this nature would have on their overall operation. The same concern was held by citizens when discussing some of the other (smaller) health and fitness clubs in the community.
- Revenue generation. Unique to the meeting with the Arts Commission and the Garden Club there appeared to be a disconnect in regards to facility components and revenue generation. For the facility to be revenue positive, large dedicated spaces such as a theater or black box become less appealing. There are still programmatic needs of these groups that could be met by multi-purpose spaces, but large dedicated spaces are less likely.
- Most of the youth sports groups, or groups that represented physical activities were keenly interested in adjacency of outdoor green space/field space and access to trails and connectivity.
- Distrust of City. The distrust was evident in the public meeting where multiple individuals felt there was no need for an indoor community recreation center and that the City had pre-determined this project to move forward. Representatives from B*K emphasized that this study began with a "clean sheet" of paper. If the City of O'Fallon does choose to go forward with the development of a facility, B*K would STRONGLY recommend that they re-engage the community with a survey to verify the end facility program and operational structure. Such a survey will help confirm the identified need.



Section V – Facility Components

The following factors are important when determining which facility components to include in an indoor facility within the City of O'Fallon:

1. The City's goal is for this facility to capture 100% of its operating cost at a minimum. As such the facility components should be ones that support current and future revenue generating programs and membership.
2. The facility will need to be designed in a way so that there are "free zones" and "pay zones." Free zones will be areas that any community member can access without making their way past the front desk. Areas such as; lobby, meeting rooms, public art displays, etc. should be included in a free zone. Areas such as; weight/cardio training, gymnasium, group exercise, indoor aquatics, etc. should be included in a daily admission/membership area.
3. The facility will be entering into an existing market, which is to say there are other providers in the area. Their pricing structure will need to be aggressive in comparison so as to meet their 100% cost recovery goal.
4. The facility needs to be multi-generational in nature. Indoor recreation facilities typically have a daily life cycle and serve a wide variety of age groups. The median age in the City of O'Fallon and the extended service area indicates the presence of young families with children; there is also a significant retiree / senior population. As such the facility components should include spaces and programs that can be used by all groups.
5. No group could be considered a capital partner at this time that would bring resources for construction. There may be the opportunity for naming rights of various facility components, but those have not been identified. There are, however, a couple of potential programmatic and rental partners available to the City, namely the school district and the hospital. The recommended facility components will leverage the opportunity to partner with the hospital for continuing education/health classes for the community and provide an outlet for individuals to make healthy lifestyle choices. The need from the community perspective is for leisure/warm water opportunities, not the traditional lap lanes required by the school district for competitive swimming. However, a partnership with the school district could be leveraged to develop an employee wellness program that would funnel memberships to the facility.

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Component Lists w/ Approximate Square Footage Allocation:

Free Zone:

- Lobby / Reception Area; 2,500 square feet.
The lobby should be the living room of the facility; it should include soft seating and technology to include public WIFI which is accessible through the facility. The lobby should house the location of a central control point to access the pay zone of the facility and the tot-drop area for individuals dropping off their children to participate in programs or work out.
- Administration; 2,000 square feet.
The administration wing should become the “hub” of recreation within the City of O'Fallon. All full-time, non-parks, staff should be in this office suite, except for key personnel that will be officed in other portions of the facility. In addition to individual offices, there should be cubicle workstations, a part-time/full-time employees lounge, and a conference room. This space should be accessible from the lobby.
- Large Community Room; 3,000 square feet.
The large community room should be able to function as one large space or dividable into 2-3 smaller rooms. Each space should be able to operate independently of one another with regards to technology, or all systems tied together to work as one. This space should be off of the lobby and potentially have access to an adjacent outdoor patio area.
- Catering Kitchen; 750 square feet.
The catering kitchen should be located adjacent to the large community room and should have direct access from the kitchen to the meeting rooms. Additionally, this portion of the facility should be located near an exterior door, or have an exterior door where preferred vendors can bring food into the kitchen without going through the lobby or control point.
- Restrooms; 1,000 square feet.
The restrooms should be located adjacent to the large community room.
- Study Room / Education Center; 1,000 square feet.
The study room / education center should be a resource center for the community. This space should function as designated area that members of the community can come and access desktop computers, printers and the like. This area should also be a showcase for the various resources that the community has available for residents. Finally, this space could also be a rentable space based upon facility demand.

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- Public Art Display; 500 square feet.
There is a strong arts and theater group within the community and the proposed large meeting room, and group exercise rooms can be accessed by these groups for practices. However, there should be a dedicated area in the facility displaying art. A designated area within the facility can be designed, or art could be placed in various spaces through the facility including but not limited to the lobby and hallways.
 - Vending Area; 500 square feet.
*B*K would strongly recommend the City of O'Fallon not include a concession area but rather have a vending area within the facility. It has been the experience of B*K that concessions within community recreation facilities simply do not have the foot traffic to cash flow. In pursuing a vending area, B*K would encourage the City to look at traditional vending options in addition to healthy vending options.*

Pay Zone:

- Tot Drop; 2,000 square feet.
The tot drop area should be located close to the control point so that parents/guardians can drop-off children before working out or participating in programs. This space should have a control desk within the space and also include a significant "child-friendly" theme. This portion of the facility should have a soft floor, a restroom and direct access to outside the building with a fenced-in outdoor playground.
- Gymnasium; 18,000 square feet.
*The gymnasium should have a total of 3 full-size courts or 6, smaller, cross-court options. The courts should be lined for basketball, volleyball, and the City should consider lining, at least, one of the courts for cross-court pickle ball. B*K would not recommend fixed or permanent seating in this area, but rather employ tip and roll bleachers that can be used in other portions of the facility. The gymnasium should be equipped with at least two divider curtains, potentially more. The scoreboards in this space should be wireless and be able to accommodate the six cross-court options. The preferred surface is hardwood if the City chooses this finishes they should also consider purchasing tarps/mats that can be placed over the hardwood during events. Finally, the City should consider a garage door access from the exterior of the building if they do plan to bring events into the gymnasium.*
- Storage; 1,500 square feet.
*There should be designated storage off of the gymnasium with at minimum one double door access. A best case scenario would be 1 set of double door access and one roll-up garage door access to space. Depending upon ceiling height B*K would also encourage the City to look at "lofting" this space for items in long term / seasonal storage.*

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- Sports Office; 500 square feet.
The sports office should be dedicated to staff that program activity that takes place in the gymnasium. The presence of these individuals while the building is operational also provides for passive supervision of the gymnasium. This space can also be used as an officials room when tournaments are taking place in the gymnasium.
 - Elevated Walking/Jogging Track; 9,000 square feet.
*The elevated walking/jogging track should be 3-4 lanes wide and be able to accommodate individuals with a broad range of skill levels. In the corners of the track, B*K would encourage the inclusion of mats and designated stretching areas. B*K would NOT recommend that the elevated walking track goes through the cardiovascular / weight training area for safety reasons.*
 - Cardiovascular / Weight Training Area; 9,000 square feet.
The cardiovascular / weight training area is significant and represents the need for the facility to attract a large number of memberships to the facility. This portion of the facility should include a weight training circuit with machines, along with a free weights area. The cardiovascular training area should have a full complement of equipment; stationary bikes, treadmills, elliptical machines and the like. Included in this area should be a designated stretching area. Based upon footprint and equipment layout the City should also include a small turf area that could accommodate functional training; box jumps, medicine balls, ropes, etc.
 - Storage; 500 square feet.
*The storage space off of the cardiovascular / weight training area is small but should be used to store auxiliary weight equipment, pads for machines, gym wipes, etc. B*K would also recommend including a small hydraulic lift in this space so that broken cardio equipment can be moved off of the floor and raised to waist level for maintenance.*
 - Group Exercise Rooms; 4,000 square feet.
The group exercise rooms should be two total spaces with a storage room in between that is accessible from both rooms. Both rooms should have a hardwood floating floor. Both rooms should have mirrors and ballet bars. Additionally, both spaces should have independent audio-visual systems that work independently of one another and the facility; this should include ceiling mount projectors and drop-down screens.
 - Fitness Office; 500 square feet.
The fitness office should be located in or within proximity to the cardio/weight training areas and the group exercise rooms. This space should be designated for full-time staff overseeing this portion of the facility. Additionally, this space can be used by personal

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trainers for assessment and provides an area for contract instructors to place their personal belongings while they are teaching.

