



PROFESSIONAL SERVICES CONTRACT

This CONTRACT made and entered into this **22nd** day of **May, 2020** by and between the **City of Grand Junction, Colorado**, a government entity in the County of Mesa, State of Colorado, hereinafter in the Contract Documents referred to as the "Owner" and **GreenPlay LLC of Louisville, Colorado** hereinafter in the Contract Documents referred to as the "Contractor."

The Contractor shall perform the work set forth and described by the Solicitation Documents known as **Parks, Recreation and Open Space Master Plan RFP-4755-20-SH**.

The total amount of the Contract to be paid by the Owner shall not exceed \$115,000.

The Contractor shall be paid in accordance with the schedule set forth in the Solicitation Documents, which are incorporated by this reference as if fully set forth.

To receive payment, Contractor must submit invoices to Grand Junction Parks and Recreation Department for Work completed.

Fee Schedule:

DESCRIPTION	FEE
Project Coordination, Strategic Kick-off and Critical Success Factors	\$ 1,575.00
Public Outreach	\$ 32,250.00
Inventory and Level of Service Analysis	\$ 11,400.00
Feasibility Study	\$ 40,525.00
Action/Implementation Plan and Funding Analysis	\$ 13,875.00
Draft and Final Plans, Presentations and Deliverables	\$ 15,375.00
Total	\$115,000.00

Contract Administrator for the Owner is **Ken Sherbenou, 970-254-3881, kensh@gjcity.org**.

Contract Administrator for the Contractor is **Pat O'Toole, 303-345-1804, pato@greenplayllc.com**.

The term of this Contract shall be from **May 15, 2020 to December 31, 2020**. This schedule may extend up to 90 days.

Contract Documents: It is agreed by the parties hereto that the following list of instruments, drawings, and documents which are attached hereto, bound herewith, or incorporated herein by reference constitute and shall be referred to either as the "Contract Documents" or the Contract, and all of said instruments, drawings, and documents together as a whole constitute the Contract between the parties hereto, and they are fully a part of this agreement as if they were set out verbatim and in full herein:

- Solicitation Documents for the Project (including Addenda)
- Contractor's Solicitation Response
- Appendix A: Contracted Scope of Work

CITY OF GRAND JUNCTION, COLORADO

DocuSigned by:
By: Ken Sherbenou
Ken Sherbenou, Parks and Recreation Director

6/1/2020 | 05:53 MDT

Date

GREENPLAY LLC

DocuSigned by:
By: Teresa Penbrooke
Teresa Penbrooke, CEO

5/23/2020 | 11:00 MDT

Date

Appendix A – Contracted Scope of Work for the GreenPlay Team Grand Junction, CO – Parks, Recreation, and Open Space Master Plan and Community Center Feasibility Study

PROJECT UNDERSTANDING

We understand that the City of Grand Junction seeks assistance in the development of a Parks, Recreation, and Open Space Master Plan which will serve as an update to the current plan, which was completed in 2001. We recognize that your parks and recreation inventory was updated in 2011, and that this plan will build off of work that was completed during the update of your Comprehensive Plan, which is currently in progress. We know that many of the objectives in the previous plan have been met and that the plan has served the City well. It is now time to update the plan to develop a set of implementable recommendations for the next 5-8 years.

We recognize that the community has indicated a need for a community center; however, a vote to fund the center was not successful. This plan will also include a Feasibility Study to determine facilities in the community with the highest need. We recognize that this plan will address the Orchard Mesa Pool, which is adjacent to Orchard Mesa Middle School, which was recently renovated, along with operational recommendations for the Glacier Ice Arena. We know that each of these facilities may be in need of new operating structures, as the School District would like to move away from the partnership with the pool, and the operator of the ice arena is currently experiencing financial hardships.

Our team has been assembled specifically to address your goals for this project. We have included experts in parks, recreation, and open space management and operations; recreation center operations and feasibility studies; and park site assessments. We will work with you to develop a plan that contains realistic and implementable recommendations to help you meet the needs of your vibrant and growing community.

SCOPE OF WORK

A. PROJECT COORDINATION, STRATEGIC KICK-OFF, AND DETERMINATION OF CRITICAL SUCCESS FACTORS

Following the award of contract, the GreenPlay team will provide a Detailed Work Plan for discussion at a Strategic Kick-Off (SKO) meeting with the City's project team. We will review the details of the work plan and formalize the timeline and tasks for your project.

Project Coordination

- We will work closely with your team during SKO to identify key "Critical Success Factors" that will help to ensure that all relevant unique aspects of the City are addressed.
- We will supply written Monthly Progress Reports that cover recent progress, outstanding issues or information needed, upcoming meetings and agendas, and next steps. We have found this to be an effective communication tool, adding a level of efficiency to our projects. We will always be available for phone or email communication.
- Project team progress meetings will be formally held as often as necessary, but in no case less than monthly, with project updates via email or phone to your Project Manager until the final plan is approved by the City Council.
- We will supply the City Project Manager with one (1) electronic copy of all completed or partially completed reports, studies, forecasts, or plans deemed necessary by the Project Manager at least three (3) working days before each progress meeting. The Project Manager will schedule the meetings, as necessary, at key times during the development of the plan.

- We will provide up-to-date information for posting on the City's website and/or an independent project website for review of progress by stakeholders and the public.

Integration with Existing Vision, Goals, Operations, Budgets, and Plans

As part of the information gathering phase, we will integrate information from other recent and current planning work, including the City Comprehensive Plan, the previous Parks, Recreation, and Open Space Master Plan, the 2018 Community Survey, and other relevant planning documents, as well as budgets, work plans, and funding plans utilized by the City to facilitate the comprehensive coordination of direction and recommendations.

B. PUBLIC OUTREACH

Our team believes in creating an in-depth, efficient, and cost-effective citizen-focused community process throughout all public agency management and planning. We will build upon previous work to acquire knowledge of local issues and concerns that will assist us in obtaining useful and pertinent community feedback – both as information and engagement for buy-in and outcomes.

Engagement Methodologies

We tailor engagement strategies to meet the specific needs of your project, and the final process is determined during the Strategic Kick Off meeting. We will provide well-organized and directed activities, techniques, and formats that will ensure a positive, open, and proactive public participation process. We will work with your team during SKO to determine which of these methods may be most effective for engaging your community. The community and stakeholder engagement process will be used to gather information for the Feasibility Study as well.

GreenPlay will facilitate Citizen Outreach and Stakeholder Engagement Meetings to determine the needs of the residents and to allow the project team to communicate with residents, user groups, associations, civic associations, and key community representatives. Preliminary Key Stakeholders may include residents, representatives, and staff from your community; members of the Parks and Recreation Advisory Board, the City Planning Commission and City Council members; Parks and Recreation Department staff; other City boards and commissions as necessary; neighborhood associations; other affected community and government agencies; and selected alternative providers, partners, and special interest groups from in and around your community.

We use both qualitative and quantitative assessment tools, and all input tools will help build consensus and agreement on the plan and provide information for decision making to the City Council. Based on previous successes, the following citizen involvement strategy approach is designed to assure residents, user groups, associations, neighboring communities, and other stakeholders that they are provided an opportunity to participate in the plan's development, and is recommended for this project.

- **Initial Information Gathering:** Collection of as much information as possible on awareness, use patterns, satisfaction, desires, barriers, vision, priorities, funding possibilities, and willingness to pay, etc.
- **Focus Group Meetings:** A minimum of four (4) focus groups in different areas of the City, drawing from user individuals and groups, advisory boards, community associations, other service providers (public, private and non-profit, etc.), and primary stakeholders such as youth; adults; older adults; other recreational, cultural, historic, business, arts, and tourism providers; citizens with disabilities for inclusive programs; school officials; Parks and Recreation Advisory Board Members; representatives from Mesa County, and other stakeholders, as mutually determined.
- **Stakeholder Interviews:** During onsite visits and as appropriate (a minimum of three [3] meetings), we will meet with and/or have phone conversations with those who can contribute specific information that may need to be conveyed in a more detailed manner (might include representatives from neighboring communities, sister agencies, important non-profits, etc.).
- **Public Community Meetings**
 - At least one meeting during the information gathering portion of the project that will provide an introduction to the project (i.e., purpose, scope, expected outcomes) and an opportunity to offer input about the desires and needs of the community.

- One to present the findings of the updated needs assessment (i.e., community engagement results, inventory results, areas of focus for the recommendations) and an opportunity to participate in visioning and to provide comments about the information presented.
- One presentation of the Draft Plans
- Final Board Presentation for Adoption (hearing open to the public).

Bang the Table Engagement Software

To enhance community engagement, we have included Bang the Table. Bang the Table can integrate the engagement for this project with the City's website.

Statistically-Valid Survey

We will review the results of the previous 2018 survey and develop questions to garner updated information. We will work with RRC Associates (RRC), an experienced survey firm that has completed over 100 similar projects with GreenPlay, to create a geographically diverse survey to be mailed to a representative sample of households within Grand Junction and your service area. The survey will provide critical information in determining community values, satisfaction levels, needs and priorities, preferred marketing channels, level of awareness, current usage levels, and demographic information for long-range planning efforts.

Residents will be given the option of either completing the mailed survey form or accessing the survey online using an individual passcode (included in the mailed survey) assigned to each household. We frequently use this technique, finding it to be effective in maintaining the random sample while also increasing response opportunities. Questions will be drafted based on information gathered throughout the public involvement process as well as from staff, community leaders, and steering committee input. We will ask questions about what types of programs, facilities, and services residents want in their parks, recreation, and open space system, level of current usage, primary providers of services, alternative providers, quality and satisfaction levels with existing services and facilities, priorities, level of awareness of City-operated open space, parks, recreation facilities, and trails. These questions will be supplemented with questions about specific, identified community issues, as deemed appropriate.

RRC will create a survey of four pages in length (including cover letter). To help improve response rates, we also anticipate that City would assist with marketing and creating public awareness of the survey through media and other channels, such as local newspaper, radio, cable TV, City web site, etc. We have substantial experience in designing surveys specifically for parks, recreation, open space, and recreation issues that are effective and representative of both users and non-users. The survey will be well-written and easily understood, and the results of overall needs would be tallied and summarized. All respondent comments will be included in the final report.

To potentially increase responses for analysis, we will also create an "open-link" web-based version of the survey for anyone who would like to provide feedback who did not receive the random/online survey invitation in the mail (if desired). These results would be coded separately to control for statistical-validity and sub-analysis.

C. INVENTORY AND LEVEL OF SERVICE ANALYSIS

Our team will work closely with your GIS staff, who will compile a GIS inventory of your system and provide to GreenPlay for analysis and inclusion.

We recognize that the City has a GIS Department and City staff will compile all inventory and mapping. We will help train City staff to create a more detailed component-based inventory that builds upon the City's capabilities, and makes that higher level of detail available for analysis.

GreenPlay will provide a template and work with staff through a training call, so they can enhance the data collection and analysis using geo-located components and attributes to create a complete dataset and determine current conditions for:

- Quantity of all relevant system components.

- Quality of components (3-point scaling along with aesthetic attributes).
- Functionality of components for their intended purpose for this plan lifecycle.

GreenPlay will work with your GIS Department to help them create a series of maps and analysis. Typical mapping may include a system map, neighborhood access to outdoor recreation opportunities, and walkable access to outdoor recreation opportunities. It is assumed that City GIS will produce and finalize maps with level of service analysis provided by GP. We will supply interpretation of the maps and analysis for the final report. City staff will need to provide any detailed inventory narrative to be included in the final report.

Market Analysis – Gaps, Collaborations, and Saturations

We recognize that information gathered during the community engagement process, background data, and current usage cannot alone tell the full story of a community's needs or opportunities. For this report, GreenPlay will utilize our local and national parks, open space, and recreation experience to analyze and summarize potential market influences.

Demographics and Population Projections

To provide insight into the potential market for the City's parks, recreation, and open space programs and services, we will conduct a demographic analysis and market profile of Grand Junction and the surrounding area. Our team will utilize all information available from previous planning efforts, the U.S. Census Bureau, Esri, and other national and local sources. We will work directly with your leadership to help document growth and redevelopment areas and land use changes. A detailed demographic analysis based on service areas will outline trends and information that could affect the need for land acquisition, development, and regional planning.

Trends Analysis

Strategic trends analysis will consider demographic shifts and their impact on future parks, open space, and recreation provisions. This analysis will also identify interest and participation levels for a variety of activities, assess how services are provided through both administrative and planning trends, including technology and customer service. This process includes strategic analysis of local, state, and national best practices, along with what is new in the field of parks, recreation, and open space.

Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

To develop a short and long-term strategy for the future planning of the City's parks, open space, and recreation service provisions, we will conduct a SWOT Analysis. A SWOT Analysis is an effective and realistic way of identifying the market Strengths and internal and external Weaknesses, and for examining the Opportunities and Threats faced by the organization. This process will help to identify any deficiencies in the provision of services and programs.

Facility and Asset Gaps Analysis

We will analyze the information on usage, needs, desires, operations, maintenance, land use trends, and make recommendations. We will identify areas of service shortfalls and projected impact of future trends.

Using the results of the statistically-valid survey, focus groups, stakeholder meetings, needs assessment, current level of service, alternative providers in the market, and current capacity, GreenPlay will identify and prioritize the unmet needs in the community. The gaps in services can be identified using the nexus of unmet need and high importance.

D. INDOOR FACILITIES FEASIBILITY STUDY

We will use information gathered during community and stakeholder engagement and inventory to develop a short-term and long-range strategy for the future planning of potential programs and provision of services to be fulfilled by indoor recreation facilities. These methodologies provide easily understood information that help to guide staff and officials in decision making from this point forward.

In addition, the decided upon parameters become easily explainable to the public and can be used to provide presentations and justification as needed for managing the facility and its services. We will also use these tools to develop priorities for the City.

Facility Building Criteria

The GreenPlay team will evaluate the components and potential costs for recommended indoor facilities. Analysis will focus on the building's design implications and conceptual costs associated with each design, along with existing and proposed amenities. We have strong experience in creating justifiable recommendations for these types of facilities and associated operations.

Facility Program Plan

It is clear that we need to consider and utilize what we have learned and allow for follow up public input from the community to verify that the program elements are appropriate. Our team will consider the following:

- Participatory activities to generate project input including:
- Identification of potential costs of programming components
- Activities that will assist in building consensus and determining program components and space allocation requirements that will best meet community needs
- Priorities and phasing options
- Project Capital Budget

GreenPlay suggests a focus on potential additional revenue generation to help cover operational and maintenance costs. We have effective methods for determining which types of revenue generation will be most appropriate for the community and the recreation center. From this information, we can create the conceptual operating and maintenance budgets.

Based on all the information gathered throughout the process, GreenPlay will develop annual operational and maintenance line item budget projections to include all expenses and revenues associated with indoor facilities that will impact the annual operating budgets.

The expected revenues and expenses will be broken down by each potential revenue category and will include (but will not be limited to):

EXPENSES

- Short- And Long-Maintenance
- Equipment
- Benefits
- Staff - Full, Part Time And Seasonal
- Supplies
- Capital Replacement
- Debt Service
- Marketing
- Technology
- Contractual Services
- Utilities

REVENUES

- Admissions
- Equipment And Facility Rentals
- Special Events
- Concessions
- Pro Shop/Merchandise
- Passes/Memberships
- Programs/Clinics/Camps
- Sponsorships/Partnerships

- Leagues And Tournaments
- Year Rounds Uses

Indoor Recreation and Fitness Center Expansion Five-Year Pro-Forma

GreenPlay will create a five-year pro-forma projecting the expenses, revenues, and cost recovery anticipated over the first five years of operating recommended indoor facilities. A five-year pro-forma spreadsheet will be included and project annual increases in the broad categories of the revenue and expense line item budget. Totals will include the net proceeds or deficit projected for each year. These figures will project increases in participation as well as estimated inflationary costs and/or price changes.

Preliminary Cost Estimation

The planning process will result in a Capital Improvement Plan that identifies prioritized investments in indoor recreation facilities. The GreenPlay team has extensive experience in creating realistic capital budgets for recreational facilities and related amenities. We know what it is like to run local and state parks and recreation agencies and the importance of conservative, yet realistic, projections. While we maintain our own internal databases of sample costs and assumptions, we also are constantly working on additional projects with technical professionals, including architects, engineers, and landscape architects. For land and construction costs, we work with staff, local experts and non-profit land conservation organizations to set appropriate projections for targeted parcels and projects, keeping in mind all of the variables that can affect those projections. When we provide assumptions, we make sure that we believe those assumptions are accurate and achievable.

E. ACTION/IMPLEMENTATION PLAN AND FUNDING ANALYSIS

Present and Projected Fiscal Resources

We realize that recommendations mean nothing without examining the financial resources necessary to move forward. We will consider the implications and possibilities at all stages. GreenPlay will conduct an overview analysis of existing funding to understand how the City is meeting current needs and, based on recommended improvements, determine if current funding sources are sufficient for both capital and operational costs.

We will identify gaps in the current management and funding system and look for potential areas of improvement. In addition, we will analyze other sources of funds such as tax and bond issues potentials and strategies for land acquisition.

Based on the strategic recommendations that arise out of the needs assessment, we will identify probable operating, maintenance, and capital costs and recommendations for potential funding sources and mechanisms for the next ten (10) years.

Cost Recovery and Resource Allocation

GreenPlay is a national leader in teaching and developing innovative approaches to handling the often contentious financial issues of “how much taxpayer subsidy is enough?” or “where should the resources go?” GreenPlay has established and improved the “Pyramid” methodology for helping agencies create an overall philosophy and approach for resource allocation, program pricing, and cost recovery evaluation.

We currently teach implementation and use of this straightforward but innovative methodology at conferences, and also train agencies and universities in this methodology. It is invaluable for making tough resource allocation decisions, and creating pricing and cost recovery strategies. This methodology will be helpful for evaluating the financial sustainability of the City’s parks, recreation, and open space system from both operational and capital funding aspects. As part of your project, we will use the concepts for identification of gaps and/or areas of non-consensus, along with introducing the concepts for this framework for decision making.

Note: A full detailed analysis of cost recovery, divisional budgets, and/or pricing is not typically included in a master planning project, but can be facilitated separately or concurrently for an additional fee, if this is determined to be a key focus area.

Alternative Funding and Partnerships

GreenPlay brings extensive experience in evaluating options for alternative funding. Alternative funding typically includes grants, donor programs, and/or partnerships. Our Project Team will identify key partners in the area through the planning process and can provide management recommendations to enhance this potential funding area. Note that this task does not include procurement of alternative funding, but this can be addressed separately if desired.

Findings Compilation, Validation, and Visioning

GreenPlay team consultants will compile initial findings from the inventory, demographics, and needs assessments and will prepare a summary Findings Presentation for staff, decision makers, stakeholders, and the public to validate the accuracy of the findings. During this stage, we will confirm that all information identified and collected thus far is correct, and we will ask all stakeholders to share any additional issues or opportunities for consideration as we prepare to move forward into analysis and recommendations.

Key Issues Analysis Matrix

During the Findings Phase of each project, GreenPlay Project Managers compile a Key Issues Analysis Matrix that helps identify focus areas from the various tools and methodologies used to collect information. This matrix will help the City determine progress on goals set forth in the plan, and will serve as a basis for plan updates in the future.

Visioning Strategies Development Workshop

We will fully analyze identified findings to create implementable recommendations for your future. We want to be respectful of the staff's time, while thoughtfully contributing our identified ideas, suggestions, qualitative, and quantitative findings. We also want to engage all interested members and key stakeholders in determining future vision and action plan steps for the City's parks, recreation, and open space needs.

Following review of the findings, we will facilitate a **Visioning Strategies Workshop** that will include an analysis of all findings, including operational feasibility, political or historical constraints, and any other potential challenges. We will also identify opportunities for implementation steps, work plans, and funding implications. This Workshop will help provide an articulated guiding vision for future acquisition, development, and maintenance of parks, recreation, and open space, with goals, desired outcomes, and standards identified to direct policy and acquisition for existing and proposed facilities.

Capital Projects List and Development Guidelines

We understand that as a result of all of this analysis it is important to have a well-designed, feasible, and justified Capital Projects List. We will:

- Prioritize recommendations for needs regarding land acquisition, and the development of parks, recreation, and open spaces in short term and long term increments.
- Develop a set of prioritized recommendations for maintenance and renovation of all parks, recreation, and open spaces.
- Develop design guidelines for future parks, trails, and open space assets and facilities.
- Include accompanying cost estimates for list of priorities, based upon capital projects to help the City realize various portions of the Master Plan Implementation including:
 - I. Capital Projects List
 - II. Project Prioritization Criteria
 - III. Implementation Steps
 - IV. Funding Strategy

Park Development Policies

Upon review of the findings, we will evaluate current land dedication and fee in lieu policies for development. We know that the City recently revised park impact fees, which will provide additional revenue for the parks, recreation, and open space system. We will review your policies and help you develop a method for the land dedicated or the fee in lieu calculation that involves land that may be integrated into a meaningful part of the parks and recreation system. We will work with you to identify the value of open space and dedicated parkland that is buildable as a park.

Open Spaces Management Plan

We know that the City would like a better method for managing and acquiring open space. We will work with the City and the Colorado West Land Trust (CWLT) to evaluate the open space system, determine best practices, and make recommendations to better serve the community through open space. This evaluation will include a plan for managing and planning for use of open space that is currently acquired and will be acquired in the future.

F. DRAFT AND FINAL PLANS, PRESENTATIONS AND DELIVERABLES

The GreenPlay team will summarize and synthesize all research and stakeholder input, and develop recommendations and priorities into a Draft Plan. We will work with the project team to prioritize recommendations, balancing needs and cost/benefit analyses, capacity of the City, and potential budgetary realities. The product of this task will be a set of recommendations phased into immediate, near-term, and long-term timeframes that address goals and action strategies.

Draft Plan and Action Plan

Based on the outline and details of the recommendations and a summary of all tasks performed, we will create a well-written and concise draft Parks, Recreation, and Open Space Master Plan. The Plan will outline feasible goals and outcomes for future improvements.

Final Master Plan and Deliverables

Relevant comments on the draft will be incorporated into your Final Plan, and as necessary, we will assist in guiding the plan through the formal adoption process, including review and recommendation by the City Council.

Supplemental Feasibility Study Report

We will provide a Feasibility Study report on the indoor facilities needed (including addressing the issues related to Orchard Mesa Pool and the Glacier Ice Arena).

Deliverables for the final Master Plan

Deliverables will include all aspects outlined in the preceding tasks, summarized as:

- A detailed work plan.
- One (1) hard copy of the Draft Plan and supplemental Feasibility Study shall be provided for distribution and review plus one (1) electronic copy compatible with the City's software.
- Appropriate written materials and graphics (maps, slides, power point presentations, etc.) shall be provided for public presentations.
- One (1) hard copy of the Final Plan shall be provided along with one (1) electronic copy compatible with the City's software.

Project Schedule – 2020

SKO = Strategic Kick Off SCM = Strategic Committee Mtg. PM = Public Mtg.

	M	J	J	A	S	O	N	D
A. Project Coordination, Strategic Kick-Off, and Determination of Critical Success Factors								
Strategic Kick Off	SKO							
Project Coordination	SCM							
B. Public Outreach								
Focus Group Meetings		SCM			SCM			
Public Community Meetings		PM #1			PM#2			
Stakeholder Interviews		SCM			SCM			
C. Inventory and Level of Service Analysis								
Inventory		SCM			SCM			
Level of Service Analysis		SCM			SCM			
Market Analysis		SCM			SCM			
Demographics and Trends		SCM			SCM			
Facility and Asset Gaps Analysis		SCM			SCM			
Programs and Services Gaps		SCM			SCM			
D. Feasibility Study								
Facility Program Plan		SCM			SCM		SCM	
Facility Building Criteria		SCM			SCM		SCM	
Operational Pro Forma		SCM			SCM		SCM	
E. Action/Implementation Plan and Funding Analysis								
Present and Projected Fiscal Resources					SCM		SCM	
Cost Recovery and Resource Allocation					SCM		SCM	
Findings Compilation, Validation, and Visioning					SCM		SCM	
Visioning Strategies Workshop					SCM		SCM	
F. Draft and Final Plans, Presentations and Deliverables								
Draft Plan							SCM	
Final Master Plan and Deliverables								FINAL

Note - this schedule may extend up to 90 days longer to allow for flexibility.

Proposed Project Budgets

This project has two elements budgeted and invoiced separately, but conducted concurrently:

1) The Parks, Recreation, and Open Space Master Plan

Grand Junction, CO PROS MP

TASKS	GreenPlay	DHM	RRC	Total
A. Project Coordination, Strategic Kick-Off, and CSFs	\$ 1,575			\$ 1,575
B. Public Outreach	\$ 15,750	\$ 2,000	\$ 14,500	\$ 32,250
C. Inventory and Level of Service Analysis	\$ 8,400	\$ 3,000		\$ 11,400
D. Feasibility Study	\$ 525			\$ 525
E. Action/Implementation Plan and Funding Analysis	\$ 7,875	\$ 6,000		\$ 13,875
F. Draft and Final Plans, Presentations and Deliverables	\$ 10,375	\$ 5,000		\$ 15,375
Totals	\$ 44,500	\$ 16,000	\$ 14,500	\$ 75,000

2) The Center Feasibility Study

Grand Junction, CO Center Feasibility Study

TASKS	GreenPlay	BRS	Total
A. Project Coordination, Strategic Kick-Off, and CSFs	\$ 1,050		\$ 1,050
B. Public Outreach	\$ 3,150		\$ 3,150
C. Inventory and Level of Service Analysis	\$ -		\$ -
D. Feasibility Study	\$ 5,250	\$ 21,000	\$ 26,250
E. Action/Implementation Plan and Funding Analysis	\$ 3,150		\$ 3,150
F. Draft and Final Plans, Presentations and Deliverables	\$ 6,400		\$ 6,400
Totals	\$ 19,000	\$ 21,000	\$ 40,000

This project is billed as Firm-Fixed Fee, meaning that all travel and reimbursables are built into the per task cost.

Fee Basis

GreenPlay does not bill on an hourly basis. We have established an inclusive fee schedule that covers the salaries of our professional project staff and of support staff who enable them to function effectively and efficiently. We consider the prevailing rates in our industry and the level of specialized expertise that we provide.

For projects which require more than 100 hours of work, GreenPlay proposes using a **Firm-Fixed Price** model for compensation. This means that the contract is based on a projected number of hours, but the compensation is actually based on the completion of pre-determined contracted tasks identified in the Scope of Work and within a pre-specified timeline. This typically works well for the client, ensuring that all work is accomplished regardless of the time required to complete each task. In the event that the contracted **Scope of Work** is changed by the client during the project, GreenPlay can adjust total contract fees accordingly based on our regular hourly rates. This project is proposed as a Firm-Fixed Fee project; therefore, individual hourly rates and projected number of hours are not applicable.

Our rates include:

- All deliverables as outlined in the Scope of Work.
- Professional staff, sub-consultant, and administrative salaries.
- All office overhead, equipment, utilities, and consulting insurances.
- Taxes, employee benefits, and Worker's Compensation.
- Administrative support staff and supplies, and local travel.
- Work Products and meetings as outlined in the Scope of Work.
- All travel costs are built into the firm-fixed fee.

Rates do not include:

- Materials and services outside of the pre-specified Scope of Work (may include extra meetings, requested copies and printing of work products).
- Geotechnical services and reports.
- Topographic and boundary surveys (site surveys).
- Site Testing.
- Project related legal and safety consultant services.
- Permits and fees borne by the agency.
- Detailed schematic and construction documents.

Additional Services: If Requested

GreenPlay's rate for additional services is based on an average of \$150 per hour if not proposed as "firm-fixed fee." For sub-consultants, hourly rates range from \$60 to \$150 per hour, depending on the task. As this project is based on a firm-fixed fee, our consultants will dedicate the necessary time to complete the project. Our sub-consultant team members set their hourly rates according to their individual firm fee schedules. While the hourly rates may sound high, when considering the costs for implementing additional experienced and professional full-time staff, benefits, insurances, office space, computers and equipment, support staff, utilities, etc., we find that this rate is usually comparable to or lower than what an agency would spend for in-house staff. An additional benefit is that when the project is finished, the expense ends. GreenPlay typically submits an invoice for payment to the project manager/primary contact person on a monthly basis. Each invoice includes a brief description of the services provided and percentage of Scope completed to date. Invoices past due over 60 days will accrue 1.5% interest per month. Other structures for compensation and payment can be negotiable prior to contract award.

Project Delay Fee

There is up to 90 days additional flexibility built into the schedule to allow for unforeseen delays.

GreenPlay will work with your project team to jointly lay out an achievable schedule during contracting and detailed during the SKO. There is a cost to GreenPlay if the project is delayed beyond the accepted contracted schedule end date, so we will work diligently with you to achieve it. We expect prompt responses and to keep milestones for approval points. If the project is delayed due to City requests or non-response, we may request additional fees to do so. Typically, this fee is around 10% of remaining budget for each month of client caused delays. We are happy to help keep this project on schedule, and value open and transparent conversations about how to best do so throughout the project.



**Request for Proposal
RFP-4755-20-SH**

**PARKS, RECREATION AND OPEN SPACE
MASTER PLAN**

RESPONSES DUE:

February 28, 2020 prior to 2:30 P.M. Local

Accepting Electronic Responses Only

**Responses Only Submitted Through the Rocky Mountain E-Purchasing
System (RMEPS)**

www.bidnetdirect.com/colorado

(Purchasing Representative does not have access or control of the vendor side of RMEPS.
If website or other problems arise during response submission, vendor **MUST** contact
RMEPS to resolve issue prior to the response deadline. 800-835-4603)

PURCHASING REPRESENTATIVE:

Susan Hyatt
susanh@gjcity.org
970-244-1513

This solicitation has been developed specifically for a Request for Proposal intended to solicit competitive responses for this solicitation, and may not be the same as previous City of Grand Junction solicitations. All offerors are urged to thoroughly review this solicitation prior to submitting. Submittal by **FAX, EMAIL or HARD COPY IS NOT ACCEPTABLE** for this solicitation.

REQUEST FOR PROPOSAL

TABLE OF CONTENTS

Section

- 1.0 Administrative Information and Conditions for Submittal**
- 2.0 General Contract Terms and Conditions**
- 3.0 Specifications/Scope of Services**
- 4.0 Preparation and Submittal of Proposals**
- 5.0 Evaluation Criteria and Factors**
- 6.0 Solicitation Response Form**

REQUEST FOR PROPOSAL

SECTION 1.0: ADMINISTRATIVE INFORMATION & CONDITIONS FOR SUBMITTAL

- 1.1 Issuing Office:** This Request for Proposal (RFP) is issued by the City of Grand Junction (City). All contact regarding this RFP shall be directed to:
- RFP Questions:**
Susan Hyatt
susanh@gjcity.org
- 1.2 Purpose:** The purpose of this RFP is to obtain proposals from qualified professional firms to provide Services to develop a Parks, Recreation and Open Space Master Plan as described in Section 3.
- 1.3 Compliance:** All participating Offerors, by their signature hereunder, shall agree to comply with all conditions, requirements, and instructions of this RFP as stated or implied herein. Should the City omit anything from this packet which is necessary to the clear understanding of the requirements, or should it appear that various instructions are in conflict, the Offeror(s) shall secure instructions from the Purchasing Division prior to the date and time of the submittal deadline shown in this RFP.
- 1.4 Procurement Process:** Procurement processes shall be governed by the most current version of the City of Grand Junction [Purchasing Policy and Procedure Manual](#).
- 1.5 Submission:** Please refer to section 4.0 for what is to be included. Each proposal shall be submitted in electronic format only, and only through the Rocky Mountain E-Purchasing website, www.bidnetdirect.com/colorado. The uploaded response shall be a single PDF document with all required information included. This site offers both “free” and “paying” registration options that allow for full access of the City’s documents and for electronic submission of proposals. (Note: “free” registration may take up to 24 hours to process. Please Plan accordingly.) For proper comparison and evaluation, the City requests that proposals be formatted as directed in Section 4.0 “Preparation and Submittal of Proposals.” Submittals received that fail to follow this format may be ruled non-responsive. (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline. **800-835-4603**)
- 1.6 Altering Proposals:** Any alterations made prior to opening date and time must be initialed by the signer of the proposal, guaranteeing authenticity. Proposals cannot be altered or amended after submission deadline.
- 1.7 Withdrawal of Proposal:** A proposal must be firm and valid for award and may not be withdrawn or canceled by the Offeror for sixty (60) days following the submittal deadline date, and only prior to award. The Offeror so agrees upon submittal of their proposal. After award this statement is not applicable.
- 1.8 Addenda:** All Questions shall be submitted in writing to the appropriate person as shown in Section 1.1. Any interpretations, corrections and changes to this RFP or extensions to the opening/receipt date shall be made by a written Addendum to the RFP by the City. Sole

authority to authorize addenda shall be vested in the City of Grand Junction Purchasing Representative. Addenda will be issued electronically through the Rocky Mountain E-Purchasing website at www.bidnetdirect.com/colorado. Offerors shall acknowledge receipt of all addenda in their proposal. Addenda and solicitations are posted on the City's website, www.gjcity.org/business-and-economic-development/bids, for informational purposes.

- 1.9 Confidential Material:** All materials submitted in response to this RFP shall ultimately become public record and shall be subject to inspection after contract award. **"Proprietary or Confidential Information"** is defined as any information that is not generally known to competitors and which provides a competitive advantage. Unrestricted disclosure of proprietary information places it in the public domain. Only submittal information clearly identified with the words **"Confidential Disclosure"** and uploaded as a separate document shall establish a confidential, proprietary relationship. Any material to be treated as confidential or proprietary in nature must include a justification for the request. The request shall be reviewed and either approved or denied by the City. If denied, the proposer shall have the opportunity to withdraw its entire proposal, or to remove the confidential or proprietary restrictions. Neither cost nor pricing information nor the total proposal shall be considered confidential or proprietary
- 1.10 Response Material Ownership:** All proposals become the property of the City upon receipt and shall only be returned to the proposer at the City's option. Selection or rejection of the proposal shall not affect this right. The City shall have the right to use all ideas or adaptations of the ideas contained in any proposal received in response to this RFP, subject to limitations outlined in the section titled "Confidential Material". Disqualification of a proposal does not eliminate this right.
- 1.11 Minimal Standards for Responsible Prospective Offerors:** A prospective Offeror must affirmably demonstrate their responsibility. A prospective Offeror must meet the following requirements:
- Have adequate financial resources, or the ability to obtain such resources as required.
 - Be able to comply with the required or proposed completion schedule.
 - Have a satisfactory record of performance.
 - Have a satisfactory record of integrity and ethics.
 - Be otherwise qualified and eligible to receive an award and enter into a contract with the City.
- 1.12 Nonconforming Terms and Conditions:** A proposal that includes terms and conditions that do not conform to the terms and conditions of this Request for Proposal is subject to rejection as non-responsive. The City reserves the right to permit the Offeror to withdraw nonconforming terms and conditions from its proposal prior to a determination by the City of non-responsiveness based on the submission of nonconforming terms and conditions
- 1.13 Open Records:** All proposals shall be open for public inspection after the contract is awarded. Trade secrets and confidential information contained in the proposal so identified by offer as such shall be treated as confidential by the City to the extent allowable in the Open Records Act.
- 1.14 Sales Tax:** City of Grand Junction is, by statute, exempt from the State Sales Tax and Federal Excise Tax; therefore, all fees shall not include taxes.

- 1.15 Public Opening:** Proposals shall be opened in the City Hall Auditorium, 250 North 5th Street, Grand Junction, CO 81501, immediately following the proposal deadline. Offerors, their representatives and interested persons may be present. Only the names and locations on the proposing firms will be disclosed.

SECTION 2.0: GENERAL CONTRACT TERMS AND CONDITIONS

- 2.1. Acceptance of RFP Terms:** A proposal submitted in response to this RFP shall constitute a binding offer. Acknowledgment of this condition shall be indicated on the Cover Letter by the Offeror or an officer of the Offeror legally authorized to execute contractual obligations. A submission in response to the RFP acknowledges acceptance by the Offeror of all terms and conditions, as set forth herein. An Offeror shall identify clearly and thoroughly any variations between its proposal and the City's RFP requirements. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.
- 2.2. Execution, Correlation, Intent, and Interpretations:** The Contract Documents shall be signed by the City and Contractor. By executing the contract, the Contractor represents that they have familiarized themselves with the local conditions under which the Work is to be performed, and correlated their observations with the requirements of the Contract Documents. The Contract Documents are complementary, and what is required by any one, shall be as binding as if required by all. The intention of the documents is to include all labor, materials, equipment, services and other items necessary for the proper execution and completion of the scope of work as defined in the technical specifications and drawings contained herein. All drawings, specifications and copies furnished by the City are, and shall remain, City property. They are not to be used on any other project.
- 2.3. Acceptance Not Waiver:** The City's acceptance or approval of any work furnished hereunder shall not in any way relieve the proposer of their present responsibility to maintain the high quality, integrity and timeliness of his work. The City's approval or acceptance of, or payment for, any services shall not be construed as a future waiver of any rights under this Contract, or of any cause of action arising out of performance under this Contract.
- 2.4. Assignment:** The Offeror shall not sell, assign, transfer or convey any contract resulting from this RFP, in whole or in part, without the prior written approval from the City.
- 2.5. Compliance with Laws:** Proposals must comply with all Federal, State, County and local laws governing or covering this type of service and the fulfillment of all ADA (Americans with Disabilities Act) requirements. Contractor hereby warrants that it is qualified to assume the responsibilities and render the services described herein and has all requisite corporate authority and professional licenses in good standing, required by law.
- 2.6. Debarment/Suspension:** The Contractor hereby certifies that the Contractor is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Governmental department or agency.
- 2.7. Confidentiality:** All information disclosed by the City to the Contractor for the purpose of the work to be done or information that comes to the attention of the Contractor during the course of performing such work is to be kept strictly confidential.

- 2.8. Conflict of Interest:** No public official and/or City employee shall have interest in any contract resulting from this RFP.
- 2.9. Contract:** This Request for Proposal, submitted documents, and any negotiations, when properly accepted by the City, shall constitute a contract equally binding between the City and Offeror. The contract represents the entire and integrated agreement between the parties hereto and supersedes all prior negotiations, representations, or agreements, either written or oral, including the Proposal documents. The contract may be amended or modified with Change Orders, Field Orders, or Amendment.
- 2.10. Cancellation of Solicitation:** Any solicitation may be canceled by the City or any solicitation response by a vendor may be rejected in whole or in part when it is in the best interest of the City.
- 2.11. Contract Termination:** This contract shall remain in effect until any of the following occurs: (1) contract expires; (2) completion of services; (3) acceptance of services or, (4) for convenience terminated by either party with a written *Notice of Cancellation* stating therein the reasons for such cancellation and the effective date of cancellation at least thirty days past notification.
- 2.12. Employment Discrimination:** During the performance of any services per agreement with the City, the Offeror, by submitting a Proposal, agrees to the following conditions:
- 2.12.1.** The Offeror shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, age, disability, citizenship status, marital status, veteran status, sexual orientation, national origin, or any legally protected status except when such condition is a legitimate occupational qualification reasonably necessary for the normal operations of the Offeror. The Offeror agrees to post in conspicuous places, visible to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
 - 2.12.2.** The Offeror, in all solicitations or advertisements for employees placed by or on behalf of the Offeror, shall state that such Offeror is an Equal Opportunity Employer.
 - 2.12.3.** Notices, advertisements, and solicitations placed in accordance with federal law, rule, or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
- 2.13. Immigration Reform and Control Act of 1986 and Immigration Compliance:** The Offeror certifies that it does not and will not during the performance of the contract employ illegal alien workers or otherwise violate the provisions of the Federal Immigration Reform and Control Act of 1986 and/or the immigration compliance requirements of State of Colorado C.R.S. § 8-17.5-101, *et.seq.* (House Bill 06-1343).
- 2.14. Ethics:** The Offeror shall not accept or offer gifts or anything of value nor enter into any business arrangement with any employee, official, or agent of the City.
- 2.15. Failure to Deliver:** In the event of failure of the Offeror to deliver services in accordance with the contract terms and conditions, the City, after due oral or written notice, may procure

the services from other sources and hold the Offeror responsible for any costs resulting in additional purchase and administrative services. This remedy shall be in addition to any other remedies that the City may have.

- 2.16. Indemnification:** Offeror shall defend, indemnify and save harmless the City and all its officers, employees, insurers, and self-insurance pool, from and against all liability, suits, actions, or other claims of any character, name and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property on account of any negligent act or fault of the Offeror, or of any Offeror's agent, employee, subcontractor or supplier in the execution of, or performance under, any contract which may result from proposal award. Offeror shall pay any judgment with cost which may be obtained against the City growing out of such injury or damages.
- 2.17. Oral Statements:** No oral statement of any person shall modify or otherwise affect the terms, conditions, or specifications stated in this document and/or resulting agreement. All modifications to this request and any agreement must be made in writing by the City.
- 2.18. Remedies:** The Offeror and City agree that both parties have all rights, duties, and remedies available as stated in the Uniform Commercial Code.
- 2.19. Venue:** Any agreement as a result of this RFP shall be deemed to have been made in, and shall be construed and interpreted in accordance with, the laws of the City of Grand Junction, Mesa County, Colorado.
- 2.20. Expenses:** Expenses incurred in preparation, submission and presentation of this RFP are the responsibility of the company and cannot be charged to the City.
- 2.21. Public Funds/Non-Appropriation of Funds:** Funds for payment have been provided through the City's budget approved by the City Council/Board of County Commissioners for the stated fiscal year only. State of Colorado statutes prohibit the obligation and expenditure of public funds beyond the fiscal year for which a budget has been approved. Therefore, anticipated orders or other obligations that may arise past the end of the stated City's fiscal year shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.
- 2.22. Collusion Clause:** Each Offeror by submitting a proposal certifies that it is not party to any collusive action or any action that may be in violation of the Sherman Antitrust Act. Any and all proposals shall be rejected if there is evidence or reason for believing that collusion exists among the proposers. The City may or may not, at the discretion of the City Purchasing Representative, accept future proposals for the same service or commodities for participants in such collusion.
- 2.23. Gratuities:** The Contractor certifies and agrees that no gratuities or kickbacks were paid in connection with this contract, nor were any fees, commissions, gifts or other considerations made contingent upon the award of this contract. If the Contractor breaches or violates this warranty, the City may, at their discretion, terminate this contract without liability to the City.
- 2.24. Performance of the Contract:** The City reserves the right to enforce the performance of the contract in any manner prescribed by law or deemed to be in the best interest of the City in the event of breach or default of resulting contract award.

- 2.25. Cooperative Purchasing:** Purchases as a result of this solicitation are primarily for the City. Other governmental entities may be extended the opportunity to utilize the resultant contract award with the agreement of the successful provider and the participating agencies. All participating entities will be required to abide by the specifications, terms, conditions and pricings established in this Proposal. The quantities furnished in this proposal document are for only the City. It does not include quantities for any other jurisdiction. The City will be responsible only for the award for our jurisdiction. Other participating entities will place their own awards on their respective Purchase Orders through their purchasing office or use their purchasing card for purchase/payment as authorized or agreed upon between the provider and the individual entity. The City accepts no liability for payment of orders placed by other participating jurisdictions that choose to piggy-back on our solicitation. Orders placed by participating jurisdictions under the terms of this solicitation will indicate their specific delivery and invoicing instructions.
- 2.26. Public Disclosure Record:** If the Proposer has knowledge of their employee(s) or sub-proposers having an immediate family relationship with an City employee or elected official, the proposer must provide the Purchasing Representative with the name(s) of these individuals. These individuals are required to file an acceptable "Public Disclosure Record", a statement of financial interest, before conducting business with the City.

SECTION 3.0: SPECIFICATIONS/SCOPE OF SERVICES

- 3.1 General:** The City of Grand Junction, Colorado (City) is seeking proposals from qualified consultants to create the Parks, Recreation and Open Space (PROS) Master Plan.

3.2 Background:

A. Community Context

Grand Junction, Colorado is the gateway to the mountains and canyonlands of western Colorado and eastern Utah. Centrally located between Denver, Colorado (250 miles east) and Salt Lake City, Utah (270 miles west), Grand Junction is surrounded by 1.2 million acres of public lands. Grand Junction also possesses easy access to the Rocky Mountains and western Colorado's incredible landscape. The City of Grand Junction currently covers 39.8 square miles and serves an estimated population of 64,900 people. 78.7% are Caucasian and 16.8% Hispanic or Latino.

The City of Grand Junction was first settled in 1881 and was incorporated in 1882. It became a Home-rule city in 1909 by adopting its own charter pursuant to Article XX of the Constitution of the State of Colorado. The City operates using the Council-Manager form of government. It provides a full range of services including public safety (police, 9-1-1 communication center, fire, emergency medical services and emergency transport), public works (highways, streets, and sanitation), culture-recreation (parks, programs, cemeteries, swimming pools, golf courses, and general recreation), utilities (water and wastewater) planning and development, visitor services, and general administrative services.

The Parks and Recreation Department is responsible for management of the City's inventory of over 400 acres of developed parks (36 parks), 258 acres of undeveloped properties, and over 900 acres of open space. Additionally, the system includes recreation programs and facilities that provide a level of service of about 170,000 participants visits per year, which averages to nearly 500 people served per day. Major facilities include Lincoln Park Stadium

and Complex, two pools (one indoor and one outdoor), regional Canyon View park and the Las Colonias Park. Two cemeteries are also operated and over 27,000 street trees are maintained.

B. Project Overview

The central purpose of the project is to produce a Parks, Recreation and Open Space (PROS) Master Plan. The Master Plan, derived from citizen and stakeholder input, will provide clear direction for services, facilities and amenities for the next 5 to 8 years. This is an action step in the draft Comprehensive Plan that is up for Council Adoption in the Spring of 2020. The PROS Master Plan needs to dovetail and build off of the Comprehensive Plan.

In 2001, the City of Grand Junction completed the Parks, Recreation and Open Space Master Plan ([Attachment A](#)). This was updated as the Parks Inventory in 2011 ([Attachment B](#)). However, the plan has not been updated since that time. The 2001 plan served the community well with many components having been completed, including an outdoor amphitheater, Las Colonias Park and Canyon View Park. Towards the end of 2018, Grand Junction successfully earned a Great Outdoors Colorado Planning Grant that is paying for a majority of the cost of this Master Plan.

It is imperative that there be meaningful community participation in the preparation of the plan and that the consulting team includes substantial opportunities for citizen participation in the planning process. The following should drive the plan: results of an updated statistically valid survey (building off of the 2018 survey described below), public input from focus groups, community meetings, engagement with City Council and staff, and regular interaction with a City Council appointed PROS Master Plan Task Force. This letter being circulated to recruit for this Task Force is shown in [Attachment C](#).

- 3.3 Scope of Work:** The awarded consultant team (lead consultant along with proposed sub-consultants), will work with City staff, elected and appointed officials and the community to develop an innovative, integrated and implementable Parks, Recreation and Open Space (PROS) Plan. Building off and referencing the project objectives listed below, responding consultants are requested to prepare a detailed scope of work for consideration by an evaluation committee. Respondents should outline the proposed methods for completing the PROS Master Plan including how work activities will be conducted. Creative recommendations for overall project approach are encouraged. The proposal should include, but is not limited to, recommendations for the following including schedule, number of meetings etc. to stay within the stated budget, community involvement, stakeholder and elected and appointed official's engagement and implementation strategies.

The final scope of services will be the result of negotiations between the City and the selected consultants as to how to best meet the City's goals for the planning process. The proposal should include, but is not limited to, completion of the following project objectives:

- **Feasibility Study.** This involves completion of a Feasibility Study for the most needed indoor recreation facilities. If a Community Center is identified, we will need to update the recently completed **Community Center Feasibility Study**, dated September 5, 2018. This is included as [Attachment D](#). Also, the Master Plan is likely going to involve two hot issues in the community currently, the Orchard Mesa pool and the status of the Glacier Ice Arena. The Orchard Mesa pool is a facility built in 1983 in partnership with Mesa County School District, Mesa County and the City. With the rebuilding of adjacent Orchard Mesa Middle School, the School District wants to move away from the

partnership. The facility currently has \$2.5M in identified capital needs and it serves an average of 109 people per day. The Glacier Ice Arena is one of the few privately owned and operated rinks in Colorado. The owners are under financial distress and they, along with their user groups, are encouraging the City to purchase the rink and take over operation. Both of these current issues need to be factored into the discussion of and planning for indoor facilities.

- **Needs Assessment and Statistically Valid Survey.** This plan, working with staff, will involve an in depth examination of the current unmet parks, recreation and open space needs, and how to best increase the quality and quantity of service. The most representative way to achieve this will be completing a Needs Assessment using a statistically valid survey. This will build off the Public Survey from 2018 (included as section 03 in **Attachment D**). This statistically valid survey was a centerpiece in the 2018 Community Center Feasibility Study. While the survey indicated strong support for the Community Center as planned, with 79% to 86% of respondents indicating their support for a sales tax increase to build the Community Center as planned, the question was voted down with 45% support in April 2019. The new survey needs to address and seek to understand this discrepancy. In other words, it should also illuminate the underlying issues that lead to failure at the ballot box.
- **Demographic Projections.** Similar to the statistically valid survey, demographic projections need to be updated to be current from the 2018 pulled information that is described in **Attachment D, Community Center Feasibility Study**.
- **Specification of the Highest Priority Projects.** The City budgets for capital improvements on 10-year horizon, with the first 5 years being funded and balanced. The resultant PROS plan should prioritize projects and improvements given this and other resources such as capital grants.
- **Open Space.** The City is in need of a better method to manage existing Open Space and how to acquire additional Open Space. One strong partner in particular, the Colorado West Land Trust (CWLT), has worked closely with the City to greatly expand Open Space, especially in the Monument Road Corridor. The CWLT will assist this planning effort by mobilizing their network regarding the open space component. This PROS plan will illuminate best practices and make recommendations on how to better serve the community through Open Space. Additionally, the City needs to create a plan for managing and planning for use of open space that is acquired, such as the Corner Property at South Camp and Monument Road.
- **Park Development Policies.** The plan needs to evaluate current land dedication and fee in lieu policies for development. Currently, these policies are stated in City ordinance 21.06.020 Public and Private Parks and Open Space as follows: *(1) The owner of any residential development of 10 or more lots or dwelling units shall dedicate 10 percent of the gross acreage of the property or the equivalent of 10 percent of the value of the property. The decision as to whether to accept money or land as required by this section shall be made by the (Parks and Recreation) Director. (4) The required dedication and/or payment shall be subject to and made in accordance with this code. The City Council may accept the dedication of land in lieu of payment so long as the fair market value of the land dedicated to the City is not less than 10 percent of the value of the property.* Working with the CWLT, the City has already identified a need to create a distinction in ordinance between fees paid by developers and land dedicated for open space versus developable park space. Also, City Council in late 2019, passed a significant increase in the park impact fee. The previously 30 plus year old fee was \$225, and the new fee that began in 2020 is \$1,260 per single family residential. This will help provide needed resources to aid in park development. New park development has slowed significantly

in the past decade, which is reducing the level of service and diminishing connectivity. Lastly, the City needs to develop a way for the land dedicated or the fee in lieu calculation involves land that may be integrated into a meaningful part of the parks and recreation system. Open space should have an identified value as should dedicated parkland that is buildable as a park.

- **Level of Service Analysis/Existing Conditions Study.** Working with the City GIS department, the resultant Master Plan will include maps that illustrate level of service. City staff will provide a great deal of pre-process information. City staff will update the 2011 Parks Inventory, which includes a full catalog of existing conditions of City-owned property. City staff will develop a series of GIS maps to depict development activity, access points for parks, walking distance to parks, existing amenities, health indicators by census tract, and overall amenity locations. City staff will provide growth and development information gathered as part of the Comprehensive Plan that will assist in determining future needs. Gaps in service need to be identified. See [Attachment B](#) for a current map showing the City and park accessibility. This work will need to be incorporated into the PROS Master Plan. Completing much of this work in-house should save budget.
- **Deliverables.** Deliverables for the project include draft and final plans, important policy recommendations, project prioritization, a completed feasibility study for the most need indoor recreation components and final strategies for implementation.

3.4 Minimum Mandatory Qualifications of Offeror

The consultant's project manager shall have at least 5 years of planning experience with local governments and have lead or substantively assisted in the development of a local jurisdiction of like size PROS plans.

3.5 RFP and Master Plan Tentative Schedule:

- | | |
|--|------------------------------|
| • Request for Proposal available | on or about February 7, 2020 |
| • Inquiry deadline, no questions after this date | February 18, 2020 at noon |
| • Addendum issued, if needed | February 21, 2020 |
| • Submittal deadline for proposals | February 28, 2020 at 2:30 PM |
| • City evaluation of proposals | March 2-4, 2020 |
| • Interviews (please plan to be in person) | March 6, 2020 |
| • Final selection | Week of March 9, 2020 |
| • Refinement of scope (if necessary) | March 12-13, 2020 |
| • Letter of Intent execution | Week of March 16, 2020 |
| • Contract execution | March 20, 2020 |
| • Work begins | March 23, 2020 |
| • Target Adoption Date/Project Completion | Week of Sept 28, 2020 |

3.6 Questions Regarding Scope of Services:

Susan Hyatt
susanh@gjcity.org

- 3.7 Contract:** The initial contract period shall be from March, 2020 through October, 2020 and may be renewed for a period up to 6 months, as mutually agreed by the City and the Consultant. All awards and extensions are subject to annual appropriation of funds.

SECTION 4.0: PREPARATION AND SUBMITTAL OF PROPOSALS

Submission: Each proposal shall be submitted in electronic format only, and only through the BidNet website, www.bidnetdirect.com/colorado. This site offers both “free” and “paying” registration options that allow for full access of the City’s documents and for electronic submission of proposals. (Note: “free” registration may take up to 24 hours to process. Please Plan accordingly.) (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline; **800-835-4603**). For proper comparison and evaluation, the City requests that proposals be formatted as directed. The uploaded response to this RFP shall be a single PDF document with all required information included. Offerors are required to indicate their interest in this Project, show their specific experience and address their capability to perform the Scope of Services in the Time Schedule as set forth herein. For proper comparison and evaluation, the City requires that proposals be formatted **A** to **G**.

- A. Cover Letter:** Cover letter shall be provided which explains the Firm’s interest in the project. The letter shall contain the name/address/phone number/email of the person who will serve as the firm’s principal contact with City’s Contract Administrator and shall identify individual(s) who will be authorized to make presentations on behalf of the firm. The statement shall bear the signature of the person having proper authority to make formal commitments on behalf of the firm. By submitting a response to this solicitation the Contractor agrees to all requirements herein.
- B. Qualifications/Experience/Credentials:** Proposers shall provide their qualifications for consideration as a contract provider to the City of Grand Junction and include prior experience in similar projects, as follows:
1. Provide the name of the project manager for this assignment, including an overview of their experience as project manager for other similar assignments and amount of time this person is expected to spend on the project.
 2. Provide the names and resumes of key personnel that will be performing the proposed services, including the primary project manager.
 3. List the names of the subcontractors expected to be used, the services to be provided by the subcontractors and the amount of time that each is expected to spend on the project. Also, include the names and resumes of key subcontractor personnel who will be working on the assignment.
- C. Methodology and Approach to Scope of Work**
1. Describe any project approaches or ideas that you would apply to this project and that you feel would enhance the quality of the project and final product. Provide a specific timeline or schedule for the work. Show milestones and completion dates on the schedule.
 2. Describe the methods and timeline of communication your firm will use with the City’s project manager, other involved City staff, elected and appointed officials, and other interested parties.
- D. Community Involvement**
1. Describe methods and general strategy for engaging the community throughout the planning process.

2. Provide innovative and successful techniques of outreach to Grand Junction's Latino community.
 3. Indicate the specific visualization techniques proposed as part of an innovative community involvement process.
 4. Specify the number and timing of workshops/meetings/events and strategies proposed with various segments of the Grand Junction community and a technical/advisory Committee (if recommended). Provide the purpose and expected outcome of each of these workshops and strategies.
- E. **References:** A minimum of three (3) **references** with name, address, telephone number, and email address that can attest to your experience in projects of similar scope and size. The reference should also include the description of the project scope and lead staff assigned to the project.
- F. **Fee Proposal:** Provide a cost for the consulting services and products broken down per task listed under the Scope of Work. The City is anticipating a budget ranging between \$95,000 to \$110,000 for this effort. Provide a breakdown of all reimbursable expenses required to complete the work. If applicable, provide the subcontractor's costs as separate items. Provide hourly rate for your firm and all subcontractors. Provide total cost using Solicitation Response Form found in Section 6.
- G. **Additional Data (optional):** Provide any additional information that will aid in evaluation of your qualifications with respect to this project.

SECTION 5.0: EVALUATION CRITERIA AND FACTORS

- 5.1 Evaluation:** An evaluation team shall review all responses and select the proposal or proposals that best demonstrate the capability in all aspects to perform the scope of services and possess the integrity and reliability that will ensure good faith performance.
- 5.2 Intent:** Only respondents who meet the qualification criteria will be considered. Therefore, it is imperative that the submitted proposal clearly indicate the firm's ability to provide the services described herein.

Submittal evaluations will be done in accordance with the criteria and procedure defined herein. The City reserves the right to reject any and all portions of proposals and take into consideration past performance, if available. The following parameters will be used to evaluate the submittals (in no particular order of priority). Definitions of each criterion is shown in parenthesis below each point.

- **Responsiveness of submittal to the RFP**
(Contractor has submitted a proposal that is fully comprehensive, inclusive, and conforms in all respects to the Request for Proposals (RFP) and all of its requirements, including all forms and substance.)
- **Understanding of the project and the objectives**
(Contractor's ability to demonstrate a thorough understanding of the City's goals pertaining to this specific project.)
- **Experience, necessary resources and skills**
(Contractor's proven proficiency in the successful completion of similar projects and has provided sufficient information proving their available means to perform the required scope of work/service; to include appropriate bonding, insurance and all other requirements necessary to complete the project.)
- **Suitability of the proposal to fulfill City's requirements**
(Contractor's team is appropriate and applicable to fulfill the needs of this solicitation.)
- **Proposed Strategy/Methodology**
(Contractor has provided a clear interpretation of the City's objectives in regard to the project, and a fully comprehensive plan to achieve successful completion. See Section 5.0 Item C. – Strategy and Implementation Plan for details.)
- **Community Involvement**
(Contractor has a proven plan and methodology for involving the community.)
- **References**
(Proof of performance in projects of similar scope and size from previous clients. See Section 5.0 Item E – References.)
- **Fees (value/cost of efforts)**
(All fees associated with the project are provided and are complete and comprehensive.)

City also reserves the right to take into consideration past performance of previous awards/contracts with the City of any vendor, contractor, supplier, or service provider in determining final award(s).

- 5.3 Oral Interviews:** The City may invite the most qualified rated proposers to participate in oral interviews on March 6, 2020.
- 5.4 Award:** Firms shall be ranked or disqualified based on the criteria listed in Section 5.2. The City reserves the right to consider all of the information submitted and/or oral presentations, if required, in selecting the Consultant.

SECTION 6.0: SOLICITATION RESPONSE FORM
RFP-4755-20-SH

Offeror must submit entire Form completed, dated and signed.

Total cost to provide services as described: \$ _____

WRITTEN: _____ dollars.

The City reserves the right to accept any portion of the work to be performed at its discretion

The undersigned has thoroughly examined the entire Request for Proposals and therefore submits the proposal and schedule of fees and services attached hereto.

This offer is firm and irrevocable for sixty (60) days after the time and date set for receipt of proposals.

The undersigned Offeror agrees to provide services and products in accordance with the terms and conditions contained in this Request for Proposal and as described in the Offeror's proposal attached hereto; as accepted by the City.

Prices in the proposal have not knowingly been disclosed with another provider and will not be prior to award.

- Prices in this proposal have been arrived at independently, without consultation, communication or agreement for the purpose of restricting competition.
- No attempt has been made nor will be to induce any other person or firm to submit a proposal for the purpose of restricting competition.
- The individual signing this proposal certifies they are a legal agent of the offeror, authorized to represent the offeror and is legally responsible for the offer with regard to supporting documentation and prices provided.
- Direct purchases by the City of Grand Junction are tax exempt from Colorado Sales or Use Tax. Tax exempt No. 98-903544. The undersigned certifies that no Federal, State, County or Municipal tax will be added to the above quoted prices.
- City of Grand Junction payment terms shall be Net 30 days.
- Prompt payment discount of _____ percent of the net dollar will be offered to the City if the invoice is paid within _____ days after the receipt of the invoice.

RECEIPT OF ADDENDA: the undersigned Contractor acknowledges receipt of Addenda to the Solicitation, Specifications, and other Contract Documents.

State number of Addenda received: _____.

It is the responsibility of the Proposer to ensure all Addenda have been received and acknowledged.

Company Name – (Typed or Printed)

Authorized Agent – (Typed or Printed)

Authorized Agent Signature

Phone Number

Address of Offeror

E-mail Address of Agent

City, State, and Zip Code

Date

ATTACHMENT A

CITY OF GRAND JUNCTION

Parks Master Plan Update



16 October 2000

City of Grand Junction Department of Parks and Recreation Department
Winston Associates • Ballard/King and Associates • RRC Associates

Draft Master Plan As Recommended For Approval By Parks and Recreation Advisory Board

ACKNOWLEDGEMENTS

City Council

Gene Kinsey, Mayor
Cindy Enos-Martinez, Mayor Pro Tem
Earl Payne
Jack Scott
Jim Spehar
Janet Terry
Reford Theobald

City Manager

Kelly Arnold

Parks & Recreation Advisory Board

Tilman (Tillie) Bishop, Chair
Bob Cron, Vice-Chair
Lena Elliott
Bernie Goss
Jamie Hamilton
Nora Hughes
R.T. Mantlo

Parks & Recreation Staff

Erik Joe Stevens, Director
Don Hobbs, Assistant Director
Shawn Cooper, Parks Planner
Mari Steinbach, Recreation Superintendent

Consultant Team

Winston Associates, Inc.

Paul M. Kuhn, Senior Associate
Jim Carlson, GIS and Mapping
Jessica Brundage, Desktop Publishing

RRC Associates
Mike Simone
Needs Assessment Survey

Ballard*King and Associates
Ken Ballard
Recreation Center Operations Pro-Forma
Parks Operations Pro-Forma

TABLE OF CONTENTS

EXECUTIVE SUMMARY	iii
A. BACKGROUND.....	iii
B. THE PURPOSE OF THE PARKS AND RECREATION MASTER PLAN UPDATE	iv
C. THE MASTER PLAN PROCESS	iv
E. RECOMMENDATIONS FOR PARKS	vi
<i>Community Parks</i>	vii
F. SPECIALIZED FACILITIES	vii
<i>Recreation Center</i>	vii
<i>Outdoor Amphitheater</i>	viii
<i>Outdoor Water Park</i>	viii
G. FUNDING.....	viii
I INTRODUCTION	I
1.1 THE PURPOSE OF THE PARKS AND RECREATION MASTER PLAN UPDATE I	
1.2 GRAND JUNCTION'S DEMOGRAPHIC CONTEXT	3
1.2.1 <i>Population Within the City Limits</i>	4
1.2.2 <i>201 Boundary</i>	4
1.2.3 <i>Joint Planning Area</i>	4
1.2.4 <i>Use From Outside the City Limits</i>	5
1.2.5 <i>Population Growth by Age Group</i>	5
1.3 PUBLIC INPUT PROCESS.....	6
1.3.1 <i>Relevance of the Opinion Survey</i>	6
1.3.2 <i>Survey of High School Students</i>	8
1.3.3 <i>Focus Groups</i>	9
2 LEVEL OF SERVICE ANALYSIS.....	11
2.1 PARK TYPES AND STANDARDS	11
2.2 QUANTITATIVE ANALYSIS – LEVELS-OF-SERVICE AS A MEASURE OF EXISTING PARK FACILITIES	11
2.3 LEVEL OF SERVICE COMPARISONS	14
3 DEVELOPMENT OF THE MASTER PLAN.....	15
3.1 GROWTH PATTERNS / COMMERCIAL INDUSTRIAL ZONES.....	15
3.2 THE DISTRIBUTION AND ACCESSIBILITY OF PARKS.....	15
3.2.1 <i>Mini Parks</i>	17
3.2.2 <i>Neighborhood Parks</i>	17
3.2.3 <i>Community Parks</i>	19
3.2.4 <i>Specialized Facilities</i>	20
<i>Recreation Center</i>	20
<i>Outdoor Amphitheater</i>	21
<i>Outdoor Water Park</i>	22
3.2.5 <i>Planning Parks with Other Public Improvements</i>	23
<i>Detention Facilities</i>	23
<i>Maintenance Facilities</i>	23
4 PHASING / IMPLEMENTATION.....	24
4.1 ESTIMATE OF PROBABLE COST / PHASING RECOMMENDATIONS.....	24
4.2 FUNDING.....	30

5	OPERATIONS ASSESSMENT	33
5.1	OPERATIONAL REQUIREMENTS.....	33
5.2	GRAND JUNCTION RECREATION CENTER OPERATIONS PRO-FORMA..	33
5.3	GRAND JUNCTION PARKS MASTER PLAN OPERATIONS ASSESSMENT ...	34
6	OBJECTIVES AND POLICIES.....	35
6.1	OBJECTIVES AND POLICES	35

EXECUTIVE SUMMARY

This master plan document is an update of the 1992 “Parks, Recreation and Open Space Master Plan”. The goal is to build on the work completed as result of this earlier plan. While great strides have been made, there are still a number of unmet needs. The primary purpose of this *Master Plan Update* is to understand the needs of the community in the area of parks and recreation and to layout a plan to address those needs over the next 10 – 15 years.

A. BACKGROUND

In its early years, Grand Junction planned and constructed a system of parks that served its residents very well. Sometime in the last 40 to 50 years, construction of parks failed to keep pace with development, leaving newer neighborhoods without parks. In the early 1990's, a master plan was completed to address this problem. As a result of the 1992 plan, the City took a major step in improving its park system by buying vacant land for new parks. Since that time, the City has also constructed a number of significant improvements to its parks and recreation system including:

- 2.69 acres of parkland for every 1,000 people (up from 1.9 acres per 1,000 in 1992).
- An extensive network of bike/pedestrian trails – especially along the Colorado River.
- A large park with fields for organized sports and tournaments at Canyon View Park.
- State-of-the-art skateparks and in-line hockey arenas
- General improvements to existing parks
- A new neighborhood park for the Orchard Mesa area
- An inventory of vacant city-owned land is ready and waiting to be developed as parks.

However, the City of Grand Junction is deficient in the area of public indoor recreation. This shortage is clearly demonstrated by the input received from the community in last year's public opinion survey and from the focus groups held as a part of this master plan. Residents see smaller cities and towns construct good quality indoor recreation facilities and wonder why a city as prosperous and large as Grand Junction does not have one.

It should be noted that Grand Junction provides active recreation programs and facilities for a large portion of Mesa County. In addition, the city is visited by thousands of tourists each year who use the City's park and recreation facilities.

B. THE PURPOSE OF THE PARKS AND RECREATION MASTER PLAN UPDATE

The purpose of this Master Plan Update is to identify the needs of Grand Junction's current residents, to anticipate those of the future, and to assure these needs will be met through proper planning. Many of the improvements identified in the 1992 plan are still needed today. This master plan update will re-examine those outstanding issues in light of today's circumstances. Another goal will be to incorporate the findings from last year's telephone survey of over 500 Grand Junction residents into the master plans' recommendations.

This plan is intended to be a flexible document. It is best compared to a roadmap. A course has been planned, but there may be detours along the way that will change that course, or perhaps even the final destination. Council, the Parks and Recreation Advisory Board and Parks and Recreation staff must be prepared for these changes in direction and respond accordingly. The assumed life of this plan will be 15 years, to 2015. At that time, or sooner if rapid change occurs, the plan will need to be updated to reflect the needs and current goals of the residents.

C. THE MASTER PLAN PROCESS

This plan was developed through a variety of public inputs including: focus group interviews, public meetings, a public review of the draft document and public hearings. It also incorporates data from opinion surveys conducted prior to the start of this plan.

The opinion survey completed in late 1999 was central to defining the scope of work of this master plan update. The results identified areas where the public felt the park system could be improved and indicated that residents would support a sales tax increase to help fund the improvements they felt were needed.

As the Master Plan Update progressed, there was concern expressed that the opinions of high school age youths be considered. In April 2000, the City of Grand Junction fielded a survey to a sampling of Grand Junction High School students. It was designed to evaluate their parks and recreation needs and priorities, and was structured to parallel the community-wide Telephone Survey. The decision to interview students was based on the recognition that students are not only current users of recreation facilities, but they will be the voters and taxpayers of the future.

Three focus groups were conducted to better understand the needs of the community and to allow residents to elaborate/comment on the results of the survey. The groups were made up of 12 to 15 residents who were specifically invited to attend and were carefully balanced to include all demographic groups. Each group was asked the same series of questions and each participant was able to comment in turn. The results of the focus groups were evaluated against the survey results to provide a more thorough understanding of the community's opinions.

The input from the public was carefully evaluated and incorporated into the recommendations included in this document. In the end, the recommendations are not the directives of the consultants, Parks staff, the Parks Board or even City Council; it is the community's vision of Grand Junction's park system.

The update process also examined a number of issues that impacted the final master plan recommendations.

- The current and future population for the City, 201 Boundary, and entire valley was projected as well as where growth will occur. This population information is critical in anticipating the need for parks and recreation facilities. For instance, if the population grows by 50% over the next 15 years, the community will need 50% more of each type of recreation facility just to keep pace (assuming the demand remains the same).
- A list of parks and recreation improvements suggested by the community were developed and prioritized. Estimates of probable cost were developed for each facility and potential funding sources discussed.
- Operational studies were completed for a new recreation center and parks maintenance to better understand the costs associated with the new facility development.
- A series of objectives and policies were developed to help council make decisions on parks and recreation issues.

D. CURRENT LEVEL-OF-SERVICE

Today, Grand Junction has 35 public parks and recreation areas totaling over 670 acres, with 252 acres currently developed and approximately 419 acres of land committed to park development but as yet undeveloped. How well are the residents being served by these parks?

A level-of-service (LOS) analysis is one way of measuring the effectiveness of a city's park system. The LOS is the ratio of parks, or facilities, to the population. It is usually expressed in the form of facilities-per-thousand population. That is, a *park* level-of-service of 3.0 indicates that there are 3 acres of parks per thousand people. The *level-of-service* for each type of park found in Grand Junction is shown in the table on page 13. This analysis shows that, with regard to developed parks for the four basic park types, Grand Junction has a composite level-of-service of 4.31. This total LOS is composed of:

- Regional Parks (Canyon View Park: using the Joint Planning area population) at 0.87,
- Community Parks (Canyon View Park and Lincoln Park using the 201 Boundary population) at 0.91,
- Neighborhood Parks at 2.93 and
- Mini parks at 0.20 acres per thousand (using the city limit population).

The average population served by all parks types is approximately 58,600.

E. RECOMMENDATIONS FOR PARKS

In addition to the level-of-service, another measure of the adequacy of a park system is the location of facilities relative to the users – whether the parks are convenient to the community. The City standard for various park types includes a Service Area representing a desirable maximum distance that any home should be from that park type.

Neighborhood and Mini parks are intended to be walk-to parks. It's assumed that parents and children who walk or ride bikes to a park should not have to cross busy (arterial) streets or cross major natural barriers such as the Colorado River. Community Parks are intended to serve large areas of the city while regional parks or facilities serve the entire valley.

Neighborhood/Mini Parks

For the most part, the central portion of the City is well served with regard to Neighborhood / Mini Parks. However, this is not the case for the north-central and western neighborhoods. This leads to the conclusion that, while the basic level of service for developed Neighborhood and Mini-Parks in Grand Junction is close to the target LOS, the parks are not evenly distributed throughout the city.

- The City should encourage the continued development of mini parks in existing neighborhoods, but only where land is not available for a neighborhood park.
- Existing undeveloped neighborhood parks within the city limits such as the **Ridges School Site**, **Horizon Park** or **Wingate Elementary Park** should be high priorities for development as the City already owns the land and the neighborhoods have been waiting for these sites to develop.
- Neighborhoods, in the older parts of town that are outside any neighborhood park service area should be second tier priorities for new neighborhood or mini-parks.
- The City should make it a high priority to purchase land for future neighborhood parks somewhere in the center of the new park's proposed service area before the land is developed.
- The issue of whether to develop neighborhood park sites not currently in the city limits, such as **Burkey Park** or **Arlington /Oxford Park** must also be addressed. There are a number of issues that go beyond the scope of this plan that will influence when park sites in the County should be developed.

A neighborhood park should have open turf, a children's playground, picnic facilities, and court facilities. A neighborhood park also needs to be accessible to the residents without significant restrictions (e.g. access is not restricted during the school day). For this reason, school grounds are currently only considered as neighborhood parks where they serve an area that is otherwise difficult to reach. This is the case for the school sites in the Redlands area along Broadway and Tope Elementary and East Middle School.

- The City should aggressively pursue mutually beneficial agreements with the School District to allow public access and development of school grounds to meet neighborhood park standards.

Community Parks

The City would be well served by its existing community if all the parks were constructed. Saccomanno Park, Las Colonias and the Matchett Property are all in locations needing community parks and will help reduce the strong demand for large areas of open turf once constructed.

- **Matchett Park's** size and terrain make it a rare opportunity to develop a "Central Park of the West". The park could offer broad areas of open turf, flower gardens and walking paths in addition to naturalized areas along Indian Wash. The site can easily accommodate a major indoor facility such as a recreation center with room for expansion and for construction of companion facilities such as outdoor water parks. A master plan should be completed for the park prior to beginning development.
- In addition to the typical uses for a community park, **Las Colonias Park** appears to be the best location for an amphitheater. Other sites were considered both in and outside the city, but the proximity to the downtown and public utilities made this park the best location for this facility. A larger scale amphitheater is recommended in this master plan than the one envisioned in the Las Colonias master plan.
- The master plan completed for **Saccomanno Park** in 1995 is still valid. The City will need to update the master plan and cost estimate prior to construction to verify if the proposed program is appropriate, based on improvements completed in other parks since that time.
- The City already has plans to complete **Canyon View Park** in its current CIP. These improvements will need to be prioritized with development of the other community park sites in the city.
- The Redlands area is currently underserved for community parks. The City should begin the process of setting aside land for a large park; however, the upland hillside setting may dictate a more naturalized character than the other community parks.

F. SPECIALIZED FACILITIES

Specialized facilities are parks or major facilities primarily focused on one use and with a regional draw. For instance, Canyon View Park serves as a community park for the residents in its service area but also functions as the metro area's primary sports complex, attracting users from throughout the Grand Valley.

Recreation Center

For the last decade or more, discussions on constructing a full service recreation center in Grand Junction have been on going. The pressure for such a facility has increased as more recreation centers have been built along the

Front Range and Western Slope towns such as Delta and Glenwood Springs. However, making the decision to construct a recreation center is not an easy step. There are concerns about how to pay for its construction/operations and about competing with the private sector. The public opinion survey (19% see it as *the* most important parks and recreation project) and focus groups showed strong support for the concept of a recreation center. In addition, there is strong demand for the facilities it would offer, especially among the aquatics and senior communities. There is no question that a community recreation center would be heavily used by the residents from the day it opens its doors. This obvious demand and support makes the construction of a recreation center one of the top priority recommendations of the master plan

- A full-service recreation center is proposed for Matchett Park. The Matchett Park site is well suited for a recreation center due to its size and proximity to the highest density population areas. The City should look at public private partnerships when planning for a new public recreation center. A second, smaller, recreation center (+/- 18,000 S. F.) is shown in Las Colonias Park. Because of the proximity to the Orchard Mesa Pool this facility would not need an aquatics facility.

Outdoor Amphitheater

A 2,000 to 3,000-seat amphitheater is shown in Las Colonias Park. The amphitheater would be an excellent venue for the symphony and other smaller scale entertainment and cultural events. There is strong support for the concept of an outdoor amphitheater in Grand Junction, especially in the arts community and among the youth. This was borne out by the survey (21% see it as a top priority), focus group input and by the fact that the symphony sells out the 1,500-seat high school gym and nine outdoor riverfront concerts in Fruita. Large-scale outdoor concerts (5,000 people or more) are probably not appropriate within the City limits and it may be difficult to book acts for an amphitheater in that size in Western Colorado.

Outdoor Water Park

Grand Junction's warm climate creates an excellent opportunity for an outdoor water park. Such a facility could be a revenue generator and would make a good companion facility to an indoor aquatics facility at a recreation center. There are a number of successful models to follow in the west for this type of facility. In addition, an outdoor water park would take pressure off Orchard Mesa Pool. This would be an especially popular facility with the City's youth (finding suitable activities for teens were one of the primary areas of concern for the residents).

G. FUNDING

There are a number of ways to fund improvements for parks and recreation.

- Capital Improvement Projects (CIP) funding has been and will continue to be one of the primary sources of funding for park and recreation projects
- The Parkland Expansion Fund is the total of the City and County lottery monies and development fees. However, these funds are essentially dedicated to paying off the construction of Canyon View Park (till 2004), the purchase of the Matchett Property (till 2006) with some funds also going to Eagle Rim Park.
- *Great Outdoor Colorado* (GOCO) grants can be secured to fund projects. The City of Grand Junction has been very successful in this area and should continue to do so into the future. Typically, these grants will only help fund a portion of a major project with matching funds being needed from other sources.
- Other grants such as State Trails Grants (exclusively for trail construction) and grants from foundations (Boettcher Foundation, Gates Foundation, etc.) can also be secured. The competition for the foundation grants is stiff, but again, Grand Junction has had good success in this area.
- Another potential funding source would be if the City were to go to the voters for “De-Brucing” (allowing the City to keep tax revenues over and above the cap set by the Bruce Amendment). If the voters approved De-Brucing, more funds could be made available for parks and recreation, especially toward the end of the 10 to 15 year life of this plan. If the voters approved De-Brucing, City Council would need to determine how to allocate the funds within the City.
- The new Land Use Code will also bring about an increase funding due to the revised park dedication ordinance. The new code requires the dedication of the equivalent of 10% of the land for new developments for parks/open space (or cash-in-lieu of land).
- The last funding source under consideration is a sales tax increase dedicated to parks and recreation. Initially a ¼% sales tax was suggested but a 1/8% increase combined with De-Brucing would fund all of the proposed facilities suggested in this plan including a new recreation center, amphitheater, new neighborhood parks and the first phases of Matchett and Las Colonias Parks.

The residents of Grand Junction were asked in the public opinion survey which potential sources of funding they would most prefer to fund improvements to parks and recreation facilities.

If all of the funding sources listed above are totaled, except for De-Brucing or the sales tax increase, approximately \$29 million (or just under \$2 million per year) would be available for the life of this plan. This would mean just over a third of the facilities suggested by the public and proposed by this plan could be constructed. Therefore, if the City of Grand Junction is to provide the parks and recreation system envisioned in this master plan, additional funding will be required.

These Options could include asking the voters to:

- De-Bruce city revenue with a portion of these funds going for park improvements

- In our debt in combination with De-Brucing so facilities could be constructed sooner.
- Increase the sales tax (1/8% to ¼%) with a sunset provision
- Or some combination of the three.

This will require difficult choices for the residents and Council, but the improvements to the park system will pay dividends long into the future.

1 INTRODUCTION

The need for recreation is universal. Whether you spend most of your day in school, at work, or at home, and whether you live in a city, the suburbs, or the country, you share this universal need. Your idea of recreation may be playing a sport or watching it on television, sitting under a tree, sailing a boat – or all of these – but far from being a luxury in your life, recreation is a necessity.

The Nature of Recreation,
Group for Environmental
Education (GEE), 1972 MIT
Press

Recreation needs are as varied as the individuals who reside in Grand Junction. Recreation activities vary by age; some are done individually, some in groups – and they range from quiet contemplation to vigorously active sports. Some activities are linear (bike riding), some are confined to a specific facility (softball) and some are very general (picnicking, kite flying). Some are best enjoyed in a natural setting (fishing, hiking) and some have structural requirements (tennis). There are many other recreation needs and activities that fit in between these extremes.

To address this broad range of needs, Grand Junction has developed an extensive park and recreation system. Since the completion of the last master plan, the City constructed a number of significant improvements to this system. In addition to standard park and recreation facilities (tennis courts, baseball and softball fields, etc.), Grand Junction has evolved facilities that make its park and recreation system unique: an extensive network of bike/pedestrian trails – especially along the Colorado River, a major sports complex dedicated to organized sports, state-of-the-art skate parks and naturalized parks and open space. Grand Junction is also a regional center, providing active recreation programs and facilities for a large portion of Mesa County. In addition, Grand Junction is visited by thousands of tourists each year, of which a significant number use portions of the City's park and recreation facilities.

In addition to a well-developed park system, Grand Junction is blessed with an abundance of other outdoor recreation opportunities, especially in the surrounding federally owned land. In addition, the City is currently in negotiations to obtain title to its first significant open space parcel, the Little Park Preserve. These passive recreation opportunities have increased the population's orientation toward exercise and a healthy life style. It is also helping the residents of Grand Junction stay active even into their senior years, increasing the demand for a full range of recreation facilities in the community.

However, the City of Grand Junction is deficient in the area of public indoor recreation. This shortage is clearly demonstrated by the input received from the community in last year's public opinion survey and from the focus groups held as a part of this master plan. In addition, the residents see other smaller cities and towns construct good quality indoor recreation facilities and they wonder why a city as prosperous and large as Grand Junction does not have one.

1.1 The Purpose of the Parks and Recreation Master Plan Update

In December of 1992, the City adopted the "Parks, Recreation and Open Space Master Plan". The 1992 master plan determined that there were a number of areas where the City could improve its park system:

"The inventory of existing parks, schools and recreational resources indicated a shortage of parkland for the current population of the study area (71,938). Currently, there is only 1.9 acres of parkland for every 1,000 people in the study area. The City of Denver has 7.5 acres for every 1,000 people and the City of Ft. Collins has 6.0 acres for every 1,000 people. Grand Junction has a strong need for a large (200 to 300 acres) city park to serve the citizens in the same way that Lincoln Park has served for the last seventy years. Community Parks of between 25 and 50 acres are also needed.

Interviews with user groups indicated that there is a severe shortage of fields and courts for practices, games and tournaments. Soccer, softball, basketball, and volleyball facilities are badly needed. Additional tennis courts and a second outdoor pool are also required. Polls indicate that indoor facilities such as gymnasiums, meeting rooms, special areas for seniors and teens, and indoor swimming pools are a high priority.

Trails and bicycle routes (other than those associated with the Riverfront) are almost nonexistent in the study area. Roads constructed over the last several years have not responded to the needs of the pedestrian or the bicyclist. Sidewalks along busy streets have been placed immediately behind curbs. Street trees, which were so valuable to early residents, have not been planted."

"PRIORITY RECOMMENDATIONS

Priorities for future park, recreation and open space development were established in direct response to the needs identified through the inventory of existing parks, resident survey, interviews with user groups and the input received during public meetings.

1. Regional Park

The single highest priority of the Master Plan is the acquisition of land for a large regional/metropolitan park.

2. Recreation Center

The second highest priority is the construction of an indoor recreation center. The recreation center should include aquatic facilities, fitness areas, community rooms, a senior wing and special area for teens

3. Trails

The next priority is the development of pedestrian trails and bicycle routes that begin to connect the various elements of the park system together.

4. Regional Preserve

The regional preserve is defined as the Colorado and Gunnison River floodplain. This is the most important recreational resource in the study area. Therefore, steps should be taken to ensure the preservation and conservation of the vegetation, wildlife and beauty of this environment.

5. Community Parks

A community park of about 25 to 50 acres is most needed in the northwest area of town. (25 Road between F 1/2 and G Roads)

6. Neighborhood Parks

The highest priority for neighborhood parks is the acquisition of land in the northwest region of the city of "Mesa Village" and "Horizon Village".

7. Special Attractions

Acquire land for the future expansion of Tiara Rado Golf Course of a community park site and for the development of a special historic park and viewpoint on the bluff overlooking the junction of the Colorado and Gunnison Rivers.

8. Roadway Connections and Trails
Identification and implementation of a pedestrian/bicycle circulation system that connects the elements of the park system together.
9. Street Tree Program
Preparation and implementation of an overall street tree planting plan."

From "Executive Summary", Parks, Recreation and Open Space Master Plan, 1992

It is informative to look back at the issues identified in the 1992 plan and see that significant progress has been made. The need for a large park with fields for games and tournaments has been addressed by Canyon View Park. The inventory of trails and bicycle routes is much larger today. The City now has 2.69 acres of parkland for every 1,000 people (up from 1.9 acres per 1,000 in 1992) and an inventory of vacant city-owned land ready and waiting to be developed as parks.

However, many of the improvements identified five years ago are still needed today. This master plan update will re-examine those outstanding issues in light of today's circumstances. Another goal will be to incorporate the findings from last year's telephone survey of over 500 Grand Junction residents into the master plan to validate the community's needs and desires.

As Grand Junction and the region continue to grow, the City's park and recreation facilities will be subject to greater use. It will be important that the park and recreation facilities keep pace with community needs. In order to do so, this plan addresses a number of important park and recreation questions:

- *Are (will there be) enough facilities to meet current and future needs?*
- *Are the facilities located in the right places? (To be accessible to most residents.)*
- *What will be the cost to build the facilities community's needs and what is the best way to pay for them?*
- *How will these improvements be maintained?*
- *Can the City, School District and private resources be integrated so as to avoid duplication and still provide a well-rounded spectrum of recreation choices?*
- *If choices or trade-offs must be made, what should the priorities be?*

The assumed life of this plan will be 15 years, to 2015. At that time, or sooner if rapid growth occurs, the plan will need to be updated to reflect the needs of the community.

The purpose of this Master Plan Update is to identify the needs of Grand Junction's current residents, to anticipate those of the future, and to assure they will be met through proper planning.

1.2 Grand Junction's Demographic Context

Determining the existing and future population is a key step in any park and recreation master plan. Defining an accurate population base allows a city to establish minimum levels of service and to estimate demand into the future. In addition, any analysis of park and recreation needs must take into account

Grand Junction's specific population dynamics, including the significant influence of County residents and the City's projected growth. The analysis of the City of Grand Junction's populations needs to take place on three levels: within the current city limits, within the 201 Boundary, and within the joint planning area. Population projections using the three different planning areas are shown in Table I at the top of Page 5.

1.2.1 Population Within the City Limits

According to the State Demographer, the projected population within the city limits as of 7/1/98 was 42,901 residents. Assuming a 2% per year population increase, the projected population within the city limits as of April 1,2000 would be approximately 44,500 residents.

The City can expect to see a population growth rate of a minimum 2% per year. This means in 2005, the population would be 49,276; in 2010: 54,450 and in 2015: 60,067. This assumes an average growth rate and does not make allowances for large, developed neighborhoods currently in the County, voting to annex to the City.

These population figures can be used to determine the level-of-service for those facilities used by nearby residents such as mini-parks and neighborhood parks. It may not be appropriate for other facilities that serve the metro area or entire valley.

1.2.2 201 Boundary

The 201 Boundary is a line that the City and County have agreed will be the ultimate limits of the City of Grand Junction. It was defined after years of joint planning between the City and County, and it represents the areas that can be provided with urban services. Any change in zoning for land that is currently within the County but within the 201 Boundary, will require annexation to the City. Whole neighborhoods of existing homes in this area may elect to annex to the City at some point in the future. This is a variable that could significantly impact the City's population. The current estimated population within the 201 boundary is 73,472. In 2015, the population is estimated to be 100,274, based on an average 2% growth rate.

1.2.3 Joint Planning Area

Since 1990, sustained rapid growth has characterized the Grand Valley. The rapid increase in population, however, has not all occurred within the City Limits of Grand Junction, as one might suspect. It has instead occurred in the outlying or unincorporated areas of the City within the Joint Planning Area defined in the 1996 Growth Plan. These unincorporated areas became increasingly urbanized throughout the 1980's at a rate of 27% (Grand Junction's population increased by only 3.2% during the same time). This has resulted in a projected year 2000 population of 94,020. Again, this trend of urbanization is

projected to continue at an average rate of 2% until the year 2015 to 126,540 residents.

Table 1	2000	2005	2010	2015
City Limit Population	44,500	49,276	54,405	60,067
201 Boundary Population	73,475	81,720	90,820	100,274
Joint Planning Area Population	94,020	103,806	114,610	126,540

The table above illustrates a unique problem facing the City of Grand Junction. What population number should be used for planning parks and recreation services? Is the 201 Boundary population a more accurate projection of the City's population in 2015 than one using the city limit population? In some cases, this master plan update will use different numbers to arrive at the most realistic analysis of demand and projections for future need.

1.2.4 Use From Outside the City Limits

Grand Junction is a regional center for Mesa County. Many residents of the County reside outside the City and take advantage of Grand Junction's park facilities and recreation programs. For example, Grand Junction's organized sport registration records for 1999 show that Mesa County residents accounted for 62% of the participants¹. Residents living outside the city limits also use the City's regional city park facilities (Orchard Mesa Pool, Moyer Pool at Lincoln Park, Canyon View Park, etc.). This is a reflection of the fact that the actual service area of City recreation programs extends well outside the city limits of Grand Junction. In fact, some facilities, such as the Moyer Pool typically record use from Fruita to DeBeque/Mack and from as far south as Whitewater. These non-resident impacts are not all negative. Grand Junction benefits from expenditures by County residents and tourists through the City's Sales tax receipts. The 2000-2001 Budget in Brief shows that County residents pay approximately 25% of the City's sales tax, and that tourists account for another 30% or a total of 55% of the total sales tax revenue. The remaining 22% paid by local residents and 23% by local businesses². This regional service area essentially doubles the population of the city and is generally contained within the *Joint Planning Area*. It will be important to take this larger population base into account when determining the level of service for regional facilities.

1.2.5 Population Growth by Age Group

The two age groups that experienced the most significant growth were under the age of 17 and over the age of 65. Most residents under the age of 17 live within the urban fringe. This includes the northeast and southwest sections of town, where growth is occurring most rapidly. School enrollment, as a result of this rapid increase in young, school-aged children, is at capacity limits. Seniors too have experienced increasing numbers within their ranks; a 30% increase in people over 65 occurred during the 1980's.

¹ Source: Parks and Recreation Department Annual Report.

² City of Grand Junction, Colorado, 2000-2001 Budget in Brief, Page 14.

1.3 Public Input Process

This plan was developed through a variety of public inputs, including: focus group interviews, public meetings, and a public review of the draft document and public hearings. It also incorporates data from opinion surveys conducted prior to the formulation of the Master Plan Update.

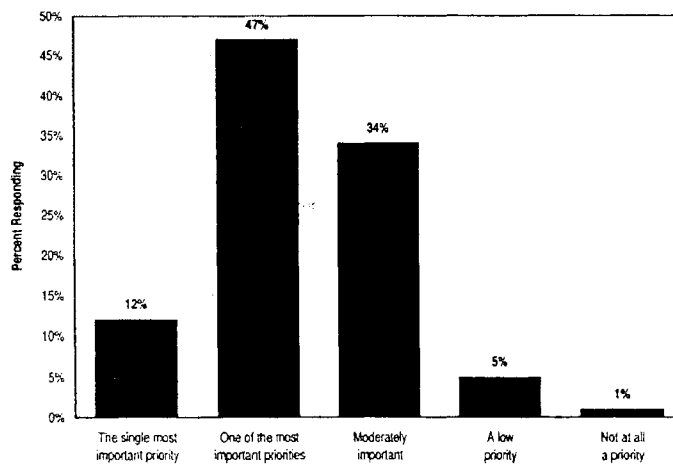
1.3.1 Relevance of the Opinion Survey

The opinion survey completed by RRC associates in late 1999 was central to defining the scope of work of this master plan update. The telephone survey of over 500 of Grand Junction's residents provided insights into the community's vision for parks and recreation. The results identified areas where the public felt the park system could be improved and indicated that residents would support a sales tax increase help fund the improvements they felt were needed. A complete summary of the survey results can be found in Section D of the Appendix

- When asked to rank the importance of parks and recreation facilities as a community priority, 12% responding said it was "the single most important" priority and 47% said it was "one of the most important" priority (Figure 1). This indicates very strong support in the community for continuing to improve the city's park system.

Figure 1

How Important Do You Feel Developing New Parks and Recreation Facilities Are as a Priority In Meeting the Needs of the Community

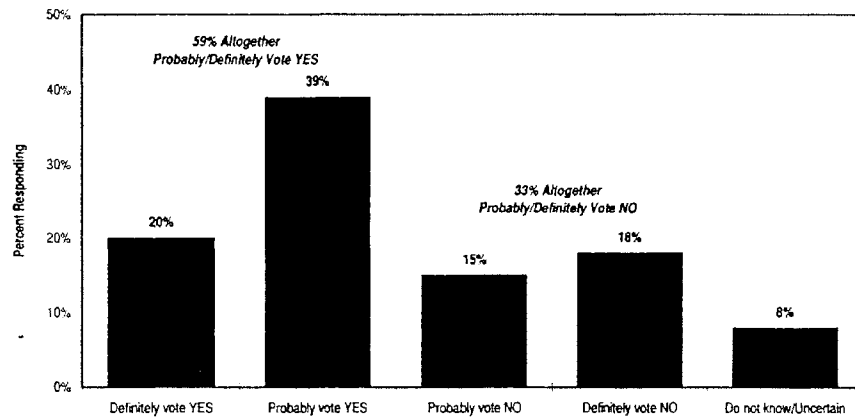


- There was strong support for a sales tax increase to upgrade the park and recreation facilities in Grand Junction. A total of 59% of the residents who are likely to vote stated they would definitely (20%) or probably (39%) vote "Yes" for a ¼% sales tax increase (Figure 2). With this in mind, this plan has looked at the ramifications of such an increase in funding and how and where the additional funds might be

allocated. The sales tax increase was by far the preferred method (41% support) to fund improvements to the park system.

Figure 2

How Would You Likely Vote on the Proposed 1/4% Tax Increase for Parks and Recreation



- When asked to prioritize improvements to the City's park system (Figure 3: "Which project do you believe is most important for the Community"), the top three included:
 - "A large amphitheater for concerts, plays and performing arts" at 21%,
 - "Building of a community recreation and senior center." at 19%, and
 - "Completion of Canyon View Park (including ball fields tennis courts and playgrounds)" / "Small neighborhood parks for general park use" both tied at 14%.

Based on these responses, the scope of work for this plan focused on the costs (both for construction and operations) of a recreation/senior center and set out to define what type of amphitheater might work best in Grand Junction. It should be noted that while an outdoor amphitheater was ranked as the top improvement, this survey is the first time it has ever ranked this high. Previous input from the public has always showed the recreation center as the most desired improvement.