- Restrooms; 500 square feet.
The restrooms should be small in design, but located near the cardiovascular / weight training area and group exercise spaces.
- Leisure Pool; 15,000 square feet.
*The leisure pool should be a zero depth entry body of water. The pool should include a small play structure geared towards toddlers. The zero depth area should also include sprays and geysers that are appealing to toddlers and infants. The pool should include at least one slide and catch pool; B*K would not recommend a slide that has a separate run-out area. The pool should include a significant lazy river current channel for water walking and 2-3, 25-yard lap lanes. The water temperature of this space should be 86-88 degrees with a maximum water depth of 36-48 inches.*
- Aquatic Therapy Pool; 3,000 square feet.
The aquatic therapy pool should be a traditional square/rectangle body of water with multiple stair entrances and zero depth walkway into the water. The water should be 48 inches in depth and should vary in temperature between 90-94 degrees. This body of water could be included in the same room as the leisure pool or be separated by a glass wall.
- Aquatic Office; 250 square feet.
The aquatic office should house the full-time staff member responsible for aquatics and the lead lifeguard staff. This office should have a window view of the pool area.
- First Aid / Lifeguard Room; 500 square feet.
The first aid / lifeguard room should function as an off-stand area for lifeguards and as a first aid room for treatment of injuries.
- Aquatic Storage; 1,500 square feet.
- Party Rooms; 1,000 square feet.
The party rooms should be located off of the pool deck with access to both the pool deck and to the main corridors of the facility. The room should include a flooring similar to the pool deck and should also have floor drains. Space can be used for both birthday parties and staff training. The room should be cabinets for storing training equipment and should also be equipped with a ceiling mount project and drop-down screen.

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- Locker Rooms; 3,500 square feet.
The locker rooms should have direct access to the pool deck. Both men's and women's locker rooms should have individual shower stalls. Both men's and women's locker rooms should have swim suit dryers in the space, located nearby or directly above a floor drain.
 - Family Changing Rooms; 2,000 square feet.
The family changing rooms should include 4-5 family changing cabanas that can be accessed from a community hallway leading onto the pool deck. Each cabana should include a shower, toilet, sink, etc. Within the community hallway, there should be lockers available. Having this space near the first aid/lifeguard office for passive supervision would be advantageous.
 - Loading Dock Shop; 3,000 square feet.
The loading dock shop area should be where some of the mechanical systems of the facility are housed. Having this area near the pool mechanical area is advantageous. Additionally, having this area so that it can take delivery from large vehicles is important. Roll-up garage door access to the exterior of the building is important.

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Allocation by Space:

○ Lobby / Reception Area	2,500
○ Administration	2,000
○ Large Community Room	3,000
○ Catering Kitchen;	750
○ Restrooms;	1,000
○ Study Room / Education Center;	1,000
○ Public Art Display;	500
○ Vending Area;	500
○ Tot Drop;	2,000
○ Gymnasium;	18,000
○ Storage;	1,500
○ Sports Office;	500
○ Elevated Walking/Jogging Track;	9,000
○ Cardiovascular / Weight Training Area;	9,000
○ Storage;	500
○ Group Exercise Rooms;	4,000
○ Fitness Office;	500
○ Restrooms;	500
○ Leisure Pool;	15,000
○ Aquatic Therapy Pool;	3,000
○ Aquatic Office;	250
○ First Aid / Lifeguard Room;	500
○ Aquatic Storage;	1,500
○ Party Rooms;	1,000
○ Locker Rooms;	3,500
○ Family Changing Rooms;	2,000
○ Loading Dock Shop;	<u>3,000</u>

Total Square Feet: 86,500

Note: It is important to understand that these allocations should be verified by an architect. The City of O'Fallon should expect an increase in the total square feet to accommodate building envelope, circulation, and some mechanical spaces. The City could consider constructing the project in phases.



Section VI – Operations Analysis

The following assumptions were made regarding the developing of a community recreation center in the City of O'Fallon.

- The first year of operation will be late 2019 or later.
- This operational budget represents new expenses.
- The presence of other providers in the market will remain the same.
- The center will be operated by the City of O'Fallon.
- No site has been identified for this study.
- The facility will be open to residents (City of O'Fallon and City of Shiloh) and non-residents.
- The facility will have a variety of membership options.
- This operations estimate is based on the program recommendations contained in this document. As there is no conceptual design B*K is assuming that best practices would be employed in design to limit staffing and other associated operational expenses.
- No partnerships with other organizations have been shown in this operations plan. However, that is not to preclude the City of O'Fallon from pursuing partnership opportunities.
- Rentals of the facility are included in the operational model. However, none of the rentals identified are long-term annual rentals from a singular organization such as a high school, college, social group, etc.
- The estimate on the number of one month, six month and annual passes that will be sold is modest.
- No provision for any concessions has been shown (other than vending).
- No provision for any debt service has been shown.

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- The City will employ a maintenance and custodial staff assigned to this building that will be augmented by part-time staff at peak use times.
 - No expenses for insurance or exterior site maintenance has been shown.
 - Capital replacement dollars are shown at a minimal level.

It is the opinion of B*K that while the current fee structure is aggressive, such a structure is necessary if the facility hopes to recover 100% of their operating expenses.

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Expenditures

Expenditures have been formulated on the costs that were designated by Ballard*King and Associates to be included in the operating budget for the facility. The figures are based on the size of the center, the specific components of the facility, and the hours of operation. Actual cost may be less based on the final design, operational philosophy, and programming considerations adopted by staff.

Operation Cost Model:

Personnel	
Full-Time ¹⁸	419,250
Part-Time ¹⁹	785,359
Total Salaries & Benefits	\$1,204,609

Contractual Staff	
Custodial	124,800
HVAC	7,500
Total Contractual Staff	\$132,300

¹⁸ Full-Time Staff detailed outlined on page 4.

¹⁹ Part-Time Staff detailed outlined on page 5.

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Commodities	
Office Supplies	15,000
Clothing Supplies	7,500
Janitorial/Cleaning Sup.	25,000
Chemicals (pool)	35,000
Ed/Rec Supplies	25,000
Other Supplies	10,000
Merchandise for Resale	4,000
Vending	10,000
Non-Capital Items	6,500
Recreation Programs	25,000
Credit Card Fees	14,925
Professional Services	20,000
Telephone Services	7,500
Electric & Gas Services ²⁰	346,000
Water/Sewer/Garbage	50,000
Maintenance of Building	10,000
Maintenance of Equip.	15,000
Maintenance of Aquatic	15,000
Advertising	15,000
General Services	7,500
Travel/Training	10,000
Total Commodities	\$708,925

Capital Replacement	
Replacement Fund	150,000
Total Capital Replace.	\$150,000

²⁰ Factored @ \$4.00 per square foot for 86,500 square feet.

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Expenses	
Staffing	\$1,204,609
Contractual Staffing	\$132,300
Commodities	\$708,925
Capital Replacement	\$150,000
Total Expenses	\$2,063,534

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Full-Time Staff Detail:

Full-Time	
Facility Manager	50,000
Admin. Assistant II (front desk)	35,000
Admin. Assistant II (schedule)	35,000
Admin. Assistant II (child care, etc.)	35,000
Rec. Supervisor Aquatics (75%)	30,000
Rec Supervisor Fitness (100%)	40,000
Rec. Super. Indoor Sports (100%)	40,000
Building Main. Worker	40,000
Custodians (50%)	17,500
Sub-Total	332,500
Benefits (30% of salaries)	\$96,750
Total Salary & Benefits	\$419,250

Note: Pay rates and positions were discussed with the City of O'Fallon staff and based on the City's current salary structure.