Which Project Do You Believe is Most Important for the Community

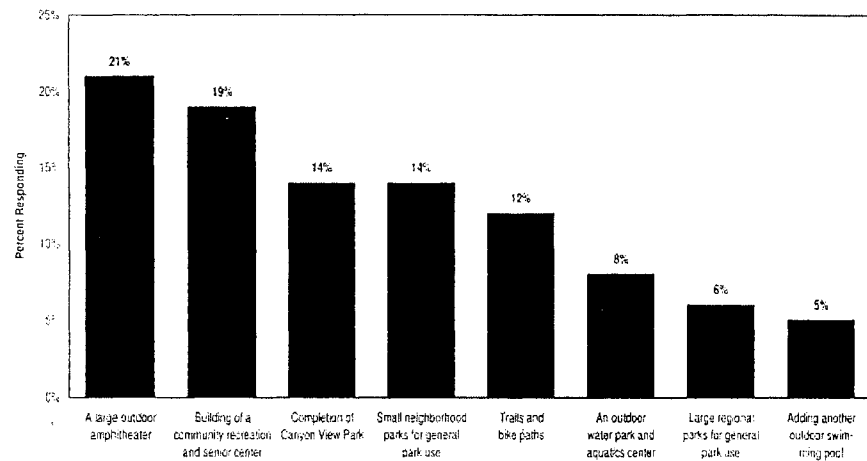


Figure 3

1.3.2 Survey of High School Students

As the Master Plan Update progressed, there was concern expressed by the participants that the opinions of high school age youths be considered. Those reviewing the 1999 survey and the scope of work for the update felt it was critical that this demographic group be given an equal voice in the master plan (the 1999 survey only polled those residents of voting age). In April 2000 the City of Grand Junction fielded a survey to a sampling of Grand Junction High School students designed to evaluate parks and recreation needs and priorities. Structured to closely parallel the community-wide Telephone Survey that was conducted during the fall of 1999, the survey was completed by 91 students aged 14 to 18. The decision to interview students was based on the recognition that students are not only current users of recreation facilities, but they will be the voters and taxpayers of the future.

The results from the survey may be summarized as follows:

- In general, the students hold views that are somewhat similar to the larger community. They believe that parks and recreation are an important priority but not the “single most important” priority, and that Grand Junction’s parks and recreation programs are “mostly” or “somewhat” meeting the needs of the community.
- The high school students are especially likely to have used the Orchard Mesa Community Center Pool and the riverfront or urban trails (more likely than the overall community), but are relatively less likely to have used neighborhood parks or golf courses. The high school students are frequent users of Grand Junction recreation facilities, with 47 percent saying they use one or more facility once or more per week.
- In terms of choices for recreation improvements, high school students are especially likely to consider an outdoor aquatics center/ water park, an outdoor amphitheater “for concerts, plays, and the performing arts,” completion of Canyon View Park, and a recreation/senior center to be priorities. In fact, in almost all ratings categories, the high school students

place a higher priority on these improvements than do the voters of Grand Junction as a whole.

- In a related finding, when asked the “most important improvement,” students provided the following ranking:
 1. An outdoor amphitheater
 2. An outdoor water park/aquatic center
 3. A community recreation center
 4. Completion of Canyon View Park

These results may be compared to the priorities expressed in the Telephone Survey of voters. The survey findings show similarities among the groups but the high school students are especially likely to support the amphitheater and the outdoor water park/aquatics center.

1.3.3 Focus Groups

A series of three focus groups were conducted to better understand the needs of the community and allow residents to elaborate/comment on the results of the survey. The focus groups were held over two days. Each group was made up of 12 to 15 residents who were specifically invited to attend. The groups were carefully balanced to include all demographic groups. Some were invited because they had an interest in the master plan (representing a particular interest group) while others were average citizens who may or may not have a strong interest in parks and recreation issues. Each group was asked the same series of questions and each participant was able to comment in turn. Some conclusions from the focus groups are as follows:

- When asked to elaborate on the top priorities for improvements to the park system, most participants were surprised that the amphitheater was picked as the facility most needed by the community. However, when the groups took into consideration the way the question would appeal to broad segments of the population (youth, the arts community, concert goers, etc.), most came away with a better understanding. The high school students were not at all surprised as they stated most of youth in the community would strongly support any suggestion that created more “things for teenagers and young adults to do in Grand Junction”.
- There was strong support for a recreation/senior center in each of the three groups. The majority felt there is a strong need for affordable indoor recreation facilities in the community. Many pointed to the recreation centers found on the Front Range and wondered why Grand Junction did not have one. The senior citizens in the groups were very supportive of the concept as were those with families. However, some were very concerned that such a facility might have a negative impact on the private indoor recreation providers.
- There was strong support for the trail system in the city and the concept of expanding the system.

- A significant majority of the participants felt the restrooms in the parks needed to be improved and that restrooms were needed in all but the smaller parks.
- There was strong support for the park system and the level of service currently being provided by the Parks Department.
- Most agreed that a sales tax dedicated to parks and recreation was a good idea, but many were concerned that a ballot issue for a sales tax may not pass. The consensus was that there would need to be a great deal of grass- roots effort by the community to build enough support for the issue.
- The participants were asked to prioritize a table of 1992 recreation / senior center program elements. The multi-purpose room and activity room for the senior center were the most requested facilities with the lap pool, two gyms and ice arena the next highest priorities. A complete summary of this exercise and the Focus Group Summary Notes are included in Section A of the Appendix.

2 LEVEL OF SERVICE ANALYSIS

2.1 Park Types and Standards

Like most cities, Grand Junction's parks come in a variety of sizes, shapes and characteristics. To make the system more comprehensible, Grand Junction's parks can be divided into categories that are summarized in Table 2 below:

Table 2 Park Type ³	Size Range	Service Area	Key Features
Mini	¼ to 3 acres	¼ mile radius	Open play area, playground, picnic tables, front on one or more streets
Neighborhood	3 to 25 acres	½ mile radius	Open turf area, picnic area, pavilion if possible, playground, walking/ jogging path, softball/ baseball fields, two tennis courts, one basketball court.
Community	25 to 100 acres	2 mile radius	Swimming pool, softball/ baseball complex, rest rooms, parking lot, open play fields, playground, tennis court complex, several basketball courts, picnic pavilion, walking/ jogging paths, where possible: water feature, natural area, regional trail connections, recreation center.
Regional	100 acres +	10 mile radius	Lighted sports complexes, recreation/community center, and or significant natural areas with natural recreation (hiking/biking trails), large.

That while there is no inherent relation between space and children, and the exact amount of space required cannot be determined, it is our belief that the present London requirement of 30 square feet of playground for each child of the school is the minimum with which the proper amount of light, air and space for play and gymnastics can be secured.

1906, Playground Association of America

This Master Plan Update uses these basic park types for the analysis of needs and projections of future facilities below.

2.2 Quantitative Analysis – Levels-of-service as a Measure of Existing Park Facilities

Today, Grand Junction has 35 public parks and recreation areas totaling over 670 acres, with 252 acres currently developed and approximately 419 acres of land committed to park development but as yet undeveloped. A tabulation of each park facility is provided in Section A of the Appendix.

Using the Park Types described above, Grand Junction's inventory of parks is shown on the following page in Table 3. The *level-of-service* for each park type is shown in the far right column. A level-of-service is the ratio of parks, or facilities, to the population. It is usually expressed in the form of facilities-per-thousand population. That is, a *park* level-of-service of 3.0 indicates that there are 3 acres of parks per thousand people.

³ These standards are meant to be a general guide. In general, the park type is more dependent on facilities than size. That is, some parks may be given a classification due to their facilities and type of use, even though they may be larger or smaller than the standard for their category.

Table 3

LEVEL OF SERVICE (LOS) ANALYSIS

	Park Type	Developed Acres	Undeveloped Acres	Acres per 1,000 pop.
REGIONAL PARKS				
Canyon View Park	Community	81.44	28.36	1.17
Regional Park Totals				
Developed		81.44		0.87
Undeveloped			28.36	0.30
Total: Developed/Undeveloped			109.80	1.17

Note: Regional Parks are assumed to serve the Joint Planning area population of 94,000

COMMUNITY PARKS

Canyon View Park**	Community	25.00		0.27
Las Colonias Park	Community		99.30	1.35
Lincoln Park	Community	41.80		0.57
Saccomanno Park	Community		29.00	0.40
Matchett Property	Community		220.00	3.00
Community Park Totals				
Developed		66.80		0.91
Undeveloped			514.82	7.01
Total: Developed/Undeveloped			581.62	7.92

Note: Community Parks are assumed to serve the 201 Boundary population of 73,475

NEIGHBORHOOD PARKS

Arlington/Oxford Park	Neighborhood		8.00	0.18
Burkey Park	Neighborhood		17.40	0.39
Canyon View Park**	Community	5.00		0.05
Columbine Park	Neighborhood	12.00		0.27
Dixon Park	Neighborhood	2.00		0.04
Duck Pond Park (Orchard Mesa)	Neighborhood	4.40		0.10
Eagle Rim Park	Neighborhood	12.00		0.27
Emerson Park	Neighborhood	3.10		0.07
Foresight Village Park	Neighborhood	3.00		0.07
Hawthorne Park	Neighborhood	3.50		0.08
Lincoln Park **	Community	5.00		0.07
Melrose Park	Neighborhood	2.60		0.06
Horizon Park	Neighborhood		12.30	0.28
Paradise Hills Park	Neighborhood	4.00		0.09
Pineridge Park	Neighborhood	15.70		0.35
Pamona Park	Neighborhood	17.00		0.38
Shadow Lake Park	Neighborhood	8.30		0.19
Sherwood Park	Neighborhood	13.50		0.30
Spring Valley I	Neighborhood	3.10		0.07
Spring Valley II	Neighborhood	2.70		0.06
Westlake Park	Neighborhood	5.00	5.00	0.22
Whitman Park	Neighborhood	3.30		0.07
Wingate Elementary Park	Neighborhood	5.00		0.11
Neighborhood Park Totals				
Developed		130.20		2.93
Undeveloped			42.70	0.96

MINI PARKS

Autumn Ridge Park	Mini Park	1.50	0.03
Cottonwood Meadows Park	Mini Park	0.90	0.02
Darla Jean Park	Mini Park	0.80	0.02
Duck Pond Park (Ridges)	Mini Park	1.00	0.02
Hillcrest Park	Mini Park	0.30	0.01
Ridges Tot Lot	Mini Park	0.50	0.01
Riverside Park	Mini Park	1.90	0.04
St. Mary's Park	Mini Park	1.90	0.04
Williams Park	Mini Park	0.30	0.01
Mini Park Totals			
Developed		9.10	0.20
Undeveloped			0.00
Developed/Undeveloped		9.10	0.20

Note: Neighborhood and Mini parks are assumed to serve the City's population of 44,500

Current City-wide LOS Total

Developed	252.54	4.31
Undeveloped	585.88	8.28
City-wide Developed/Undeveloped	873.42	12.59

** Parks can be counted as more than one park type. For instance, Canyon View Park serves as a Regional Park for the valley, a Community Park for the immediate area and a Neighborhood Park for the residents within walking distance. Lincoln Park also functions a Community and Neighborhood Park. However, acreage for these types of parks is only counted *once* in the the *City-wide LOS Total*,

This analysis shows that, with regard to developed parks for the four basic park types, Grand Junction has a composite level-of-service of 4.31. This total LOS is composed of:

- Regional Parks (Canyon View Park: using the Joint Planning area population) at 0.87,
- Community Parks (Canyon View Park and Lincoln Park using the 201 Boundary population) at 0.91,
- Neighborhood Parks at 2.93 and
- Mini parks at 0.20 acres per thousand (using the city limit population).

The average population served by all parks types is approximately 58,600. Please note that the composite LOS is less than the total of the LOS of the four park types. This is because the acres shown for counting Canyon View Park as a community/neighborhood park and Lincoln Park as a neighborhood park are not double-counted in the final LOS for citywide developed parks. This avoids double counting the acreage for these parks.

While these levels-of-service are not grossly deficient by comparison with other communities (see Table 4), there are two considerations that tend to somewhat diminish them:

- I. While the acres/1000 ratio for Neighborhood and Mini parks is the highest when compared to other communities, the problem in Grand Junction is that most of the parks are in the older established areas of town, leaving newer, developing areas underserved.

2. This level-of-service analysis cannot fully take into account the significant use of City facilities by Mesa County residents. This may not be a factor for neighborhood parks but can be a concern for regional facilities and community parks.

2.3 Level of service Comparisons

One of the benefits of a level-of-service (LOS) analysis is it allows a comparison with other communities, regardless of size (since we are measuring a ratio, not absolute quantities). For example, the Table 4 compares Grand Junction with other communities with comparable and demographic/economic profiles:

Table 4 Level of Service Comparison	Grand Junction	Pueblo, CO	Loveland, CO	Greeley, CO	Farmington, NM	Ogden, UT
Population	58,600	102,700	50,000	79,000	42,000	64,400
Regional/Community Park LOS	1.78	2.30	3.64*	2.59	1.00	0
Neighborhood/Mini Park LOS	3.31	2.43	1.83*	2.23	1.25	3.23
Total Dev. Parks LOS	4.31	4.72	5.53	4.82	3.75	3.23

* The breakout between park types for Loveland's 5.53 LOS is estimated due to a lack of available data.

3 DEVELOPMENT OF THE MASTER PLAN

3.1 Growth Patterns / Commercial Industrial Zones

The Growth Patterns/Commercial Industrial Zones (Map I) illustrates the areas zoned for commercial or industrial uses. Identifying these non-residential areas is important as they do not generate demand for parks, and do not need to be within the service areas of the Mini/Neighborhood parks. This allows the future park demand analysis to focus on those areas where there is significant demand.

This map also illustrates areas where the Community Development Department projects growth within the 15-year life of this plan. The areas shown in dark blue are urban density residential (1.0 acres or less per unit) and those in light blue are semi-rural density development (+/-2.5 acres per unit). By identifying the areas where growth is projected, the City can focus its park development where it is most needed.

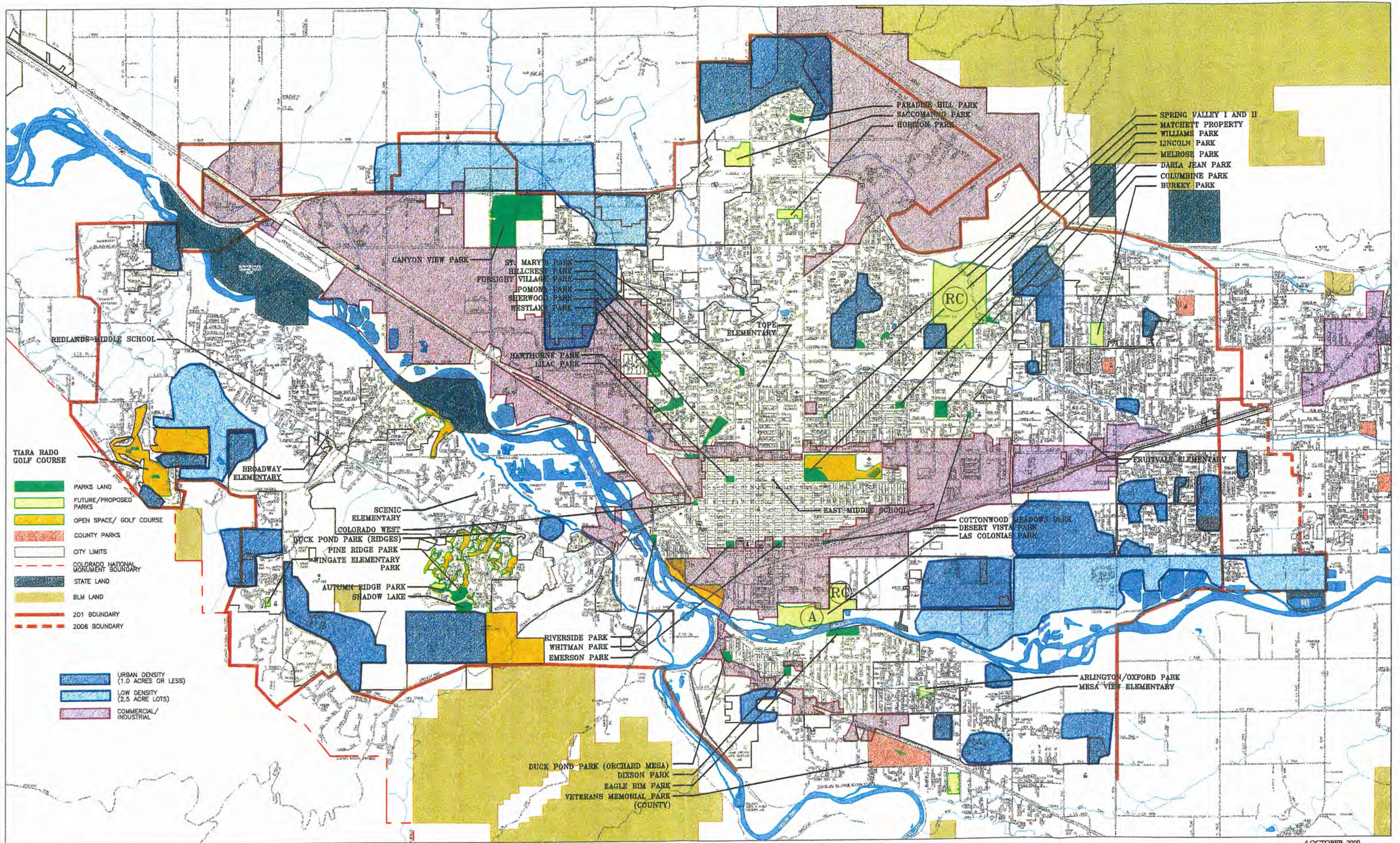
3.2 The Distribution and Accessibility of Parks

In addition to the level-of-service (acres or number of facilities per thousand population), another measure of the adequacy of a park system is the location of facilities relative to the users – whether the parks are convenient to the community. The standards for the park types, found in Table 2 in the previous chapter, includes a Service Area representing a desirable maximum distance that any home should be from that park type. This is most significant for walk-to parks such as Neighborhood and Mini parks. The service area for a Neighborhood Park is a ½ mile radius, or a 5-10 minute walk.

Superimposing the service radius of Neighborhood and Mini parks on the city map shows areas that are within the desired distance from each type of park (see *Mini/Neighborhood Parks - Map 2*). Neighborhood and Mini parks are intended to be walk-to parks; therefore the service areas have been truncated at major roads and natural barriers. It's assumed that parents or children who walk or ride bikes to a park should not have to cross busy (arterial) streets. Other conflicts include natural barriers such as the Colorado River.

- Significant street barriers include 1st Street, 7th Street, and 12th Street, Patterson Road, North Avenue, G Road, Broadway and I-70.
- An assumption has been made that irrigation ditches can be crossed with pedestrian bridges at key points. This will be much less expensive than building small parks for each neighborhood isolated by ditches.

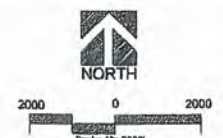
The service area map shows that, for the most part, the central portion of the City is reasonably well served with regard to Neighborhood / Mini Parks. However, this is not the case for the north-central and western areas of town. This leads to the conclusion that, while the basic level of service for developed



- SCHOOLS
- HOSPITALS
- POLICE STATION
- FIRE STATIONS (F.S.#)

CITY OF GRAND JUNCTION

Growth Patterns/ Commercial - Industrial Zones



6 OCTOBER 2000
Growth Patterns/
Commercial - Industrial Zones
WINSTON ASSOCIATES INC.
1317 East Pecos, Suite 100 Denver, CO 80202

Neighborhood and Mini-Parks in Grand Junction is close to the target LOS, the parks are not evenly distributed throughout the city.

3.2.1 Mini Parks

A mini park is a small park, oriented to small children and/or passive uses (sitting, casual games, etc.). In developed parts of town, mini parks are often the *only* way to provide parks within walking distance of residents. For example, Williams Park is an important park for the neighborhood because there are no parcels large enough for a true neighborhood park.

There are currently a number of parcels that have been designated as mini-parks that are little more than street medians. The Colorado West Right-of-way is a good example. It is a very small park, surrounded by extremely busy streets and it is not a safe location for children to play. These types of parks are not counted in the City's level of service analysis.

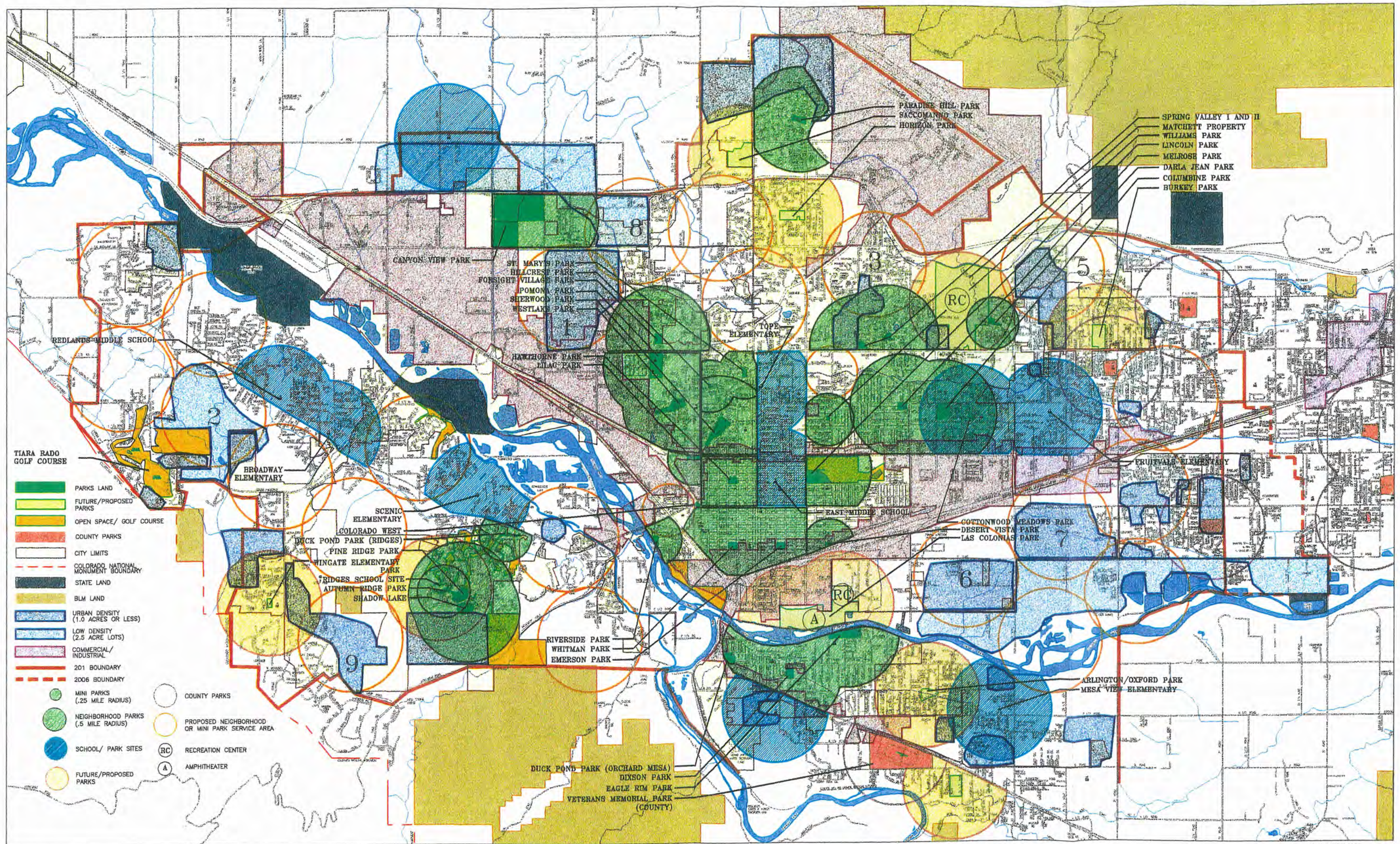
The City should encourage the continued development of mini parks in existing neighborhoods, but only where land is not available for a neighborhood park. Two new mini parks are suggested, one southeast of Patterson and 12 Streets and one for an isolated neighborhood just north of Riverside Park (See Map 2).

3.2.2 Neighborhood Parks

Map 2 shows existing undeveloped neighborhood parks within the city limits such as the Ridges School Site, Horizon Park or Wingate Elementary Park (light orange) should be high priorities for development as the City already owns the land and the neighborhoods have been waiting for these sites to develop for a number of years. There are a few neighborhoods in the older parts of town that are outside any neighborhood park service area. These should be second-tier priorities for new neighborhood parks. The issue of whether to develop neighborhood park sites not currently in the city limits, such as Burkey Park or Arlington /Oxford Park must also be addressed. There are a number of issues that go beyond the scope of this plan that will influence when park sites in the County should be developed. If the city and County reach agreements on joint development and maintenance, these park sites could move up in priority (particularly Burkey Park).

Proposed neighborhood parks are shown as open orange circles. The locations have been suggested to meet the needs of neighborhoods currently lacking parks. In addition, new parks are suggested in emerging neighborhoods. Twenty-two new city parks sites are proposed. Some of the proposed park sites have been given a priority number indicating which of these new park sites should be addressed first. Once again, it may be necessary to secure pedestrian crossings over ditches to provide access for all residents within the service area of some park sites.

This map also shows the park sites that the County has designated for development in their park master plan, in purple circles (eastern end of map). It is assumed that these parks will meet the needs of the residents in that area and therefore, no new City parks are proposed even within the 201 Boundary.



CITY OF GRAND JUNCTION

Mini/Neighborhood Parks



- SCHOOLS
- HOSPITALS
- POLICE STATION
- FIRE STATIONS (F.S.#)



Community Parks are also shown as serving as neighborhood parks. This is typical as even large parks have neighborhood park facilities and function as such for the adjacent residents.

A neighborhood park needs open turf, a children's playground, picnic facilities, and court facilities. A neighborhood park also needs to be accessible to the residents without significant restrictions (e.g. access is not restricted during the school day). For this reason, school grounds are currently only considered as neighborhood parks where they serve an area that is otherwise difficult to serve. This is the case for the school sites shown on the map in the Redlands area along Broadway and Tope Elementary and East Middle School in the center of town. In addition, the City should work with the school district to re-acquire the old Washington Park site near East middle school. A detailed analysis of the suitability of the school sites in Grand Junction for development as a neighborhood park is included in Section A of the Appendix.

Recommendations:

1. *Make it a priority to purchase land for future neighborhood parks somewhere in the center of the new park's proposed service area before land is developed.*
2. *Develop City-owned neighborhood park sites.*
3. *Develop new neighborhood/mini parks in underserved areas of town.*
4. *Pursue mutually beneficial agreements with the School District to allow public access and development of school grounds to meet neighborhood park standards.*
5. *Re-acquire Washington Park from the school district.*

3.2.3 *Community Parks*

Map 3: *Community Parks / Special Facilities* illustrates the service areas for these large parks. It clearly shows that the city would be well served in this area, if all the parks were constructed. Saccomanno Park, Las Colonias and the Matchett Property are all in locations needing community parks and will help reduce the strong demand for large areas of open turf once constructed.

- **Matchett Park's** size and terrain make it a rare opportunity to develop a "Central Park of the West". When asked about their vision for the site, the majority of the people attending the focus groups foresaw an urban park similar to Washington Park in Denver. The park could offer broad areas of open turf, flower gardens and walking paths in addition to naturalized areas along Indian Wash. The site can easily accommodate a major indoor facility such as a recreation center with room for expansion and for construction of companion facilities such as an outdoor water park. A master plan should be completed for the park prior to beginning development.
- In addition to the typical uses for a community park, **Las Colonias Park** appears to be the best location for an amphitheater. The master plan for the park recommended constructing an amphitheater in the park. This was confirmed by the analysis completed during this Master Plan process. Other sites were considered; both in and outside the city, but proximity to the downtown and public utilities made this park the best location for this facility. A larger scale amphitheater is

recommended in this master plan than the one envisioned in the 1998 Las Colonias master plan.

- The master plan for **Sacomanno Park** completed in 1995 is still valid. The City will need to update the master plan and cost estimate prior to construction to verify if the proposed program is still appropriate, based on improvements completed in other parks since that time.
- The City already has plans to complete **Canyon View Park** in its current CIP. These improvements will need to be prioritized with development of the other community park sites in the city.
- This map also shows that the Redlands area is currently underserved for community parks. The City should make it a priority to set aside land for a large park; however, the upland hillside setting may dictate a more naturalized character than the other Community Parks.

Recommendations:

1. *Buy the land for the west side community park before it is lost to development.*
2. *Complete a master plan Matchett Park.*
3. *Undeveloped Community Parks should be constructed as funds become available. Park sites already owned by the City should be the top priorities.*

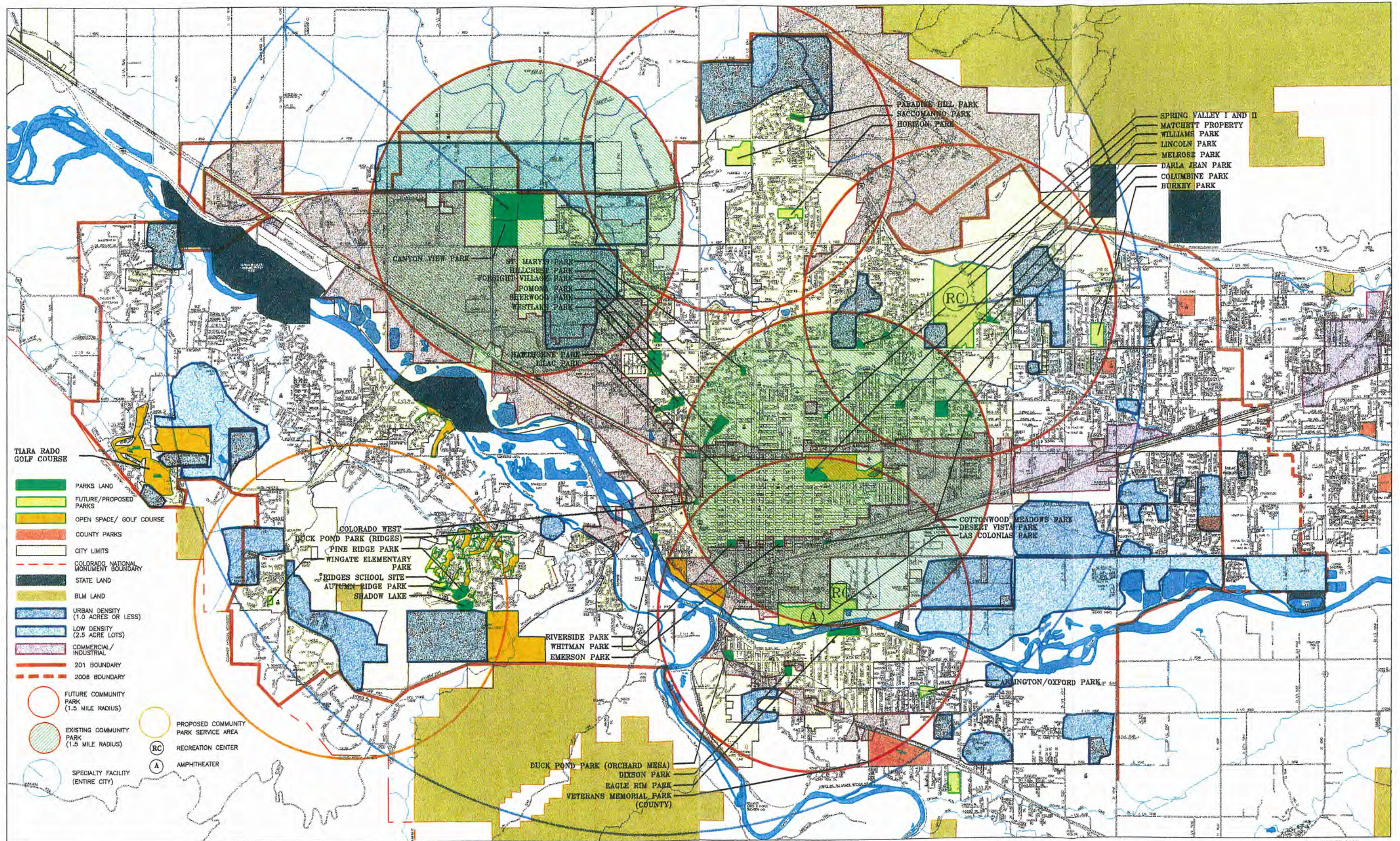
3.2.4 *Specialized Facilities*

The locations for specialized facilities are shown on Map 3: Community Parks / Specialized Facilities. Specialized facilities are parks or major facilities primarily focused on one use, with a regional draw. For instance, Canyon View Park serves as a community park for the residents in its service area but also functions as the metro area's primary sports complex, attracting users from throughout the Grand Valley.

Recreation Center

For the last decade or more, discussions about constructing a full service recreation center in Grand Junction have been on going. The pressure for such a facility has increased as more recreation centers have been built along the Front Range and in Western Slope towns such as Delta and Glenwood Springs. In Colorado, there are few if any cities Grand Junction's size that do not have a recreation center. However, making the decision to construct a recreation center is not an easy step. There are concerns about how to pay for its construction/operation and about competing with the private sector. The public opinion survey (19% saw it as the most important parks and recreation project) and focus groups showed strong support for the concept of a public recreation center. In addition, there is strong demand for the facilities it would offer, especially among the aquatics and senior communities. There is no question that a community recreation center would be heavily used by the residents from the day it opened its doors. This obvious demand and support makes the construction of a recreation center one of the top priority recommendations of the master plan.

A full-service recreation center is proposed for Matchett Park. The Matchett Park site is well suited for a recreation center due to its size and proximity to the highest density population areas. The City should look at public/private



- SCHOOLS
- HOSPITALS
- POLICE STATION
- FIRE STATIONS (F.S.#)

CITY OF GRAND JUNCTION

Community Parks/Special Facilities



2000 0 2000
Scale: 1"=2000'

6 OCTOBER 2000
Community Parks/
Special Facilities
WINSTON ASSOCIATES INC.
2001 Paul Street, Suite 100 Boulder, CO 80501

partnerships when planning for a new public recreation center. A second, smaller, recreation center (+/- 18,000 S. F.) is shown in Las Colonias Park. Because of the proximity to the Orchard Mesa Pool this facility would not need an aquatics facility.

One option for a partner for developing a recreation center is the nonprofit YMCA of America. The YMCA has worked with a number of communities to in Colorado. A few examples of past projects include a recreation center/ice arena in Lafayette, Colorado and recreation centers in Denver, Pueblo and Colorado Springs, Colorado. In each of these projects, the YMCA helped the community with fundraising to secure funds to build the recreation center and then took responsibility for its operation. The YMCA acts as a resource for planning the fund raising campaign and designing the center itself. It is up to the community to raise the funds needed to design and construct the building. In Colorado Springs for instance, the City contributed \$5,000,000 and the remaining \$5,000,000 came from donations from local business and residents. In Lafayette, the YMCA received \$1.5 million from an individual and another individual donated the land. According to representatives from the YMCA, almost all of the YMCA's in Colorado are doing well at this time. Additional information on partnering with YMCA's to construct a recreation center see page 16 of the Operations Pro-forma in Section B of the Appendix.

Outdoor Amphitheater

A 2,000 to 3,000-seat amphitheater is shown in Las Colonias Park. The amphitheater would be an excellent venue for the symphony and other smaller scale entertainment and cultural events. There is strong support for the concept of an outdoor amphitheater in Grand Junction, especially in the arts community and among the youth. This was borne out by the survey (21% saw it as the most important parks and recreation facility) and focus group input, and by the fact that the symphony sold out the 1,500-seat high school gym and nine outdoor riverfront concerts in Fruita this past summer. An amphitheater on the scale of Vail's is envisioned with a mix of around 1,000 fixed seating and 2,000-lawn seating. Of course, the amphitheater would require a covered stage (and perhaps the fixed seating as well), complete back-of-house support facilities, and public restrooms/concessions. Large-scale outdoor concerts (5,000 people or more) are probably not appropriate within the City limits and it may be difficult to book acts for an amphitheater this size in Western Colorado.

Outdoor Water Park

Grand Junction's warm climate creates an excellent opportunity for an outdoor water park. Such a facility could be a revenue generator and would make a good companion facility to an indoor aquatics facility at a recreation center. There are a number of successful models to follow in the west for public water parks. In addition, an outdoor water park would take pressure off Orchard Mesa Pool. This would be an especially popular facility with the City's youth. (Finding suitable activities for teens was one of the primary areas of concern for the residents.)

3.2.5 *Planning Parks with Other Public Improvements*

There are other public improvements and facilities besides schools that must be considered when planning a city's park system. These include:

Detention Facilities

The City of Grand Junction is in the process of completing a master plan for detention ponds/basins throughout the city. Detention facilities can be combined with parks reducing land costs and increasing the amount of available parkland. When new land for parks is being evaluated, one of the considerations should be if it is next to a proposed detention facility or school. However, not all of a detention area is suitable for parkland.

- Only the upper half to two-thirds of a detention basin is suitable for park uses. The lower portion will be inundated too frequently to be usable.
- Detention facilities should never be used for programmed sports fields used for competitive sports.
- The detention facilities need to be planted with irrigated turf grasses and not have side slopes in excess of 4:1.
- There should be no structures or play areas located in the detention basin itself.
- Proper safety measures should be taken at the outlet.

In summary, detention basins should only be viewed as a way to increase the turf area of an adjacent park and never as an opportunity for parkland in itself.

Maintenance Facilities

As the City's park system grows, the park maintenance facilities must grow accordingly. Surveys completed for other park master plans have shown that people would prefer to "take care of what we have" before building new parks. The *Operations Assessment* section of this document details the maintenance requirements generated by the parks envisioned in the Master Plan. In addition to increased staffing, new maintenance centers will be needed to house the equipment and staff. The suggested locations are as follows:

- Three primary maintenance centers/shops: Canyon View Park, Lincoln Park and the Orchard Mesa area.
- Other satellite facilities will be needed as well. Suggestions include the Redlands area (at Tiara Rado) and at Las Colonias Park.

Some of these facilities already exist and may only need to be upgraded or expanded. Others would be new maintenance centers.

4 PHASING / IMPLEMENTATION

The spreadsheet following this section summarizes the probable costs/order of phasing for the improvements described in the master plan. Many of the park improvements recommended in the breakdown are a direct result of the analysis that occurred in the previous sections of the master plan. Some of the improvements covered in the cost summary, such as the recreation/senior center and amphitheater, were requested by the public in the opinion survey completed last year.

4.1 Estimate of Probable Cost / Phasing Recommendations

The "Estimate of Probable Cost" contains a number of elements that bear additional explanation:

- The first section of the cost breakdown is a listing of the CIP projects that have already been funded. The left-hand column lists the years that the projects are funded (01 = 2001, etc.). Multiple projects for one facility (e.g. Lincoln Park) have been grouped and a sub total shown.
- The remaining section summarizes projects identified during the master plan update process and projects not currently funded in the CIP, including "Unassigned" projects. The projects are organized in three phases and listed in order of priority within each phase. The order of improvements represents the suggested phasing sequence of the consultant team and staff. Additional input from the public, Parks Board and Council will be needed before projects are implemented.

All costs are shown in year 2000 dollars. It is critical that in the future, as a project is considered for implementation, an inflation factor is added to the estimate contained in this document. For example, if Phase I of Matchett Park and the recreation center is bid in 2004, the cost would be approximately \$2,000,000 higher (assuming an inflation rate of 4% per year).

The multiplier for development fees, contingency and design fees is intended to cover unforeseen costs due to site constraints, utility fees/permits, etc. These are costs that can only be identified once detailed designs and cost estimates are available for each improvement.

- The first priority item is a recreation/senior center. The recreation/senior center was the second most requested facility in the 1999 survey and the top priority for the focus groups. A detailed summary of the recreation/senior center program is included in Section B of the Appendix. Matchett Park is recommended as the site for the recreation/senior center.
- The costs for the recreation/senior center were provided by one of the leading architects in the area of recreation center design and

reflect bidding information from projects bid last year in Western Colorado and Utah.

- Other projects shown include a wide range of park improvements including:
 - Completing Canyon View Park,
 - Developing new neighborhood parks on land already owned by the City (Ridges School Site, Horizon Park and Wingate Elementary),
 - A series of improvements to existing neighborhood parks and school sites.
 - Canal trail development.
- The second tier of proposed improvements includes the final phases of Saccamanno Park and Las Colonias Park (the first phase of for these parks are shown as CIP projects). Improvements to Suplizio Field (outfield renovation) and Stocker Stadium (new turf system) are also shown in the second tier.
- The proposed amphitheater is not on the scale of a “Red Rocks”. It is assumed that an amphitheatre would be better suited for Grand Junction if it is similar to Vail’s amphitheater. (Vail’s seats 960 on fixed seating with 1,500 on lawn seating). The current recommendation is to locate the amphitheater in Las Colonias Park.. While the amphitheater ranked very high in the latest survey, it has never ranked as high in previous studies and public comment. Therefore, it has been given a fairly low priority in the list of potential improvements. If this facility continues to garner support its priority ranking may need to be adjusted.

RECREATION MASTER PLAN UPDATE - ESTIMATE OF PROBABLE COST

City of Grand Junction

Winston Associates, Inc., RRC Associates & Ballard/King.

9/7/00 0:00

Note: Inflation adjustment assume 4% per year inflation rate.

Priority Item / Year

				Quantity	Unit	Cost Per/unit	Subtotal
Funded Capital Improvement Projects (CIP)							
01-04	ROW / Highway Landscaping			1	LS	\$595,000.00	\$595,000
01-09	Parkland Acquisition (8 Neighborhood Parks @ +/-8 ac ea)			62.33	ACRE	\$15,000.00	\$935,000
01	Canyon View Park Baseball Field Construction			1	LS	\$100,000.00	\$100,000
01-09	Minor Park Improvements			1	LS	\$1,875,000.00	\$1,875,000
Lincoln Park Improvements							
03-08	-- Resurface Tennis Courts			1	LS	\$320,000.00	
01	-- Sprinkler System Improvements			1	LS	\$44,500.00	
01 & 08	-- Resurface Lincoln Park Track			1	LS	\$241,000.00	
01	-- Cast Iron Main Replacement			1	LS	\$27,000.00	
						\$632,500.00	\$632,500
Stadium Improvements							
05	-- Replace Outdoor Sign			1	LS	\$120,000.00	
06	-- Asphalt Overlay and Sealcoat			1	LS	\$16,000.00	
01-03	-- Light Shields for Football and Softball Fields			1	LS	\$76,700.00	
03	-- Upgrade Press Box			1	LS	\$31,000.00	
05	-- Renovate Football Field			1	LS	\$23,000.00	
02 & 07	-- Repaint Stands			1	LS	\$149,000.00	
						\$415,700.00	\$415,700
Trail Improvements							
08	-- Riverfront Trail Connection			1	LS	\$150,000.00	
03 & 08	-- Sealcoat Existing Trails			1	LS	\$44,500.00	
01	-- Resurface Lincoln Park Track			1	LS	\$196,000.00	
01	-- Cast Iron Main Replacement			1	LS	\$27,000.00	
						\$417,500.00	\$417,500
02-09	Refurbish Existing Restrooms in Parks			1	LS	\$1,076,500.00	\$1,076,500
01-02	Backflow Prevention			1	LS	\$43,500.00	\$43,500
04 & 09	Basketball Court Resurfacing			1	LS	\$64,500.00	\$64,500
01-09	Playground Protective Surfacing			1	LS	\$108,000.00	\$108,000
Neighborhood / Mini Park Improvements							
07	-- Riverside Park Renovation			1	LS	\$95,000.00	
04	-- Duck Pond Park Path and Sidewalk			1	LS	\$100,000.00	
04 & 09	-- Resurface Ridges Tennis Courts			1	LS	\$65,000.00	
03	-- Darla Jean Park Improvements			1	LS	\$28,000.00	
						\$288,000.00	\$288,000
New Neighborhood Park Construction							
02	-- Paradise Hills Park (1 acre)			1	LS	\$65,000.00	
06	-- Westlake Park			1	LS	\$800,000.00	

TIER I IMPROVEMENTS					
1	Recreation / Senior Center & Phase I of Matchett Park				
	Site Work	75,000	SF	\$14.00	\$1,050,000
	75,000 SF Building (assumes standard foundations)	75,000	SF	\$150.00	\$11,250,000
	Furniture, Fixtures and Equipment @ 6.5%	1	LS		\$871,975
	Allowance to Extend Utility Lines Into Site from Patterson (2000 LF)	1	LS	\$250,000.00	\$250,000
	32' access Road into site (1800 LF)	1800	LF	\$90.00	\$162,000
	Accl/Decel Lanes	1	LS	\$60,000.00	\$60,000
	Irrigation (pumps, pump house, 2 ac pond and 10 ac under irrigation)	1	LS	\$485,000.00	\$485,000
	7 acres of park development	7	PER AC	\$100,000.00	\$700,000
	Parking (for park improvements, rec/senior center parking above)	100	EA SPACE	\$1,200.00	\$120,000
	Outdoor Pool & small outdoor water park	1	LF	\$2,500,000.00	\$2,500,000
	8' Walking Path around park (5" concrete)	13,000	LF	\$24.00	\$312,000
	Maintenance building and yard	1	LS	\$750,000.00	\$750,000
	Sub - Total				\$18,510,975
	Permits and Fees @ 2.0% (higher permits/fees for buildings)	1	LS		\$352,780
	Design and Engineering Fees @ 9%	1	LS		\$1,587,510
	Estimating and Construction Contingency (15%)				\$2,776,646
	TOTAL COST				\$23,227,911
2	Finish Canyon View Park				
	Develop remainder of park (excludes tennis complex below)	22	LS	\$100,000.00	\$2,200,000
	Utility Allowance	1	LS	\$100,000.00	\$100,000
	12 post-tensioned tennis courts (tennis complex 6.0 ac)	12	EA	\$80,000.00	\$960,000
	Tennis pro shop and restrooms	2,000	SF	\$150.00	\$300,000
	Landscaping and walks at tennis complex	1	LS	\$110,000.00	\$110,000
	Sub - Total				\$3,670,000
	Permits and Fees @ 1.0%	1	LS		\$36,700
	Design and Engineering Fees @ 9%	1	LS		\$330,300
	Estimating and Construction Contingency (15%)				\$550,500
	TOTAL COST				\$4,587,500
3	Undeveloped Neighborhood Parks				
	Ridges School Site	6.37	PER AC	\$100,000.00	\$637,000
	Sub - Total				\$637,000
	Permits and Fees @ 1.0%	1	LS		\$3,067
	Design and Engineering Fees @ 9%	1	LS		\$27,603
	Estimating and Construction Contingency (15%)				\$95,550
	TOTAL COST				\$763,220
4	Allowance for Improving Existing Parks				
	(shelters, play equipment, landscaping walks, HC access, etc.)				
	Improve 5 existing neighborhood parks				
	— Melrose	1	LS	\$65,000.00	\$65,000
	— Paradise Hills	1	LS	\$65,000.00	\$65,000
	— Pine Ridge	1	LS	\$65,000.00	\$65,000
	— Shadow Lake	1	LS	\$65,000.00	\$65,000
	— Spring Valley II	1	LS	\$65,000.00	\$65,000
	Improve 3 existing mini parks				
	— Cottonwood	1	LS	\$30,000.00	\$30,000
	— Hillcrest	1	LS	\$30,000.00	\$30,000
	— St. Mary's	1	LS	\$30,000.00	\$30,000
	Little Park Preserve (trail heads, parking, etc.)	1	LS	\$15,000.00	\$15,000
	Sub - Total				\$430,000
	Permits and Fees @ 1.0%	1	LS		\$4,300
	Design and Engineering Fees @ 9%	1	LS		\$38,700
	Estimating and Construction Contingency (15%)				\$64,500

TIER II IMPROVEMENTS				
7 Undeveloped Neighborhood Parks				
Finish Horizon Park	7.3	PER AC	\$100,000.00	\$730,000
Burkey Park (50% by City 50% by County)	17.4	PER AC	\$100,000.00	\$3,480,000
New neighborhood parks in developing areas of city (5 @ 7.5 ac ea)	37.5	PER AC	\$100,000.00	\$3,750,000
Sub - Total				\$7,960,000
Permits and Fees @ 1.0%	1	LS		\$79,600
Design and Engineering Fees @ 9%	1	LS		\$716,400
Estimating and Construction Contingency (15%)				\$1,194,000
TOTAL COST				\$9,950,000
8 Community Parks				
Finish Saccomanno Park	5	PER AC	\$100,000.00	\$500,000
Phase II of Los Colonias	25	PER AC	\$100,000.00	\$2,500,000
Satellite maintenance building and yard for Los Colonias	1	LS	\$750,000.00	\$750,000
TOTAL COST				\$3,750,000
Permits and Fees @ 1.0%	1	LS		\$37,500
Design and Engineering Fees @ 9%	1	LS		\$337,500
Estimating and Construction Contingency (15%)				\$562,500
TOTAL COST				\$4,687,500
9 Allowance for Improving Existing Parks (shelters, play equipment, landscaping walks, HC access, etc.)				
Improve 6 existing neighborhood parks				
-- Duck Pond (Orchard Mesa)	1	LS	\$65,000.00	\$65,000
-- Columbine	1	LS	\$65,000.00	\$65,000
-- Pine Ridge	1	LS	\$65,000.00	\$65,000
-- Junior Service League Park	1	LS	\$65,000.00	\$65,000
-- Hawthorne	1	LS	\$65,000.00	\$65,000
-- Whitman	1	LS	\$65,000.00	\$65,000
Improve 3 existing mini parks				
-- Duck Pond (Ridges)	1	LS	\$30,000.00	\$30,000
-- St. Mary's	1	LS	\$30,000.00	\$30,000
-- Williams	1	LS	\$30,000.00	\$30,000
Sub - Total				\$480,000
Permits and Fees @ 1.0%	1	LS		\$4,800
Design and Engineering Fees @ 9%	1	LS		\$43,200
Estimating and Construction Contingency (15%)				\$72,000
TOTAL COST				\$600,000
10 Allowance for Improving Existing School/Parks (shelters, play equipment, picnic facilities.)				
Improve 4 existing school / park sites				
-- East Middle School (Washington Park)	1	LS	\$100,000.00	\$100,000
-- Fruitvale Elementary	1	LS	\$100,000.00	\$100,000
-- Mesa View Elementary	1	LS	\$100,000.00	\$100,000
Sub - Total				\$300,000
Permits and Fees @ 1.0%	1	LS		\$3,000
Design and Engineering Fees @ 9%	1	LS		\$27,000
Estimating and Construction Contingency (15%)				\$45,000
TOTAL COST				\$375,000
11 Expand Parks Administrative Offices				
Expand Parks Administrative Offices	1	LS	\$165,000.00	\$165,000
TOTAL COST				\$165,000
Permits and Fees @ 1.0%	1	LS		\$1,650

TIER III IMPROVEMENTS				
4 Allowance for Improving Existing Parks				
(shelters, play equipment, landscaping walks, HC access, etc.)				
Lincoln Park (Parking lot to code, curb/gutter and pave entry drive)	1	LS	\$1,000,000.00	\$1,000,000
Satellite maintenance building and yard for Lincoln Park	1	LS	\$750,000.00	\$750,000
Improve 4 existing neighborhood parks				
-- Emerson	1	LS	\$65,000.00	\$65,000
-- Pomona	1	LS	\$65,000.00	\$65,000
-- Sherwood	1	LS	\$65,000.00	\$65,000
-- Spring Valley II	1	LS	\$65,000.00	\$65,000
Improve 2 existing mini parks				
-- Ridges Tot Lot	1	LS	\$30,000.00	\$30,000
-- St. Mary's	1	LS	\$30,000.00	\$30,000
Sub - Total				\$2,070,000
Permits and Fees @ 1.0%	1	LS		\$20,700
Design and Engineering Fees @ 9%	1	LS		\$186,300
Estimating and Construction Contingency (15%)				\$310,500
TOTAL COST				\$2,587,500
5 Amphitheater				
Earthwork Allowance	1	LS	\$150,000.00	\$150,000
Fixed seating for 1,000 w/ lawn seating for 2,000	1	LS	\$500,000.00	\$500,000
Support facilities (restrooms, concessions, stage, back-of-house, etc.)	1	LS	\$1,000,000.00	\$1,000,000
Cultural Building	18,000	SF	\$100.00	\$1,800,000
Paved Parking for 1,500 cars	1,500	EA SPACE	\$1,200.00	\$1,800,000
Utility Allowance	1	LS	\$200,000.00	\$200,000
Landscape Allowance	1	LS	\$80,000.00	\$80,000
Sub - Total				\$5,530,000
Permits and Fees @ 1.0%	1	LS		\$55,300
Design and Engineering Fees @ 9%	1	LS		\$497,700
Estimating and Construction Contingency (15%)				\$829,500
TOTAL COST				\$6,912,500
6 Canal Trail Development				
One Mile of Trail per year	5	PER MILE	\$225,000.00	\$1,125,000
Bridges over Canals	2	EA	\$75,000.00	\$150,000
Watson Island Trail Project	1	LS	\$44,725.00	\$44,725
Sub - Total				\$1,319,725
Permits and Fees @ 1.0%	1	LS		\$13,197
Design and Engineering Fees @ 9%	1	LS		\$118,775
Estimating and Construction Contingency (15%)				\$197,959
TOTAL COST				\$1,649,656
TIER III IMPROVEMENTS TOTAL				\$11,149,656
GRAND TOTAL				\$71,787,673

4.2 Funding

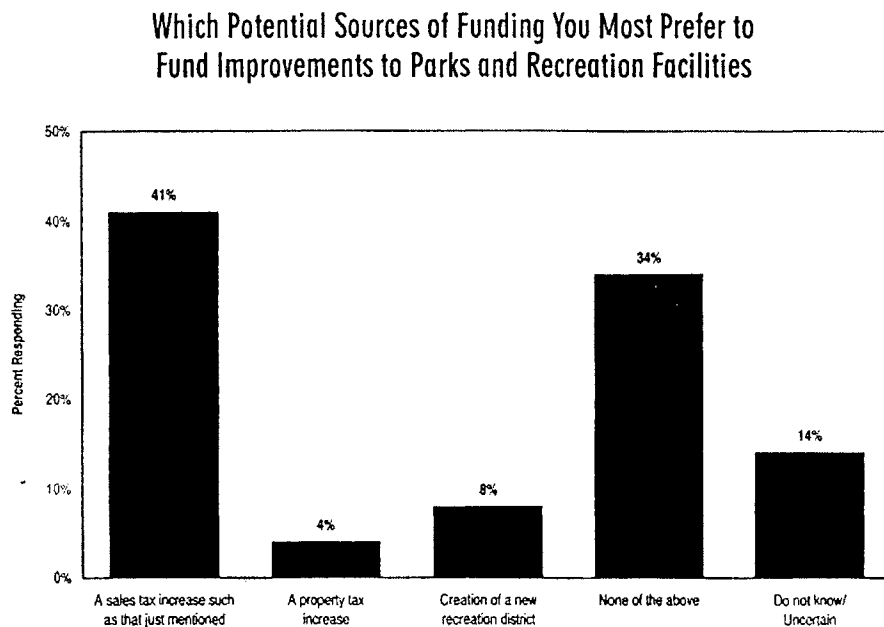
There are a number of ways to fund improvements for parks and recreation.

- Capital Improvement Projects (CIP) funding has been one of the primary sources of funding for park and recreation projects. The current projects listed in the CIP are shown on the Estimate of Probable Cost with the assumption that these projects will be funded in the years shown on the left column of the table.
- The Parkland Expansion Fund is the total of the City and County lottery monies and development fees. It is another source of funding improvements, however, these funds are essentially dedicated to paying off the construction of Canyon View Park (till 2004), the purchase of the Matchett Property (till 2006) with some funds also going to Eagle Rim Park. One point should be noted regarding this funding source. The Colorado Lottery is only authorized until 2007, so there could be a major reduction of this funding source after that date. While it is reasonable to assume that the voters will renew the Lottery for recreation, there is no guarantee.
- As with the Parkland Expansion Fund, *Great Outdoor Colorado* (GOCO) grants can be secured to fund projects. The City of Grand Junction has been very successful in this area and should continue to do so into the future. Typically, these grants will only help fund a portion of a major project with matching funds being needed from other sources. As with the Lottery Funds, GOCO will not extend past 2007 unless re-authorized by the voters.
- Other grants such as State Trails Grants (exclusively for trail construction) and grants from foundations (Boettcher Foundation, Gates Foundation, etc.) can also be secured. The competition for the foundation grants is stiff, but again, Grand Junction has had good success in this area.
- Another potential funding source would be if the City were to go to the voters for "De-Brucing" (allowing the City to keep tax revenues over and above the cap set by the Bruce Amendment). If the voters approved De-Brucing, more funds could be made available for parks and recreation, especially toward the end of the 10 to 15 year life of this plan. If the voters approved De-Brucing, City Council would need to determine how to allocate the funds within the City. It is worth noting that using the De Brucing funds for park improvements can be an incentive for the voters to approve such a ballot question.
- The new Land Use Code will also bring about an increase funding due to the revised park dedication ordinance. The new code requires the dedication of the equivalent of 10% of the land for new developments for parks/open space (or cash-in-lieu of land). In 1999, the City added almost 500 acres of residential land and 204 new units. Under the old code, the 204 units would generate approximately \$46,000. With the new code, 50 acres of open space would be generated using the 10% dedication. If the average value for the raw land is \$15,000, the total increase would be approximately \$700,000, less and credits for trails, or waterfront greenbelts/access. While it is difficult to determine

exactly how much land/revenue will be derived from this source each year, but clearly it will result in increased funding for parks.

- Another funding source is a sales tax increase dedicated to parks and recreation. When voters were asked in the survey, "Which potential funding do you most prefer to fund improvements to parks and recreation facilities?" 41% said they prefer a sales tax increase (12% said property tax or recreation district, 34% said "None of the Above" and 14% were uncertain: Figure 4). Based on this input a ¼% sales tax was considered and, when combined with other funding sources, it would fund the improvements described in this document. Another option would be a 1/8% sales tax increase combined with De-Brucing. This would also fund the majority of facilities suggested in this plan including a new recreation center, amphitheater, new neighborhood parks and the first phases of Matchett and Las Colonias Parks.

Figure 4



If all of the funding sources listed above are totaled, approximately \$29 million, or just under \$2 million per year, would be available for the life of this plan, (except for De-Brucing or the sales tax increase). Obviously, this would mean just over a third of the facilities suggested by the public and proposed by this plan could be constructed. Therefore, if the City of Grand Junction is to provide the parks and recreation system envisioned in this master plan, additional funding will be required. These Options could include asking the voters to:

- De-Bruce city revenue with a portion of these funds going for park improvements
- In our debt in combination with De-Brucing so facilities could be constructed sooner.
- Increase the sales tax (1/8% to ¼%) with a sunset provision

- Or some combination of the three.

This will require difficult choices for the residents and Council, but such a system will pay dividends long into the future.

5 OPERATIONS ASSESSMENT

5.1 Operational Requirements

When a city contemplates expanding its parks and recreation system, one major component that must be carefully examined is the long-term costs to operate and maintain new facilities. The master plan update team has completed an analysis of the costs of adding the improvements described above to the park system. A detailed pro-forma for the recreation/senior center is included in Section C of the Appendix as is an analysis of the operational requirements for new parks and detention facilities (proposed by Public Works). Summaries of the key findings follow.

5.2 Grand Junction Recreation Center Operations Pro-Forma

- The primary service area for the center has a population base of approximately 70,000 to 75,000 (city and immediate surrounding area) with the secondary service area being between 95,000 and 110,000 (city and valley) . It is assumed that the center will draw well from the secondary as well as the primary service area.
- Facility - Recreation center with a gymnasium, aerobics/dance room, leisure/lap pool, outdoor leisure pool, weight/cardiovascular area, track, crafts/classroom space, preschool and childcare room, multi-purpose rooms with kitchen, senior space, teen center, game room, racquetball courts, lobby/lounge area, locker rooms and administrative area. Approximately 75,500 sq.ft.
- The new center will be located at the Matchett property.
- The pro-forma has been developed without the benefit of a conceptual plan for the center, which could alter the expense portion of the facility.
- The projected operating costs and revenues are:

Expenditures:

Personnel	\$1,235,684
Commodities	\$97,000
Contractual	\$300,900
Capital	<u>\$20,000</u>
Total	\$1,653,584

Revenues:

Fees	\$1,003,945
Programs	\$207,000
Other	<u>\$51,500</u>
Total	\$1,262,445

Difference: - \$391,139

5.3 Grand Junction Parks Master Plan Operations Assessment

- There is currently 128 acres of developed parkland, 105 acres of open space and trails in Grand Junction in addition to another 12 to 15 acres of medians, buildings, etc. to be maintained.
- The city currently has another 575 acres of undeveloped property, 200 acres of which is expected to be converted into developed parkland in the next 15 years with the passage of the ¼ sales tax initiative.
- It is estimated that approximately 175 acres of storm water detention areas could be added in the next 15 years as well. These areas could have a wide variety of maintenance requirements including turf.
- Approximately 1,500 acres of open space in the form of the Little Park Reserve will be incorporated into the park system.
- The city will acquire 90 acres of open space in conjunction with the development of a private golf course.
- The city will develop and operate a 12 court, manned tennis complex and a large outdoor amphitheater. No provisions have been made for the addition of any outdoor pools (with the exception of the new recreation center).
- The additions to the park system will be added systematically over the next 15 years in the following 5-year increments.
- The projected operating costs and revenues are:

<u>Years</u>	<u>1-5 Years</u>	<u>6-10 Years</u>	<u>11-15 Years</u>
Expenditures:	\$1,280,522	\$2,502,720	\$3,733,860
Revenues:	\$36,000	\$123,000	\$184,000
Difference:	-\$1,244,522	-\$2,379,720	-\$3,549,860

6 OBJECTIVES AND POLICIES

6.1 Objectives and Policies

The following "Objectives" are guideposts that facilitate the realization of the goals established in this master plan update. The "Policies" are position statements that help achieve the Objectives. Objectives and Policies can only be successful if there is general agreement within the City on their meaning and intent and a commitment to follow the direction they provide.

In a general sense, progress toward meeting Objectives is measurable and can be quantified in annual evaluations. They can also be used to identify the future needs of the Parks and Recreation Department.

Policies are "decisions made in advance." Often policies are created as a result of issues encountered in a controversial decision ("From now on it will be our policy to . . ."). Policies can also be created through independent deliberation. Regardless of how they are generated, the purpose of policies is to bring consistency to decision-making, generally about recurring issues. The following policies are intended to guide the design and use of park facilities.

Objective I. Provide a broad range of recreational experiences for Grand Junction's residents.

Policies

- A. Provide recreation facilities and programs for all ages in the community.
- B. Reevaluate programming yearly. Programs will be added or eliminated based on increases or decreases in demand.

Objective II. Provide convenient public access to all recreation sites and facilities.

Policies

- A. Neighborhood Parks will be located within walking distance of the neighborhoods they serve (+/- 1/2-mile radius from the park) and will not be less than three acres in size.
- B. The primary mission for a neighborhood park will be to serve the residents in its service area. Use of neighborhood parks for organized competitive sports is discouraged. Facilities for organized competitive sports will typically not be included in neighborhood parks.
- C. School sites can be used as neighborhood parks (especially in areas not currently served by a mini or neighborhood park), provided they include neighborhood park facilities (picnic shelter, play equipment of small children, etc.).
- D. Mini-parks will only be constructed in existing neighborhoods that are not adequately served by a

neighborhood park and where sufficient land for a 3-acre park site is not available.

- E. If an existing neighborhood park adequately serves an area and a new park is proposed as an amenity for a new development, that park can only be constructed if it is dedicated to the City, built to City standards, open to all members of the community and maintained by the Home Owners Association (again to City standards).
- F. Community parks are intended to serve residents within a +/- 1.5 to 2-mile radius from the park.
- G. Community parks will be located along major roadways and recreational trails.

Objective III. Maintain and upgrade existing parks to achieve a high level of quality, safety and attractive appearance.

Policies

- A. Continue to develop undeveloped city-owned park lands.
- B. Existing park facilities will be reevaluated yearly and equipment or facilities replaced as needed.
- C. Play equipment will be inspected by a individual certified by the *National Playground Safety Institute* at intervals recommended by the manufacturer and governing safety standards.
- D. All existing parks will be improved to current adopted standards.
- E. Develop diverse recreation features within the park system.

Objective IV. Expand the supply and diversity of parks and leisure facilities in Grand Junction to meet the needs of the current and future population.

Policies

- A. Land for parks will be acquired ahead of development.
- B. Implement the recommendations of the master plan through the CIP.
- C. Continue and expand programs and services that represent Grand Junction multi-cultural/multi-demographic profile.

Objective V. Assure that private development fully adheres to the standards for the park, open space and recreation needs of the residents it brings into the community.

Policies

- A. All new development will provide the minimum amount of open space/park facilities (or cash-in-lieu payment) required by the Land Use Code.
- B. If a development's parkland dedication does not result in a neighborhood park meeting minimum standards, a "cash-in-lieu" payment will be required.

- C. Parkland will be accepted (at the City's option) only if it is over 3.0 acres in size; does not include rights-of-ways, easements, or detention facilities; is composed of terrain suitable for park construction; is accessible by both vehicles and bikes/pedestrians and does not contain wetlands, sensitive wildlife habitat or environmental hazards.

Objective VI. Coordinate with other public agencies to meet parks and recreation needs as efficiently as possible.

- Policies*
- A. Utilize intergovernmental agreements to gain/provide access to School District 51 facilities on a time-available basis and avoid unnecessary duplication.
 - B. Cooperate with School District 51 to plan and build parks adjacent to new school sites.
 - C. Coordinate with Mesa County to plan parks within the 201 Boundary for areas currently in the County. Build park facilities when majority of the population in a park service area is within the City's boundaries. Park sites serving predominantly County residents (e.g. Burkey Park) will be built by the City only under a special agreement and with significant contribution by the County.

Objective VII. The cost of recreation programs should be born by the participants, but only to the degree that ability-to-pay is not a constraint to participation.

- Policies*
- A. Wherever possible, the operating costs for recreation programs will be born by the users at a level proportionate with their ability to pay.
 - B. Programs and services for youths and seniors will be provided at costs within means of low-income families.

Objective VIII. Coordinate new park/facility construction with the trail master plan so that pedestrians, bicycles and other non-motorized can easily reach the City's park facilities.

- Policies*
- A. Integrate the trail system with the river corridors and canals.
 - B. Secure agreements with the ditch companies to allow public access.
 - C. Use pedestrian bridges where necessary to provide access to park facilities for neighborhoods isolated by canals.

Objective IX. Provide convenient opportunities for people with disabilities to access use and enjoy the amenities of the park system.

- Policies*
- A. Construct new park facilities (including any upgrades to existing facilities) to meet or exceed ADA requirements for accessibility.

- B. Establish a mechanism for reviewing accessibility of designs for new construction through an accessibility committee or coordinator qualified to review proposed plans.
- Objective X.* Operate programs and services to established national or local standards.
- Policies*
 - A. Officially adopt relevant standards as goals for Department operations and distribute to staff/post in appropriate locations.
 - B. Evaluate nationally recognized or adopted programs for the applicability to Grand Junction.
- Objective XI.* Actively promote the benefits of Parks & Recreation to area residents and the community as a whole.
- Policies*
 - A. Use multiple media outlets to reach the public (e.g., the quarterly Department brochure, newspaper(s), cable TV public access channels, web site, etc.)
 - B. Use construction signage to announce each new park or park improvement project.
 - C. Establish community education/outreach programs.



A P P E N D I X





S e c t i o n A

Inventory Tables/ Focus Group Summary



EXISTING FACILITIES SUMMARY

City of Grand Junction

Recreation Master Plan Update

	Acres	Backstop	Barbeque facilities	Baseball fields	Basketball hoops	Exercise	Fishing	Football	Horseshoe pits	Lighted baseball fields	Open Space/Turf	Picnic Tables	Playground Equipment	Quarter-mile track	Restrooms	Shelter	Shuffleboard	Skate Facility/ Hockey	Soccer Field	Softball fields (lighted)	Softball fields (Not Lig	Swimming Pool (Indoo	Swimming Pool (Outdo	Tennis Courts (Lighted	Tennis Courts (Not Lig	Trail system	Volleyball Court	Wheelchair Court
COMMUNITY PARK																												
Canyon View Park	110		x	x	x						x	x	x		x(2)	x(2)		x	x(8)	x(4)						x	x	
Las Colonias Park (Future Park)	99.3																											
Lincoln Park	41.8		x	x				x	x		x	x		x	x	x(2)							x	x(8)				
Matchet Property (Future Park)	220																											
Saccomanno Park (Future Park)	29																											
Total	500																											
NEIGHBORHOOD PARK																												
Arlington/Oxford Park (Future Park)	8																											
Burkey Park (Future Park)	17.4										x																	
Burkey Orchard Mesa (future)	10																											
Columbine Park	12		x		x					x	x	x			x	x				x							x(2)	
Dixon Park	2											x							x									
Duck Pond Park (Orchard Mesa)	4.4		x								x	x			x	x												
Eagle Rim Park	12								x		x	x			x	x		x								x		
Emerson Park	3.1		x								x	x			x													
Hawthorne Park	3.5		x								x	x			x	x	x											
Junior Service League Park (usable)	3.5										x															x		
Melrose Park	2.6		x								x	x			x	x(2)												
Horizon Park (Future Park)	12.3										x																	
Paradise Hills Park	4										x	x																
Pineridge Park	15.7	x	x								x	x													x(2)	x	x	
Pomona Park	17		x	x(4)							x	x			x	x			x	x								
Ridges School Park (future)	6.37																											
Shadow Lake Park	8.3		x								x	x												x(2)				
Sherwood Park	13.5		x								x	x			x	x(2)			x							x		
Spring Valley I	3.1										x	x																
Spring Valley II	2.7		x		x						x	x				x												
Westlake Park	10										x				x			x										
Whitman Park	3.3										x				x													
Wingate Elementary Park Site (Future)	5																											
Total	180																											
MINI PARKS																												
Autumn Ridge	1.5										x	x																
Cottonwood Meadows Park	0.9				x						x	x																
Darla Jean Park	0.8		x		x						x	x																
Duck Pond Park (Ridges)	1		x								x	x			x	x												
Hillcrest Park	0.3										x																	
Ridges Tot Lot	0.5										x	x																
Riverside Park	1.9		x		x						x	x			x	x										x		
St. Mary's Park	1.9										x	x																
Williams Park	0.3	x	x		x						x	x																
Total	9.1																											
ROADSIDE PARKS																												
Colorado West	0.9										x																	
Desert Vista Park	0.4										x																	
Lilac Park	1.7										x																	
Total	3																											

* = Contains bleachers, not picnic tables

May 24, 2000

[illegible]

Focus Groups Priorization Exercise				
<i>Parks Master Plan Update</i>				
City of Grand Junction				
<i>Recreation/Senior Center Facilities Options</i>	<i>Focus Group #1</i>	<i>Focus Group #2</i>	<i>Focus Group #3</i>	<i>Average</i>
Public Spaces				
Vending	0	0	1	0.33
Childcare	4	4	6	4.66
Game Room	8	5	3	5.33
Concession Area	2	2	0	1.33
Senior Center				
Multipurpose Room	13	7	7	9.00
Kitchenette	4	3	0	2.33
Activity Rooms	7	8	6	7.00
Aquatics Facility				
Lap Pool	10	12	2	8.00
Leisure Pool	7	6	2	5.00
Water Slides and Water Play	6	4	8	6.00
Recreation				
Two Court Gymnasium	7	11	2	6.66
Suspended Jogging Track	6	4	5	5.00
Weight Training/ Fitness	2	6	5	4.33
Dance/ Aerobics/ Combatives	4	8	4	5.33
User Support				
Family Changing Rooms	0	2	2	1.33
Ice Arena				
One Rink With Support Facilities	10	4	5	6.33
Comments/ Suggestions				
Cultural Facility Space in Rec. Center	0	2	0	0.66
Canal Road Access	0	1	0	0.33
Hand Ball/ Raquet Ball/ Squash	0	1	11	4.00
4 Court Gym/ Large Seating Capacity	0	0	14	4.66

DISCUSSION GUIDE FOR FOCUS GROUPS

Recreation Master Plan Update

City of Grand Junction

Thursday, March 30th and Friday, March 31st, 2000

Introduction (5 - 10 Minutes)

- Purpose of focus group and ground rules for discussion.
- Participants introduce themselves:
 - Give your first name
 - Describe your family / marital status
 - Tell the group how long you have lived in the valley
 - Tell the group if you belong to, or represent a group that would have a particular interest in the master plan.
 - What is your favorite sport or recreation activity?

Strength / Weaknesses and Usage of Existing Recreation Facilities (15 minutes)

Lets start by discussing your current usage and perceptions of the City's parks and recreation facilities.

- In a typical year, what facilities do you use most frequently? Do other members of your family use parks or recreation facilities that you do not use? What are those facilities? Are there any you use as a family? Can you think of any facilities that you rarely use? Are there ways the City could encourage more use these facilities by you or others you know.
- Now lets talk about the overall strengths and weaknesses of the City's park and recreation facilities or programs. What elements of local recreation stand out in your mind as particularly positive? What programs or facilities are your favorites. What elements make them stand out?
- What elements of local recreation stands out in your mind as needing improvement?

Review of Key Survey Findings (15 Minutes)

Last year the City conducted telephone interviews with over 500 residents in the community. The results of that survey will help guide this master plan. Tell the group your thoughts on the following issues discussed in the survey:

- Most residents responding felt the amount of money being spent in developing new park and recreation facilities was about right (46%), while 17% felt too little was being spent. What is your opinion? If you think too little is being spent, is there a particular area where additional funding is needed?
- A number of questions in the survey focused on whether the community needs a dedicated revenue source for parks and recreation improvements. A 1/4% sales tax (about 25 cents for every \$100 spent) for the next 15 years (generating around \$60 million) was suggested in the

survey. Of those responding, 20% said they would definitely vote for such tax and 39% said they would probably vote yes (a total of approximately 59% supporting the idea). Do you personally support the sales tax as described above? Do you think the community would pass such a proposal? What are the questions you think the community will need answers to in order to make an informed decision?

- The attached table summarizes the top eight park and recreation improvements from the survey. What in your mind are the three improvements the community needs the most from that list? Is there a park or recreation improvement not on this list that would be in your top three?

Priorities for Future Improvements (50 Minutes)

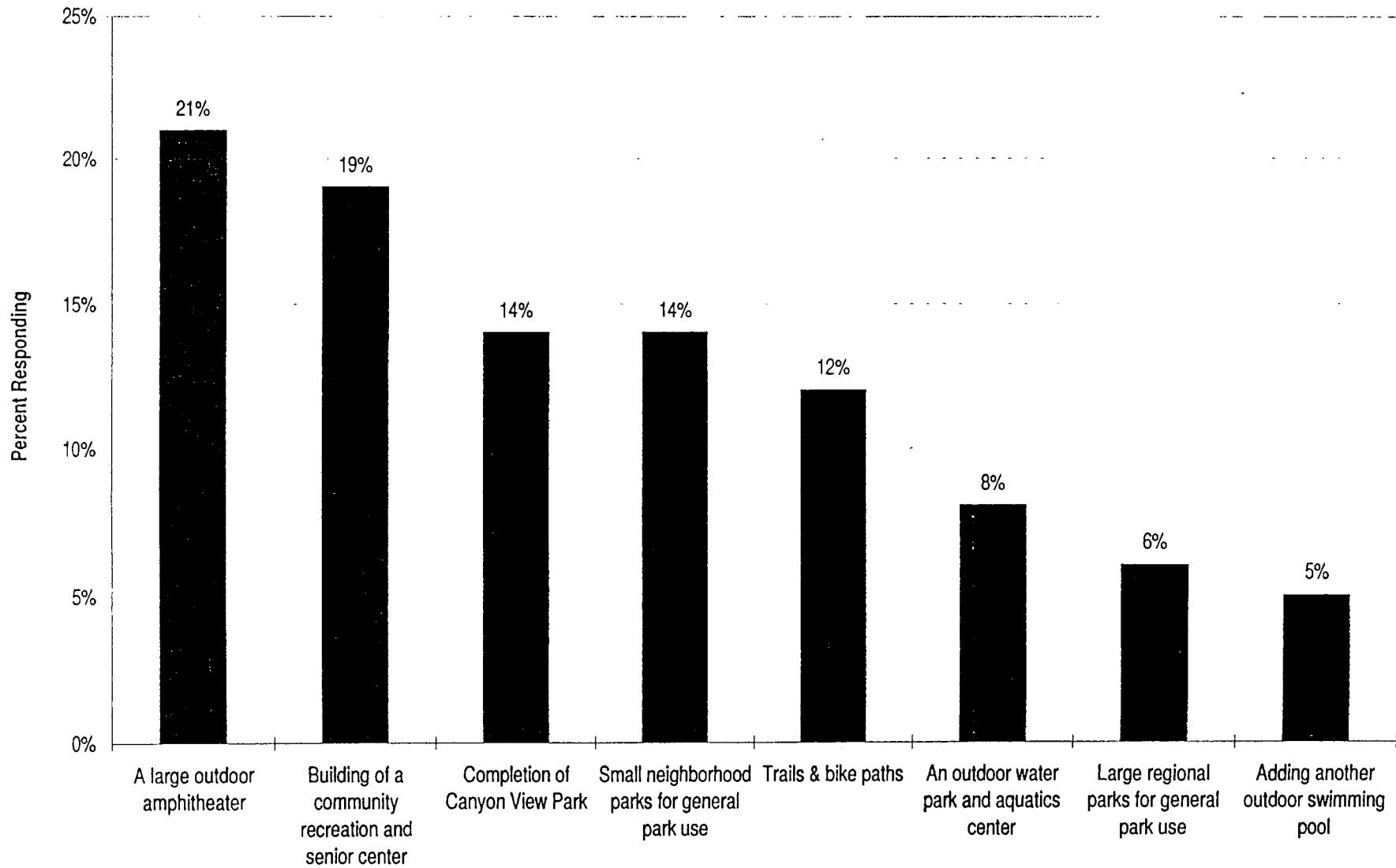
- In the survey, "A "Large Outdoor Amphitheater" scored the highest on the list of the most important project for the community. Do you agree with this finding? What type of amphitheater do you think the community needs? Which site would make the best location for an outdoor amphitheater, the Matchett Property or Las Colonias Park (see map on the wall)? Is there another location that you think would be better?
- The second highest rated improvement in the survey was "Building a Community Recreation and Senior Center". Do you agree that the city needs a community recreation / senior center? Would you vote for a sales tax that would pay for the construction of such a facility (assuming a recreation / senior center was only one of a number of major improvements constructed from this tax)? Most cities with recreation / senior centers need to subsidize the cost of the day-to-day operations by 15% to 20%. If you support this facility, does the fact that recreation / senior centers often require a subsidy for operations change your opinion?
- The City owns a large parcel of land (+/- 320 acres) north of Patterson / F Road and west of 28 3/4 Road called the Matchett Property. This site is designated as future park land. What type of park do you think would be best for this site:
 - A park that is half undeveloped open space and half active parkland?
 - A park that is all active park land, but mostly areas of open turf and trees with some sports fields and major public facilities (like a recreation center or amphitheater)?
 - A park that is mostly devoted to sports fields and major public facilities?
- One key aspect of the master plan update is to study the costs associated with operating a recreation / senior center. Please help us determine if the list of facilities developed for a 1995 study still applies. The moderators will give you additional instructions.

Other Thoughts / Issues (As Time Permits)

Are there other topics that we have not discussed that you would like to comment on?

THANKS FOR YOUR PARTICIPATION!

Which Project Do You Believe is Most Important for the Community





S e c t i o n B

*Grand Junction Recreation
Center Operations Pro-Forma*

Grand Junction Recreation Center Program

Core Building: These spaces have been identified as being of high importance to a recreation center in Grand Junction and should be included in a first phase of a center.

1. Aquatics area - A space of approximately 13,000 sq.ft. that includes a 4 lane 25 yd lap pool integrated with a free form leisure pool (approximately 5,000 sq.ft.) with slides, interactive play features and zero depth entry. Must include an office for the pool supervisor and a space for a lifeguard/first-aid room. Also an outdoor pool with a free form leisure pool (approximately 4,000 sq.ft. of water surface area) with slides, interactive play features, zero depth entry, and grass and sand play areas.

2. Gymnasium - A space that is approximately 14,000 sq.ft. and divisible into two gym areas (each with 50' by 84' basketball court or full sized volleyball court) by a drop curtain. The gym should be set up for a variety of activities including basketball and volleyball. Portable seating should be by tip and roll bleachers.

3. Running/jogging track - An 8 ft wide elevated track that runs around the perimeter of the gym and other spaces, that can be used for walking or jogging. Approximately 3,500 sq.ft.

4. Weight/cardiovascular space - An area of at least 3,000 sq.ft. that includes free weights (separate area), selectorized machines, cardiovascular equipment and a stretching area.

5. Aerobics/dance room - A space of approximately 2,000 sq.ft. that can be used for fitness, dance or other class instruction. The room must have its own sound system and a floating wood floor.

6. Senior activity area – An area of approximately 3,000 sq.ft. that includes a reception desk, small computer space, office area, open lounge area, and game (billiards) room.

7. Multipurpose room(s) - A space of approximately 3,000 sq. ft. that can be divided into three smaller rooms for multiple functions. Connected to this space would be an large outdoor patio area.

8. Kitchen - A catering and prep kitchen that is attached to the multipurpose room and has outside access for caterers. Approximately 400 sq.ft.

9. Crafts/class rooms - Two rooms of approximately 1,000 sq.ft. each, that can be used for a variety of arts and crafts or other programs (plus necessary storage).

10. Drop-in child care area – A room of approximately 1,000 sq.ft. that is designed for drop-in baby-sitting. A downsized unisex restroom must be included as well as access to

an outdoor fenced-in play space. The preschool room should be located next to the drop-in child care room.

11. Preschool room – A room of approximately 1,000 sq.ft. with downsized furnishings and a unisex restroom. This room would be utilized for organized pre-school programming and day camp activities.

12. Racquetball courts – Two courts with glass back walls that can be used for racquetball, handball or wallyball. Approximately 1,600 sq.ft.

13. Teen center – An area of approximately 1,000 sq.ft. that includes a TV, lounge, and computer area. Connected to this space would be the game room and an outdoor patio area.

14. Game room – An area located just off the teen center (1,000 sq.ft.) that has pool tables, foosball, and other games.

15. Support spaces - There must be sufficient space and resources allocated for the following (10,000 sq.ft.):

- Lobby/lounge space
- Front desk area (with small pro-shop, and concession space)
- Office space for facility/recreation staff
- Locker rooms
- Family locker room
- Maintenance office and work area
- Restrooms
- Vending

Net to Gross Ratio: 20%

- Circulation
- Storage
- Mechanical systems

Approximate facility size – 75,500 sq.ft.

Option

1. 6 Lane Pool – increase the size of the aquatics area to include a six lane, 25 yard pool that is separate from the leisure pool. **Add approximately 3,000 sq.ft.**

Specific Program Plan:

Component	Quantity	Square Footage	Total
Public Spaces			5,358
Vestibule	1	300	300
Lobby	1	2,500	2,500
Control desk	1	400	400
Public restrooms	2	480	960
Vending	1	150	150
Childcare	1	900	900
Childcare storage	1	100	100
Childcare toilet	1	48	48
Senior Area			3,360
Lobby/lounge	1	1,000	1,000
Control desk	1	200	200
Computer space	1	300	300
Office area	3	120	360
Game room	1	1,500	1,500
General Rec.			9,200
Multipurpose rm.	3	1,000	3,000
Multipurpose stor.	1	400	400
Catering Kitchen	1	400	400
Crafts/class room	2	1,000	2,000
Crafts storage	1	200	200
Kiln storage	1	100	100
Teen center	1	1,000	1,000
Game room	1	1,000	1,000
Preschool room	1	1,000	1,000
Preschool storage	1	100	100
Aquatics			12,710
Leisure/lap pool	1	5,000	5,000
Deck	1	5,000	5,000
Outdoor pool	1	N/A	N/A
Pool office	1	150	150
Guard office	1	200	200
Pool filtration	1	700	700
Pool storage	1	600	600
Pool mechanical	1	900	900
Chemical storage	2	80	160
Gym & Fitness			24,986
Gymnasium	1	13,986	13,986
Gymnasium Stor.	1	500	500
Jogging track	1	3,500	3,500

Grand Junction Recreation Center Operations Pro-forma

Weight/CV space	1	3,000	3,000
Weight storage	1	200	200
Aerobics/dance	1	2,000	2,000
Aerobics storage	1	200	200
Racquetball	2	800	1,600
User Support			3,170
Locker rooms	2	1,260	2,520
Family change	4	125	500
Laundry	1	150	150
Offices			1,730
Facility Manager	1	150	150
Recreation Spec.	2	100	200
Admin. staff	1	100	100
Reception	1	200	200
Work room	1	100	100
Storage	1	200	200
Rec. Division	4	120	480
Conference	1	300	300
Building support			2,350
Mechanical	1	2,150	2,150
Janitor	2	60	120
Elevator machine	1	80	80

Net Building Area 62,864

Circulation/Walls 20% 11,157

Gross Building Area 75,437

Note: The option of increasing the lap pool area to a separate 6 lane pool would add approximately 3,000 sq.ft. The square footage estimates do not include the outdoor pool area. No square footage estimates have been included for the outdoor leisure pool.

Grand Junction Recreation Center Operations Pro-Forma

The attached pro-forma is based on the following assumptions.

- The primary service area for the center has a population base of approximately 70,000 to 75,000 (city and immediate surrounding area) with the secondary service area being between 95,000 and 110,000 (city and valley) . It is assumed that the center will draw well from the secondary as well as the primary service area.
- The recreation center is a new indoor facility of approximately 75,500 sq.ft.
- The new center will be located at the Matchett property.
- The center will be owned and operated by the city's parks and recreation department. There is an option to contract out for the operation of the fitness portions of the facility.
- The pool described in the center will be a single tank of water with 4 lap lanes and a leisure pool. Another option is to take the lap lanes out of the leisure pool and build a separate 6 lane, 25 yard competitive pool.
- Aquatics operations at the recreation center will be coordinated with the Orchard Mesa pool with the majority of lesson programs taking place at that facility.
- The pro-forma has been developed without the benefit of a conceptual plan for the center, which could alter the expense portion of the facility.

Operating Expenditures

Expenditures have been formulated based on the costs that are usually included in the operating budget for an indoor recreation facility. The figures are based on the size of the center, the specific components of the facility and the projected hours of operation. Actual costs were utilized wherever possible and estimates for other expenses were based on similar facilities in Colorado. All expenses were calculated as accurately as possible, but actual costs may be more or less based on the final design, operational philosophy, and programming considerations adopted by staff. A cost scenario has been developed for the facility noted below

Facility - Recreation center with a gymnasium, aerobics/dance room, leisure/lap pool, outdoor leisure pool, weight/cardiovascular area, track, crafts/classroom space, preschool and childcare room, multi-purpose rooms with kitchen, senior space, teen center, game room, racquetball courts, lobby/lounge area, locker rooms and administrative area. **Approximately 75,500 sq.ft.**

Operation Cost Model:

Category	Facility Budget
<u>Personnel</u>	
Full-time	588,250
Part-time	<u>647,434</u>
Total	\$1,235,684
<u>Commodities</u>	
Office supplies (forms, ID film)	8,000
Chemicals (pool/mech.)	14,000
Maint./repair/mat.	18,000
Janitor supplies	18,000
Rec. supplies	15,000
Uniforms	4,000
Printing/postage	10,000

Grand Junction Recreation Center Operations Pro-forma

Category	Facility Budget
Pro Shop	6,000
Other	4,000
Total	<u>\$97,000</u>
<u>Contractual</u>	
Utilities*	211,400
(gas & elec.)	
Water/sewer	14,000
Insurance	5,000
(prop.& liab.)	
Communications	6,000
(phone)	
Contract services**	20,000
Rent equip.	5,000
Advertising	10,000
Training	7,000
(staff time)	
Conference	3,000
Trash pickup	2,000
Dues/subscriptions	500
Bank charges	12,000
Other	5,000
Total	<u>\$300,900</u>
<u>Capital</u>	
Replace. fund	\$20,000
<u>Grand Total</u>	\$1,653,584

Note: Line items not included in this budget are exterior site maintenance and vehicle costs. These items are being paid from other central sources.

* Rates are \$2.80 sq.ft.

** Contract services covers maintenance contracts, control systems work, and contract labor.

Staffing Levels:

Positions	Facility Budget
NEW-FULL-TIME	
Facility Manager (\$60,000)	1
Recreation Coordinator – sports (\$43,000)	1
Recreation Coordinator – seniors/teens (\$43,000)	1
Recreation Coordinator – aquatics (\$43,000)	1
Recreation Leader – aquatics (guards) (\$27,500)	2
Recreation Leader – operations (front desk) (\$27,500)	2
Building Maintenance Worker (\$35,500)	1
Custodian* (\$28,000)	3
Accounting Clerk (\$34,000)	1
Salaries	\$452,500
Benefits (30% of salary)	\$135,750
Total Full-Time Personnel	\$588,250
New F.T.E. (full-time equiv.)	13

* Another option is to contract for custodial services (estimated rate is \$.10 to \$.15 a square foot a month).

Note: Pay rates were determined based on Grand Junction parks and recreation job classifications and wage scales. The positions listed are necessary to ensure adequate staffing for the center's operation. **The wage scales for both the full-time and part-time staff positions reflect an anticipated wage for 2003.** It is assumed that some of the departments existing full-time staff will have operational and program responsibilities at the center as well.

Positions	Facility Budget
PART-TIME	
Front Desk Supervisor (\$10.00hr.)	20hrs/wk
Front Desk Cashier (\$9.50hr.)	130hrs/wk
Lifeguard (\$11.25hr.)	336hrs/wk
Gym Attendant* (\$9.50hr.)	37hrs/wk
Weight Room Attendant** (\$9.50hr.)	83hrs/wk
Custodian/Building Attendant (\$9.50hr.)	87hrs/wk
Babysitter (\$9.50hr.)	102hrs/wk
Teen/Game Room Attendant (\$9.50hr.)	37hrs/wk
Program instructors**	
Aquatics (\$10.50hr.)	\$44,706
General (rates vary)	\$85,315
Salaries	\$562,986
Benefits (15% of wages)	\$84,448
Total Part-Time Salaries	\$647,434

* Position (and hours) is six months (26 weeks) only, due to heavier use of the facility during the winter months.

** It is possible that the operation of the fitness portion of the facility might be contracted out to a private provider.

*** Program instructors are paid at several different pay rates and some are also paid per class or in other ways. This makes an hourly breakdown difficult. General programs consist of fitness, sports leagues, teen activities, preschool classes, general interest classes and other misc. programs. Aquatics includes learn to swim, aqua fitness, private swim lessons, and other classes.

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 priorities of use.

Revenue Projection Model:

<u>Category</u>	<u>Facility Budget</u>
-----------------	------------------------

<u>Fees</u>	
-------------	--

Admissions	419,230
Multi. Admiss.	53,265
AnnuaIs*	471,450
Corporate/Group	10,000
Rentals	50,000
Total	<u>\$1,003,945</u>

<u>Programs**</u>	
-------------------	--

Aquatics	67,000
General	140,000
Total	<u>\$207,000</u>

<u>Category</u>	<u>Facility Budget</u>
<u>Other</u>	
Pro-shop	7,500
Spec. events	5,000
Vending	9,000
Babysitting	25,000
Photo ID	<u>5,000</u>
Total	\$51,500
<u>Grand Total</u>	\$1,262,445

* Figures are based on an active program to promote the sale of annual passes.

** Figures are based on assessing fees that are at least 50% higher than the total cost of operating the program. General programs consist of fitness, instructional classes and contractual programs. Aquatics includes learn to swim, aqua fitness, and other programs.

Note: The revenue and use projections in this pro-forma are based on strong usage from the entire service area (primary and secondary) for the facility. No revenue has been shown from possible usage by outside groups and organizations (school district, etc.).

Expenditure - Revenue Comparison

Category	Facility Budget
Expenditures	\$1,653,584
Revenues	\$1,262,445
Difference	-391,139
Recovery %	76%

Future Years: Expenditure - Revenue Comparison: Expenses for the first year of operation of the center should be slightly lower than projected with the facility being under warranty and new. Revenue growth in the first three years is attributed to increased market penetration and in the remaining years to continued population growth. In most recreation facilities the first three years show tremendous growth from increasing the market share of patrons who use such facilities, but at the end of this time period revenue growth begins to flatten out. Additional revenue growth is then spurred through increases in the population within the market area, a specific marketing plan to develop alternative markets, the addition of new amenities or by increasing user fees.

6 Lane Pool Option: If a separate 6 lane by 25 yard pool is built in addition to the leisure pool (minus the four lap lanes) then the following financial scenario would occur.

Expenses: \$48,000

Revenues: \$15,000

Difference: -\$33,000

Note: Expenses include additional guard hours, utilities, chemicals, maintenance supplies and water/sewer costs. Revenues are from swim team use of the facility, increased program revenues and additional lap swimmers.

This operations pro-forma was completed based on the best information available and a basic understanding of the project, but without the benefit of a concept plan for the facility. As a result 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 in their influence on the budgetary process.

Fees and Attendance

Projected Fee Schedule: The fee schedule has been figured utilizing an approximate 20% fee differential for non-city residents (outside of the city limits). Revenue projections and attendance numbers were calculated from this fee model. The monthly rate listed in parenthesis is the cost of an annual pass broken down into twelve equal payments and does not represent an additional form of admission.

Category	Daily		Multiple		Annual		(Monthly)
	Res. /	N Res.	Res. /	N Res.	Res. /	N Res.	Res./N Res.
Adults	\$5.00	\$6.25	\$80.00	\$100.00	\$290.00	\$350.00	(\$24 \$30)
Youth (under 13)	\$3.50	\$4.25	\$52.50	\$64.00	\$160.00	\$195.00	(\$14 \$17)
Senior (62+)	\$3.50	\$4.25	\$52.50	\$64.00	\$160.00	\$195.00	(\$14 \$17)
Family*	\$12.00	\$14.50		N/A	\$550.00	\$660.00	(\$46 \$55)

* Up to four members, each additional daily user is \$1.00 and each additional annual pass holder is \$75.

Corporate* 10% discount 5 or more mult./annuals
 15% discount 10 or more mult./annuals
 20% discount 15 or more mult./annuals
 * Available to businesses located within the city limits.

Rentals \$15/hr aerobics room/class room
 \$30/hr multi-purpose (per section, non-prime time)
 \$450/4hr multi-purpose (all three sections, 4 hour minimum, prime time)
 \$25/hr 1/2 gym
 \$50/hr full gym
 \$450/hr full facility

Pool \$85/hr (0-50 persons)
 \$135/hr (51-100 persons)
 \$175/hr (101-150 persons)

Baby-sitting \$2.00/per hour

Racquetball Same as the general admission fees.

Note: Multiple admissions are 20 admissions at a 20% discount. Annual passes require a monthly automatic withdrawal option from the holder's bank account to encourage sales.

Attendance Projections: The following attendance projections are the basis for the revenue figures that were identified earlier in this report. The admission numbers are affected by the rates being charged for residents and non-residents, the facilities available for use and the competition within the service area. The figures are also based on the performance of other similar facilities in other areas of the country. These are averages only and the yearly figures are based on 350 days of operation.

Yearly Paid admissions	Facility
Daily (# daily admiss.)	63,000 180
Multiple (# sold annually)	16,000 800
Annual* (# sold annually)	114,400 1,100
Total Yearly	193,400
Total Daily	553

Note: Annual pass sales were based on capturing approximately 1% of the total population base in the primary and secondary service area. Daily admissions and multiple admissions were based on industry standards for such facilities. All family admissions/passes are counted as one admission only. Admissions for pass holders were figured based on 104 visits per year.

Attendance for other events, programs, and spectator functions is more difficult to predict but a best guess estimate is approximately 2.5 times the number of paid admissions. Recreation centers are traditionally the busiest from November to March and mid-June to mid-August and are slow from April to early June and again from mid-August to the end of October. Weekdays between the hours of 5pm and 8pm are the busiest times of the week and weekends are also very busy during the winter months. In contrast mid-morning and early afternoon on weekdays are usually slow as well as weekends during the summer months (especially Sundays).

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

Monday - Friday	6:00am to 10:00pm
Saturday	8:00am to 8:00pm
Sunday	12:00pm to 8:00pm

Hours per week: 100

Hours usually vary some with the season (longer hours in the winter, shorter during the summer), by programming needs, use patterns and special event considerations.

Project Recommendations

The following section details specific recommendations for the Grand Junction Recreation Center project.

Partnering: A significant number of new, comprehensive, multi-faceted recreation centers now involve some form of partnership with other community organizations and recreation providers. Possible partners include the school district, a YMCA, hospital, business and industry and even private fitness providers. As the center becomes closer to reality, the viability of certain partnership opportunities should become more clear.

It is also not usual to contract out operations of certain aspects of public recreation centers. These are not what are usually considered as true partnerships but can involve cooperative ventures between two or more organizations. Specialized services (fitness testing, wellness programs, etc.) and specialized components (climbing walls, pools, day care, etc.) are most often where these types of arrangements take place. As an example the fitness and wellness aspects of the center could be contracted to a private fitness center or the pool and day care operations to a YMCA.

In recent years, cities have begun to partner with YMCA's on community recreation center projects. Y's have historically had strong programming and management skills with indoor facilities and are adept at fundraising and operating on a limited budget. However, significant capital improvements and new centers have been difficult to finance through fundraising means. Most cities on the other hand often have a funding mechanism for new facilities through tax sources, while fundraising is generally more difficult.

A YMCA partnership would probably involve some form of an operations contract and/or capital fundraising effort if they are interested. Any joint agreement between the city and the Y should clearly delineate areas of responsibility, financial expectations and operations directives. It must be recognized that YMCA's and public recreation centers usually have different operating philosophies and goals and there will need to be movement from the Y to a more public orientation than what they are currently used to. Daily fees, and a better balance between programming and drop-in use will be necessary. It also must be recognized that a small percentage of facility revenues goes to the national YMCA organization. Management guidelines and directives would need to be clearly established by the partners and endorsed by the YMCA for this concept to be viable. Another option is to simply to partner with the Y on programs and services only.

A well-written partnership agreement will have to be drafted between any organizations involved in the project that clearly outlines the capital funding requirements, project ownership, operating structure, facility maintenance and long-term capital funding sources. This agreement must be in place prior to committing to begin construction of the project.

Existing Facilities: With an anticipated new leisure/lap pool at the recreation center the role of the existing Orchard Mesa pool will need to be evaluated. This facility should be the center for all competitive swimming and most instructional programming, while the recreation center's pool has a reduced number of instructional programs but a significant number of water exercise and therapy programs. However, the recreation center pool is designed primarily to meet the drop-in aquatic needs of the community.

Weight/Cardiovascular Fitness Area: The presence of this space in the building is essential to developing a strong revenue stream for the center. More revenue per square foot can be generated from this recreation component than any other indoor amenity. It also allows the center to have a higher rate structure due to the value such an amenity has in the market place. If this space were not included in the center then it is estimated that revenues would need to be reduced by 10% to 20% annually and serious consideration would need to be given to lowering the rate structure.

It is likely that the existing private providers may have a concern over the possibility that a new public recreation center would adversely impact their market and they may very well oppose the project as a result. However, private fitness and sports centers typically serve very different clientele and usually do not compete head to head for the same users. It is conservatively estimated that well over 50% of the users of a public facility will have never been to a private facility and would have no interest in joining such a center. This is backed up by planning surveys conducted in communities that are considering construction of a public recreation center. Almost without exception, weight/cardiovascular fitness spaces are listed within the top three most desired amenities (with pools and gyms) in a center and there is usually a strong feeling that existing providers are not meeting their needs in this area. The private providers will counter that a public facility will run them out of business and the presence of such a facility amounts to unfair competition. While some private fitness facilities have indeed closed after a public facility enters the market, these in most cases are businesses that would have failed anyway. In fact there are a number of documented cases where significant private facilities have been built after a public facility is already in place. The question of unfair competition is also raised by the private sector, but it is important to realize that the focus of public centers is much different, with a much stronger emphasis on serving the broad based recreational needs of families, youth, teens and seniors with programs and services that are not always the most cost effective to operate. Private facilities are able to concentrate on only those aspects that are financially viable while not being as concerned on providing something for everyone. While the public center usually receives tax dollars to build and operate and the private fitness providers are paying taxes, the public facility has a mission to serve the greater public good and the private provider only the interests of the owner. As a result what may at first seem like an unfair advantage by the public sector is actually more balanced than it may appear.

However despite these facts the issue of competition between the public and private sector in such facilities is still common in most communities. Some cities have simply ignored the issue and emphasized the needs of the community while others have

attempted to work with the private sector by limiting the size and magnitude of the fitness area or contracting this aspect of the building to them directly.

Pool: No other amenity affects facility revenues and use as dramatically as a pool and as a result, Ballard*King and Associates believes strongly that any community recreation center that is being built in most settings should include a swimming pool as part of its facility components. Despite the fact that the city has an indoor aquatics center, its orientation is on conventional aquatic services with a focus on the competitive aspects of swimming. In contrast, 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 pools design has proved to be extremely popular for the drop-in user. The age of the conventional pool in most recreational settings is nearly dead. Leisure pools appeal to the younger kids (who are the largest segment of the population that swims) and to families. These types of facilities are able to attract and draw larger crowds and people tend to come from a further distance and stay longer to utilize such pools. This all translates into more use and revenue. It is estimated conservatively that a leisure pool can generate up to 30% more revenues than a comparable conventional pool and the cost of operation with shallow water, lower ceiling heights and virtually no seating has been less. Of note is the fact that patrons seem willing to pay a higher admission fee for the use of a leisure amenity when it includes a pool (even if they are not a swimmer). The simple fact that there is a pool in a recreation center will drive the use and ultimately the revenue in the other areas of the center. It is estimated that a pool will increase revenues in non-aquatic areas by as much as 10%. Consistent use of the facility by families and young children is dependent in large part on this amenity. The sale of annual passes and especially family annual passes is also tied to the appeal of the leisure pool.

Swimming is second only to walking in popularity of sports and leisure activities, meaning that there is a significant market for aquatics activities. Approximately 21% of the population in the Mountain region of the country participates in aquatics activities. The largest age group for participation in aquatics activities is in the younger age groups, with nearly 51% of all kids ages 7-11 participating in swimming. More than 34% of all swimmers are under the age of 18 years, and nearly half are under the age of 25. Individuals that swim do so on a regular basis with an average of over 35 days a year. This indicates that there is not only a large segment of the population that participates in aquatics activities but they do so on a relatively consistent basis.

Programs: Special events are an important aspect of any facility but they are difficult to base consistent revenue on. They can be very disruptive to users and care must be taken to evaluate the benefits and problems caused by such activities. The revenues generated from these programs are not always worth the time and effort to put them together. The center should not be designed specifically to handle the once a year event or activity but should have the versatility to adapt to these needs within reason. Long term programming and facility needs of the community, students, businesses, and other institutions should be identified and integrated into the operations plan for this facility.

The success of indoor recreation centers is dependent on developing a broad based appeal to the general public. The needs of youth, seniors, and families must be considered and their individual concerns and issues addressed. Programs that are intergenerational in nature and those that are specifically oriented towards certain population segments will both need to be developed. The needs of the business and college community must also be considered if this market is to be developed and exploited.

Consideration should be given to contracting for certain programs or services, especially those that are very specialized in nature. Any contracted programs or services should require a payment of a percentage of the fees collected back to the center and the township.

Appendix

Part-Time Staff Hours

Revenue Worksheet

Part-Time Staff Hours:

Front Desk - 2 scheduled to work any hours that the center is open plus 3 staff from 4 to 8 pm on weekdays and 1 to 6 pm on weekends. The two full-time Recreation Leaders - front desk would handle 80 hours of the front desk schedule (split between evenings and weekends).

<u>Time</u>	<u>Hours</u>	<u>Employees</u>	<u>Days</u>	<u>Total Hours Per Week</u>
Gym Attendant				
<u>Mon.-Fri.</u>				
4pm - 9pm	5	1	5	25
<u>Sat.-Sun.</u>				
12pm - 6pm	6	1	2	12
Total				37 hours

Note: This position is 26 weeks only during the winter months.

Weight Room Attendant

<u>Mon.-Fri.</u>				
8am - 1pm	5	1	5	25
1pm - 4pm	3	1	5	15
4pm - 9pm	5	1	5	25
<u>Sat.</u>				
8am - noon	4	1	1	4
12pm - 7pm	7	1	1	7
<u>Sun.</u>				
12pm - 7pm	7	1	1	7
Total				83 hours

Custodian/Bldg. Attendant

Mon.-Fri.

8am – 4pm	8	1	5	40
-----------	---	---	---	----

4pm - 8pm	4	1	5	20
-----------	---	---	---	----

Sat.

7am – 11am	4	1	1	4
------------	---	---	---	---

11am – 3pm	4	1	1	4
------------	---	---	---	---

3pm- 10pm	7	1	1	7
-----------	---	---	---	---

Sun.

10am - noon	2	1	1	2
-------------	---	---	---	---

noon – 3pm	3	1	1	3
------------	---	---	---	---

3pm - 10pm	7	1	1	7
------------	---	---	---	---

Total				87 hours
-------	--	--	--	----------

Baby-sitter

Mon.-Fri.

8am - 1pm	5	2	5	50
-----------	---	---	---	----

4pm - 8pm	4	2	5	40
-----------	---	---	---	----

Sat.

10am - 4pm	6	2	1	12
------------	---	---	---	----

Total				102 hours
-------	--	--	--	-----------

Teen Room Attendant

Mon.-Fri.

3pm - 8pm	5	1	5	25
-----------	---	---	---	----

Sat.-Sun.

12pm - 6pm	6	1	2	12
------------	---	---	---	----

Total				37 hours
-------	--	--	--	----------

Pool Guards

Summer Season (June, July, August & Holidays-15 wks)

<u>Time</u>	<u>Hours</u>	<u>Guards</u>	<u>Days</u>	<u>Total Hours Per Week</u>
<u>Mon.-Fri.</u>				
5:30am - 9am	3.5	2	5	35
9am - 1pm	4	2	5	40
1pm - 7pm	6	8	5	240
7pm - 10pm	3	3	5	45
<u>Sat.</u>				
6:30am - 9am	2.5	2	1	5
9am - 1pm	4	3	1	12
1pm - 6pm	5	8	1	40
6pm - 10pm	4	3	1	12
<u>Sun.</u>				
1pm - 6pm	5	8	1	40
6pm - 8pm	2	3	1	6
Total				475 hours

Fall, Winter, & Spring Seasons (September - May -37wks)

Time	Hours	Guards	Days	Total Hours Per Week
<u>Mon.-Fri.</u>				
5:30am - 8am	2.5	2	5	25
8am - 11:30am	3.5	2	5	35
11:30am - 1pm	1.5	2	5	15
1pm - 3pm	2	1	5	10
3pm - 8pm	5	4	5	100
8pm - 10pm	2	2	5	20
<u>Sat.</u>				
6:30am - 9am	2.5	2	1	5
9am - 1pm	4	3	1	12
1pm - 6pm	5	4	1	20
6pm - 10pm	4	3	1	12
<u>Sun.</u>				
1pm - 6pm	5	4	1	20
6pm - 8pm	2	3	1	6
Total				280 hours

Note: This schedule is based on a guard rotation concept and on utilizing the Recreation Leaders in the rotation schedule (approximately 80 hrs. a week additional). Based on the pool's configuration, schedule and estimated use patterns, this level of lifeguard staffing will be necessary to ensure adequate protection for swimmers. This is an estimate of anticipated guard hours only and actual needs could vary depending on the pools final design, actual use patterns, and hours of operation.

Program Staffing

Swim Lessons (instructors are paid \$10.50 an hour classes are 25 minutes in length)

Summer- staff (\$5.25/cl.)	12 classes/day 5 days	10 wks	\$3,150
Spring/Fall- staff (\$5.25/cl.)	9 classes/day 2 days	16 wks	\$1,512
Winter- staff (\$5.25/cl.)	6 classes/day 2 days	8 wks	<u>\$504</u>
Total			\$5,166

Water Aerobics

Summer- staff (\$20.00/cl.)	18 classes/wk	14 wks	\$5,040
Spring/Fall- staff (\$20.00/cl.)	15 classes/wk	26 wks	\$7,800
Winter- staff (\$20.00/cl.)	15 classes/wk	12 wks	<u>\$3,600</u>
Total			\$16,440

Private Swim Lessons

5 lessons/wk (\$20.00/less.)	45 wks	\$4,500
------------------------------	--------	---------

Other

Therapy Classes

2 staff (\$20.00/cl.)	6 classes/wk	40 wks	\$9,600
-----------------------	--------------	--------	---------

Misc.

1 staff (\$20.00/cl.)	9 classes/wk	50 wks	<u>\$9,000</u>
-----------------------	--------------	--------	----------------

Total			\$18,600
-------	--	--	----------

Total Aquatics Programs			\$44,706
--------------------------------	--	--	-----------------

General Programs

Leagues (adult basketball & volleyball)

Basketball

MWF	2 staff (\$20.00/game)	9 games/wk	20 wks	\$7,200
	1 staff (\$9.50/game)	9 games/wk	20 wks	\$1,710

Volleyball

T Th	1 staff (\$20.00/cl.)	6 games/wk	<u>24 wks</u>	<u>\$2,880</u>
------	-----------------------	------------	---------------	----------------

Total				\$11,790
-------	--	--	--	----------

Fitness (dry land)

MWF	2 staff (\$20.00/cl.)	6 classes/wk	52 wks	\$12,480
-----	-----------------------	--------------	--------	----------

T Th	1 staff (\$20.00/cl.)	6 classes/wk	52 wks	\$6,240
------	-----------------------	--------------	--------	---------

Wknd	1 staff (\$20.00/cl.)	4 classes/wk	<u>52 wks</u>	<u>\$4,160</u>
------	-----------------------	--------------	---------------	----------------

Total				\$22,880
-------	--	--	--	----------

Weight Training

1 staff (\$20.00/cl.)	6 classes/wk	52 wks	\$6,240
-----------------------	--------------	--------	---------

Teen Activities

1 staff (\$15.00/cl.)	6 classes/wk	52 wks	\$4,680
-----------------------	--------------	--------	---------

Senior Activities

1 staff (\$15.00/cl.)	10 classes/wk	52 wks	\$7,800
-----------------------	---------------	--------	---------

Preschool Classes

1 staff (\$10.00/hr./2.5 hrs/class)	5 classes/wk	37 wks	\$4,625
-------------------------------------	--------------	--------	---------

General Interest/Arts & Crafts

1 staff (\$15.00/cl.)	12 classes/wk	52 wks	\$9,360
-----------------------	---------------	--------	---------

Birthday Parties

1 staff (\$15.00/party)	8/wk	52 wks	\$6,240
-------------------------	------	--------	---------

Misc. (dance, martial arts, etc.)

1 staff (\$15.00/cl.)	15 classes/wk	52 wks	\$11,700
-----------------------	---------------	--------	----------

Total General Programs

\$85,315

Note: Many programs and classes will be on a contractual basis with the center, where the facility will take a percentage of the revenues charged and collected. These programs have not been shown in this budget as a result. Figures do not include any existing programs or services currently being offered at other locations.

Revenue Worksheets:

Daily

	<u>Fee</u>	<u># per day</u>	<u>Revenue</u>	
Adult	\$5.00	50	\$250	
Youth	\$3.50	50	\$175	
Senior	\$3.50	30	\$105	
Family	\$12.00	50	\$600	
Total		180	\$1,130 x 350 days =	\$395,500
Non Res. 30% of users with a 20% increase in revenues				\$23,730
Grand Total				\$419,230

Multiple Admission Cards

	<u>Fee</u>	<u># sold</u>	<u>Revenue</u>	
Adult	\$80	300	\$24,000	
Youth	\$52.50	350	\$18,375	
Senior	\$52.50	150	\$7,875	
Total		800	\$50,250	
Non.Res. 30% of users with a 20% increase in revenues				\$3,015
Grand Total				\$53,265

Yearly Pass

	<u>Fee</u>	<u># sold</u>	<u>Revenue</u>
Adult	\$290	450	\$130,500
Youth	\$160	20	\$3,200
Senior	\$160	80	\$12,800
Family	\$550	550	\$302,500
Total		1,100	\$449,000

Non.Res. 25% of users with a 20% increase in revenues \$22,450

Grand Total \$471,450

Revenue Summary

Daily	\$419,230
Punch Tickets	\$53,265
Passes	<u>\$471,450</u>
Total	\$943,945

Note: These work sheets were used to project possible revenue sources and amounts. These figures are estimates only, based on very basic market information and should not be considered as guaranteed absolutes. This information should be utilized as a representative revenue scenario only and to provide possible revenue target ranges.



Section C

*Grand Junction Parks Master
Plan Operations Assessment*



Grand Junction Parks Master Plan Operations Assessment

The attached pro-forma is based on the following assumptions.

- There is currently 128 acres of developed parkland, 105 acres of open space and trails in Grand Junction in addition to another 12 to 15 acres of medians, buildings, etc. to be maintained.
- The city currently has another 575 acres of undeveloped property, 200 acres of which is expected to be converted into developed parkland in the next 15 years with the passage of the ¼ sales tax initiative.
- It is estimated that approximately 175 acres of water detention areas could be added in the next 15 years as well. These areas could have a wide variety of maintenance requirements including turf.
- Approximately 1,500 acres of open space in the form of the Little Park Reserve will be incorporated into the park system.
- The city will acquire 90 acres of open space in conjunction with the development of a private golf course.
- The city will develop and operate a 12 court, manned tennis complex and a large outdoor amphitheater. No provisions have been made for the addition of any outdoor pools (with the exception of the new recreation center).
- The additions to the park system will be added systematically over the next 15 years in the following 5 year increments.
 - **1-5 years** – 67 acres of developed parkland, 58 acres of detention areas, 1,500 acre Little Park Reserve, and 90 acre golf course open space. An additional maintenance yard will be added.
 - **6-10 years** - 67 acres of developed parkland, 58 acres of detention areas, and the tennis center.
 - **11-15 years** - 67 acres of developed parkland, 58 acres of detention areas, and the amphitheater. An additional maintenance yard will be added.

Operations and Planning Expenditure Budget:

Expense Projections: It must be remembered that this operational pro-forma has been developed based on *very* preliminary estimates of park system growth and without the benefit of determining the amenities of each new additional area or any conceptual design or site plans.

Operation Cost Model:

Category	1-5 Years	6-10 Years	11-15 years
<u>Personnel</u>			
Full-time	645,450	1,249,820	1,838,980
Part-time	111,872	261,500	403,788
Total	\$757,322	\$1,511,320	\$2,242,768
<u>Supplies</u>			
Operating supplies	25,000	55,000	85,000
Uniforms	2,000	4,000	6,000
Gravel, sand, soil	5,000	12,000	19,000
Fertilizer	7,000	15,000	23,000
Nursery stock	7,000	15,000	23,000
Chemicals	3,000	7,000	11,000
Pipe & supplies	9,000	19,000	29,000
Hose & supplies	500	1,000	1,500
Vehicle fuel-Outside	500	1,000	1,500
Equipment parts	3,000	7,000	11,000
Laundry	200	400	600
Publications	500	500	500
Printing	2,000	2,500	3,000
Advertising	1,000	1,000	1,000

Grand Junction Parks Operations Pro-forma

Category	1-5 Years	6-10 Years	11-15 years
Telephone	1,000	2,000	3,000
Gas	1,500	3,000	5,000
Electricity	15,000	35,000	60,000
Water	75,000	150,000	225,000
Water fees & assessments	2,000	4,000	6,000
Solid waste	5,000	12,000	19,000
Sewer	1,000	2,000	3,000
Dues	500	500	500
Training	5,000	10,000	15,000
Contract services	7,000	15,000	24,000
Civic participation	500	500	500
Total	\$179,200	\$374,400	\$576,100
Interfund Charges			
Stores overhead charges	2,500	5,000	7,500
Vehicle fuel- city	8,000	17,000	26,000
Fleet equipment accrual	70,000	140,000	210,000
Total	\$80,500	\$162,000	\$243,500
Operating Equipment			
Radio equipment	1,500	3,000	4,500
Other equipment	12,000	27,000	42,000
Total	\$13,500	\$30,000	\$46,500
Major Capital*			
Major equipment	250,000	425,000	625,000
Total	\$250,000	\$425,000	\$625,000
Grand Total	\$1,280,522	\$2,502,720	\$3,733,860

* Includes all initial capital equipment.

Staffing Levels:

Positions	1-5 Years	6-10 Years	11-15 Years
FULL-TIME			
<i>Administrative</i>			
Associate Parks Planner (\$52,500)	1	1	1
Admin Clerk (\$29,000)	1	1	1
Tennis Center Coordinator (\$43,000)	0	1	1
Amphitheater Coordinator (\$43,000)	0	0	1
<i>Operations</i>			
Parks Maint. Supervisor (\$60,000)	1	2	3
Crew Leader (\$41,500)	4	7	10
Equipment Operator (\$37,500)	4	8	12
Equipment Mechanic (\$39,000)	1	1	2
Salaries	\$496,500	\$874,000	\$1,286,000
Benefits (30% of salary)	\$148,950	\$262,200	\$385,800
Sub-total Salaries/Benefits	\$645,450	\$1,136,200	\$1,671,800
Future year multiplier*	0	\$113,620	\$167,180
Total Salaries/Benefits	\$645,450	\$1,249,820	\$1,838,980
New F.T.E. (full-time equiv.)	12	21	31

Positions	1-5 Years	6-10 Years	11-15 Years
PART-TIME			
<i>Operations</i>			
Park Maintenance Worker** (\$9.50hr.)	8	15	23
Tennis Center Cashier/Attendant** (\$9.50hr.)	0	2	2
Amphitheater Attendant*** (\$9.50hr.)	0	0	2
Salaries	\$97,280	\$206,720	\$319,200
Benefits (15%)	\$14,592	\$31,008	\$47,880
Sub-total Salaries/Benefits	\$111,872	\$237,728	\$367,080
Future year multiplier*	0	\$23,772	\$36,708
Total Salaries/Benefits	\$111,872	\$261,500	\$403,788

* A multiplier of 10% is being applied between years 1-5 and 6-10 and 10% between years 6-10 and 11-15 for projected wage increases.

** Based on a 32 week season

*** Based on a 20 week season

Note: Pay rates were determined based on the City of Grand Junctions job classifications and wage scales. For the two program areas (tennis center and amphitheater) no program staff has been shown.

Revenue Projections: The following revenue projections were formulated from general information regarding the planned development of the park properties. Actual figures will vary based on the size and make up of the different park components selected during final design, market stratification, fees and charges policy, and priorities of use.

Revenue Projection Model:

<u>Category</u>	<u>1-5 Years</u>	<u>6-10 Years</u>	<u>11-15 years</u>
Admissions (amphitheater net)	0	0	20,000
Facility/field rental	25,000	50,000	75,000
Court fees	0	50,000	50,000
Equipment rental	1,000	2,000	3,000
Advertising/sponsorship	5,000	10,000	20,000
Tournament admiss fees (percent only)	2,000	5,000	7,000
Spec. events	2,000	4,000	6,000
Other	1,000	2,000	3,000
<u>Grand Total</u>	\$36,000	\$123,000	\$184,000

Expenditure - Revenue Comparison:

Category	1-5 Years	6-10 Years	11-15 years
Expenditures	\$1,280,522	\$2,502,720	\$3,733,860
Revenues	\$36,000	\$123,000	\$184,000
Difference	-\$1,244,522	-\$2,379,720	-\$3,549,860

Note: This is an estimate of expected expenses and revenues based on the limited information available for park development at this point. There is no guarantee that the expense and revenue projections outlined in this report will be met as there are many variables that affect such estimates that either cannot be accurately measured or are not consistent in their influence on the budgetary process. A revised operations analysis should be completed when design of the parks begins.

Appendix

Staff Breakdown

1-5 Years

Parks –

- 3 Crew Leader
- 2 Equipment Operators
- 4 Seasonal Maintenance Workers (Part-time)

Turf –

- 1 Equipment Operator
- 2 Seasonal Maintenance Workers (Part-time)

Detention and open space –

- 1 Crew Leader
- 1 Equipment Operator
- 2 Seasonal Maintenance Workers (Part-time)

6-10 Years (in addition to 1-5 years)

Parks –

- 3 Crew Leaders
- 2 Equipment Operators
- 4 Seasonal Maintenance Workers (Part-time)

Turf –

- 1 Equipment Operator
- 2 Seasonal Maintenance Workers (Part-time)

Tennis Center –

- 1 Equipment Operator
- 1 Seasonal Maintenance Worker (Part-time)

11-15 Years (in addition to 1-5 and 6-10 years)

Parks –

- 3 Crew Leaders
- 2 Equipment Operators
- 4 Seasonal Maintenance Workers (Part-time)

Turf –

- 1 Equipment Operator
- 2 Seasonal Maintenance Workers (Part-time)

Amphitheater –

- 1 Equipment Operator
- 2 Seasonal Maintenance Workers (Part-time)



Section D

1999 Needs Assessment Survey

CITY OF GRAND JUNCTION PARKS AND RECREATION

1999 Needs Assessment Survey (Telephone Survey)

F I N A L R E S U L T S

P R E P A R E D F O R :

City of Grand Junction Parks and Recreation Department

P R E P A R E D B Y :

RRC Associates
4940 Pearl East Circle, Suite 103
Boulder, Colorado 80301
303/449-6558

◆ SURVEY FORM / QUICK REFERENCE GUIDE

Name: _____

Telephone #: _____ Time of start: _____:_____ Today's Date: ____/____/____

Call backs: 1 2 3

Time of finish: _____:

Survey #: _____

Length of Interview: _____

Hello, may I please speak to _____? My name is _____ with _____ research company. We are conducting a brief survey of residents of Grand Junction concerning parks and recreation facilities in the city. This is not a sales call, and your answers will be kept confidential. Could you spare 10 to 12 minutes of your time to answer some questions?

IF RESPONDENT IS NOT AVAILABLE

A. What is a convenient time to call them back? _____ / _____
day time

SCREENER

B. Are you at least age 18 or older?

- 1) Yes — (SKIP TO D)
- 2) No — (CONTINUE WITH C)

C. Is there someone at this number who is at least age 18?

- 1) Yes — (REPEAT INTRODUCTION)
- 2) No — (THANK AND TERMINATE)

D. Many people only vote in presidential elections, and sometimes in elections for governor, but don't vote in local elections. Thinking about elections just for local offices and bond issues, would you say you vote in every single election, almost all of them, most of them, about half, or less than half of them? **N=506**

- 1) **34%** Every single election — (GO TO Q.1)
- 2) **27** Almost all of them — (GO TO Q.1)
- 3) **14** Most of them — (GO TO Q.1)
- 4) **11** About half — (GO TO Q.1)
- 5) **13** Less than half — (GO TO Q.1)
- 6) **1** None of them — (THANK AND TERMINATE)
- 7) **—** Don't know / Uncertain / Refuse to answer — (THANK AND TERMINATE)

1. How important do you feel developing new parks and recreation facilities are as a priority in meeting the needs of the community? Would you say it is (INTERVIEWER READ LIST): N=504

- | | | |
|----|------------|--------------------------------------|
| 1) | 12% | The single most important priority |
| 2) | 47 | One of the most important priorities |
| 3) | 34 | Moderately important |
| 4) | 5 | A low priority |
| 5) | 1 | Not at all a priority |
| 6) | 0 | Don't know / Uncertain |

2. Overall, how well do you think the parks and recreation facilities provided by the City of Grand Junction are meeting the needs of the community? Would you say they are: **N=501**
- 1) **14%** Completely meeting the needs of the community
 - 2) **54** Mostly meeting the needs
 - 3) **28** Somewhat meeting the needs
 - 4) **3** Not meeting the needs very much
 - 5) **1** Not at all meeting the needs of the community

3. Is there one single park or recreation facility where you feel Grand Junction is most deficient?
-

4. And overall, how well do you think the parks and recreation programs and activities provided by the City of Grand Junction are meeting the needs of the community? Would you say they are: **N=496**
- 1) **16%** Completely meeting the needs of the community
 - 2) **55** Mostly meeting the needs
 - 3) **26** Somewhat meeting the needs
 - 4) **3** Not meeting the needs very much
 - 5) **1** Not at all meeting the needs of the community

5. How many times have you or members of your household used the following recreation facilities operated by the City of Grand Junction in the last six months (**INTERVIEWER READ EACH ONE**):

	HAVEN'T USED/						N
	NONE	1 TO 3	4 TO 6	7 TO 9	10 TO 20	21 OR MORE	
1) Moyer Pool and waterslide.....	57%	15	9	3	8	8	502
2) Lincoln Park, Stocker Stadium, or Suplizio Field.....	22	29	14	8	14	13	503
3) Orchard Mesa Community Center Pool.....	73	10	6	3	5	3	496
4) Canyon View Park.....	37	22	14	6	10	10	496
5) Neighborhood parks.....	28	19	14	6	13	20	496
6) Tiara Rado Golf Course or Lincoln Park Golf Course.....	61	11	8	3	9	9	500
7) Riverfront or Urban Trails.....	32	23	16	6	9	14	499
8) Two Rivers Convention Center.....	35	38	16	5	3	4	498
9) Any others that I haven't mentioned?.....							

6. What is your opinion concerning the amount of dollars currently being spent by the City of Grand Junction Parks and Recreation Department in developing new parks and recreation facilities? Would you say it is: **N=505**
- 1) **17%** Too little
 - 2) **46** About right
 - 3) **8** Too much
 - 4) **30** Don't Know / uncertain

VERSION A

7. Next, let me read to you some projects that are being considered in Grand Junction for which the City could allocate financial resources. After I read each one, please tell me if you strongly support it, mildly support it, mildly oppose it, or strongly oppose it. If you feel neutral, just say so. **N=494-499**

Q.8	STRONGLY SUPPORT	MILDLY SUPPORT	NEUTRAL	MILDLY OPPOSE	STRONGLY OPPOSE	DON'T KNOW/ UNCERTAIN	AVG
14% Completion of Canyon View Park (including ball fields, tennis courts, and playgrounds).....	49%	28%	13%	4%	4%	2%	4.2
6% Large regional parks for general park use (including picnic use, informal field sports, children's play areas, special events, large gathering areas, etc.).....	35%	34%	15%	8%	8%	1%	3.8
14% Small neighborhood parks for general park use.....	45%	33%	11%	6%	3%	1%	4.1
19% Building of a community recreation and senior center	41%	23%	15%	10%	8%	2%	3.8
8% An outdoor water park and aquatics center.....	34%	28%	19%	10%	7%	2%	3.7
5% Adding another outdoor swimming pool.....	47%	25%	13%	8%	6%	2%	4.0
21% A large outdoor amphitheater for concerts, plays, and the performing arts.....	54%	23%	13%	4%	5%	1%	4.2
12% Trails and bike paths.....	48%	25%	15%	5%	5%	1%	4.1

Any others that would be important to you and your family? _____

8. **(see results at left under Q.7)** Which one of that group just mentioned do you believe is most important for the community? (interviewer insert number from list above). **N=456**
9. The City of Grand Junction Parks and Recreation Department receives tax dollars to help build, operate, and maintain facilities, parks and recreation programs. When new facilities and parks are built, additional funds must be designated to pay for the increase in operations, maintenance, and staffing of the facilities.

Let me read to you a possible question that could appear on a future city ballot:

Shall the City of Grand Junction impose a one-quarter of one percent sales tax ($\frac{1}{4}$ %) on goods and services in the City for the purpose of funding capital improvement programs for new parks and recreation facilities over the next 15 years? About 25 cents for each \$100 dollars spent would generate approximately \$60 million dollars in revenue for the improvements and debt service.

Keep in mind that one of the benefits of a sales tax is that both visitors to the area and local residents pay it.

Which of the following represents how you would likely vote on this question. Would you: **N=503**

- | | |
|-------------------------------------|--|
| 1) 20% Definitely vote 'yes' | |
| 2) 39 Probably vote 'yes' | 59% altogether definitely/probably vote YES |
| 3) 15 Probably vote 'no' | |
| 4) 18 Definitely vote 'no' | 33% altogether definitely/probably vote NO |
| 5) 8 Don't know / Uncertain | |

10. Which of the following potential sources of funding, if any, would you most prefer to fund improvements to parks and recreation facilities in Grand Junction (*INTERVIEWER READ FIRST FOUR CHOICES*): **N=501**
- 41%** A sales tax increase such as that just mentioned
 - 4** A property tax increase
 - 8** Creation of a new recreation district, which would have the power to assess a special mill levy on properties located within the district, including those within the city limits and those outside the city limits close to Grand Junction
 - 34** None of the above
 - 14** Don't know / Uncertain

SUGGESTIONS

11. Do you have any additional comments or suggestions that you would like to offer regarding parks and recreation services in Grand Junction?

Finally, just a few more questions about yourself to assist in classifying your responses . . .

12. What is your home ZIP Code (or neighborhood area)
- | | |
|-------|-----|
| 81501 | 41% |
| 81503 | 20% |
| 81504 | 4% |
| 81505 | 13% |
| 81506 | 22% |

13. What year were you born? **Mean age 47.4 years**

14. Which of these categories best applies to your household? **N=500**

- 1) **15%** Single, no children
- 2) **7** Single with children at home
- 3) **10** Single, children no longer at home (empty nester)
- 4) **9** Couple, no children
- 5) **35** Couple with children at home
- 6) **23** Couple, children no longer at home (empty nester)

(If children at home) How many children? **Mean 2.2 children**

15. Do you own or rent your residence in Grand Junction? **N=499**

- 1) **80%** Own
- 2) **20** Rent

16. How long have you lived in the area? **Avg =17.6 years** **N=466**

17. I am going to read a list of household income categories. Please stop me when I read the one that represents your annual household income before taxes. **N=362**

- | | |
|------------------------------|-------------------------------|
| 1) 23% Under \$25,000 | 4) 9 \$ 75 - 99,999 |
| 2) 35 \$ 25 - 49,999 | 5) 4 \$100 - 149,999 |
| 3) 28 \$ 50 - 74,999 | 6) 1 \$150,000 or more |
| | 7) — Declined |

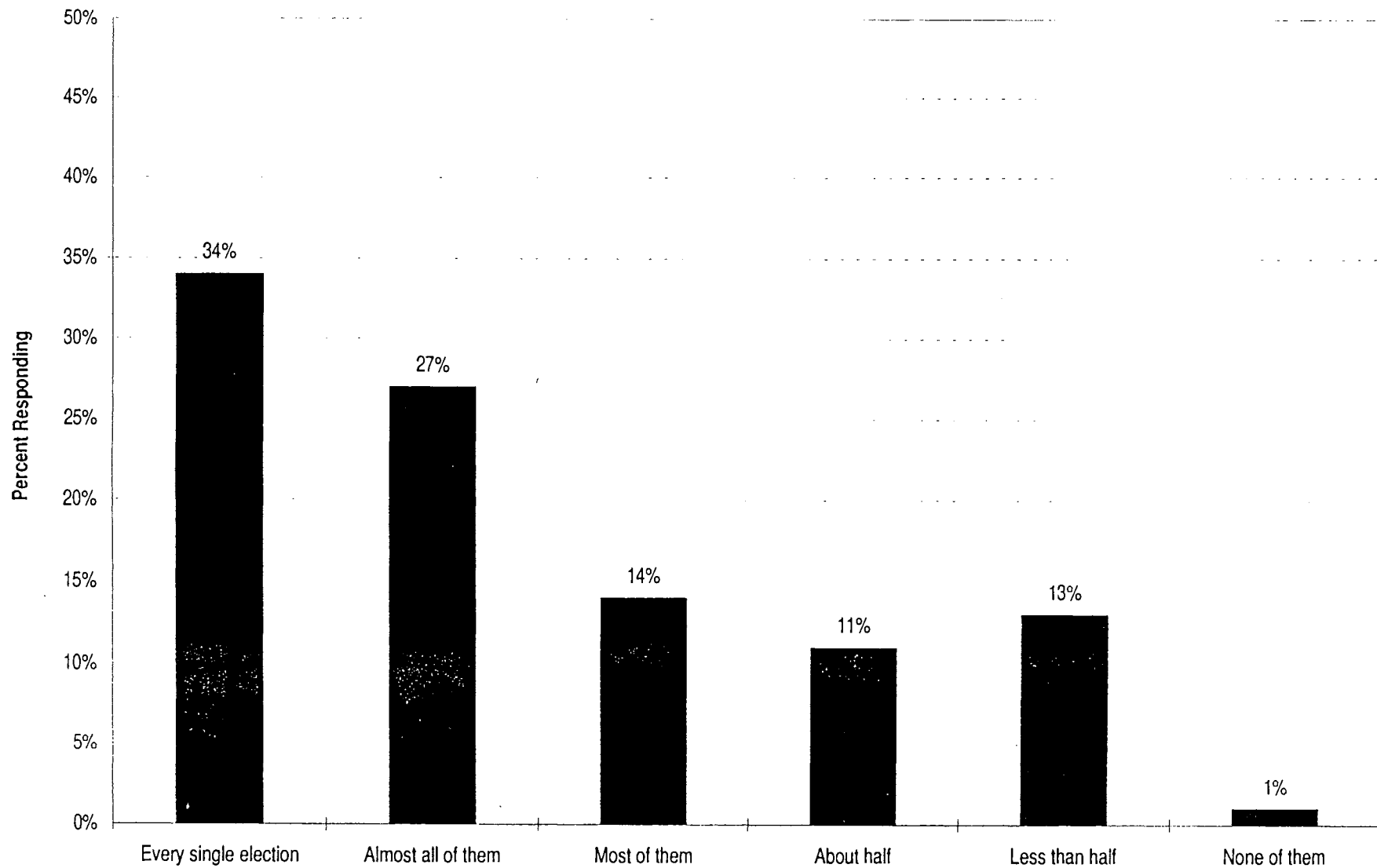
18. **[DO NOT ASK—INTERVIEWER FILL IN]** Gender: **N=504**

- 1) **42%** Male
- 2) **58** Female

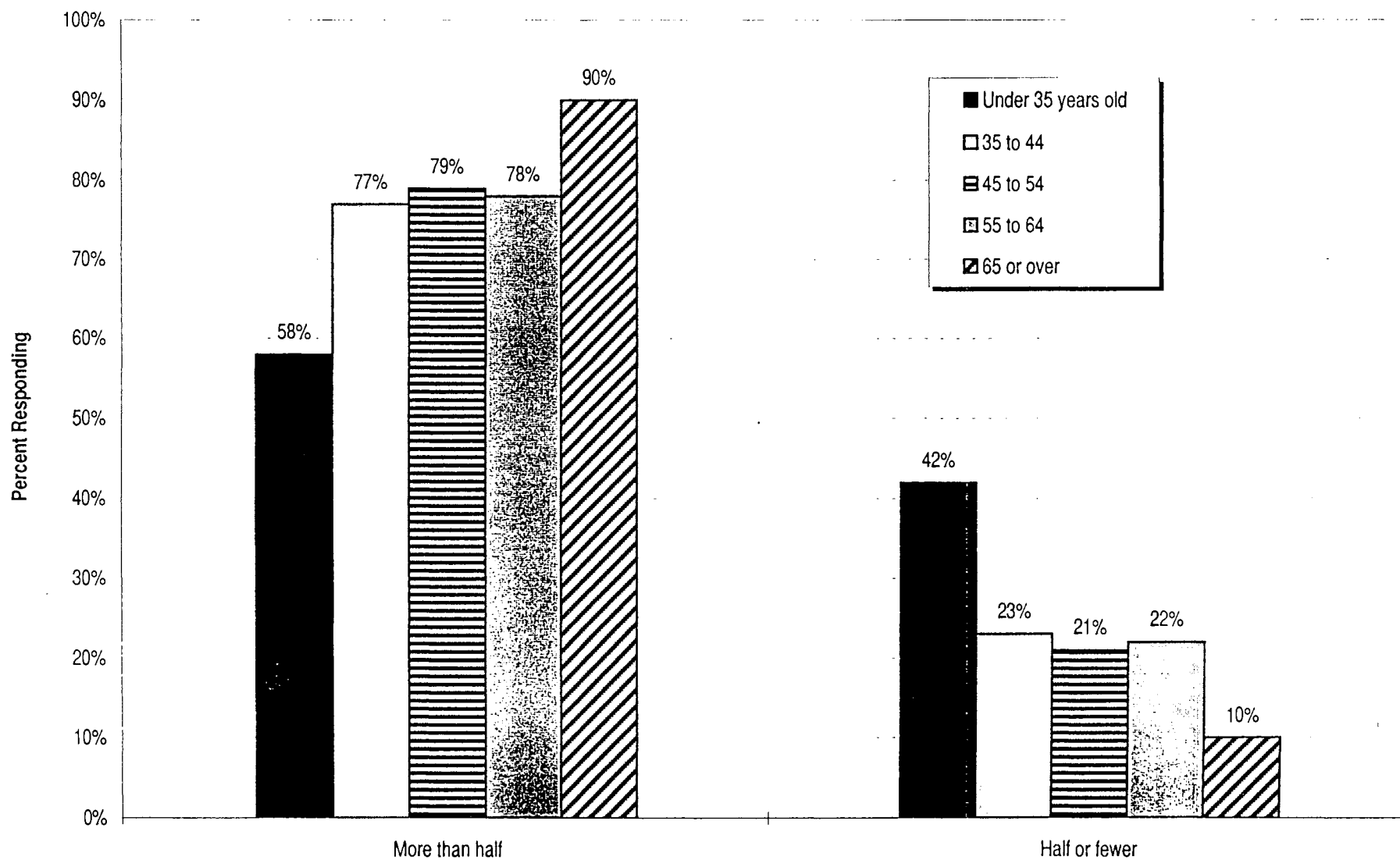
THANK YOU VERY MUCH FOR YOUR PARTICIPATION IN OUR RESEARCH PROGRAM.

◆ SELECTED CROSSTABULATIONS
(by position on sales tax increase / voter age)

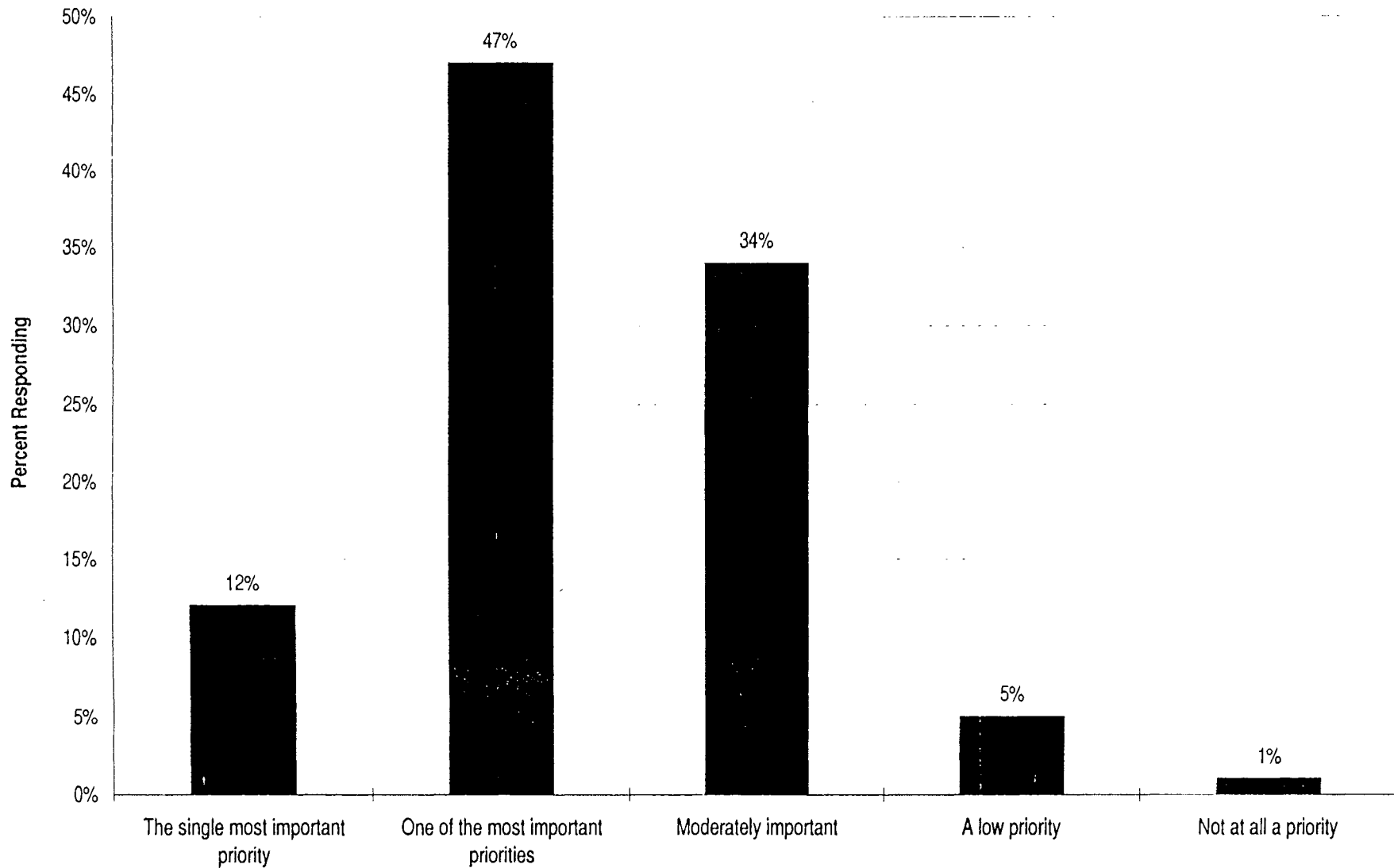
Thinking About Elections for Local Offices and Bond Issues, Would You Say You Vote in:



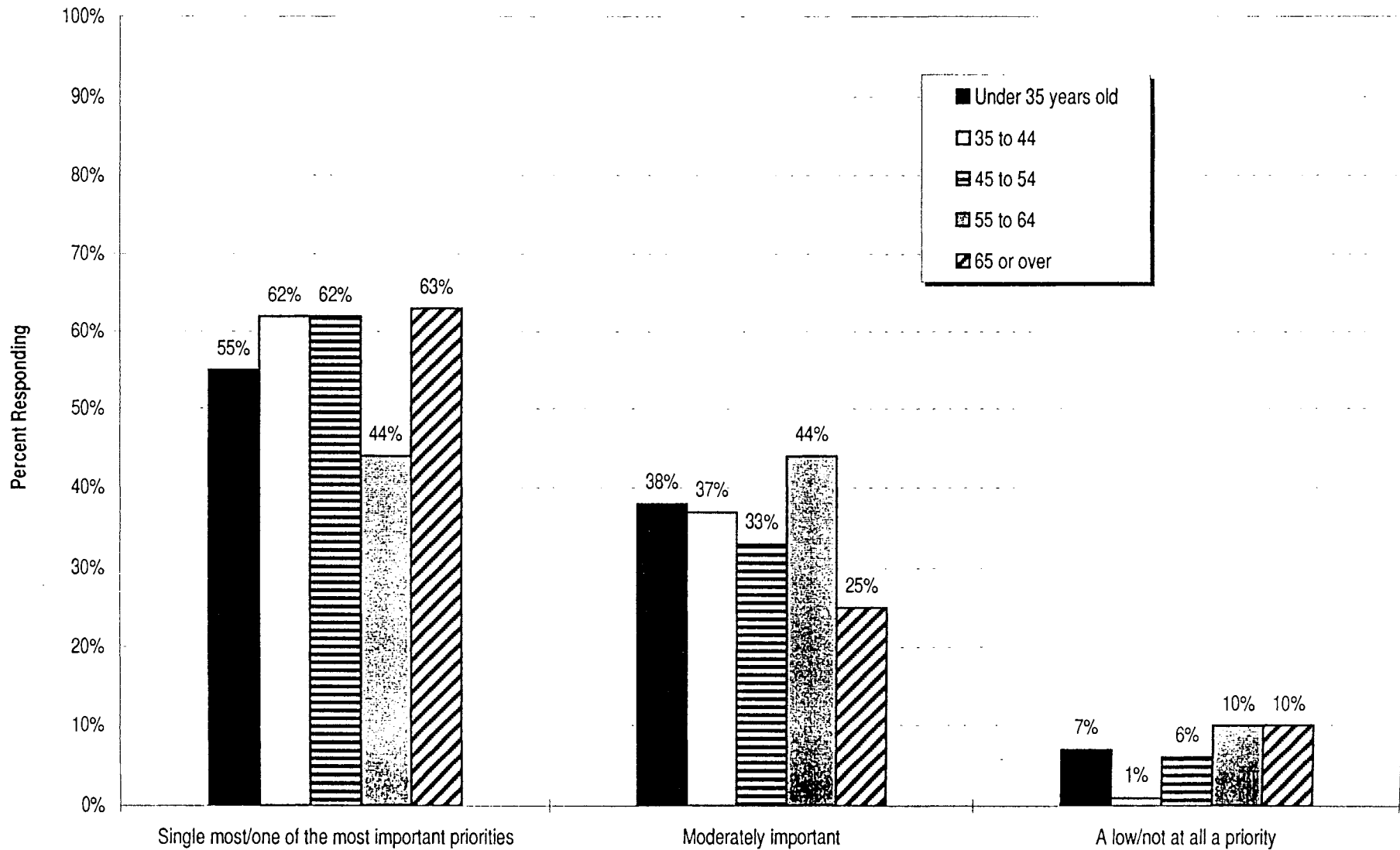
Thinking About Elections for Local Offices and Bond Issues, Would You Say You Vote in:



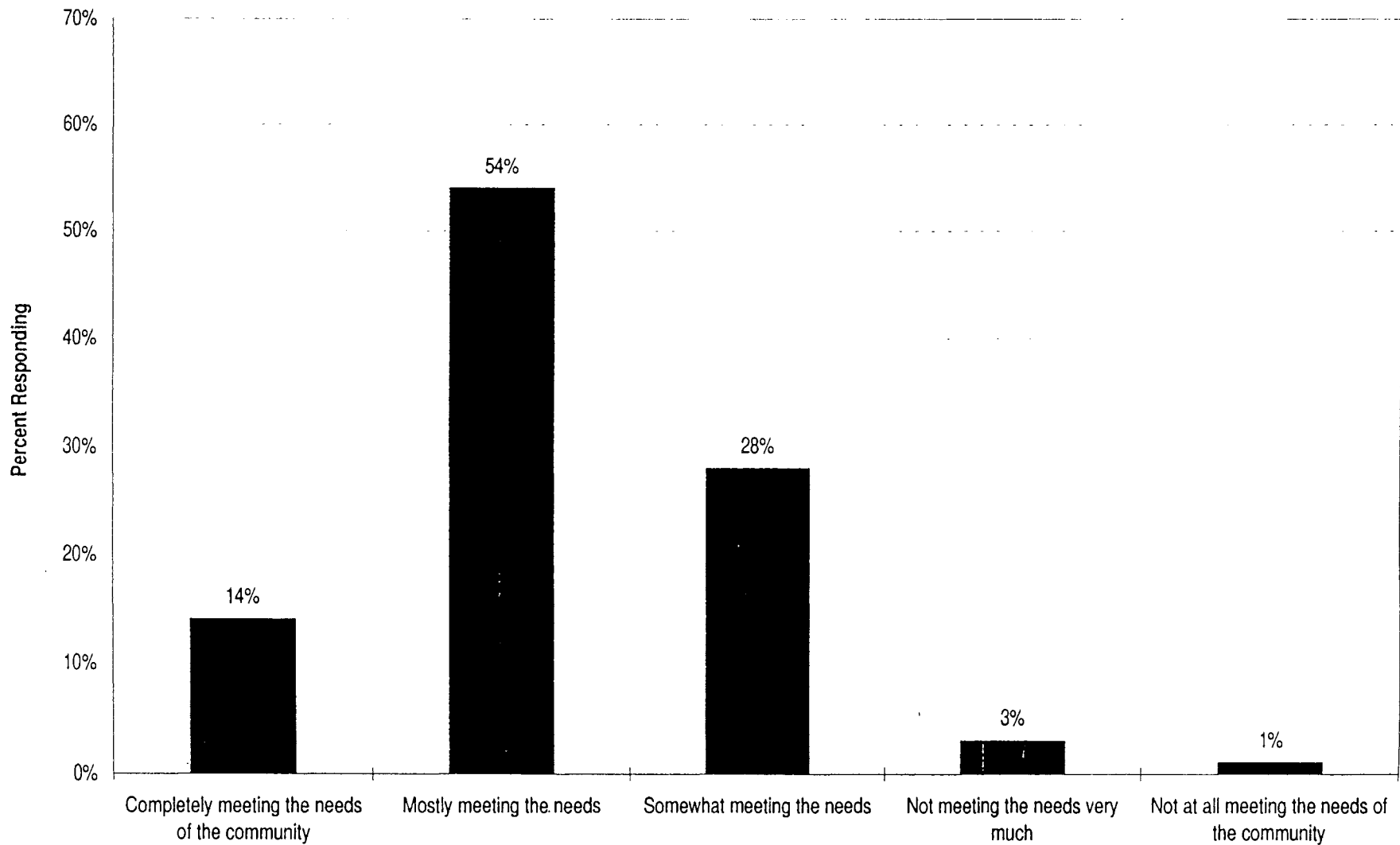
How Important Do You Feel Developing New Parks and Recreation Facilities are as a Priority



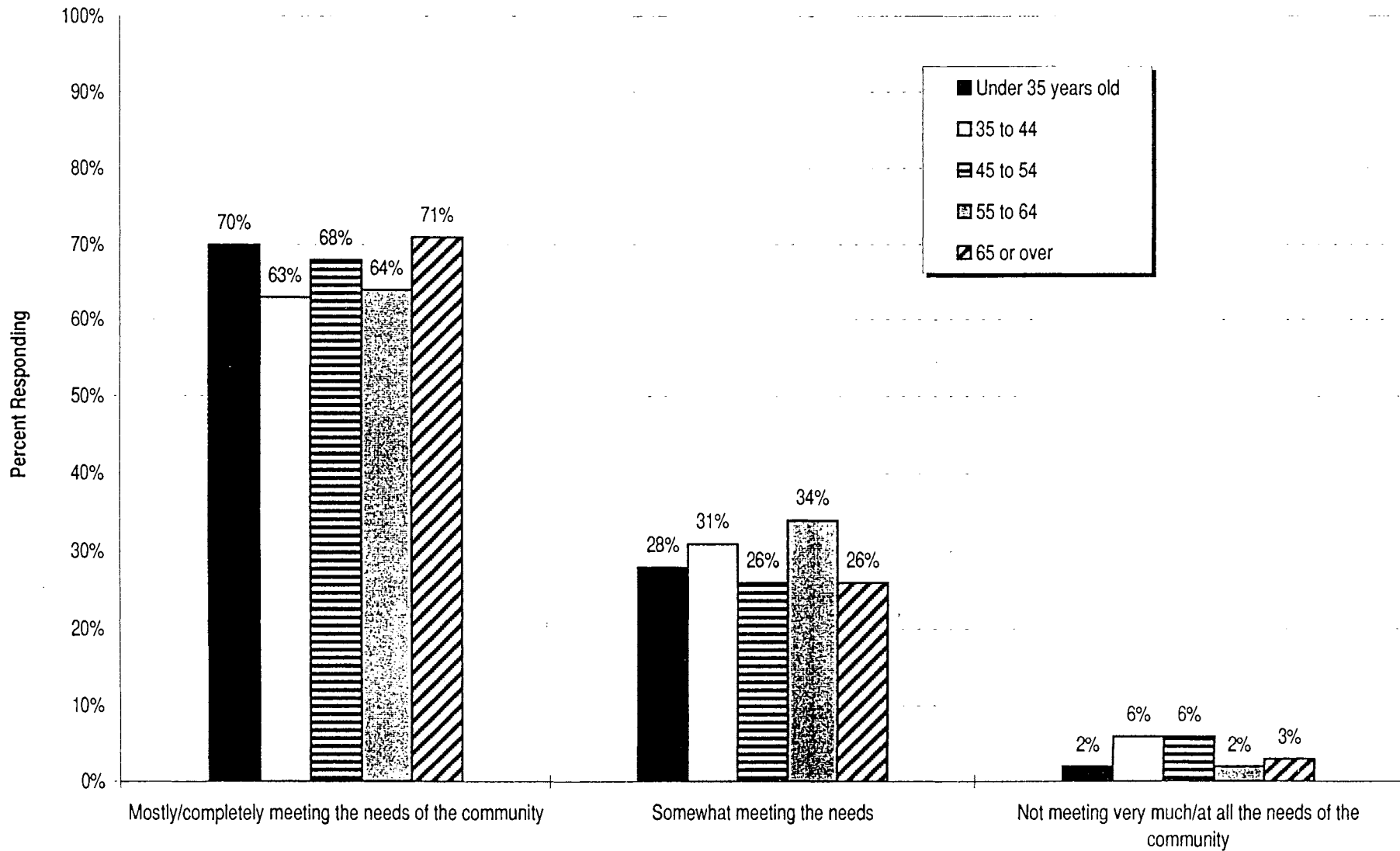
How Important Do You Feel Developing New Parks and Recreation Facilities are as a Priority



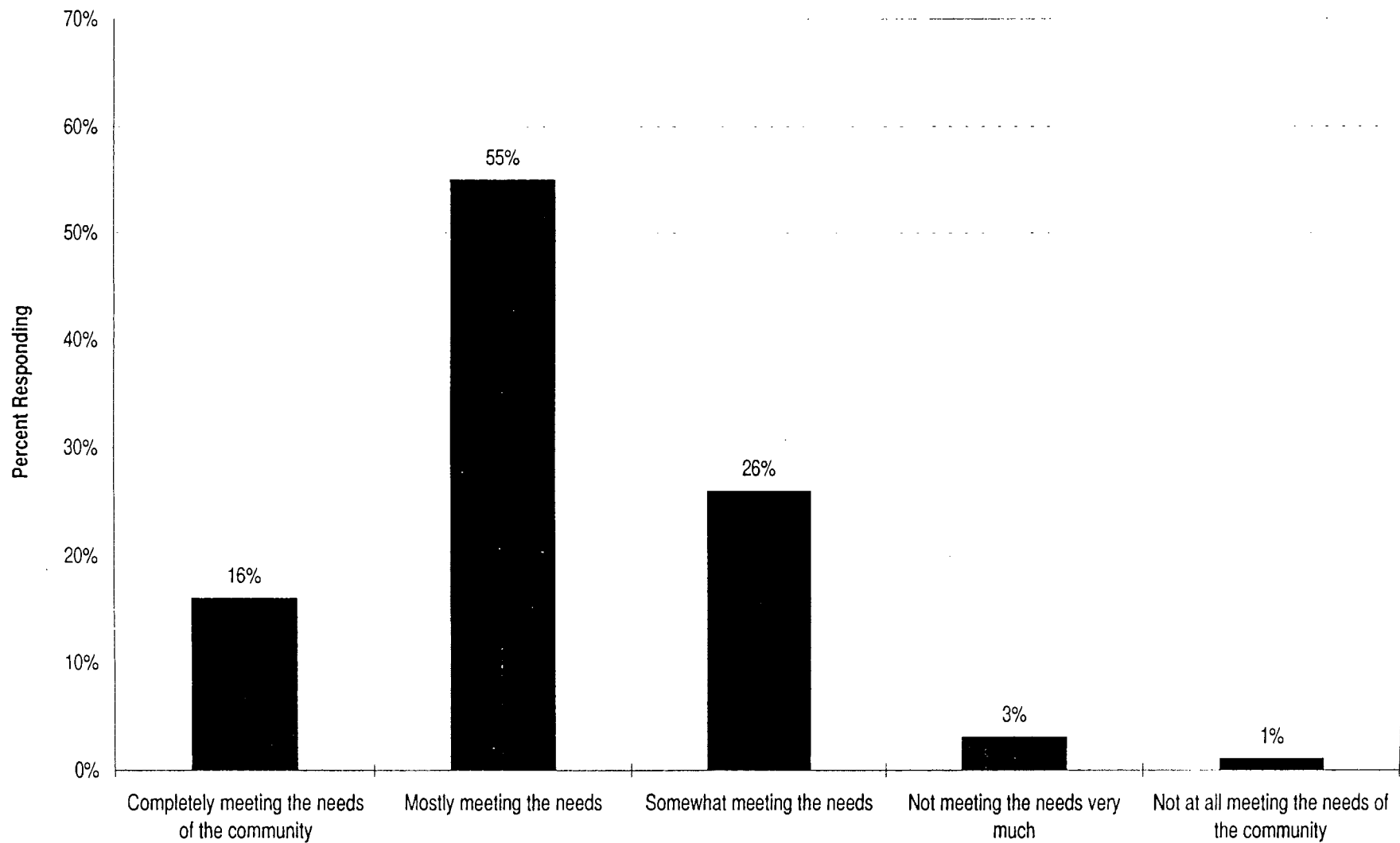
How Well Do You Think the Parks & Recreation Facilities are Meeting the Needs of the Community



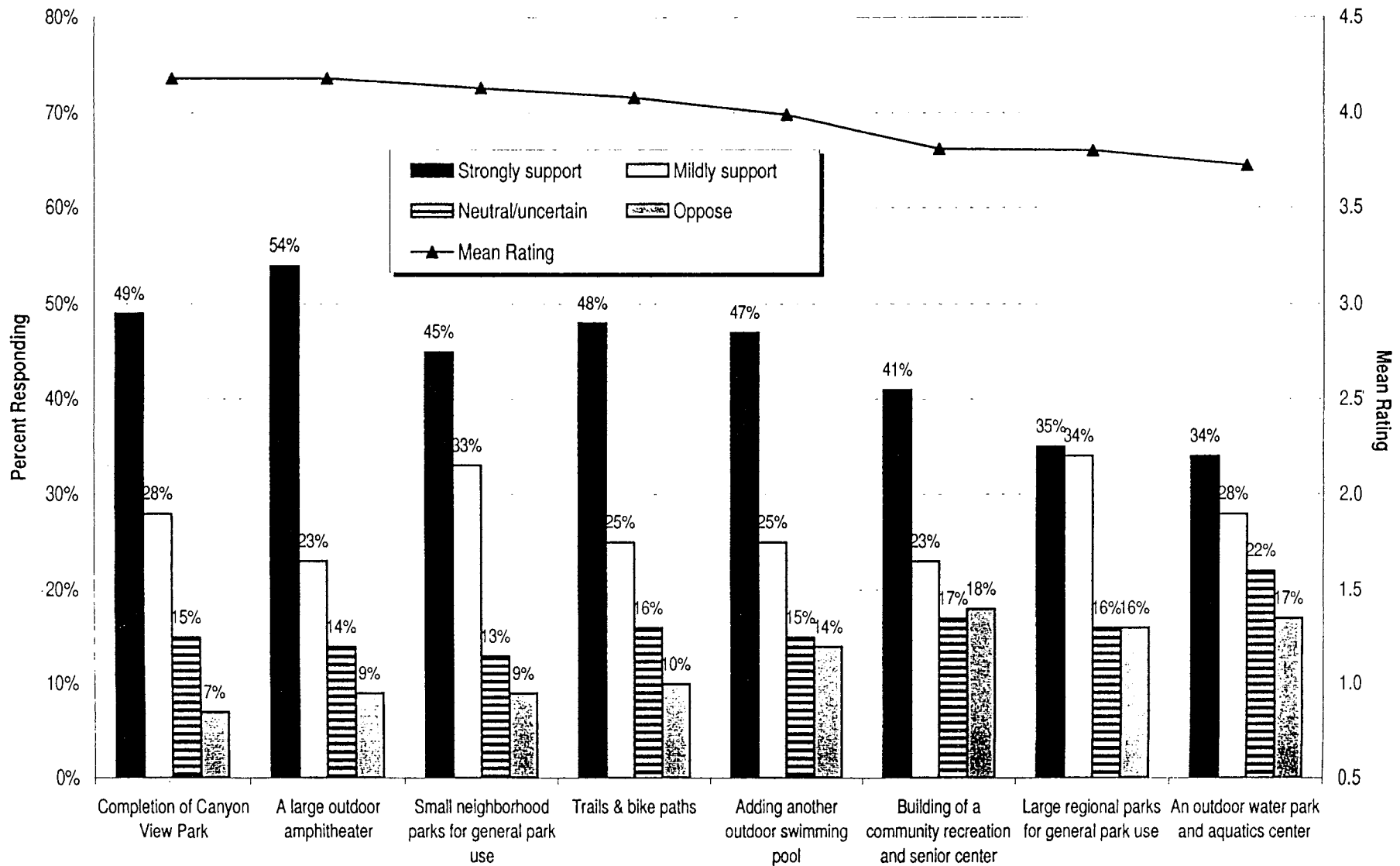
How Well Do You Think the Parks & Recreation Facilities are Meeting the Needs of the Community



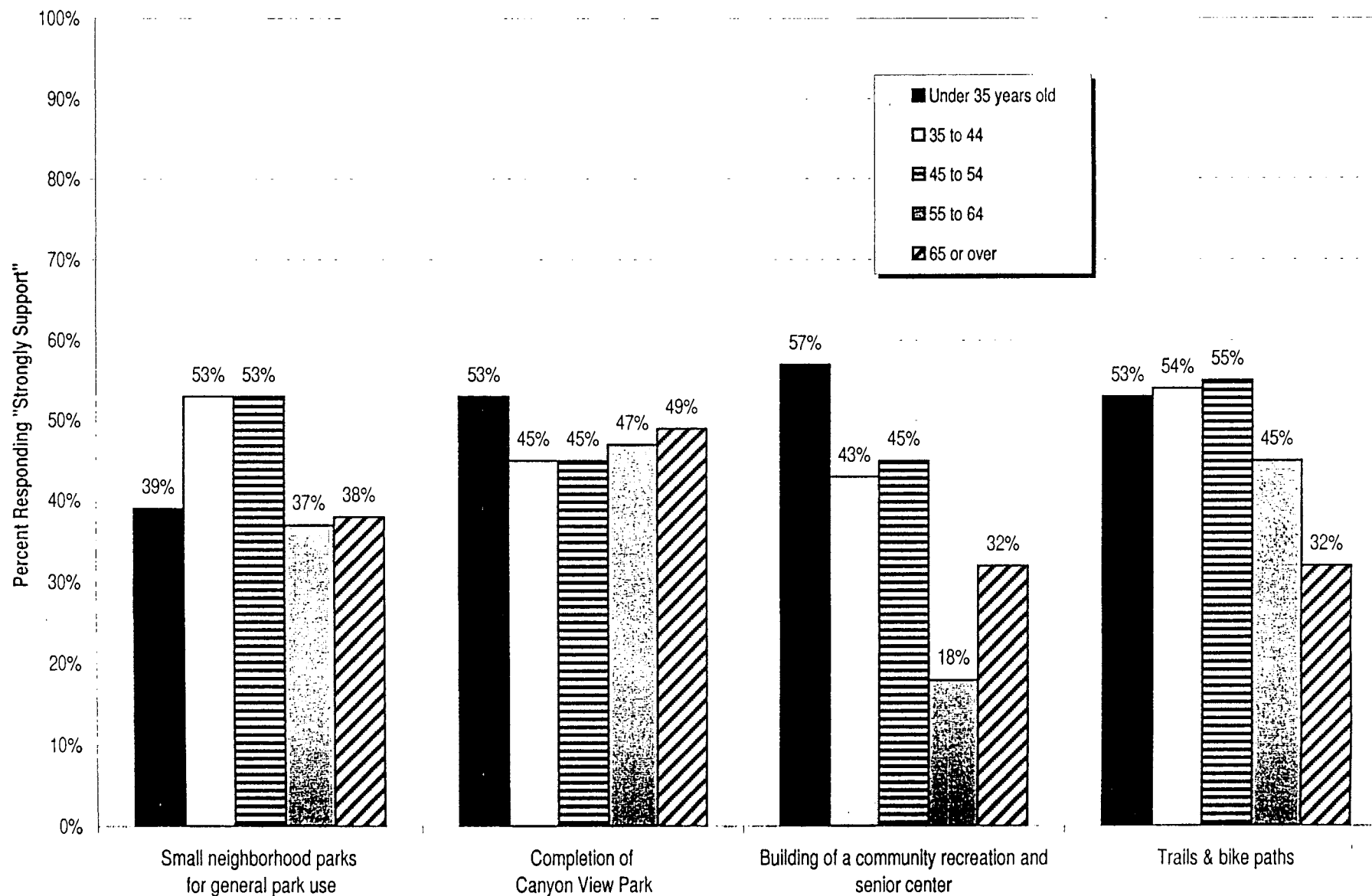
How Well Do You Think the Parks & Recreation Programs and Activities are Meeting the Needs of the Community



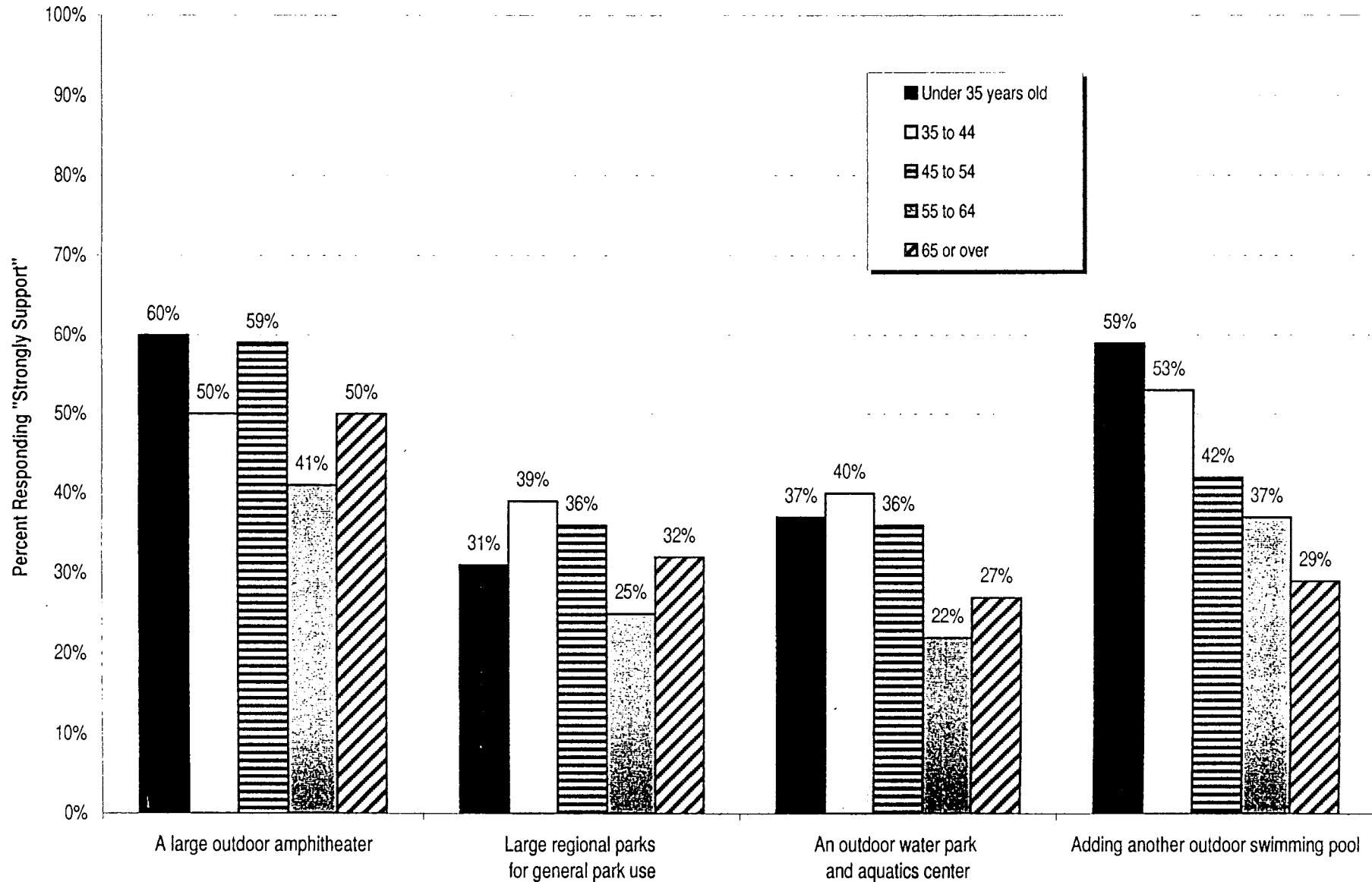
Support for the Following Projects for which the City Could Allocate Financial Resources



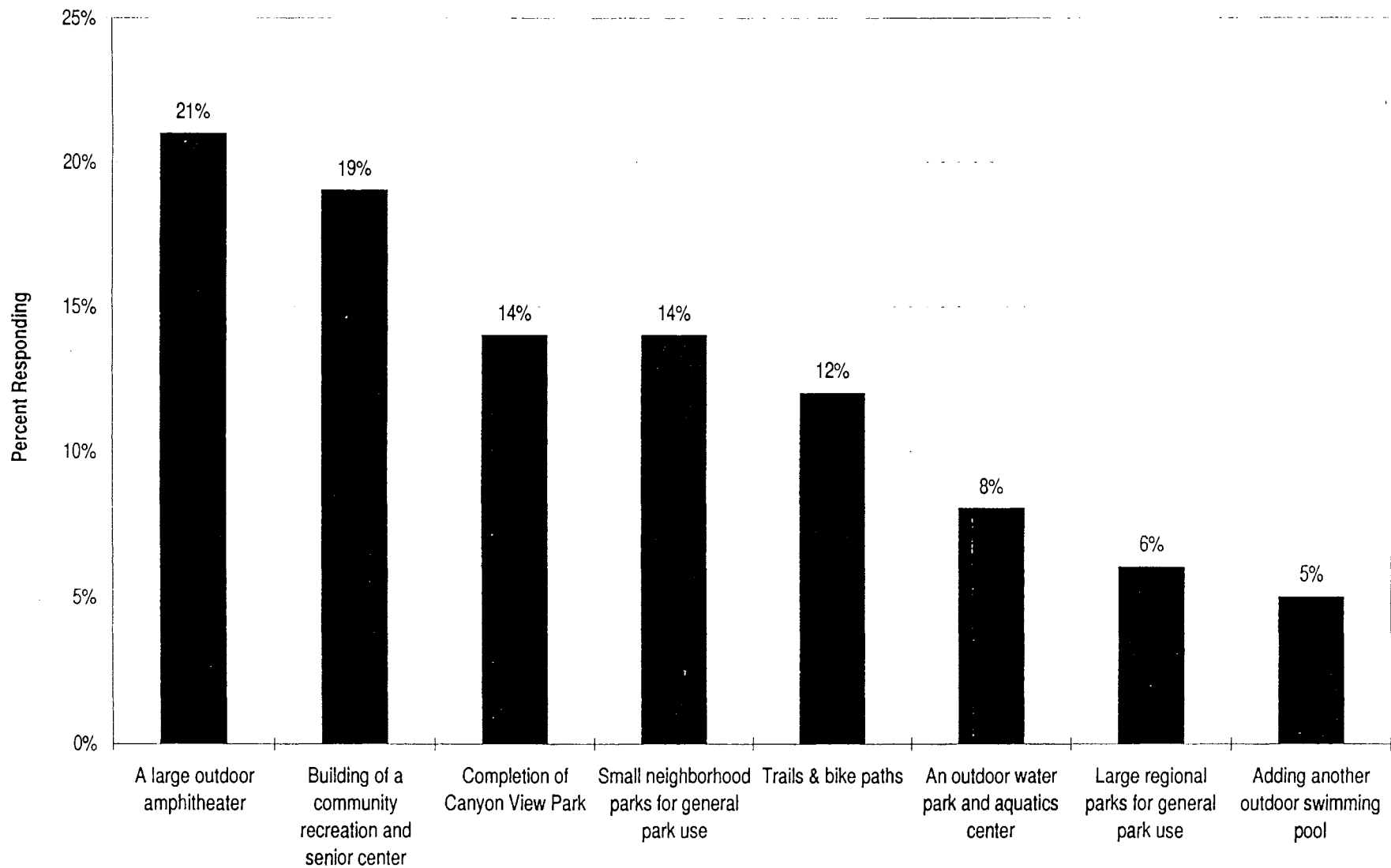
Support for the Following Projects for which the City Could Allocate Financial Resources *(1 of 2)*



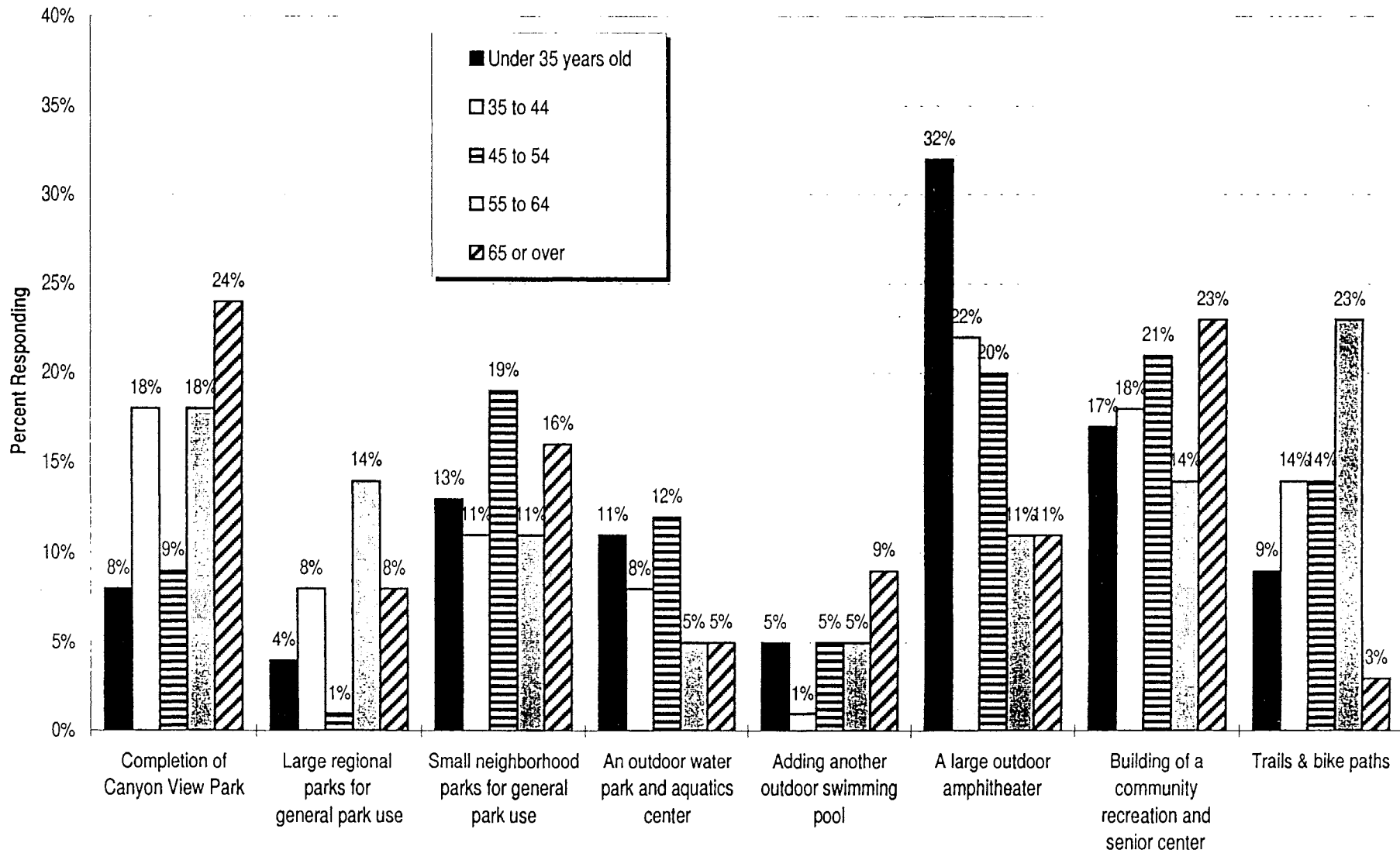
Support for the Following Projects for which the City Could Allocate Financial Resources *(2 of 2)*



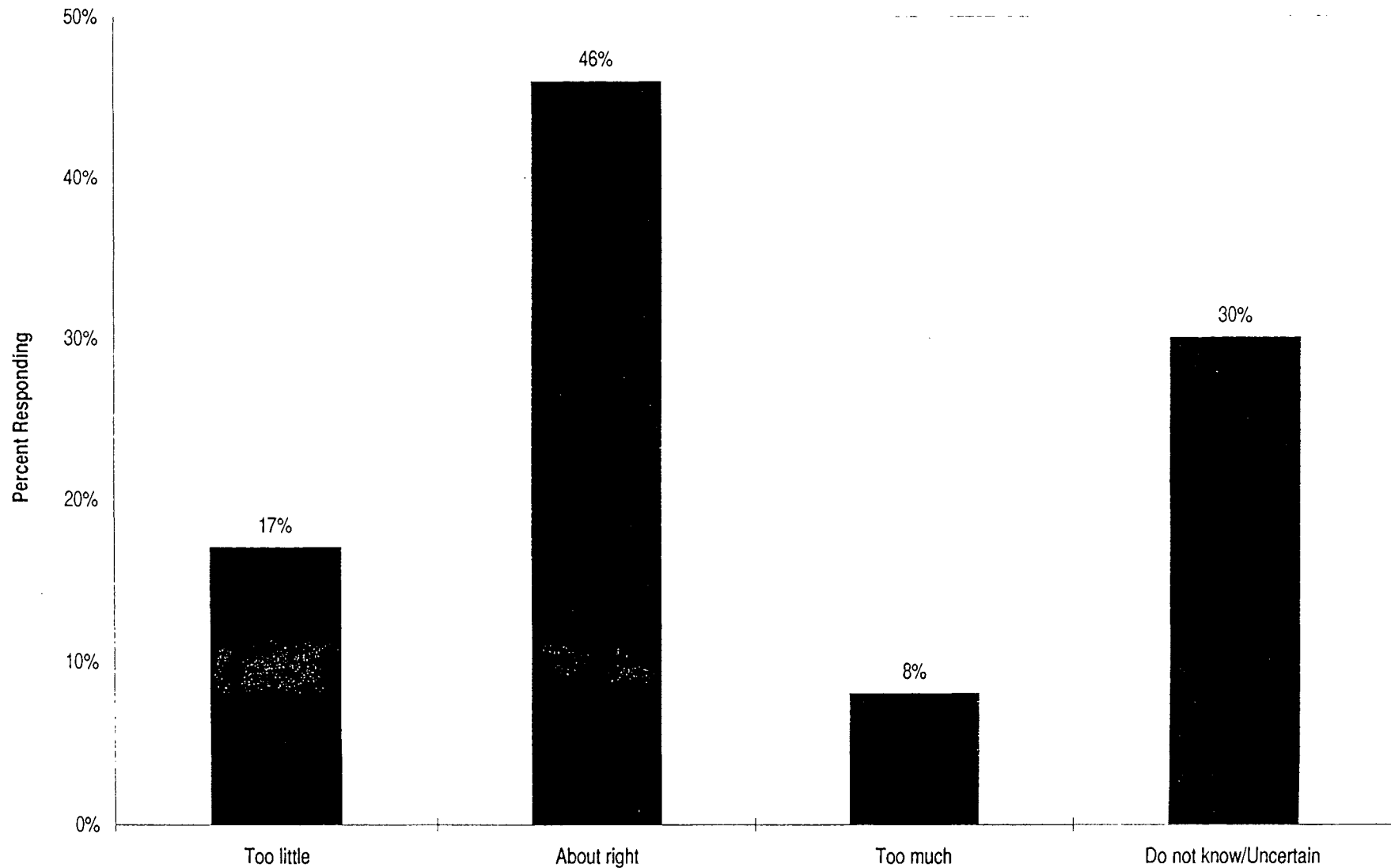
Which Project Do You Believe is Most Important for the Community



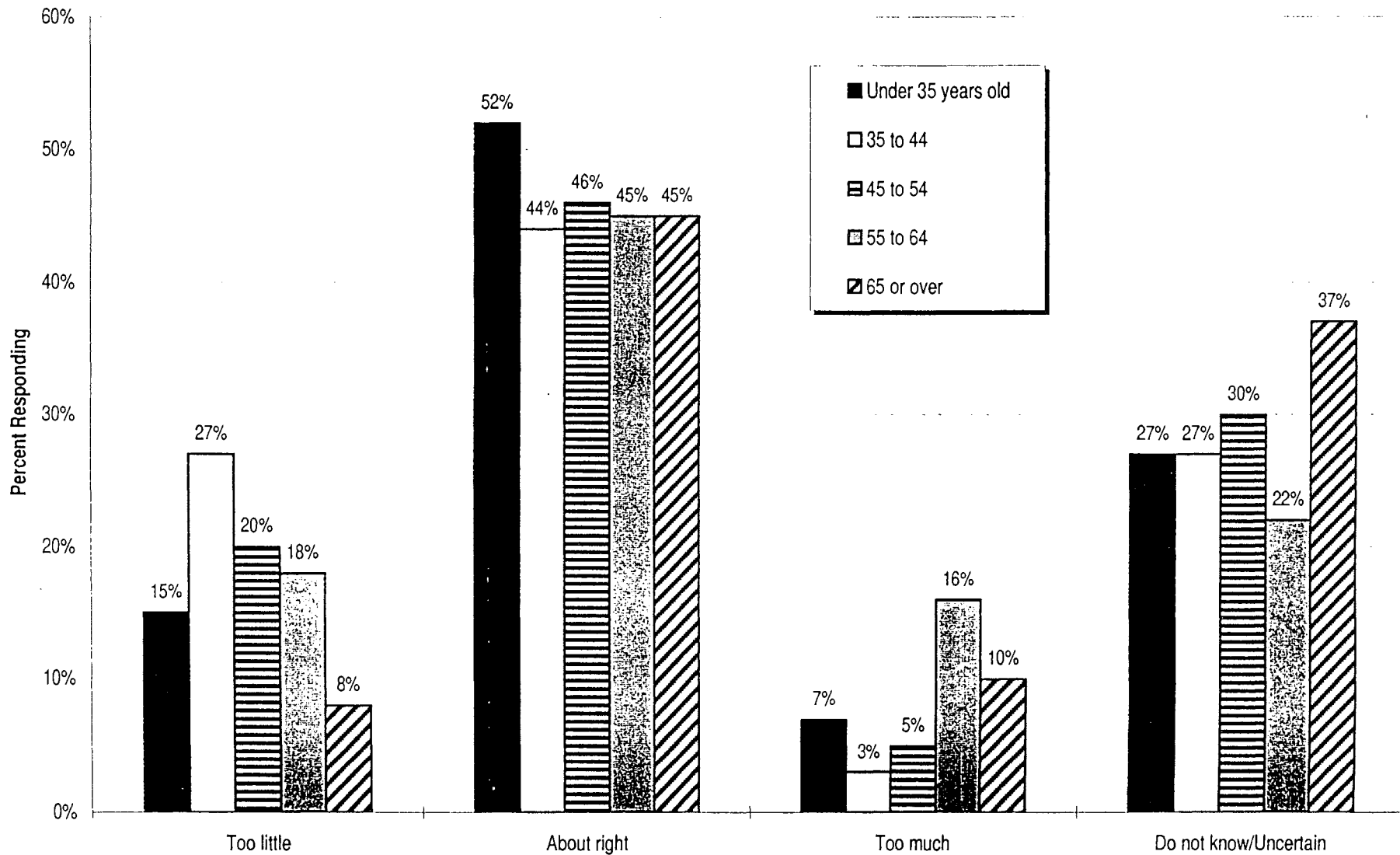
Which Project Do You Believe is Most Important for the Community



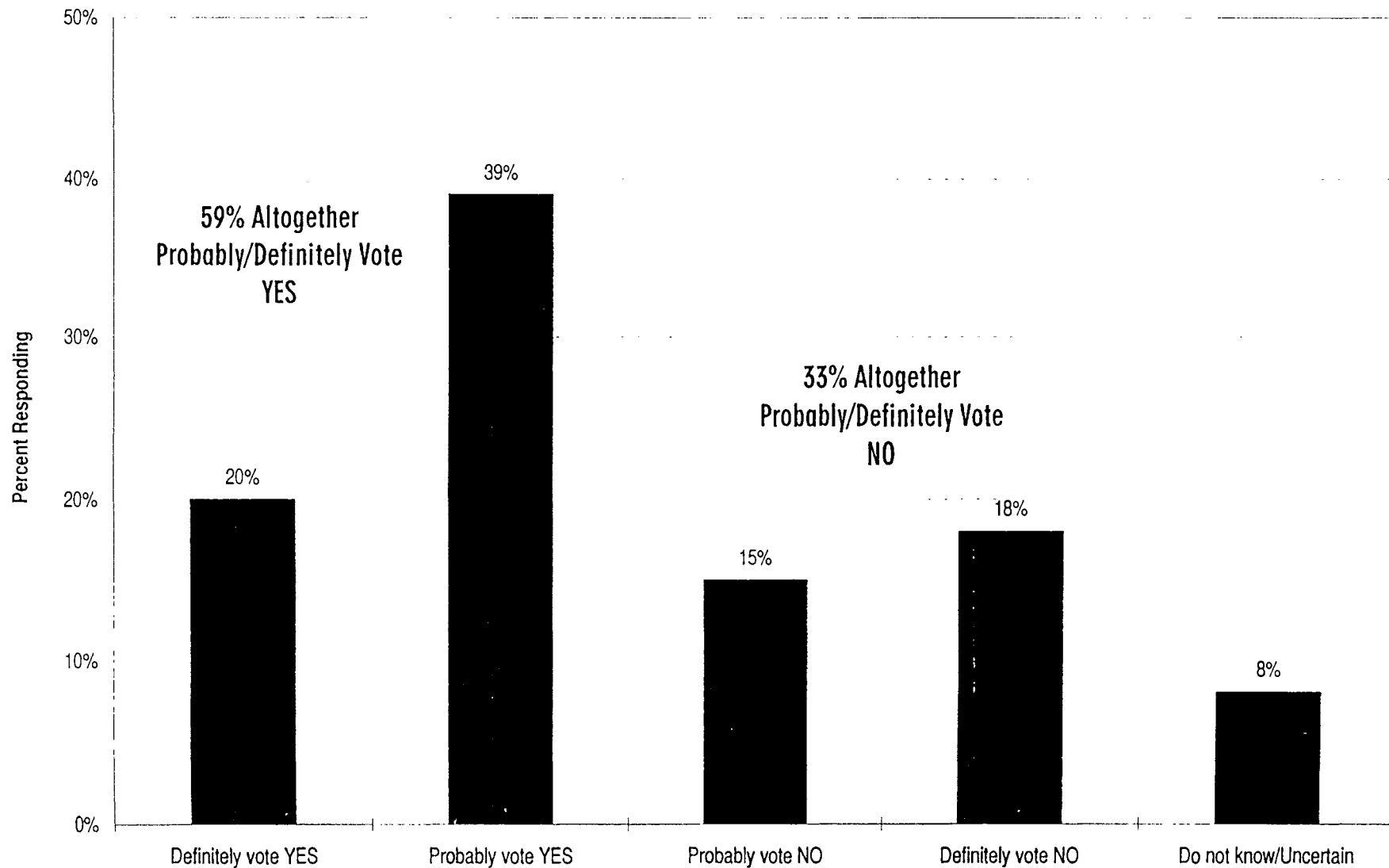
Your Opinion Concerning the Amount of Dollars Currently Being Spent in Developing New Parks & Recreation Facilities



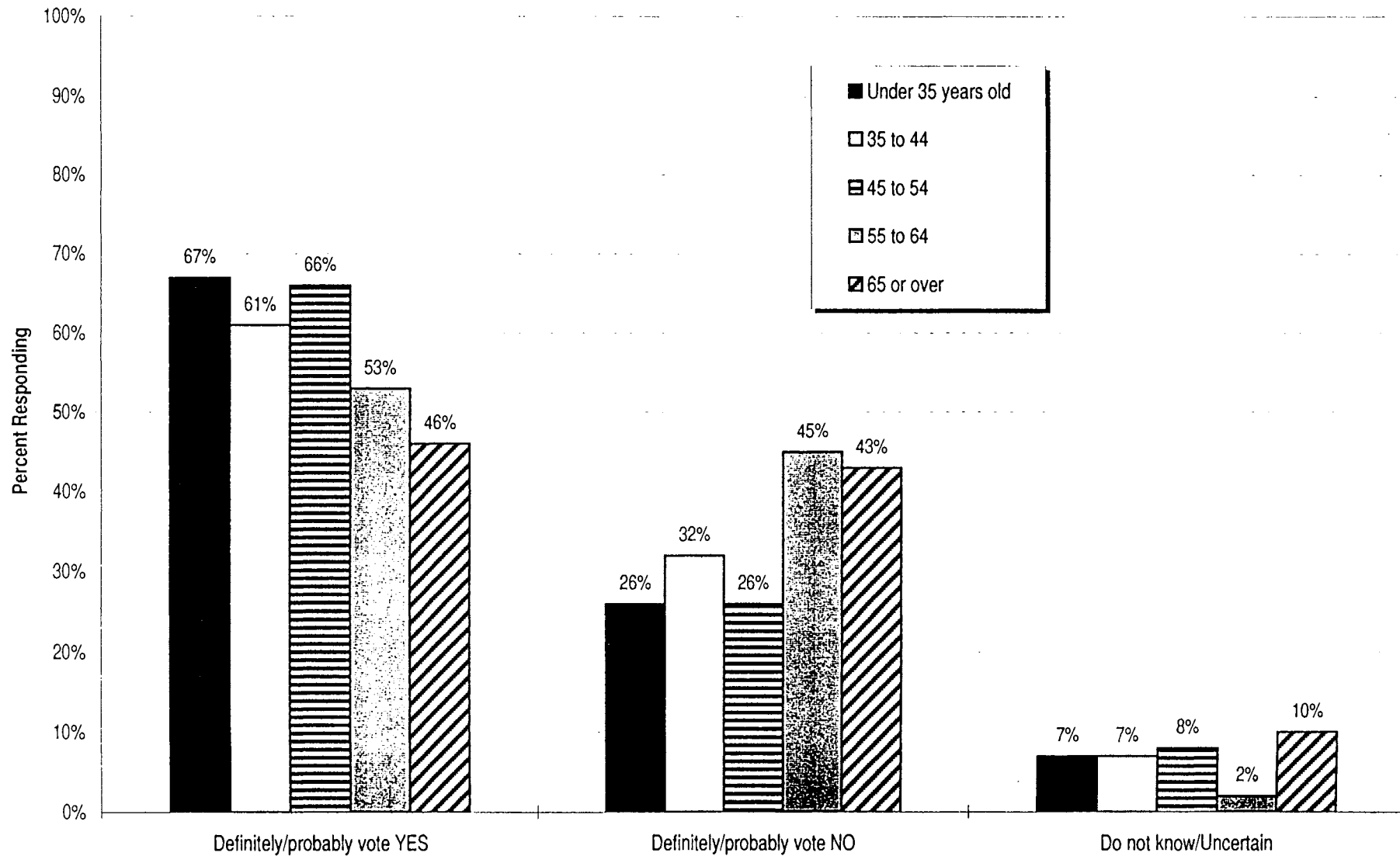
Your Opinion Concerning the Amount of Dollars Currently Being Spent in Developing New Parks & Recreation Facilities



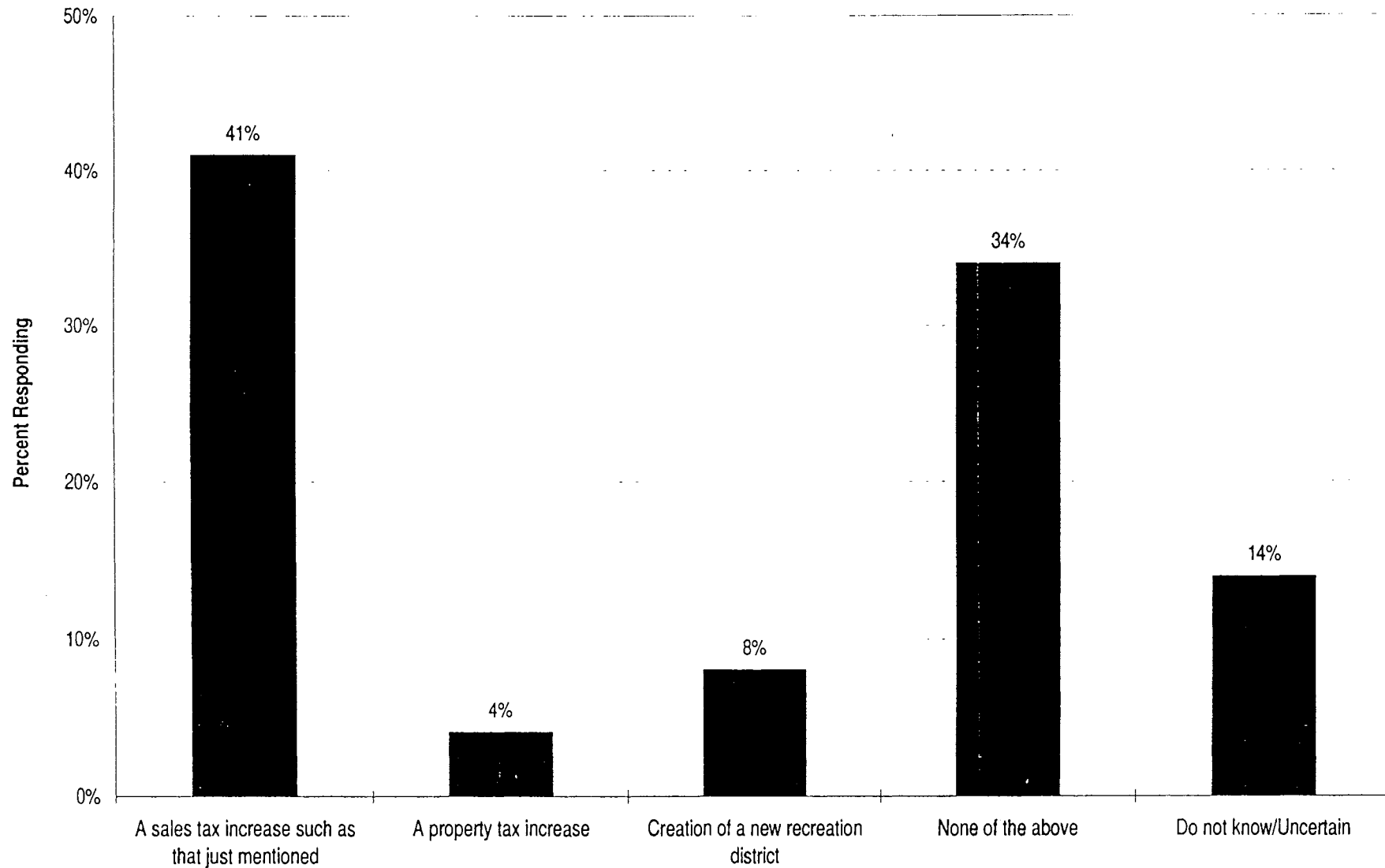
How Would You Likely Vote on the Proposed 1/4% Tax Increase for Parks & Recreation



How Would You Likely Vote on the Proposed 1/4% Tax Increase for Parks & Recreation

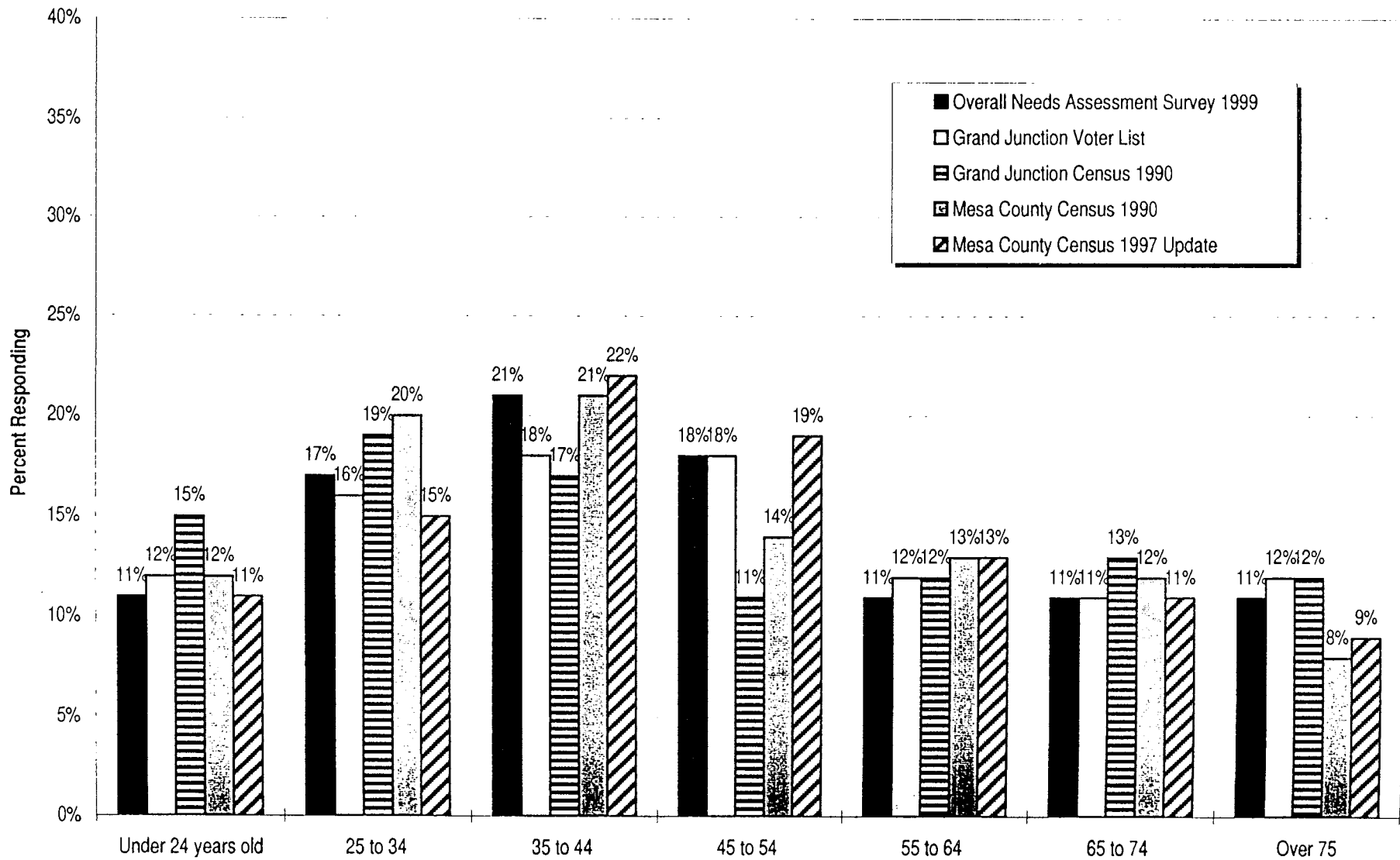


Which Potential Sources of Funding You Most Prefer to Fund Improvements to Parks & Recreation Facilities

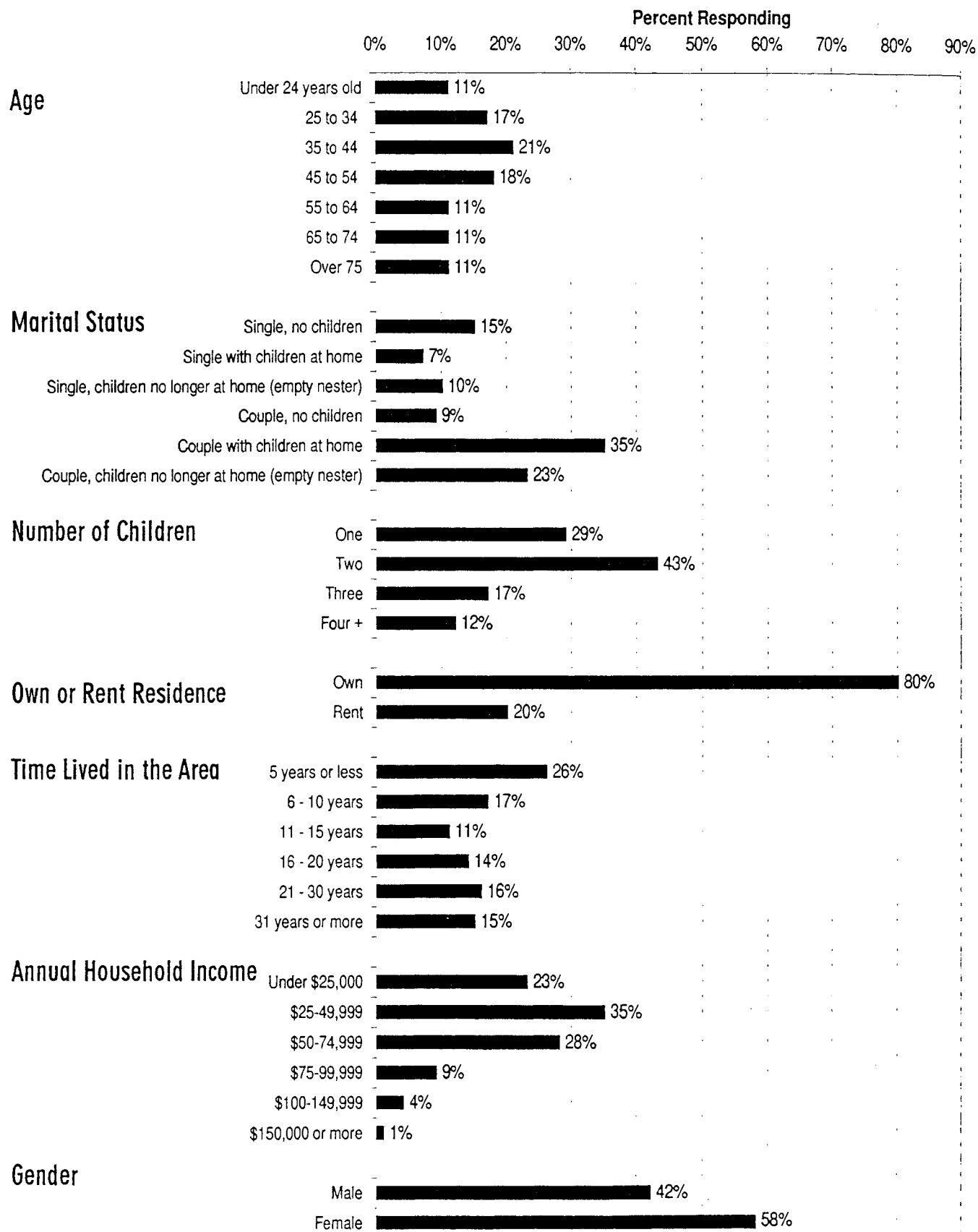


Age Comparison

Survey Results vs. Voter Registration List vs. U.S. Census



Respondent Profile



◆ OPEN-ENDED COMMENTS

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Is there a park or recreation facility where Grand Junction is most deficient?