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Part-Time Staff Detail:

Part Time	Rate	Hours	Weeks	Total
Lead Front Desk	12.00	100	51	61,200
Front Desk	10.00	141.25	51	72,038
Fitness Attendant	9.00	49	51	22,491
Gym Attendant	9.00	56	51	25,704
Lead Lifeguard – School	12.00	94.5	35	39,690
Lead Lifeguard – Summer	12.00	102	16	19,584
Lifeguard – School	10.00	403.25	35	141,138
Lifeguard – Summer	10.00	464.25	16	74,280
Building/SWAT/PM	9.00	45	51	20,644
Tot Drop Worker	12.00	117	51	71,604
Birthday Party Host	10.00	18	51	9,180
Sub-Total				496,363
Program Instructors ²¹				
General				56,520
Aquatics				161,080
Sub-Total				713,963
Benefits (10.00%)				71,396
Total Salary & Benefits				\$785,359

²¹ Some programs and classes will be on a contractual basis with the center, where the facility will take a percentage of the revenue collected for the program. These programs have not been calculated in this budget at this time.

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Lead Front Desk

	Time	Hours	Staff	Days	
Mon-Fri	5:15A-12:00P	6.75	1	5	33.75
	12:00-5:00P	5	1	5	25
	5:00-9:15P	4.25	1	5	21.25
Saturday	6:45A-12:00P	5.25	1	1	5.25
	12:00-6:15P	6.25	1	1	6.25
Sunday	9:45A-6:15P	8.5	1	1	8.5
					100

Front Desk

	Time	Hours	Staff	Days	
Mon-Fri	5:15A-12:00P	6.75	1	5	33.75
	12:00-5:00P	5	1	5	25
	5:00-9:15P	4.25	2	5	42.5
Saturday	6:45A-12:00P	5.25	2	1	10.5
	12:00-6:15P	6.25	2	1	12.5
Sunday	9:45A-6:15P	8.5	2	1	17
					141.25

Fitness Attendant

	Time	Hours	Staff	Days	
Mon-Fri	3:00-9:00P	6	1	5	30
Saturday	7:00A-12:00P	5	1	1	5
	12:00-6:00P	6	1	1	6
Sunday	10:00A-6:00P	8	1	1	8
					49

Gym Attendant

	Time	Hours	Staff	Days	
Mon-Fri	3:00-9:00P	6	1	5	30
Saturday	7:00A-2:00P	7	2	1	14
	2:00-6:00P	4	1	1	4
Sunday	10:00A-6:00P	8	1	1	8
					56

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Building/SWAT/PM

	Time	Hours	Staff	Days	
Mon-Fri	3:00-9:00P	6	1	5	30
Saturday	9:00A-1:00P	4	1	1	4
	1:00-6:00P	5	1	1	5
Sunday	12:00-6:00P	6	1	1	6
					45

Tot-Drop Worker

	Time	Hours	Staff	Days	
Mon-Fri	8:00A-1:00P	3	3	5	45
	4:00-8:00P	4	3	5	60
Saturday	8:00A-1:00P	4	3	1	12
					117

Birthday Party Attendant

	Time	Hours	Staff	Days	
Sat-Sun	Noon-4:00P	4	2	2	16
					16

Fitness

	Rate/hr	Classes/Wk	Staff	Weeks	Total
Group Fitness	\$25	30	1	51	38,250
Personal Training	\$25	10	1	51	12,750
					\$51,000

General Recreation Classes

	Rate/hr	Classes/Wk	Staff	Weeks	Total
Arts & Crafts	\$15	16	1	36	8,640
General Rec.	\$15	16	1	36	8,640
Misc. Classes	\$15	20	1	36	10,800
					\$28,080

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Leagues

	Rate/hr	Classes/Wk	Staff	Weeks	Total
Youth	\$20	20	4	36	57,600
Adult	\$20	10	2	36	14,400
Contract/Other					10,000
					\$83,000

Lead Lifeguard School Year

	Time	Hours	Staff	Days	
Mon-Fri	5:15A-1:45P	8.5	1	5	42.5
	3:15-9:15	6	1	5	30
Saturday	6:45A-12:00P	7.25	1	1	7.25
	12:00-6:15P	6.25	1	1	6.25
Sunday	9:45A-6:15P	8.5	1	1	8.5
					94.5

Lead Lifeguard Summer

	Time	Hours	Staff	Days	
Mon-Fri	5:15A-12:00P	6.75	1	5	33.75
	12:00-4:00P	4	1	5	20
	4:00-9:15P	5.25	1	5	26.25
Saturday	6:45A-12:00P	7.25	1	1	7.25
	12:00-6:15P	6.25	1	1	6.25
Sunday	9:45A-6:15P	8.5	1	1	8.5
					102

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Lifeguard School Year

	Time	Hours	Staff	Days	
Mon-Fri	5:15A-1:45P	8.5	2	5	85
	3:15-9:15	6	7	5	210
Saturday	6:45A-12:00P	7.25	2	1	14.5
	12:00-6:15P	6.25	7	1	43.75
Sunday	9:45A-12:00P	2.25	2	1	4.5
	11:45A-6:15P	6.5	7	1	45.5
					403.25

Lifeguard Summer

	Time	Hours	Staff	Days	
Mon-Fri	5:15A-8:00A	2.75	1	5	13.75
	7:45A-12:00P	4.25	3	5	63.75
	12:00-4:00P	4	7	5	140
	4:00-9:15P	5.25	5	5	131.25
Saturday	6:45A-12:00P	7.25	3	1	21.75
	12:00-6:15P	6.25	7	1	43.75
Sunday	9:45A-12:00P	2.25	2	1	4.5
	11:45A-6:15P	6.5	7	1	45.5
					464.25

FEASIBILITY STUDY

City of O'Fallon, IL

Community Recreation Center



Revenues

The following revenue projections were formulated from information on the specifics of the project and the demographics of the service area as well as comparing them to national statistics, other similar facilities and the competition for recreation services in the area. Actual figures will vary based on the size and make-up of the components selected during final design, market stratification, philosophy of operation, fees and charges policy, and priority of use.

Revenue Categories	
Fees	
Daily Admissions	333,438
1 Month Pass	23,256
12 Month Pass	1,135,800
Rentals	96,900
Programs	
General	235,770
Aquatics	130,400
Other	
Resale Items	6,000
Vending	15,000
Tot Drop	22,950
Birthday Parties	61,200
Swim & Gym	11,470
Total Revenue	\$2,072,279

FEASIBILITY STUDY

City of O'Fallon, IL

Community Recreation Center



Expenditure – Revenue Comparison Original Study

	Current Dollars
Expenses	2,063,534
Revenues	2,072,279
	+8,745
Cost Recovery Percentage	100%

This operational proforma was completed based on the best information available and a basic understanding of the project. However, there is no guarantee that the expense and revenue projections outlined above will be met as there are many variables that affect such estimates that either cannot be accurately measured or are not consistent with their influence on the budgetary process.

Future years: Expenditures – Revenue Comparison: Operation expenditures are expected to increase by approximately 2% a year for years 2-3 and 3% a year for years 4-5. Revenue growth is expected to increase by 7% years 2-3, 4% year 4 and 3% year. It is the opinion of B*K that the annual fee rates are aggressive, but the market and operational philosophy of the City dictate the aggressive nature. It is also important to understand that the overall expenses do not account for debt service.

	2016	2017	2018	2019	2020
Expenses	2,063,534	2,104,805	2,146,901	2,211,308	2,277,647
Revenues	2,072,279	2,217,339	2,328,205	2,398,052	2,469,993
	8,745	112,534	181,304	186,744	192,346
	100%	105%	108%	108%	108%

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



Capital Replacement²²: A significant topic of discussion through the course of the project has been capital replacement. B*K has made it a practice to allocate dollars towards a capital reserve that agencies can access if they need to replace equipment around the building, or if they need to make significant capital repair/improvement to the facility. In the case of O'Fallon, B*K would recommend deferring a minimum of \$150,000 per year towards a capital replacement/improvement. Over time those dollars could be used to do any of the following:

- Replacement of cardio equipment
- Replacement of weight equipment
- Upgrade or update chemical controllers in the pool
- Upgrade of HVAC mechanical systems
- Replacement of furniture and office equipment facility wide
- Repair and replacement of pool shell
- Replacement of equipment associated with preschool and child watch
- Upgrade of registration software
- Replacement of pool filtration system
- Replacement of roof
- Replacement of HVAC equipment

²² This is not an exhaustive list of equipment that could fall under capital improvement or replacement.

FEASIBILITY STUDY

City of O'Fallon, IL

Community Recreation Center



Hours of Operation: The projected hours of operation of the community center are as follows:

Monday – Friday	5:30A-9:00P
Saturday	7:00A-6:00P
Sunday	10:00A-6:00P

Hours per week: 96.5. Hours usually vary some with the season (longer hours in the winter, shorter during the summer), by programming needs, use patterns and special events.

Fees and Attendance

Projected Fee Schedule: Revenue projections were calculated from this fee model. The monthly rate listed is the cost of an annual pass broken down into twelve equal payments and does not include any handling fees. It should be noted that monthly bank draft convenience for customers would encourage more annual pass sales. However, there are bank fees and a substantial amount of staff time spent managing the bank draft membership base, and consideration should be given to pass on some form of a handling fee for bank draft customers.

Daily Rates Resident:

Age 3-17	\$8.00
Age 18-61	\$10.00
Age 62+	\$10.00
Family	\$48.00

Daily Rates Non-Resident:

Age 3-17	\$10.00
Age 18-61	\$13.00
Age 62+	\$10.00
Family	\$60.00

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



Monthly Rates:

	Resident	Non-Resident
Under 17	\$16	\$19
Adult (18-61)	\$24	\$28
Household of 2	\$37	\$42
Household of 3	\$50	\$58
Household of 4	\$64	\$73
Household of 5	\$77	\$88
Senior Individual	\$19	\$22
Senior Couple	\$38	\$44

Annual Rates:

	Resident	Non-Resident
Under 17	\$192	\$220
Adult (18-61)	\$228	\$332
Household of 2	\$440	\$506
Household of 3	\$600	\$690
Household of 4	\$760	\$874
Household of 5	\$920	\$1,058
Senior Individual	\$230	\$265
Senior Couple	\$460	\$530

Note: The difference between resident and non-resident rates is approximately a 15% increase.

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



Program Fees and Revenue Worksheet

Weekly Admissions

Category	Number	Fee	Weekly Revenue
Resident			
Under 3-17	28	\$8.00	224
Age 18-61	56	\$10.00	560
Age 62+	42	\$8.00	336
Family	28	\$48.00	1,344
Non-Resident			
Under 3-17	14	\$10.00	140
Age 18-61	28	\$13.00	364
Age 62+	21	\$10.00	210
Family	56	\$60.00	3,360
		51 Weeks	6,538
			\$333,438

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



Monthly Passes

Category	Number	Fee	Weekly Revenue
Resident			
Under 17	4	\$16	64
Adult (18-61)	6	\$24	144
Household of 2	10	\$37	370
Household of 3	2	\$50	100
Household of 4	2	\$64	128
Household of 5	0	\$77	0
Senior Individual	6	\$19	114
Senior Couple	8	\$38	304
Non-Resident			
Under 17	2	\$19	38
Adult (18-61)	6	\$28	168
Household of 2	2	\$42	84
Household of 3	2	\$58	116
Household of 4	0	\$73	0
Household of 5	0	\$88	0
Senior Individual	6	\$22	132
Senior Couple	4	\$44	176
		12 Months	1,938
			\$23,256

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



Annual Passes

Category	Number	Fee	Weekly Revenue
Resident			
Under 17	50	\$192	9,600
Adult (18-61)	150	\$288	43,200
Household of 2	125	\$440	55,000
Household of 3	100	\$600	60,000
Household of 4	250	\$760	190,000
Household of 5	200	\$920	184,000
Senior Individual	60	\$230	13,800
Senior Couple	120	\$460	55,200
Non-Resident			
Under 17	25	\$220	5,500
Adult (18-61)	150	\$332	49,800
Household of 2	100	\$506	50,600
Household of 3	250	\$690	172,500
Household of 4	175	\$874	152,950
Household of 5	50	\$1,058	52,900
Senior Individual	50	\$265	13,250
Senior Couple	70	\$530	37,100
		Total	\$1,135,800



APPENDIX A – Public Input Detailed Notes

O'Fallon, IL Public Input Process – Wednesday, November 4, 2015

9:00A – Department Heads

- Director of Public Safety
- Public Works
- Mayor
- Community Development
- Fire Chief
- Assistant City Administrator
- City Administrator
- GIS Coordinator
- IT
- Engineering
- Public Works
- Senior Planner
- Building Code
- Concerns
 - AquaPlex – one being built or a concept that is out there is no such thing
 - Taxes – how are you going to pay for it?
 - Ability to tax subsidize the operation
 - 500-600 people that feel there should be no taxes and
 - There will be a portion of the population that will oppose
 - Private group building an ice rink / swimming / diving
- Opportunities
 - Locating the facility in one of the parks is a potential and would make the most sense
 - East access for Shiloh
 - New hospital location
 - Highway access
 - Current sports park would not be a good location because it is something to build out
- Facility Components
 - Archery club ability to use
 - Multi-purpose courts
 - Some type of baseball components (winter time)

FEASIBILITY STUDY

City of O'Fallon, IL

Community Recreation Center



-
- Cages
 - Infield turf
 - Indoor racquetball, volleyball, tennis
 - LAX
 - 30-45 minute drive time
 - Still going to look at more of a leisure component
 - Non-competitive water
 - Senior citizen activity area – community room
 - Cultural arts, music dance, opportunities, etc.
 - Café / coffee shop
 - Party rooms
 - Indoor track
 - If I could afford the fieldhouse, that would be a preference
 - Suspended track over the gymnasium
 - Wellness Component
 - We want to bring everyone to the facility
 - Weight & Cardio Equipment
 - Functional training
 - Group exercise
 - Day care – hot topic
 - Summer camp
 - Rock wall
- YMCA is really the only place that people meet
 - No country club

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



9:45A – Seniors

Don't really need any more space at this point, but need more money from the Township.

- Senior Programs – open until 4:30P
 - Fairly large hall – rentable by outside groups (birthday party, meetings, etc.)
 - Maximum occupancy is 200 individuals
 - 2 Kitchens
 - 10 Dinners
 - Bingo Parties
 - All free programs for those individuals that live in the Township
 - Group of seniors that play cards
 - Quilters
 - Dances – renter of space
 - They house the food pantry at that location
 - 55 Alive Program
 - Rotary van
 - Free services, dependent upon age, minimal cost
 - Walking group that they used to take to the mall
 - 30-40 for Orchestra
 - 55-60 for Bingo Parties
 - 100 Senior Committee dinners
- Concerns
 - Many of the people that are using the YMCA are using it for therapeutic purposes
 - Many of the individuals that use the current facility don't use the YMCA because of cost

Cambridge House of O'Fallon

- Supportive facility for those that need assistance
 - \$90 assistance from the State of Illinois
- Private pay people as well
- Fitness room
 - Exercise bike and treadmill only
 - Chair exercises 3x per week
 - Chair Tai Chi 3x per week
 - State requires 3 activities per week
- Have the ability to move people to and from the facility via van
- More continuing education
 - Computer education classes have been tried, went OK
- Indoor walking track

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



Have a total of 3 senior locations on-site.