- ♦ "Uranium Downs," Intermountain Veterans Memorial Park
- ♦ 14th or 15th & Hall - do something with it
- ♦ 24 Road Park
- ♦ A small park
- ♦ All bathrooms need improvement
- ♦ All deficient
- ♦ Behind Orchard Mesa Middle School
- ♦ Bike trails along canals
- ♦ Can't get out to Canyon--no transportation
- ♦ Canyon View baseball field--turn it over to private individuals
- ♦ Canyon View needs to have child-proofed areas (play yard near lake & ditches)
- ♦ Canyon View Park (8)
- ♦ Canyon view park is not accessible to me
- ♦ Canyon View Park needs swings and slides for young children
- ♦ Canyon View Subdivision Park not being built
- ♦ Chatfield soccer field needs better maintenance
- ♦ Clifton area
- ♦ Clifton area lacks parks
- ♦ Clifton area needs facilities
- ♦ Clifton Village North Park
- ♦ Cottonwood needs playground equipment
- ♦ Downtown parks
- ♦ Drinkers & stay all night - children can't use them
- ♦ Duck Pond Park doesn't have enough equipment, layout, hard to get to
- ♦ Duck Pond Park
- ♦ Eagle Rim Park
- ♦ East end
- ♦ Emerson & Whitman Parks
- ♦ Emerson full of hobos
- ♦ Emerson Park (derelicts, dirty lavatory)
- ♦ Emerson Park has hobos
- ♦ Facilities for more baseball (little league team)
- ♦ Facility for kids
- ♦ Fairgrounds, soccer fields
- ♦ Five neighborhood parks in area called "Ridges" desperately needing improvement and maintenance
- ♦ Fruita Park
- ♦ Golf courses (2)
- ♦ Golf courses suck
- ♦ Hawthorne Park
- ♦ Ice rink, swimming should be available to poor people
- ♦ Ice skating rink (2)
- ♦ Island Acres - broken sprinklers, hard to find place to sit
- ♦ Lack general fitness and rec center
- ♦ Lack of parks near Clifton and Palisade
- ♦ Lilac Park is deserted
- ♦ Lilac Park--down by North & Hwy 5 & 60. It's useless--there is only a lilac bush on it--it needs at least a bench and landscaping.
- ♦ Lincoln Park (25)
- ♦ Lincoln Park fountains not working
- ♦ Lincoln Park Golf Course

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Is there a park or recreation facility where Grand Junction is most deficient?

- Lincoln Park has no rec facility
- Lincoln Park restrooms
- Lincoln Park, tennis courts
- Lincoln Park--lack of activities for teens
- More golf courses
- More gymnastics, organized recreation for youth
- More land designated for parks, i.e. North Avenue - bleak
- More local parks
- More neighborhood parks in Clifton area which is just outside Grand Junction
- More parks with sidewalks for rollerblading
- Most are not taken care of, especially the older ones
- Need a skate park for teenagers
- Need lights and bowls in skate park. Smoking, littering makes it dangerous for skaters.
- Need more diversity in types of parks
- Need more neighborhood parks for kids
- Need more parks for kids
- Need public dumping station for RVs
- New parks similar to Canyon View
- No ice rink
- No ice skating, no indoor basketball
- No- there are so many good parks
- North side
- Not enough swimming pools
- Not equitable throughout city. Area of Orchard Mesa - lottery \$1 - softball, volleyball complex - only those near park get to use
- On 4th and Pitkin - full of bums
- One behind Old Chicago bathrooms need work
- One end of town doesn't have a park (Clifton?)
- Orchard & 28th softball park
- Orchard Mesa Community
- Orchard Mesa needs sprucing up
- Palisade Park
- Park at end of town only has 2 picnic tables
- Park between 4th and 5th (Hawthorne?)
- Park by 1st and North Ave.
- Park by bus station on 5th and Ute
- Park in between North & car dealership
- Park off of Ute
- Park on 4th street, Hawthorne - more for kids, e.g. basketball courts
- Parks between Ute & Pitkin
- Patrolling of drunks in AM - Sherwood
- Price for seniors golf too high
- Public pools, more stuff for teens
- Recreation center (2)
- Reed Park
- River trails
- Riverfront
- Riverside Park
- Rocket Park (6)
- Rocket Park, Clifton has fewer services (no tennis courts, etc.)
- Running facilities, track

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Is there a park or recreation facility where Grand Junction is most deficient?

- See a better theater facility and concert hall and convention center
- Senior recreation center
- Sherwood Park
- Sherwood Park needs something for families like "Frisbee golf"
- Sherwood Park- vandalism, teenagers affect safety
- Some fees for softball are too high
- Some of the smaller, older parks- playground stuff is old
- Something is greatly needed for the teenagers
- South of Columbine Village between Pleasant Ridge and Prospector Point - took swings and park equipment away. Please put back.
- Spring Valley Park
- The old recreation facility
- The one in Riverside is deficient- it has not as many things as the other parks
- The one on Ute
- The park on the Redlands, near 25
- The recreation centers near downtown could be improved
- There are absolutely no good parks or rec centers for teens.
- Ute and Pitkin parks and between those
- West side
- Whitman Park (2)

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Other Facilities Used in the Last Six Months

- ♦ "Art on Corner" (downtown)
- ♦ 6th and Gunnison Park & Paradise Hill
- ♦ Ballpark near 24 1/2
- ♦ Baseball parks
- ♦ Botanical garden
- ♦ Butterfly Park
- ♦ Center for the arts/museum
- ♦ Chatfield Soccer park
- ♦ Chipeta golf course
- ♦ Columbine - Kronkrate
- ♦ Columbine Park
- ♦ Columbine, Rocket
- ♦ Connected Lakes (3)
- ♦ Corn Rake, skateboard park
- ♦ Duck Pond park
- ♦ Emerson Park close to her home
- ♦ Fairgrounds
- ♦ Grand Mesa ballfield
- ♦ Hawthorne Park (2)
- ♦ Highline Lake
- ♦ Lincoln Park barn
- ♦ Monument Park
- ♦ National Monument Park--we go there to picnic
- ♦ Orchard & 28th
- ♦ Orchard Mesa golf course
- ♦ Orchard Mesa golf course, fairgrounds-pavilion and ballfield areas, Lion's Club Park, rink
- ♦ Paradise Hills
- ♦ Park near GJ High School
- ♦ Radio controlled model airplane field
- ♦ Rocket Park (2)
- ♦ Rocket Park, on Orchard before 28th
- ♦ Rocket Park/Columbine
- ♦ Senior citizen's club
- ♦ Sherwood Park (13)
- ♦ Sherwood, Chipeta golf course, Adobe Creek
- ♦ Skate park
- ♦ The monument, Highland Lake, Duck Pond
- ♦ Uranium fairgrounds

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Other New Projects That Would Be Important to You and Your Family

- A large regional park and senior center should be combined into one area
- A swimming pool- but where?
- A trail throughout the whole city
- Amusement park (2)
- Another "Fun Junction"
- Another community indoor pool (6)
- Another lake
- Athletics center
- Big stadium
- Bike paths (6)
- Boys & girls club
- Bungee jump
- Canal trails
- Canyon View Park
- Canyon View Subdivision Park
- Combination indoor/outdoor swimming pool
- Covered events center
- Develop Bang Canyon
- Family/youth centers
- Free picnicking area
- Hockey field
- Huge convention center
- Huge indoor amphitheater and facility--performing arts and media theater
- Ice rink (26)
- Ice rink, indoor pool centrally located
- Ice skating rink, rec center with activities
- Ice skating, rollerblading and volleyball pits
- Improve Chadfield Soccer park
- Improve monument
- Indoor performing arts center (2)
- Indoor pool
- Indoor pool, YMCA for youth, athletic league to keep kids out of crime
- Indoor pool-activities for kids-school for children
- Indoor pools- Orchard Mesa
- Indoor soccer complexes
- Kayaking park or off-road 4WD park
- Large heated gym
- Large theater for the arts
- Like Lake Powel swimming pool
- Lincoln Park rec center
- More access to river for boats
- More golf courses (3)
- More golf courses, rec center
- More rapid development of Machete area
- More spread out - farther apart
- More tennis courts and rollerblading trails
- Multi-use recreation areas
- Museums (3)
- Need parks by Clifton
- Need recreation center for kids in the middleschool age range
- Place to let dog off leash

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Other New Projects That Would Be Important to You and Your Family

- ♦ Playground for little ones
- ♦ Prefer indoor pool
- ♦ Rec center that includes an indoor pool
- ♦ Rec centers for children with NO FEES
- ♦ Recreation center
- ♦ Recreation center for kids in elementary and middle school
- ♦ Running track
- ♦ Scuba pool
- ♦ Senior centers
- ♦ Skate parks
- ♦ Small community rec centers
- ♦ Some more convention centers
- ♦ Something for the kids
- ♦ Stocked fishing ponds
- ♦ Support indoor pool
- ♦ Swimming pool at Canyon View
- ♦ The small parks keep the kids in their own community
- ♦ Warm water pool
- ♦ Watson Island- more \$
- ♦ Why is there no YMCA or YWCA?
- ♦ Zoo, rides for smaller kids

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Additional Comments

- ♦ A large park is needed out at the east end of the city
- ♦ A lot of fighting at skating area beyond City Market--would like it supervised
- ♦ A recreation center- YMCA type- especially for the kids
- ♦ A very strong supporter of public areas that are safe for all to use. I'm all for everyone pitching in like a sales tax- enhances the whole community
- ♦ All the baseball fields on the Western Slope are not for the public--only for the teams or leagues. Funds could be taken from Canyon View.
- ♦ As city grows, facilities need to keep pace. Raised 3 boys, parks important.
- ♦ Awesome job on Canyon View Park. The outer parks don't seem as well cared for as those we have concentrated together.
- ♦ Best of any town I've lived in. Money from lottery goes to it; transportation more important to use taxes for.
- ♦ Big parks - where are they? Get them started (Matchett land). Rec center (Delta is showing us up).
- ♦ Bikes need own facility - not share with rollerblade/skateboard
- ♦ Build the amphitheater!
- ♦ Bulldoze Canyon View Park. Don't like soccer fields, baseball fields, under-utilized and poorly built. City Council and park managers should be more open minded to public-- not in touch with community, decision makers are not well informed. Managers of facilities are old timers, a backward bunch who don't want changes.
- ♦ Can they get funding through lottery and fees charged by facilities? Since parks & rec services are already taking in revenue they should use that, and not increase taxes
- ♦ Canyon view was a healthy addition. Need more police near Hawthorne Park
- ♦ City funded rock climbing would be nice
- ♦ City has money; support with existing funds
- ♦ City said two years, then four, now eight, for our neighborhood park (Canyon View). What do they need to complete it? It's adequate and cost so much money.
- ♦ Clean up some of the neighborhood parks
- ♦ Concerned about wildlife at Canyon View Park
- ♦ Concert hall for symphony. The facility is embarrassing
- ♦ Connect all of the walking trails
- ♦ Could fund parks by cutting city hall expenses - it's top heavy
- ♦ Definite "yes" on an amphitheater
- ♦ Definitely a recreation center and more city involvement
- ♦ Demolish two rivers convention center and build a real convention center and preferably not downtown
- ♦ Developing all of the new parks and no new taxes
- ♦ Developing gives people jobs, but it ruins the natural wildlife. Large parks are for the rich, if you have to pay for it. They should leave everything natural.
- ♦ Disabled, would like senior center. Allergic to air fresheners used in city buildings and library.
- ♦ Do not believe in wasting money on parks which will be flooded/washed out every 100 years
- ♦ Do pretty good, but need more transportation
- ♦ Do something for kids that's free - free day every other weekend
- ♦ Do well with what they have. Glad to see handball court not taken down. My generation (born in '46) doesn't have expectations of city providing all recreation for residents
- ♦ Doesn't get info mailed to him. Improve football stands at Lincoln Park. Set up committees for public input.
- ♦ Doing a good job - trails important

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Additional Comments

- Doing a good job. Improve, but don't tax more.
- Doing a great job - great parks
- Doing a great job - like to take granddaughter to parks. Money well spent, keep growing them.
- Doing a pretty good job
- Doing a pretty good job
- Don't know how much you spend but parks seem to be well kept for the kids - nothing broken. No recreation centers with additional fees charged to kids or seniors.
- Don't spend so much on streets and you'll have money left over for parks
- Enjoy Riverfront Trail - cleanup of businesses, etc. on Riverfront continue
- Every city needs to have parks close to the inner city so inner city children can enjoy them
- Excellent facilities; amphitheater would be great
- Fix up the Step Child park and Lynwood Park. Fund botanical gardens
- Flat tax on what is spent
- Free swimming, more decoration, keep Basque plaza as historical landmark
- Fruita Park, Reed Park unacceptable. Riverfront Park \$4 admission too much. Gear stuff toward older teenagers
- Golf course on North Avenue is a HUGE waste of money! Ought to be sold for the need to work on roads and infrastructure first. Stop taxing high schools to use football fields.
- Golf courses need a stronger management team than the city. They have no expertise.
- Golf courses were managed very well for years by an outside contractor who took very close care of them. Now they're run by an inside source and they desperately need closer attention! They're looking rundown.
- Good shooting range and stock car track
- Grand Junction is getting so crowded that I think the smaller parks are important to give kids in the area room and a place to play ball, etc.
- Great idea to increase sales tax, could improve community areas
- Great job; support them with more funding
- Haven't seen people using Orchard Mesa trails. OK neighborhood parks where there aren't any in FG. Parks and activities for TEENS - bored, nothing to do but go up and down North Avenue.
- He is disabled, would like to see better access. Take golf course out of Lincoln Park and put in amphitheater etc. there to have trails closer; take fence down.
- He's concerned about growth rate and how important it is to leave enough open space
- I feel it's more important to make small neighborhood parks rather than large parks.
- I have to pat the city on it's back. It's doing a good job of keeping the parks clean
- I think the parks and recreation are adequate. Most older people are not conformable going to the parks because there are rough people drinking beer and no strong local control over their behavior. As far as seniors are concerned, it's a dam big issue. So we choose to not go. This is very significant- a bunch of homeless wanderers to take over the parks and harass people. I'd rather go fishing than be harassed by homeless drinkers in the parks. People are afraid to visit the parks.
- I think they are all pretty nice
- I think whoever is running the parks now is doing a good job
- I would like a dance club and more for teens to do
- I'd like Canyon View to be completed. I'd like to see a civic center built, but that's not parks and rec.
- If more money is needed, budget out of current tax dollars

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Additional Comments

- Important to support safe places for kids to play. Sales tax is too high now--excess funds are available currently according to the newspaper. Continue to work on smaller parks, and pools.
- Improvements have been marvelous, especially new playgrounds; Sherwood Park is great
- Incorporate canal properties into trails. Clear up liability issues
Incorporate swimming pool and beach at Tiara. Would be an important community center!
- Instead of tax increases for funding, my own suggestion is cutting overhead in expenses. I use to work as a lifeguard for the city and I use to see money wasted. also corporate donations/fundraising as options.
- Isn't lottery money going to parks? Why do we need more taxes?
- It all looks nice; just maintain what we do have. Complete Canyon View, save historical sites.
- It costs too much to go to Canyon View--e.g., it costs \$40 to be under a pavilion for a picnic and it costs \$75 to use the park for a baseball diamond
- It is important for the city to continue to build parks and rec centers for out future.
- It would be good to have flycasting pools and pools for model boats--at Canyon View would be great. Not much for the seniors. But the park system does a pretty good job.
- Just get the bureaucrats out and leave the running of concessions to the rednecks. The bureaucrats don't care - they're not too creative.
- Less likely to support property tax increase than sales tax
- Like basketball league
- Like that there's no debt for Canyon View park. Want to see one project complete before starting another. Will use Canyon Park as our child grows older.
- Like to see something like Delta community has (Confluence Park)
- Lincoln is the best. No need to keep open jobs for certified athletic trainers.
- Lincoln Park and others does not give senior citizens any consideration any more. They leave the lights on all the time and it costs money which they charge to the seniors.
- Lincoln Park baseball facilities don't meet needs of younger kids. Too expensive. Doesn't lotto money go to our parks?
- Lincoln Park pays for itself, in theory so should Canyon View. Thought Canyon Park was finished. Population increase should account for increased tax. Parks aren't overcrowded so we don't need more.
- Lincoln Recreation Park was canceling a lot of activities for a while
- Make more small neighborhood parks- the kids need a lot of things to do. The elderly people need small neighborhood parks to go to near their homes or apartments. Many elderly people cannot go out and about and small parks would be nice.
- Make participation less expensive
- Meet with matching grant from lotto. Want a very large amphitheater.
- More activities for youth to keep them off the streets, organized rec center activities
- More bike trails--make continuous. Another large outdoor pool.
- More facilities for seniors
- More garbage cans and doggie dropping bags, more bike routes
- More golf courses
- More golf courses closer
- More jungle gyms and basketball courts

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Additional Comments

- More meetings of personnel re: rules. I had sent out birthday invitations with a pavilion location and they rented it to someone else while they had me researching a "grant" to pay for it. More advertising of activities on TV and radio.
- More neighborhood parks, more programs during the summer in them
- More of a complete parks & recreation center - indoor swimming pool, outdoor pool, skating rink
- More parking at Orchard Mesa Duck Pond and most other parks except Lincoln & Canyon View. Grunge & Plunge a great event. Lincoln Park Barn too small and noisy. Eliminate lottery and lottery funding.
- More parks can't hurt. They are always a good thing
- More programs for 18 & under, more available to poor
- More roller blade lanes in parks. Disappointed Orchard Mesa closed for shooting (whitewater to city). Had gun area and city took it away. GET LOTTERY FUNDING.
- More small parks (2)
- More tennis courts - I don't care where. Finish tennis courts at Canyon View, enough softball already. Mostly want rec center at 28th and 1/4 Road
- More trails from Corn Lake
- More trees in Canyon View Park - nice park, but lacks shade. We really need an ice rink - we are a winter sports state.
- More walking trails and safer trails.
- My main thing--utilize and maintain the parks they have. Lower income people cannot afford to enjoy the parks. The pool is not maintained and it is expensive for low income. Give kids some incentive to get in free.
- Need a rec center for kids where they don't have to pay membership fee. Need something different.
- Need better trained instructors for children's programs to utilize time better. Continue offering a variety of children's programs.
- Need for a community center. Our family has discussed: Two Rivers not enough, money going into it is a waste.
- Need more neighborhood
- Need more parks & facilities for youngsters. Need second phase of skate park which was started by Jaycees.
- Need more winter activities and sports. Offer more beginning fly fishing classes. Affordable and on weekends - schedule in winter.
- Need more work at Matchett Farm
- Need more youth programs; also need to make community announcement/advertisement of the programs you DO offer
- Need parks out by Clifton by 30 & F roads (east end), put large regional park out there. Need one special district for parks & rec. Combination of sales tax and mill levy best.
- Need programs for lower income people, fees are too high
- Need to police better, stop vandals. Don't think any of it is really needed - have enough recreation - waste of time and taxes.
- Need transportation for old people so they can get around
- New football field
- No but they should get one new ice skating rink
- No other than as earlier mentioned the city needs more parks for younger children
- No. I think they are pretty well kept up.
- Not enough parks in NE area around 28 Road, Patterson area
- Not enough parks to keep up with all the growth, new developers need to put in more neighborhood parks

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Additional Comments

- Not meeting needs of people under 50
- Nothing for kids who haven't been in trouble. A community center for children (all) who haven't been in trouble (we have a "Partner's program" for kids who have been in trouble) ages 12-17-activities with supervision
- Nothing for youth to do, and we could really use a senior center
- One more golf course. Would advocate less than .25%: .125%
- Opposed to seat tax at Lincoln & Stocker. Opposed to player fee for Canyon View.
- Opposed to tearing down handball court to make parking lot. Children don't have enough to do. Ice rink good, skateboard rink good, doesn't lottery money go for parks?
- Orchard Mesa community pool is way too cold, kids refuse to go there. All nice parks on one end of town where kids who really need them can't get to. Need scholarship fund for soccer and baseball for poor kids. Little League is too expensive.
- Parking at Canyon View is inadequate. County and city people should not be treated equally, people out of city should pay higher fees. Too many big companies can petition out of property taxes.
- Parks & recreation are important because there's so little for kids to do. Horses would be nice at Canyon View - even special event bringing in private owners.
- Parks are fantastic - seems state of Colorado puts more money into parks than schools. Lottery money should go to schools, they need help.
- Parks are far away, and there is land given for parks that should be developed into parks. There needs to be another senior center because the present one is too crowded.
- Parks need to be taken care of better - Chatfield soccer fields are very bad
- Partnership city and school district to develop and repave parking lots
- Past few years a remarkable improvement to all parks. Canyon View a good place for amusement park. Would like to see trail from Palisade to Fruita. Pioneer Village and amusement park needed.
- Pay more attention to golf courses
- Peewee/flag football
- People at Parks & Rec are the nicest people. Classes are interesting and priced right.
- Plenty of tax money coming in
- River trail section Orchard Mesa near me - middle school Old Mill bridge - no trees, scalding hot. Then to river bottoms - barren. Against fees at rec centers. Careful with an amphitheater - could be noisy traffic. Small neighborhood parks like Duck Pond
- River trails in Arizona area--all canals are used for walking trails--they have found ways around liability problem. We need to find a way to walk through here; they're worried about people drowning, but if people were able to use these trails regularly it wouldn't be forbidden and thereby wouldn't be as much of a problem with accidents.
- Riverfront trails are really great, it's nice to connect through the city
- She appreciates the survey--they are a community geared toward recreational activities and having a good time!
- She feels strongly that the city could really benefit from funding a recreation center. She's from Denver and feels GJ cannot compare in terms of athletic facilities.
- Small parks and tennis areas so people don't have to drive, kids can bike. Canal banks open for recreational use.
- Some activities for the kids
- Some of the lotto should still be going into it
- Some participation fees are high
- Special activities for teenagers at a rec center that is for lower income teenagers that they can afford also

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Additional Comments

- Spending is about right - but need to set aside money for new parks and facilities. Reassess the money we already have.
- Spring Valley Park too small, blacktop not kept up for basketball, trees block fields for football. Indoor pool at GJHS, combine with city. North of town isn't including parks, too lax about allocating park space, too high density. City needs to require developers to designate and pay for parks.
- Stocker & Suplizio? - public can't use - why ask. We (NE off 30 Road) need a neighborhood park. Have to drive too far to use small parks and Canyon View. Two Rivers convention center - too far, too small, a joke. Need a huge convention center for concerts, shows, basketball. Fund by lottery. Reevaluate where you are spending money: each entity self supporting, golf course money should stay on golf course.
- Study Greeley's community rec center project; plan large parks around population development areas
- Support completion of indoor ice rink
- Swimming pools too small
- Swings for adults. The new playgrounds in the community parks are so safe that older kids (6+) have lost interest. Need more challenges for kids.
- Taking on too much at one time. Stretch out development over more years.
- Taxes are too much now!! Watch what you spend more carefully!!
- Tennis courts at Ridges are in need of resurfacing. Need to support museums and sciences. Need more nature and open space, not golf courses.
- The bathroom facilities in the parks need to be maintained more.
- The city needs some engineers with a brain in their head to develop. I don't want to give the city any more to spend and make sensible use of it.
- The city to follow through with previous plans
- The fees for leagues and user fees are outrageous. Pricing themselves out, higher than Denver. Didn't participate this year because of cost.
- The funding doesn't seem to be evenly disbursed
- The growth here is much too fast and taxes are too high now, so we should not be taxed further for the development of parks and recreation.
- The lotto is supposed to pay for parks and recreation- why do we have a tax for this? We have plenty of parks and I think we need more cops, rather than more parks, and I see condoms laying around. Who wants to go to the parks with this element of people in them?
- The money that the lottery puts aside for parks was made more public, so the public can vote on its use
- The parks have too many teens doing big city stuff in a small town. They spray paint and write graffiti and have midnight parties. We live just down the street from Rocket Park.
- The parks need more trees; they are too barren
- The people who plan the parks do not know what is best for the entire community. For example, the ball field on I-80 at the end of town. The field should be central for everyone.
- The quality of life is getting worse here, there is a lot of congestion and not good public transportation. The area is growing much too fast.
- The tax shouldn't be strictly for capital - all inclusive/maintenance
- The use of the parks by the homeless needs to be addressed because the general public does not use the parks when the homeless are in the parks because they beg for money and are rowdy.

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Additional Comments

- There are lots of parks, but they are still not doing anything for the teenagers. Need some facilities and activities for them. Would like more horseshoe pits. We need a new library also--reading is recreation.
- There are no parks east of 28 Rd & Orchard. They should use the money from lotto, not taxes.
- There is an imbalance in the relationship between community demography and their use and access to parks and recreation facilities. If you do not have private transportation, you cannot get to Canyon View, for example.
- There needs to be better public transportation--there is none
- They are on the right track. Some have a lot of homeless in the parks in the city between Pitkin and Ute and 7th. Too many homeless and I have seen things that upset me greatly. My grand kids are not allowed to go to the parks alone for this reason. I saw 2 men having sex in one of these city parks, and a lot of drinking
- They can get lottery money for parks and recreation facilities. No more taxes. They need to get people in that know about money from the lottery and their deadlines
- They do a tremendous job in their programs/variety and organization
- They need more benches and picnic tables, more handball areas
- They need more facilities for the children. They need more ball fields for the little league and college level kids.
- They need to broaden their opportunities for people to use the recreation facilities and not just the programs for teens and the elderly
- They really need another one or two warm water pools for the elderly--it's impossible to get in--the aerobic classes are back to back, and all the visitors use the pool.
- This community does an excellent job - parks well kept. Especially for young people kept safe and clean.
- To make more neighborhood parks for people to walk to would be nice. More biking trails
- Two Rivers is a disgrace
- Update old ones such as Emerson Park as well as new ones
- Upgrade the streets and parking lots. G road especially
- Upgrade/enlarge Lincoln Park pool.
- Use money left over from welfare to fund parks
- Use the sales tax we have now. Stop adding expensive flower pots, etc. Taxes are too high.
- Very important to be aware of the demographics of families with children as Grand Junction is actually the 5th largest senior citizen community in the states. Also when developing, consider the primary resource to be water and with the area growing as it is, this is a crucial question.
- Very poor arts program - not meeting needs for dance, music, art, theater for kids and adults
- Want more lottery funds
- Wasting money on parks, when there are more important needs
- We are already overtaxed. No more new taxes!
- We are already taxed too much. No other projects should be started until the present ones are completed. This city does not take care of its present parks, why start to plan for new ones?
- We definitely need small neighborhood parks and the new developments are not doing this. When we moved here, we liked the small neighborhood parks.
- We don't really need all this new stuff if it requires more taxes. We're already overtaxed.

GRAND JUNCTION PARKS RECREATION NEEDS ASSESSMENT

Additional Comments

- We have taxes that are too high already The lottery money should be used for parks and trails.
- We live here to go to the mountains, we do not use the rec centers or parks very much
- We lost the children's small amusement park and I think we could use another even larger one.
- We need a center for the teenagers to go to. They need a place to hang out and have recreation activities.
- We need another senior center! Follow the example of New Mexico. There they have speakers and lectures and artists another own chef. The place was always full.
Another indoor swimming pool
- We need more for kids to do like skating. Keep them out of trouble and give them organized activities to do
- We need more parks in the Orchard Mesa area; also, the Orchard Mesa pool is run down and dangerous
- We've lived here 6 years and I think the parks and rec are great and the city does a great job
- What is there is enough. We do not want any more taxes, we pay too much taxes.
- Whatever keeps kids off the streets and out of trouble
- When they set up sports, make sure children get on a team in their own area not too far away; need more teams
- Whitewater park would be the only new development that would interest him
- Why does the city charge for golf and not for tennis?
- Widen sidewalks at Lincoln Park. Use more of the Lottery money to fund parks.
- Would like more sidewalks and facilities for people who can't walk on grass, more benches for people who can't stand very long
- Would like to see more work trying to open canals for jogging and biking
- Would like to see peewee football
- Youth center

ATTACHMENT B

City of Grand Junction

PARK INVENTORY AND FUTURE NEEDS ASSESSMENT



Grand Junction Parks and Recreation is dedicated to providing all people quality recreation and leisure opportunities managed with integrity and professionalism.

Adopted by the City of Grand Junction City Council
Month, day, year



ACKNOWLEDGEMENTS

CITY COUNCIL

Teresa Coons, Mayor

Bonnie Beckstein

Tom Kenyon

Sam Susuras

Gregg Palmer

Bruce Hill

Bill Pitts

PARKS AND RECREATION ADVISORY BOARD

Lenna Watson, Chair

Yvette Carnine

Scott Coleman

Bart Dickson

Tawny Espinoza

Dr. William Findlay

Bruce Hill

David McInay

CITY ADMINISTRATION STAFF

Laurie Kadrach, City Manager

Rich Englehart, Deputy City Manager

PARKS AND RECREATION STAFF

Rob Schoeber, Parks and Recreation Director

Shawn Cooper

Ron Felt

Tressa Fisher

Eddie Mort

Jessica Norman

Karen Peterson

Mike Vendegna

Tom Ziola



TABLE OF CONTENTS

	ACKNOWLEDGEMENTS.....	I
	EXECUTIVE SUMMARY.....	III
1.	INTRODUCTION.....	1
	Purpose of the Parks Inventory and Future Needs Assessment.....	1
	Background / History.....	1
	Demographic Context.....	2
	Population Within City Limits	2
	Homeless / Transient Population.....	2
	201 Boundary	2
	Map 1: Residential Growth and Existing Features.....	3
	Federal Land Area Map.....	4
2.	COMMUNITY INVOLVEMENT.....	5
	Public Input Process.....	5
	Parks and Recreation Advisory Board	5
	Community Survey.....	5
3.	PARK CLASSIFICATIONS / INVENTORY	6
	Park Classifications.....	6
	Intergovernmental Agreements	7
	Developed Park Inventory.....	9
	City Maintained School/Park Inventory.....	39
	Banked Future Park Land Inventory.....	47
	Map 2: Neighborhood and Mini Park Service Areas.....	57
	Map 3: Community Park Service Areas.....	58
	Additional Areas of Responsibility.....	59
4.	LEVELS OF SERVICE ANALYSIS.....	61
	National Recreation and Park Association Levels-of-Service Standards.....	61
	Levels of Service Analysis.....	62
5.	KEY FINDINGS/ CONCLUSION.....	63
	Key Findings.....	
	Conclusion.....	
	APPENDIX A - Community Survey.....	65
	INDEX	80

EXECUTIVE SUMMARY

A note from the Director, discussing where we are now and where we are headed. (ROB)

A “conclusion” can be included in the last section “Key Findings”.

It should be noted that Grand Junction provides active recreation programs and facilities for a large portion of Mesa County, not just the residents residing within city limits. In addition, the city is visited by thousands of tourists each year who also use the city’s park and recreation facilities.

In 2004, Grand Junction Parks and Recreation received the “National Gold Medal in Excellence in Parks and Recreation” award. The National Gold Medal Award is the most prestigious award a park and recreation agency can receive, and is often as coveted as the “Oscar” is to the movie industry. The Gold Medal is a comprehensive award that recognizes service excellence upon reviewing the challenges and resources of an agency and how it is meeting those challenges. Grand Junction has faced many challenges over the years, including budgetary restraints, rapid growth, lack of park properties and/or resources and more, which truly makes being a recipient of the Gold Medal award an even greater honor.

Needless to say, Grand Junction prides itself in providing opportunities for people to enhance their lives, by continuing to improve and maintain our parks and facilities, as well as expand our recreation programs and special events, in order to provide our residents with the best parks and recreation experience available.

Mention other awards: Growth award/ Field of the Year

CHAPTER 1: INTRODUCTION

This Park Inventory and Future Needs Assessment is an addition to the 2001 “Parks Master Plan”. The goal is to build on the work completed as result of the earlier master plan. While great strides have been made, there are still a number of unmet needs, as well as undeveloped park properties. The primary focus of this document is to understand the needs of the community in the area of parks and recreation, and to lay out a plan to address those needs to the best of our abilities.

PURPOSE OF THE PARK INVENTORY AND FUTURE NEEDS ASSESSMENT

The purpose of this inventory / assessment report is to develop an extensive inventory of the existing amenities, to identify, assess, and anticipate the future needs of the community, and to assure these needs will be met through proper planning. Many of the improvements identified in the 2001 Parks Master Plan are still needed today. This assessment will re-evaluate the remaining outstanding issues based on today’s circumstances, and is intended to be a mechanism to address the park needs of the community.

The Park Inventory and Future Needs Assessment is considered to be a “working document” that will continually be revised and shaped to meet the user demands and the needs of our community. The development of this plan was made possible through the combined efforts of many individuals, including City staff members, the Parks and Recreation Advisory Board, and City Council, all who played an integral role in the entire planning process. In addition, a public survey was conducted to build consensus for the proposed initiatives and recommendations.

The “key findings” at the conclusion of this report were established in direct response to the needs identified through the inventory of existing parks and the public survey.

BACKGROUND/ HISTORY

In its early years, Grand Junction planned and constructed a system of parks that served its residents very well. Over the last 40 – 50 years, construction of parks failed to keep pace with development, leaving newer neighborhoods without parks. In the early 1990’s, a master plan was completed to address this matter. As a result of the 1992 plan, the City took a major step in improving its park system by purchasing vacant land for new parks.

To date the City of Grand Junction Parks Department operates and maintains 32 developed parks (280 acres), 8 school properties (61 acres) and 9 undeveloped park lands (397 acres equating to a total of 738 acres of land. In addition the City of Grand Junction owns the following banked future properties that have been designated as “park land”:

- Flint Ridge (3.3 acres, Small Neighborhood Park)
- Burkey Park North (19 acres, Large Neighborhood / Community Park)
- Burkey Park South (10 acres, Large Neighborhood Park)
- Horizon Park (13 acres, Large Neighborhood Park)
- Paradise Hills (2.79 acres, Large Neighborhood Park)
- Saccomano Park (30 acres, Large Neighborhood / Community / Special Purpose Park)
- Westlake Park (4.5 acres, Large Neighborhood Park)
- Las Colonias Park (107 acres, Regional Park)
- Matchett Park (207 acres, Regional Park)

DEMOGRAPHIC CONTEXT

POPULATION WITHIN THE CITY LIMITS:

According to the Grand Junction Chamber of Commerce Community Profile 2010, the population within the Grand Junction city limits is **54,694**; Mesa County's population is 137,879. It should be noted that Grand Junction provides active recreation programs and facilities for a large portion of Mesa County, not just the residents residing within city limits.

POPULATION (As of April 1, 2010)	
Grand Junction	54,694
Fruita	11,082
Palisade	2,817
Mesa County	137,879
Females (Grand Junction)	28,376 (51.9%)
Males (Grand Junction)	26,318 (48.1%)
<i>Source: Factfinder.census.gov</i>	
0-19 yrs	36,336 (25.4%)
20-34 yrs	31,939 (22.3%)
35-54 yrs	36,840 (25.7%)
55-64 yrs	16,070 (11.2 %)
65 yrs +	21,986 (15.3 %)
Median Age	37 yrs

CLIMATE			
	High	Low	Precip.
January	36.6	15.9	0.60
April	65.2	39.2	0.79
July	92.8	64.1	0.61
October	67.3	41.1	0.91
Avg. Precipitation 8.71 inches per year			
Avg. Snowfall 21.5 inches per year			

MARITAL STATUS (POPULATION: 15 & OLDER)		
	Males	Females
Single	28.7%	19.0%
Married	57.0%	57.1%
Separated	1.0%	1.4%
Divorced	9.8%	12.9%
Widowed	3.5%	9.6%
<i>Source: Grand Junction Chamber of Commerce (Community Profile 2010)</i>		

HOMELESS / TRANSIENT POPULATION

It is estimated that nearly 900 homeless persons reside in Grand Junction on a year-round basis, with that number swelling to over 1,200 during the summer months. The issues surrounding homeless persons in public parks will be addressed later in this document (*see page 59*).

**Grand Junction was named #24 on Forbes.com
"Best Small Places For Business – 2009"**

201 BOUNDARY

The 201 boundary is a line that the City and County have agreed will be the ultimate limits of the City of Grand Junction. It was defined after years of joint planning between the City and County, and it represents the areas that can be provided with urban services. Any change in zoning for land that is currently within the County, but within the 201 boundary, will require annexation to the City. Whole neighborhoods of existing homes in this area may elect to annex to the City at some point in the future. This is a variable that could significantly impact the City's population. The current estimated population within the 201 boundary is 80,000. In 2035, the population is estimated to be 140,000 based on an average 2% growth rate.

MAP ONE

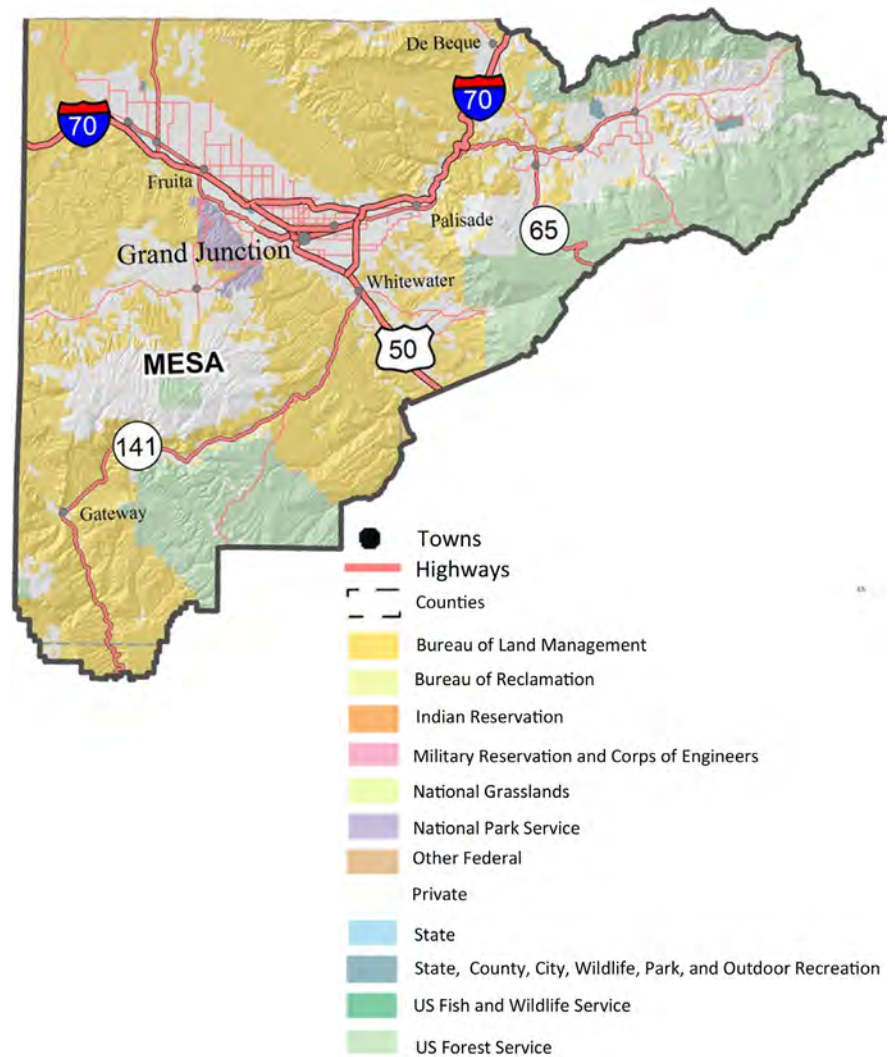
Residential Growth and Existing Features

The following map is illustrating both current and proposed growth patterns within the current 201 boundary. This is a combination of current zoning and planned development as defined by the City's new comprehensive plan. Higher densities of development are shown by the darker color of brown, existing park lands are shown in green; the lighter green illustrating undeveloped parks and the darker green is for the developed parks. The map is included to indicate the correlation between the need for parks within the residential areas of the City and the increased use typically associated with the higher densities of residences

Insert Map One
Residential Growth and Existing Features

FEDERAL LAND AREA MAP

Rob will write up.



CHAPTER 2: COMMUNITY INVOLVEMENT

PUBLIC INPUT PROCESS

The Parks and Recreation Department last updated its master plan in 2000. While this master plan did include numerous new projects, it did not address the replacement needs of aging or non ADA compliant amenities in existing parks. The Department compensates with internal planning with the development of a one, five, and ten year capital improvement plan for the replacement of restrooms, shelters, playgrounds, and other park amenities valued over \$10,000.

The community has driven, and will continue to drive a majority of proposed improvements and/or development of City parks. A recent example of the “exceptional” community involvement the Parks and Recreation Department routinely achieves was during the 2009-2010 redevelopment of Rocket Park, which has since been viewed as a template for all future park redevelopment. The project’s top priorities were focused around safety and accessibility and the Department recognized it was imperative to involve the community in the “early” stages of the planning process, specifically the groups and entities who would be directly involved in providing services to residents with disabilities (Mesa Developmental Services, PEAK Parent Center, Mesa County School District #51, Colorado Discoverability, and Partnership for Children and Families).

The Rocket Park project also included participation from approximately 50 community members of all ages. Public meetings were held to provide participants with the opportunity to ask questions, voice their concerns, and make recommendations in small groups. Meeting invitations were mailed to the immediate neighborhood and past shelter users, and a city-wide press release was issued. Several ideas from the public meetings were incorporated into the design, as they were deemed essential to the functionality of the park from a user perspective.

PARKS AND RECREATION ADVISORY BOARD

The Parks and Recreation Advisory Board was involved from the beginning, and had several members present at each of the public meetings. The Parks and Recreation Advisory Board’s role, as a volunteer board, is to assist in the planning and development of the City’s park system. Their presence and support of the Rocket Park project was a necessity for the overall success of the project. The Board’s guidance and expertise is strongly valued during all stages of park improvement and/or development.

COMMUNITY SURVEY

An online survey was generated with the intent to set a course to meet the current and future needs of our community (see Appendix A on page 60). The Master Panel Survey Group was formed simply by soliciting volunteers to take part. We advertised through local media, our website, direct mailings, social media, and basically through every other opportunity we had in which we were in contact with large groups of community members. We continue to have new participants sign up and the Master Panel is growing slowly, but consistently.

The Master Panel, consisting of 288 members, is demographically diverse and is representative of the Grand Junction community. We have a balanced representation of age, income education level, areas of geographic distribution, years of residence in Grand Junction, marital status, home ownership status, occupation, and gender. Please Note: Of the 170 people who responded to the survey, not all of them answered every question.

CHAPTER 3: PARK CLASSIFICATIONS / INVENTORY

PARK CLASSIFICATIONS

The City of Grand Junction Parks and Recreation Department classifies parks based on the National Recreation and Park Association standards, as well as modifications made by City staff based on the assets, size, location, and specific needs of park users.

Note: All acreages are approximate

MINI PARK

Page 9 - 14

LESS THAN ONE ACRE:

Mini parks provide limited assets and recreational opportunities, which generally serve a ¼ to ½ mile radius in a residential neighborhood.

- Autumn Ridge Park - Ridges
- Cottonwood Meadows Park
- Hidden Valley Park – Ridges
- Hillcrest Park
- Tot Lot - Ridges
- Williams Park

SMALL NEIGHBORHOOD PARK

Page 15 - 26

1 - 5 ACRES:

Small to mid size neighborhood parks provide active and passive recreational opportunities. Small neighborhood parks generally contain numerous amenities such as; playground equipment, shelters, basketball courts, softball diamonds, restroom facilities, as well as open green space areas for picnicking. Small Neighborhood Parks generally serve a ¼ mile to 1 mile radius in a residential neighborhood.

- Darla Jean Park
- Duck Pond Park- Orchard Mesa
- Duck Pond Park – Ridges
- Emerson Park
- Hawthorne Park
- Honeycomb Park
- Monument Village Open Space – HOA Facilitated
- Paradise Hills Park
- Spring Valley I Park
- Spring Valley II Park

SMALL NEIGHBORHOOD PARK (CONTINUED)

- Riverside Park
- Washington Park
- Whitman Park

LARGE NEIGHBORHOOD PARK

Page 27 - 32

5 - 15 ACRES:

Large neighborhood parks provide mostly active recreational opportunities and generally contain numerous amenities such as, playground equipment, shelters, basketball courts, softball diamonds, walking/jogging paths and restroom facilities, as well as open green space areas for pickup games / practices, picnicking, and skate park facilities. Large neighborhood parks tend to be destination parks due to the uniqueness of amenities.

- Eagle Rim Park
- Pineridge Park
- Rocket Park
- Shadow Lake Park
- Westlake Park
- Wingate Elementary Park

SPECIAL PURPOSE PARK

Page 33 - 34

VARY IN SIZE:

Special purpose parks focus on a specific use to the community, such as a golf course, trail head, road way right-of-way green space or open space.

- Dixon Park
- Lilac Park
- Tiara Rado Golf Course

COMMUNITY PARK

Page 35 - 36

10 ACRES OR LARGER:

Community parks provide active recreational opportunities and contain numerous amenities such as, playground equipment, shelters, basketball courts, league orientated softball complex, walking jogging paths and restroom facilities but focus on serving community-wide recreational needs. Community parks have facilities for organized / team sports, large group picnicking, special events, and generally serve a 1.5 mile radius and the entire community as well as groups and park visitors outside of city limits.

- Columbine Park
- Sherwood Park

REGIONAL PARK

Page 37 - 38

20 ACRES OR LARGER:

Regional parks are the most active and utilized parks within the park system focusing on community and regional activities and events. Regional parks generally provide many diverse amenities and fill many of the needs that the other park classifications do not. They also provide facilities such as a swimming pool and hosting a 10,000 attendee event attracting participants from all over the country.

- Canyon View Park
- Lincoln Park
- Long Family Park – County owned/operated

BANKED FUTURE PARK LAND

Page 47 - 55

Park land acquired specifically for future recreational opportunities. Undeveloped park land is a key component to the development of a long term master plan. Undeveloped park land opens the possibilities of designing and developing park which will help meet future community needs as well as provide possibilities for amenities such as an arboretum, outdoor theater, recreation center.

- Flint Ridge, 3.3 acres, Small Neighborhood Park
- Burkey Park North, 19 acres, Large Neighborhood / Community Park
- Burkey Park South, 10 acres, Large Neighborhood Park

BANKED FUTURE PARK LAND (CONTINUED)

- Horizon Park, 13 acres, Large Neighborhood Park
- Paradise Hills, 2.79 acres, Large Neighborhood Park
- Saccomanno Park, 30 acres, Large Neighborhood / Community / Special Purpose Park
- Westlake Park, 4.5 acres, Large Neighborhood Park
- Las Colonias Park, 107 acres, Regional Park
- Matchett Park, 207 acres, Regional Park

INTERGOVERNMENTAL AGREEMENTS (IGA)

Page -39-46

The City of Grand Junction prides itself in its partnership with School District 51, by forming successful Intergovernmental Agreements (IGA) for the joint use of school facilities. Bookcliff Activity Center: The Bookcliff Activity Center, located at Bookcliff Middle School, is a great example of a successful intergovernmental collaboration with the City of Grand Junction and School District 51. Intergovernmental Agreements currently exist for the following properties:

- Bookcliff Activity Center
- Chipeta Elementary School
- East Middle School
- Orchard Mesa Middle School
- Pear Park Elementary School
- Pomona Elementary School
- West Middle School
- Wingate Elementary School

PARK INVENTORY

An inventory was created to explain in detail all major assets of each developed park, all city maintained schools with an intergovernmental agreement, and banked future park land within the 201 boundary. The inventory describes current park conditions and also notes any capital improvement projects suggested for each park. The following inventory is organized by park classifications proceeded by Intergovernmental Agreements (school facilities) and banked future park land.

CONDITION RATING SCALE

The condition rating scale is used to assess the condition of amenities within the park system. On a scale of 1 to 5 the assigned number rating will assist in determining if an amenity is safe, working at peak efficiency or has surpassed its life expectancy. These ratings also indicate the severity of the repair/replacement timing.

	Excellent	Amenity is new and/or working at peak efficiency
	Good	Amenity has been recently replaced or working efficiently
	Fair	Amenity is functioning but requires frequent repair and/or maintenance
	Poor	Amenity has reached life expectancy requiring significant repair or replacement
	Very Poor	Amenity is failing, becoming a safety hazard, requires constant repair and / or is recommended for replacement.

NPSI and ADA

Maxicom and Independent



AUTUMN RIDGE PARK

ADDRESS: Pleasant View off Broadway

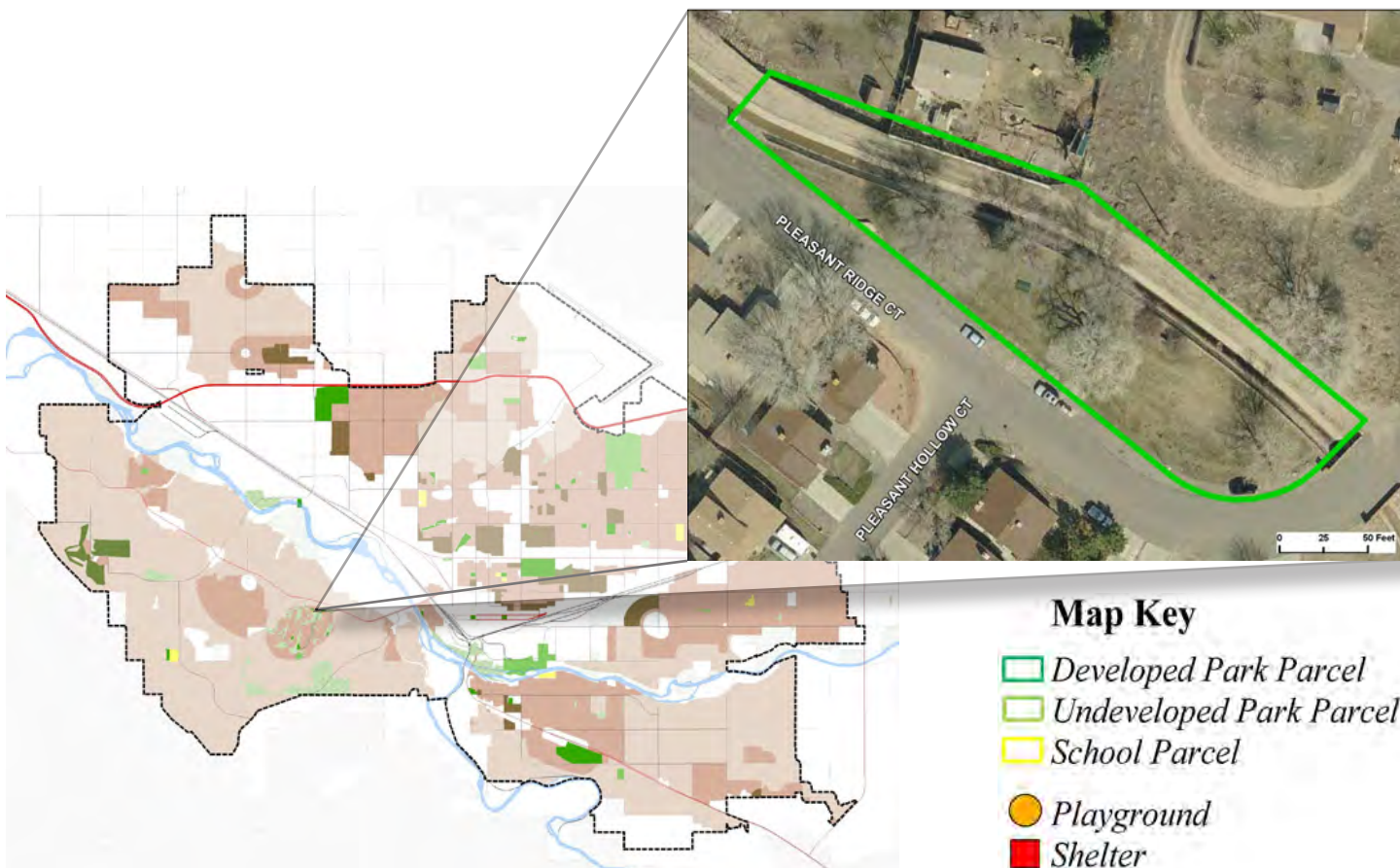
ACRES: 1.5

CLASSIFICATION: Mini Park

STATUS: Developed Park

ACQUIRED: 1992

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	N/A	N/A	N/A
PLAYGROUND SURFACING	N/A	N/A	N/A
IRRIGATION	Ridges HOA	Unknown	3
NOTES: Sprinkler heads obsolete 1			





COTTONWOOD MEADOWS PARK

ADDRESS: Mesa Avenue and Normandy Way

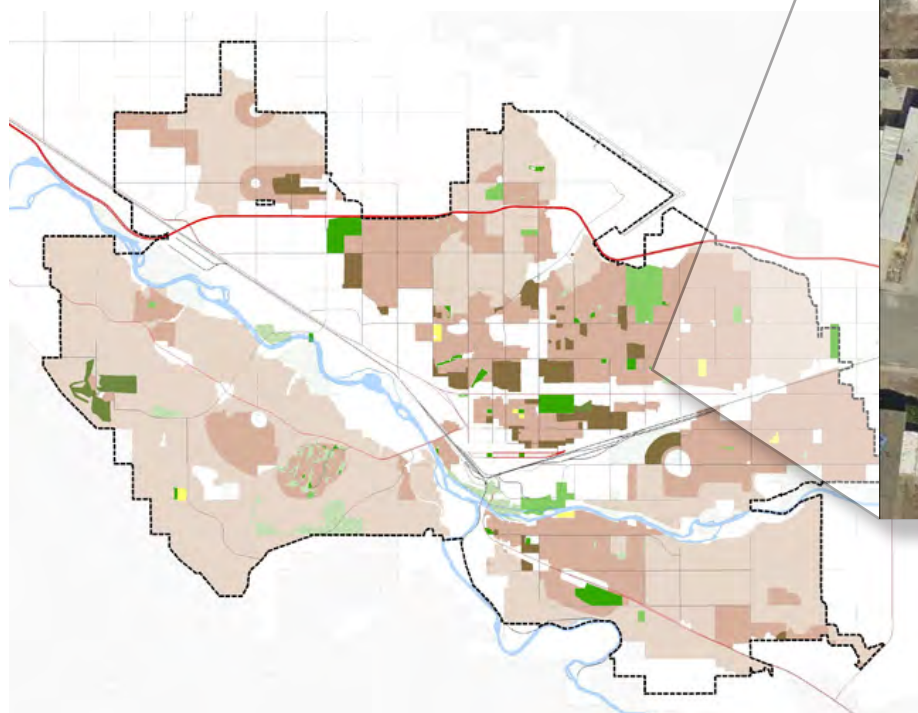
ACRES: 0.9

CLASSIFICATION: Mini Park

STATUS: Developed Park

ACQUIRED: 1974

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	For ages 2-5	2004	4
	For ages 5-12	2004	4
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	1983	3
OTHER AMENITIES: Basketball courts (1) 4			
NOTES: Sprinkler heads obsolete 1			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



HIDDEN VALLEY PARK

ADDRESS: 585 Hidden Valley Drive

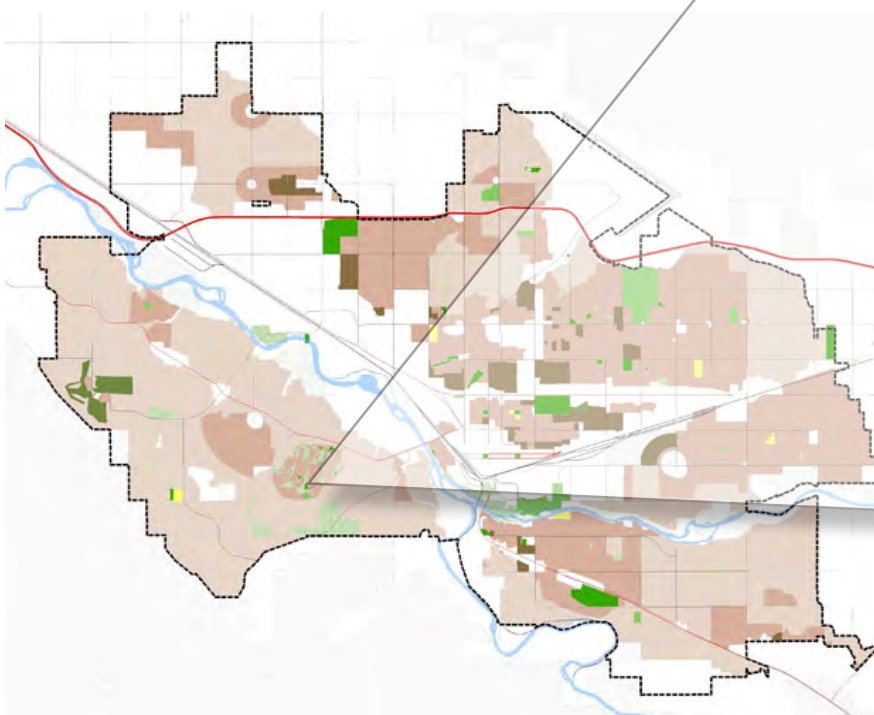
ACRES: 1

CLASSIFICATION: Mini Park

STATUS: Developed Park

ACQUIRED:

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	Swings/ climber/	Unknown	1
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Independent	Unknown	4
NOTES: Playground is a safety hazard 1			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



HILLCREST PARK

ADDRESS: Hillcrest Avenue off 1st Street

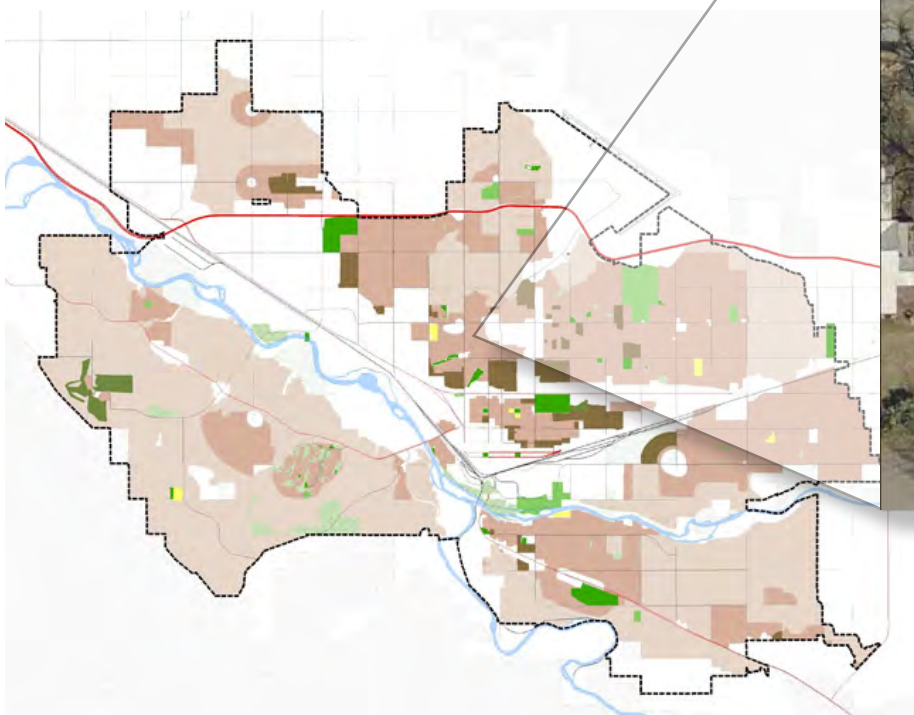
ACRES: 0.23

CLASSIFICATION: Mini Park

STATUS: Developed Park

ACQUIRED: 1992

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	N/A	N/A	N/A
PLAYGROUND SURFACING	N/A	N/A	N/A
IRRIGATION	Maxicom	Unknown	4
NOTES:			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



RIDGES TOT LOT PARK

ADDRESS: Ridges Circle and Cliff Rosa Court

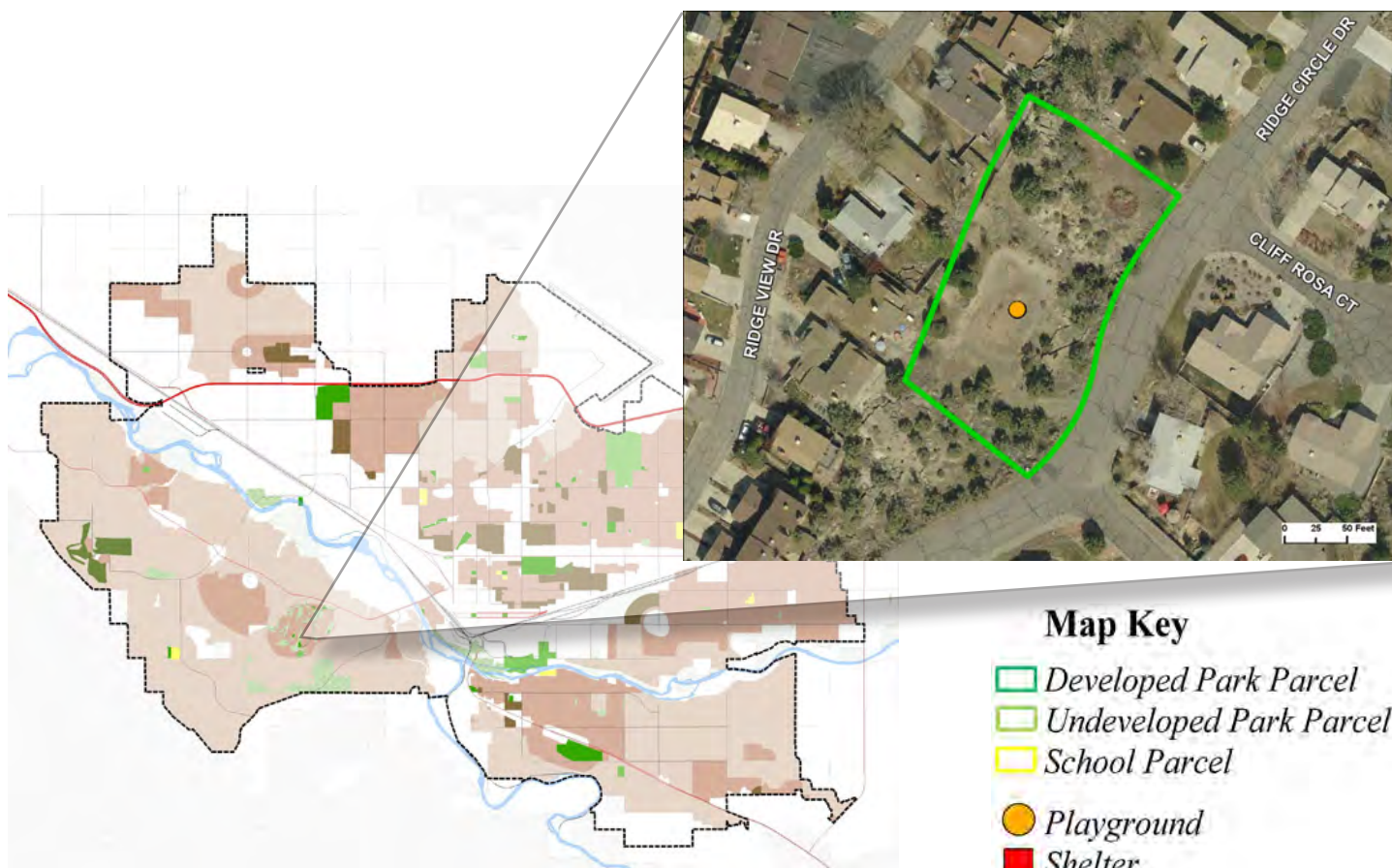
ACRES: 0.5

CLASSIFICATION: Mini Park

STATUS: Developed Park

ACQUIRED:

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	Slide/ swingset	Unknown	1
PLAYGROUND SURFACING	Wood chips	Refurbished annually	3
IRRIGATION	Independent	Unknown	2
NOTES: Play structure does not meet ADA and NPSI standards 1			





WILLIAMS PARK

ADDRESS: 15th Street and Mesa Avenue

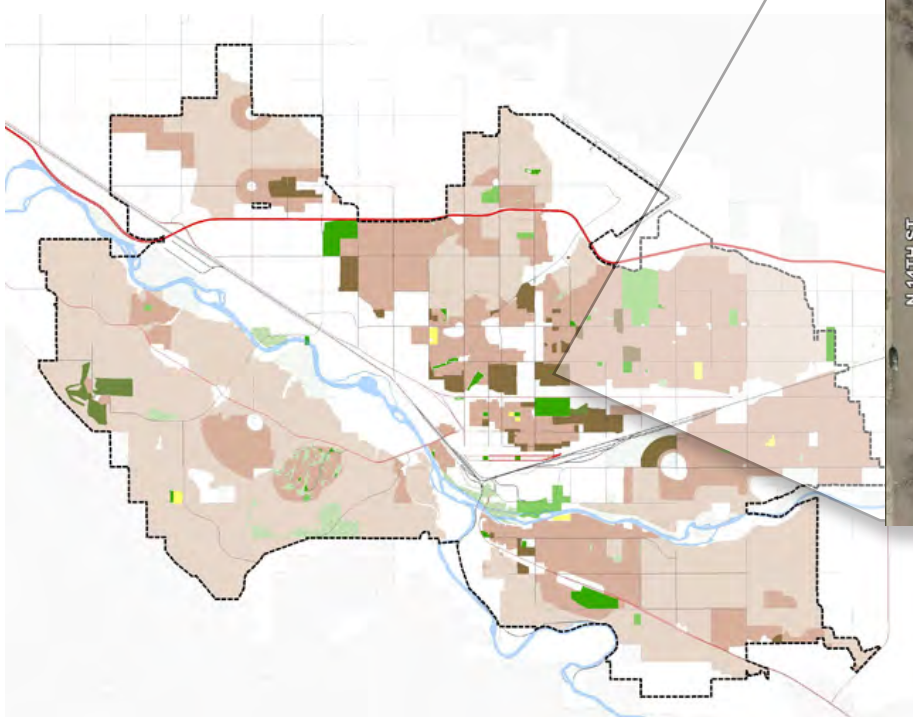
ACRES: 0.3

CLASSIFICATION: Mini Park

STATUS: Developed Park

ACQUIRED: 1992

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	For ages 5-12 3 swings	2008	4
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	1988, 1991	4
OTHER AMENITIES: Basketball court (1) 4			
NOTES:			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



DARLA JEAN PARK

ADDRESS: 2879 1/2 F 1/4 Road

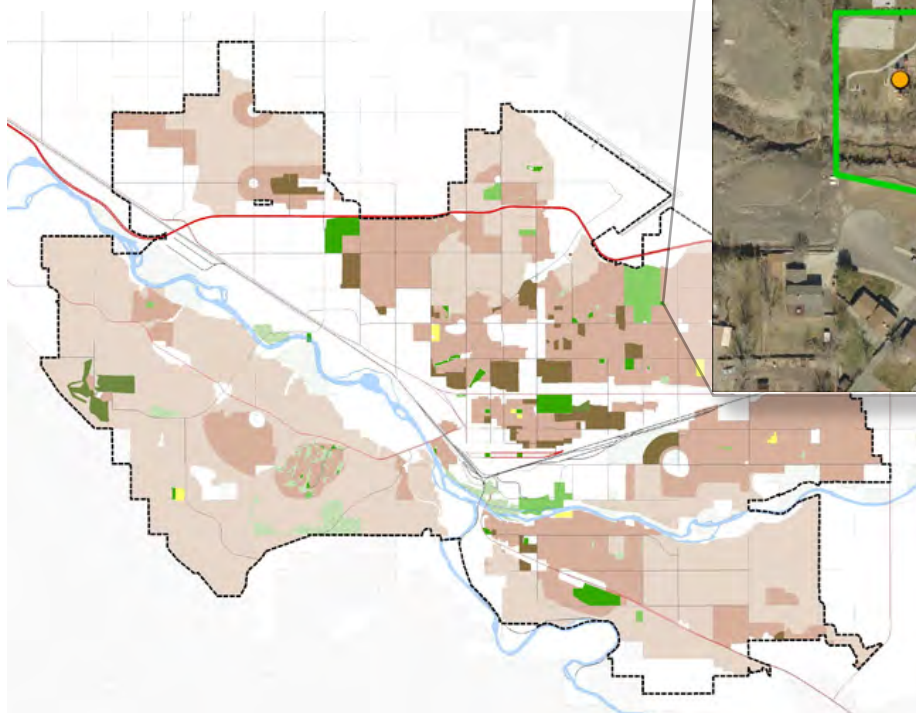
ACRES: 0.8

CLASSIFICATION: Small Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1995

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	For ages 5-12	1995	3
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	2006	4
OTHER AMENITIES: Basketball court (1) 4			
NOTES: Playground has reached the 15 year life expectancy 3			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



DUCK POND ORCHARD MESA PARK

ADDRESS: 451 Santa Clara Avenue

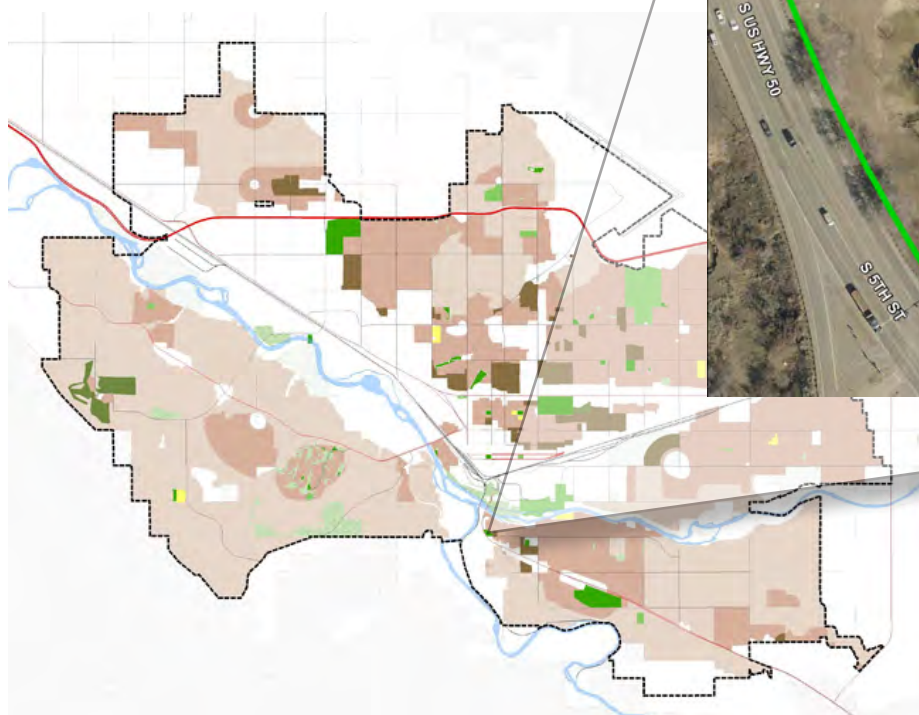
ACRES: 4.4

CLASSIFICATION: Small Neighborhood Park

STATUS: Developed Park

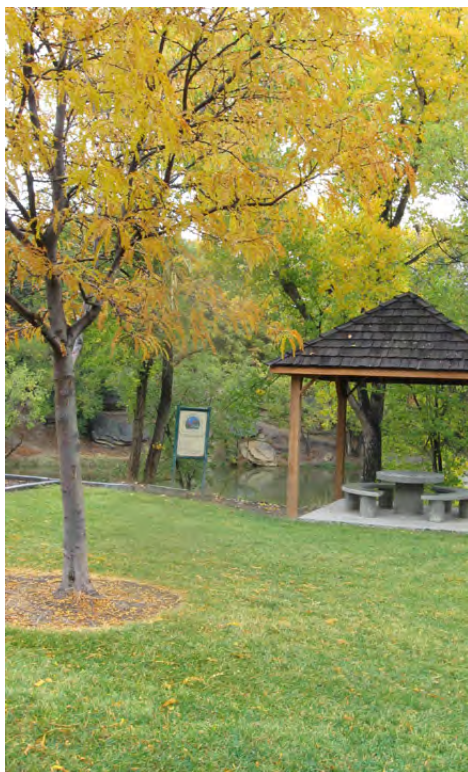
ACQUIRED: 1974

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	(1)	2008	5
SHELTER	(1)	1998	3
PLAYGROUND	For ages 5-12	2008	5
PLAYGROUND SURFACING	Pour-in-place	2009	5
IRRIGATION	Maxicom	1991	5
NOTES: Picnic shelter requires new roof 3			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



DUCK POND RIDGES PARK

ADDRESS: 442 Ridges Boulevard

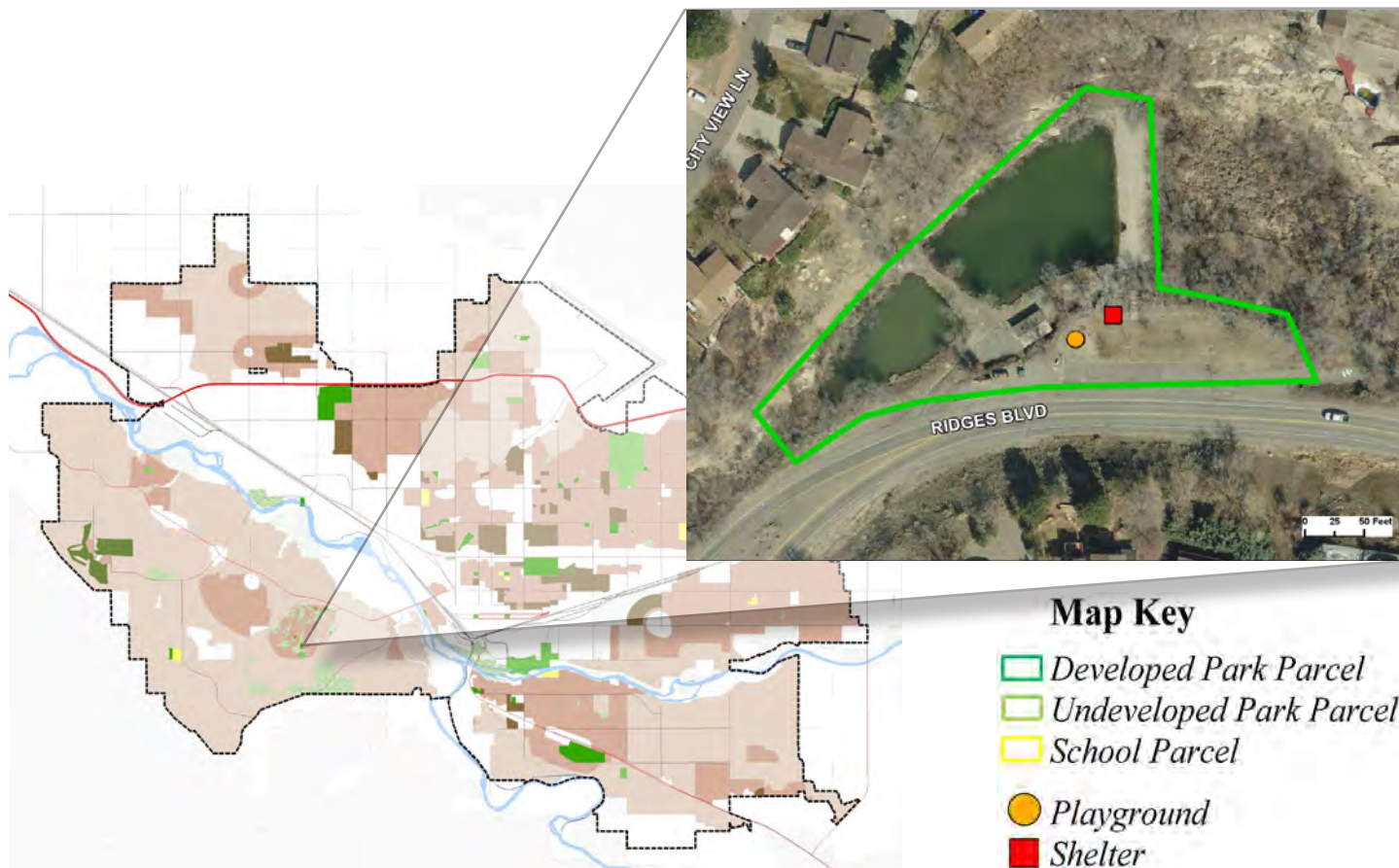
ACRES: 2.82

CLASSIFICATION: Small Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1992

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	(1)	Unknown	4
PLAYGROUND	Climber/digger	Unknown	1
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Independent	Unknown	3
OTHER AMENITIES: Pond, trail			1
NOTES: Play structure does not meet ADA and NPSI standards			





EMERSON PARK

ADDRESS: 301 South 10th Street

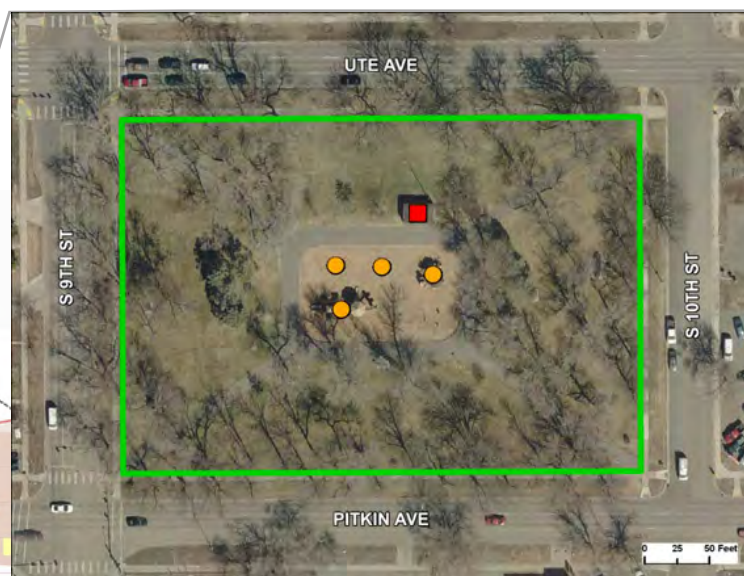
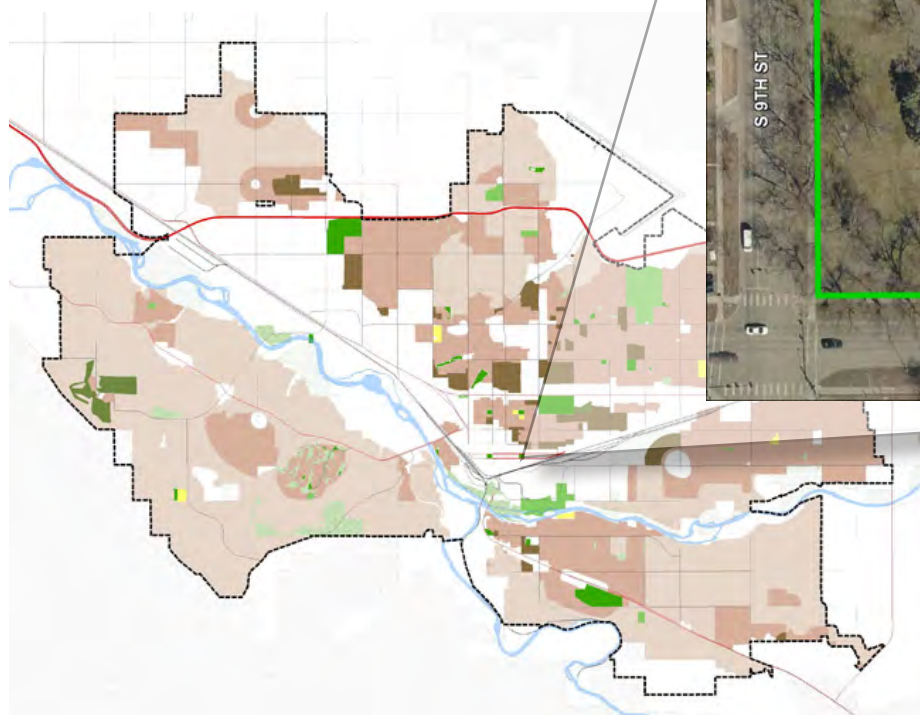
ACRES: 3.1

CLASSIFICATION: Small Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1882

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	(1)	1989	2
SHELTER	N/A	N/A	N/A
PLAYGROUND	For ages 2-5	2000	4
	For ages 5-12	2000	3
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	1983	4
NOTES: Restroom facilities are deteriorating, not heated, closed in winter months 2			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



HAWTHORNE PARK

ADDRESS: 400 Gunnison Avenue

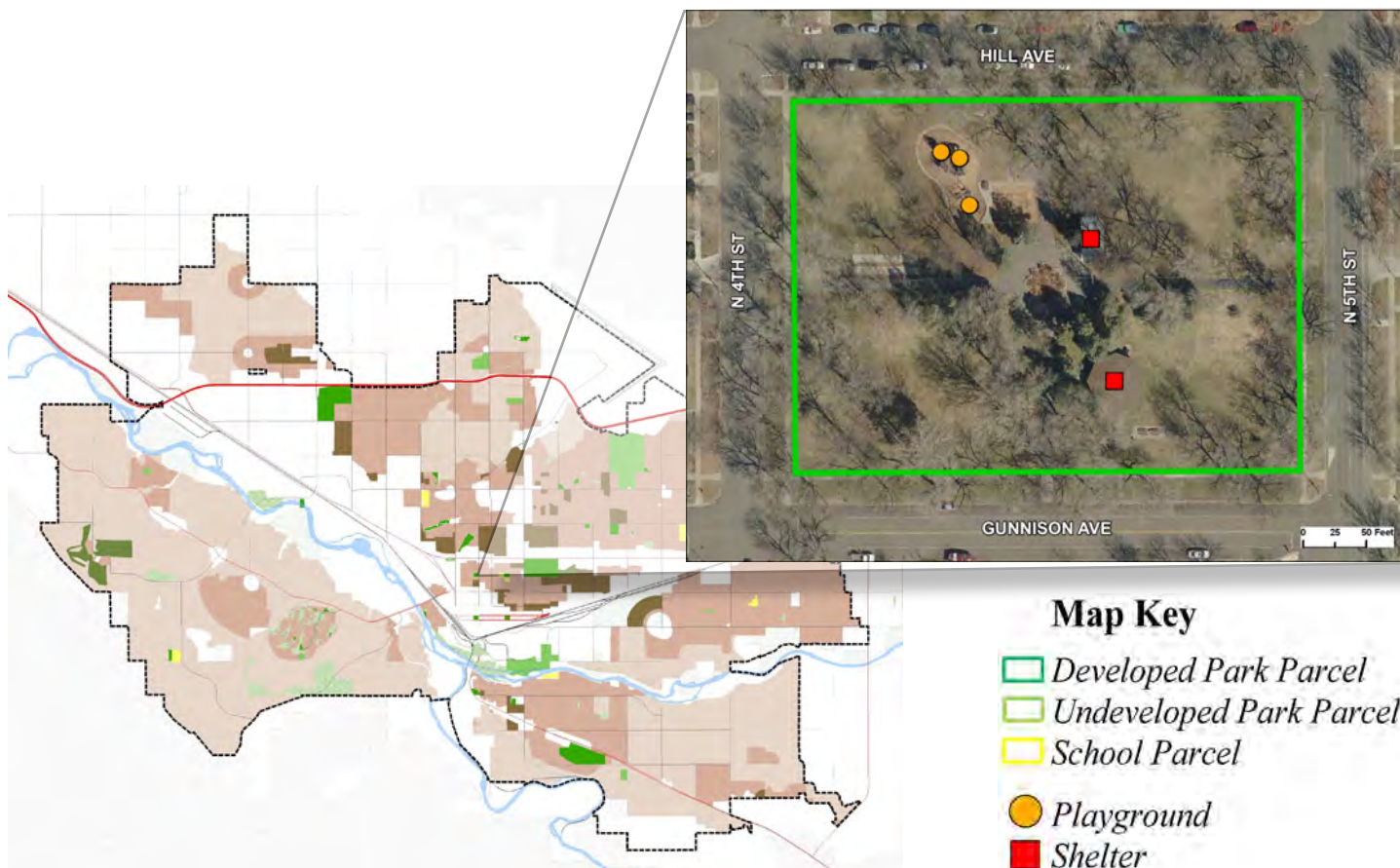
ACRES: 3.5

CLASSIFICATION: Small Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1882

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	(1) Restroom/Shelter	2011	5
SHELTER	(1) South	1984	2
PLAYGROUND	For ages 5-12	1998	3
	4 swings / chin up bar	N/A	3
PLAYGROUND SURFACING	Wood chips	Refurbished annually	3
IRRIGATION	Maxicom	1981	4
NOTES: South picnic shelter requires new roof 2			



HONEYCOMB PARK

ADDRESS: 626 Saffron Way

ACRES: 3.5

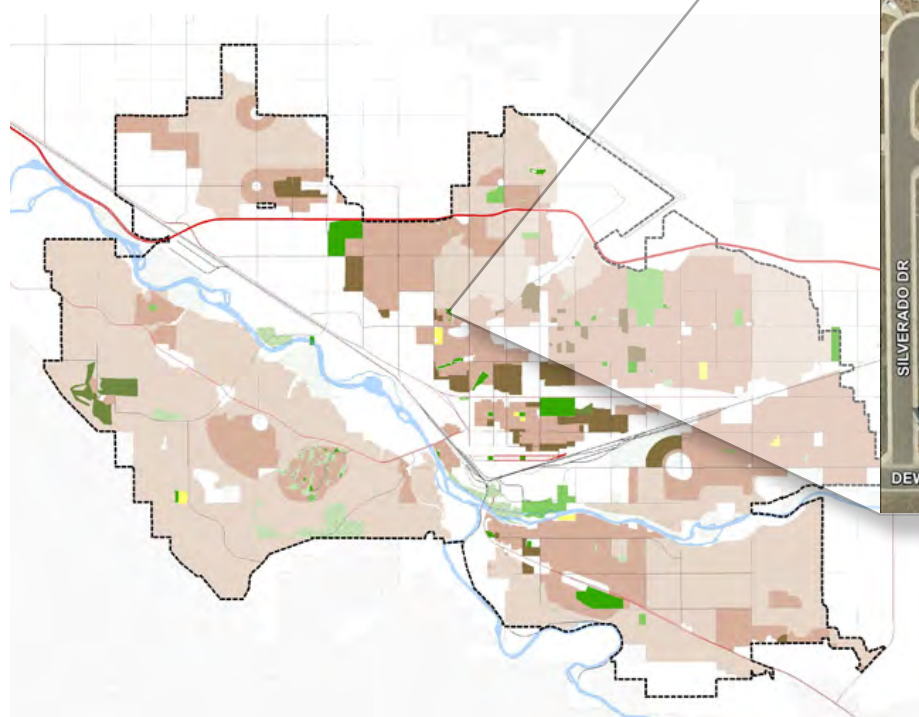
CLASSIFICATION: Small Park

STATUS: Developed Park

ACQUIRED:



	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	N/A	N/A	N/A
PLAYGROUND SURFACING	N/A	N/A	N/A
IRRIGATION	Independent	2003	2
OTHER AMENITIES: Concrete trail (1320 ft) 4			
NOTES: Irrigation system was not installed as per the designed plan and doesn't function properly 2			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



PARADISE HILLS PARK

ADDRESS: Bahamas Way and Lanai Drive

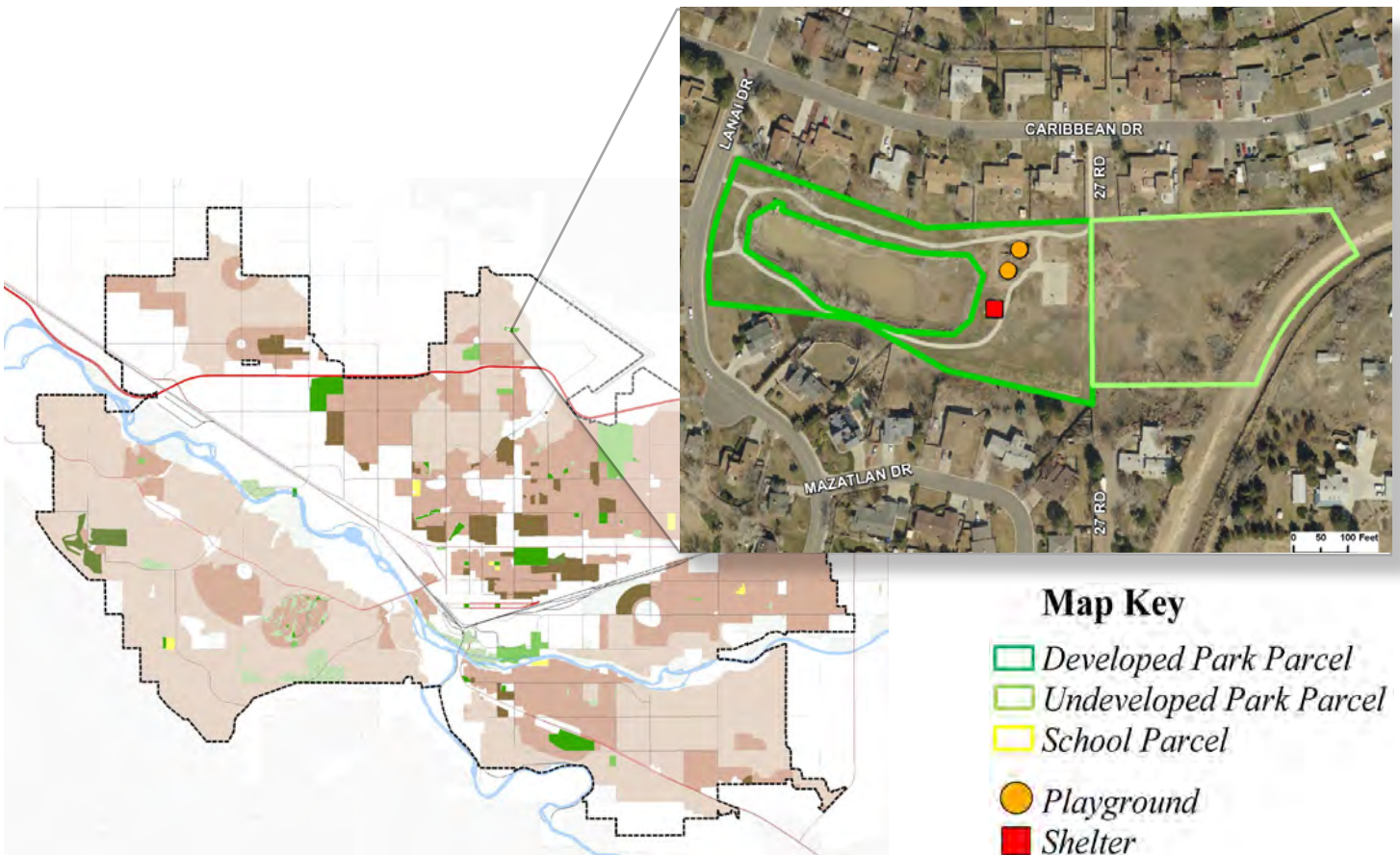
ACRES: 4

CLASSIFICATION: Small Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1994

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	(1)	2005	4
PLAYGROUND	For ages 5-12	1998	4
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	2007	3
OTHER AMENITIES: Basketball court (1) 4 / concrete trail (1748 ft) 4 / horseshoe pits (2) 3			
NOTES: Irrigation system design is not proper for this site 3			





SPRING VALLEY I PARK

ADDRESS: 27 1/2 Road and Patterson Road

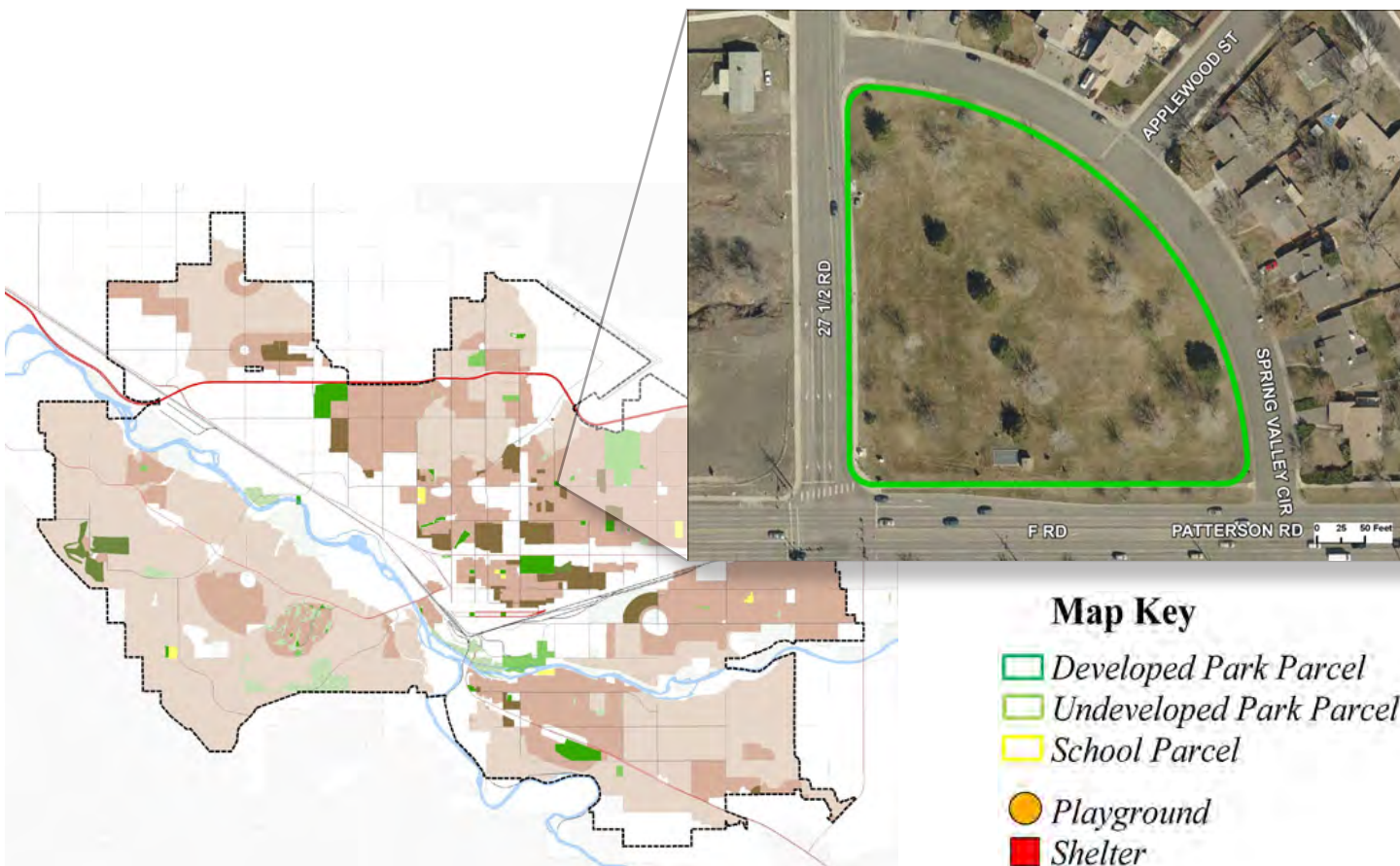
ACRES: 3.1

CLASSIFICATION: Small Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1975

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	N/A	N/A	N/A
PLAYGROUND SURFACING	N/A	N/A	N/A
IRRIGATION	Maxicom	1991, 2003	
NOTES:			





SPRING VALLEY II PARK

ADDRESS: Crocus and Beechwood Streets

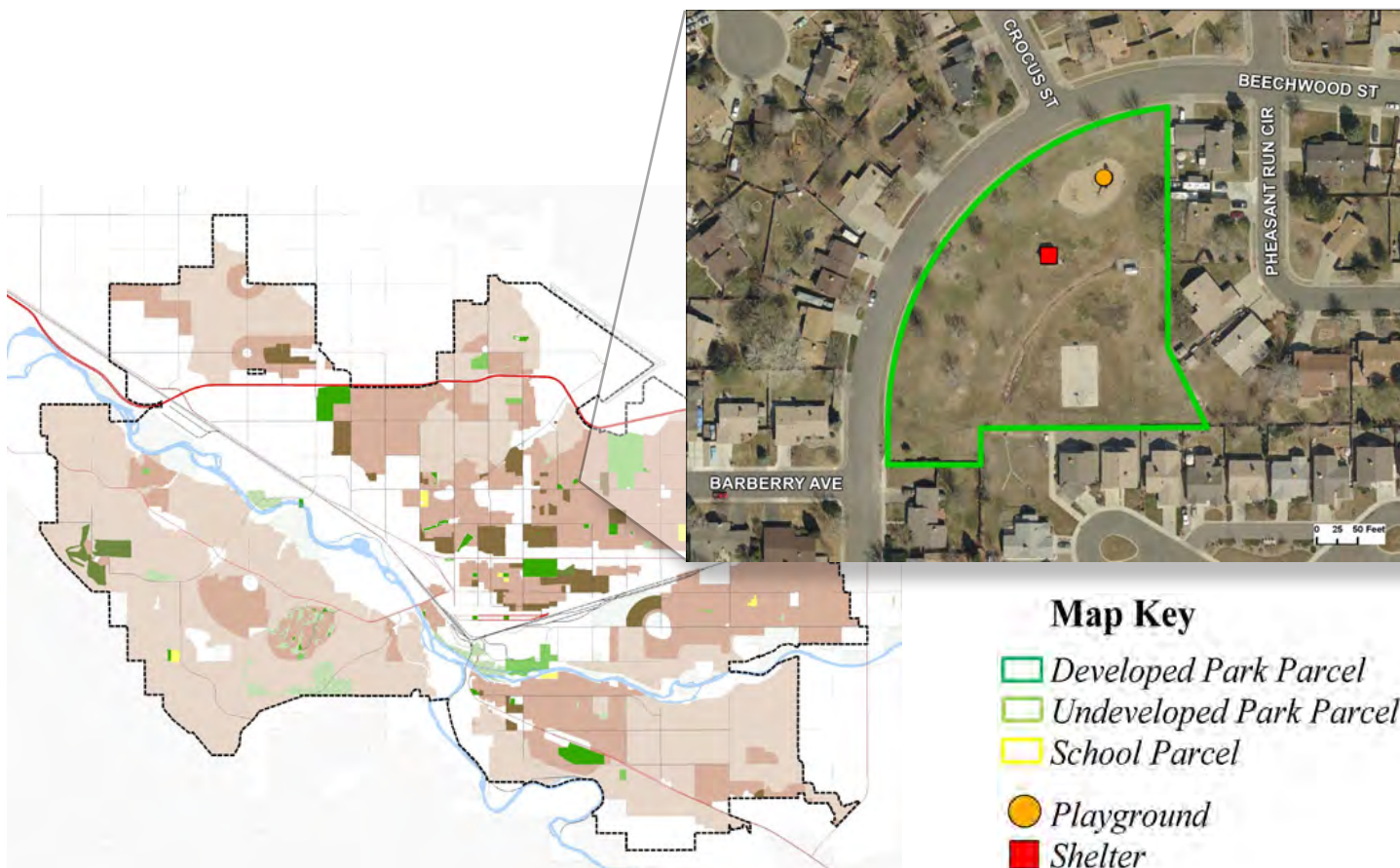
ACRES: 2.7

CLASSIFICATION: Small Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1975

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	(1)	1991	2
PLAYGROUND	For ages 5-12	2008	5
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	2006	4
OTHER AMENITIES: Basketball court (1) 4			
NOTES: Picnic shelter requires new roof 2			





RIVERSIDE PARK

ADDRESS: 140 West Avenue

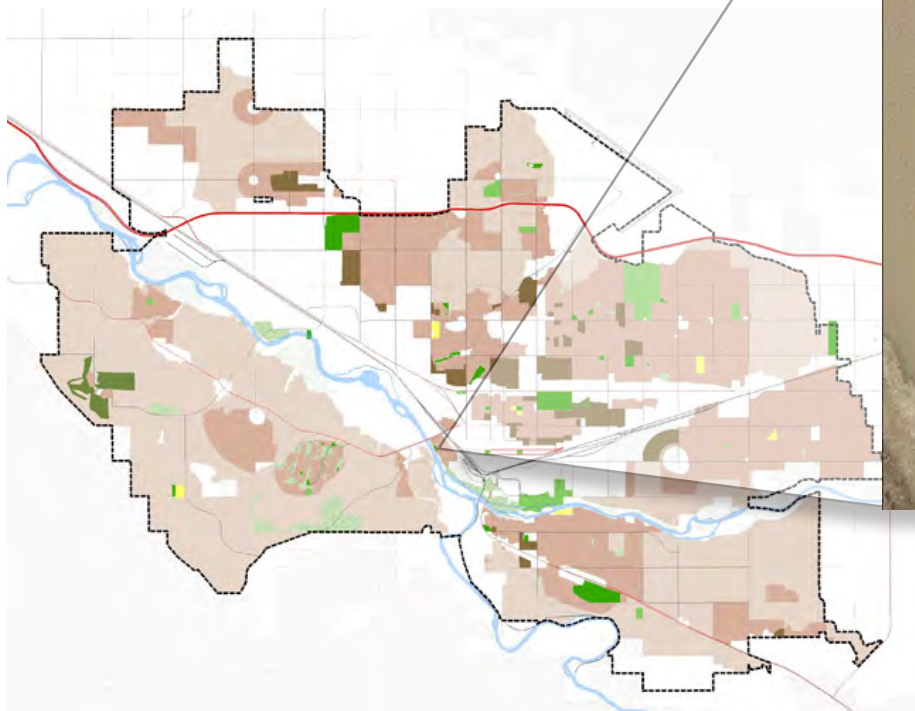
ACRES: 1.9

CLASSIFICATION: Small Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1919

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	(1)	2003	4
SHELTER	(1)	1994	3
PLAYGROUND	For ages 5-12	1996	3
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	1977, 1983	3
OTHER AMENITIES: Basketball court (1) 4			
NOTES: Sprinkler heads obsolete 1 Picnic shelter requires new roof 2			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



WASHINGTON PARK

ADDRESS: 10th Street and Gunnison Avenue

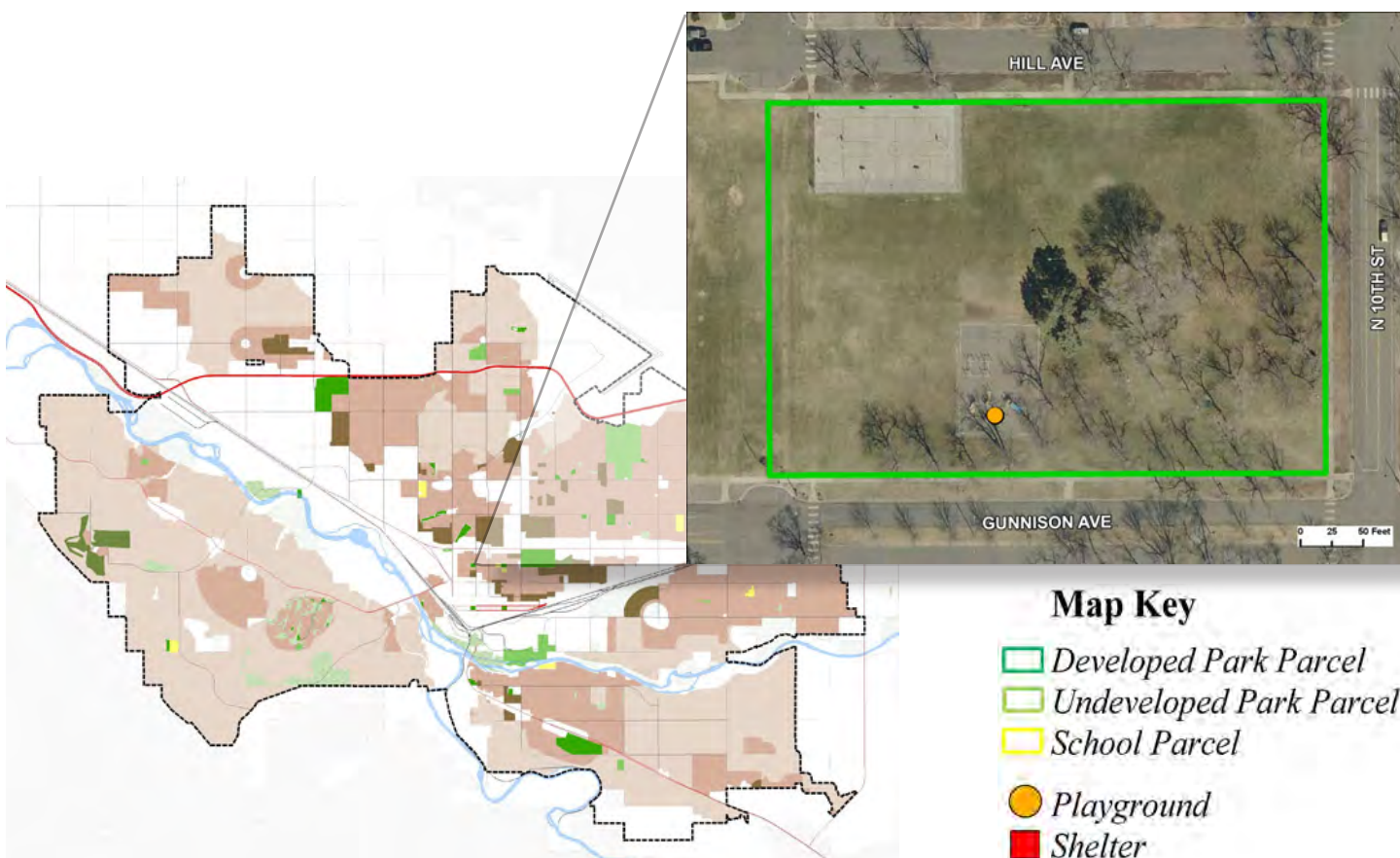
ACRES: 3

CLASSIFICATION: Small Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1882 (1925 leased park to school)

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	For ages 5-12	N/A	2
PLAYGROUND SURFACING	Wood chips	Refurbished annually	3
IRRIGATION	Maxicom	Unknown	3
OTHER AMENITIES: Basketball courts (2) 4			
NOTES: Playground equipment is used and outdated and was moved from an elementary school to Washington Park 2			





WHITMAN PARK

ADDRESS: 4th Street and Pitkin Avenue

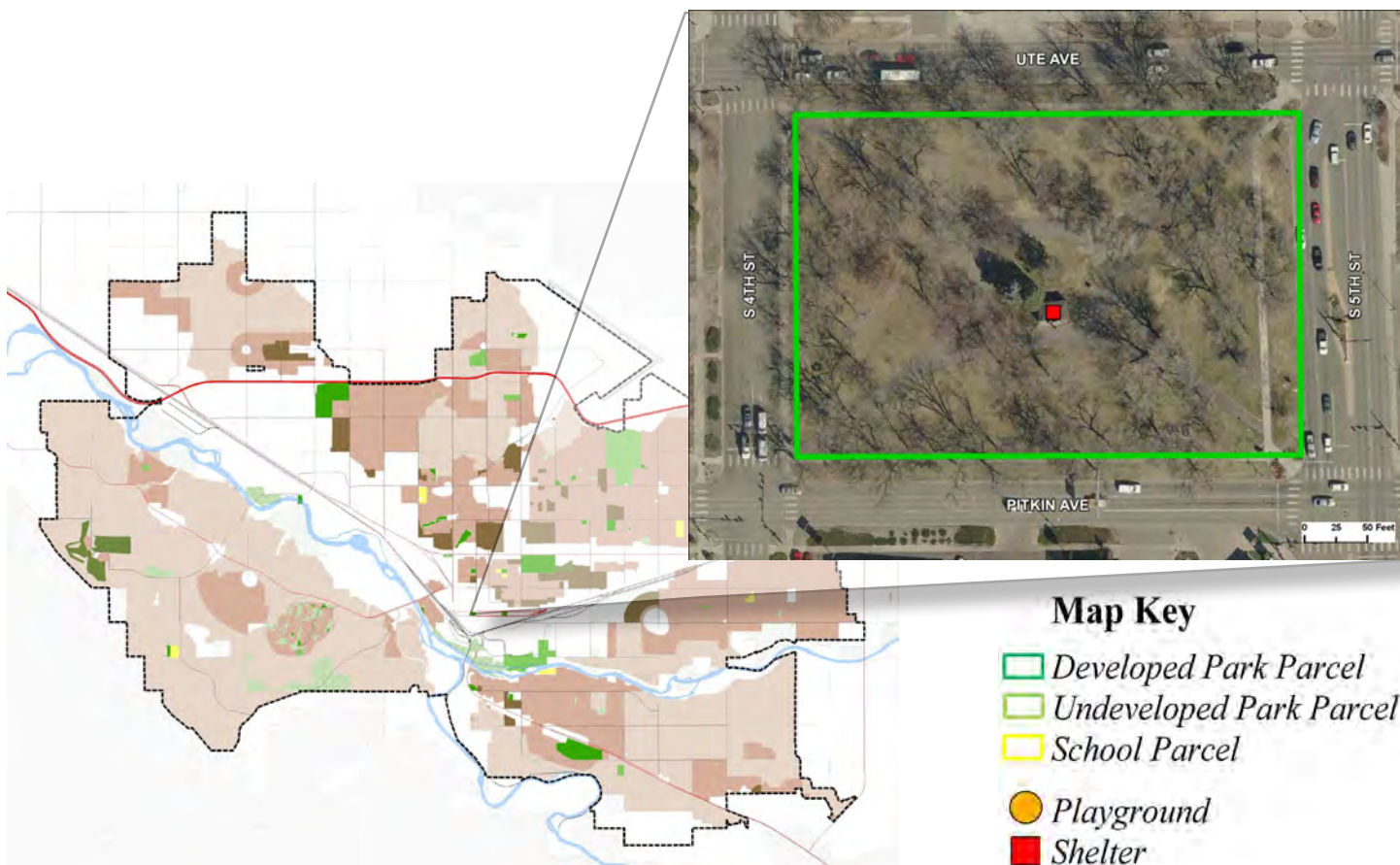
ACRES: 2.5

CLASSIFICATION: Small Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1882

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	(1)	1987	2
SHELTER	N/A	N/A	N/A
PLAYGROUND	N/A	N/A	N/A
PLAYGROUND SURFACING	N/A	N/A	N/A
IRRIGATION	Maxicom	1983	4
NOTES: Restroom facilities are deteriorating, not heated, closed in winter months 2			





EAGLE RIM PARK

ADDRESS: 2736 Cheyenne Drive

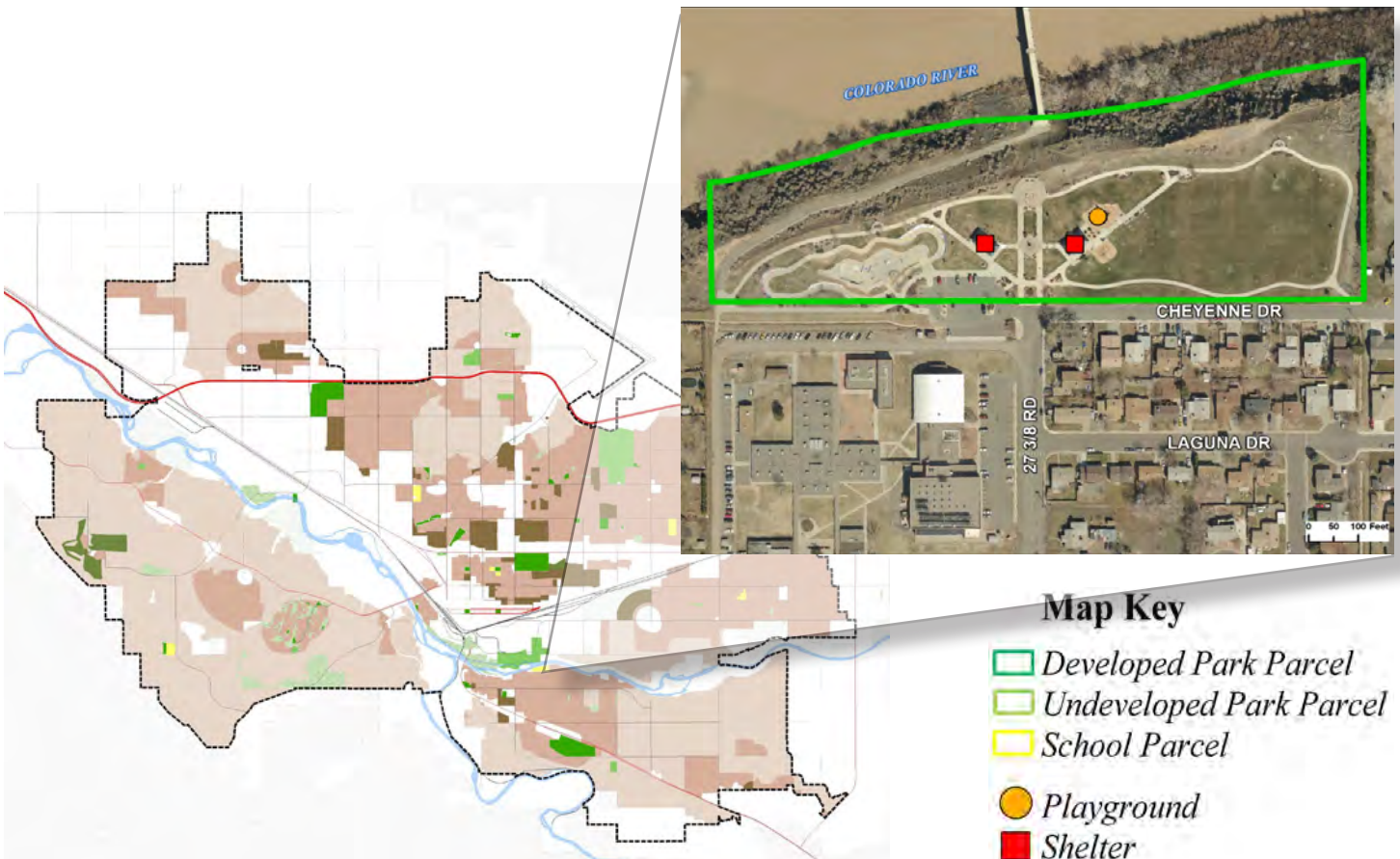
ACRES: 12

CLASSIFICATION: Large Neighborhood Park

STATUS: Developed Park

DEDICATION: 2002 (Leased from School District 51 date __)

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	(1) Restroom/Shelter	2000	4
SHELTER	(1) East	2000	4
PLAYGROUND	For ages 5-12	2000	4
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	1999	4
OTHER AMENITIES: Skate park 4 / concrete trail (3830 ft) 4 / trail head connection 4 / horseshoe pits (2) 4			
NOTES: Irrigation system has low pressure and requires additional tap and water source 2			





PINERIDGE PARK

ADDRESS: Desert Trails Drive and Ridges Blvd

ACRES: 15.7

CLASSIFICATION: Large Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1992

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	For ages 5-12 6 swings / bench swing	2001	4 4
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Independent	Unknown	3

OTHER AMENITIES: Tennis courts (2) 2 / basketball court (1) 1 / horseshoes pits(2) 3

NOTES: Community has requested a restroom facility, tennis courts and basketball courts require resurfacing/overlay



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



ROCKET PARK

ADDRESS: 1827 N. 26th Street

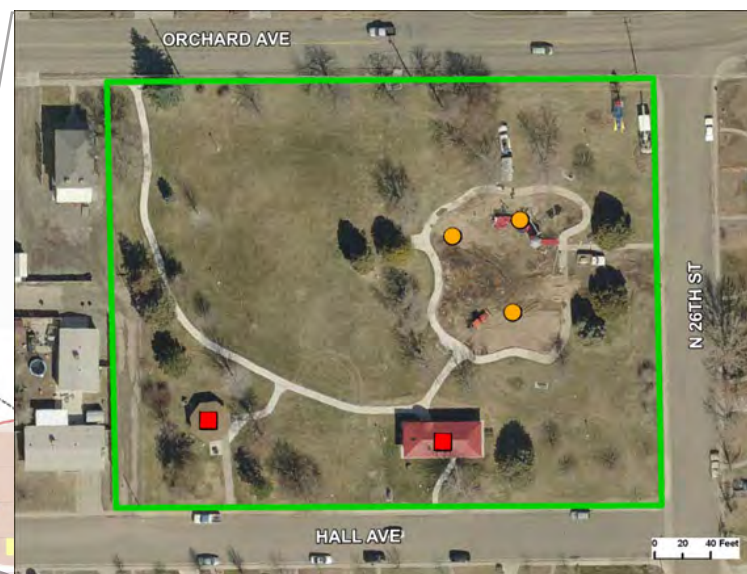
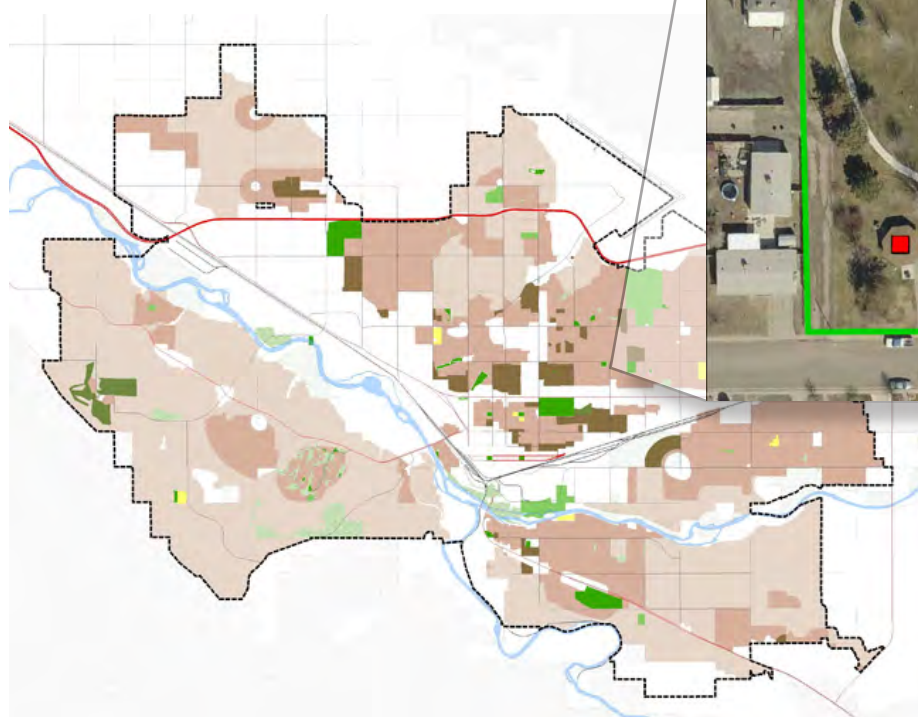
ACRES: 2.7

CLASSIFICATION: Large Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1956

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	(1) Restroom/Shelter	2010	5
SHELTER	(1) West	1989	3
PLAYGROUND	For ages 2-5	2010	5
	For ages 5-12	2010	5
PLAYGROUND SURFACING	Pour-in-place	2010	5
IRRIGATION	Maxicom	1993, 2003	4
OTHER AMENITIES: Concrete trail (2123 ft) 5			
NOTES: West picnic shelter roof requires replacement 2			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



SHADOW LAKE

ADDRESS: W. Ridges Boulevard and Mariposa

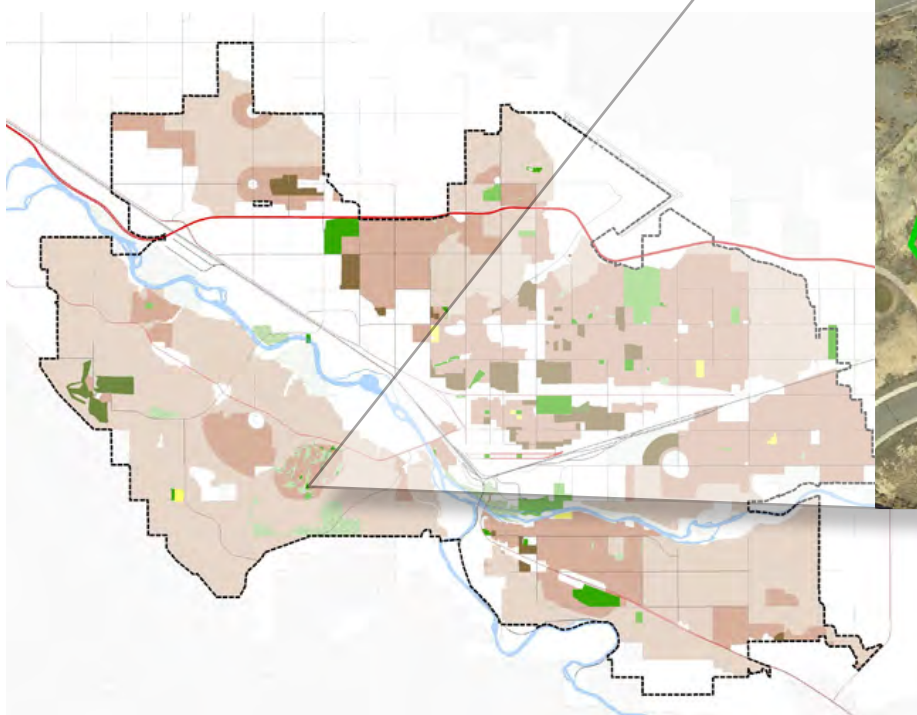
ACRES: 8.3

CLASSIFICATION: Large Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1992

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	N/A	N/A	N/A
PLAYGROUND SURFACING	N/A	N/A	N/A
IRRIGATION	N/A	N/A	N/A
OTHER AMENITIES: Fishing pond			
NOTES:			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



WESTLAKE PARK

ADDRESS: 325 W. Orchard Avenue

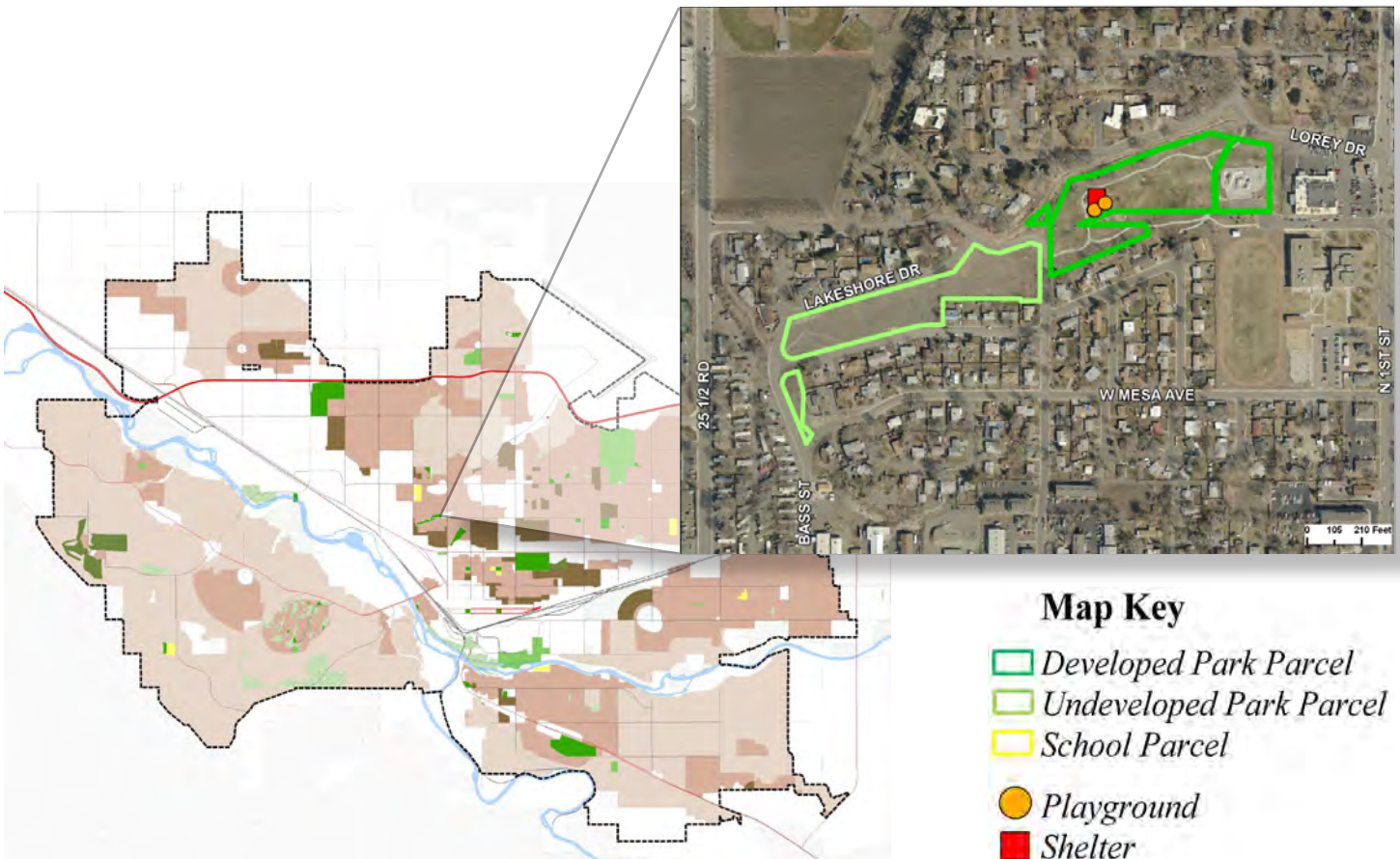
ACRES: 10

CLASSIFICATION: Large Neighborhood Park

STATUS: Developed Park

ACQUIRED: 1995

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	(1) Restroom / Shelter	2000	3
SHELTER	See above restroom	N/A	N/A
PLAYGROUND	For ages 5-12 4 swings	1999	4
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	1999, 2005	4
OTHER AMENITIES: Skate park 4 / concrete trail (ft) 4			
NOTES:			





WINGATE PARK

ADDRESS: 351 South Camp Road

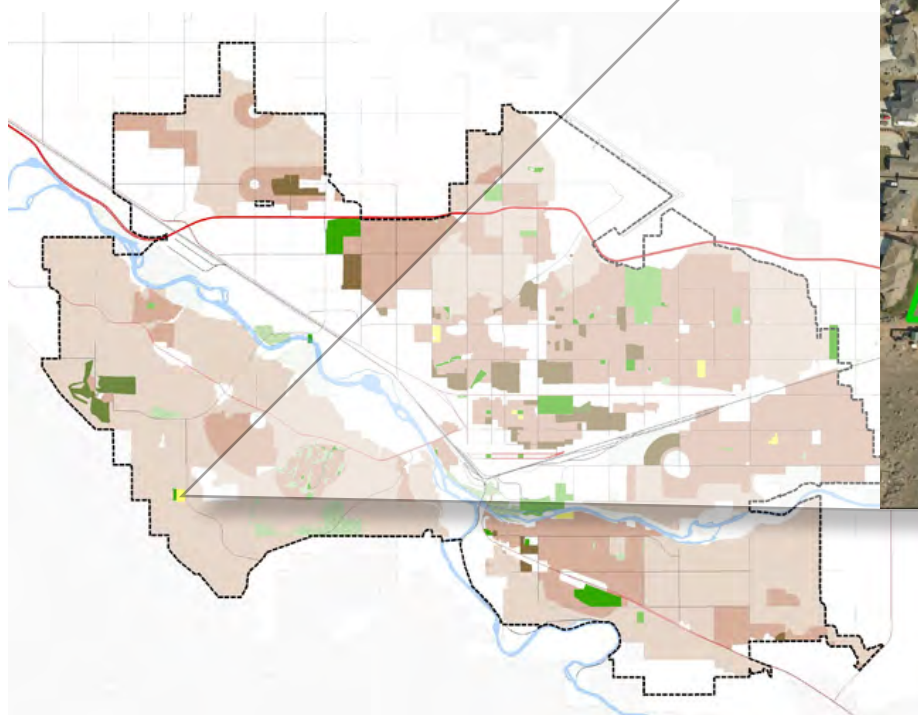
ACRES: 4.9 city owned, 14.5 School District 51

CLASSIFICATION: Large Neighborhood Park

STATUS: Developed Park

DEDICATION: 1995

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	(1) South	1995	4
PLAYGROUND	For ages 2-5	2005	2
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	Park area 1995	4
OTHER AMENITIES: Concrete trail (4795 ft) 4			
NOTES: Irrigation pumping system is a poor design, head spacing provides poor coverage 2			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



DIXSON PARK

ADDRESS: David Street, off Unaweep

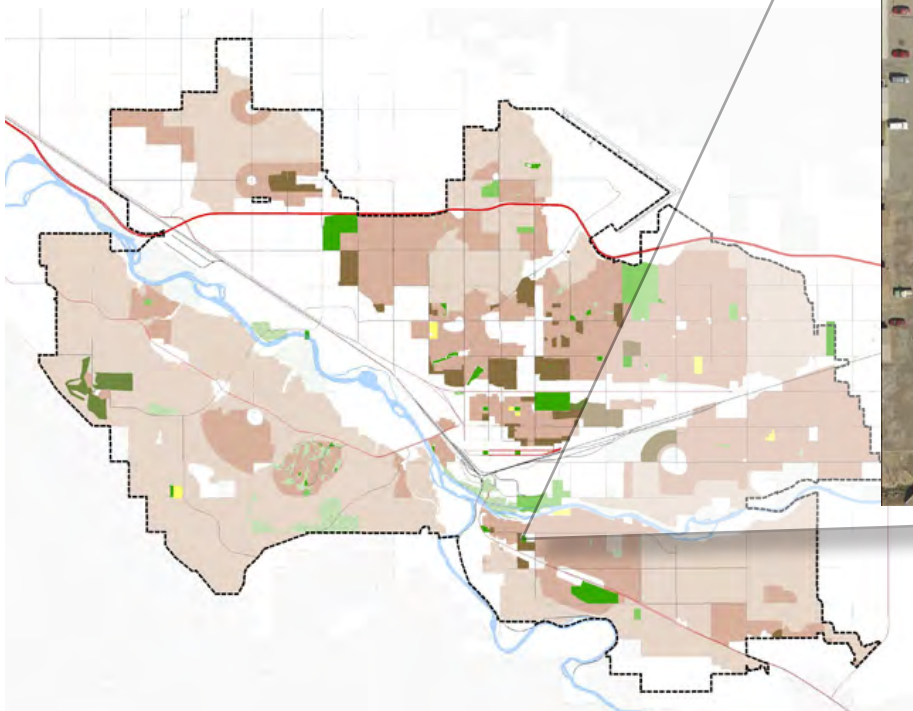
ACRES: 2

CLASSIFICATION: Special Use Park

STATUS: Developed Park

ACQUIRED: Leased 1978

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	N/A	N/A	N/A
PLAYGROUND SURFACING	N/A	N/A	N/A
IRRIGATION	Maxicom	1993	1
NOTES: Irrigation heads are obsolete 1			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



LILAC PARK

ADDRESS: 1st Street and North Avenue

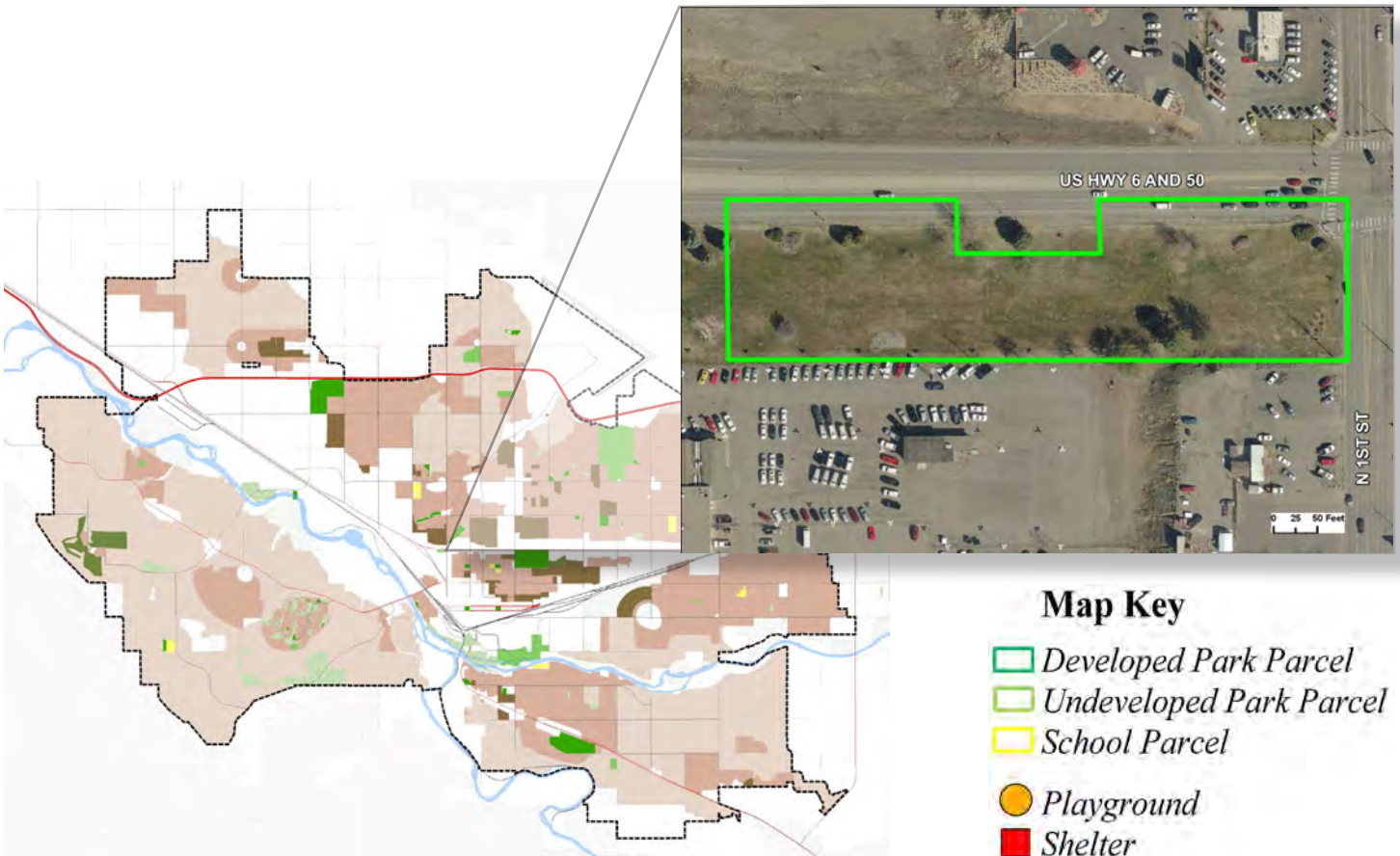
ACRES: 1.7

CLASSIFICATION: Special Use Park

STATUS: Developed Park

ACQUIRED: 1963

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	N/A	N/A	N/A
PLAYGROUND SURFACING	N/A	N/A	N/A
IRRIGATION	Maxicom	1991, 2000	4
NOTES:			





COLUMBINE PARK

ADDRESS: 540 28 1/4 Road

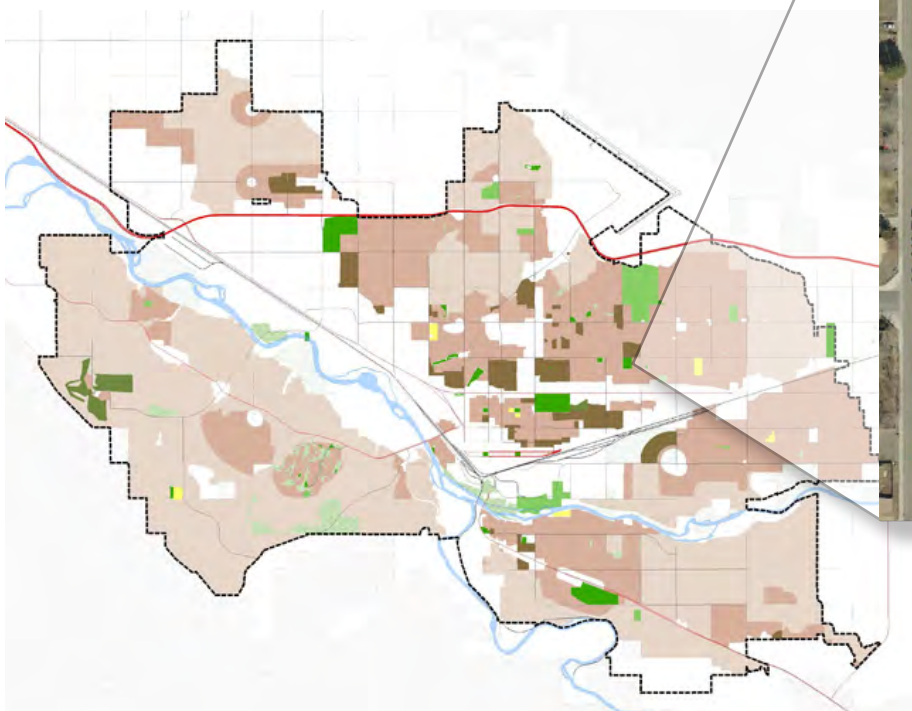
ACRES: 12

CLASSIFICATION: Community Park

STATUS: Developed Park

ACQUIRED: 1970

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	(1) Softball	1991	4
	(1) Park	2003	4
SHELTER	(1)	1990	3
PLAYGROUND	For ages 5-12	1995	3
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	1992, 1993, 1994	4
OTHER AMENITIES: Softball fields (2) 4 / basketball courts (1) 4 / sand volleyball courts (1) 4			
NOTES: Playground equipment has reached the 15 year life expectancy 3			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



SHERWOOD PARK

ADDRESS: 1301 Glenwood Avenue

ACRES: 13.5

CLASSIFICATION: Community Park

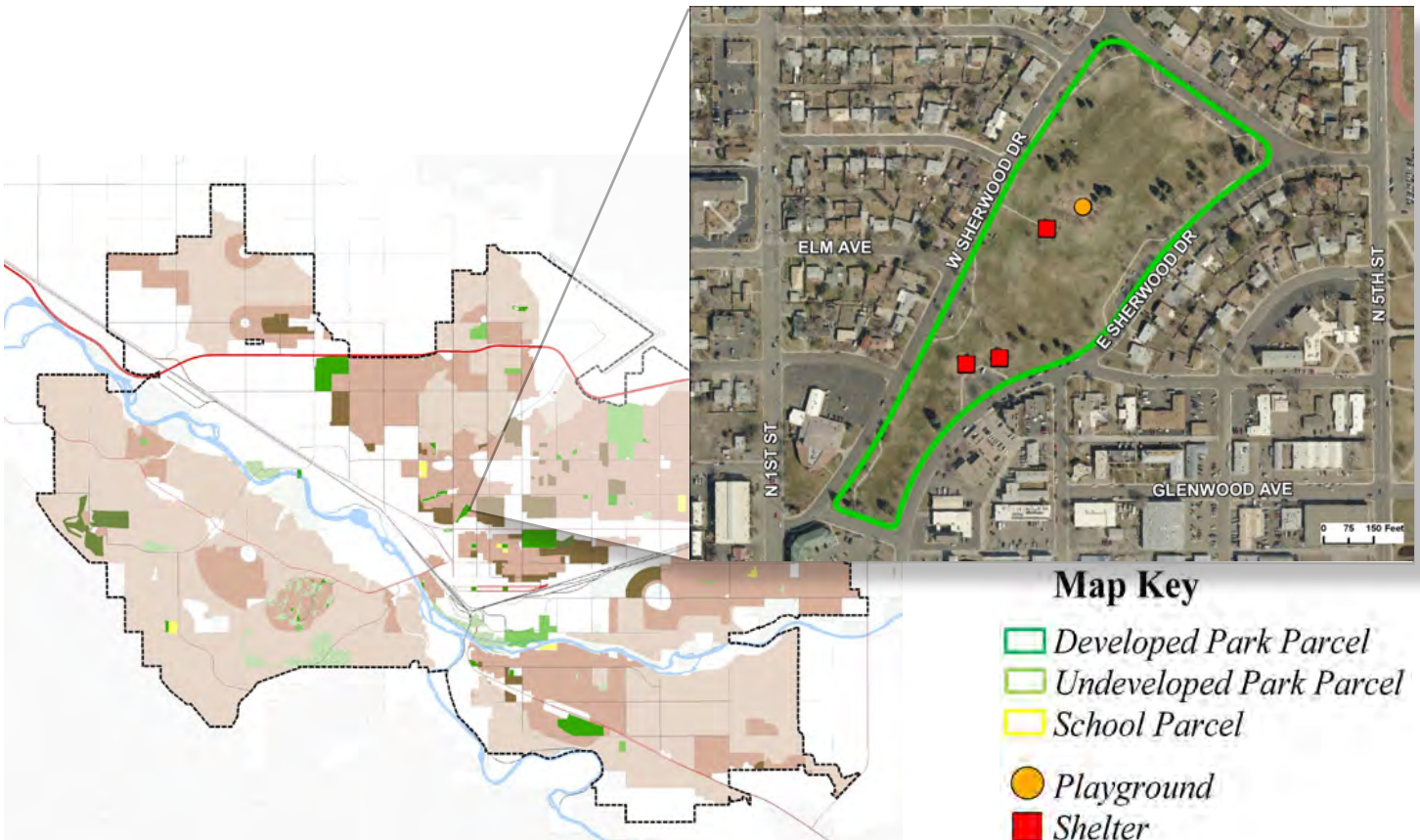
STATUS: Developed Park

ACQUIRED:

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	(1)	2008	4
SHELTER	(1) South	1990	4
	(1) North	1991	4
PLAYGROUND	For ages 5-12 4 swings	1996	4
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	1992	4

OTHER AMENITIES: Concrete trail (4270 ft) 5

NOTES: Both picnic shelter roofs require replacement 3 Playground equipment has reached 15 year life expectancy 4





CANYON VIEW PARK

ADDRESS: 730 24 Road

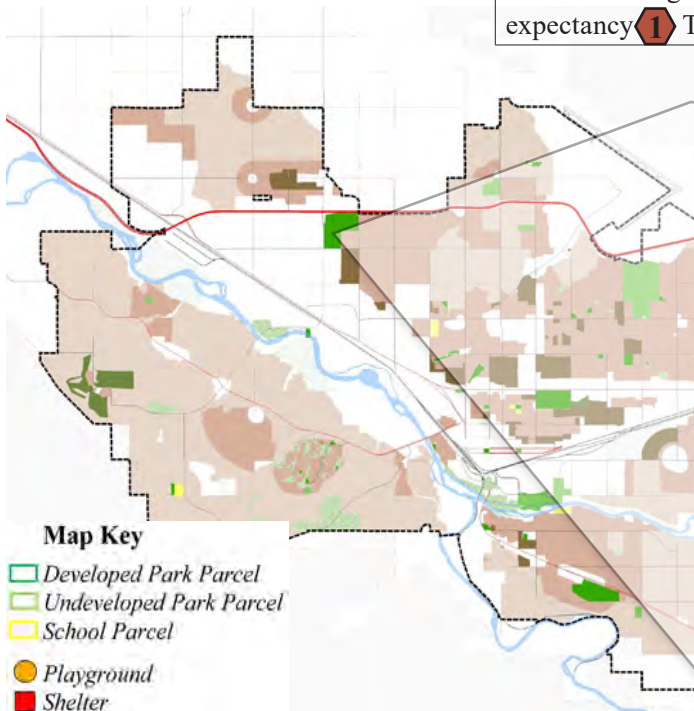
ACRES: 110

CLASSIFICATION: Regional Park

STATUS: Developed Park

ACQUIRED: 1993

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	(4) Restroom / Shelters: (1) Restroom Softball Complex	1997, 1997, 2001, 2009 1997	3 3 5 5 3
SHELTER	(1) South	2003	4
PLAYGROUND	(1) Softball Complex for ages 2-5 (2) Grand Shelter for ages 2-5 for ages 5-12	2009 1997	5 3
PLAYGROUND SURFACING	(1) Pour in place (2) Wood chips	2008 Refurbished annually	5 4
IRRIGATION	Maxicom	1996	1
OTHER AMENITIES: Baseball field (1) 4 / softball fields (4) 4 / soccer fields (9) 3 / sand volleyball courts (2) 4 / basketball courts (4) 4 / tennis courts (12) 4 / inline field hockey (1) 3 / horseshoe pits (2) 3 / dog park 3 handball court (1) 3 / concrete and soft trails (3.5 miles) 3			
NOTES: Irrigation pumping/filtration system has surpassed its 12 year life expectancy 1 Three playgrounds have reached their 15 year life expectancy 3			





LINCOLN PARK

ADDRESS: 12th Street and Gunnison Avenue

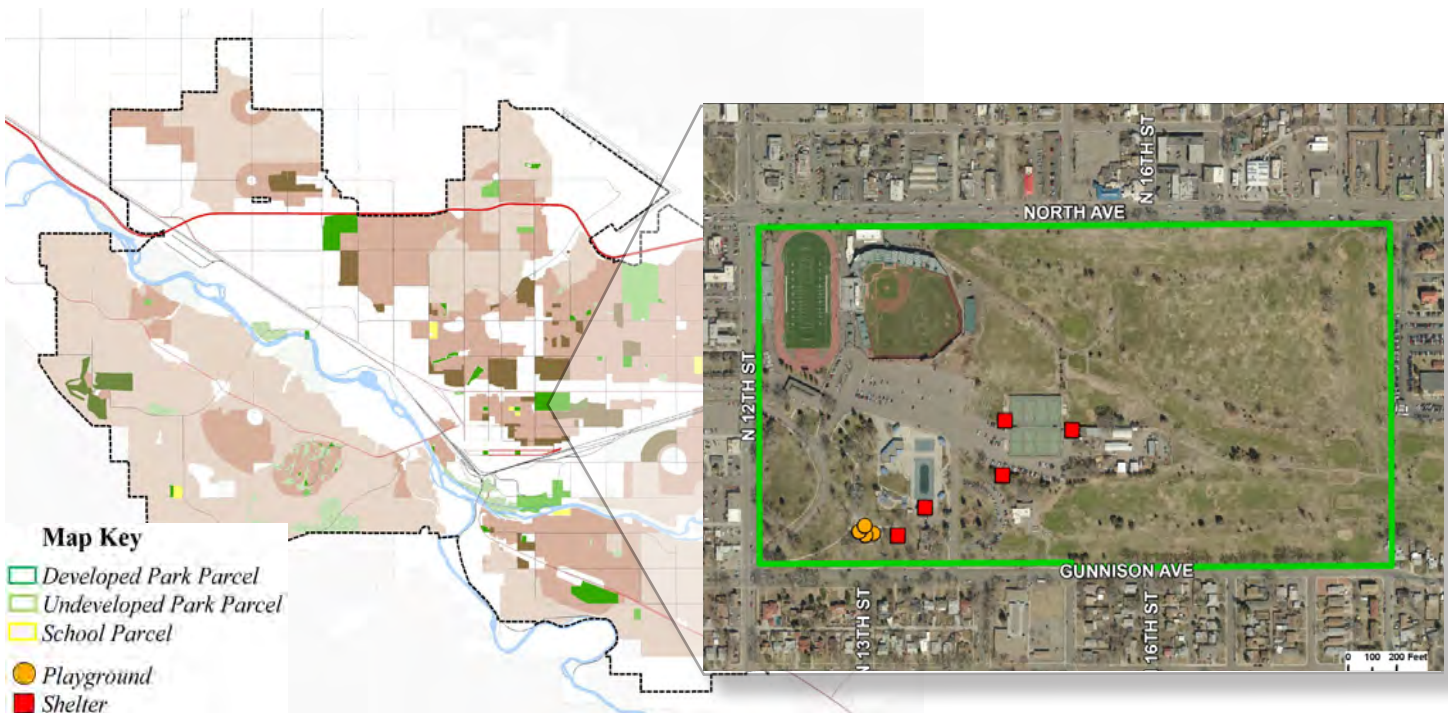
ACRES: 42

CLASSIFICATION: Regional Park

STATUS: Developed Park

ACQUIRED: 1918, 1924, 1926, 1934, 1956

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	(1) West	Unknown	①
	(1) East	Unknown	④
SHELTER	(1) West	1989	③
	(1) East	1991	③
PLAYGROUND	For ages 2-5	1997	③
	For ages 5-12	1997	③
PLAYGROUND SURFACING	Wood chips	Refurbished annually	④
IRRIGATION	Maxicom	1999-2003	④
OTHER AMENITIES: 1/4 mile track ③ / football field (1) ④ / baseball field (1) ④ / 9 hole golf course ④ / auditorium ③ / swimming pool facilities ③ / tennis courts (8) ② / pickleball courts (2) ② / marble rings (2) ③ / horseshoe pits (10) ③ / concrete trail (1 1/4 miles) ③ / Park Administrative Offices			
NOTES: Picnic shelters require new roofs ① Tennis courts require complete resurfacing/overlay ② Restroom facilities are not ADA compatible and are in poor condition ①			



BOOKCLIFF MIDDLE SCHOOL

ADDRESS: 540 29 1/4 Road

ACRES: 18.1

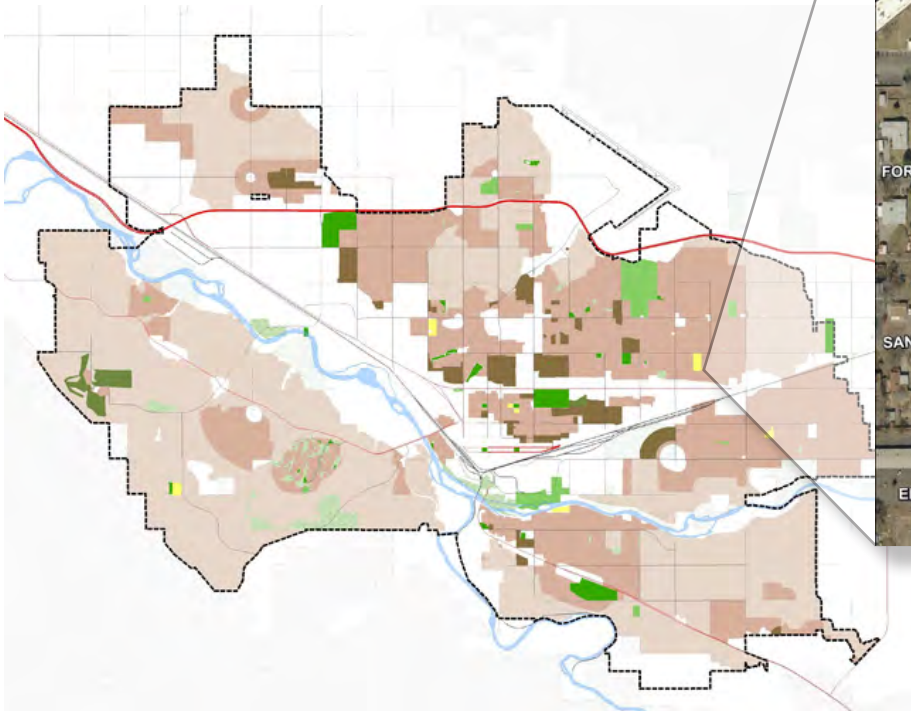
CLASSIFICATION: Intergovernmental Agreement

STATUS: City Maintained School/Park

ACQUIRED: 2005 - Bookcliff Activity Center - began grounds maintenance



	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	N/A	N/A	N/A
PLAYGROUND SURFACING	Track surfacing No playground	2004	3
IRRIGATION	Independent	N/A	2
OTHER AMENITIES:			
NOTES: Irrigation system water delivery system in very poor condition			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



CHIPETA ELEMENTARY SCHOOL

ADDRESS: 950 Chipeta Avenue

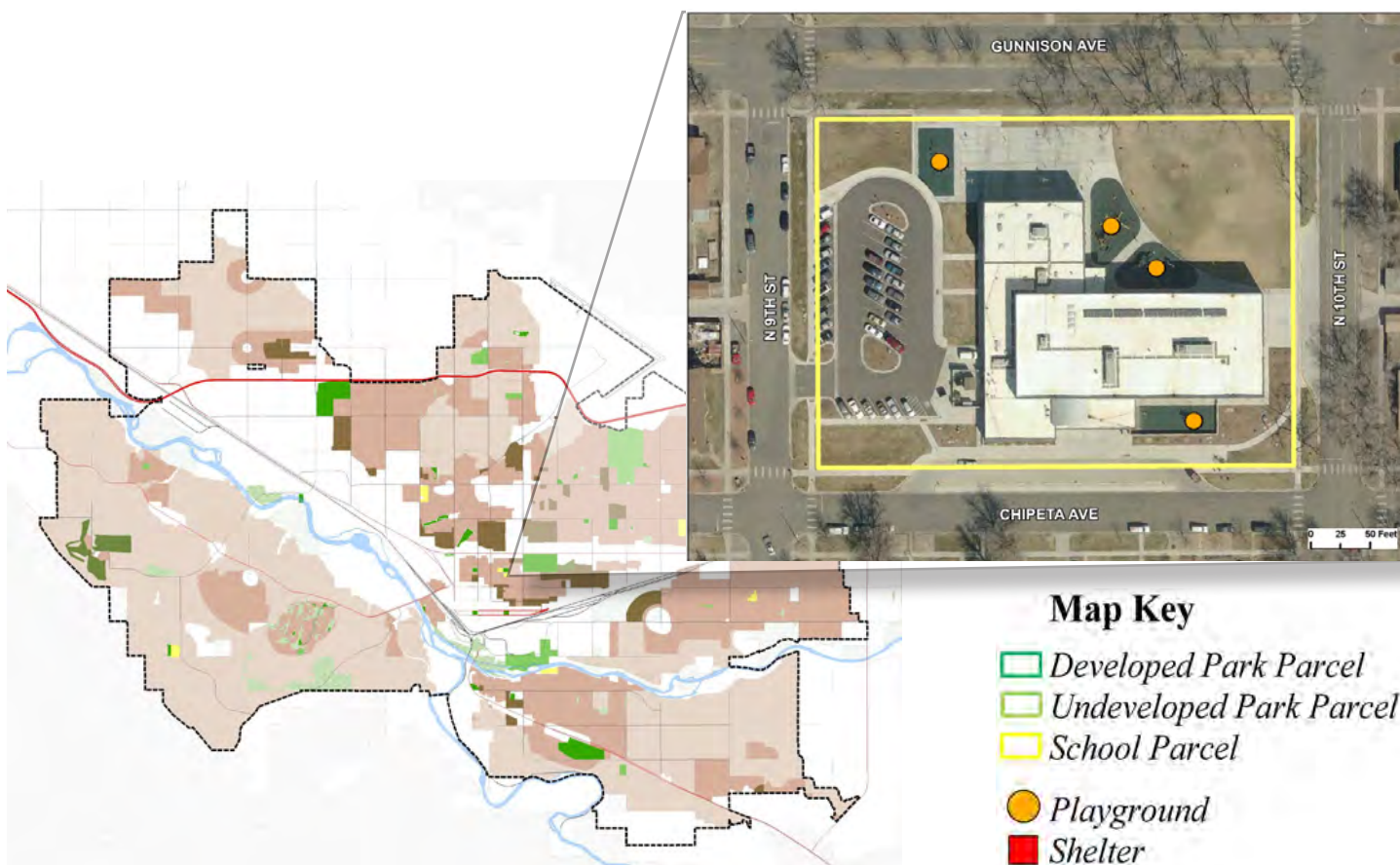
ACRES: 2.7

CLASSIFICATION: Intergovernmental Agreement

STATUS: City Maintained School/Park

ACQUIRED:

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	For ages 2-5	2007	4
	For ages 5-12	2007	4
	4 swings, climb wall	2007	4
PLAYGROUND SURFACING	Wood rhips	2011	4
	Crumb rubber	2007	1
IRRIGATION	Maxicom	2007	4
OTHER AMENITIES:			
NOTES: City maintains school grounds only.			





EAST MIDDLE SCHOOL

ADDRESS: 830 Gunnison Avenue

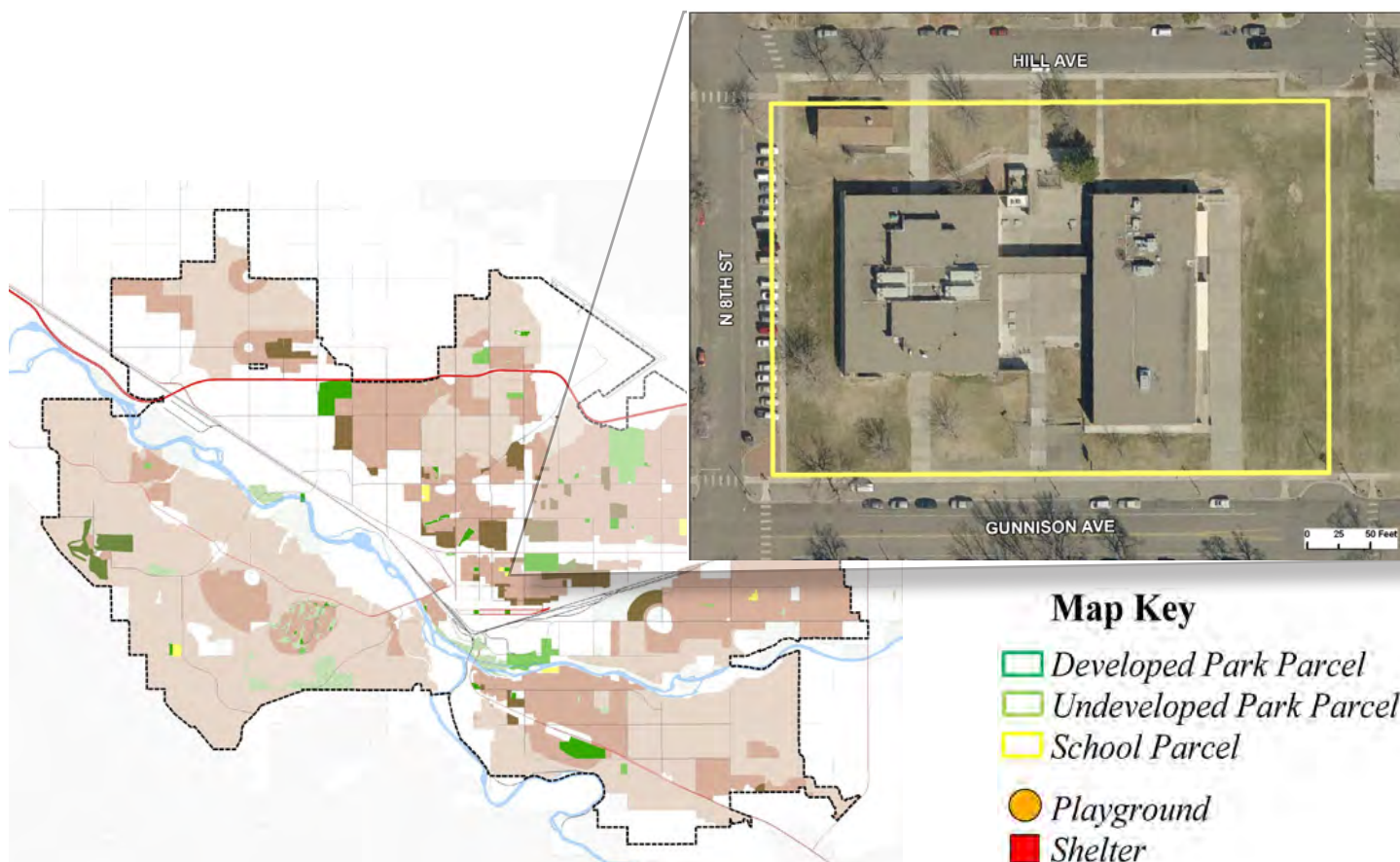
ACRES: 3

CLASSIFICATION: Intergovernmental Agreement

STATUS: City Maintained School/Park

CONSTRUCTION BEGAN: 1970

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	N/A	N/A	N/A
PLAYGROUND SURFACING	N/A	N/A	N/A
IRRIGATION	Maxicom	Unknown	3
NOTES: The City maintains school grounds only.			





ORCHARD MESA MIDDLE SCHOOL

ADDRESS: 2736 C Road

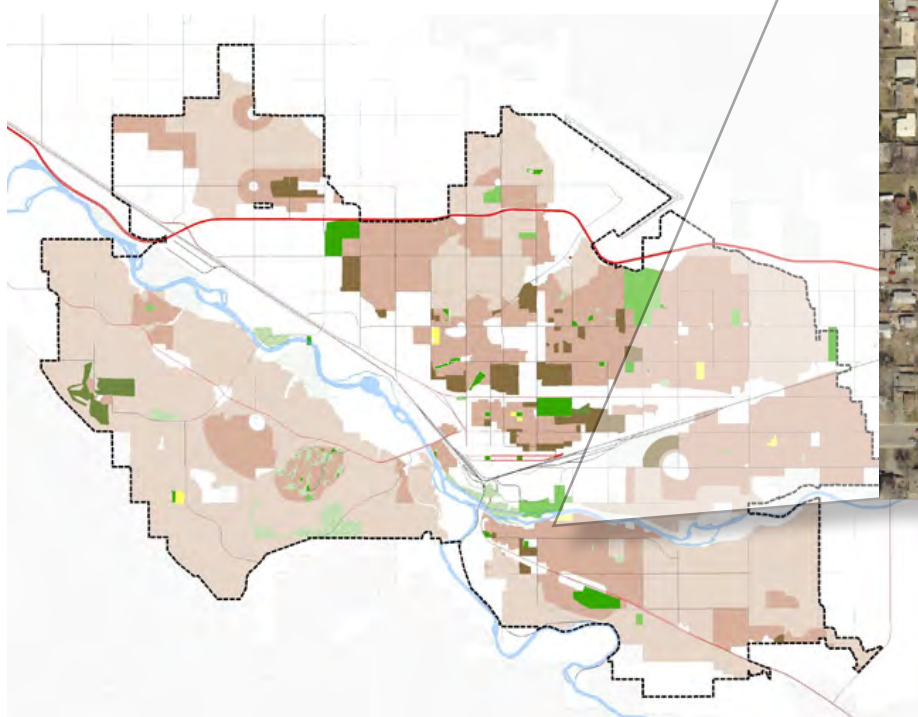
ACRES: 32

CLASSIFICATION: Intergovernmental Agreement

STATUS: City Maintained Pool

DEDICATION OF POOL: 1983

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	N/A	N/A	N/A
PLAYGROUND SURFACING	N/A	N/A	N/A
IRRIGATION	N/A	N/A	N/A
NOTES: The City maintains the pool only.			



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter

PEAR PARK ELEMENTARY SCHOOL

ADDRESS: 432 30 1/4 Road

ACRES: 8.4

CLASSIFICATION: Intergovernmental Agreement

STATUS: City Maintained School/Park

GYM DEDICATED: 2006 - Began maintenance of school grounds



	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	For ages 2-5	2006	5
	For ages 5-12	2006	5
	4 swings/ climb wall	2006	5
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	2005	4

OTHER AMENITIES: Basketball courts (1) 4

NOTES: The City maintains school grounds only.



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



POMONA ELEMENTARY SCHOOL

ADDRESS: 588 29 1/2 Road

ACRES: 16.4

CLASSIFICATION: Intergovernmental Agreement

STATUS: City Maintained School/Park / Sport Facility

AGREEMENT: 1974 - between School District and City

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	(1)	Unknown	3
SHELTER	(1)	1991	4
PLAYGROUND	For ages 2-5	1989	2
	For ages 5-12	1989	2
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	1984, 1991, 2004	5
OTHER AMENITIES: Kronkright softball fields (2) 4			
NOTES: The City maintains school grounds only. The City maintains and facilitates Kronkright softball fields. Playground equipment has surpassed its life expecta 2 In 2009 the softball field lights were removed due to safety hazards.			





WEST MIDDLE SCHOOL

ADDRESS: 123 W. Orchard Avenue

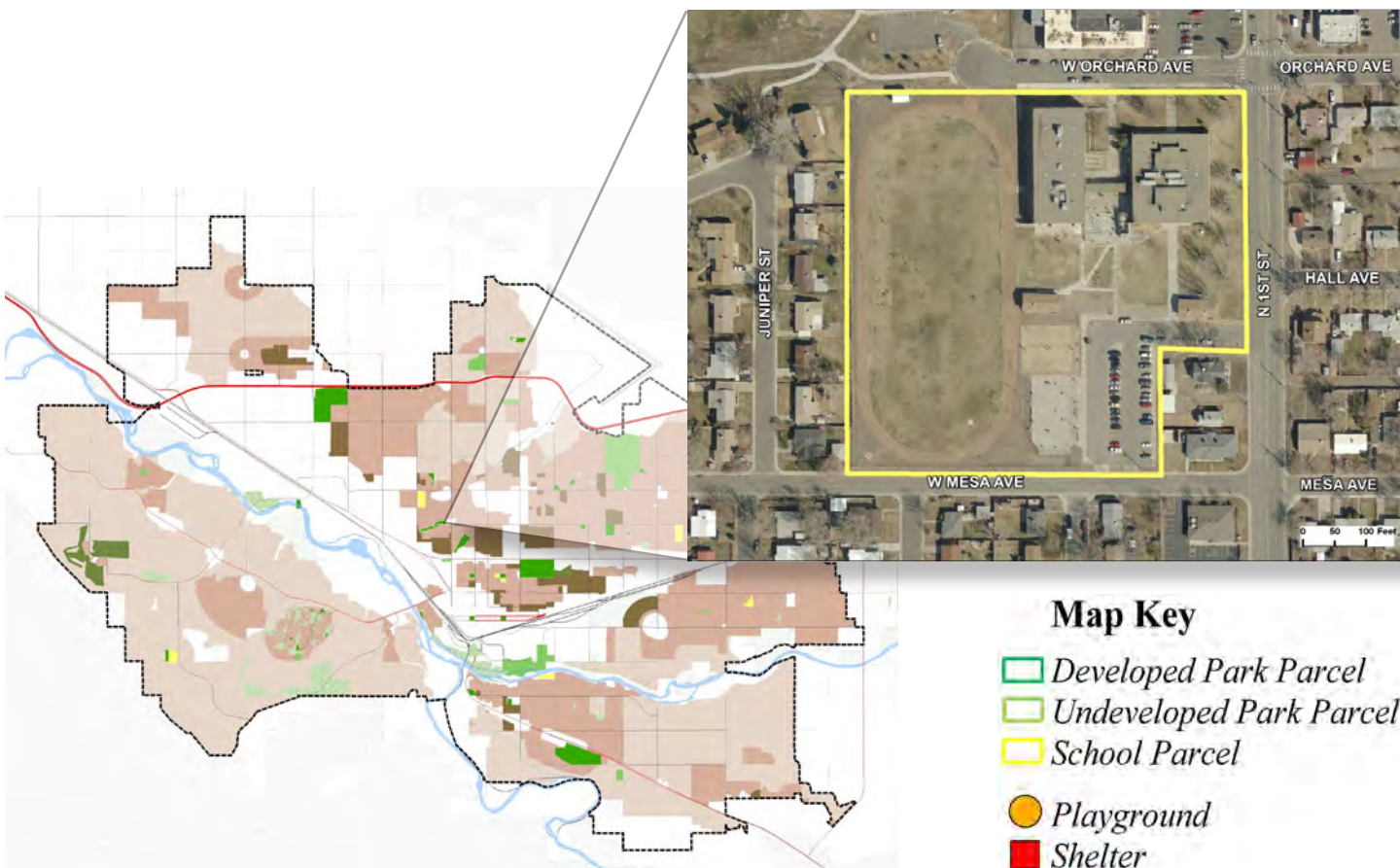
ACRES: 8.2

CLASSIFICATION: Intergovernmental Agreement

STATUS: City Maintained School/Park

CONSTRUCTION: 1985 - basketball and volleyball courts

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	N/A	N/A	N/A
PLAYGROUND	N/A	N/A	N/A
PLAYGROUND SURFACING	N/A	N/A	N/A
IRRIGATION	N/A	N/A	N/A
OTHER AMENITIES: Basketball courts (2) ³ / volleyball courts (2) ³			
NOTES: The City maintains basketball and volleyball courts only.			





WINGATE ELEMENTARY SCHOOL

ADDRESS: 351 S Camp Road

ACRES: 4.9 City owned, 14.5 School District 51

CLASSIFICATION: Intergovernmental Agreement

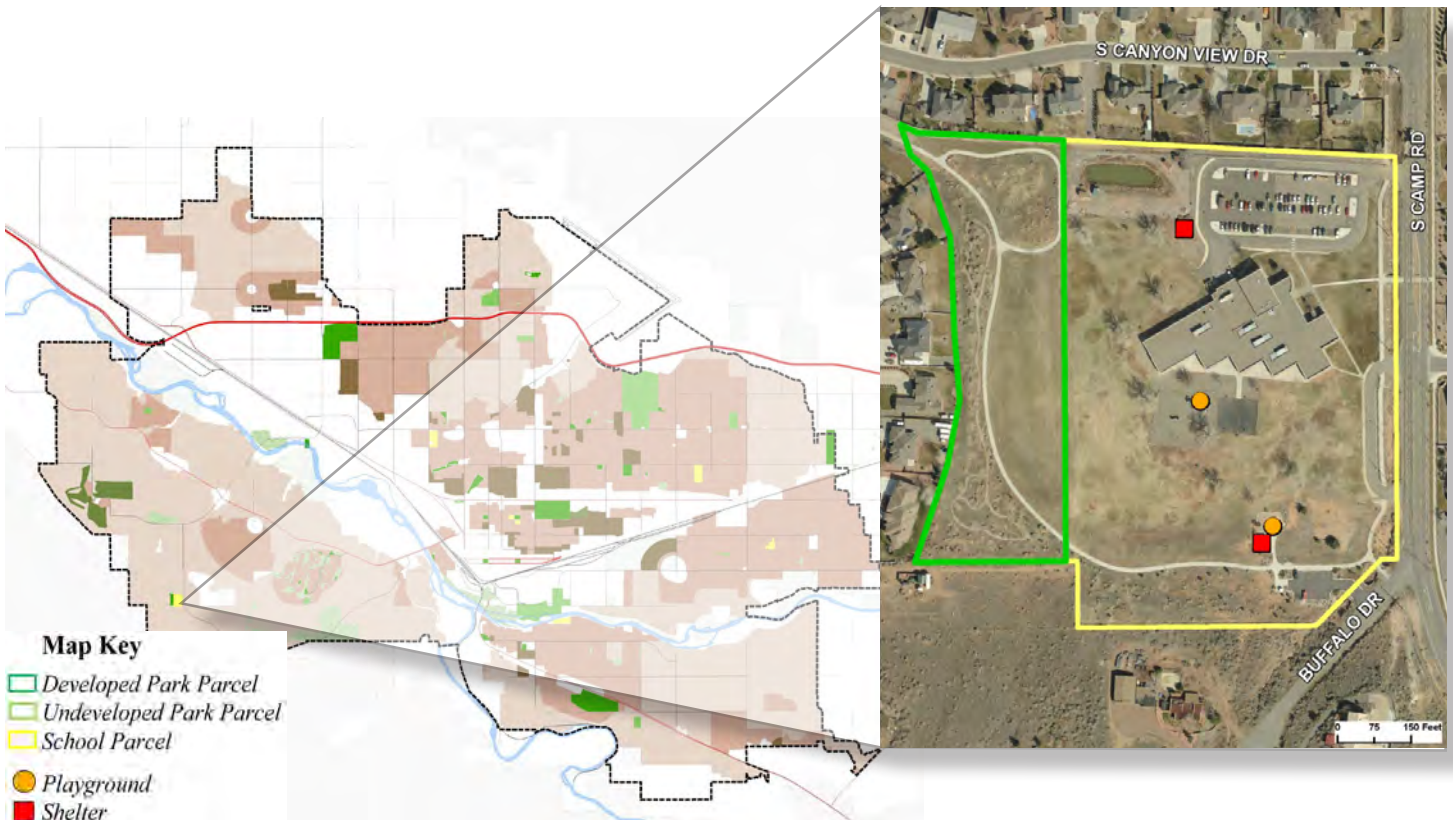
STATUS: City Maintained School/Park

ACQUIRED: 1995 - school completed in 2005

	DETAILS	INSTALL DATE	CONDITION
RESTROOM	N/A	N/A	N/A
SHELTER	(1) North	Unknown	3
PLAYGROUND	For ages 5-12 Swings	Unknown 2010	3 5
PLAYGROUND SURFACING	Wood chips	Refurbished annually	4
IRRIGATION	Maxicom	Unknown	2

OTHER AMENITIES:

NOTES: The City maintains school grounds only. The irrigation issues are addressed in the park inventory.





BURKEY PARK NORTH

ADDRESS: 29 3/4 Road and F Road

ACRES: 18.37

CLASSIFICATION: Banked Future Park Land

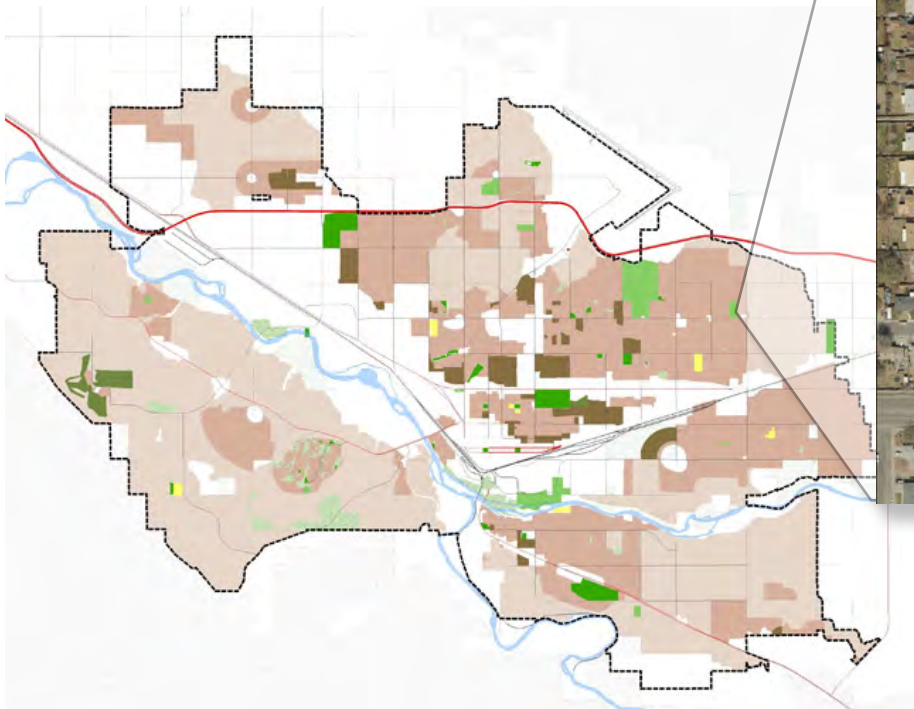
STATUS: Undeveloped Park

ACQUIRED: 1966, 2001 (donated and purchased)

AMENITIES: Soft surface trail (ft)

POTENTIAL FUTURE USE: Community Park

	Amphitheater	X	Off Street Parking	X	Specialty Activities
	Community Center	X	Open Space	X	Sport Courts
X	Dog Park	X	Playground		Sport Fields
	Golf Course	X	Restrooms	X	Walking Path
X	Interpretive Site	X	Shelter(s)	X	Water Feature
OTHER: Climbing wall					



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



BURKEY PARK SOUTH

ADDRESS: 28 1/4 Road and B Road

ACRES: 9.61

CLASSIFICATION: Banked Future Park Land

STATUS: Undeveloped Park

ACQUIRED: 1967 (donated)

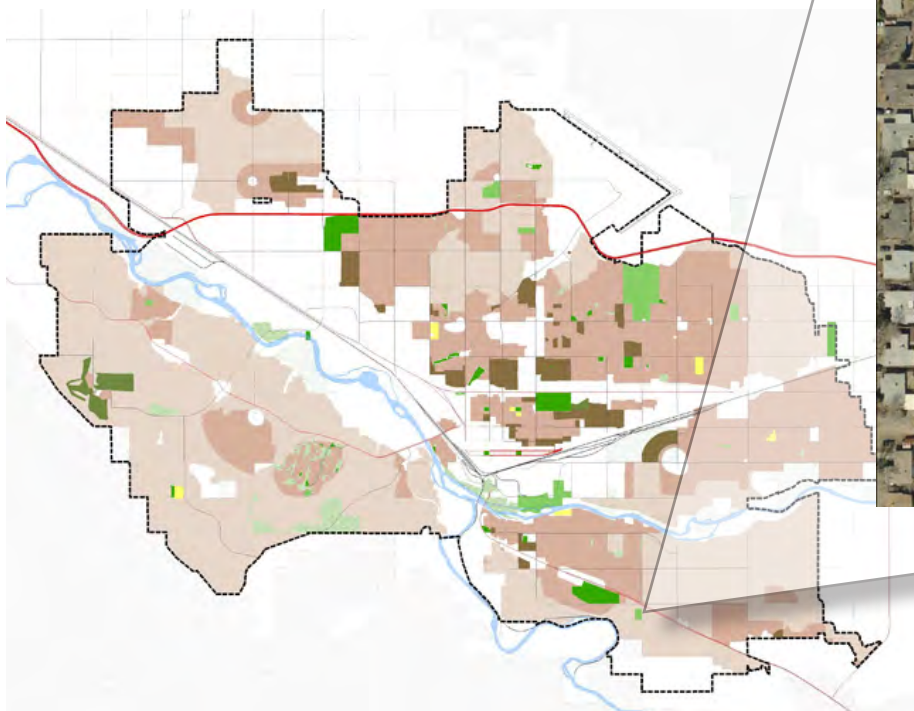
AMENITIES: Municipal Tree Farm, Old Spanish Trail Trailhead, Gunnison Bluffs Trail

NOTES:

POTENTIAL FUTURE USE: Neighborhood / Community Park

	Amphitheater	X	Off Street Parking		Specialty Activities
	Community Center		Open Space		Sport Courts
X	Dog Park	X	Playground		Sport Fields
	Golf Course		Restrooms	X	Walking Path
X	Interpretive Site	X	Shelter(s)		Water Feature

OTHER: Community Garden



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



FLINT RIDGE

ADDRESS: Westridge Dr. and Marianne Dr.