Safety concerns w/ regards to sharing the road.



11:15A – Recreation Staff

Jamie – Park Maintenance

Nathan – Recreation Supervisor (soccer, camp, outdoor pool, volleyball, LAX, fencing, other smaller programs, music)

Michael – Park Maintenance

Laura – Sports Park (concessions / staffing / tournaments)

Pearl – Administrative Assistant

- Concerns
 - Might build it too small (similar to the YMCA)
 - Prioritization and revenue generation
 - Staffing concerns – staffed for operations and programming
 - Location
 - From a maintenance standpoint, close to the Sports Park
 - Maintenance
 - Space between trees so mowers can get between them
 - No bio-swales
 - No rain gardens
 - Maintenance friendly as possible
 - Fee structure
- Facility Components
 - Indoor Pool – swim lessons year around
 - Water slides
 - Birthday parties
 - Indoor splash pad
 - Indoor wave pool
 - Zero depth entry
 - Wave pool
 - Sauna
 - Steam Rooms
 - Therapeutic pool
 - Arthritis classes
 - Tumbling room
 - Indoor playground
 - Courts (3-4 full-size basketball courts)
 - 3 hard wood
 - 1 multi-purpose
 - Batting cages
 - Adjustable hoops

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



-
- Dasher boards
 - Divider curtains
 - Indoor track
 - Elevated walking track
 - 200M indoor track
 - Group exercise spaces (multiple)
 - Weight & Cardio Area
 - Free weight area (separate from rest)
 - Small fitness spaces (10 x 10 studios)
 - Large banquet room
 - Potentially stage that also incorporates group exercise class
 - Patio space off of the meeting rooms
 - Warming kitchen that can also be used as a teaching kitchen
 - Stadium style seating, retractable
 - Some soft spaces / gathering point when you enter the facility (lounge)
 - Rock wall – would prefer not
 - Racquetball courts
 - Birthday party rooms close to pool, and birthday party rooms adjacent to a small gymnasium
 - Adults only locker rooms, general locker rooms, family changing rooms
 - Rentable lockers, small lockers (kit lockers)
 - Laundry space – towel service
 - Indoor turf

 - Space for a future outdoor pool
 - Good sand volleyball courts & good lights
 - Potential connection to the trail system
 - Pitching machine & batting cages (stand-alone)

 - Art displayed.
 - Full scale day-care.
- Contract out the cleaning of the facility
 - 1-2 full-time staff that are doing pools, machines, electrical, plumbing, etc.
 - Don't want to partner with the YMCA on anything

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



1:00P – Health Care Providers

- Memorial Hospital
 - o Key for new facilities in December and then move in at the beginning of March
 - o 700 positions that are being filled, ½ are being filled by Bellville, over ½ are new
 - o
- St. Elizabeth

Community Needs:

- Mindful of what is in the community that promotes health; physical and mental health.
- Full-spectrum of ages, multi-generational
- Vested interest in taking care of children and elderly, something specific for them
- How would it impact the YMCA?
 - o Complimentary spaces
 - A little bit out of the way for individual liking
 - Yoga class
 - Aerobics class
 - Pilates
 - Zumba
 - Women in the health care field if it is close they will participate
 - Early morning crowd, getting off of work crowd
 - Do not have a rehab facility within the facility, they have to go back to the campus; pulmonary rehab, cardiac rehab, post-knee, post-hip, appropriate specialty support (mental health and the relationships)
- Don't live in O'Fallon, but being in charge of the project has gotten to know the people.
 - o People want to live here
 - o People want to raise their kids here
 - o Strong commitment to the Air Force base
 - o Very welcoming community
 - o Mayor committed to a balanced budget, stabilizing factor
- Elderly (for those that need more than the active sector)
- Memorial Hospital does not pay for memberships.
- Wellness plan has incentives for employees to stay healthy
- They do an annual assessment and the results of that are that they are assigned a health coach
- Memorial does provide some educational opportunities
- Lively lungs at the YMCA is a Memorial Hospital program

FEASIBILITY STUDY

City of O'Fallon, IL

Community Recreation Center



-
- Convenience to where she works the biggest priority for her use
 - Going to pull people from the east because there are not a lot of people
 - Memorial may add more facilities at this space; medical offices and/or rehab facilities

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



2:00P – Churches

- Cornerstone Christian Church
 - o In years past there have been recreation leagues and partners with recreation department for soccer
 - o Worship space is also multi-use space – been requested to use for basketball and volleyball
 - o Requests have been coming in with the same amount of frequency, however increased use by church has limited access
 - o Miracle League uses the facility
 - o Do not charge for use of the space
 - o Been intentional in reaching out to the special needs population
- St. Nicholas Church
 - o Approximately 5 years ago, expanded that included a small activity center, small basketball court and volleyball court
 - o Strong demand for court space from local teams
 - o The school associated with the church is using the court space, but does not rent that space out
 - o Need for the poor and that level of outreach as well

Community Needs:

- Court space (volleyball, basketball, etc.) – indoor and outdoor
- Rental Space (meeting room space)
 - o Birthday parties
 - o Wedding showers
 - o Baby showers
 - o Family Reunions
- Boy Scout Troops
- Heritage Girls
- Fitness facilities – things that cater to young families (holistic things)
- Indoor pool (leisure pool and potentially a lap pool)
 - o Kid friendly
 - o Play features
- Piggy back with the Sports Park
- After school tutoring after school services
- Gaming rooms / spaces
- Meeting room spaces
- Resident v. Non-Resident is preferred

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



Concerns:

- Real estate taxes
- People are going to be concerned with “how will we pay for it?”
- YMCA has a strong presence in the community, but there are limitations
 - Strong kids programs.
 - Membership limitations.
- Churches have not done a good job of playing nicely together

4:00P – Day Care / Preschool Providers

- No show.

6:00P – Program Providers (instructors)

- No show.

6:30P – Club Sports (?)

- No show.



7:00P – Baseball / Soccer / Softball

- John; basketball, baseball, soccer

General Comment:

- Having enough places to practice and enough places to play the games is the biggest challenge.
- Access to fields.
- Select sports is getting access to the school district facilities.
 - Ability is better because of association with the parks & recreation department
- If you are not associated with parks & recreation department school district access is limited.
- People want to get their kids in sports

Baseball & Soccer:

- Quite a bit of facility access
- Growing
- Looking for court space in the winter months (3-4 months per year)
- Indoor batting cages that retract from the ceiling

Basketball:

- General lack of available court space
- Growing
- 3-4 courts for basketball
- For younger kids the flooring is less of an issue
- Adjustable goals
- Changing rooms are the preference to locker rooms
- Some bleacher seating options

Community Member:

- Swimming pool
 - Leisure & Lap pool
- Racquetball
- Weight / Cardio space
- Central location or Sports Park Area – YMCA serves the eastern portion of the City of O'Fallon
- Group exercise studios

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



-
- Elevated walking / jogging track (at least an option)
 - Basketball courts
 - Potential batting cages
 - Volleyball
 - Small indoor soccer field (accommodate 3 v. 3)
 - People are looking for an ice skating rink
 - Multi-purpose space
 - Dance & Theater
 - Somewhere for people to go in the winter
 - Futsol options (currently traveling to St. Charles, Lamborghini Athletic Center)

Vetta - \$100 per hour for soccer fields

Air Force Base creates some transient population but also younger.

Very complimentary of the parks & recreation department.

Concerns:

- Can the infrastructure handle the additional parking and traffic?