ACRES: 3.3

CLASSIFICATION: Banked Future Park Land

STATUS: Undeveloped Park

ACQUIRED: 2001

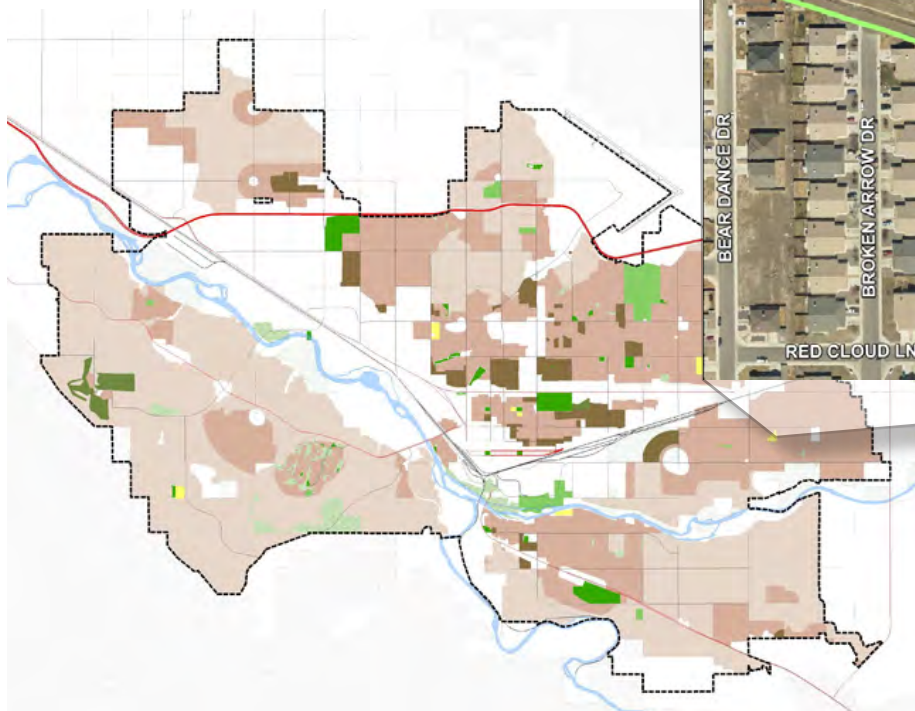
AMENITIES: n/a

NOTES:

POTENTIAL FUTURE USE: Small Neighborhood Park

Amphitheater		Off Street Parking		Specialty Activities
Community Center	X	Open Space		Sport Courts
Dog Park	X	Playground		Sport Fields
Golf Course	X	Restrooms	X	Walking Path
Interpretive Site	X	Shelter(s)		Water Feature

OTHER:



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



HORIZON PARK

ADDRESS: 27 Road - North of G Road

ACRES: 12.65

CLASSIFICATION: Banked Future Park Land

STATUS: Undeveloped Park

ACQUIRED: 1966

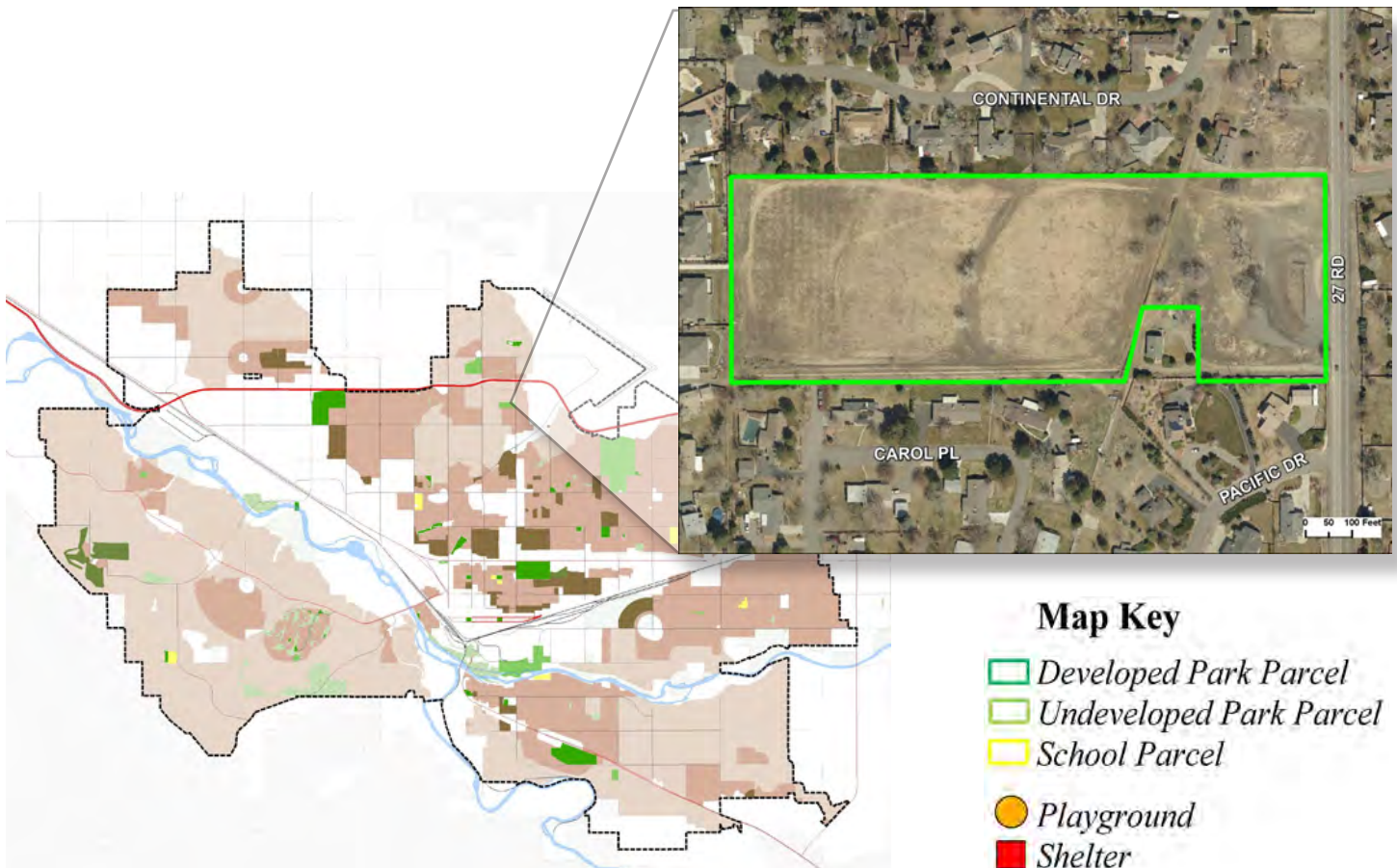
AMENITIES: Public Works storage / staging

NOTES:

POTENTIAL FUTURE USE: Neighborhood Park

	Amphitheater	X	Off Street Parking	X	Specialty Activities
	Community Center	X	Open Space	X	Sport Courts
X	Dog Park	X	Playground		Sport Fields
	Golf Course	X	Restrooms	X	Walking Path
X	Interpretive Site	X	Shelter(s)		Water Feature

OTHER: Limited visual access





LAS COLONIAS PARK

ADDRESS: 12th Street and Riverside Parkway

ACRES: 101.52

CLASSIFICATION: Banked Future Park Land

STATUS: Undeveloped Park

ACQUIRED: 1997 (donated)

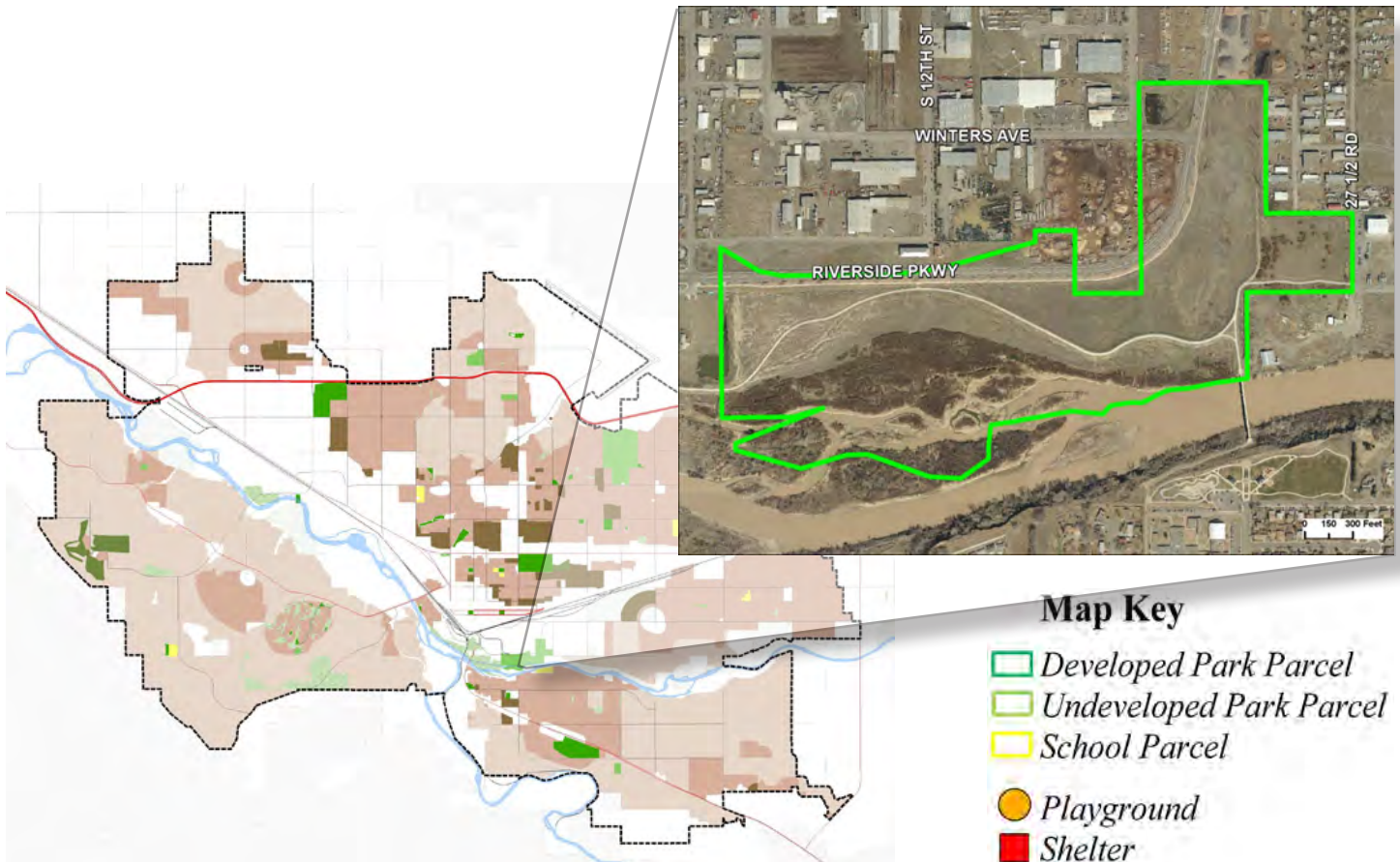
AMENITIES: Riverfront Trail

NOTES:

POTENTIAL FUTURE USE: Community Park

X	Amphitheater	X	Off Street Parking	X	Specialty Activities
X	Community Center	X	Open Space	X	Sport Courts
X	Dog Park	X	Playground	X	Sport Fields
	Golf Course	X	Restrooms	X	Walking Path
X	Interpretive Site	X	Shelter(s)	X	Water Feature

OTHER: A water feature could be integrated through use of the river.





MATCHETT PARK

ADDRESS: 28 1/4 Road and F Road

ACRES: 205.52

CLASSIFICATION: Banked Future Park Land

STATUS: Undeveloped Park

ACQUIRED: 1996

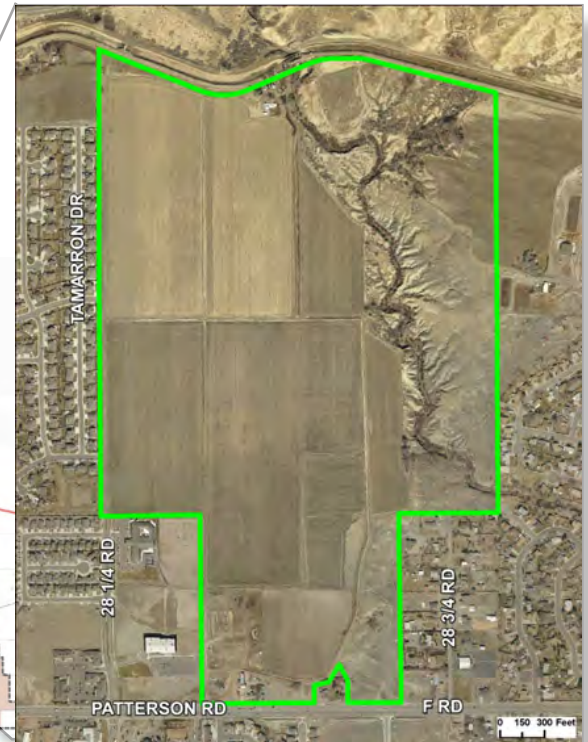
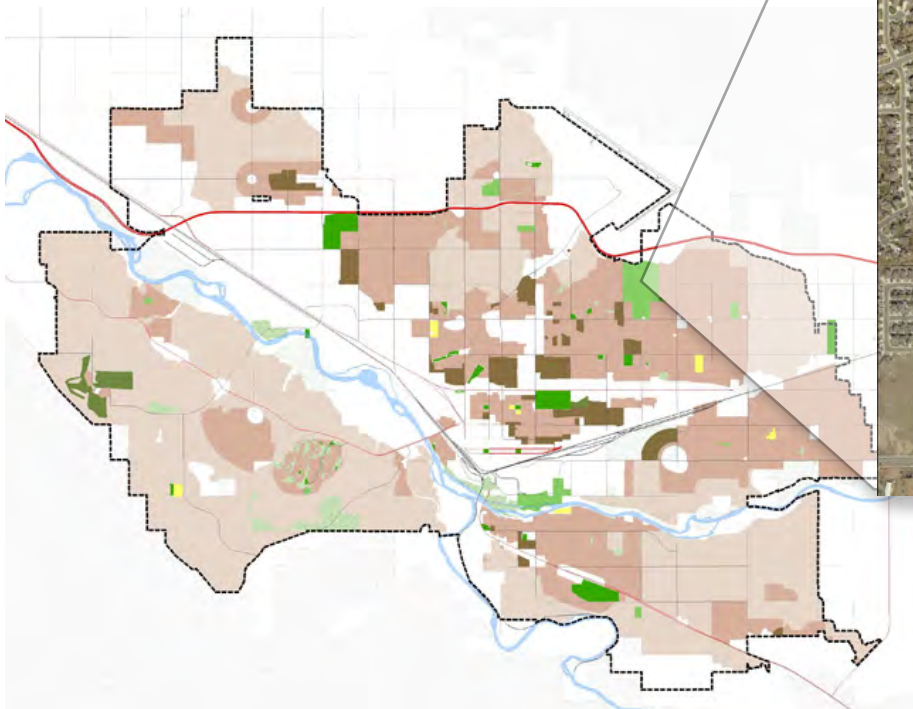
CURRENT USE: Agricultural lease

NOTES: 15 floating acres dedicated to School District 51

POTENTIAL FUTURE USE: Regional Park

X	Amphitheater	X	Off Street Parking	X	Specialty Activities
X	Community Center	X	Open Space	X	Sport Courts
X	Dog Park	X	Playground	X	Sport Fields
X	Golf Course	X	Restrooms	X	Walking Path
X	Interpretive Site	X	Shelter(s)	X	Water Feature

OTHER:



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



PARADISE HILLS PARK

ADDRESS: 830 Lanai Drive

ACRES: 2.79

CLASSIFICATION: Banked Future Park Land

STATUS: Undeveloped Park

ACQUIRED: 2009

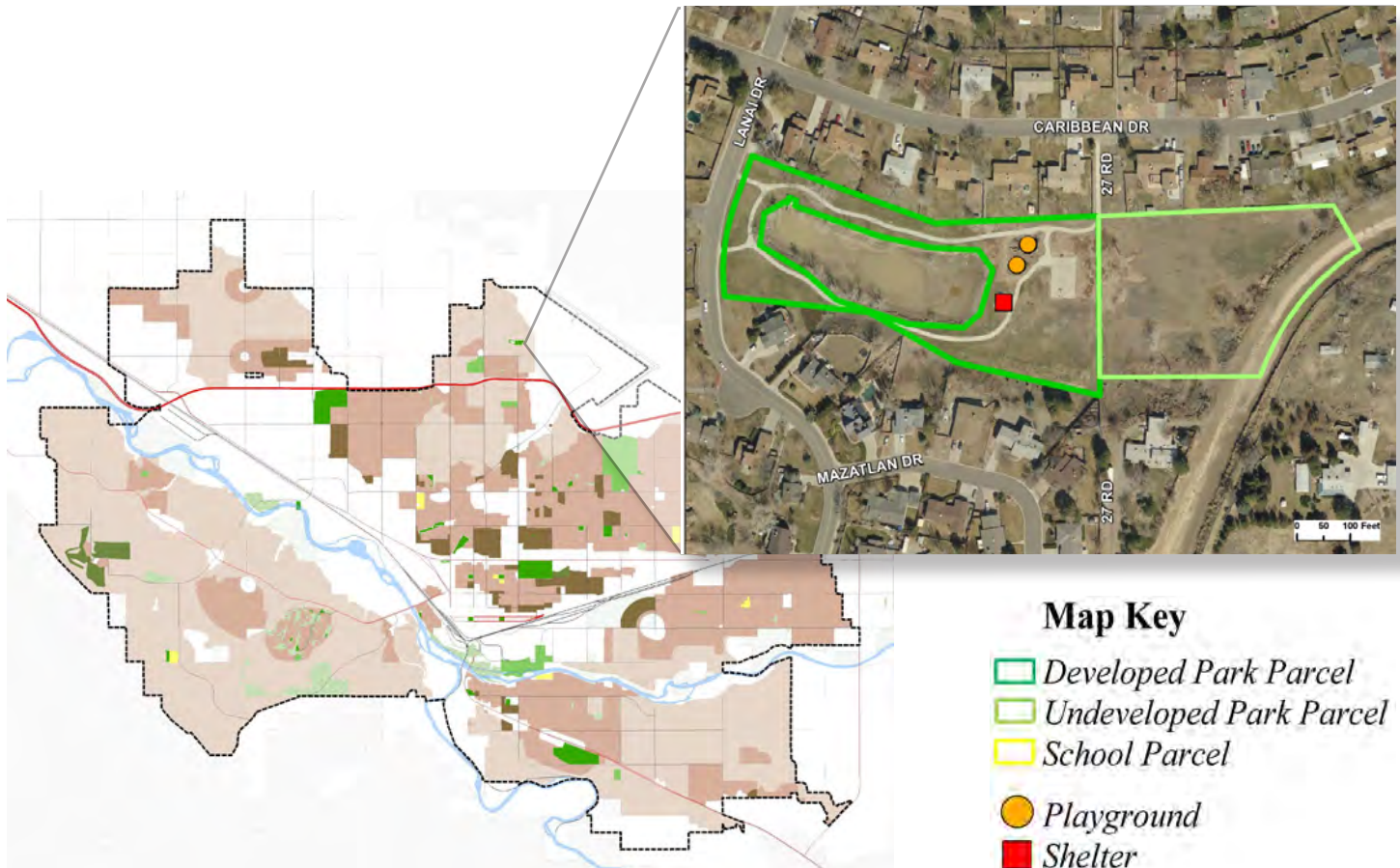
AMENITIES: N/A

NOTES: HOA partnership (pond)

POTENTIAL FUTURE USE: Expansion of existing park

	Amphitheater	X	Off Street Parking		Specialty Activities
	Community Center	X	Open Space	X	Sport Courts
X	Dog Park	X	Playground		Sport Fields
	Golf Course	X	Restrooms	X	Walking Path
	Interpretive Site	X	Shelter(s)	X	Water Feature

OTHER:





SACCOMANNO PARK

ADDRESS: 26 1/2 Road and H Road

ACRES: 30.73

CLASSIFICATION: Banked Future Park Land

STATUS: Undeveloped Park

ACQUIRED: 1994

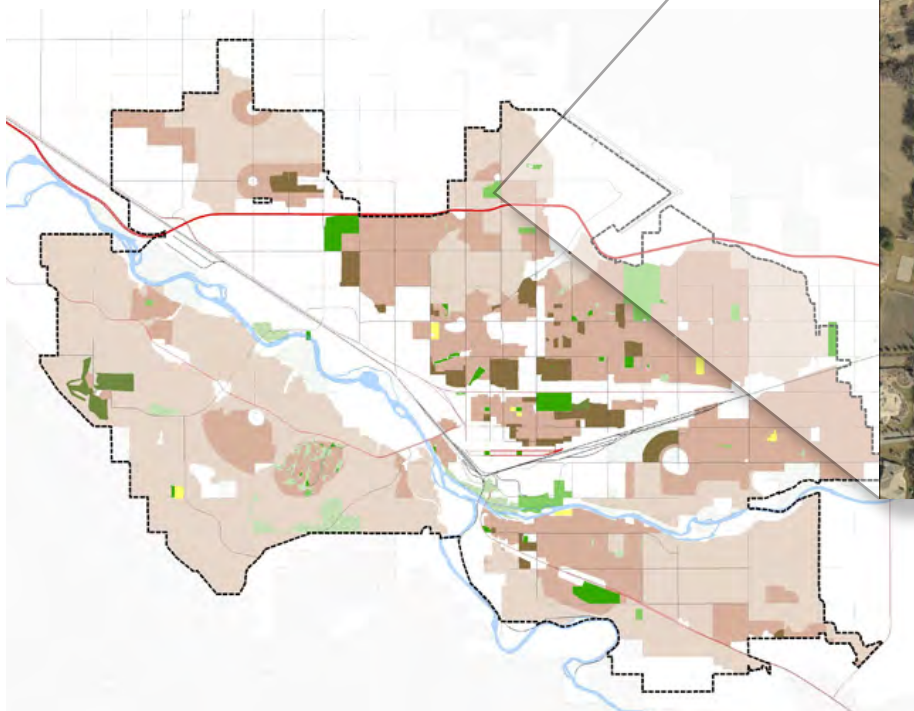
CURRENT USE: Agricultural Lease

NOTES:

POTENTIAL FUTURE USE: Community Park

	Amphitheater	X	Off Street Parking	X	Specialty Activities
X	Community Center	X	Open Space	X	Sport Courts
X	Dog Park	X	Playground	X	Sport Fields
	Golf Course	X	Restrooms	X	Walking Path
X	Interpretive Site	X	Shelter(s)	X	Water Feature

OTHER:



Map Key

- Developed Park Parcel
- Undeveloped Park Parcel
- School Parcel
- Playground
- Shelter



WESTLAKE PARK

ADDRESS: 125 Orchard Avenue

ACRES: 10 (4.5 Acres Undeveloped)

CLASSIFICATION: Banked Future Park Land

STATUS: Undeveloped Park

ACQUIRED: 1960-1973, 1971, 1981, 1982

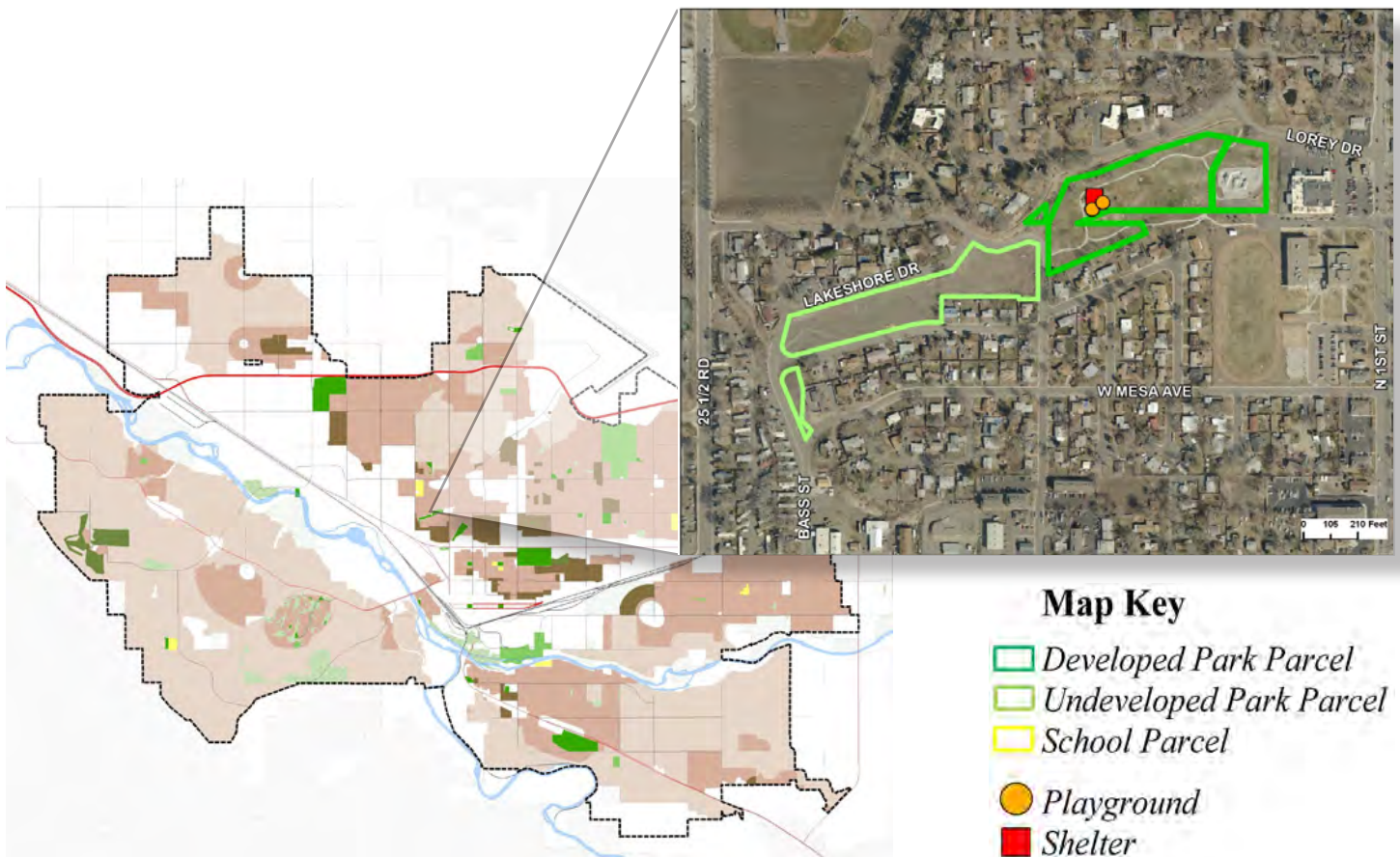
AMENITIES: Disc Golf Course

NOTES: Community draw with skate park and disc golf

POTENTIAL FUTURE USE: Expansion of existing park

	Amphitheater	X	Off Street Parking	X	Specialty Activities
	Community Center	X	Open Space	X	Sport Courts
X	Dog Park	X	Playground		Sport Fields
	Golf Course	X	Restrooms	X	Walking Path
	Interpretive Site	X	Shelter(s)		Water Feature

OTHER:



PARK SERVICE AREA MAPS.

MAP TWO

Neighborhood and Mini Park Service Areas

Typically, parks are believed to serve a particular area of citizens that would normally have easy access to that park. For “easy access” to the park, the area usually considered to be served is around a ½ mile radius for neighborhood parks and a ¼ mile radius for mini parks. Considering Grand Junction’s existing network of physical constraints, such as highways, thoroughfares, ditches, canals, rivers, and railroads, it is necessary to consider the City as numerous neighborhood areas being bounded by one or more physical constraints. Some of these areas are larger than the typical ½ or ¼ mile radius and some are smaller, residential densities were also considered in attempting to establish these area boundaries. The smaller areas include higher densities and the larger areas typically include the less dense areas of residences in the City.

The green areas of the map are indicating the presence of either a developed park in the dark green area or a banked future park site in the slightly lighter green. The areas in light yellow are informally being served by the presence of an elementary or middle school and no existing or banked park site is present in that neighborhood area. The neighborhood service areas remaining in a brown shade should be considered currently underserved by a neighborhood, mini, or future park.

MAP THREE

Community park Service Areas

Community parks serve a much larger area than either neighborhood or mini parks. Access to the community park is usually considered to be by either vehicle or bicycle, if it is not within easy walking distance. The typical service area for a community park is considered to be approximately 1- 1 ½ mile radius, dependent on the amenities within the park and any physical constraints within the community.

This map indicates the areas of the City considered to be served by existing or future community parks. The existing parks service areas are indicated by the linked black circles, while the future park service areas are indicated by the unlinked purple circles. The areas of the City not within a service area circle would be considered outside of a community park service area.

~~*Insert Map Two – Neighborhood and Mini Park Service Areas*~~

Insert Map Three – Community park Service Areas

ADDITIONAL AREAS OF RESPONSIBILITIES

CEMETERIES

The Cemetery Division facilitates and maintains over 80 acres in Orchard Mesa Cemetery and Veterans Crown Point Cemetery in Appleton. The City purchased the Orchard Mesa Cemetery from the Bannister Furniture and Mortuary Company in 1922, and developed the municipal cemetery in 1925. In June of 1965, the City acquired the Masonic, Odd Fellows, and Calvary cemeteries, and in 1978 took possession of the Veterans Cemetery and acquired the Veterans Crown Point Cemetery in 1982. At the request of the Jewish Community Center, the Ohr Shalom section was established in 1992. In 1998, in response to the increasing demands for non-traditional services, the City cemeteries developed block 5 of the municipal cemetery, including cremation gardens, scattering gardens, a cremation patio containing several columbariums, and the memorial forest. In addition to maintaining cemetery, grounds staff is responsible for 2,695 rose bushes, raising 150 – 300 hazardous grave sites that have settled / sunken each year, hand trimming around 15,330 headstones as well as attending to an average of 125 burials annually.

SWIMMING POOLS

The City of Grand Junction operates two public swimming pools. Lincoln Park Moyer Pool is a 50 meter competition sized outdoor pool that was opened in 1922 and a new pool built in 1986. A toddler splash pad was added in 2005, and a new water slide was installed in 2008. The Orchard Mesa Community Center Pool is a year round 25 meter / 25 yard “Z” shaped, multifunctional facility that includes a hot tub, indoor water slide, and inside / outside patio.

FORESTRY DIVISION

The Forestry Division is responsible for trimming, and hazard tree removal, as well as insect and disease control

for over 7,000 park and facility trees, over 28,500 right-of-way trees, and an estimated 2,000 trees along the Riverfront trail system. The Forestry crews also plant as many as 150 to 300 trees per year through the Street Tree Planting program, in which trees are planted and maintained on private property within the City right-of-way. While the homeowner is responsible for watering the trees, the City plants, trims and controls insects and diseases at no charge to the homeowner. The Forestry Division has received numerous awards throughout the years, including the National Arbor Foundation Growth Award (15 years), Tree City USA award (26 years), the National Arbor Day Foundation Award for outstanding Arbor Day celebrations (1996, 2005), and the International Society of Arboriculture Gold Leaf Award for outstanding Arbor Day celebrations (1998).

GOLF COURSES

The City of Grand Junction owns and operates two public golf courses. Tiara Rado Golf Course is a picturesque 18 hole course which plays along the base of the Colorado National Monument. Established in 1971 Tiara Rado is an exquisitely maintained course that services as a member of the Audubon Cooperative Sanctuary program and is home to quail, pheasants, owls, herons, deer, rabbits, foxes and all three species of bluebirds found in the United States. Lincoln Park Golf Course is a 9 hole regulation course located in historic Lincoln Park in the center of Grand Junction. Both courses are full service courses.

HORTICULTURE DIVISION

The Horticulture Division is responsible for the design, installation, and complete maintenance of many of the more high profile facilities, such as the downtown shopping park complex consisting of Main Street, 7th Street and Colorado Avenue, as well as City Hall, the Visitor and Convention Bureau, Two Rivers Convention Center, public safety facility, and all five fire stations. Horticulture crews also maintain labor intensive areas such as Riverside Parkway, right-of-way medians such

as 7th Street, North Avenue, Gunnison Avenue and six roundabouts. The maintenance list includes 66 properties and over 1,915,000 square feet of planting beds as well as maintaining seven fountains. The horticulture crews plant over 35,000 annual flowers, hundreds of perennials, shrubs, and roses each year.

TRAIL SYSTEM

The “urban” trail system provides over 18 miles of hard and soft surface trails for walking, running, jogging, bike riding, even cross country skiing, within Grand Junction city limits, as well as connecting with other entities maintained trails. The trail system experiences heavy use from sun up to sun down, seven days a week all year long.

- River Front Trail System - travels along the Colorado River
- Subdivisions Trails – trails traveling through neighborhoods
- Park Trails – travels within a park site and may connect to other trails
- State Trails – state maintained trails traveling within and outside city limits
- County Trails – county maintained trails traveling within and outside city limits

SPORTS FACILITIES COMPLEXES

Located in three of the most used and high profile parks within the park system are sports complexes. Lincoln Park is the home of Stocker Stadium / Suplizio Field consisting of a football field, an eight-lane quarter mile track, and Suplizio Baseball Field. Canyon View Park sports complex consists of a baseball field, softball fields (4), football fields (4) and soccer fields (9). Columbine Park Sports Complex consists of softball fields (2).

WEED ABATEMENT

The Weed Abatement / Pest Control programs are comprised of two facets; the City owned and maintained areas and the code enforcement of private weed violations. The code enforcement program receives concerns / complaints regarding over grown weeds on private and city owned properties. Weed Abatement staff inspects the complaint, records the problem and issues a notice of action and fines. The city crew facilitated pest control programs consist of weed control on over 500 acres of city owned property and right-of-way within city limits. These crews are also responsible for weeds, insect and disease control of all parks and facilities, over 36,000 trees, and over 300 acres of undeveloped park land.

OPEN SPACE PROPERTIES

Parks operations crews are responsible for the maintenance of over 1,500 acres of open space properties. Open space properties are areas generally connected to BLM land and area used for recreational activities, such as hiking, backpacking, etc.

CHAPTER 4: LEVELS OF SERVICE ANALYSIS

NATIONAL RECREATION AND PARK ASSOCIATION LEVELS-OF-SERVICE STANDARDS

The following tables are an inventory and needs assessment of current amenities available within the City of Grand Junction Park system. The purpose is to inventory amenities within each park and to determine if the quantity of the amenities is adequate in meeting the needs of our community. In the notes category is a listing of other amenities including Mesa State College, School District 51, Mesa County, State of Colorado and privately owned facilities that offer the same amenities within our community.

In 1987 the National Recreation and Park Association (NRPA) established open space standards and guidelines. These standards were established as an expression of minimum acceptable facilities defining the needs for parks and open space within a given community based on population.

LEVELS OF SERVICE ANALYSIS PROVIDED BY CITY OF GRAND JUNCTION

ACTIVITY/ FACILITY	PROVIDED BY CITY OF GRAND JUNCTION PARKS <i>Number of units</i>	NRPA STANDARDS <i>Number needed per city limit population / 58,000</i>	DEFICIENCIES/ SURPLUS <i>Within city population</i>	NRPA STANDARDS <i>Number needed per 201 boundary/ 80,000</i>	DEFICIENCIES/ SURPLUS <i>Within 201 boundary</i>	PROVIDED BY OTHER COMMUNITY RESOURCES <i>Number of units</i>
1/4 Mile Track	1	2 3/4	-1 3/4	4	-3	School District (3)
Baseball	2	12 without lights, 2 with lights	-10 without lights -2 with lights	15 without lights, 2.6 with lights	-14 without lights, -1.6 with lights	Privately operated (11)
Basketball	23	12	11	15	+8	County (2)
Inline Field Hockey	1	3	-2	4	-3	County (1)
Football	1 regulations, 5 Junior	3	3	4	+2	School District (3)
Golf 18 Hole	1	1	0	1.6	-.6	Privately operated (4)
Golf 9 Hole	1	2	-1	3.2	-2.2	-
Golf Driving Range	2	1	1	1.6	+.4	Privately operated (4)
Handball	1	3	-2	4	-3	Privately operated (4)
Playground	6 for ages 2-5 24 for ages 5-12	58	-28	80	-50	(0) for ages 2-5 (1) for ages 5-12
Shelter	22	27.5	-5.5	40	-18	County (3)
Soccer	8	6	2	8	0	County (6)
Softball	8	12	-4	16	-8	Little Leagues/ County (3)
Swimming Pool	2	3	1	4	-2	Mesa State College (3)
Tennis	22	29	-7	40	-18	Mesa State College/ School District (12)
Trail	1	1 system per region			0	
Volleyball	7	12	-5	16	-9	

ACTIVITY/ FACILITY	PROVIDED BY CITY OF GRAND JUNCTION PARKS <i>Number of units</i>	NRPA STANDARDS	PROVIDED BY OTHER COMMUNITY RESOURCES <i>Number of units</i>
Boat Ramp	1	No Standards Available	State (1)
Disc Golf	2	No Standards Available	-
Dog Park	1	No Standards Available	-
Horseshoes	24	No Standards Available	-
Pickleball	2	No Standards Available	-
Restroom	25	No Standards Available	County (2)

CHAPTER 5: KEY FINDINGS / CONCLUSION

KEY FINDINGS

The purpose of the key findings section is to analyze all of the data from this report, and provide conclusions that will assist the City and Department in establishing development and capital improvement priorities for the future.

The findings in this report include data from the public survey, community demographics, and park needs assessment. The report will also highlight those areas within the community that do not currently offer park services to the standards set forth in this document.

NEEDS ASSESSMENT

- Many irrigation systems are obsolete, not functioning to peak performance, waste water and energy, and require major renovation / replacement.
- Playgrounds have approximately a 15 year life expectancy. This can vary from park to park based on usage. Many park playgrounds have reached or surpassed the life expectancy and have become safety issues
- Picnic shelters receive a great deal of use and are weather beaten. Many shelters require roof replacement and renovation if the form of painting or staining.

HOMELESS

As stated earlier, Grand Junction maintains a fairly significant homeless population. The community provides quite a large number of social services for this group, including free meals, shelters, labor ready programs, transportation and more. These services coupled with a reasonably mild climate, help to make the Grand Junction area a desirable destination for homeless people. The Parks Master plan Survey revealed several negative comments relating to the homeless population within the developed parks. Currently, City staff has identified 9 public park areas as 'areas of concern' for homeless activity. (see map ____). Negative comments received by staff include loitering,

littering, overnight camping, and harassment. These types of behaviors have led to concerns and decreased usage by members of the general public. Public parks should be enjoyed by all segments of the population, with rules and regulations being designed to support all of these segments.

In recent years, there have been a number of homeless issues raised throughout the community. Some negative behaviors have been reported in the community parks, thus leading to complaints from local residents. Realizing this is a community problem, the Grand Junction Police Department is taking a very proactive and public approach with the homeless population. The Homeless Outreach Team (HOT) has researched successful programs from other communities and will implement those programs that could be successful in Grand Junction. Their approach is to establish positive relationships with the homeless, and to work closely with social service providers that can have impacts on this group of people. It is important that the Parks be managed in a way that will support the efforts of this team. Initial suggestions include:

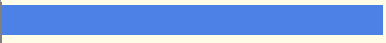
- Facility management – Actively control park amenities that attract the homeless (i.e. access to electricity, water etc.).
- Provide basic services – Restrooms and trash receptacles should be provided in specified areas that are popular gathering places for the homeless.
- Time management – Typical park amenities such as restrooms should be scheduled to meet the needs of the general public as well as the homeless population.
- Increase activity – The general public should be encouraged to continue using developed parks as they are intended. Increased usage of parks will lead to a decrease in the overall negative behaviors.
- Consider developing a park adjacent to social service areas.

The Parks & Recreation Staff will work closely with the HOT team to help minimize negative behaviors in all public areas. Negative behaviors in parks have been identified to include loitering, camping in public places, panhandling and public intoxication. Park rules and regulations should be developed in a way that best addresses the needs of the general public while also supporting the mission of the Grand Junction Police Department.

APPENDIX A

PARKS MASTER PLAN SURVEY RESULTS – NOVEMBER 4, 2010

1. Do you live within the incorporated boundaries of Grand Junction?

#	Answer		Response	%
1	Yes		136	80%
2	No		34	20%
	Total		170	100%

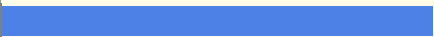
2. Please provide your zip code

Text Response		
81507	11	
81506	2	
81504	6	
81520	3	
81501	3	
81503	1	
Statistic		Value
Total Responses		26

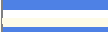
3. indicate the number of persons living in your household, including yourself, that are:

#	Answer	Value
1	Under 10	36
2	Age 10-19	47
3	Age 20-24	11
4	Age 25-34	35
5	Age 35-44	45
6	Age 45-54	51
7	Age 55-64	93
8	Age 65+	85

4. Have you or members of your household visited any City parks within the past 12 months?

#	Answer		Response	%
1	Yes		154	91%
2	No		16	9%
	Total		170	100%

5. Please indicate all parks that you or your family have visited:

#	Answer		Response	%	Other	
1	Canyon View		113	74%	Autumn Ridge	1
2	Columbine		15	10%	Corn Lake	1
3	Cottonwood Meadows		2	1%	Colorado West	1
4	Darla Jean		6	4%	Dog park	1
5	Duck Pond - Orchard Mesa		13	9%	Duck Pond	1
6	Eagle Rim		24	16%	Emerson	4
7	Lincoln Park		117	77%	Hawthorne	14
8	Paradise Hills		11	7%	Long's Park	6
9	Pomona		6	4%	Matchet	2
10	Pineridge		1	1%	Ridges Neighborhood park	1
11	Riverside		27	18%	Ridges tennis courts	1
12	Rocket		34	22%	West Lake Park	1
13	Sherwood		72	47%	West Lake Skate Park	1
14	Spring Valley II		8	5%	Whitman	3
15	Other		36	24%	Wingate	2

(Actual number for other is 40, there were eight responses with two parks combined on same line.)

6. Please rate the quality of your experience:

#	Question	Excellent	Good	Fair	Poor	Responses
1	Overall Appearance	57	83	8	1	149
2	Trash Picked Up	44	88	16	2	150
3	Restrooms	19	58	21	7	105
4	Playground	34	58	6	2	100
5	Condition of Equipment	31	66	14	0	111
6	Shelter Cleanliness	35	79	16	1	131
7	Other	1	3	3	3	10

Other

Homeless people

Picnic table

Dog Park

walks littered with grass clippings and mud from the tire tracks of carts and mowers. This is especially true of Canyon. Longs seemed to be better cared for. The caretakers of Canyon view don't seem to care about the messes they make with equipment and their watering hours are during times when people are walking. The paths around the soccer fields are muddy and the grass is waterlogged and it is impossible to walk after watering. The walking path around the soccer fields at canyon view park are too narrow. Impossible for two people to walk side by side or past each other on the path. One of the parties must always be on the grass. Frequently the weeds at Canyon view are not cut or pulled. It is really not cared for very well. The caretakers do a lot of zooming around on their carts and don't seem to accomplish a lot on anything other than the ball fields.

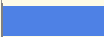
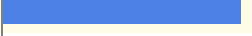
Places to sit

homeless population

Bleachers dripping from above at Suplizio Field.

Poor parking at Canyon View

7. Typically what are your reasons for visiting a park (check all that apply)

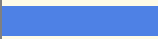
#	Answer		Response	%
1	Playground		35	21%
2	Restrooms		17	10%
3	Open Space		82	50%
4	Part of Exercise Routine		65	40%
5	Shelter Use/Party/Social Gathering		87	53%
6	Other		47	29%

Other	
BMX park	1
Cycling	1
Dog park	3
Dog walking	8
Don't Use	1
Events	1
Events - Sports	12
Events – Symphony concert	1
Feed the ducks	1
Fishing	1
Golf	3
Organized functions	1
Peace and quiet	1
Pet exercise	1
Picnic	5
Radio-control model airplanes	1
Swimming pool	2
Tall swings	1
Tea party	1
Tennis courts	1

8. On a scale of 1 to 10, with 10 being highest, please rate the importance of City Parks to the overall quality of life in Grand Junction:

Average Value (on a scale of 1 to 10)	Responses
8.54	166

9. Please check the statement that best describes your thought about the City Park system in Grand Junction:

#	Answer		Response	%
1	a. The City of Grand Junction should develop more City Parks		55	33%
2	b. The City of Grand Junction offers the right amount of developed parks for our size of community		109	65%
3	c. The City of Grand Junction offers too many developed City Parks		3	2%
	Total		167	100%

10. If there are areas in town where you think more areas should be developed, where are those areas?

Text Response
Redlands
North part of town.
Burkey Park North
I think there are plenty of parks for now...
OM
Redlands
The North area needs a park area so badly. There's the old, dilapidated park in Paradise Hills but not much choice beyond that. The North area of town has grown so much and is home to many growing families. We need a park nearby! It's rumored that the field the City owns across from Holy Family Catholic School is slotted to be a park someday. What an amazing location that would be for a park!
North, the open space dedicated to future park at H Road and 26-1/2 Road.
Northeast - Develop the Matchett property and the other vacant lot east of 30 Rd on Patterson. Complete West Lake Park west of Poplar Dr - What a beautiful greenway that could be!
Purchase more natural areas and open space. You don't need to necessarily develop them with kentucky blue grass, but providing spaces for people to run and walk dogs are great!
sorry dont know
none
No development at this time is economically feasible.
NorthEast
We need "linear" parks, in other words, trails. Bite the bullet and figure out a way to use the ditch easements even if it means buying and managing the ditch companies.
All subdivisions should include a large park with many trees. Open space everywhere in the city should become city parks (the land at 12th and Patterson would have been great); too much of our land has been paved as it is.
12th & Patterson
I realize it's not GJ, but Clifton needs good parks, too.
28 rd and business loop huge field
Personally, I think that the city has done a good job at placing the parks, and I don't see any need for more at this time.
Between 5th street and 27 1/2 road along the River Front Trail
The already city-owned land on Patterson, between 29 1/2 and 30 Road.
Land city owns on Patterson Road (Berkey property) should be developed. Also the Los Colonis park by the river.
There is a chunk of undeveloped land in the Oxbow Subdivision just waiting to be a park.
East (pearpark/fruitvale) and redlands
Near 12th and Patterson. Anywhere there is vacant unused land.
redlands
Burkey land on 29 3/4 and F Road. Redlands area.
Closer to the rivers.

On the East end of Town, the city seems to forget everything east of 28 Road, including making sure we have sidewalks and seem to cater to Bums and the newly annexed areas.	
river,Patterson rd.	
North near 28 1/4	
Orchard Mesa and east side of town	
Matchett Park	
The Redlands has few parks other than schools.	
Northeast. There is one undeveloped park that could be finished on Patterson Road.	
WE NEED A REC CENTER!!!! I think the City has done an excellent job developing open space parks. We need a place or places to go on rainy or snowy days! We also need more BMX/skate parks with some structured ride times. The big kids are too dangerous to let the little ones ride around.	
I think you should develop the land that you already own for parks, such as that property on Patterson. That one is in a great location!	
Develop the complex down by the river	
No	
Redlands area, Crossroads area	
Redlands,Matchett property	
Redlands	
North Area of town - Definitely would like to see a new skate park built - possibly at the 12th & Patterson lot location.	
Patterson & 30 Rd	
I think that more parks along the river front trail should be developed.	
north of Patterson between 1st and 12th	
North - Develop the undeveloped ones already designated as future parks.	
The city needs to develop a Recreation center. We are the largest town between Denver and Salt Lake and Albuquerque and the Canadian Boarder and we do not have a recreation Center. Fruita will have a great rec center in 3 monhts and GJ won't. Breckenride, Avon, Glenwwod, Delta, Durango, Cortez all have Rec Centers. This a pathetic and our community should be ashamed of ourselves. Where is the leadership? Who cares about the private gym owners if they can't survive then their product is not needed and they have not marketed themselves well. This is not the reason not have a Rec Center. Rec Ceter developement should be your top priority.	
261/2 and G why hasn't it been developed yet?	
Redlands	
The Redlands	
Near downtown (short walk from Main St. shops)	
We really need a large open-space camping park that is free but well regulated and safe for travels, tourist, and the laid-off and poor folks forced to camp illegally throughout the town.	
Statistic	Value
Total Responses	54

11. In your opinion how important are the following potential park improvements?

#	Question	Very Important	Important	VERY IMPORTANT AND IMPORTANT TOTALED	Somewhat Important	Not Important	No Opinion	Responses
1	Renovate Existing Parks	22	46	68	60	33	2	163
2	Add More Playgrounds	6	38	44	50	45	17	156
3	Add Shelters	10	40	50	59	45	6	160
4	Improve Handicap Access	19	38	57	43	37	21	158
5	Expand/Acquire More Park Space	26	31	57	38	56	8	159
6	Develop Undeveloped Area	38	42	80	37	36	7	160
7	Add Dog Parks	21	28	49	41	56	15	161
8	Other (please specify)	11	4	15	1	0	10	26

Other (please specify)	
relocate panhandlers	make parks bum free
badminton courts	discourage vagrancy
more bike & walking paths	Stop looking to spend more money
Police the existing parks near downtown so they can be used by the average citizen	BMX/skate parks
Get rid of transients	Build Rec Center
exercise course	better/more drinking fountains
flowers and general maintenance	parking spaces
Trails that connect neighborhoods to parks	A Camping Park
maintain current facilities that are offered currently ie: Lincoln Park Tennis Courts	Keep play ground equipment repaired or replaced
DOG PARKS!!!!!!!	

12. If there are additional park amenities that you believe are missing from our park system, please list them.

Text Response	
- walking tracks, indoor buildings for classes etc. - A few fountains would be nice.	- Tall swings. - open space trails
Badminton courts	Information about the habitat in these parks
none	perimeter benches
Hiking trails	REC CENTER!!! Should have a pool with waterslide - a good place for birthday parties!
Consider "splash pads" at some of the larger parks.	We need a large indoor facility for events during the winter
exercise course, bike paths connecting parks.	Sports facilities, basketball courts, etc
water fountains create bum hang outs	no real playgrounds for kids over age 6 (how about the pirate wood boat in Vail), nothing geared for handicapped kids/adults
Running trail	As far as expansion, I would focus on acquiring space for building more SKATE PARKS around our valley (primarily north of town if possible).
I like the idea of transforming Lincoln Park to more of a multi-purpose facility, sorry golfers!	Recreation Center and Large amphitheater at Los Colonias!
More dog parks. BBQ grills	I would like to see more tennis courts
none that I can think of at this time.	more frisbee golf courses
Dog friendly places where they can run.	None
Lack of adequate tennis facilities.	Once again Build A Rec Center!
The fact that a community this size does not have a recreation center is sorry, pathetic thing.	Amphitheatres - at least one downtown and one in Canyon View
I hope for a park/playground on Main St. after the renovation this year	Camping Park
Somewhere for bike riders who don't like riding on the streets, but enjoy riding bike for exercise.	More charcoal grills
Parks on the river for fishing.	Indoor Swimming Pool
more after dark security, ie police patrols, traffic law enforcement.	

Statistic	Value
Total Responses	37

13. If put to vote, would you support increased tax dollars for park development?

#	Answer		Response	%
1	Yes		83	51%
2	No		81	49%
	Total		164	100%

14. check the statement that best describes your thought about funding for City Parks:

#	Answer		Response	%
1	Funding for park development should be concentrated on one park at a time until it is completed.		78	49%
2	Funding for park development should be spread out among several City Parks.		82	51%
	Total		160	100%

15. Do you have any general comments or suggestions?**Text Response**

Keep up the great work! I don't use the parks to much but I do enjoy seeing them and seeing them being used for multiple purposes.

I would like parks dept to organize more activities for older people--classes, activities, etc.

I think grand Junction has beautiful parks that add tremendously to our Community. I believe they should all be kept up as they have been and if money is tight I believe volunteers would be happy to help as Parks add to all our lives whether young or old.

A plan for Lincoln Park should be finalized and started. The street cutting the park in two should be removed ASAP. The golf course is fine but could be improved some. Stocker and Suplizio will be renovated so that is great. I believe a nice outdoor amphitheatre or concert venue would be a welcome addition. Maybe use some of the Matchett property to build one or find an area in the Redlands that could resemble Red Rocks.

Parks does a good job for our city

While I don't make use of such facilities as playgrounds, marble courts, tennis courts, basketball courts, and disk golf fields, I'm glad that these exist and I'm happy to pay my tax share for their creation, and maintenance. It is important to get people of all ages and abilities out enjoying the fresh air and getting exercise. I think badminton courts would add to the variety of choice in the area. At a competitive level badminton is a tough sport, but it has the advantage of also being fun when played at a casual pace.

THE QUESTION IS WHAT IS COMPLETED. THERE ARE MANY BALL FIELDS, PLAYGROUND SETS, PICNIC TABLES, ETC THAT ARE UNUSED MUCH OF THE TIME EVEN WHEN THERE IS NO SCHOOL. OPEN SPACE, RESTROOMS, ARE IMPORTANT. KIDS & ADULTS WILL FIND GAMES TO PLAY IF THE SPACE IS THERE.

Develop Burkey first, Matchett second.

The parks are fine during the day, but one in particular on 28 1/4 rd is not to safe towards evening...I can only imagine what goes on after dark...

I have not visited all of the city parks, but the ones I have are very nice and user friendly. With the growth of the city, we may need new parks to service new housing areas. Some of the older parks, may need to be revamped to service the neighbors now living in the area.

Any increased funding should be on the conservative side in terms of total dollars asked for. Now is not the time for big increases.

Continue to do a good job of Park upkeep.

Whitman and Emerson parks are unusable. It is a shame to have these parks where the majority of citizens cannot use them.

As a resident of the North area of town, I know the need for a good park in that area. We love many parks in Grand Junction but need one closer to this area of town where there's such population growth and lots of growing families. Outdoor play space and free space is crucial to healthy development, keeps folks happier, creates community closeness, and beautifies our city. Everyone wins! Parks in Grand Junction are an excellent investment to be used year round because of the gorgeous weather and active population that resides here. Our family is a huge supporter of the parks in beautiful Grand Junction!

If the general economy was better I would support the vote for increased funding.

I think we currently have several parks that offer multiple choices to people who want to go to the park. All of these parks are in reasonably good condition and there is no need at this time to spend additional tax money on improvements.

Next major park development should be the Machette (sp?) property north of Patterson and 28 1/4 Rd.

Purchase more natural areas and open space. You don't need to necessarily develop them with kentucky blue grass, but providing spaces for people to run and walk dogs are great! Open natural space improves our quality of life!

need to make a budget to see what the upkeep water sewer mowing pruning cleaning. If the budget is cutting more jobs creating more parks is NOT the answer thing that need to be cut back are subcontractors. good luck

There are too many parks now and high maintenance costs with our poor economy.

Lincoln Park is the heart of the city...and should be the focus of funding...for maintenance.

We have good parks and we have enough of them. We can't just keep spending money for every whim that comes along. There is ample areas and things to do around our city.

I think the City of Grand Junction has some wonderful park facilities and the parks employees do a great job of keeping them clean. We used to use the two parks downtown at Whitman and Emerson and now are scared to even go there. Now I am concerned because the last park in the downtown area, Hawthorne Park, is getting full of homeless also. It just seems a shame to have such nice parks that are only utilized by those who don't pay a dime to the city but can take over our facilities.

Again, connecting neighborhoods to parks via safe, non-motorized routes is an essential component for a successful park system. There need to be more connections to the River Trail. There need to be viable North/South routes that are frequent enough to be convenient from all neighborhoods. These routes will be expensive and difficult, grade-separated crossings are required at the major obstacles including the Colo. River, minor drainages, major streets and highways, and the railroad tracks. Using the ditch easements will certainly help achieve this goal. Visionary leaders steer infrastructure development based on the reality of high fuel prices in the future and a need for alternatives to the private automobile. Grand Junction is lagging behind other communities in this regard.

Regarding the above item, I trust the City Parks Department (not the City Council or Manager) to make the best decision.

GJ parks are great...and it amazes me just how many people use them. They always seem to be full and overall they're great parks. I especially like Lincoln Park because it's old and has lots of beautiful, big, old trees.

None

No new taxes until we have a significant turn around in the economy of the western slope!!!

In any growing community, especially one that tends to sprawl outwards - such as GJ - it is essential to maintain a sense of "open space" adjacent to residential areas, but well away from commercial/industrial zoning.

Develop vacant land that the city owns for parks.

I am at Lincoln Park and Canyon View park approx. twice a week. Canyon View is beautiful and always maintained excellently. Lincoln Park appears to have been forgotten. Stocker Stadium and Suplizio Field are state of the art, but little effort is put into the existing Tennis Courts.

My family visits recreation center on the front range and mountain regions when we travel, which is several times per year. We go for ice skating rinks, indoor water play parks, gym/weights and indoor soft play places. We have done this for 14 years. If Grand Junction had a rec center with these features, it would get heavy use by people visiting the area, who would pay higher fees for non-resident use. These things could pay for themselves. What kind of visionary momentum would it take to get the old people in this city to see the long term benefit? Every time we drive past the senior center my kids grumble that we have a senior center but no rec center. Says a lot about our community's values.

See comments re: Canyon View. Really feel that the watering system is poorly monitored. Dogs are allowed to run free in areas other than the dog park. Park workers seem to waste a lot of time and care only for how the

baseball, softball fields look. They need to keep the walks cleaner, clear of grass clippings and dirt/mud/rocks most of which are deposited by park machinery. Need to spend time pulling weeds around plants, trees, etc. Sometimes it looks as if the employees are spinning their wheels trying to look as if they are working. Most of them I would not employ if I were running a landscape maintenance company.

I've lived in Mesa County 64 of my 69 years except for time in the Army. I've only lived in Grand Junction City limits about 10 of those years and I live in Gunnison County now. Just wanted you to know that I do not pay tax in Grand Junction (except sales tax occasionally) but I come to Grand Junction a lot and really need some place to walk my dog.

Thanks for asking!

I don't know all the names of most of the parks, so I put other on the question about which parks I've visited in the past 12 months. I may very well have visited some of the parks listed, I just didn't pay attention to the name. Thank you, for the surveys.

We should not spend one more penny on parks until the issue of vagrants making parks theirs can be properly addressed.

The shorter swings and tiny slides are great for children, but parks and playgrounds are also enjoyed by adults. If planning for the taller, older person were included, I think the overall quality and value of the parks would increase. Things like tether ball poles, taller swings (with longer ropes), tables for reading at that are shady and comfortable, walking paths, just for example. We're not just supervisors: we like to play and hang out, too.

Some parks could use some attention to transient population. I don't have solutions, but I don't think the purpose of any park should be to serve as a campground or hangout for those who abuse it and make it unfit and unsafe for the general population.

I think the Swimming Pools could have adult "Happy Hour" (not a drinking type) on Friday's From 4-8. You can then still have the family time on Sat. Or you could do a adult time Sat afternoon from 1-4 and then do the fam time on Sat. afterward. I am just getting tired that there is always a break for the families and no good swim time for adults. The early morning times are unrealistic for working adults.

I would support increased tax dollars for increased security at the parks

The parks are a great part of our lives, but I would love to see better maintenance. I feel like there are only certain parks that are safe to take my children to play. I would also like to see new play equipment added little by little.

Do to your actions to deny all marijuana stores, and spend money we don't have. I am beginning to think that you don't really consider public opinion to be of much importance. That you think you know better than the people you serve. Sound familiar, it's the mantra of most city, county, state and federal governments.

The dog play area at canyon view is gross. My dog always cuts her paws and gets giardia, the interstate is really loud and the grass doesn't grow.

We have to drive several miles to find suitable parks for exercise. I would like to see more neighborhood parks.

I would like to see the city acquire some of the vacant commercial land along the edges of north avenue by the school and funeral home (near 4th and 5th) and link Sherwood park with Hawthorne park to create a greenway corridor. This would increase the attractiveness of the area and assist in increasing the quality of life in downtown Grand Junction

I think we need a rec center rather than more parks. At Long Park I think the dog bags must be cheaper and they are adequate. In Broomfield there are tubes on the trash cans for people to put their newspaper and grocery bags for dog walkers to use. Put in the top and take out the bottom. Seems to work.

Build another high school before investing any money in parks, this area desperately needs another high school.

There is only one dog park and it is ruined from over use.

I think the City is doing a very good job. One thing just try to keep the various fees and admission costs low enough for the people to use the facilities. I know this is difficult.

I think we have a great Parks & Rec department. I love the seasonal guides. The only thing we're missing is a Rec Center!

I think the park amenities at the larger parks like Canyon View and the one next to CHS are quite impressive. Good job on those and the redevelopment you've recently done on some of the smaller parks. Before purchasing additional park land I think you should develop what you have. I really like the idea of slowly building several parks at a time because there are immediate benefits for people in different locations and it just gets better with time. I mostly go to parks to walk, so a nice sidewalk and some trees and grass are what I like.

In general for a small city GJ has many more parks than expected - we have always used the parks when our children were younger and thoroughly enjoyed the convenience of the neighborhood parks (rocket, columbine)

Parks and Recs does a great job with what they have. They can always use more funds but take it one project at a time and do it right rather than 3 or 4 half baked.

Why should tax dollars be spent on dog parks? This is just another one of those wasteful uses of tax dollars! We have been dog owners for over 20 years and have never felt a need to have or use a park to exercise our pets. Pet ownership is a responsibility of those choose to have pets and should not be a cost to the city. City parks should be for the citizens - not special groups. We would also prefer to have our tax dollars spent to rid parks of transients and keep them free of these people. Their presence deters the public from using those areas. It is a discouraging sight to enter our city from Highway 6 & 50 and be greeted with the sight of the transient groups at the park next to Pitkin Ave. When we have programs to clean up our parks let's include cleaning out those people too.

The parks in Grand Jct are beautiful. We could use a few more in other parts of the city such as the Redlands and in the Crossroads area. There is no place to go for a quick lunch and a walk in those areas.

Get the homeless out of the parks so people aren't afraid to go there with their kids

The playgrounds I see have equipment sized only for small children. Not all kids get their exercise on sports teams. I know of no park with equipment or trails for handicapped children. How about some imaginatoriums -- sculptures, trails with hidden hideaways -- where kids can imagine other places. One place I lived had a long slide thru woods, with kids exiting from a dragon's mouth. Maybe have a birthday party center -- with volunteers to read stories, play games, etc?

Parks add to the quality of life. Our city is not always considered attractive and improving parks would help. I also believe strongly in supporting the Riverfront Trail and the completion of that project.

I liked the improvements you made to the Rocket park. Also, I'm not a fan of using our public pool at Lincoln Park for a Dog Swim "Bath" day on the last day of the season... I've been here since Mr. Moyer helped create the first pool (and free day for the kids of our community), and I'd much prefer to see Dogs have a designated lake type spot to swim... as they do at Canyon View. I don't feel our public pools can really be cleaned properly after allowing dogs in the water - not to mention possible long-term hair issues with the filtering systems. Surely, we can come up with a better alternative for our beloved 4-legged pets.

go easy on "park development" for this year and 2011, just use our common sense!

The City has lost sight of how vital parks, their planning and design are to making this a community that is desirable to companies that bring high paying jobs to the valley. No one comes to visit a city looking for a new location and leaves saying, "What a fantastic public safety building!"

keep up the good work. Relative to police and fire, parks have suffered unduly in recent years; higher percentage

of overall budget should be focussed on parks, not the recreation side.

slider did not work on quality of parks to grand junction I would say 10

Parks and Rec does an outstanding job for the citizens of Grand Junction. We citizens do not realize how lucky we are. Just keep going forward!!!!

Overall parks are great. Canyon View is great however parking was not planned for all the events that take place there.

Parks are not being utilized properly because the homeless have been allowed to take over. I would not allow my kids or grandchildren to go to any of those parks. The city parks should be for the benefit of all not taken over by a very small group who in a lot of cases have made the decision to be homeless. I truly believe that a good percentage of the homeless have chosen that lifestyle and we are now catering and supporting that lifestyle.

Parks are such a great asset to a community. I would LOVE to see more parks added to Grand Junction! I would be willing to pay more in taxes if it means more parks!

Thanks for seeking our opinions. Although we live in Redlands we love coming to city parks.

Some of the rules especially with the closing of the riverfront trail are really stupid. People catfish at night on the river and its illegal to use the trail thier tax-dollars went towards.

Statistic	Value
Total Responses	71

INDEX

Symbols

201 boundary II, 2, 58

A

Activity

1/4 Mile Track 58

Baseball 35, 56, 58

Basketball 58

Boat Ramp 58

Disc Golf 58

Dog Park 58

Football 58

Golf 9 Hole 58

Golf 18 Hole 58

Golf Driving Range 58

Handball 58

Horseshoes 58

Inline Field Hockey 58

Pickelball 58

Soccer 58

Softball 33, 58

Swimming Pool 58

Tennis 58

Trail 46, 49, 56, 58

Volleyball 58

C

Capital Improvement 59

cemeteries

Orchard Mesa Cemetery 55

Veterans Crown Point Cemetery 55

classification II, 4, 5

banked future park land 5, 45, 46, 47, 48, 49, 50, 51, 52, 53

Community Park 1, 5, 33, 34, 45, 46, 49, 52, 57

Intergovernmental Agreements II, 5

Large Neighborhood Park 1, 4, 5, 25, 26, 27, 28, 29, 30

Mini Park 4, 6, 7, 8, 9, 10, 11, 54

Regional Park 1, 5, 35, 36, 50, 57

Small Neighborhood Park 1, 4, 5, 12, 13, 14, 15, 16, 18, 19, 20, 21, 22, 23, 24

Special Purpose Park 1, 4, 5

climate 2

F

Forestry Division 55

G

golf courses

Lincoln Park Golf Course 55

Tiara Rado Golf Course 4, 55

H

homeless 2, 60

Horticulture Division 55

M

Master Panel 3

Maxicom 6, 7, 9, 11, 12, 13, 14, 15, 16, 19, 20, 21, 22, 24, 25, 27, 29, 31, 32, 33, 34, 35, 36, 41, 42, 44

N

National Recreation and Park Association 4, 57

NRPA. *See* National Recreation and Park Association

O

open space 4, 56, 57

P

parks

Autumn Ridge Park 4

Burkey Park North 1, 5

Burkey Park South 1, 5

Canyon View Park 5, 56
Columbine Park 5, 56
Cottonwood Meadows 4
Darla Jean Park 4
Dixson Park 4
Duck Pond Park 4
Eagle Rim Park 4
Emerson Park 4
Flint Ridge 1, 5
Hawthorne Park 4
Hidden Valley Park 4
Hillcrest Park 4
Honeycomb Park 4
Horizon Park 1, 5
Las Colonias Park 1, 5
Lilac Park 4
Lincoln Park 5, 55, 56
Matchett Park 1, 5
Monument Village Open Space 4
Paradise Hills 1, 4, 5
Paradise Hills Park 4
Pineridge Park 4
Riverside Park 4
Rocket Park 3, 4
Saccomano Park 1, 5
Shadow Lake Park 4
Sherwood Park 5
Spring Valley II Park 4
Spring Valley I Park 4
Tot Lot 4
Washington Park 4
Westlake Park 1, 4, 5
Whitman Park 4
Williams Park 4
Wingate Elementary Park 4
Parks and Recreation Advisory Board I, II, 1, 3

population 2, 57, 58

S

School District 51 5, 57

schools

Bookcliff Activity Center 5, 37

Chipeta Elementary School 5

East Middle School 5

Orchard Mesa Community Center Pool 55

Orchard Mesa Middle School 5

Pear Park Elementary School 5

Pomona Elementary School 5

West Middle School 5

Wingate Elementary School 5

sport facility complexes

Canyon View Park. *See* parks

Columbine Park. *See* parks

Stocker Stadium 56

Suplizio Field 56

swimming pools

Lincoln Park Moyer Pool 55

W

Weed Abatement 56

ATTACHMENT C



February 3, 2020

City of Grand Junction Seeking

Parks, Recreation, Open Space (PROS) Task Force Members

The City of Grand Junction is beginning the process of completing a Parks, Recreation and Open Space (PROS) Master Plan. At the heart of this effort will be a PROS Task Force to propel the Master Planning process. The City is looking for individuals interested in serving on this Task Force. The group will fulfill a similar function as the Comprehensive Plan Advisory Council (CPAC) with the Comprehensive Plan currently underway. Like the CPAC, membership on the PROS Task Force will be determined by appointment by the City Council. Members of the Task Force will be selected to achieve broad representation of community leaders and engaged citizens. If you would like to serve on the Task Force, please email a letter explaining your interest to allisonl@gjcity.org per the specifications given below.

The resultant PROS Master Plan will guide priorities to improve the system. The PROS Task Force will serve as a sounding board, meeting at key points during the project to discuss overall planning direction, review project deliverables, vet ideas and help promote community involvement. This PROS Task Force may include elected and appointed officials, representatives of community organizations (public, private and non-profit), business owners, residents and other stakeholders. Committee members should anticipate approximately 5-10 meetings during the planning process over the next 6-7 months as well as attendance at public outreach events. The committee will consist of 13 to 19 members. The City will seek a diverse group of representatives with knowledge and experience in a variety of areas. These areas may include: Economic/Finance/Business; Partners from the Public, Private and Non-Profit Sector; Real Estate and Development – Commercial and Residential; Planning/Landscape Architecture/Urban Design; Neighborhood Organizations; General Interest; Neighborhood Associations; Membership From a Diversity of Ages, Backgrounds and Geographic Areas.

This overall planning process, driven by resident feedback, will be a complete evaluation of the entire parks, recreation and open space system. In addition to the PROS Task Force, the public process will be extensive including focus groups with City Council, user groups and community wide meetings. A statistically valid survey will also be employed to gain representative input on what priorities should be pursued. This effort is growing out of the Comprehensive Plan process and it is majority funded by a Great Outdoors Colorado grant received at the end of 2019.

If you are interested, please submit a letter of interest to Allison Little, allisonl@gjcity.org.

Please include the following in your letter:

- Name and contact information (mailing address, phone number and email address).
- Why are you interested in serving on the PROS Task Force?
- What are your qualifications and strengths that would benefit the Task Force and the effort?
- Any initial thoughts on the current Parks, Recreation and Open System you would like to share?
- What would you like Council to know about you and your community involvement? Please list work with public, private and non-profit agencies, as well as relevant professional experience.

All letters of interest must be received by February 28th. Letters will be reviewed by City Council at an upcoming work session for consideration of appointment to the PROS Task Force.

For more information, please contact:

Primary: Ken Sherbenou, Parks and Recreation Director, kensh@gjcity.org or 970-254-3881

City of Grand Junction Parks and Recreation
1340 Gunnison Avenue, Grand Junction, CO 81501. 970.254.3866, gjparksandrec.org



COMMUNITY CENTER FEASIBILITY STUDY

FINAL REPORT

SEPTEMBER 5, 2018



TABLE OF CONTENTS

SECTION 01.	EXECUTIVE SUMMARY
SECTION 02.	PUBLIC OUTREACH
SECTION 03	PUBLIC SURVEY
SECTION 04	SITE SELECTION
SECTION 05	PROGRAM OF SPACES
SECTION 06	SITE + BUILDING DESIGN
SECTION 07	OPERATIONS + MAINTENANCE
SECTION 08	APPENDICES
	A. Community Center 101 presentation
	B. Stakeholder meetings handout
	C. FAQ board
	D. Open house boards
	E. Survey postcard
	F. Final survey
	G. Final City Council presentation

SECTION 01

EXECUTIVE SUMMARY

SECTION 01 - EXECUTIVE SUMMARY

In late 2017, People for Local Activities and Community Enrichment (PLACE) and the City of Grand Junction partnered to pursue a feasibility study to investigate a new community center. Beginning in January 2018, PLACE, the City and the consultant team conducted a robust community outreach process. Hundreds of members of the Grand Junction community have participated in stakeholder meetings, focus groups, community presentations, two community open houses, through the City's Parks and Recreation department website, and social media.

Community input was solicited via a statically-valid survey instrument. Likewise, an open survey was posted on the City's website for additional input. The survey contained questions regarding services and programs, site selection, and funding mechanisms for a new center.

The conclusion of the process is strong--there is an unmet need in Grand Junction for a community center. A comprehensive quantitative and qualitative site evaluation process was conducted, considering multiple sites. Matchett Park was the highest scored site. Combining the highest scored amenities with the Matchett Park site, the conceptual design features the following primary programming components:

Base Facility

- Community meeting rooms
- Indoor pool(s)
- Gymnasium
- Indoor walking track
- Individual and group fitness
- Child watch and party rooms
- Administrative and support spaces

Totals

- | | |
|--------------------------------|--|
| • Estimated building area | 70,900 SF |
| • Estimated building height | 2 stories |
| • Estimated total project cost | \$40,700,000 (include soft costs, contingency, etc.) |

However, additional needs were identified that could be added if a larger budget limit were considered.

- | | |
|--|-------------|
| • Orchard Mesa facility renovations | \$2,500,000 |
| • Therapy pool, tenant lease space | \$2,300,000 |
| • 3rd recreation gym space, 2 racquetball courts | \$5,300,000 |
| • Upgrades to provide a commercial kitchen | \$2,000,000 |
| • 4-lane lap pool | \$4,300,000 |

After the conceptual design was completed, a local general contractor gave preliminary budget pricing for the project. These costs aligned with those of the consultant team.

Using the base program, an operations and maintenance analysis was prepared by the consultant team. This work included a market analysis, revenue/expenses and cost recovery summary, and partnership analysis. Cost recovery was calculated at 76%. The additional program spaces were also analyzed and did not significantly affect the cost recovery rate.

Lastly, debt financing scenarios were created for 20-year and 30-year terms. The calculated average cost per household for the base facility aligns with the survey questions that tested the community's willingness to support a tax to fund the facility.

SECTION 02 PUBLIC OUTREACH

STAKEHOLDER MEETINGS

In January and March of 2018, the Steering Committee, Perkins+Will, and Ballard*King facilitated meetings with key stakeholders to aid development of the Community Recreation Feasibility Study. After an overview of the project process and a brief “Community Recreation Center 101” presentation, each group was asked for their input and guidance.

- A. Business Community
- B. Social Services and Healthcare
- C. Inclusion Stakeholders
- D. User Groups
- E. Community Organizations
- F. Parks and Recreation Staff

RECURRING THEMES

Challenges	Opportunities	Amenities
1. Historically a tax-averse community. School district 51's successful bond initiative can be used to build momentum. Must consider voter burn-out.	1. Transform the quality of life in Grand Junction. Intergenerational, flexible, welcoming. Focusing on health and wellness but also social programs and activities.	1. Multipurpose community meeting rooms.
2. Competition with private providers. Must educate and provide data to show how a new center would impact them.	2. Create a source of civic pride for residents while providing much-needed amenities that currently do not exist.	2. Gymnasiums.
3. Site: central location with affordable, convenient public transportation. Must have plenty of parking area. Must have expansion capabilities. Consider space for future outdoor recreation uses too.	3. Provide a catalyst for economic development. Potential new companies look for a high quality of life and a city's reinvestment in itself.	3. Aquatics.
4. Lack of community awareness regarding where to go for services and activities.	4. Develop a program and building design that is flexible. It is a community center, with recreation components. The building should be sustainable, as should the operations.	4. Teen space.
5. Fees: make affordable for all socioeconomic groups.	5. Become a hub of information for community agencies.	5. Seniors space.
6. Operations and maintenance finances must be sustainable.	6. Partner with other agencies for programming.	6. Direct connection and views to outdoor space.
7. The center will not provide all needed facilities for D51's athletics programs.	7. Other existing facilities could be considered satellite for alternate programs and services.	7. Community garden.
		8. Outdoor activity spaces (even in winter).
		9. Outdoor splash pad.
		10. Connection to existing trails, open space.
		11. Additional programming opportunities: Special Olympics, foster home agencies, hospitals and healthcare providers, Colorado Mesa University, library, etc.

A. BUSINESS COMMUNITY

Challenges

1. Site/location. 5 sites are being analyzed. Needs to be central but accessible. Proximity to existing similar facilities, transportation.
2. Parking availability - senior citizens, busses, school programs, etc.
3. Competition with private facilities offering similar services. Do not duplicate services. Analyze what number of jobs would be lost should the private facilities suffer. Provide case studies.
4. Don't overbuild. Plan for 10-20 years ahead. Currently only 30% of the population is actively using the center.
5. It cannot be a financial burden. Plan financially so the building can keep up operations and maintenance, ensuring the quality of the facility does not decline.
6. Operations and maintenance funding needs to be sustainable.
7. Remember the private sector pays taxes. City facilities do not.
8. Fees: meet all economic income brackets' needs and abilities.
9. Subsidies: only 10% of centers have 100% cost recovery. 90% require subsidies.

Opportunities

1. #1 priority: collaboration and conversations with local businesses of all types.
2. Lobby should integrate all ages and users.
3. Youth haven't experienced healthy activities - increase quality of life.
4. Service gaps - future oriented and future expansion possibilities.
5. Seniors - need socialization. Programs like bingo are a huge draw. Spaces should be flexible to allow for multiple activities.
6. Demographics: 89 is the average age of senior center members.
7. Seniors need technology and more physical activities.
8. How can the business community's needs be forecasted to assist?
9. Process: focus on future demographics and trends.
10. Intergenerational building and programs.
11. Energy self-sufficiency.
12. Many varied activities under one roof. Then act as a hub for other activities and programs.
13. Do something that hasn't been done before! Innovation.
14. Drive more business.
15. Enhance tourism.
16. Potential new businesses concerns: does Grand Junction reinvest in itself (libraries, performing arts, housing, quality schools.
17. Need a 300-600 person community event space.
18. Call it a community center, not a community recreation center.
19. Mobile and modular components?
20. Partnerships: spaces the business community can use for their programs. i.e., painting studios, home bakers, cooking classes by Colorado Mesa University, etc.
21. Green garden.
22. Positive impact to mental health issues.
23. How do we engage the missing percentage of people who aren't involved?
24. Innovation: plan to include it from the start. Both in the facility design and the programs.
25. Needs to be unique: looking to the future.
26. Suggestion: create an advisory board with one member from all stakeholder groups.
27. Satellite facilities: opportunity with school district's Orchard Mesa facility.
28. Remember the existing facilities are remaining too.

B. SOCIAL SERVICE AND HEALTHCARE

Challenges

1. Currently there is a lack of information on where to go for activities: seniors, youth, social spaces, healthy activities.
2. Suicide rate, mental health concerns. Intersocial skill training is needed - increase resiliency and decrease social isolation. This could provide these services.
3. Affordable spaces for foster care programs to use.
4. Affordable spaces for disabled population.
5. Transportation needs. Buses from school but also other parts of the county.
6. Changing demographics: lack of younger families staying in Grand Junction to backfill the current senior population.

Opportunities

1. #1 priorities: healthy kids and teens, taxpayer buy-in (this is for everyone), access for all regardless of abilities, cost and location.
2. Swim lessons: Orchard Mesa pool cannot provide enough time for city usage.
3. Warm water pool: seniors, disabled, injured. When the Life Center closed this left a huge need to fill.
4. Foster care: a safe space for supervised visits.
5. Seniors: a place for companionship.
6. Meals on Wheels operations point.
7. Preventative care of all citizens
8. Multipurpose meeting spaces would draw revenue.
9. Inclusivity: cost, mitigate the intimidation factor of users with mental illnesses.
10. Different zones: active and passive.
11. Locker rooms: consider seniors changing next to high school student. Modesty issues.
12. Teens: hang-out space, food trucks?, music jam space, non-pay zone, art/game room, Most importantly, get their feedback directly.
13. Outdoor connection and program amenities.
14. Partnership with Colorado Mesa University students to teach activities. Positive role models.

Amenities

1. Branch library location.
2. Swim lessons: Orchard Mesa pool cannot provide enough time for city usage.
3. Warm water and therapy pools.
4. Leisure pool: zero-entry for kids and adults. Socialization area. Lazy river.
5. Team sports - gymnasiums of different types.
6. Have drop-in gymnasium space too.
7. Safe space for kids to hang out.
8. Cooking and nutrition classes.
9. Spaces for parent and kid activities together - healthy living for both.
10. Indoor and outdoor program space.
11. Program: teach that recreation outside is great in winter too.
12. Outdoor walking track.
13. Multi-generational classes.
14. Membership gift cards for healthcare referrals patients for completing their therapy.

C. INCLUSION STAKEHOLDERS

Challenges

1. Location and accessibility: from outside smaller towns (Clifton, Palisades). As an example, 80% of Clifton kids have never left it.
2. Must be on a bus route. Educate people how to use it.
3. Discussion - District 51 successful bond campaign: (1) person in charge; repeated presentations all over Mesa County; have a clear plan; think of the taxpayer "what am I going to get? how much will it cost me?"; educate the public that most centers run on a subsidy; build on the momentum of D51's successful ballot measure.

Opportunities

1. Build on the momentum of D51's successful ballot measure.
2. Public meeting spaces.
3. Acknowledge human dignity. UU church has phone charging stations outside its building for homeless population.
4. Home health providers: access to families of all economic levels.
5. Partnership with school programs.
6. Family activity programs and areas just to hang out.
7. Rec center will not impact the private sector providers growth. They are different user groups entirely.
8. Partners: mentoring program; community services; life skills program; need family engagement, healthy activities, and accessible transportation.
9. Solar power opportunities.
10. Birthday or other celebration event space.
11. Family sports: tennis; pickleball; pools - indoor and outdoor.
12. Large meeting spaces: divisible rooms, high-tech AV.
13. Wellness activities.
14. Seniors spaces and programs.
15. Flexible and durable rooms: quilting club needs wet/dry space for coloring yarn.
16. Mental health and teens: provide a space for socialization. Decrease isolation and depression. Build confidence.
17. Outdoor splash pad.
18. Pools: have a ramp and not a lift. Stigma associated with using the latter.
19. Sports participation for those who cannot afford club groups.
20. Bright space to use in winter, when downtown only has bars and restaurants active.
21. Site: Matchett is most centralized and meets the largest need. Is it the most "votable"?

D. USER GROUPS

Challenges

1. Lack of fields. School District 51 is the only one in CO that does not have their own.
2. Message to the voters: Grand Junction is a livable community and must attract all demographics (seniors, young families, young singles, special needs); show the ROI and positive impact on community's quality of life (case studies); show what (if any) effect happens to private facilities when community rec facilities are built.

Opportunities

1. Central location - along a bus route. New or existing.
2. Outdoor contained space. As an example, provide a safe place for an autistic child and parent to explore.
3. Gymnasium space: teams, drop-in, generally just active space of any type. Currently Colorado Mesa University allows outside groups to use their facilities.
4. Aquatics: Colorado Mesa University hosts swim meets for outside groups at their 50-meter pool. It generates revenue for them. This is run through the campus rec department.
5. Aquatics: D51 school uses Colorado Mesa University for meets and other local pools for practice.
6. Large pickleball population. Currently they have (3) courts they use. They could use much more. This is a potential tourist and revenue generator.
7. Special Olympics: need both indoor and outdoor space. Program is health and wellness, not just organized sports.
8. Site: Matchett is most centralized and meets the criteria: access from I-70, Highway 29, and plenty of space for future outdoor fields.

Amenities

1. Gymnasium: NCAA size with (6) rec courts. Even this will not satisfy the need though.
2. Climbing and bouldering.
3. Outdoor splash pad.
4. Aquatics: leisure pool with zero entry and active zones; (8) lane lap/competition pool (6-lane is ok too); diving area; warm water fitness group pool; therapy pool; spa. Other facilities' pools could be retrofitted for other uses. As the Colorado Mesa University student population continues to grow, there will not be room for community users on campus facilities.
5. Meeting/multi-purpose space.
6. Racquetball courts.
7. Indoor turf gym.
8. Indoor walking track.
9. Spaces for introduction and orientation to healthy activities, for all ages.
10. Parks and Rec Sports: youth sports are growing rapidly. Adults have the potential to do so but lack facilities. Seating would be needed for adult sports, as well as stuff for kids to do while adult leagues play (child watch, teen space, programs, hang out space).

E. COMMUNITY ORGANIZATIONS

Challenges

1. 8% sales tax now.
2. Voter priorities and voter burnout. Education vs. community center.
3. Educate the public on everything they're missing out on. If you've not lived in a city with a community center, you don't know what you're missing!
4. Educate the public on partnerships. The city has maximized these with local organizations (schools, libraries, etc.).

Opportunities

1. One-stop shop for multiple public and private organizations (trail supporters as example of a private agency).
2. Offer youth league/clubs of Clifton, Orchard Mesa, etc. for kids who cannot afford conventional programs.
3. Don't duplicate services: who will be using it in 10 years?
4. What defines the success of the center? Make these measurable.
5. Project as a catalyst for growth. Colorado Mesa University is continuing to grow. Plan ahead and invest in the community as well.

Define the GJ Community Center

1. Transforms the community.
2. Shows investment in the city
3. Draws businesses.
4. A community wide resource.
5. Draws events and people to the city.
6. Hub of activity for all age groups.
7. Reaches people and gives them information on city and county services.
8. Service-oriented: reach as much of the population as possible.
9. Family-oriented.
10. Meeting spaces (larger focus than just athletics).
11. A fun place to go.
12. Affordable for all groups.
Scholarships and rewards for local students? Activity-based fee vs. all-in membership fee?
13. Drives economic development.

F. PARKS AND RECREATION STAFF

Amenities

8. Golf simulator(s) - please provide number desired.
9. 10-12 person conference room.
10. Game room - pool, foosball. Programs would be structured such that seniors use in the morning/early afternoon and youth use late afternoon/evening.
11. Rental space - physical therapy, massage, chiropractic, etc. Flexible to handle multiple functions.
12. Climbing wall. Please advise if a bouldering wall would also be desired.
13. Wet classroom - arts/crafts. Could also be pool party rooms.
14. Computer room with combination power and USB receptacles.
15. Divisible multi-purpose room with stage. Can be used for rentals, classes, etc.
16. Library kiosk.
17. Juice bar with healthy snacks.
18. Accessibility throughout the facility.

Fitness

1. (25) cardio, (20) circuit, light weights zone (dumbbells, kettlebells), and plyo space. Please advise an approximate area for the light weights area.
2. Seperate ages by levels of the building (adults upstairs, youth downstairs, etc.)
3. (4) raquetball courts - to be used for other court sports as well.
4. Turf gym - please advise if a field size is required.
5. Provide space for underserved population - youth and younger ages, minorities, non-English speaking users.

Aquatics

1. More than ample usable deck space.
2. Leisure pool with some lap lanes.
3. Diving board.
4. Hot tubs - adult and family.
5. Huge lazy river.
6. Flow rider
7. 4-6 lane lap pool.
8. All bodies of water at appropriate temperatures.
9. Slides.

Seniors

1. Music and dance space
2. (4) pool tables.
3. Card tables - please advise how many.
4. Seperate entry and seperate lounge.
5. Close parking to their entry.
6. Are meals to be served? It depends on the outcome of the existing senior center, which currently runs a meal program.

Outdoor Space

1. Outdoor pool connected to interior - lap and play water space.
2. Splashpad.
3. Zero-depth entry pool.

OPEN HOUSES

In January and March 2018, the Steering Committee, PLACE, Perkins+Will, and Ballard*King facilitated a public open house to gain feedback for the Community Recreation Feasibility Study. There were (5) stations: Health and Wellness, Recreation, Programs and Partnerships, Project and Process, and Competition and Active Sports. The event was very well attended and over 200 hard copy comment cards were received. Feedback on social media and email were also abundant.

RECURRING THEMES

A. What excites you most about the project?

1. This is a project that is long overdue and will benefit the community as a whole.
2. Grand Junction is the largest city on the Western Slope and does not have a community center. Its positive impact will draw people to the area and keep current residents engaged.
3. It will provide a safe and healthy environment for everyone.
4. A multipurpose building, not just gym and a pool.
5. Having an intergenerational space with activities based on individual skills, needs and abilities.
6. The senior population needs a new facility.
7. Not only physical health and wellness will be improved, but mental and emotional wellness too.
8. Having an affordable option to keep individuals and families healthy.
9. Having childcare available during activities.
10. Access to special needs and underserved populations.
11. Citizens will have a place to gather, learn, recreate, socialize, exercise, support and be proud of their center. It will build Grand Junction's community.
12. Having an indoor space for activities during the winter months to exercise or just hang out.
13. It will spur economic development as more people and businesses move to the area.
14. Potential for community partnerships.
15. Make this a destination for tourists.

B. What are your greatest concerns?

1. That we do not have a government in place to make this happen.
2. Community opposition based on increased taxes, site location, fear of change, lack of knowledge of what it will bring to the community.
3. Confusion between fitness clubs and the community center. The project will not serve the same demographics that fitness clubs serve.
4. That fees won't be affordable and a lack of membership options.
5. Site: central location, traffic impact, transportation, adequate parking, room for expansion and outdoor activities.
6. Making sure it addresses all age groups. It's not focused on just one group.
7. That only team sports are emphasized. Individual sports and activities are just as important.
8. Not enough for teens to do.
9. Will it be big enough for our population?

RECURRING THEMES

C. What activities do you think have the broadest community appeal?

1. An inviting building entry with room for socializing.
2. Indoor aquatics: competitive, leisure pool with zero-entry entry and activity space, lazy river, a cool slide, warm water pool, therapy pool, spa.
3. Outdoor aquatics: lap pool.
4. Gymnasium: multi-purpose and traditional.
5. Running track.
6. Fitness center.
7. Tennis courts.
8. Racquetball.
9. Climbing/bouldering.
10. Meeting rooms.
11. Senior spaces.
12. Childcare.
13. Art classes.
14. Dance classes.
15. Laser tag.
16. Place to study.
17. Balance of health and education.
18. Healthy snack bar.
19. Leagues for different sports.
20. Outdoor fields and activity space.
21. Longer hours of operation.

D. Additional comments and ideas:

1. Site does not matter. We need one.
2. Walking and bike paths.
3. Indoor and outdoor activities.
4. Salt water pool.
5. Keep up the positive energy and hard work!
6. Low cost for disadvantaged families.
7. Incorporate it into a mixed-use site.
8. Lots of natural light and comfortable furnishings.
9. Have it be as green and energy efficient as possible. Could convince commissioners to accept C-PACE into the county.
10. Potential office space for Parks and Rec, DDA, BID, senior center, etc.
11. Needs to stand out and “be” Grand Junction. Incorporate high-tech into the natural surroundings.
12. Kitchen facilities for rentals.
13. Potential to partner with the YMCA and have them to return and be part of it.
14. High quality and accessible building and site.
15. Sedentary activities for aging adults.

A. WHAT EXCITES YOU MOST ABOUT THE PROJECT?

1. Hopefully it will be a place for the youth in Grand Junction to go to keep them entertained and off the streets free.
2. That we could at last (!) have a recreation center in Grand Junction
3. Very close to home, needed here in the area of town
4. Fitness center; tennis courts
5. This project will impact our entire area in a positive way. Opportunity to experience different sports and activities. Children will be able to participate in activities in a safe environment and some for the first time because of the type of center it is. It will accommodate persons of all ages and dynamics. It will enhance all the surrounding areas. It will encourage health, fitness and well-being.
6. Hot-tub, also warm water pool for exercise. I am handicap. I would love to use a handicap facility. I go to Fruita twice a week 40 miles each time I go. Most of the times, I use the indoor pool at the Fruita Recreation Center. I used to go to St. Mary's Life Center 3-4 times a week. I used the pool there for several years.
7. Access, Access, Access to a state of the art facility for community activities. The largest (population) city of on the Western Slope needs this facility to draw people to the area to stay and keep current residents engaged. Any central location builds community unity. A facility that serves all age groups is essential to growth.
8. Finally realizing we need one in Grand Junction; pool comfortable temperatures for people missing the benefit of St. Mary's Life Center
9. Pool, exercise room, volleyball court, game room, not having to go to Fruita for a good indoor swimming pool
10. More fun things to do
11. The fact that so many people showed up and support may be actually happening
12. Nothing
13. Benefit to the community as a whole
14. All of it
15. It's about time!
16. Strong Community culture bringing people together
17. That Grand Junction would have a recreation center
18. Something in Junction, not just going to Fruita, really close for GJ
19. Having a gathering place to enjoy activities, meet people, stay in shape and build community
20. It is way overdue- It helps all ages from birth to senior citizens.
21. The development of a center that will foster community and the well-being of its citizens; additional options for family activities all year
22. Finally having a community center! Pool, reasonably-prices exercise facility (into Fruita cost)
23. Not driving to Fruita to take my kids to indoor activities- especially in winter months
24. I guess that it's actually being talked about!
25. Finally! Attention is being paid- our community is long OVERDUE for Rec/center
26. It is a much needed center for Grand Junction!!
27. An indoor facility to keep "aging" and frail or those with chronic illness MOVING and socializing. Even floors to walk, warm water to move joints and muscles, places to meet friends
28. An opportunity to create a center for community educational, recreational, and social activities;
29. Senior activity are especially lacking.
30. Indoor water activities (pool, kids water park, lazy river, adult slide); free splash pad for little kids; opportunity to add an amenity to rejuvenate an older part of town; climbing wall; make it a destination that is epic!
31. Something new for our community. A place to enjoy water activities in the winter
32. A safe, fun place to spend quality time with my family year-round
33. Improved health
34. Having an affordable place for activities to do with Grandchildren (healthy activities)
35. Lazy river/ pool for exercise and rehab; indoor walking; meeting rooms for Zumba or yoga or??
36. That we can make something to

A. WHAT EXCITES YOU MOST ABOUT THE PROJECT?

- make people happy; Opportunity to swim, exercise, and socialize at a reasonable price- preferably recreation oriented as opposed to goal-oriented
37. Having a local, affordable place for family recreation. It will be a “draw” for business in our community
 38. That the GJ community is moving forward with something which is long overdue, incredibly needed and that citizens will have a place to gather, learn, recreate, socialize, exercise, support and be proud of.
 39. It's long past time that a project like this comes to Grand Junction. This is a huge opportunity to provide a positive and creative place for the citizens of GJ to come together in a safe and healthy environment.
 40. The possibility of a low cost option to keep my whole family active and healthy.
 41. Finally having a rec center to go to nearby
 42. Lap swimming, exercise machines, rooms for class, bridge, club meetings, exercise classes and yoga, gym, basketball courts
 43. Having an affordable rec center available to all. Paul and indoor lapse separate from kids swim area
 44. The idea of having a recreation center that would offer activities to improve the quality of life and promote wellness to our children and adult residence is very exciting
 45. A place where kids of all ages can go. Location? (28 1/4 rd. preferred)
 46. I've lived here 13 years and watched deltas rec center Grow, and Fruita to build a rec center. This is LONG OVERDUE for GJ and very welcome
 47. Having a social gathering place can really create, enhance, and grow a sense of community and Identity for GJ/the valley. Vibrant center can appeal to many diverse demographics, and can go a long way towards promoting the mental, Emotional, and physical health of our residents I'm excited that this dedicated group of volunteers have taking this on
 48. The existence of an indoor recreation facility would greatly enhance our enjoyment of this community while we use outdoor hiking/biking trails in Publix for me pause, we would love an indoor complement that – specifically, an indoor running track, indoor pool, exercise equipment, and rooms for classes
 49. A place for community groups to hold meetings, but also classes. My art quilting group would like to see meeting space with tables for 40 or 50 people for classes. We would like a space for a weekend trip paint or water on the floor. Water in the large sink and counter height bathtub. Lots of electrical outlets around the perimeter, and in the floor in the middle of the room would be needed. Being able to book monthly meetings a year in advance, so that groups/clubs know where they will be meeting.
 50. Reasonable to Both city and county residence for social recreation, health, of residents- young/middle aged/senior/disabled
 51. Reasonable price to county/city residents
 52. Finally another chance to make a rec center a reality! Kids, adults and also seniors need a place to recreate. Fruita's Rec Center is awesome.
 53. I'm not excited about the project as projected. I would like a center where we brought in entertainment (big names).
 54. A rec center is badly needed. It has been far too long.
 55. A place that includes everyone
 56. Having a gym, pool, community center with archery.
 57. That I can believe it's actually going to happen!
 58. The value such an institution can bring to all the community. The need to provide a place for all citizens of Grand Junction
 59. That there will be a new community gathering place to serve our growing population. Hopefully it will be a sign of a Grand Junction willing to invest in its future
 60. Potential for community partnerships, meeting/community rooms, an indoor pool, indoor track, racquetball courts, yoga and meditation groups spaces, and a climbing wall
 61. The potential to offer seniors and young children more indoor

A. WHAT EXCITES YOU MOST ABOUT THE PROJECT?

- activities at an affordable cost.
62. A recreation center in junction for families to enjoy versus Fruita/Montrose. I'm looking to move to Junction from Fruita. This would be a real asset to the community and for its residents.
63. Rec center that appeals to young and old with different physical abilities, or lack of facility. It should have room to expand and grow with demand
64. That we can get activities for our community. Hopefully, since we advertise for seniors to move year it will have many activities for seniors that promote good health and friendships
65. That it will happen! We need one!
66. Having more options for activities and winter months. Having more options for daycare. Somewhere for you to hang out.
67. A place for community togetherness. Senior Classes. I would love to see this in coordination with developing Matchett Park.
68. More family-friendly activities. We need a space that gives kids of our city a safe community oriented space
69. A place for families to recreate with other families and friends.
70. The idea of having a central place that provides opportunities for enrollment both for individuals and groups of all ages. The fact of having a community center in Grand Junction indicates that this is a city that is willing to make a commitment to raise the quality of life to its citizens
71. Just have a place for people to go to enjoy their favorite activities.
72. Access to special-needs population.
73. To have a place for families to exercise and have fun and learn to live a healthy lifestyle.
74. Having a place with various activities. A place to learn about new sports. Indoor pickle ball courts. Attracting new businesses
75. This is a long overdue space for Mesa County. It would be new and exciting and I also think heavily used
76. A multipurpose structure.
77. Finally having a nice community center for GJ
78. Meeting new people and meeting with friends – Fellowship
79. Having a place to go, meet people, socialize
80. It is that you have the public see it is on the move!
81. Getting a new center, to meet new people
82. Finally a place for all ages – Specifically seniors
83. A Rec Center for all, young and old
84. More variety programs. Health and wellness classes
85. A center for both adults and youth
86. Educational classes
87. Nothing, maybe a pool
88. Big Need
89. We have been waiting for one for about 20 years. I am happy to hear someone got on the ball
90. Should attract more seniors, good for local economy, good for jobs
91. Something for older people to do
92. Quality of life. As a community member, this means the city is investing in its people, and wants to see people succeed holistically.

B. WHAT ARE YOUR GREATEST CONCERNS?

1. All talk- no action. That the city will find a way (with the help from the business community) NOT to fund it – never enough funds.
2. Persons who, out of fear or not knowing the facts, Might vote against funding
3. Traffic, Roads going through Grand View Subdivision
4. Not getting a rec center
5. Affordable use fees. Failure for this project to come to fruition
6. Accessibility for all demographics and abilities
7. Membership options
8. Pool safety for kids
9. None- let's get on with it!
10. Taxes to support a center
11. It will happen
12. How to fund? 1.) construction 2.) operations
13. That city would use (book-up) for city sport leagues. For family usage...
14. Access/ Traffic
15. Please consider a plan for multiple sites- not one huge building but several centers
16. Reduces vehicle trips- activities for all ages – less congestion – are there grants available
17. That the political leaders will negate the center
18. Price, location, injuries
19. Funding, location, cost
20. Sustainability- A community Rec center needs support from all sectors
21. Where it will be, cost
22. Cost of entry
23. Location and amenities; we really need a free evening community space where we can have meetings, gatherings, etc. somewhere to hang out...
24. It will need a director, activity director and staff. They need very income friendly unless fees are necessary and price out some members of the community.
25. Taxpayers won't support it
26. Senior accessibility! The St. Mary's Life Center provided many services, but now we have nothing. We need a centrally located, fully equipped facility like Montrose, Fruita, Delta, and Front Range!
27. Want a cheap place for disadvantaged kids
28. That Grand Junction will not pass this fabulous effort!
29. I think costly design that kills it or going too cheap so it is executed poorly; placing it in a location that further depletes the core of the city; make spaces that can be used in different ways, so don't build single use spaces unless you know it will be a hit.
30. High costs to use facility; That it will primarily be geared towards the senior population ; that it will have different activities that are not already offered in the community, so that local businesses want loss revenue. For example, we don't need rock climbing, etc.
31. Accessibility and affordability; but also... if we do this, it needs to be a GREAT facility.
32. Traffic, access
33. Location- Access
34. Availability/ Cost; needs to be east end of G.J. ; Critical window placement/size- not so big it costs BIG BUCKS to heat and cool- cost containment. Window big enough or high enough for natural light
35. Not enough for teens to do
36. Cost, central location
37. Hoping it will come to fruition
38. That it will be big enough to best serve the multiple types and ages of citizens. That community input will be valued and considered.
39. Lack of support from regressive thinkers like the county commissioners
40. That we would get a rec center and it would cost too much
41. Too many rules when playing
42. Affordable for all
43. A place for kids to come that is safe and healthful
44. I want to ensure that all ages are included. Too often young moms and dads don't get involved – They have needs to be addressed, so do the seniors.
45. The confusion between health clubs and the rec center concept. Also I am concerned that a community as conservative as GJ treats this effort as just a liberal

B. WHAT ARE YOUR GREATEST CONCERNS?

- cause.
46. That we do not have a government willing to make it happen. We will need parking, and a good accessible location.
 47. Opposition in the community, GJ's historic fear of change, funding sources, location. Ideal it should be walkable or hikeable from high density residential areas. Adequate parking.
 48. The cost is in tax dollars, particularly the long term maintenance, and upkeep. Also, the possible impact on private health clubs which are forced to make a profit.
 49. Affordability to users. Please look at Montrose rec center. I belong to Fruita, and it has some issues I really don't like. There are no bathrooms upstairs, the weight area gets very congested. Have a women's area, and TV's on individual equipment – better than 5 TV's for all individuals. Classes in Fruita are \$1 extra on top of membership – BAD!
 50. That it be handicap accessible throughout.
 51. That it will be geared towards youth more than seniors
 52. It needs to be centrally located for the whole population. Wheelchair access!
 53. Not affordable for single parent households. Entry or annual passes.
 54. Catering too much to one age group. We have a wide variety of ages in GJ, including a growing number of young families. I don't want it to become a retirement community center. However, we need activities for them too.
 55. That it won't happen, or that it won't be welcoming for children.
 56. Having a complete rec center that's affordable for families
 57. Security. Close to public transportation. Affordable for low income families.
 58. Central location. Maybe a satellite location would help. Cost of membership/ funding
 59. ADEQUATE SECURITY! Central location – Day and evening hours.
 60. Under funding
 61. Getting everyone to agree to raise taxes/ funding
 62. YOUTH!
 63. If you have it at Matchett Park the traffic would be major. It would impact just neighborhoods.
 64. Hurting existing businesses that provide the same services.
 65. Senior use of warm pool is important and there is none in the area anymore. Concern – I hope it will get tax to pay for this easily, for long term benefit to city. Hire local contractors, consultants for all aspects of this project.
 66. Being able to book monthly meetings a year ahead so that groups/ clubs know where they will be meeting
 67. I live across the street from Matchett Park and I would love the ability to walk to a community rec center. Other neighbors are somewhat concerned about traffic and construction noise, but I think it's a small price to pay for a facility that would serve the entire community.
 68. I the past owner of local health clubs have been vocal and pervasive opponents to a rec center. A rec center will provide amenities and opportunities. It will be well beyond what a gym can do.
 69. Cost is my biggest concern. Items included in the center, and location. Will tax payers have to put out more and more money for maintenance?
 70. Let's get it done, all of our surrounding towns have a rec center. Why not GJ? We are a much larger city than they are. It would be great to have a place to exercise to keep up our health.
 71. That only "team sports" are emphasized. We have great outdoor/ individual sports and citizens need a place to get ready for them. Site preparation and parking are important.
 72. Time to get it done!
 73. Conservative individuals voting it out because of cost. How to cover the maintenance costs.
 74. Taxpayers/ homeowners (only) footing the cost. If it is homeowners putting up most of the \$, They should reap a benefit (no cost)
 75. I fully support city and county participation and funding. We need more indoor space in GJ for civic engagement and meetings.

B. WHAT ARE YOUR GREATEST CONCERNS?

convention center

76. \$ - How to pay for it. Will it be big enough for this sized community?
77. Affordability and having things I can use
78. Insurance – liability – Accident Insurance would be needed
79. Lack of coordination with seniors might not think or know we have it
80. That this won't happen
81. That it will get voted down. A city the size of GJ should have it already. I don't want it to be dropped
82. Senior safety
83. I like to learn new things
84. That it would have support from the people of GJ
85. That there won't be a balance of use for youth and seniors
86. The hours of operation/ Late hours?
87. Access/ Transportation
88. Transportation to center
89. Healthy living
90. More interest in senior Olympics
91. Staying healthy
92. Sooner the better
93. A nice library, we have computer classes, we do play bingo. We can help when they do senior Olympics
94. I personally would probably not use it. If I did, treadmills would be best. Computer classes. bridge, card games.
95. Financing the project
96. That it will go down the path of the

C. WHAT ACTIVITIES DO YOU THINK WOULD HAVE THE BROADEST COMMUNITY APPEAL?

1. Swimming, athletics, weights, indoor track; meeting place for kids- activities directed toward them. (similar to boys and girls clubs); coffee shop? To help pay for the use?
2. Swimming- lazy river; indoor gym for basketball and pickleball; game room; meeting rooms
3. Pools, exercise, tennis, pickle ball
4. Fitness center
5. Fitness classes for all ages, a quiet place to study; water sports; basketball; pickleball; family times; it would give another positive reason for families to relocate to GJ and retention of current families; a quiet place to study or get fit; meeting rooms; outdoor lit courts; safe, healthy environment; positive role models for children; giving positive activities with more hours to our community
6. Sport activities invite all ages to be and remain healthy. They also bring people from surrounding areas and out of town to participate in planned activities , competitions, and classes. Particularly, I am interested in the establishment of indoor AND outdoor pickleball courts. Ultimately, with Lincoln park and Pine Ridge; Pickleball complexes more regional and area pickleball over competitions could be offered drawing participants state and nationwide increasing tourism. Other activities: Swimming, family group activities, yoga/pilates; after school programs, racquetball; meeting/education rooms, running track, outdoor craft and art classes
7. Affordability for all
8. Pool leisure, hot tub, waterslide (good), sports court, toddler water play area, tennis/pickleball courts, art classes, laser tag
9. Waterslide! Spot for babies to play; fun for families
10. All sports, an indoor pool or a place to socialize
11. We already have the activities this would provide
12. A full rec and comm
13. Swimming pool, community center with meeting rooms and group meeting rooms, exercise facilities, senior center
14. Exercise/ health both indoors and outdoors
15. A pool, exercise classes (yoga), a center for seniors, pickleball, dancing
16. Heated pool, exercise equipment, senior center
17. Warm water, exercise, fun for everyone
18. Indoor/outdoor pool, swim lessons, arts and crafts, exercise/dance classes , gymnasium
19. Aquatic center
20. Pool, exercise equipment, meeting areas, snack bar
21. Indoor swimming; basketball, weights, employment opportunities
22. Walking, running, cardio, exercise classes
23. Pool, exercise facilities, sports facilities, senior classes
24. Community area for seniors
25. A variety of social activities including ??? and activities
26. Summer programs for kids
27. Leagues- pickleball, youth b-ball and volleyball. Places for young adults to recreate on pick-up teams. Classes- pilates, yoga and movement.
28. Movie nights; Water of all kinds we live in a desert. Have a few free items that can be used without having to pay (Kid Splash pad, coffee shop, not free) meeting rooms, toddler play area, and playground); teen center possibly, childcare, activities for moms/dads and small kids
29. Hot tubs; pool with splash pad and a small rock wall that overhangs the pool; toddler play areas; jogging track; childcare (even if it was only specific hours); a place to host movie nights
30. Kids party room connected to pool; meeting area in public location/sofas, fireplace; gymnastics area; elevated running area
31. An amazing pool connected to trails for biking and running
32. Social groups
33. Pool; classes; affordability
34. Water/lazy river/laps/kiddie or wade pool with slide; walk track; gym for B-Ball and gymnastics; classrooms for exercise class or health education ; a kitchenette

C. WHAT ACTIVITIES DO YOU THINK WOULD HAVE THE BROADEST COMMUNITY APPEAL?

35. Obstacle course in pool
36. Swimming (lap pool)
37. Pool; exercise facilities; senior programs; family programs
38. Wellness, youth, recreation, 50+, meeting areas, pool
39. You name it- the lists around the room pretty well say what the community would appreciate
40. I don't know what others like, but any of these things would make us happy: 1. Pool 2. Racquetball 3. Classes like Zumba or aquatics 4. rock climbing 5. A warm tub (my kids' lips always turn blue but they can't go in the hot tub) 6. indoor playground for winter 7. Laser tag! 8. Indoor tennis court 9. Gym
41. Swimming pool, gym, racquetball, basketball, tennis courts, climbing gym, laser tag
42. Gym, pool, archery range
43. Family friendly accessible for all ages. Included, but not limited to - art activities, pool, and exercise equipment.
44. Outdoor walking area, definitely a lazy river! There should be ample parking, basketball court, hot-tub, meeting rooms for rent, family dressing rooms, exercise area and equipment, refreshments for purchase.
45. Swim, weights, group classes, meeting rooms, child care, basketball - indoor/ outdoor
46. Basketball, volleyball, pool, indoor track, dead weights, healthy food options, and meeting facilities.
47. Pool activities, meeting/ community rooms.
48. Meeting community rooms, classes, athletic gym space, the trick is demonstration how a community center is either A). Different from similar service providers. B). Can fulfill a unique role by uniting these service/ activity providers.
49. Swimming pool/ aquatic center. Community meeting rooms, and game rooms.
50. Large indoor walking/ running track, Pool (indoor and outdoor), Cardio equipment, weight area, exercise classes, health and nutrition classes. Affordable rooms for rent. Goodwill room is \$25/4hr
51. Pool lessons, aerobic classes, exercise area, basketball courts, multi-purpose rooms.
52. Low impact water aerobics, exercise for all. Walking track, classrooms, activities scheduled – even outside of the center, games, mystery dinners, ect.
53. Indoor pool with a slide, lazy river that is local. Basketball and volleyball courts, affordable gym. Membership to the facility that has it all!
54. Walking track, pool, basketball courts, exercise classes.
55. Indoor swimming pool and outdoor water park. Mountain biking, or a park for biking beginners. Walking trails, jogging, nice gym, nice playground equip.
56. Pools, drop in games/ sports. Outdoor/ indoor basketball, pickle ball, and volleyball courts
57. Gym and basketball courts. Pools with a decent sized lap area. Community rooms for meetings and education
58. Pool like the one in Fruita. Classes, exercise areas and art classes. Conference rooms that can be rented by local groups for meeting or classes. ALL AGES!
59. Indoor courts, fitness equipment, and a pool (indoor and outdoor)
60. A wide variety of activities that are appropriate for ALL AGES!
61. Pickle ball, swimming
62. More athletic fields. Enough parking. A water park! Pools! Trails/ sidewalks. Meeting space, gyms/ cardio equipment.
63. Baby boomers and youth/ after school
64. Pool, classrooms, game rooms, exercise areas, running/ walking area, kid and senior friendly
65. Visit Rapid City South Dakota civic center. This town needs one like that.
66. Everything provided at the Green House. The bigger the better!
67. Put all the services possible in this facility to meet the needs of all ages, city, and county. Large enough facility. Great lawn/ garden area. Great parking (proper care of grounds).
68. Children and senior programs – support. We have gyms – we need a community center.
69. Group meetings and activities, senior center, teenage hangout, possibly after school care for

C. WHAT ACTIVITIES DO YOU THINK WOULD HAVE THE BROADEST COMMUNITY APPEAL?

- children. Work out equipment and classes. An indoor track. A room larger than the Lincoln Park Barn (and with better lighting) for special events.
70. Basketball courts
71. Indoor running track
72. Exercise equipment (all types not just treadmills.)
73. Open gym space (for large classes)
74. Silver sneakers or equivalent for seniors
75. Activities for kids, especially on Wednesday afternoons when schools release elementary schools early.
76. Fitness room, weights, yoga, basketball, racquetball courts, pickle ball courts, and ping pong. Pool – for laps and fun, especially for youth. Meeting rooms, classrooms, and activity rooms for all ages
77. Swimming. Different types of courts for different activities. Exercise equipment.
78. I think a warm water indoor pool would be fantastic. It would be a very useful facility for all our seniors that used to use St. Mary's Life Center Pool .I would estimate at least 1,500 people that used the Life Center, it would have use of the pool to exercise. Also people that have had surgeries could use it for rehabilitation!
79. A “basket” of them for all ages and abilities. Pickle ball, and yoga. Pools are rare. Consider upkeep, though a LARGE POND to try out boats/ kayaks.
80. Swimming pool, basketball courts, exercise rooms, misc. activities.
81. Exercise equipment and areas like basketball, tennis, pickle ball, and soccer. Swimming pool. Children related activities. An outdoor trail/ path system. Family centered
82. Group sports and classes. Basketball and pickle ball
83. YMCA and YWCA type programs. Swimming facilities/ hot tub. Programs for newcomers and seniors.
84. Pools, Gyms, Cross Fit, Yoga
85. Bingo/ board games.
86. Pot lucks
87. Swimming pools
88. Good exercise without straining muscles
89. Swimming races for those who want to race (for fun)
90. Easy, safe access to and from pool
91. Swimming pool for aerobics and exercise
92. Swimming pool, courts for sports, rooms for card games, and other kinds of games, libraries. PARKING!
93. Swimming pool
94. I'm for more swimming pools and exercise in water.
95. Water aerobics
96. Physical fitness for seniors
97. Also competition for sports for the children
98. Activities for the younger and older generation
99. Recreation sports. Dances
100. Healthy activities
101. Sports for youth, cards, dances for older groups
102. Swimming for old
103. Pool, Walking space, exercise equipment
104. Swimming pool
105. Balance of health and education
106. Senior olympics
107. Swimming pool/ hot tub
108. To have a bus to take the seniors to visit certain places of enjoyment. Go out to eat at times
109. Swimming, aerobics, exercise machines (with TV to watch during workouts)
110. Health and wellness
111. Boulderling wall, Introduction to climbing, sowing the seeds of outdoor recreation through indoor practice and education

D. PLEASE LET US KNOW OF ADDITIONAL COMMENTS AND IDEAS YOU HAVE.

1. Would love to have it at Matchett Park but it really does not matter to us where it is put in Grand Junction, as long as kids have access to it!!! Possibly on a bus route?
2. I fully support this project!
3. Walking paths, bike paths
4. Now is the best time to build. Look at Fruita from the time it was built and what the cost would be to build it now. We should not wait. It has been needed for a long time and will only enhance our community. It is not getting any cheaper and building now would be a win, win for all.
5. Let's work together as a community and make the community center happen.
6. Healthy
7. Waterslide in Fruita is not good for younger swimmers
8. Linc. Pr. As a potential site; all activities for teens. Fight obesity and electronic games!
9. Not needed in Grand Junction
10. Horseshoe, both indoor, outdoor; volleyball; indoor and outdoor
11. Keep up the positive energy!
12. Many people are really rooting for this!
13. We are excited; hope it gets enough votes!!! Hope people like what we think of! <3 <3
14. Partner with YMCA? Keep the public interest going, don't lose momentum
15. Salt water pool
16. Location is not a concern- anything in town is closer than Fruita
17. Low cost for disadvantaged kids
18. Thank you- let's get this done.
19. Consider placement that is accessible without a car (location); Demolish K-Mart and built it on North Ave or go down by Las Colonias Park (GJ Steel property); make the property mixed-use development or surrounded by development opportunities; design the project so that it is affordable for admission or membership
20. Windows- to enjoy the natural light. Rooms/areas/with comfortable seating to have a place where I can hangout/talk with friends or host small group. Commercial kitchen, teen center (a place for them to hangout)
21. It would be great to have space dedicated to education. A space where community members can teach each other
22. Diabetic exercise workshops
23. Excited we are talking about this! Finally!
24. Good for young and old
25. When we lost the Life Center, it left a large group without facilities that met their needs. Hopefully we could get this back with a rec-center.
26. The asset a community center brings to a community is immeasurable. These centers increase quality of life for all, can serve local citizens and visitors alike, and can be a hub for all the positive things we have to offer. Thank you!
27. I'd hope that the facility will be as green and energy efficient as possible. It's a perfect project to convince Mesa Co. Commissioners to accept C-PACE into the county. Thanks
28. Make a kid area
29. Whatever you think is needed – double it! Far better to have too much space like meeting rooms, recreation areas etc. now, than not enough in the future. Plan ahead!
30. Good luck! Great turnout tonight!
31. Possible office space for Parks and Recreation, DDA, BID, senior center etc. Space for civic organization offices. Fast public Wi-Fi.
32. I can see placing their project and a higher priority than an event center, but event center proponents did make a good case for how many event center would improve the economy and attractiveness of Grand Junction
33. Fun exercise options such as laser tag, mini rebounders, yoga swing, bunji cord, climbing wall, indoor soccer fields, hot tub, sauna, spa, greenhouse with fresh juice bar and salads. 2 exercise rooms, a dance room and the bar.
34. Multiple family bathrooms with handicap access
35. Do not heat the pool with solar panels. Have all residents vote not just people and city limits. I do not live in the city limits. I am surrounded by others that are

D. PLEASE LET US KNOW OF ADDITIONAL COMMENTS AND IDEAS YOU HAVE.

- and I live closer to the Matchett property. This is a convenient location. It would draw from Clifton, Fruita, north area
36. I think having the basic needs met for a community center are good but then giving it a unique flavor for Grand Junction seven around some outdoor rec opportunities. Need something that makes it stand out on the western slope. Incorporate modernity (technology) with a natural surroundings.
37. Located along the river and bike paths. River ridge Parkway
38. Indoor running track!
39. The need is greatly long overdue
40. This would help promote good health in our valley and would be great. Can we get YMCA to help?
41. Meeting room for nonprofit organization like new dimensions
42. Community center with different athletic options for youth and adults. Matchett family property
43. Keep going! This needs to be built.
44. Plan plenty of meeting, banquette, and party room that can be rented. Include adequate kitchen facilities.
45. Fruita and Gypsum total cost, and length of time to pay it off
46. Matchett property!
47. How can I serve on the committee? (245-7629)
48. Location! Please locate centrally LPGC is the best location in conjunction with Moyer pool. GC is losing \$ compared to what a rec center would bring.
49. Facility should be wheelchair/ scooter friendly. Indoor running/ walking track. Outdoor walking path with pond/ Picnic tables? Disc Golf.
50. Intergenerational activities – Bridge the gap improve quality of life. Tutoring, art, storytelling, yoga, adopt a grandparent type activities.
51. People seem to want exercise equipment, classes, and childcare – Why not invite the YMCA to return to GJ and be a part of the rec center. Their facilities are excellent in other locales, and they often offer childcare for folks working out and even after school care. Maybe if the Y runs part of their rec center, the cost to GJ could be reduced.
52. We fully support the idea of a community rec center and believe it would help attract key groups – retirees, professionals, and business who want to move their staff's here. It also would help retain CMU students and other entrepreneurs.
53. Finding a central accessible location.
54. I went to all the park meetings for the Matchett property and nothing has been said or done. Is this just something else to get people excited about and then nothing?
55. Thank You! Ruth Slaughenheart – Life-long resident (76 years)
56. Central location – Matchett Park
57. We are older, but would love to enjoy it. (76 years + 83 years old).
58. A rec center that is big enough to accommodate new population growth. High quality and accessibility
59. Thank you for doing this, WE NEED IT. Keep it affordable.
60. Let's fast track this. It is an essential amenity for our community.
61. Partnership with hilltop, CMU, Rocky Mountain Construction Company, hospitals, school district, small climates, assisted living facilities, grocery stores, outdoor company.
62. Go for It!!!
63. I think people will LOVE IT! People will be encouraged to get out of their homes and get fresh air. It will have a definite positive effect on the attitudes of people who are lonely. It could very well help prevent suicide of those who feel unloved, un-needed, and unwanted
64. Tax help/ game playing
65. Location – Matchett area so it will be close to Palisade and Clifton. I think they could use it.
66. Getting people interested/ involved in upcoming activities
67. Swimming pool, construct a board of directors from all age groups
68. Anything is better than what we have now
69. More healthy activities, planning ahead
70. More transportation to senior

D. PLEASE LET US KNOW OF ADDITIONAL COMMENTS AND IDEAS YOU HAVE.

center on Saturday

71. Grand Junction needs one for the size of the City
72. It would be nice to have a swimming pool
73. Sedentary games for those that can't move around easily

SECTION 03 PUBLIC SURVEY

PUBLIC SURVEY

A statistically valid survey instrument was created to measure community needs. An open survey was also provided on the City website. It is important to note that the 2 survey results were almost identical in responses. The following document represents the final survey report and analysis.

Goals of the Survey

- Achieve accurate, trustworthy results
- Confirm desired facility program
- Confirm desired site
- Test “affordability”
- Test willingness to fund

Survey versions

- 1 to a random sampling of 3,500 residents
- 1 an open-link survey to all interested residents via an advertised web address, to gather broader input (optional)

The survey process resulted in a statistically valid survey that represents a broad cross section of the community.

Key findings from the survey process include:

- Within the community today, recreation facilities are highly used and valued.
- Regardless of the age of the respondent, aquatics (84%) and fitness opportunities (84%) are the highest priorities.
- Community spaces are also a high priority
- Youth activity spaces and a teen center are popular program requests
- Outdoor amenities, particularly a sprayground, a pool, playgrounds, shelters and/or court sports are viewed as complementary to an indoor center
- Matchett Park was the top choice (56%) for the new community center
- SUPPORT
- 88% of the community thinks it's important to develop a community center in the Grand Junction area.
- 85% of registered voters support a sales tax increase to fund the community center
- Among those who support a sales tax increase, there was near unanimous support (95%) to fund the top-priority add-on amenity as well

CITY OF GRAND JUNCTION

COMMUNITY CENTER SURVEY RESEARCH STUDY

JUNE 2018



RRC
ASSOCIATES™

GRAND JUNCTION
PLACE
People for Local Activities & Community Enrichment

CITY OF Grand Junction
COLORADO
PARKS & RECREATION

PRESENTATION OVERVIEW

-  INTRODUCTION & METHODOLOGY
-  DEMOGRAPHICS
-  CURRENT USAGE
-  FACILITY PRIORITIES
-  LOCATION PRIORITIES
-  FINANCIAL CONSIDERATIONS
-  SUMMARY & DISCUSSION



INTRODUCTION & METHODOLOGY

INTRODUCTION

The purpose of this study was to gather public feedback on a potential community center for Grand Junction. This survey research effort was part of a broader study to alternatives and plans/drawings to respond to citizen desires. The architectural work is being conducted by Perkins+Will.

METHODOLOGY

3 primary methods used to conduct survey:

1. Online, invitation-only web survey, invites sent by postcard (“Invitation Survey”)
2. Online, open to the public survey (“Open Link Survey”)
3. Online, Spanish language version of surveys available to both invitation and open-link respondents.

Paper surveys were also available upon request.

METHODOLOGY

- Registered Voters List purchased from Mesa included renters and homeowners
 - Included only residents of Grand Junction for the Invitation Survey
- 4,500 surveys mailed to a random sample of City of Grand Junction residents in March, 2018
 - Final response to the Invitation Survey: 394
 - Margin of error: +/- 4.9 percentage points
- 2,291 surveys completed through the Open Link
 - Included primarily residents of GJ but responses from out-of-town respondents also collected

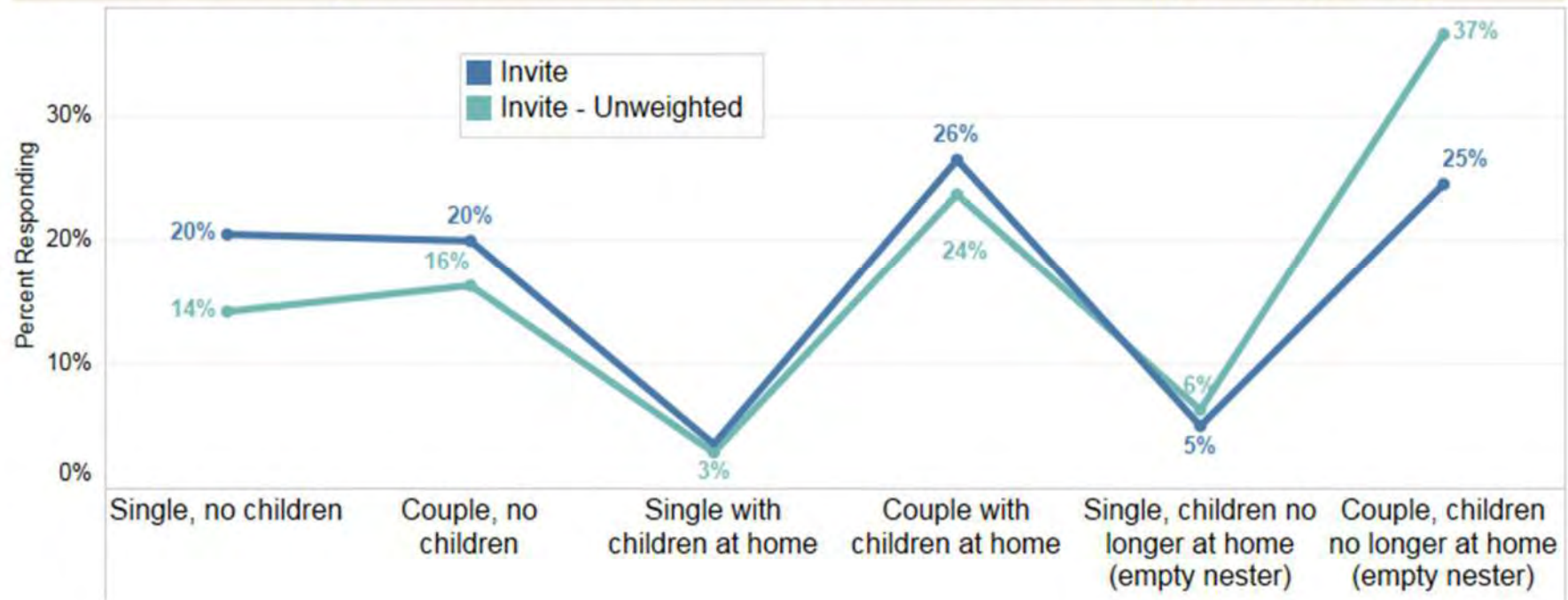
The written analysis and discussion to follow will focus primarily on the statistically-valid invitation sample, but responses from each sample are graphed side-by-side and sample differences are discussed throughout this report.

In addition, selected results are segmented by presence of children in the household (yes or no), whether the respondent is registered to vote in the City of Grand Junction, and respondent age group (under 34, 35-64, 65+). For those analyses, invitation and open link samples have been grouped together and then segmented, thus providing the most robust sample size for analysis.

WEIGHTING THE DATA

The invitation sample was weighted by age and income to match the age distribution of the U.S. Census 2017 ACS 5-year estimates.

Household Composition: *An Examination of Invitation Sample Weighting*



ADDITIONAL TOOLS

In addition to this summary report, the following have been provided to the City of Grand Junction and PLACE under separate cover:

1. **Crosstabulations of results.** Survey results dissected by key variables of interest such as age and household composition.
2. **Open Comments Database.** A tool which features the extensive number of comments received for open-ended questions on the survey. Users can view and sort comments in a variety of ways (e.g., by Invitation or Open Link Survey sample, willingness to support a tax increase, length of time lived in Grand Junction, etc.)

These tools provide additional information that can be considered and provide ideas for further community evaluation and decision-making.



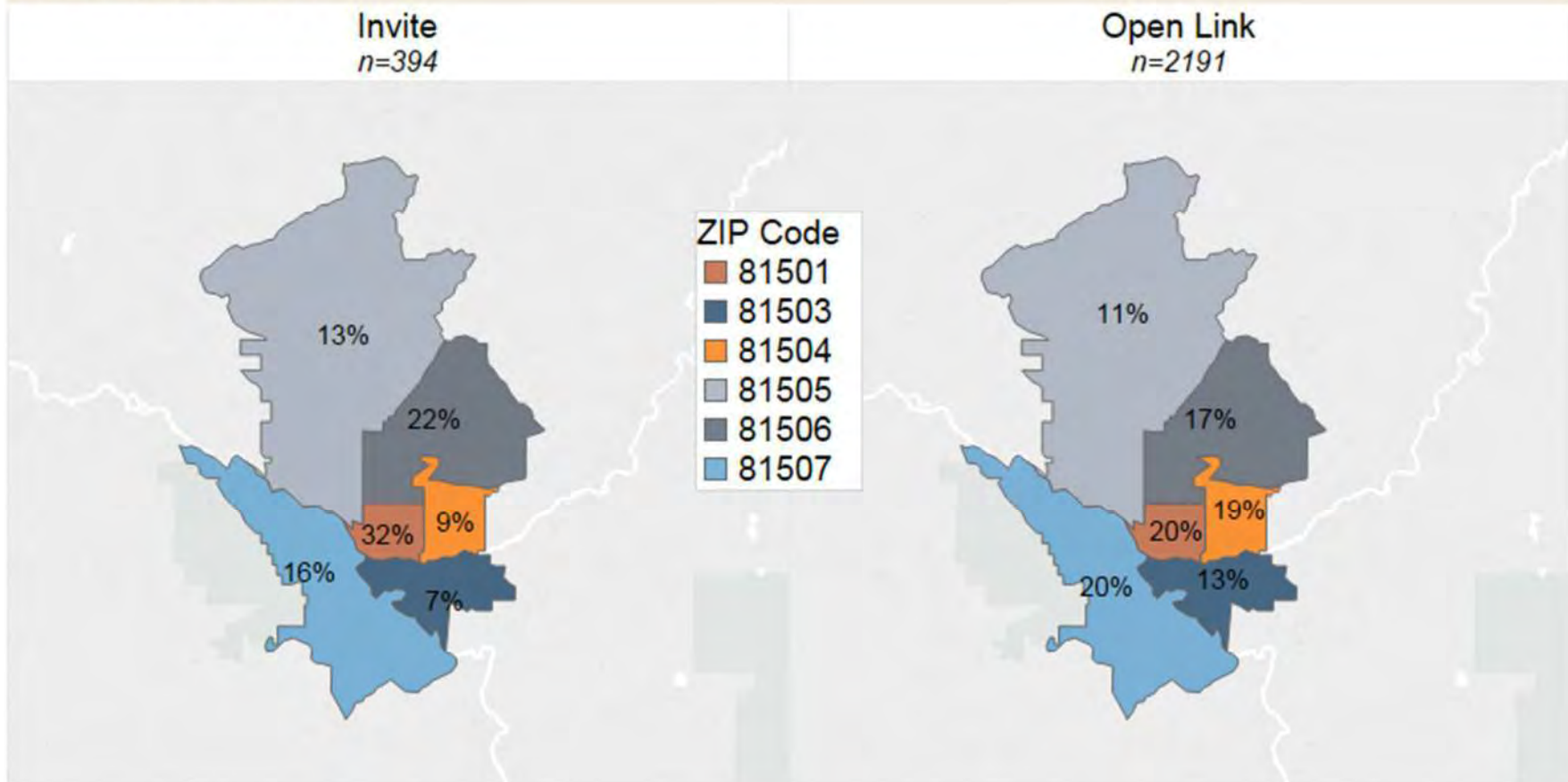
DEMOGRAPHICS



HOUSEHOLD PROFILE

About one-third of invitation respondents live in ZIP 81501. The open link sample is comprised of proportionately more respondents living south of the Colorado River.

ZIP Code of Residence



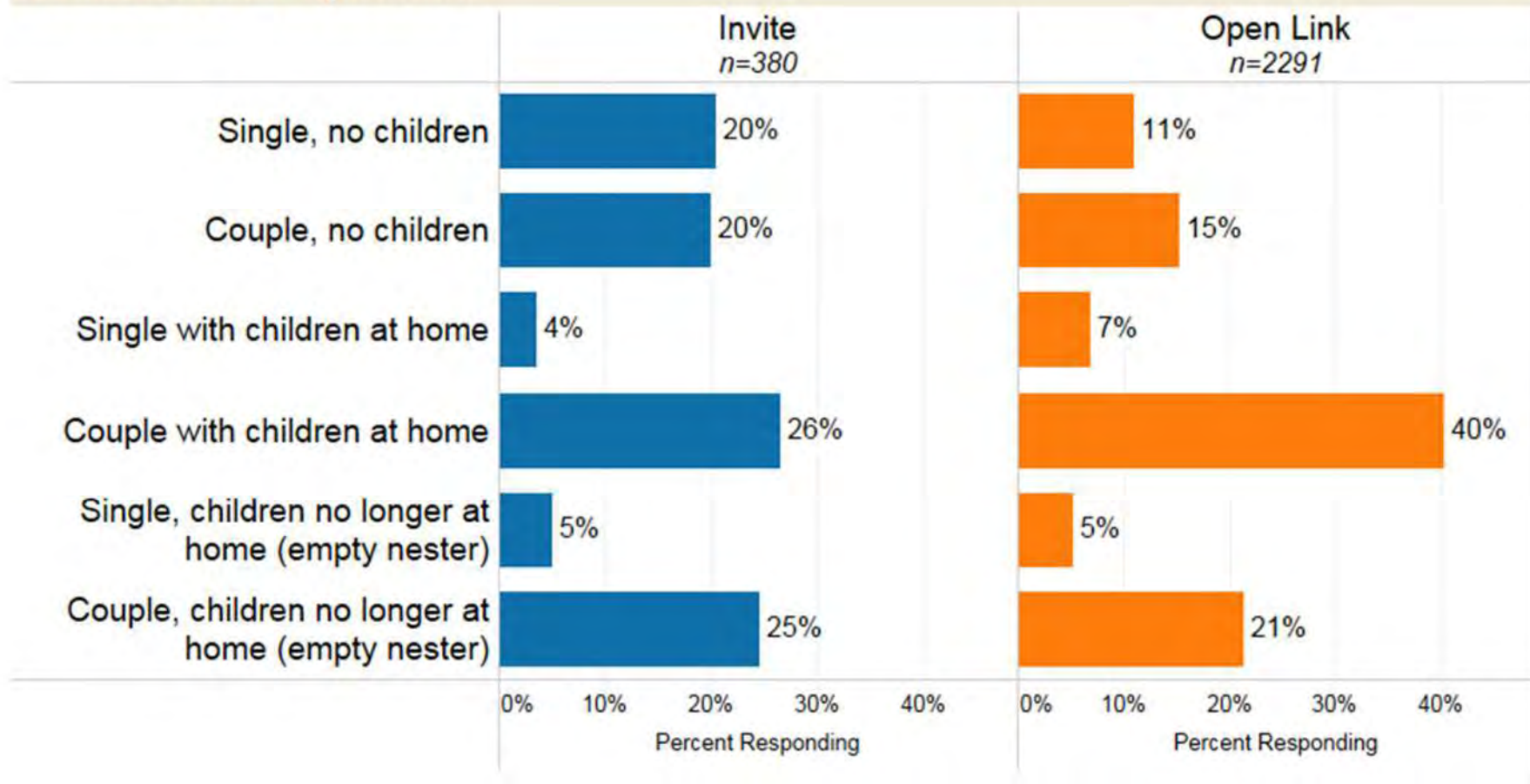
Q1. What is the ZIP code of your residence?



HOUSEHOLD PROFILE

Roughly 40% of the invitation sample are singles or couples without children, 30% are households with kids at home, and the remaining 30% are empty-nesters. The open link sample has proportionately more households with children (47%).

Household Composition



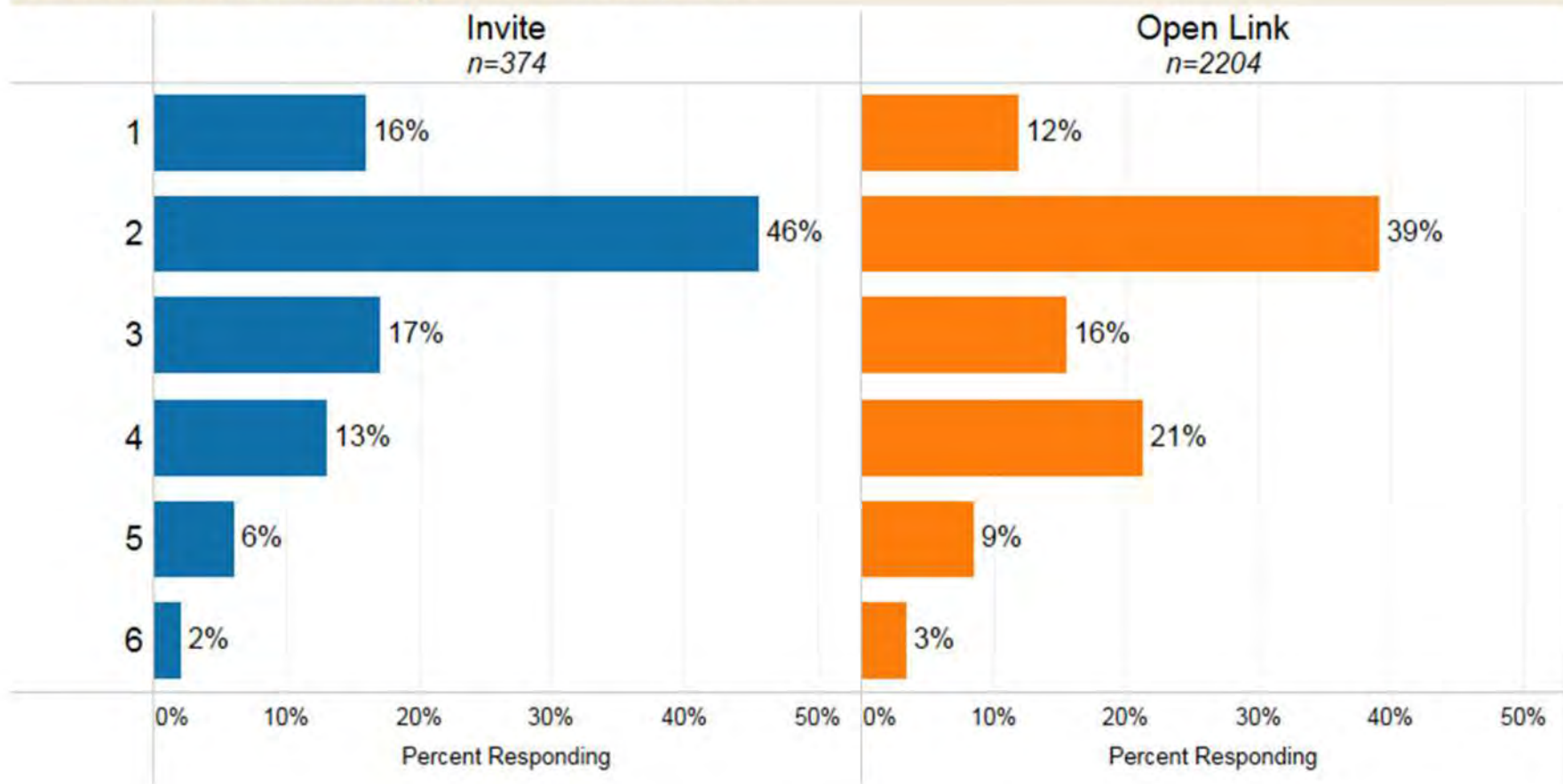
Q2. Which of these categories best describes your household?



HOUSEHOLD PROFILE

The average household size is 2.6 for the invitation sample and 2.9 for the open link sample.

Total Number of People in Household



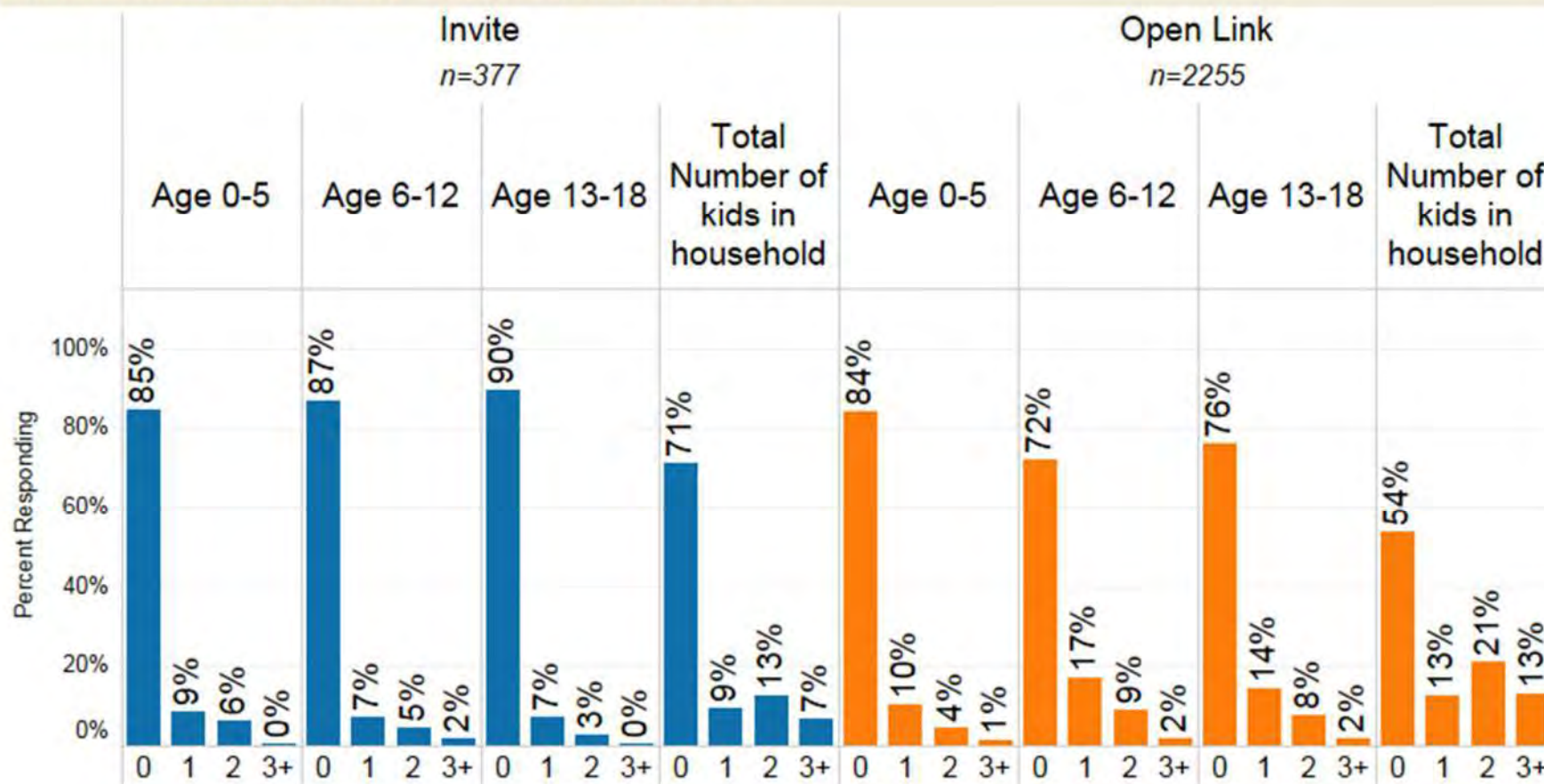
Q5. Including yourself, how many people in total typically live in your household?



HOUSEHOLD PROFILE

Open link sample households are more likely to have children within the 6-12 age range (28% vs. 13%), as well as children in the 13-18 age range (24% vs. 10%).

Number of kids in household that are...



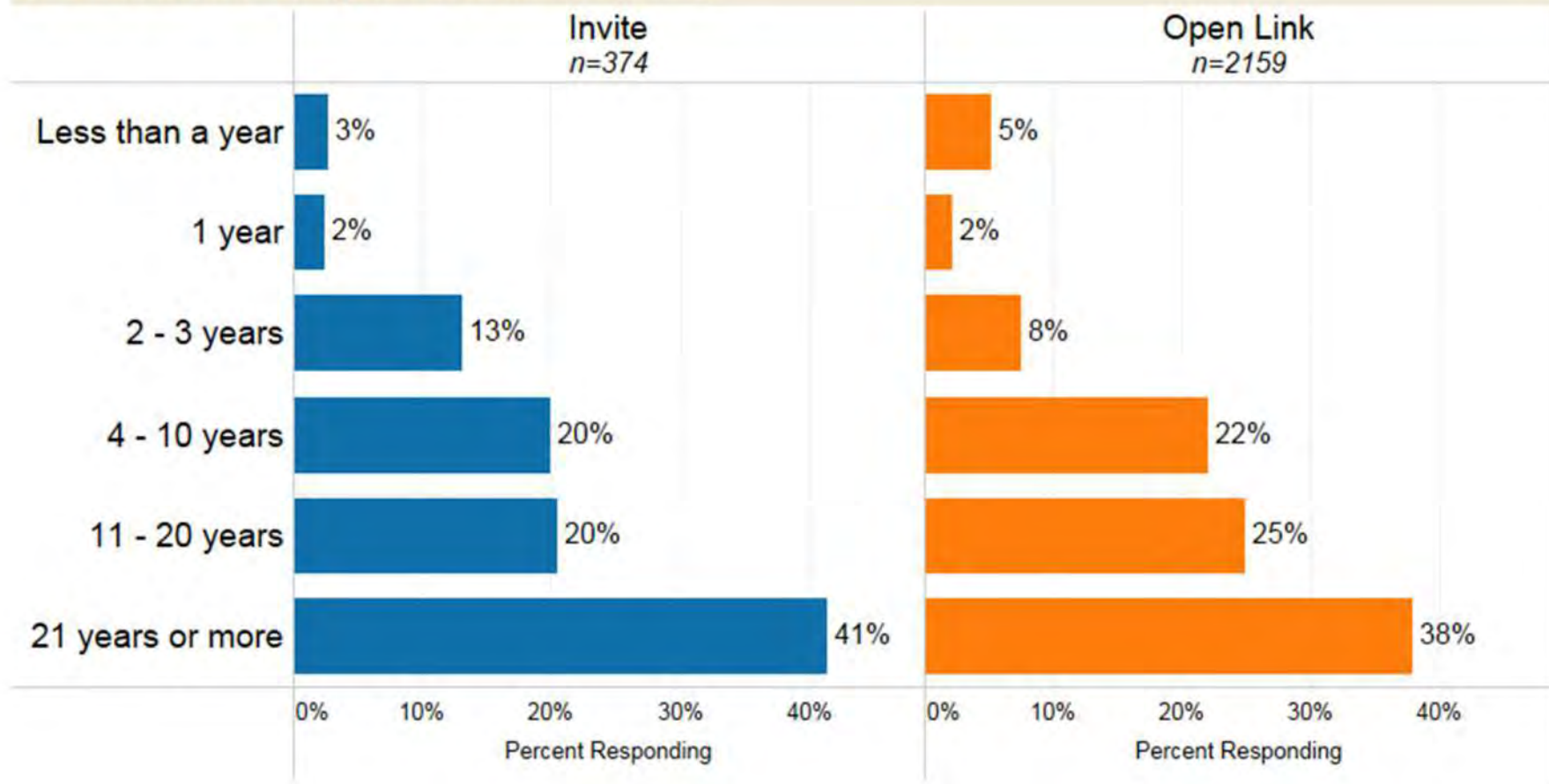
Q3. (If you have children at home) How many of your children are in the following age ranges?



HOUSEHOLD PROFILE

The average tenure in the City of Grand Junction is 19.3 years for the invitation sample and 20.0 years for the open link sample.

Tenure in the City of Grand Junction



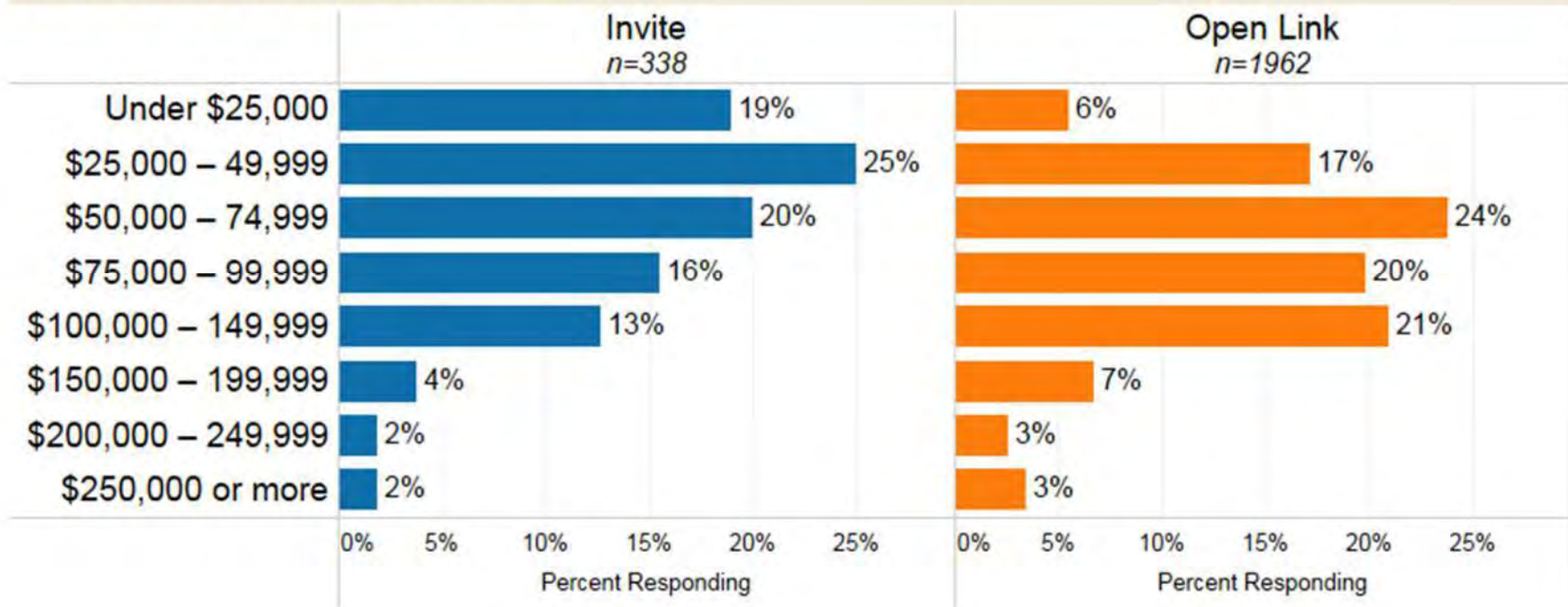
Q6. How long have you lived in the City of Grand Junction?



HOUSEHOLD PROFILE

The open link sample skews somewhat more affluent than the invitation sample (which has been weighted to match the population of Grand Junction), with 34% of respondents earning at least \$100k annually (vs. 21% of the invitation sample).

Annual Household Pre-Tax Income



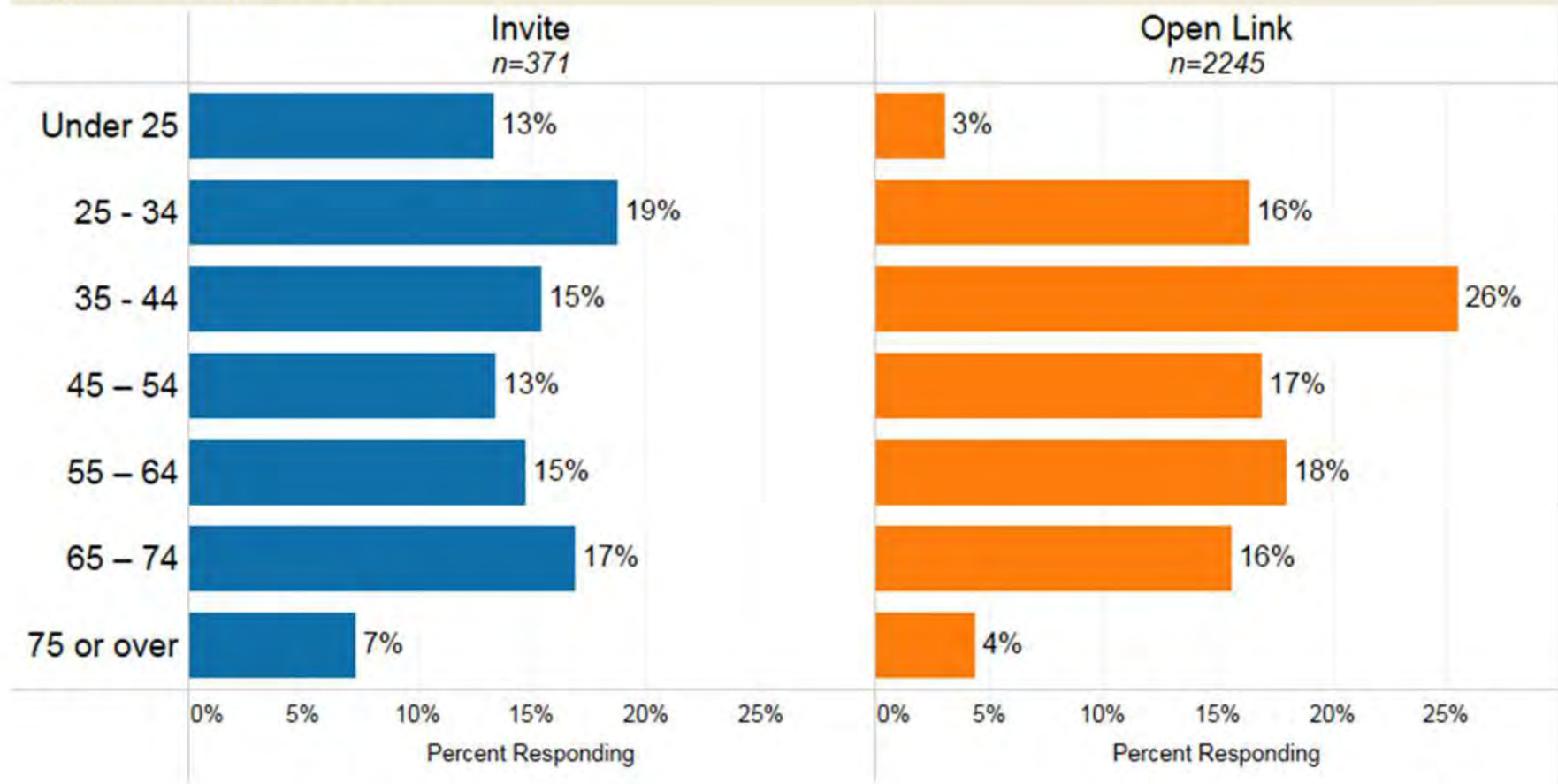
Q27. Which of these categories best describes the total gross annual income of your household (before taxes)?



RESPONDENT PROFILE

The invitation sample age cohorts have been weighted to match the population of Grand Junction. The open link sample has proportionately more respondents in the 35-44 age range (26% vs. 15%).

Age of Respondent



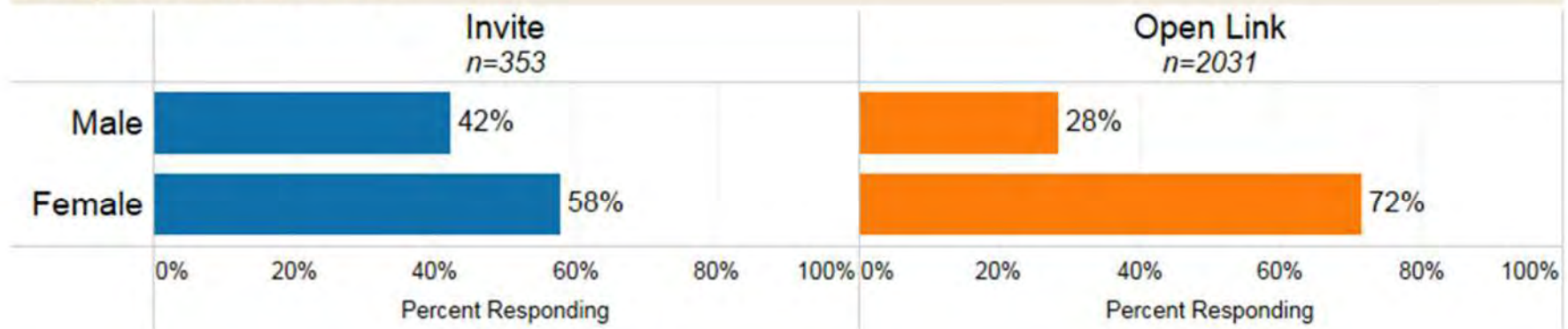
Q4. What is your age?



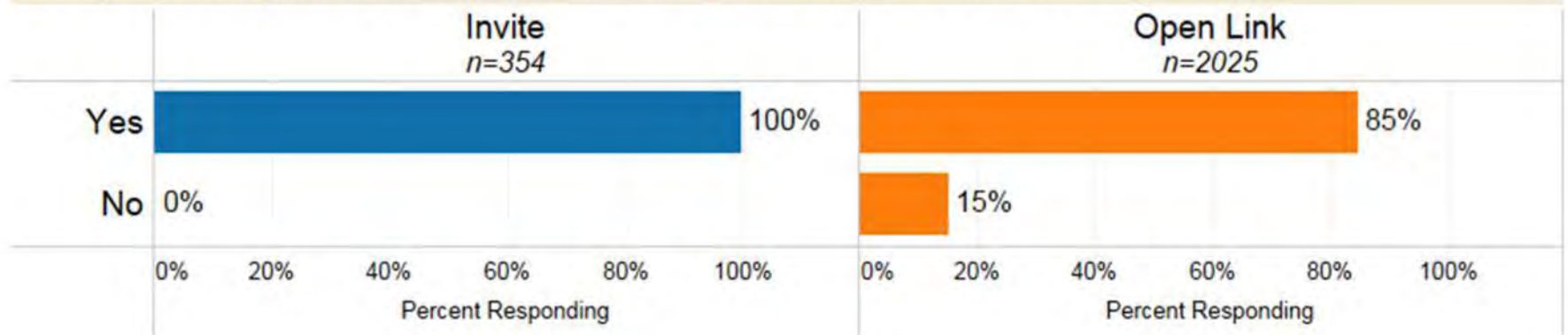
RESPONDENT PROFILE

There was more gender balance in the invitation sample than in the open link sample (58% vs. 72% female). All invitation respondents are registered to vote in the City of Grand Junction, compared to 85% of open link respondents.

Respondent Gender



Are you a registered voter in the City of Grand Junction?



Q25. Please indicate your gender: ; Q26. Are you a registered voter in the City of Grand Junction?



CURRENT USAGE



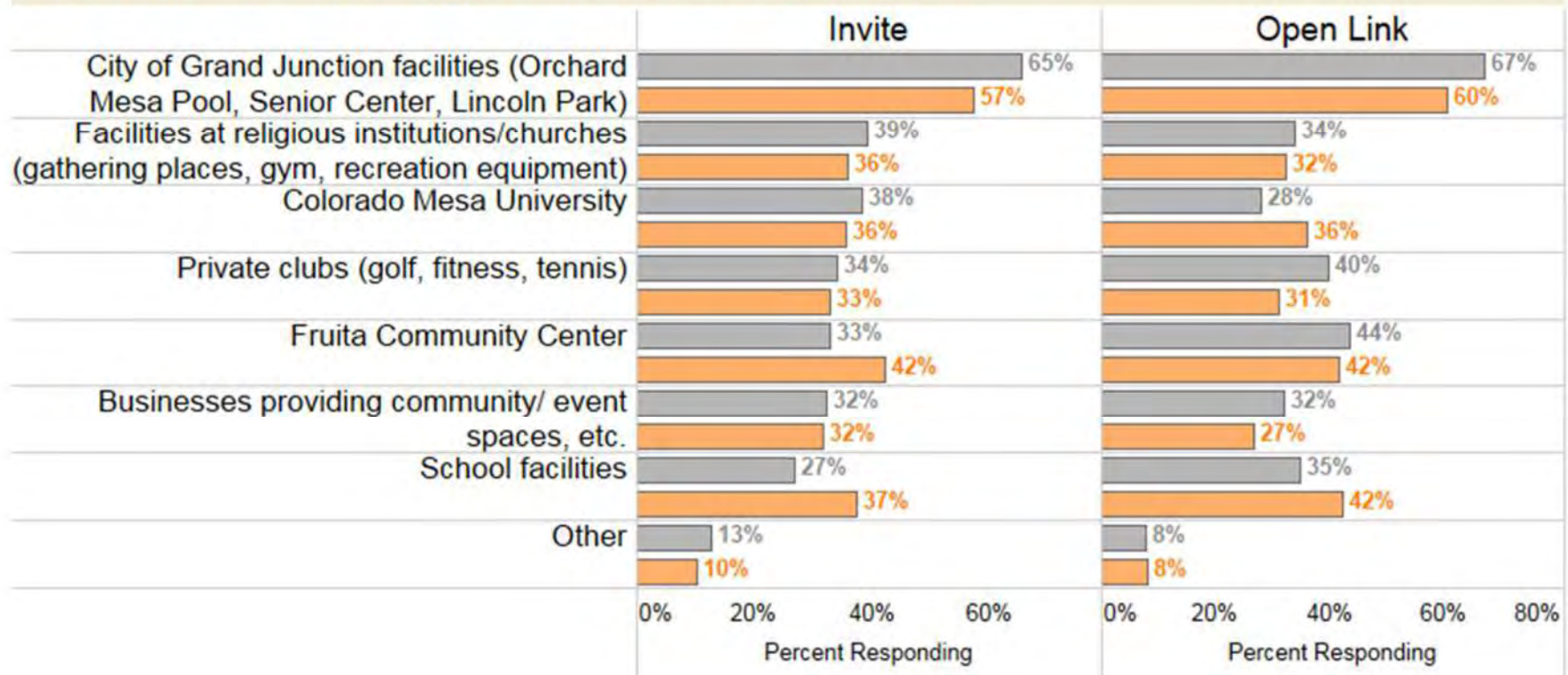
USAGE VS. IMPORTANCE OF FACILITIES

City of Grand Junction facilities are the most used and deemed most important. Higher shares of invitation sample respondents said Fruita Community Center and school facilities were important than the shares actually using those facilities.

Current Community/Recreation Facilities

Percent indicating "Yes, our household uses this facility type" |

Percent indicating "This facility type is very important to our household"



Q7. In general, which types of facilities are your household currently using as places to gather or for recreation?
And which types of facilities are most important to your household? (CHECK ALL THAT APPLY IN EACH COLUMN)



USAGE VS. IMPORTANCE OF FACILITIES

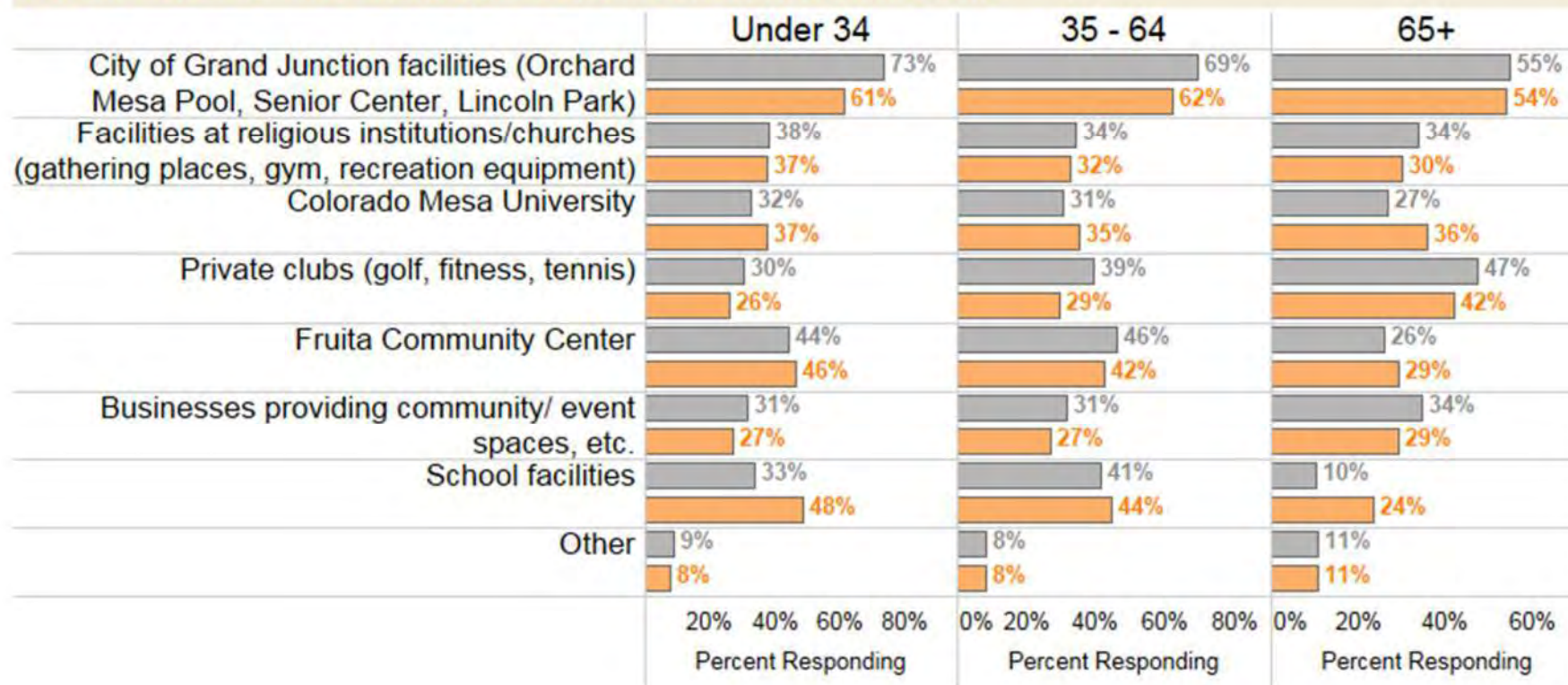
BY PRESENCE OF CHILDREN AT HOME

Usage of City of Grand Junction facilities decreases with age, while usage of private clubs increases with age. Respondents under age 65 are more active users of Fruita Community Center than those aged 65+.

Current Community/Recreation Facilities

Percent indicating "Yes, our household uses this facility type" |

Percent indicating "This facility type is very important to our household"



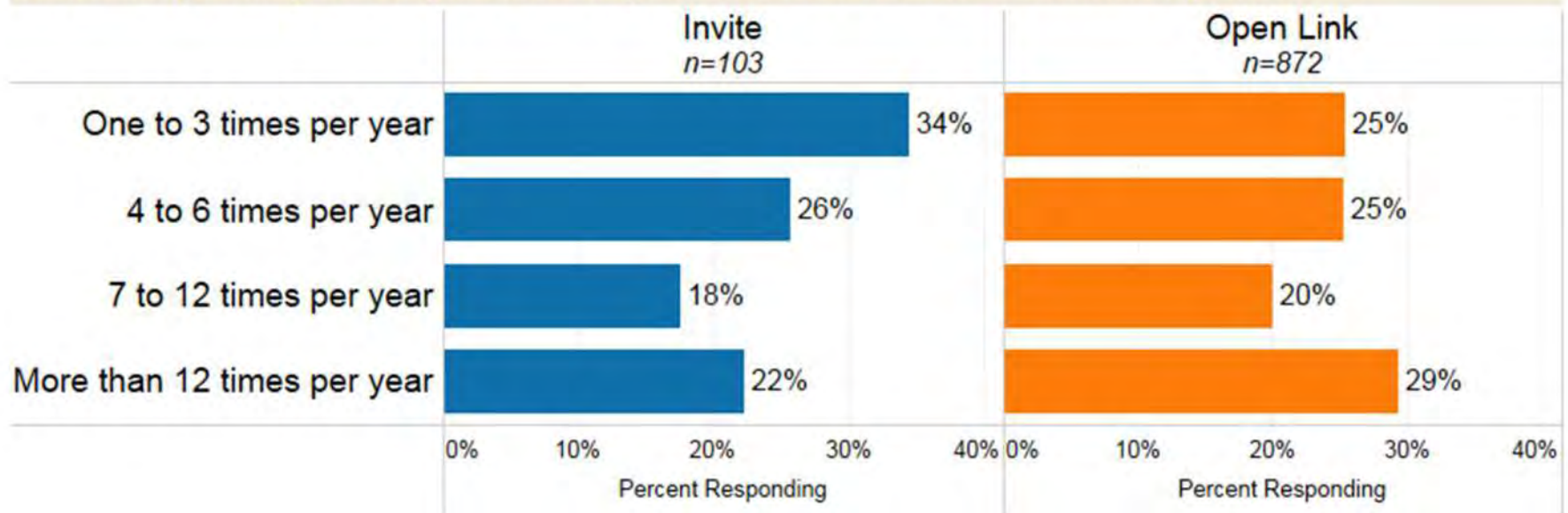
Q7. In general, which types of facilities are your household currently using as places to gather or for recreation?
And which types of facilities are most important to your household? (CHECK ALL THAT APPLY IN EACH COLUMN)



USAGE OF FRUITA COMMUNITY CENTER

Of the 33% of invitation respondents who use the Fruita Community Center, 22% visit at least once per month, on average. Open link respondents are more likely to visit the Community Center (44%) and use it more often (29% use it at least 12 times per year).

How frequently have you or do you use the Fruita Community Center?



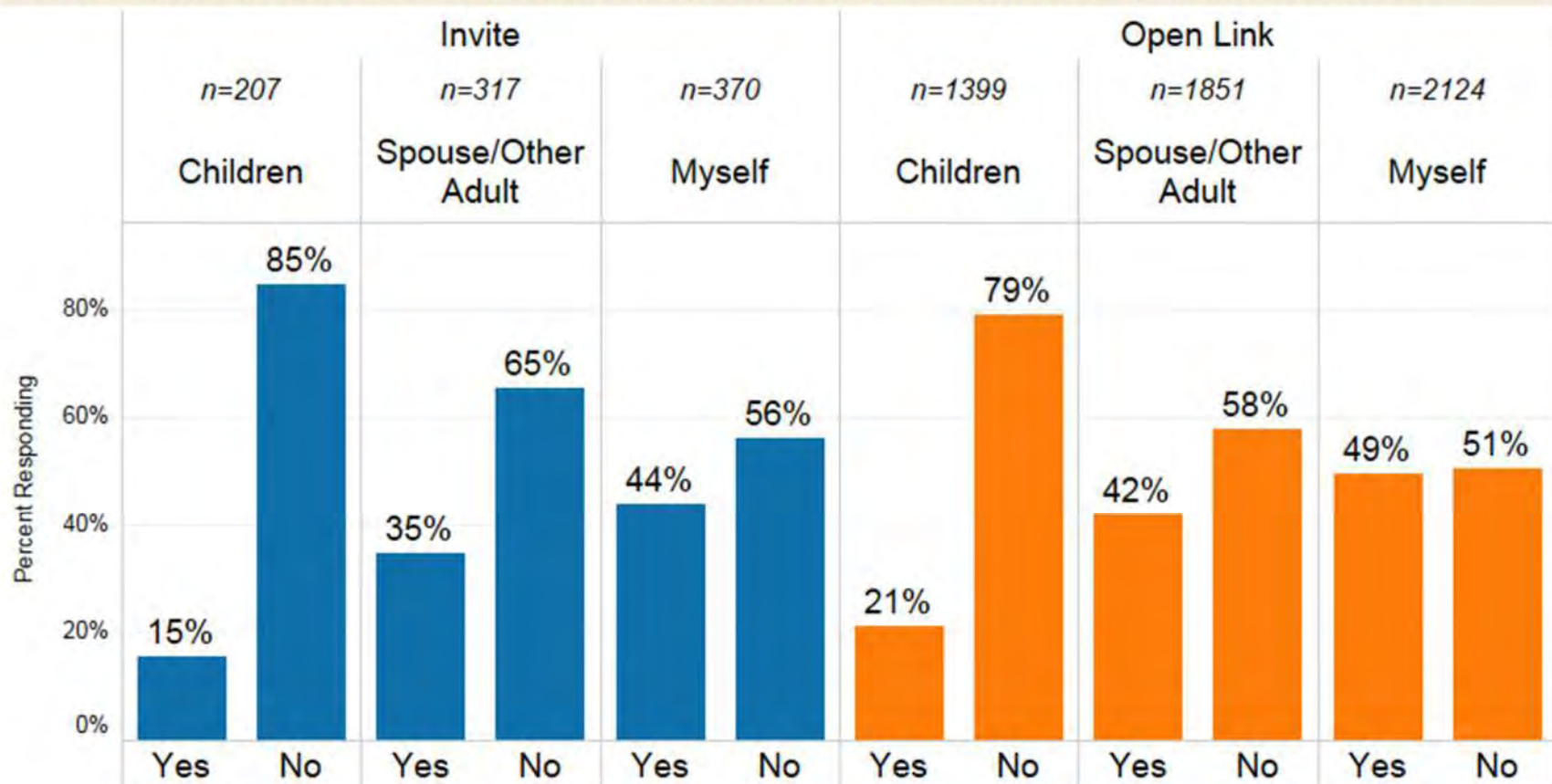
Q8. [If respondent indicated using the Fruita Community Center in Q7] How frequently have you or do you use the Fruita Community Center?



USAGE OF PRIVATE FACILITIES

About 4 in 10 invitation respondents have memberships to private club facilities for themselves (44%). Membership levels drop for other adults in the household (35%) and their children (15%). Open link respondents were somewhat more likely to report having private club memberships for each household group.

Do you and/or members of your household belong to any private club facilities?



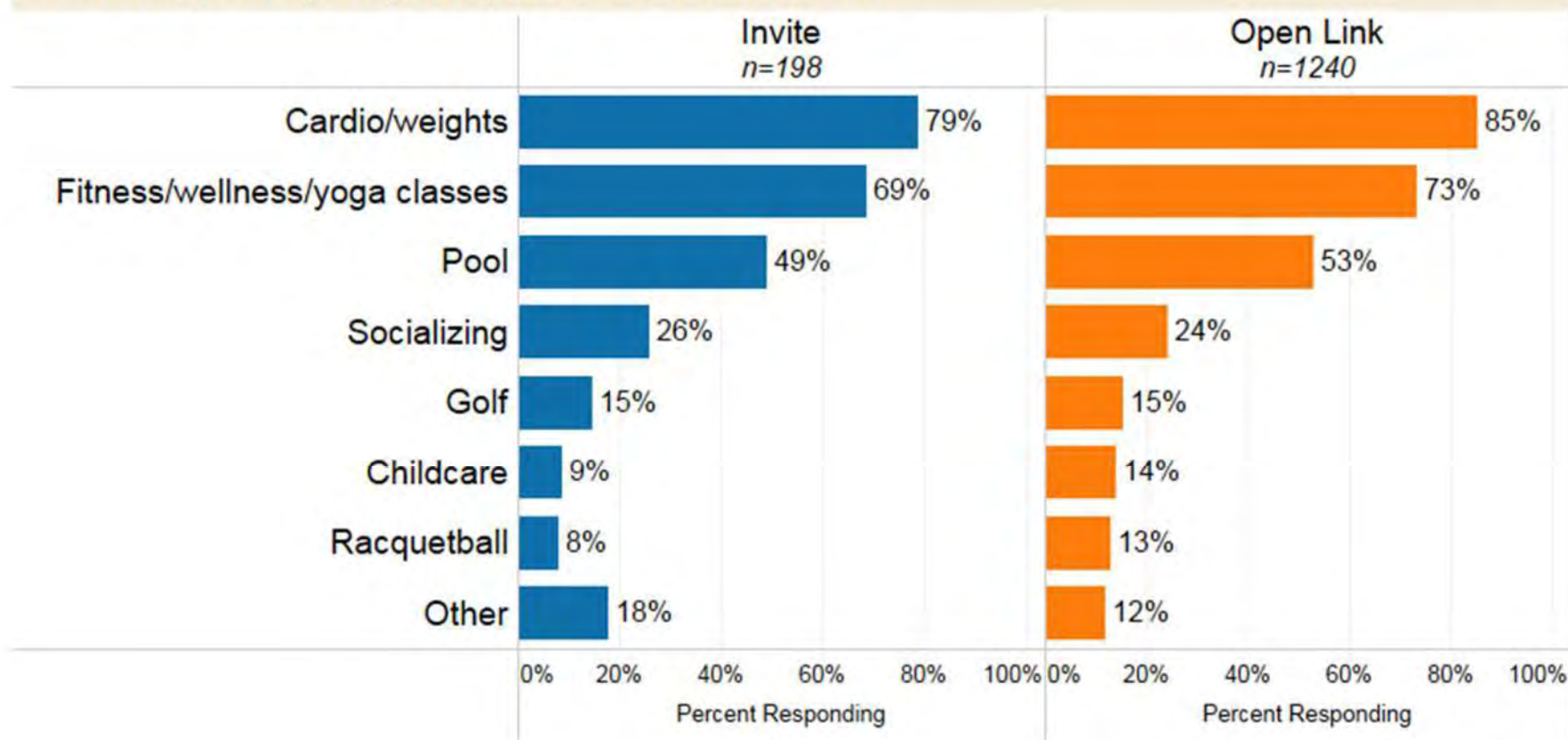
Q10. Do you and/or members of your household belong to any private health clubs/fitness/golf facilities?



ACTIVITY PARTICIPATION AT PRIVATE FACILITIES

When visiting private club facilities, respondents are most likely to participate in cardio/weights, fitness/wellness/yoga classes, and use the pool.

What recreational or fitness activities do you and your household participate in most frequently at your private club facilities?



Q11. (If answered "yes" for you and/or any of your household members above) What recreational or fitness activities do you and your household participate in most frequently at your private club facilities? Check all that apply.

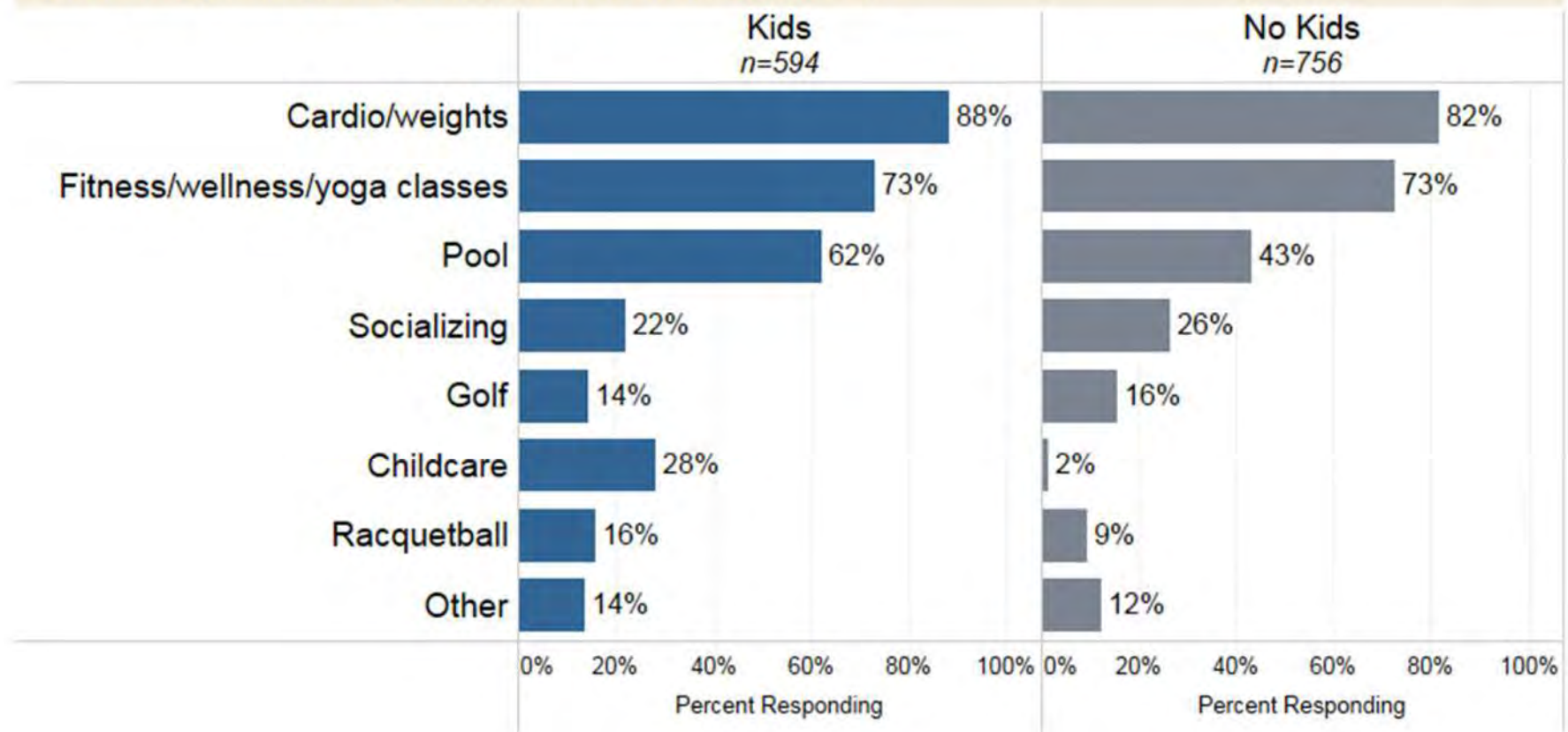


ACTIVITY PARTICIPATION AT PRIVATE FACILITIES

BY PRESENCE OF CHILDREN AT HOME

Respondents with kids are much more likely to use the pool and childcare at their private club facilities than those without children at home.

What recreational or fitness activities do you and your household participate in most frequently at your private club facilities?



Q11. (If answered "yes" for you and/or any of your household members above) What recreational or fitness activities do you and your household participate in most frequently at your private club facilities? Check all that apply.

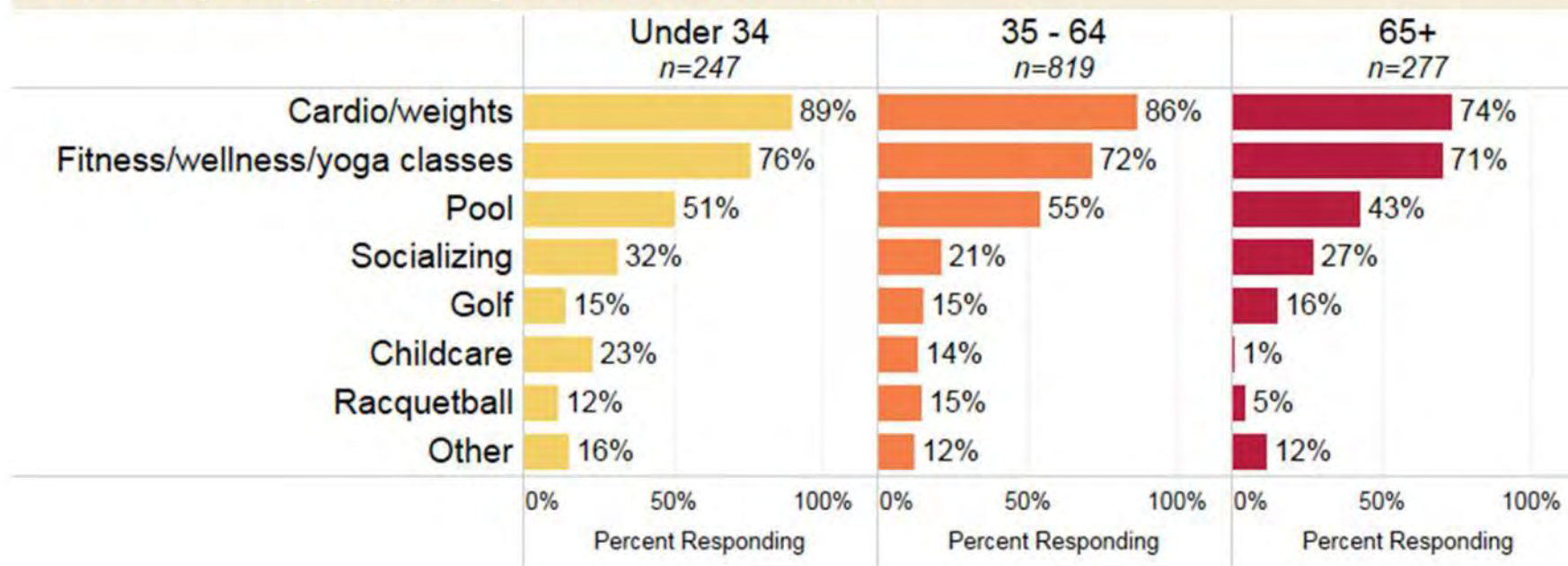


ACTIVITY PARTICIPATION AT PRIVATE FACILITIES

BY AGE

Younger respondents are more likely to engage in a variety of recreational or fitness activities than older respondents. In particular, respondents under age 34 are much more likely to socialize and use childcare at their private club facilities.

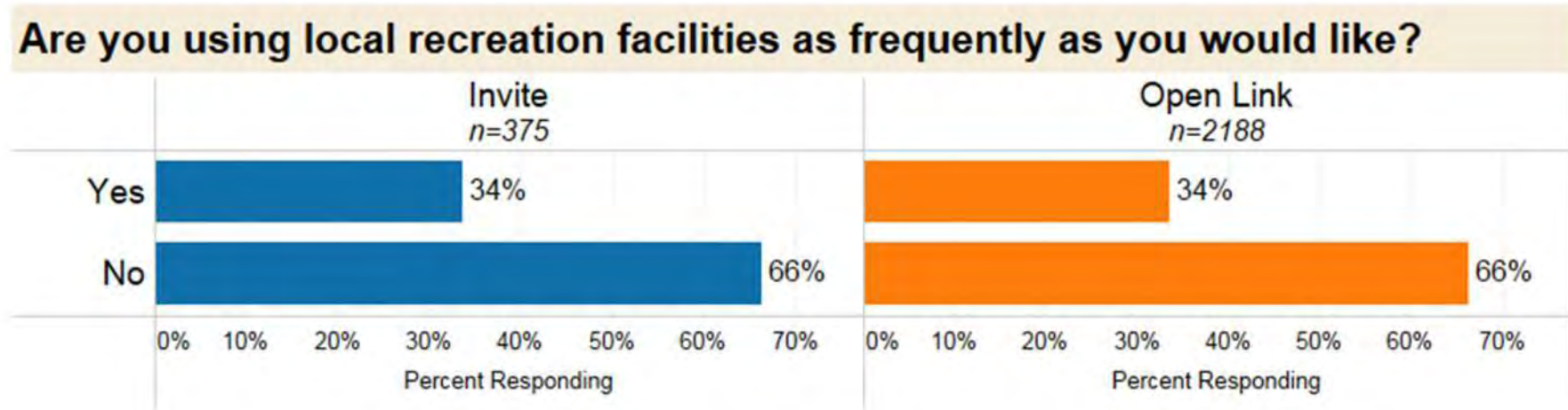
What recreational or fitness activities do you and your household participate in most frequently at your private club facilities?



Q11. (If answered "yes" for you and/or any of your household members above) What recreational or fitness activities do you and your household participate in most frequently at your private club facilities? Check all that apply.

FREQUENCY OF USAGE

Roughly one-third of invitation respondents indicated they are using local recreation facilities as frequently as they would like. The responses are identical among open link respondents. Results highlight that local residents want to be engaging in more recreational opportunities.

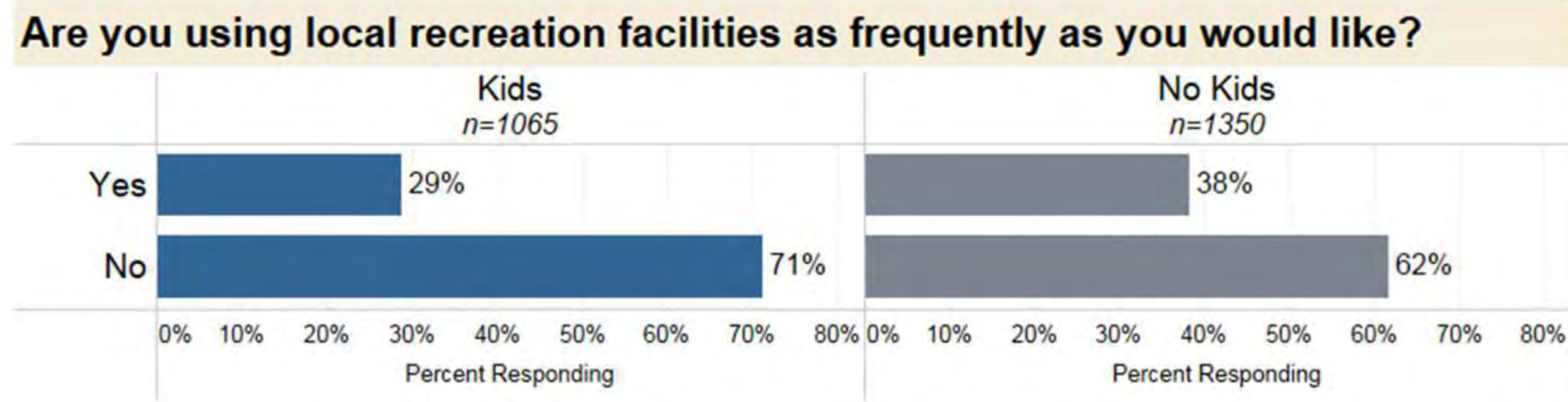


Q12. Are you using local recreation facilities as frequently as you would like?

FREQUENCY OF USAGE

BY PRESENCE OF CHILDREN AT HOME

Respondents without kids were more likely to indicate they are using local recreation facilities as frequently as they would like than those with kids at home (38% vs. 29%).

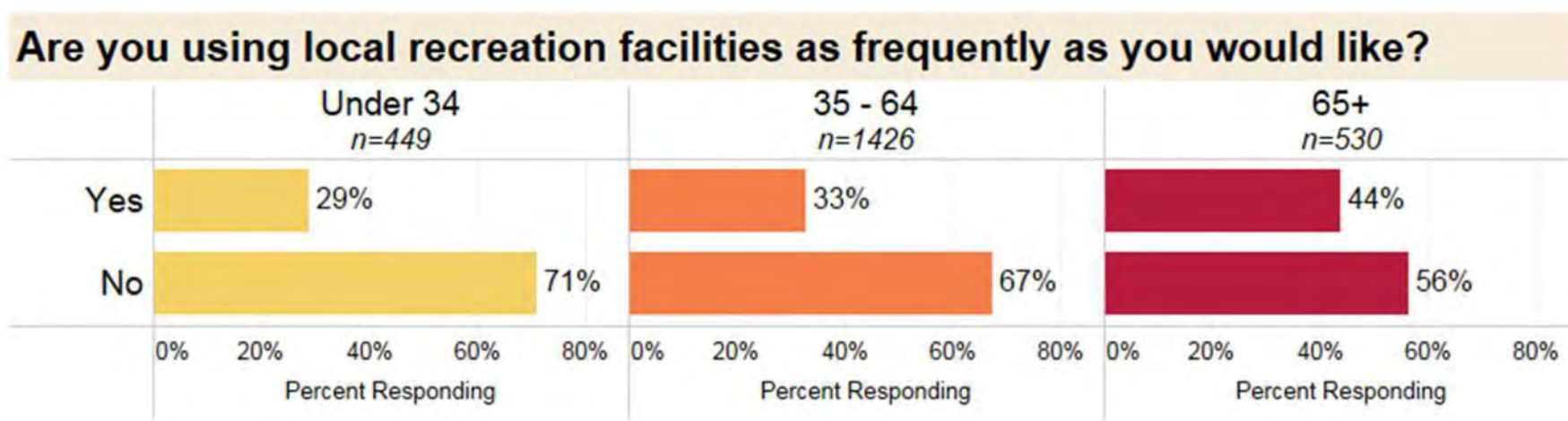


Q12. Are you using local recreation facilities as frequently as you would like?