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



7:30P – Basketball / Volleyball

- Monty, resident of O'Fallon, 2 kids participated in parks and recreation programs, coach basketball in the community.
- Kip, residents of O'Fallon, done a lot of different things, used to run the baseball program (started with the JC's and used to run the tennis program with the JC'S), got involved with boosters, 2 kids, on the board at the YMCA, also on the parks foundation board.
- Feels there should be some liaison between parks and recreation and YMCA. Work together to the best they can.

Court Availability:

- Is there enough facilities? Yes, but you are competing with so many different users. Very limited gym time, which may not be conducive to the age group.
- City has coordinated well with the school districts.
- Never enough gymnasium space (building a new gym at the YMCA).
- Those teams not associated with parks and recreation have a very difficult time gaining access.
- \$50-75 per session for 1 court in Bellville.

There currently is a master list that goes out, so that all of the groups can see where people are at.

Probably looking at the 8-10 years of age range at the break point for when you shift to a hard wood surface.

Community Members:

- Basketball courts (5 basketball courts, or as many as you can get)
 - Sports Center in STL and MICDS
- Walking track and a running track
- Racquetball
- Climbing wall
- Pool
 - Competitive pool w/ access
 - Zero depth entry, play features, etc.
- Fitness – used heavily at the YMCA (is it collaborative or complimentary)
 - Group exercise rooms
 - Yoga, spinning, etc.

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



-
- Enough placed in O'Fallon with meeting room spaces
 - Monkey Joe's – party rooms

The more of the community that you can engage with the use of the facility the better.

Obstacles:

- Staffing levels to adequately run it
- Best use of tax “payers” money?
 - Are they going to sway the masses?
- “I think this community would be more supportive than other communities with something like this.”

Proximity of indoor facilities to outdoor facilities would be nice.

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



8:00P – Youth

- Brent (17)
- Josh (17)
- Kayla (18)

- Basketball gym
 - 3 courts side by side
 - Only experienced a wood court, but as long as you can use
- Weight room
 - Phys. Ed. Courses, Total Body Fitness
 - Can use after school only if another sport isn't in there
- Cardio room
 - More accessible
 - 3 bikes
 - 4 treadmills
 - 3 elliptical machines
- Ice Rink
- Stage like Milburn – auditorium with fixed seating
- Theater
- Cooking kitchen where you can teach
- Game room – video games
- Indoor soccer options
- Pool
 - More interactive space
- WIFI
- School library closes around 4:30P – having a lounge space
- Snack bar – Smoothy King (food options)
- Teen center option
- Music studio – recording studio
- Indoor playground – sanitary
- Rock wall, better than the YMCA
- Obstacle course, indoor
- Batting cages – drop down
- Miniature golf
- Tennis court but also a projector on the wall.
- Racquetball courts – certain hours for racquetball, but then later in the evening it turns in to a different space.



How big of an obstacle is there if a fee is associated with it?

- Kids have access to the AFB.
- YMCA is more jammed pack.
- Affordable.

- Drop-in use of the facility.

Summer – 10 hours per week

Transportation could be a challenge.

Space – for the facility.

Having some green space close by would be preferable, trails more so.

Tutor program option.

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



O'Fallon, IL Public Input Process – Thursday, November 5, 2015

7:30A – Arts Commission & Garden Club

Garden Club

- Use to host meetings, up to 100
- Trivia nights, up to 200
- Small meetings, plus large meetings
- Full complement of AV
- Warming kitchen
- Beverages, potential bar

- Current community garden is approximately 4,000 square feet
- Round about @ state street
- Potentially looking @ a garden by fire station

- Sent 3,000 pounds to the food pantry
- Work closely with BSA and Eagle Scout project

- Community garden, or landscape beds would be of interest to the organization
- Get money; \$2,500 and \$500 from the City, received \$9,000 from the trivia night, plant sale raised \$2,500
- 22 master gardener and 1 master naturalist
- Illinois Extension, Garden Club, Parks & Recreation

Arts Commission

- Since 2000 they started doing more sculpture
 - o Started moving forward with children's theater @ that time, year 2000 (festival)
 - o Did street banners for the City @ one point
 - o Animal rescue @ festival
 - o Boy Scouts & Girl Scout @ festival
 - o The plan is to have another festival in 2017
- Probably work in more an advisory capacity
- Begin to get more involved in the festival again, but not required
- Have tried to create camps and programs with and through parks and recreation
- Feasibility study approximately 10 years ago
- Living in Denver; seeing a lot of nice facilities
- A lot of shared space amongst organizations
- Would love to have the same facility that is in Arvada, CO
- Artistic playground equipment

FEASIBILITY STUDY

City of O'Fallon, IL

Community Recreation Center



Scott Air Force Base

- Most bases have an arts center or crafts center
- A very big resource in terms of money and people
- Have kept their arts and crafts center
- Approximately 100 classes
 - o Individuals pay to participate in the classes; charge enough to pay the instructor plus a small mark-up
- 30 instructors on the books teaching classes
- Sponsor the largest art show
- Have held on to the budget because of the reputation that they have
- Writing on the wall, next 2-3 years potentially pulling the plug
- Hundreds of Thousands of dollars in equipment that could be located
 - o Example; pottery wheels, kiln, all complimentary equipment, small music area, full woodshop with industrial equipment, full auto hobby shop with paint booth, multi-purpose space
 - o Facility is at least the size of the building we are in; 15,000-20,000
- Want to arrange a cooperative agreement with a local community
- Nearest facility is the craft alliance in St. Louis 60 mile round trip
- Scott AFB you have to have base access; cater to retirees, active duty and families
- Culinary arts, performing arts, framing studio, gallery space, have an annual art show

Facility Wants:

- A facility that houses all different aspects of what could take place
- Library
- Historical Museum
- Coffee Shop
- Cultural Arts Information Center
- Recording Studio
- Basketball Court
- Neos System – Interactive Gaming
- Gathering Point
- Safe Environment
- Meeting Place
- Humidity Control, Heated Greenhouse
- Instructional Beds
- Instructional Classes for Garden, Continuing Education
- Gift Shop
- Farmers Market
- Auditorium
- Gallery
- Ballrooms / Meeting Rooms (have one here in O'Fallon, but it's really expensive)

FEASIBILITY STUDY

City of O'Fallon, IL

Community Recreation Center



-
- Aerobics Room / Group Exercise / Dance Studio (music is a big deal)
 - Gymnastics
 - Women's Club, mirrors the Garden Club but also a fundraiser
 - Full kitchen, but not a commercial kitchen
 - Appropriate lighting and HVAC
 - Instructional kitchen (teaching classes to low income, healthy meals, etc.) – Eckerts has a teaching kitchen as does Dierbergs
 - Outdoor amphitheater
 - Nature walk around the facility
 - Proximity of water
 - Include a pool (indoor and outdoor pool)
 - Spray park
 - Classroom space for extension classes for junior college (affiliation with college)
 - Within one of the classrooms have science related equipment, buns sun burners
 - Museum
 - Health and wellness classes

“Community owned, which means less expensive.”

“Lots of opportunity to create revenue.”

20% military, retired or active.

High level of demand.

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



8:30A – Alternative Service Providers

- No Show.

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



9:15A – Village Shiloh

- John, Village Administrator Shiloh

Global Perspective

- Relationship between 2 communities is positive
- Intergovernmental agreement \$30,000 per year
 - o Help maintain 3-Springs Park
 - 4 basketball courts
 - Tennis courts
 - Sand volleyball courts – gets significant use
 - o Community Park – couple of baseball fields
 - o Dog Park
 - o Golf Course – contracted out
 - \$125,000 in upgrades to happen
 - Once updates are completed will be available for rentals as well
 - Completed season 2016
 - o Sierra Pak – shelters (they do not rent, first come first serve)
 - o Work on other community parks
 - o Shiloh website, links back to O'Fallon
- Do not have dedicated parks and recreation staff
- If work needs to be done it is with Public Works
- Shiloh residents get the “resident” rate for programs
- Occasionally get an elected official that talk about “our” recreation department
- Good relationship with the Bike Surgeon (local vendor)
- Good relationship with Running Start (local vendor)
- Senior Center
 - o 1 floor building with meeting room and a kitchen, used heavily
- Clucker Hall
 - o 2 floor facility, lots of rentals, heavily used
 - o Kitchen on the lower level
- Good administrative relationship

Facility Components:

- Swimming Pool
 - o More of outdoor, traditional look of the pool, could be used for competitive swimming
- Library Annex
- Meeting Rooms
- Day Care

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



-
- More football, baseball, soccer
 - Concession Stand
 - Ability to use it at the O'Fallon rate structure
 - Picnic Opportunities
 - Court Space
 - Frisbee Golf
 - More Areas for Dogs
 - Golf
 - More Walking
 - Trail Connectivity

Location:

- Probably would not have an issue with the location of the facility in regards to indoor facility.
- Something that Shiloh would be interested in.

Concerns:

- Funding of the facility could be a concern.
- Continue to have the "O'Fallon" rate offered.
- If the Village were asked to make a contribution on an annual basis.
- If the Village were asked to pay more into the annual contribution that could "raise an eyebrow"
- Shiloh applied for home-rule and it failed
- To become a district would require a referendum
- Identity – would be nice to have "own" stuff



10:15A – YMCA

- Dominic – Executive Director of the YMCA

YMCA

- 55,000 square foot facility
 - Looking to add a second gymnasium
 - Pool
 - 6 lane, 25 yard
 - Get comments about a 50M pool
 - Pretty standard, not inflatables (not using any more)
 - YMCAs are looking more at fixed play structures
 - Keep pool at 85 degrees
 - Current gymnasium
 - Fitness
 - Indoor & Outdoor Walking Track (in, 12 laps is a mile, out, 6 laps is a mile)
 - Outdoor Pavilion
 - Green space – primarily for the “itty-bitty” 3-5 years of age programs
 - Certified as a Crossfit Box
 - Youth Sports
 - Adult Sports
 - Swim Lessons
 - Active Older Adults
 - Child Watch
 - Recreation Swim
 - Don't do after school programs with the school district
 - Do a lot of mission based programs
 - After school tutoring program
 - Livestrong
 - Diabetes prevention program
 - Military support programming
 - Scholarship for lower income households
 - 24 YMCA's that members can use
 - East Bellville (Southwest Illinois College – SWIC)
- City partners with the school district
- 12,000 individual members, 3,500 households

Partnership:

- Try and work closely with the school district

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



-
- Gyms, theaters, fields
 - City
 - Renting fields

Concerns:

- YMCA has worked really hard to meet the City's indoor needs, and the City has worked hard to lock down the outdoor sports market.
- Is there going to be a shift from members from one facility to the other.
- Can the area support; YMCA, new Ice/Pool, City
- What collaboration could be created?
- Could the YMCA been involved in the management of the facility?

Gym Space –

- First Baptist, runs an “upwards” – program that Christian churches have used.
 - Have their own gym, field space, school
- Dependent upon how the City wanted to program

Leisure Pool – would be well received

Meeting Rooms – YMCA struggles with

Membership Based Facility

- If you have a private entity that is willing to do something, why would you take tax dollars and potentially create challenges
- As a community resident, wants the best for the community and wants to support the community as a whole
- Collaboration of the facilities and entities

“As the community gets strong, we all do.”

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



11:15A – School District

John – Central 104 School District, Superintendent

Carrie – School District 90, Superintendent

Darcy – OTHS, Superintendent (only a freshman campus right now, but will eventually expand)

OTHS – great relationship with the City of O'Fallon.

- Share facilities
- City uses
 - Gymnasium
 - Classrooms
 - Computer Camp
 - Home Economics Rooms – Cooking Class
 - Use some fields
 - Auditorium
- School District uses
 - Baseball diamonds
 - Softball diamonds
 - Use the turf field at the Sports Park
- Reciprocal Agreement between City and School District
- School District does some small scale investing vice versa, support when appropriate

Central 104 – same intergovernmental agreement

- Use from the elementary level is significantly smaller
 - Don't use the fields
- Have their own stand along facilities, so less of a need

First Priority – vice versa

98% really good and working well.

Needs w/ Indoor Spaces:

- Little Panthers Wrestling, develop some type of wrestling facility
 - Edwardsville has a new wrestling complex
 - Wrestling room
- Indoor gymnasium space – OK, but there is always a demand
- Indoor turf facility
 - Multi-functional
 - Baseball
 - Soccer
 - Football
- Indoor track – competition variety

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



-
- Swim Teams
 - Partner w/ the City for the outdoor pool
 - Partner w/ the YMCA for indoor pool use
 - Cost effectiveness of the pool
 - McKindrey building will be another option that they will explore
 - Currently trade gym time for pool time with the YMCA
 - 104 school district
 - Special needs participate at the YMCA during slower times

Edwardsville - \$5.2 million for a 50M pool (school district facility)

- Combination with wrestling
- Combination with conference center

O'Fallon community sharing spirit, far exceeds any other area.

Wants/Needs

- Not sure that there is a need for a significant fitness component
- Like the fieldhouse concept (help kids a lot)
- Tennis and racquetball indoors?
- Upgrading facilities:
 - Sports therapy
 - Physical therapy
 - Chiropractor
 - Opportunity for students to learn about the health occupation fields
- Partner with the hospitals

Day Care – Quality

- What are you going to charge
- Age levels
- Need for active day care (3-5 year olds year around)
- School Age children (5-11 year olds during the summer) – more active

After School – Both District 90 and 104 offer before and after school care

Concerns:

- Oversaturation of fitness
- In competition with already established organizations like the YMCA
 - Is it crowded?
- As the community becomes more attractive (parks, schools, recreation) there is the potential for rapid growth and that is fearful for the school districts

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



YMCA, School, City partnership opportunity?

Orthodontist on site.

Dry cleaning on site.

P.E. Class – independent study, lifetime fitness

Convenience, Separators,

Potential for an employee wellness program, based upon location.

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



12:15P – Current Renters / Event Planners

Nathan, Rotary (outreach) & Chamber Club

- Rotary
 - o 75 members and a total of 200 if you look at all 3
 - o Members want to give resources back into community, multiple knowledge bases
 - o Partnership through program delivery by using the membership knowledge basis
- Chamber
 - o Space is what is needed, meeting rooms
 - o Currently using local meeting rooms around the community
 - o Donation opportunities
 - o Would be more concerned as it relates to why we would spend tax dollars

Sue, St. Elizabeth's Hospital

- Future of health care might be based upon how healthy your community is v. how sick your community is
- Important for the health care organizations to partner with communities
 - o Programs and Facilities
 - Sports Medicine – injury assessment / prevention
 - Diabetes Care
 - Nutrition – biggest impact, teach people how to eat right, then provide resource for them in the way of education, coops, etc.
 - Ability to get into a physician in a timely manner
- Large part of the health care dollar goes to elderly
 - o Getting them to stay mobile
 - o Incentivizing them to stay mobile
 - o Stay active

Paul, Chamber of Commerce

Facility Component Wants:

- Meeting rooms – dividable / section-able
- Teaching kitchen – Cooking space
- Senior classes
- Adult day care
- Child care
- Tot drop
- Pool – indoor year around (8-lane swim team type stuff)
- Therapy Pool
- Weights / Cardio
- Group Exercise Spaces
- Gymnasium space

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



-
- “I think this community can support gym-type facility”
 - Unique features
 - Accessibility
 - Educational Aspect
 - Ability to have space for a group of 30-40
 - Small work-out spaces – all couple spaces (private lessons)
 - Personal training spaces? (potentially)
 - Private cardiac rehab

Different age groups are aging differently and want different things.

Fear the availability of McKindrey

Big interest is with the elderly population.

Transportation – making sure it is connected

Good climate control features and as efficient as possible

“Health & Wellness Center”

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



12:45P – Universities

McKendry University – Student Affairs & Athletics

- Didn't have a place to swim
- 125,000 square foot facility
- 3 pool areas:
 - o Diving well with lanes (1M and 3M no tower)
 - o "M" shaped pool 25Y or 25M
- 2 ice rinks
- Very small weight area / fitness area
- Elevated walking track
- McKendry Area Rec-Plex
 - o Anchor tenant
- Men's & Women's Swimming & Diving
- Men's & Women's Water Polo
- Have a Men's Hockey Team, potentially a Women's Hockey Team
- Secondary users would youth hockey teams and swim teams
- Third users would be the community
 - o Monthly, daily drop-in fees, etc.
- Paying an annual fee for rental
- August of 2016
- 5 miles away from new facility
- Talk about the building of a recreation center on campus

Lindenwood-Belleville – Athletic Director

- Currently utilize the YMCA in Belleville for swimming
- Competitive water
- More preferable times
 - o Currently 2:00-4:00P
 - o Wednesday, late at night
 - o Preferably between 2:00-6:00P
 - o Currently only using 4 lanes
- Use more lanes
- More consistent practice schedules
- Contracted rate, they are paying for pool time
- 13-15 minutes from O'Fallon

McKendry is woefully short of space both athletic and academic.

Have talked about an indoor turf facility.

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



Lindenwood has field needs – indoor turf would be beneficial.

- 82-83% of population is student athletes
- Biggest priority would be with the indoor pool
- Ice arena would be nice
- Indoor track – NCAA regulation size track (minimum of 200M)

McKendry if they were going to build:

- Large enough common area so that it can serve as a shelter possibility
- FEMA dollars – free money
- Room large enough to host dinner, banquet, etc. with a kitchen off to the size
- Child care – which becomes a learning laboratory or education majors
- Partnership with Memorial hospital, would it be possible to have a medical element

Collateral outdoor space – adjacent to the community center.

Location, location, location

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



2:00P – Other Cities

- Now show.

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



3:00P – Scott AFB

- William – Mission Support Group Deputy Director
 - o Support Group Commander would be the equivalent of the City Manager
- MWR is his background
 - o CA, Airforce Academy, GA, OH, IL, retired out of Omaha, NE
- Gary, Scott Airforce Base w/ Outdoor Recreation
 - o Want to know what it is that could be offered at a Recreation Center
 - o Provide all kinds of activities, don't have to be military
 - o High adventure
 - o Low venture
 - o One of the best programs in the entire system
 - o Putting in a fitness trail
 - o Trying to redevelop the lake
 - o Sand volleyball
 - o 18 hole Frisbee golf
 - o Everything that they are doing is coming from Family Resiliency

Nothing on base @ Scott that has the size and magnitude of what has been discussed thus far.

Transformation – moving the BX to the education center, trying to do that throughout the base.

- That is something that will probably be paused for a period of time.

Fitness Centers – 2 on base

- 1st is basketball, racquetball, weight room, cardio room, functional (James Gym)
- 2nd is in a history building; fitness, small track, cardio equipment

At one time they had 3 outdoor pools:

- 1 outdoor pool, 55M (fitness center swimming pool)

On-base housing is privatized (Hunt) and they have 2 indoor pools.

Trips – like to say that it is open to anyone, within reason

- If you can get on base you can participate
- Winery tours to birding tours

7:00-9:00P – Clinic Times

ABC Bike Clinic

Learn to Rock Climb

Learn to Kayak



Caving Program

Golf Course – supposed to be open to everyone

- Tournament or something of that nature

Security aspect of the base is a significant obstacle – when bringing other, unaccompanied.

The preliminary transformation process – downsizing and more partnership opportunity.

Outdoor program are going to continue to get more robust, but there are some things that are reducing.

3 funding initiatives:

1. Single airman initiative
2. Rec-on
3. Recharge for resilience

1,500 family homes on Scott

3 large dormitories

- Predominately the majority of those working on the base live off base.
 - o 5,000 civilians
 - o 20,000 people, small city

Fitness:

- Indoor tracks
- Indoor pools
- Child care – something that should be considered

10-12 years ago there was a large fitness push, standardized workout buildings

“O’Fallon is a draw.....”



5:00P – Swimming Youth Group

Rick Edwards – Breakers local summer team

- Daughter also swims for local high school team.
- Also swims for USA/YMCA Swim Club – Edwardsville Breakers

F.A.S.T. – South Country USA Swimming Team

Pat McCloud – local, has a child that swim with summer team, has a child that swims with FAST and also has a child that plays youth hockey.

YOSI – Belleville, interested in.

25Y x 25M competition pool plus separate diving well, not recreation based.

Aquatic Components:

- If a new facility most of the teams in the conference have older pools and the outdoor pool is the preferred pool in the conference.*
- 6, 25Y lanes, current
- 8, 25Y lanes, would be preferred
- Ample deck space
- Ample parking
- Ample viewing

- Potentially indoor 8-lane 25Y pool.
- Stands & Viewing Area
- Crash Area (gymnasium)

- Weight / Cardio Training Area
- Void w/ the YMCA – lack of space
- Highland, IL – zero depth leisure pool
 - Would be well received in O'Fallon
 - Korte Rec-Plex
- Elevated Indoor Track (soft surface)

Been participating in swimming on some level for 10 years. Swimming continues to grow.

Water temperature is key.

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



Concerns

- Small segment of the population that are opposed
- Finances
- People are looking for stuff like this

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



Thursday, June 20th 9:00A

Grace Schooley – been at Discovery for 10 years (non-profit)

- Discovery.school@sbcglobal.net

- During school year 130 total enrollment
- Summer program is much smaller for a total of 71 students
 - Steady, but have to work to keep the numbers 2-3 year olds are good, but the pre-K numbers are a challenge
 - Get those pre-K numbers through staying involved with the community and participate in events, articles in the paper.
 - 3 Preschool for all programs

www.IeCam.com

- Goddard School – very expensive
- Early Years
- La Petite
- Discovery
 - Part of O'Fallon, would be a natural move to work with the City
- O'Fallon Child Care – and other smaller
- School has taken on child care and that is a challenge because they are subsidized

Perhaps a partnership with the City would be an option, or at least have the discussion.

- 3 different agencies; NAC, DCFS, Gold Circle of Quality, IL Board of Education
- Must maintain certain standards

Not sure how Discovery would use another facility.

- Very careful about field trips – but that would be a possibility.

One of the biggest keys to Discovery is the enrichment programs (8:30A-1:40P)

- Afternoons for 4 year olds
- Art
- Music

Teachers all have Bachelors degree

Facility – 6 classrooms, divided by age groups

- Children have to 2 by Sept 1
- May be more of a need from pre-2

FEASIBILITY STUDY

City of O'Fallon, IL
Community Recreation Center



-
- Lunches are catered, brought in, don't cook
 - Outdoor playground
 - Age 2-3 shared restroom
 - All other classes have a community restroom

Communication between the other child care providers is cordial. One of the requirements is collaboration.

MOU with Head Start

Anything that is going on with regards to the community center should come through the City. Early on the communication wasn't coming from the "City."

Licensing lays out the square footage allocation, DCFS
Playground requirements as well

Children's Home & Aid (2133 Johnson Rd, Granite City – 1-800-467-9200) – child care referral agency

- Very familiar with the market
- Help with licensing
- Help with quality rating
- Elaine Rodgers

Co-Director Maria – been at Discovery since 1990

Subsidized Care – families can get subsidized care based upon income