FREQUENCY OF USAGE

By AGE

The share of respondents indicating “yes,” they participate in local recreation facilities as frequently as they would like, increases as age increases (from 29% of those under 34 to 44% of those aged 65+).



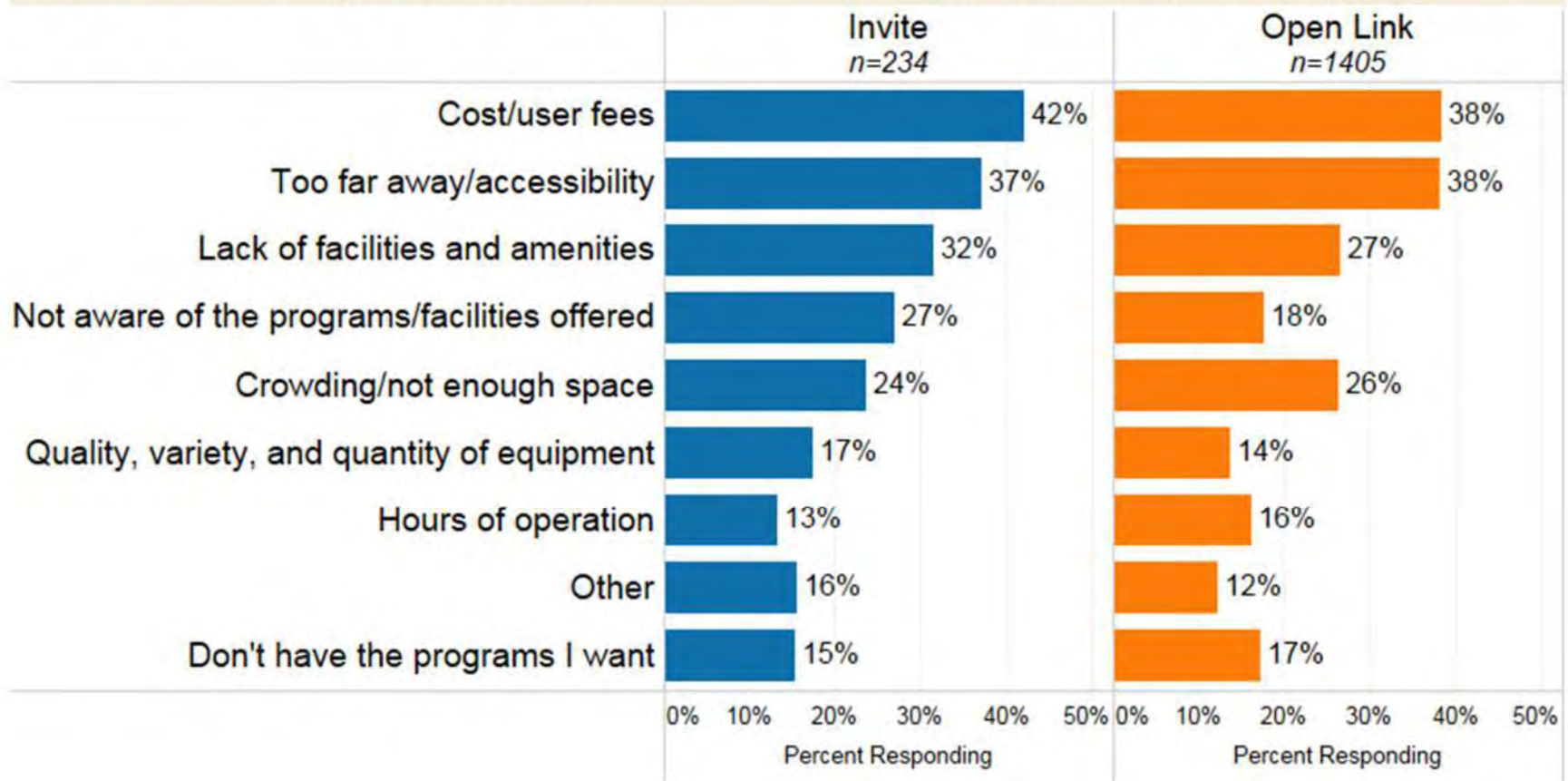
Q12. Are you using local recreation facilities as frequently as you would like?



OBSTACLES TO PARTICIPATION

Invitation respondents who don't use local facilities as frequently as they would like cited cost/user fees (42%), too far away/accessibility (37%), and lack of facilities and amenities (32%) as the greatest obstacles. Open link responses were generally similar, although lack of awareness is not as much of a hindrance.

If you aren't using the local facilities as frequently as you would like, why not?



Q12. [If answered "no" in Q11] If you aren't using the local facilities as frequently as you would like, why not? (CHECK ALL THAT APPLY)



OBSTACLES TO PARTICIPATION

When asked why they weren't using local facilities as frequently as they would like, respondents were asked to elaborate. The most cited words/phrases by both invitation and open link respondents in each category can be found below.

Don't have the programs I want

- *Pool / swimming / water classes*
- *Yoga*
- *Dance*
- *Fitness*

Crowding/not enough space

- *Pools are too crowded*
- *Too many people (in general)*
- *Crowded weight rooms*

Locations mentioned: Fruita Community Center, Lincoln Park, Mesa

Lack of facilities and amenities

- *Pool / indoor pool*
- *Community center/ rec center*
- *Indoor track / walking track*
- *Gym*
- *Basketball courts*

Too far away/accessibility

- *Fruita is far away*
- *Orchard Mesa too far*

Other

- *Lack of time/ too busy*

Q12. [If answered "no" in Q11] If you aren't using the local facilities as frequently as you would like, why not? (CHECK ALL THAT APPLY)

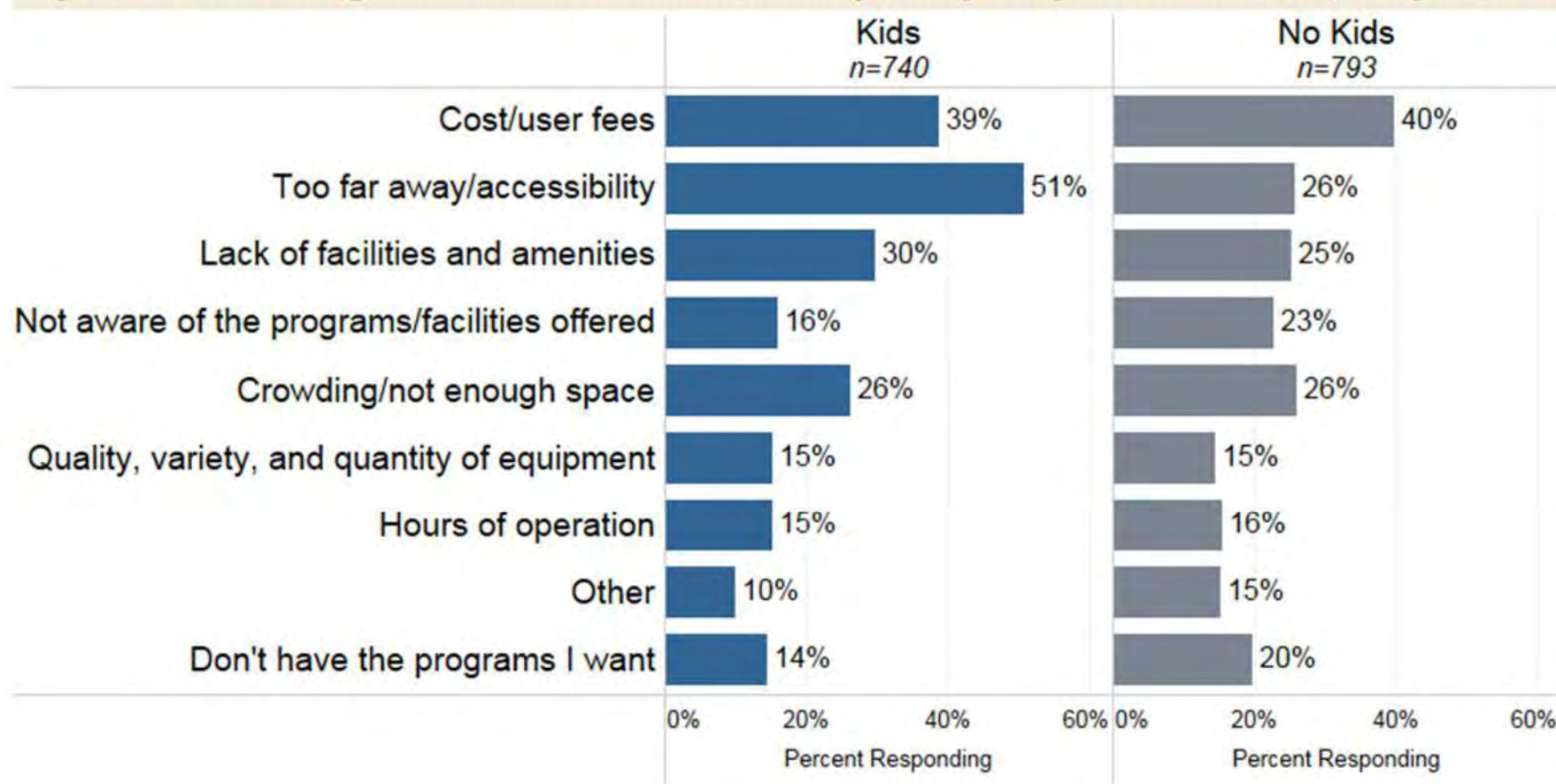


OBSTACLES TO PARTICIPATION

BY PRESENCE OF CHILDREN AT HOME

For respondents with kids, distance/accessibility is the major obstacle to using local facilities (51%). Among those without kids at home, cost/users fees is the primary obstacle (40%).

If you aren't using the local facilities as frequently as you would like, why not?



Q12. [If answered "no" in Q11] If you aren't using the local facilities as frequently as you would like, why not? (CHECK ALL THAT APPLY)

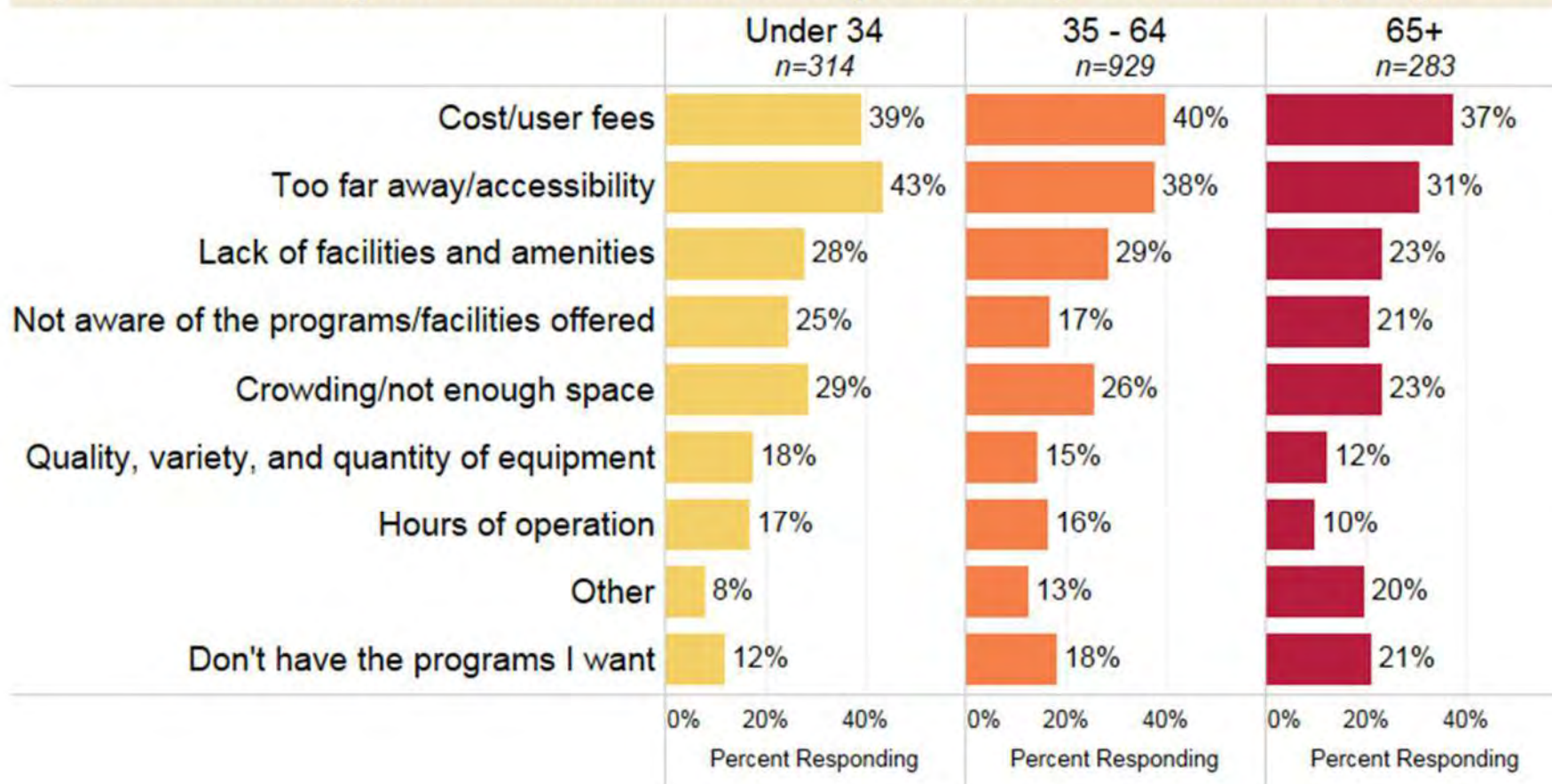


OBSTACLES TO PARTICIPATION

BY AGE

Cost/user fees and distance/accessibility are obstacles to local facility usage, regardless of age. Respondents aged 65+ were more likely to cite lack of desired programming as a reason.

If you aren't using the local facilities as frequently as you would like, why not?



Q12. [If answered "no" in Q11] If you aren't using the local facilities as frequently as you would like, why not? (CHECK ALL THAT APPLY)



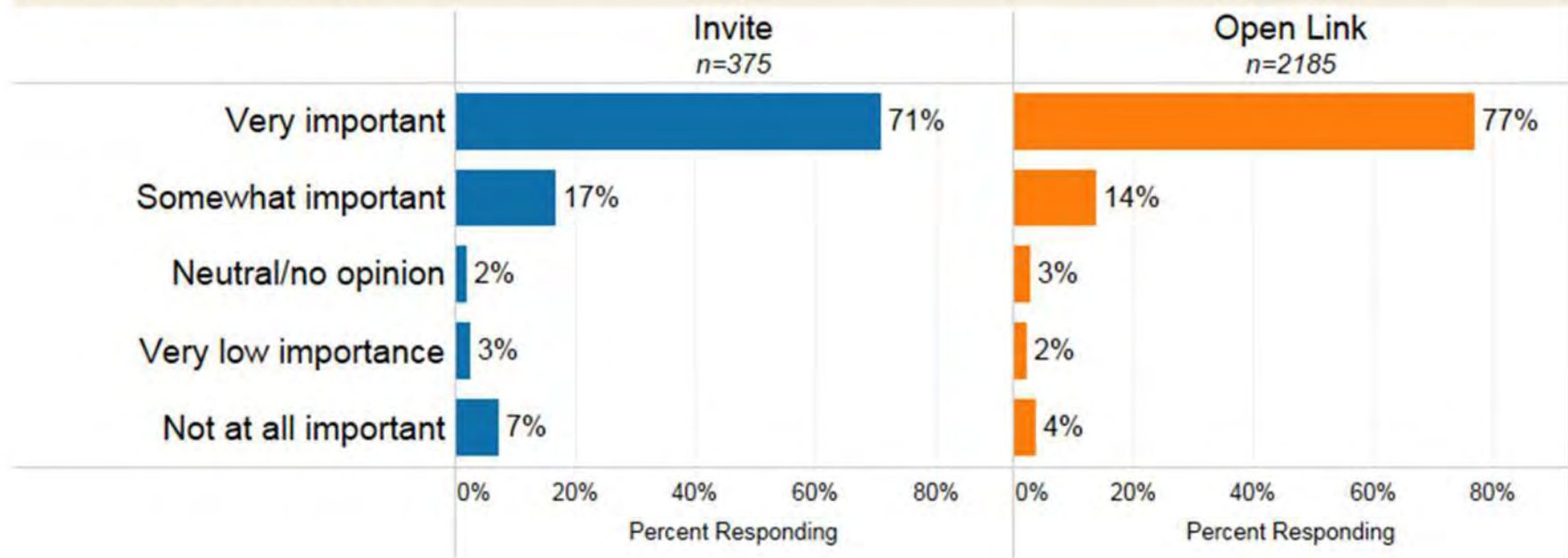
FACILITY PRIORITIES



IMPORTANCE OF DEVELOPING A NEW COMMUNITY CENTER IN GRAND JUNCTION

Fully, 88% of invitation respondents think that it's important to develop a new community center in the Grand Junction area (vs. 91% of open link respondents).

In your opinion, how important is it to develop a new community center in the Grand Junction area?



Q14. In your opinion, how important is it to develop a new community center in the Grand Junction area?

Note: respondents who responded "Not at all important" were given the option of answering questions about Community Center preferences or skipping to the funding section of the survey. Of the 7% of respondents who answered "Not at all important," 39% opted to answer preference questions and 61% chose to skip forward in the survey.

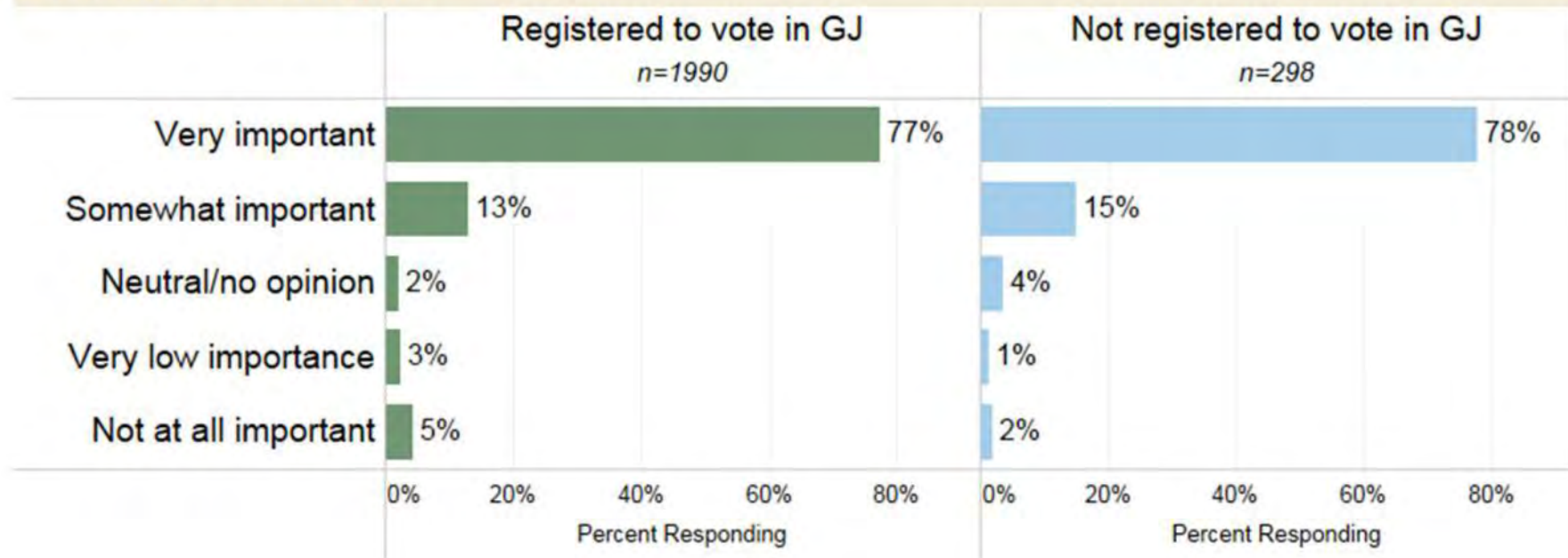


IMPORTANCE OF DEVELOPING A NEW COMMUNITY CENTER IN GRAND JUNCTION

BY WHETHER RESPONDENT IS REGISTERED TO VOTE IN GJ

Those not registered to vote in Grand Junction were just slightly more likely to say developing a new community center is important (93%) than those registered to vote in the city (90%).

In your opinion, how important is it to develop a new community center in the Grand Junction area?



Q14. In your opinion, how important is it to develop a new community center in the Grand Junction area?

Note: respondents who responded "Not at all important" were given the option of answering questions about Community Center preferences or skipping to the funding section of the survey. Of the 7% of respondents who answered "Not at all important," 39% opted to answer preference questions and 61% chose to skip forward in the survey.

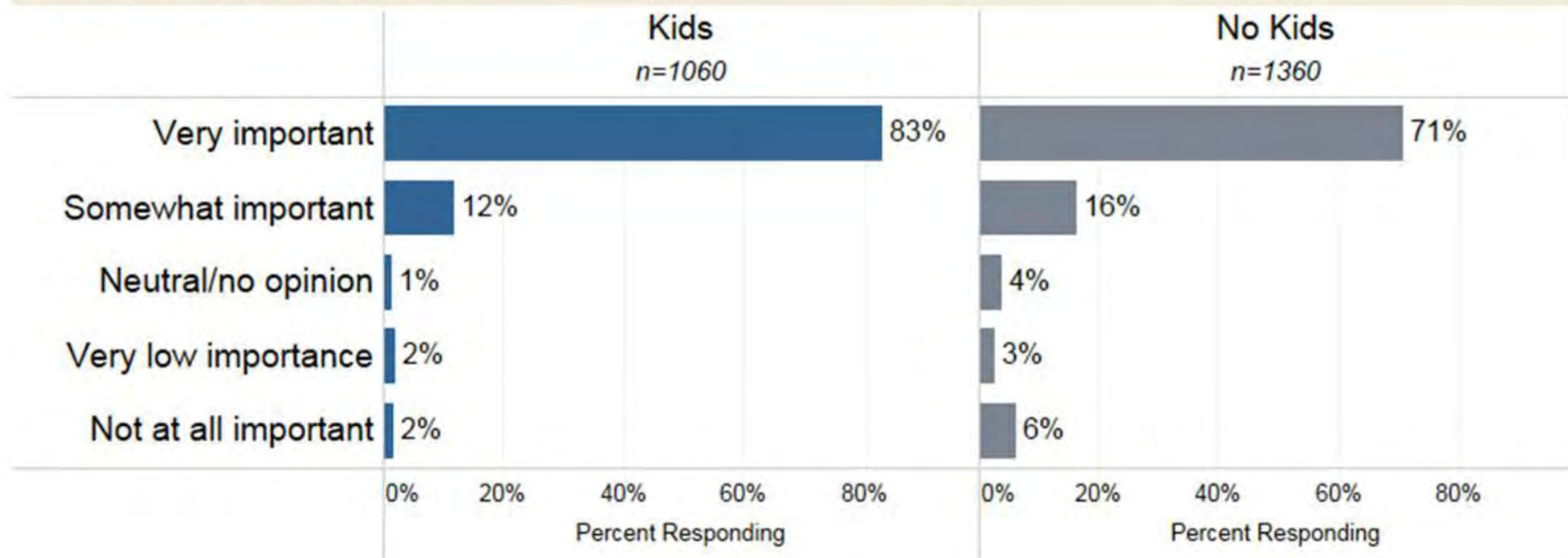


IMPORTANCE OF DEVELOPING A NEW COMMUNITY CENTER IN GRAND JUNCTION

BY PRESENCE OF CHILDREN AT HOME

Respondents with kids at home were more likely to say developing a new community center in the area is important than those without kids at home (95% vs. 87%).

In your opinion, how important is it to develop a new community center in the Grand Junction area?



Q14. In your opinion, how important is it to develop a new community center in the Grand Junction area?

Note: respondents who responded "Not at all important" were given the option of answering questions about Community Center preferences or skipping to the funding section of the survey. Of the 7% of respondents who answered "Not at all important," 39% opted to answer preference questions and 61% chose to skip forward in the survey.

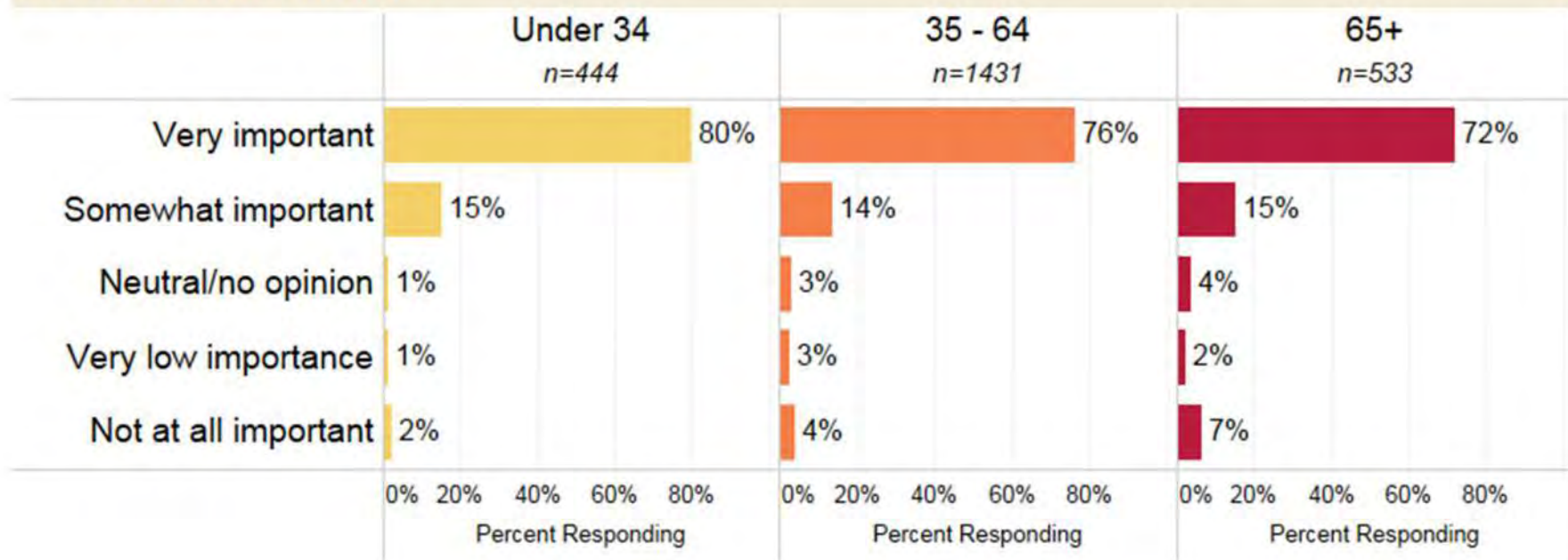


IMPORTANCE OF DEVELOPING A NEW COMMUNITY CENTER IN GRAND JUNCTION

BY AGE

Share of respondents indicating that developing a new community center is important decreases with age (from 95% of those under 34 saying it is important, vs. 90% of those 35-64, and 87% of those aged 65+).

In your opinion, how important is it to develop a new community center in the Grand Junction area?



Q14. In your opinion, how important is it to develop a new community center in the Grand Junction area?

Note: respondents who responded "Not at all important" were given the option of answering questions about Community Center preferences or skipping to the funding section of the survey. Of the 7% of respondents who answered "Not at all important," 39% opted to answer preference questions and 61% chose to skip forward in the survey.

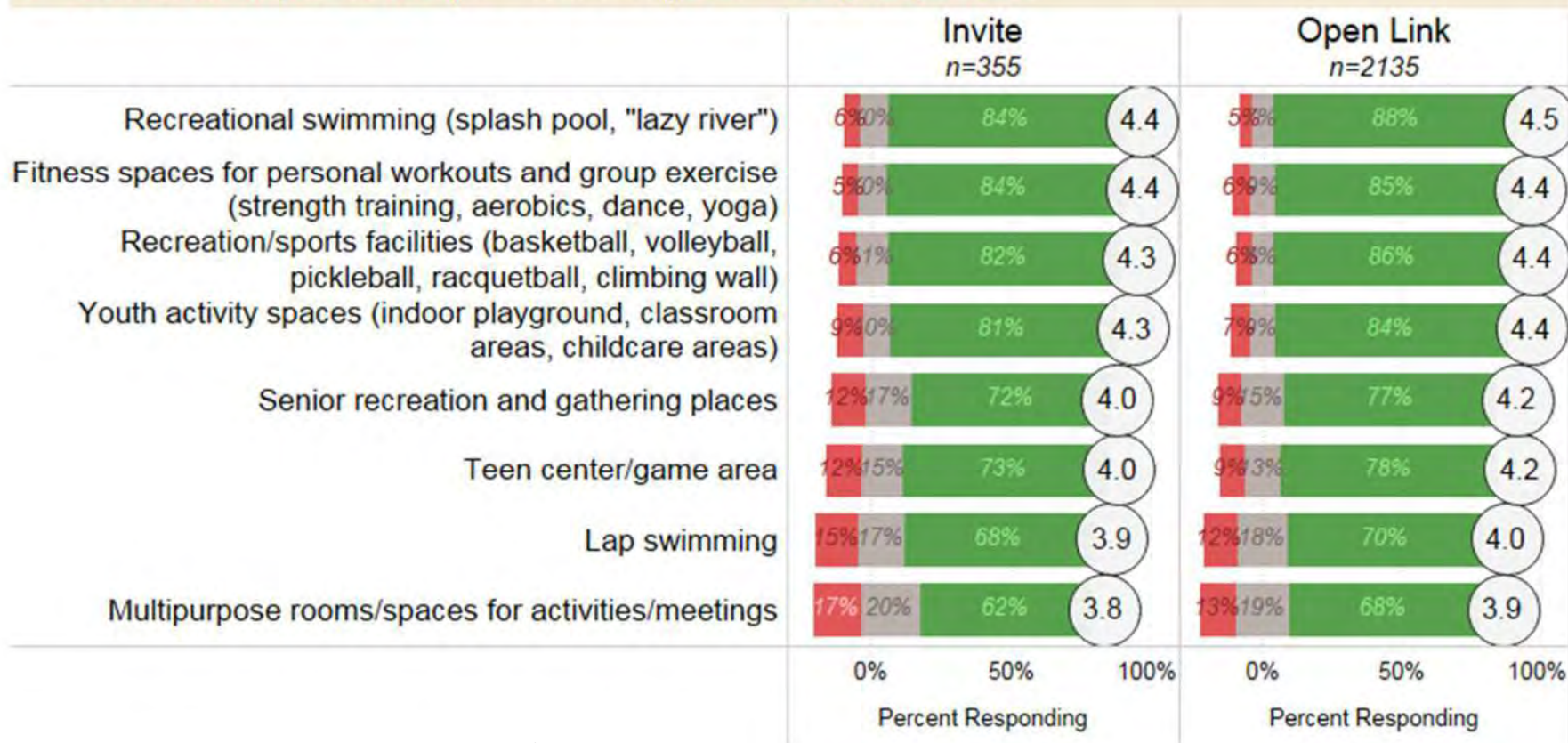


IMPORTANCE OF FACILITIES TO COMMUNITY

Recreational swimming, fitness spaces, recreation/sports facilities, and youth activity spaces were deemed to be the most important facilities to the community.

How important are these facilities to the Grand Junction community?

1 = Not at all important, 2 | 3 = Neutral | 4, 5 = Very important



Q15. Thinking about the types of facilities found in community/recreation centers, how important are these facilities to the Grand Junction community? Please rate using a scale of 1 to 5, where 1 means "not at all important" and 5 means "extremely important".



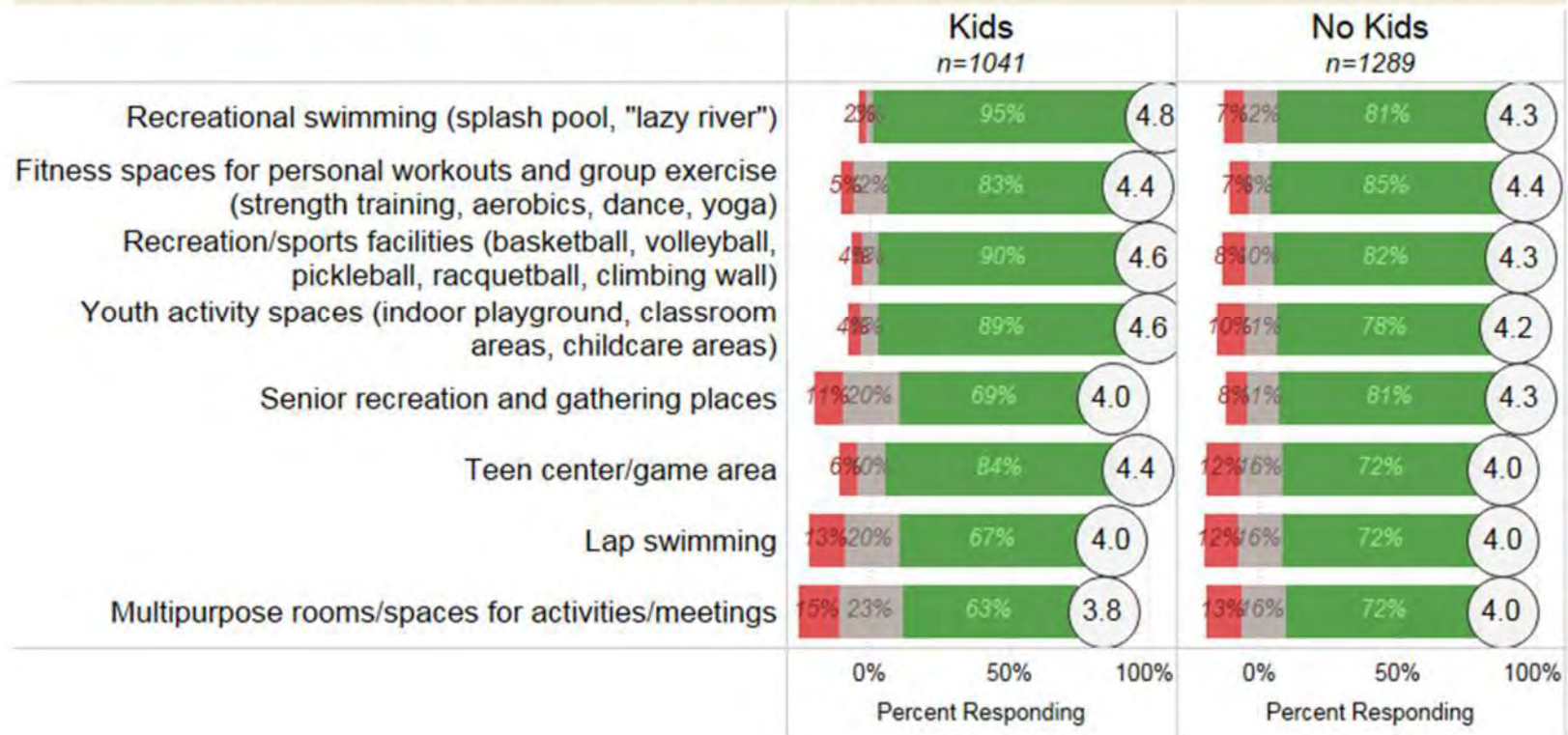
IMPORTANCE OF FACILITIES TO COMMUNITY

BY PRESENCE OF CHILDREN AT HOME

Respondents with kids were more likely to rate recreational swimming, recreation/sports facilities, youth activity spaces, and teen center/game area as important. Respondents without kids at home were more likely to rate senior recreation and gathering places and multipurpose spaces as important.

How important are these facilities to the Grand Junction community?

1 = Not at all important, 2 = Neutral | 3 = Neutral | 4, 5 = Very important



Q15. Thinking about the types of facilities found in community/recreation centers, how important are these facilities to the Grand Junction community? Please rate using a scale of 1 to 5, where 1 means "not at all important" and 5 means "extremely important".



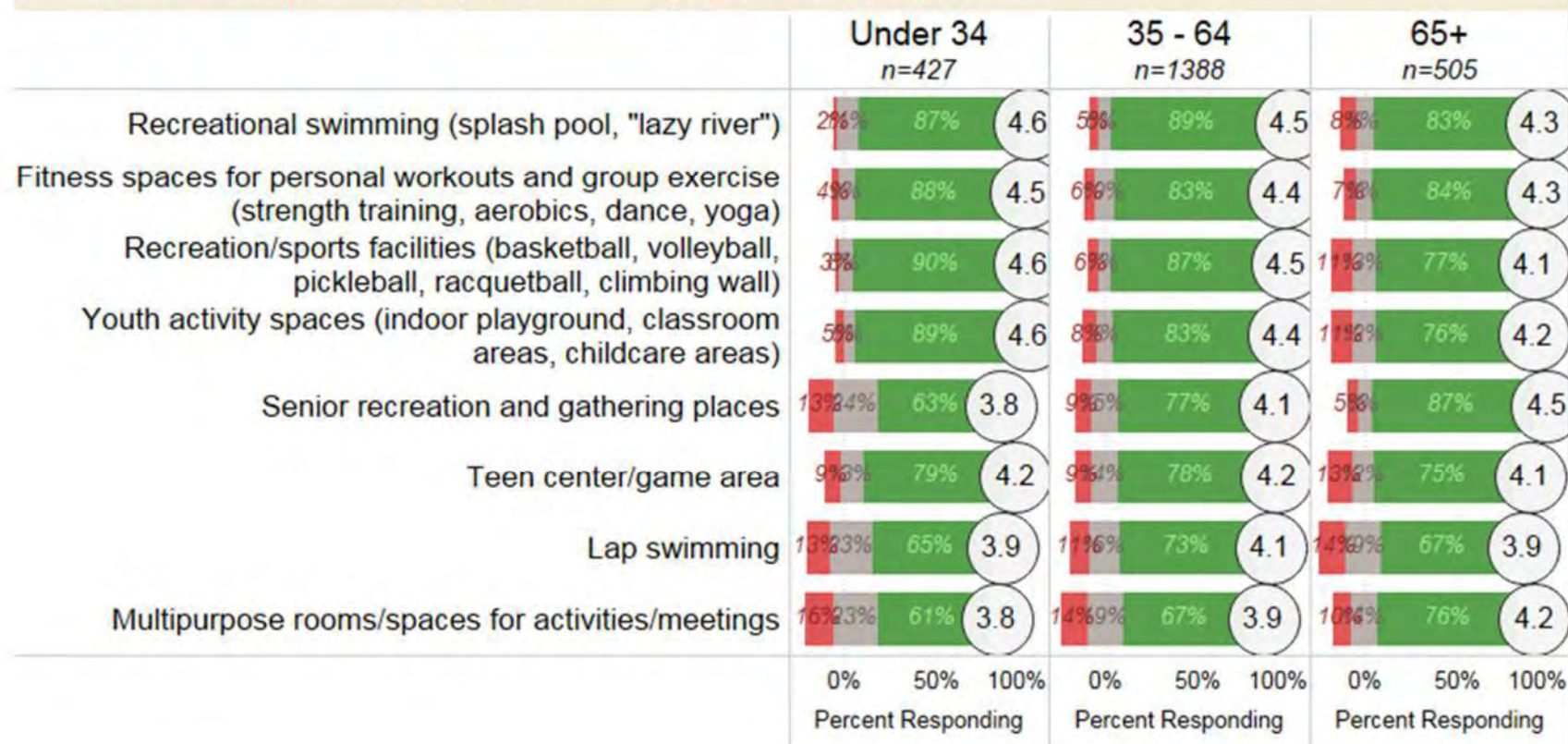
IMPORTANCE OF FACILITIES TO COMMUNITY

BY AGE

Ratings of importance generally decreased with age for recreational swimming, fitness spaces, recreation/sports facilities, and youth activity spaces. Importance ratings increased with age for multipurpose spaces.

How important are these facilities to the Grand Junction community?

1 = Not at all important, 2 | 3 = Neutral | 4, 5 = Very important



Q15. Thinking about the types of facilities found in community/recreation centers, how important are these facilities to the Grand Junction community? Please rate using a scale of 1 to 5, where 1 means "not at all important" and 5 means "extremely important".



OTHER AMENITIES/FACILITIES TO BE CONSIDERED

An open-ended question prompted respondents “Are there other amenities of facilities that you would like to have considered for inclusion in the community center?” A random sampling of verbatim comments from both invitation and open link respondents are shown below and highlight the variety of input received from community members. However, recurring mentions included a walking track and climbing wall.

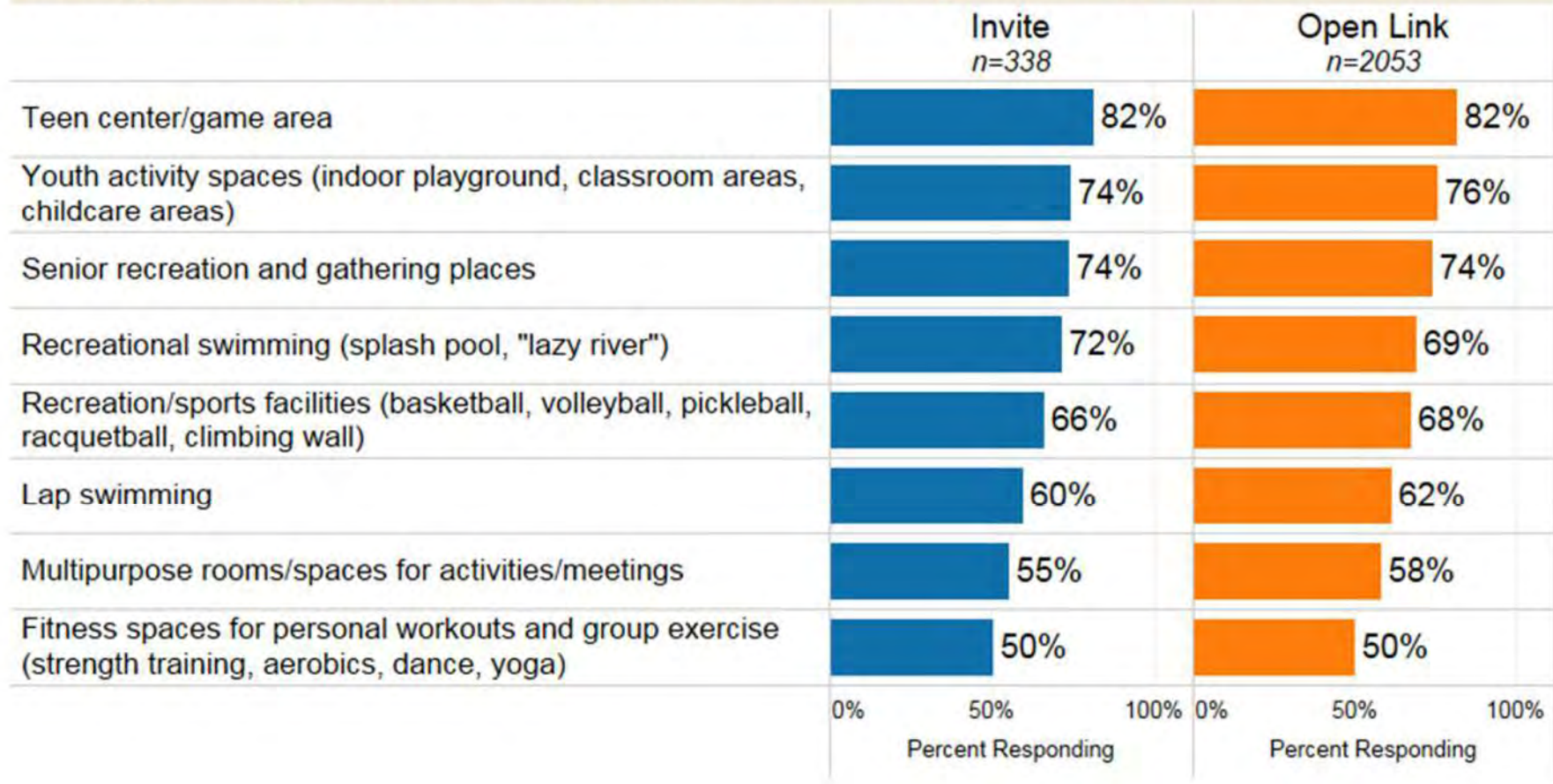
- *Climbing wall Racquetball, pickleball courts Public computers*
- *GJ needs a decent splash pad. Matchet Park was to have one and that is on hold for now. Bananas has a splash pad but it is costly and geared more for elementary and older kids.*
- *I think it should be considered to have monthly or bi-monthly CPR/First Aid classes citizens can sign up for a receive their card. This would be very beneficial to the community.*
- *Indoor tennis*
- *Indoor Walking track, batting cages*
- *It's important to have space that can be utilized as multi-purpose rooms*
- *Outside splash pad and shallow river with rocks or sand in the bottom for kids to play in.*
- *Public library branch*
- *We have access to these, but they are far drive (fruta/orchard mesa) or because we go to a gym*
- *We need to go all out! This is the only thing Grand Junction is missing. What a great place to live.*



ARE HOUSEHOLD'S NEEDS BEING MET?

Respondents were most likely to indicate their household's needs aren't being met by a teen center/game area (82%). Conversely, needs are most met by fitness spaces (50%).

% Responding "No, this facility doesn't currently meet needs of household"



Q16. And now we're going to ask you whether your household's needs for these facilities are currently being met. Please mark "yes" or "no" below. If you do not use these types of facilities check "not applicable" (N/A).

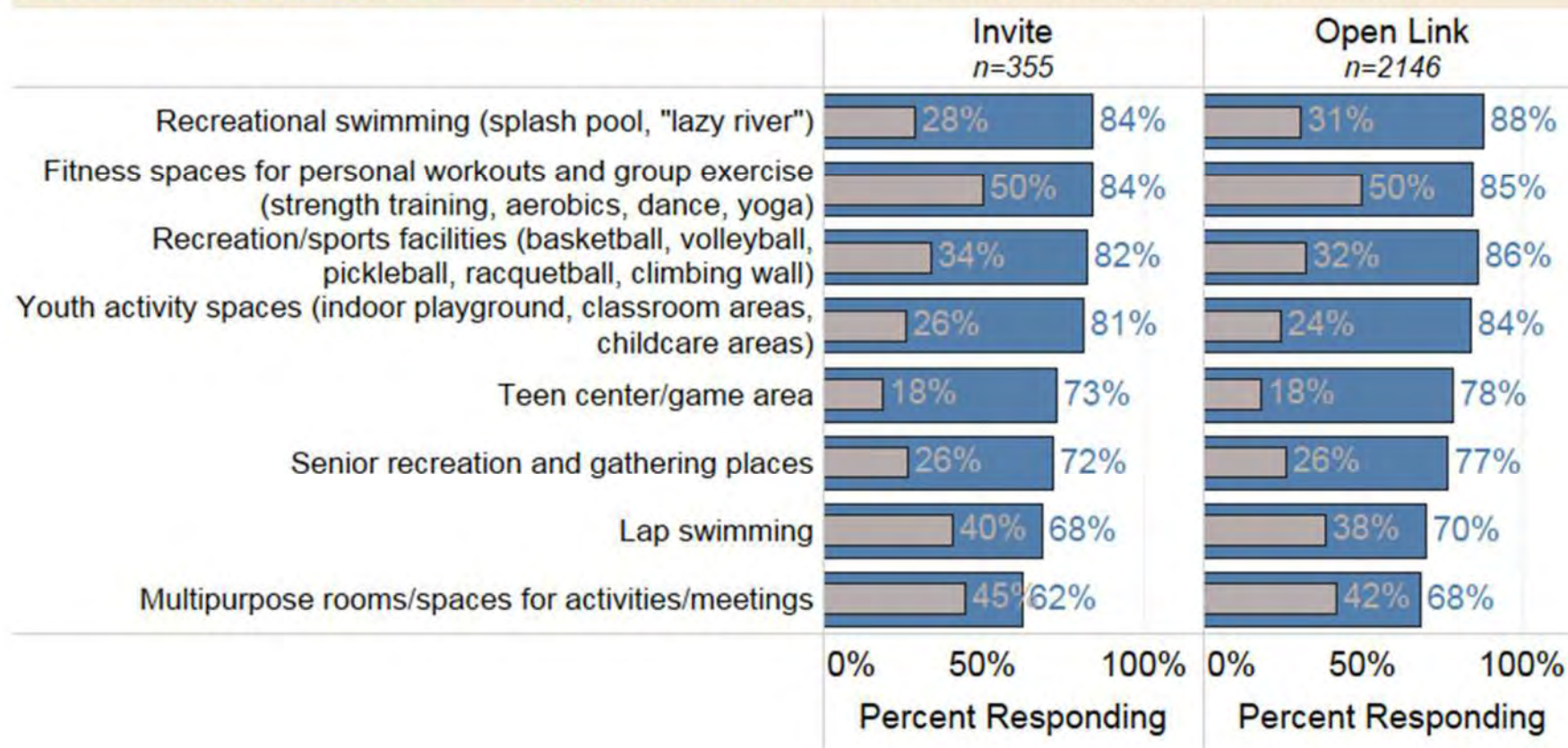


COMMUNITY IMPORTANCE VS. HOUSEHOLD NEED

The largest differentials in community importance versus needs met exist for recreational swimming, youth activity spaces, and teen center/game area.

How important are these facilities to the Grand Junction community?

Percent Responding 4 or 5 = Very Important | Percent Responding "Yes, meets needs"



Note: Comparison of % of respondents responding 4 or 5 (facility is "important") in Q15 vs. % of respondents indicating their needs are being met in Q16.

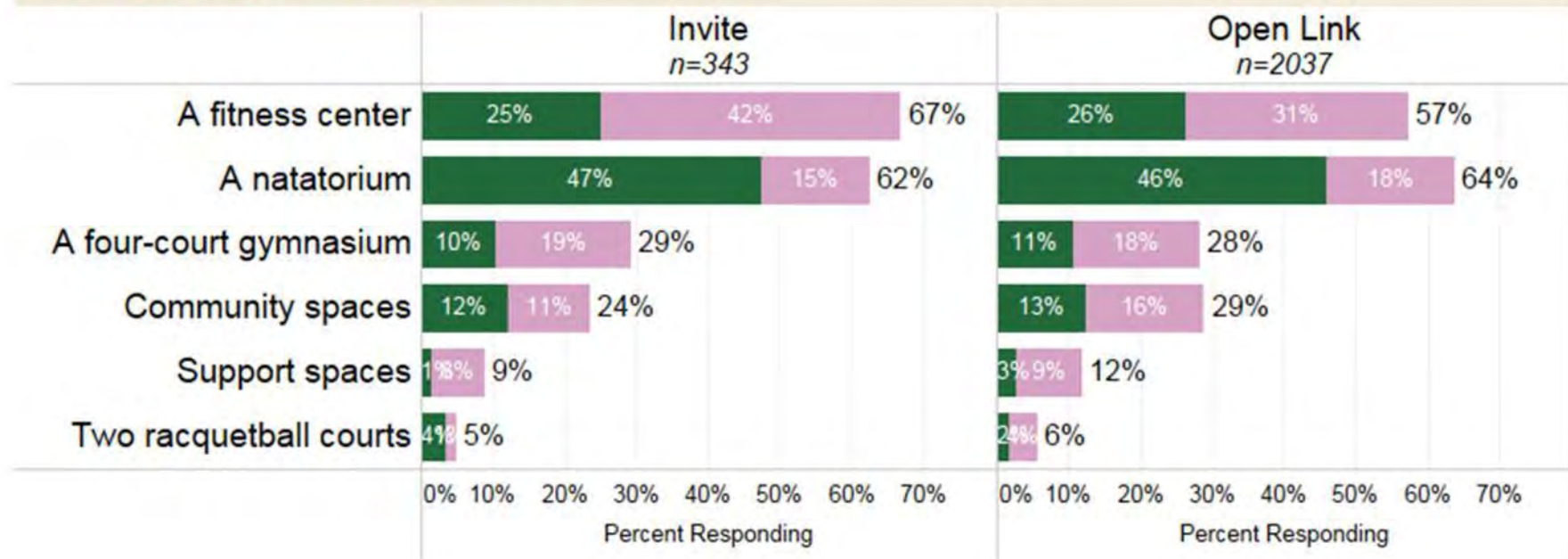


CORE FACILITY HOUSEHOLD PRIORITIES

The top two spaces/amenities prioritized by respondents for the “core” community center facility, as envisioned, include a fitness center and a natatorium. For both invitation and open link samples, a natatorium had the greatest share of respondents indicating it was their first choice.

Which two spaces/amenities would be most important to your household?

First Choice | Second Choice



Q17. [In response to facilities envisioned for the “core” Community Center] Which two spaces/amenities would be most important to your household?



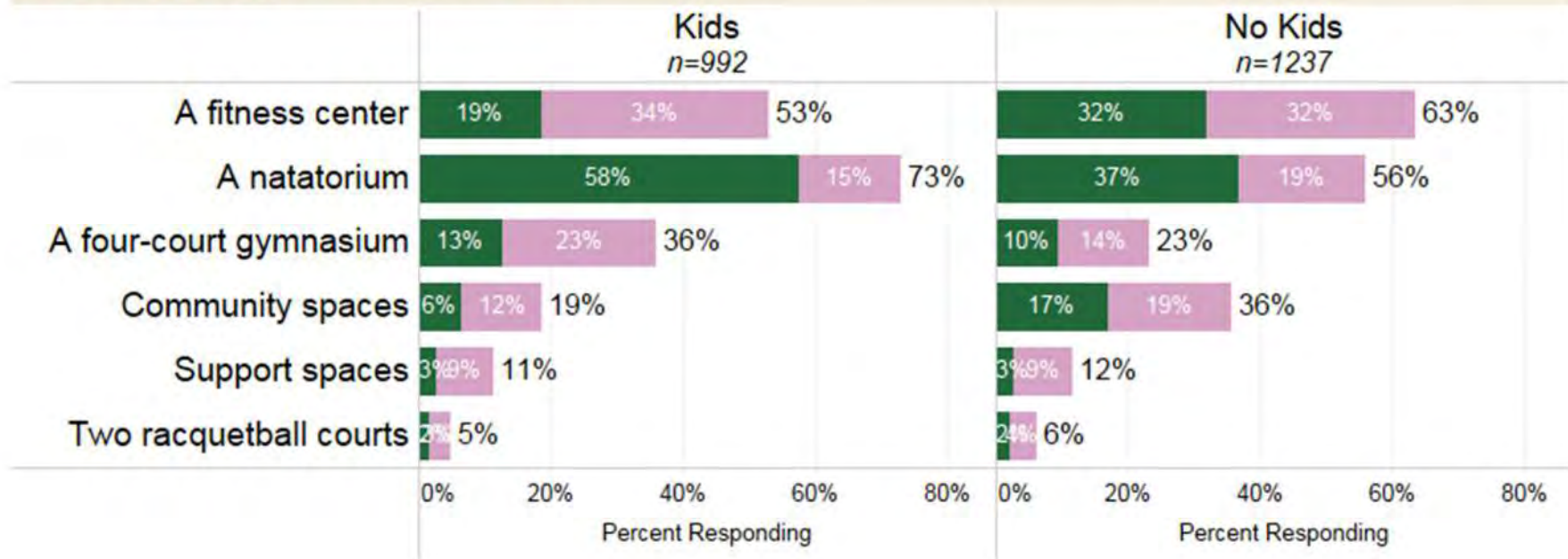
CORE FACILITY HOUSEHOLD PRIORITIES

BY PRESENCE OF CHILDREN AT HOME

Respondents without kids at home were more likely to prioritize a fitness center and community spaces for the core facility. Respondents with kids at home were more likely to prioritize a natatorium and four-court gymnasium.

Which two spaces/amenities would be most important to your household?

First Choice | **Second Choice**



Q17. [In response to facilities envisioned for the "core" Community Center] Which two spaces/amenities would be most important to your household?



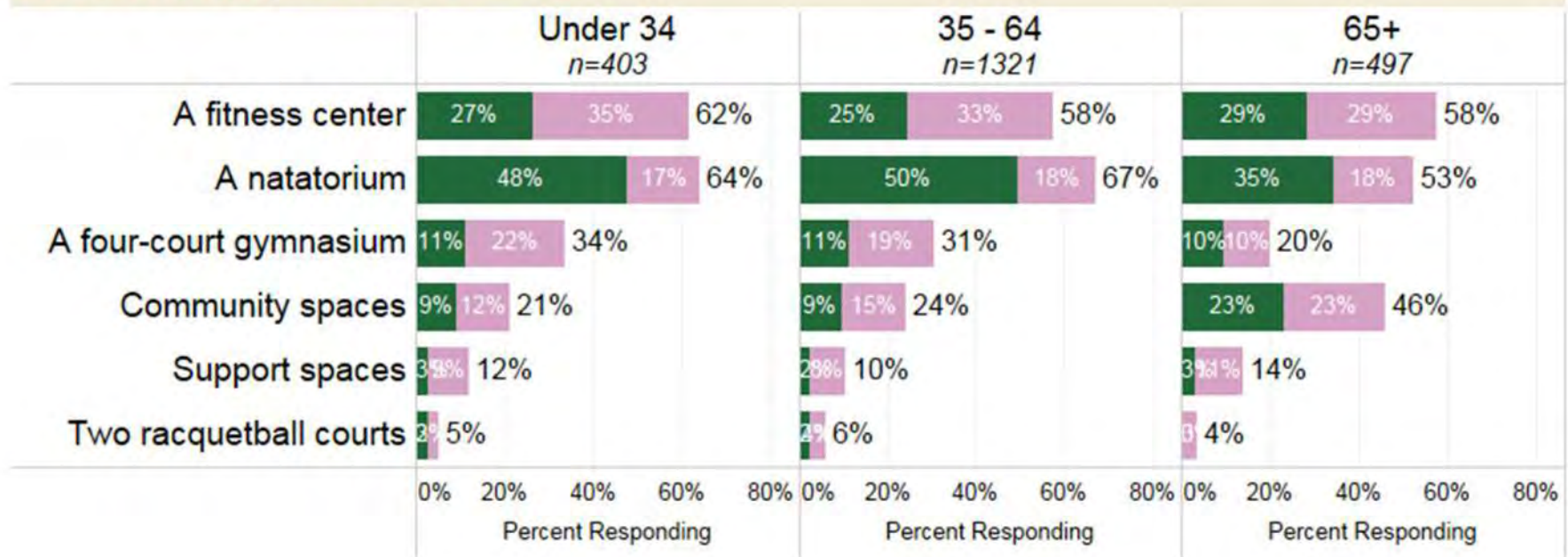
CORE FACILITY HOUSEHOLD PRIORITIES

BY AGE

While a fitness center and natatorium were the most prioritized facilities, regardless of age, those aged 65+ were much more likely to prioritize community spaces than younger age cohorts.

Which two spaces/amenities would be most important to your household?

First Choice | **Second Choice**



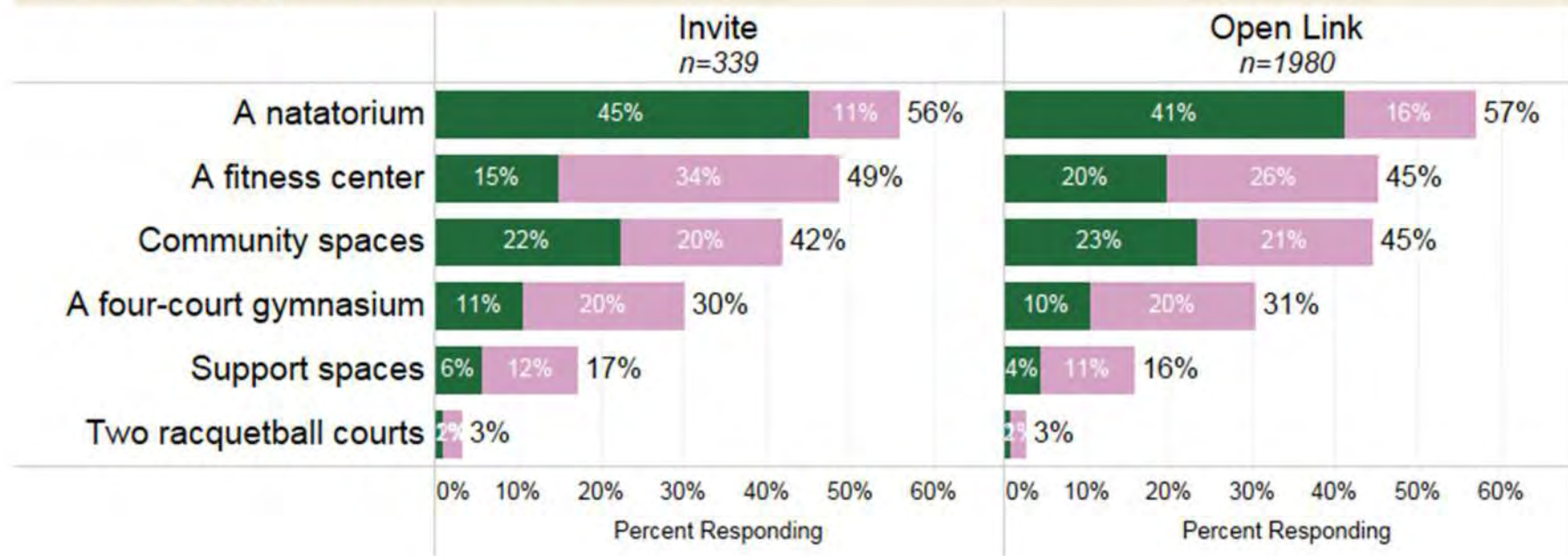
Q17. [In response to facilities envisioned for the "core" Community Center] Which two spaces/amenities would be most important to your household?

CORE FACILITY COMMUNITY PRIORITIES

When the question is asked of priorities for the community, rather than the household, a natatorium rises to the top of the list. Community spaces also became a higher priority.

Which two spaces/amenities would be most important to the GJ Community?

First Choice | Second Choice



Q18. [In response to facilities envisioned for the "core" Community Center] And which two spaces/amenities would be most important to the Grand Junction community as a whole?

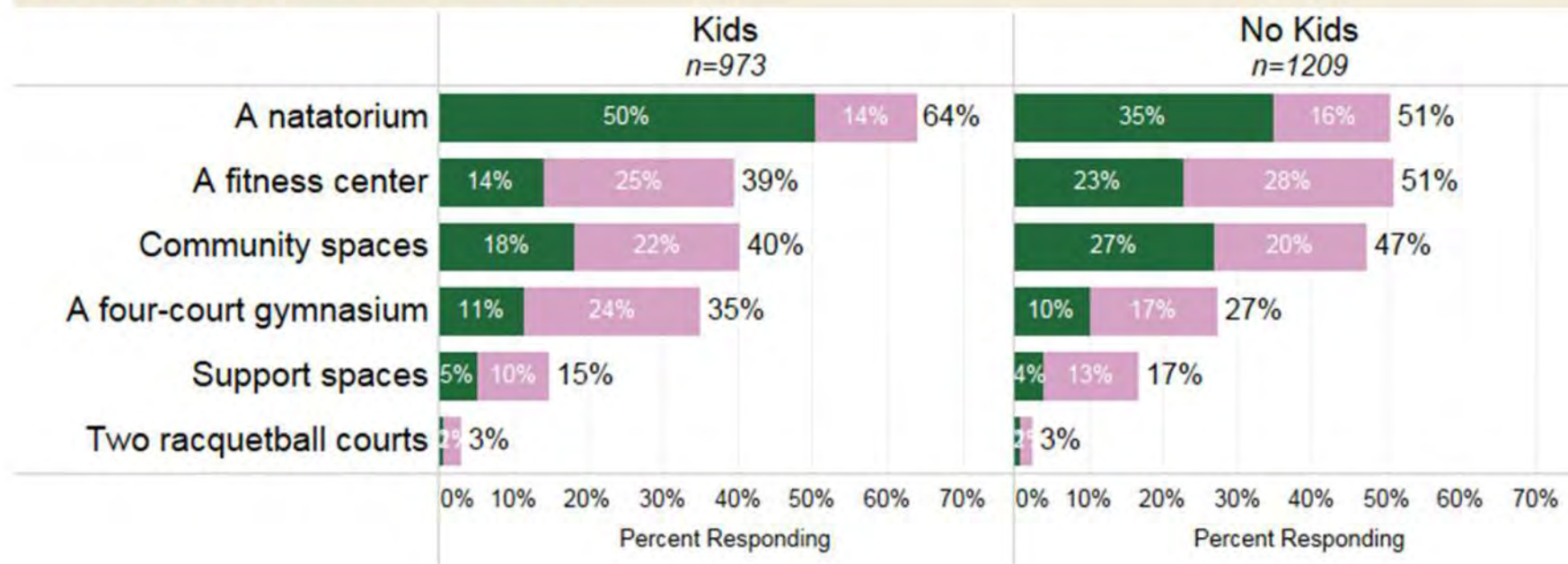


CORE FACILITY COMMUNITY PRIORITIES

BY PRESENCE OF CHILDREN AT HOME

When the question is asked of priorities for the community, respondents with kids at home still most prioritized a natatorium. Respondents without kids at home were relatively split between a natatorium, fitness center, and community spaces as top community priorities.

Which two spaces/amenities would be most important to the GJ Community First Choice | Second Choice



Q18. [In response to facilities envisioned for the "core" Community Center] And which two spaces/amenities would be most important to the Grand Junction community as a whole?



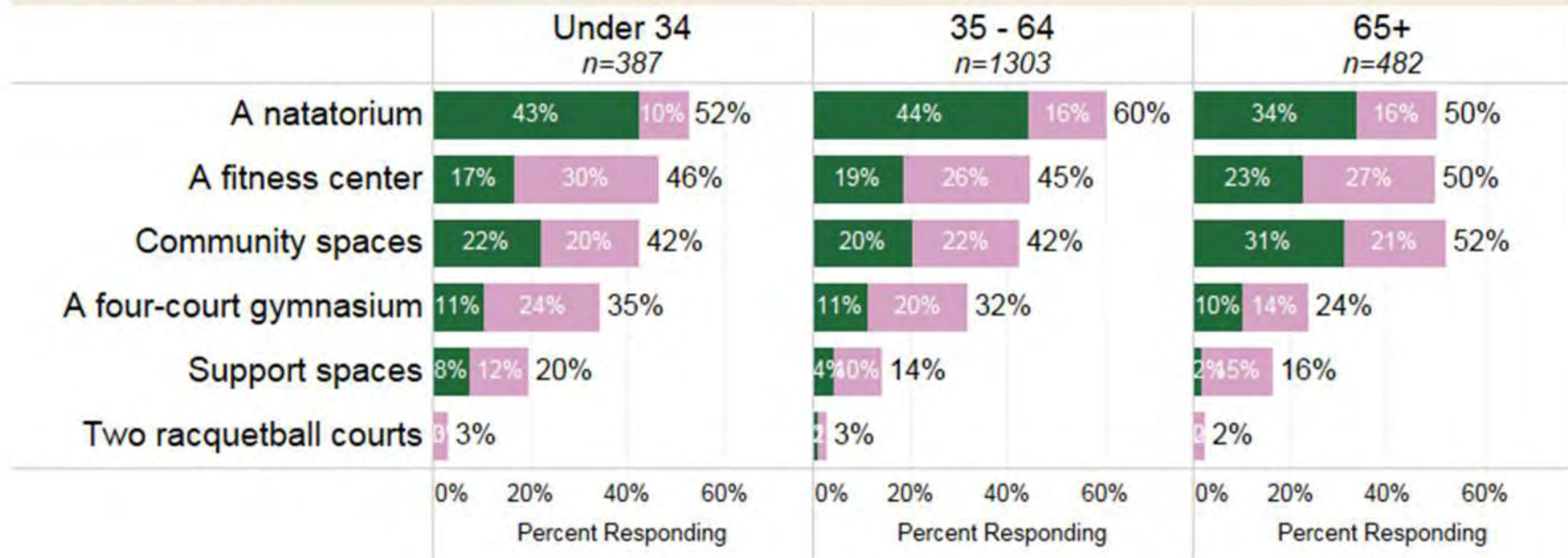
CORE FACILITY COMMUNITY PRIORITIES

BY AGE

A natatorium was the clear frontrunner for those aged 35-64 (60%). In contrast, respondents under age 34 or 65+ were generally more balanced in their preferences for a natatorium, fitness center, and community spaces on behalf of the Grand Junction community as a whole.

Which two spaces/amenities would be most important to the GJ Community

First Choice | Second Choice



Q18. [In response to facilities envisioned for the "core" Community Center] And which two spaces/amenities would be most important to the Grand Junction community as a whole?



LOCATION PRIORITIES



SITE LOCATION PREFERENCES

More than half of invitation respondents selected Matchett Park as a first or second choice for the location of a new community center (56%), with 40% selecting it as a first choice. Open link respondents were also most likely to select Matchett Park as a first choice (36%), but were more evenly split between Matchett and Lincoln Parks as top choices overall.

Preferences for the Location of a New Community Center

First Choice | Second Choice



Q19. [In response to list of potential locations for the Community Center] Please select your first and second choices for the location of a new community center. (INSERT NUMBERS FROM THE LIST ABOVE).



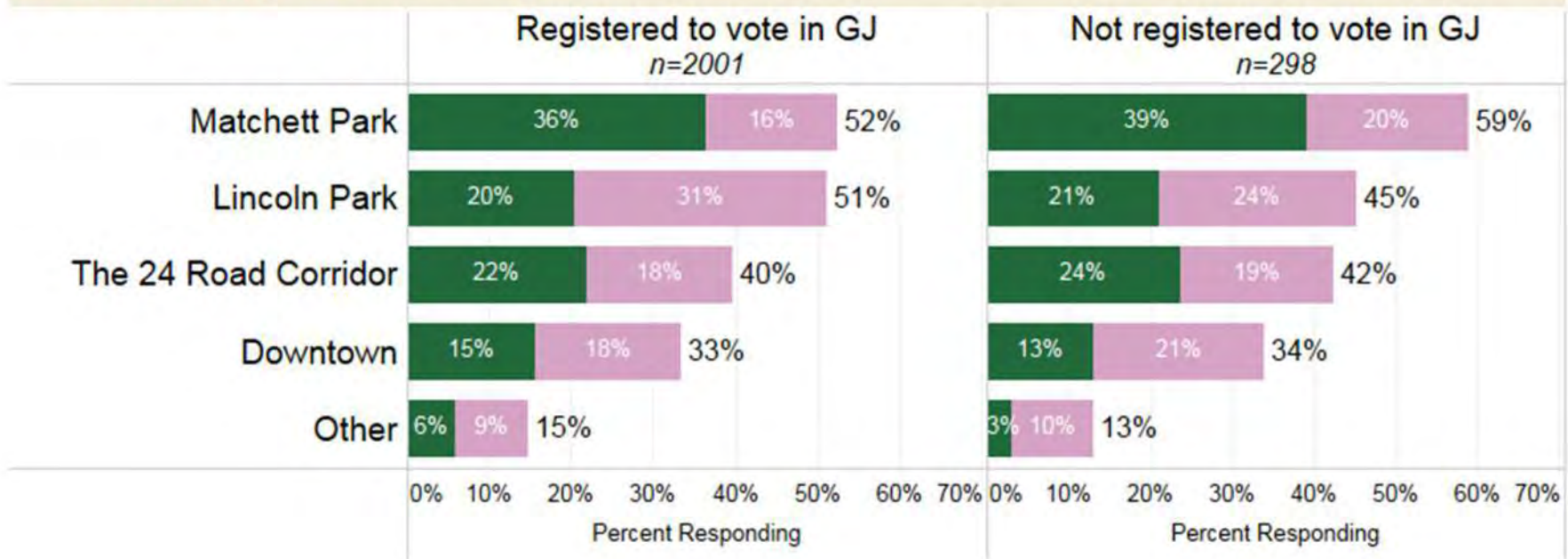
SITE LOCATION PREFERENCES

BY WHETHER RESPONDENT IS REGISTERED TO VOTE IN GJ

Respondents registered to vote in Grand Junction were about as likely to select Matchett and Lincoln Parks as one of their top two preferences for the location of a new Community Center, although Matchett still had a higher share of respondents indicating it was a first choice (36%). Matchett Park was a more obvious top preference among those not registered to vote in Grand Junction.

Preferences for the Location of a New Community Center

First Choice | Second Choice



Q19. [In response to list of potential locations for the Community Center] Please select your first and second choices for the location of a new community center. (INSERT NUMBERS FROM THE LIST ABOVE).



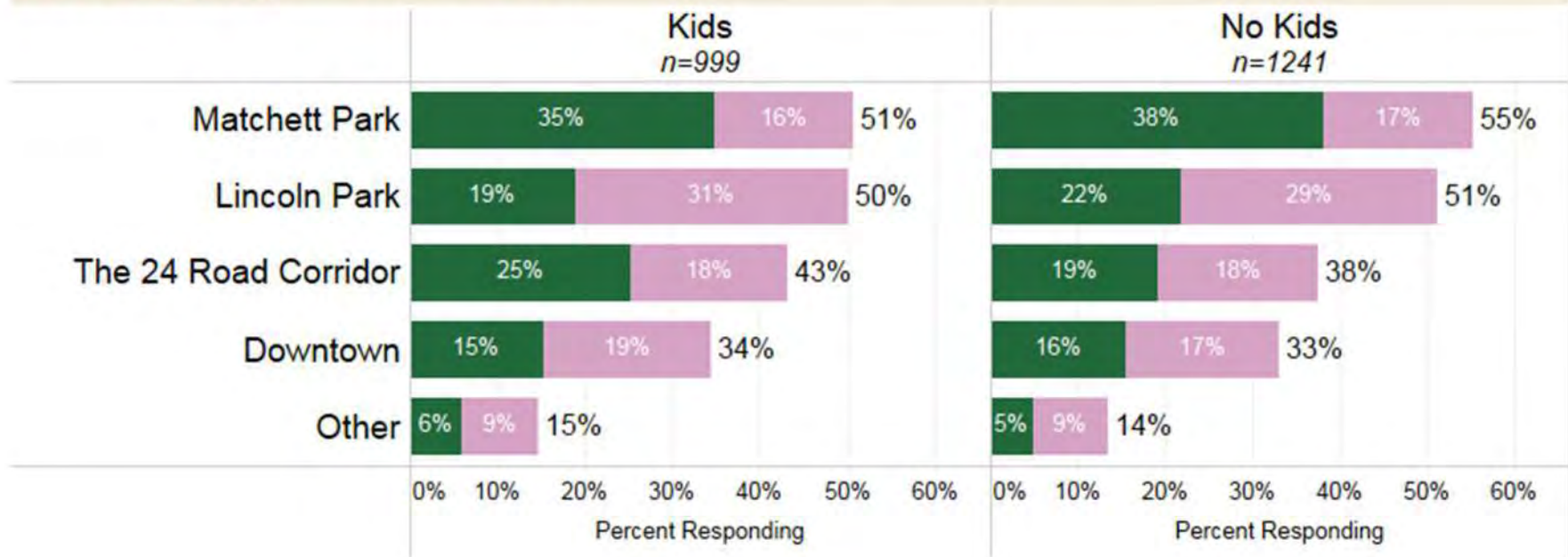
SITE LOCATION PREFERENCES

BY PRESENCE OF CHILDREN AT HOME

Preferences for a site location were generally similar, regardless of whether or not the respondent has children at home. However, worth noting is that a higher share of households with kids at home indicated that 24 Road Corridor was a top choice (25% vs. 19% of those without kids at home).

Preferences for the Location of a New Community Center

First Choice | Second Choice



Q19. [In response to list of potential locations for the Community Center] Please select your first and second choices for the location of a new community center. (INSERT NUMBERS FROM THE LIST ABOVE).



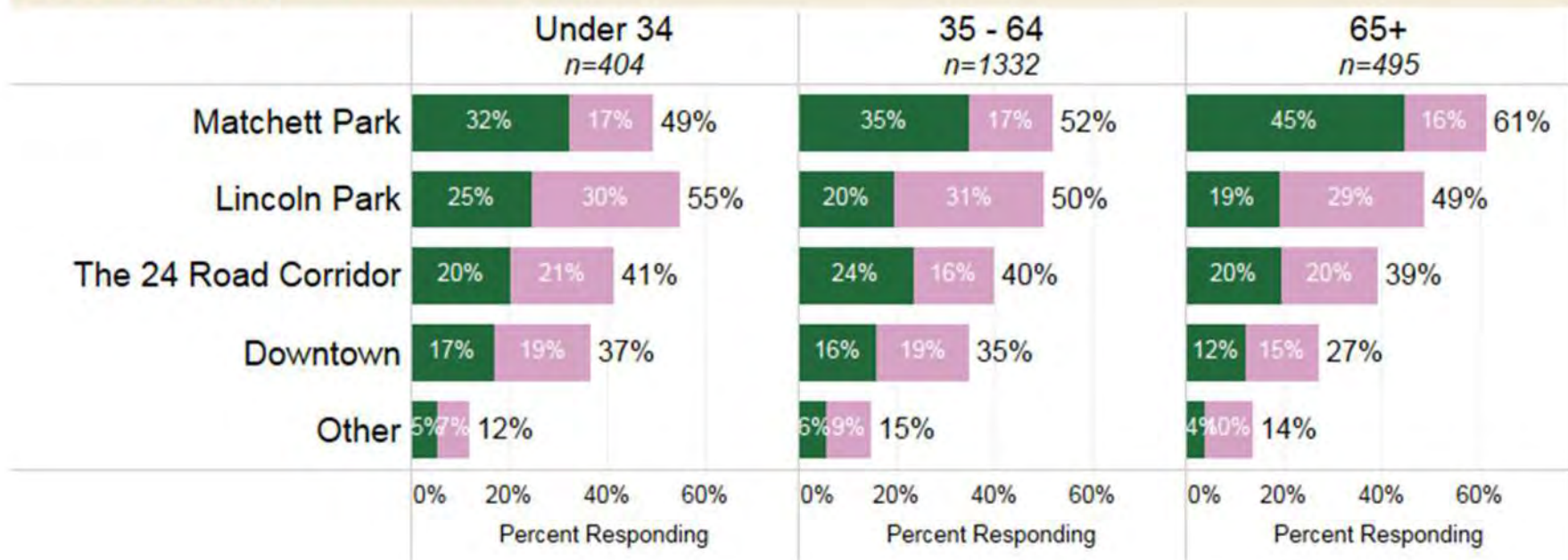
SITE LOCATION PREFERENCES

BY AGE

Preference for Matchett Park as a site location generally increased with age. In contrast, younger respondents were more supportive of Lincoln Park and Downtown than older respondents.

Preferences for the Location of a New Community Center

First Choice | Second Choice



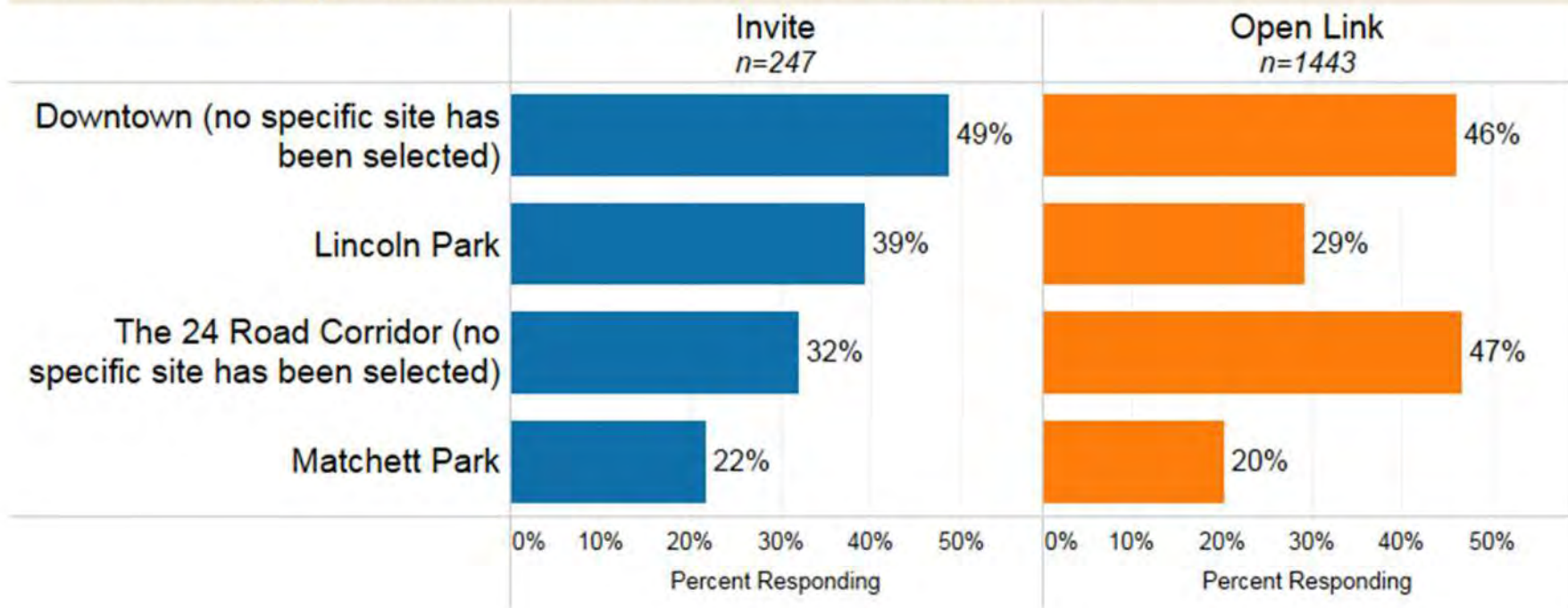
Q19. [In response to list of potential locations for the Community Center] Please select your first and second choices for the location of a new community center. (INSERT NUMBERS FROM THE LIST ABOVE).



SITE LOCATION PREFERENCES

When asked which locations they would not prefer, if any, about half of invitation respondents selected Downtown (49%). Invitation respondents were less in favor of Lincoln Park than open link respondents, while open link respondents were less in favor of the 24 Road Corridor.

Are there any specific locations that you would not favor?



Q20. [In response to list of potential locations for the Community Center] After reviewing this list of proposed site locations, are there any specific locations that you would not be in favor of, and if so, why not? (Insert number from list above)



SITE LOCATION PREFERENCES

When asked which locations they would not prefer, respondents were directed to explain why. A sampling of comments for each location not preferred is shown below.

Downtown

- ***Congestion and parking***
- ***I think there is not enough parking and downtown is depressing (sorry)***
- ***No logical space***

Lincoln Park

- ***Already a lot there***
- ***Loss of green space***
- ***Parking, access***

Matchett Park

- ***Harder to get to***
- ***Location, travel distance***
- ***Out of the way***

24 Road Corridor

- ***Halfway to Fruita***
- ***It's already too congested***
- ***Not a convenient location***

Q20. [In response to list of potential locations for the Community Center] After reviewing this list of proposed site locations, are there any specific locations that you would not be in favor of, and if so, why not? (Insert number from list above)

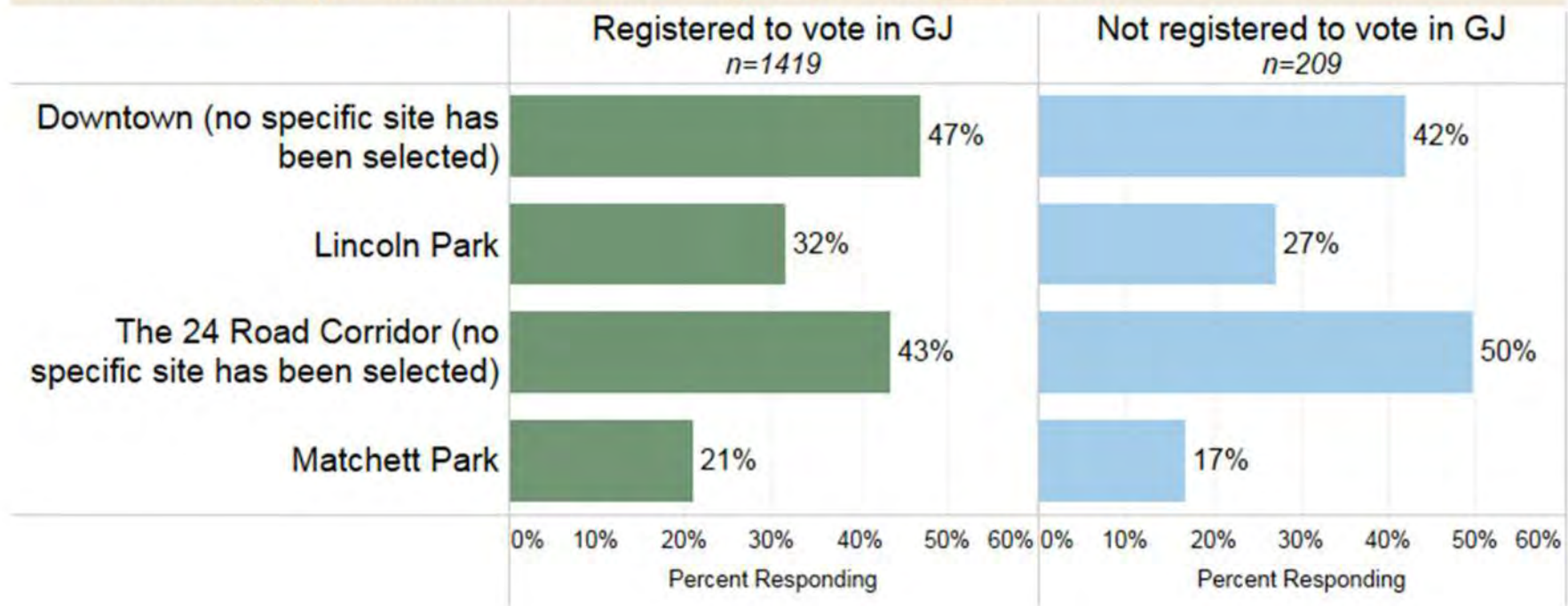


SITE LOCATION PREFERENCES

BY WHETHER RESPONDENT IS REGISTERED TO VOTE IN GJ

Regardless of whether the respondent is registered to vote in Grand Junction, Downtown and 24 Road Corridor were most selected as places not favored. However, 24 Road Corridor was somewhat less preferred among those not registered to vote in the city.

Are there any specific locations that you would not favor?



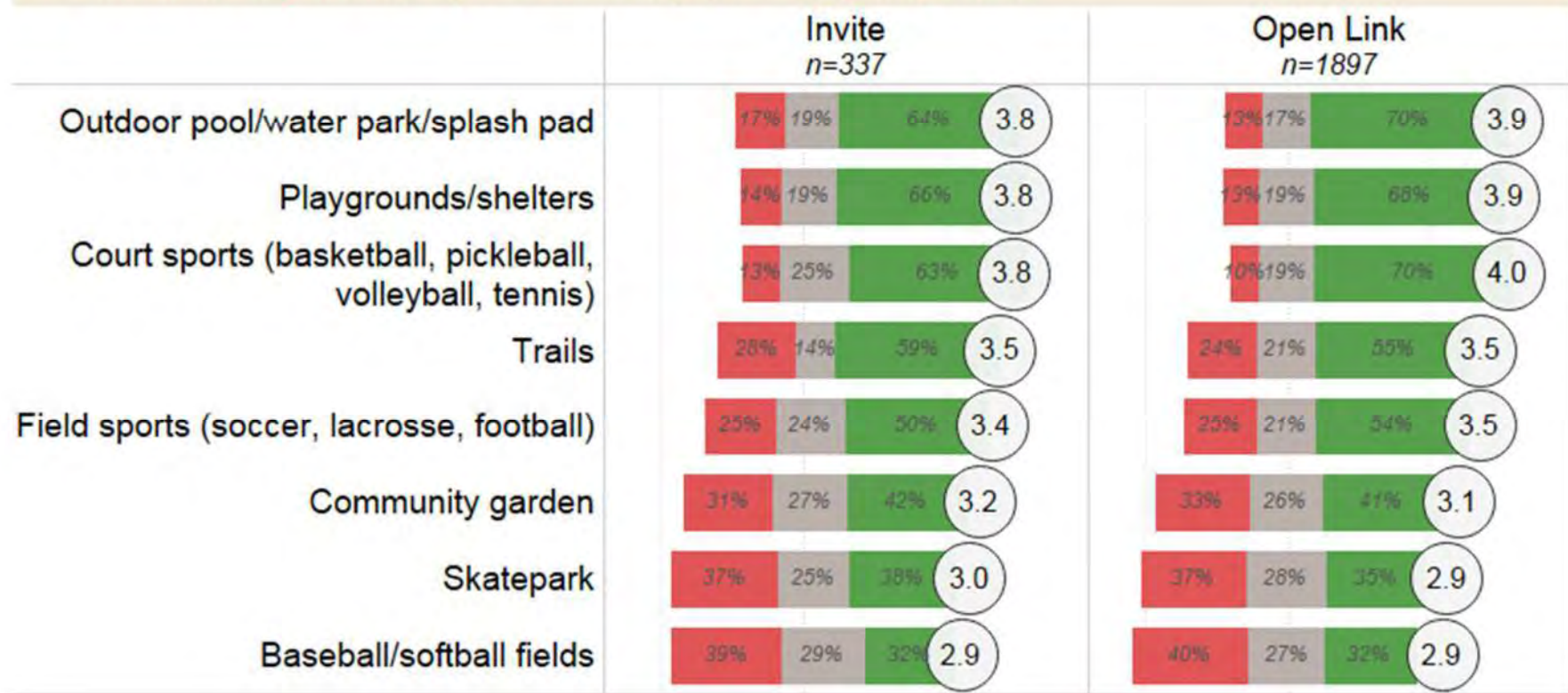
Q20. [In response to list of potential locations for the Community Center] After reviewing this list of proposed site locations, are there any specific locations that you would not be in favor of, and if so, why not? (Insert number from list above)

OUTDOOR AMENITY PREFERENCES

Respondents of both samples were most likely to report that it is important for the site of a new community center to have space for the future development of an outdoor pool/water park/splash pad, playgrounds/shelters, and court sports.

How important is it for the site of a new community center to have space for future development of the following outdoor amenities?

1 = Not at all important, 2 | 3 = Neutral | 4, 5 = Very important



Q21. In evaluating a site, please tell us how important it is for the site of a new community center to have space for future development of the following outdoor amenities?



OUTDOOR AMENITY PREFERENCES

BY PRESENCE OF CHILDREN AT HOME

Future development of an outdoor pool/water park/splash pad, playgrounds/shelters, court sports, and field sports is notably more important for those with kids at home than those without kids at home.

How important it is for the site of a new community center to have space for future development of the following outdoor amenities?

1 = Not at all important, 2 | 3 = Neutral | 4, 5 = Very important



Q21. In evaluating a site, please tell us how important it is for the site of a new community center to have space for future development of the following outdoor amenities?



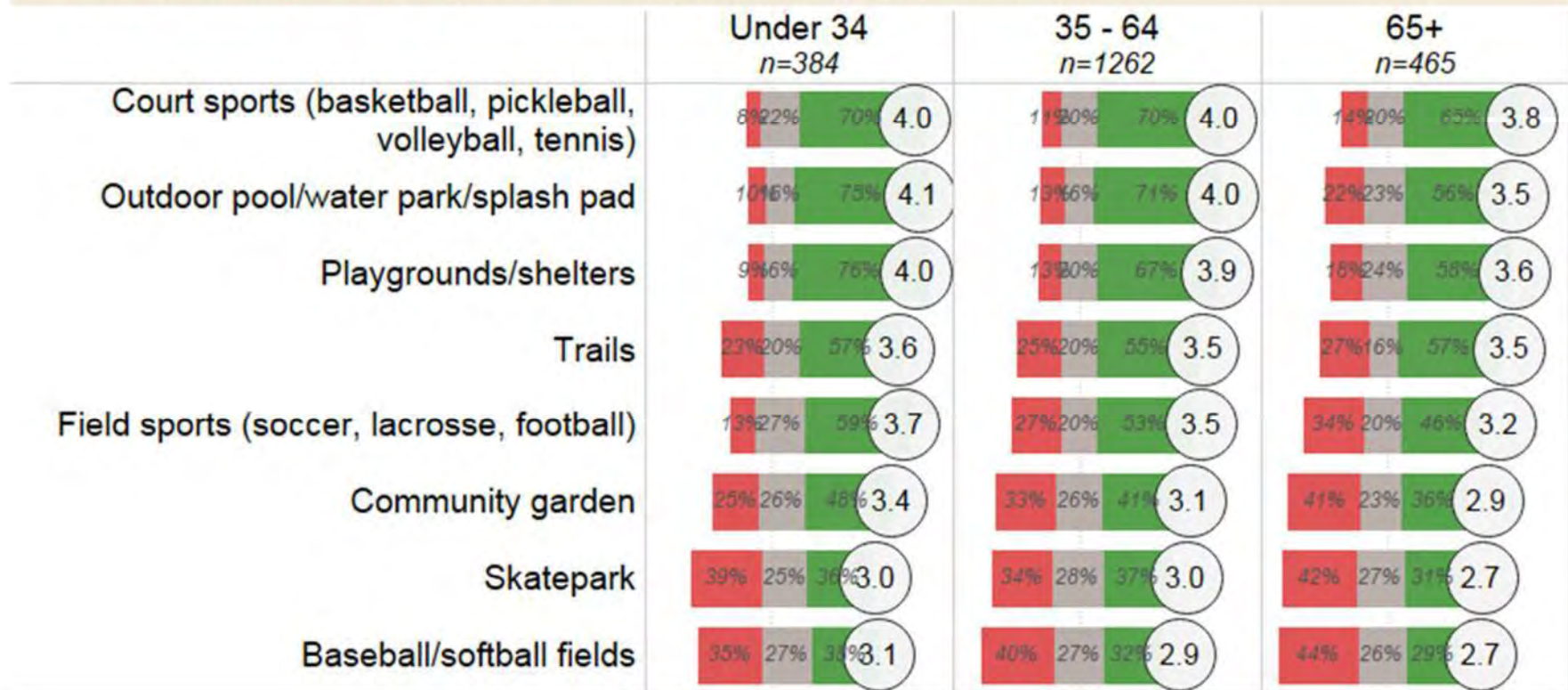
OUTDOOR AMENITY PREFERENCES

By AGE

Those under age 65 provided generally higher importance ratings for each outdoor amenity than those aged 65+.

How important it is for the site of a new community center to have space for future development of the following outdoor amenities?

1 = Not at all important, 2 | 3 = Neutral | 4, 5 = Very important



Q21. In evaluating a site, please tell us how important it is for the site of a new community center to have space for future development of the following outdoor amenities?

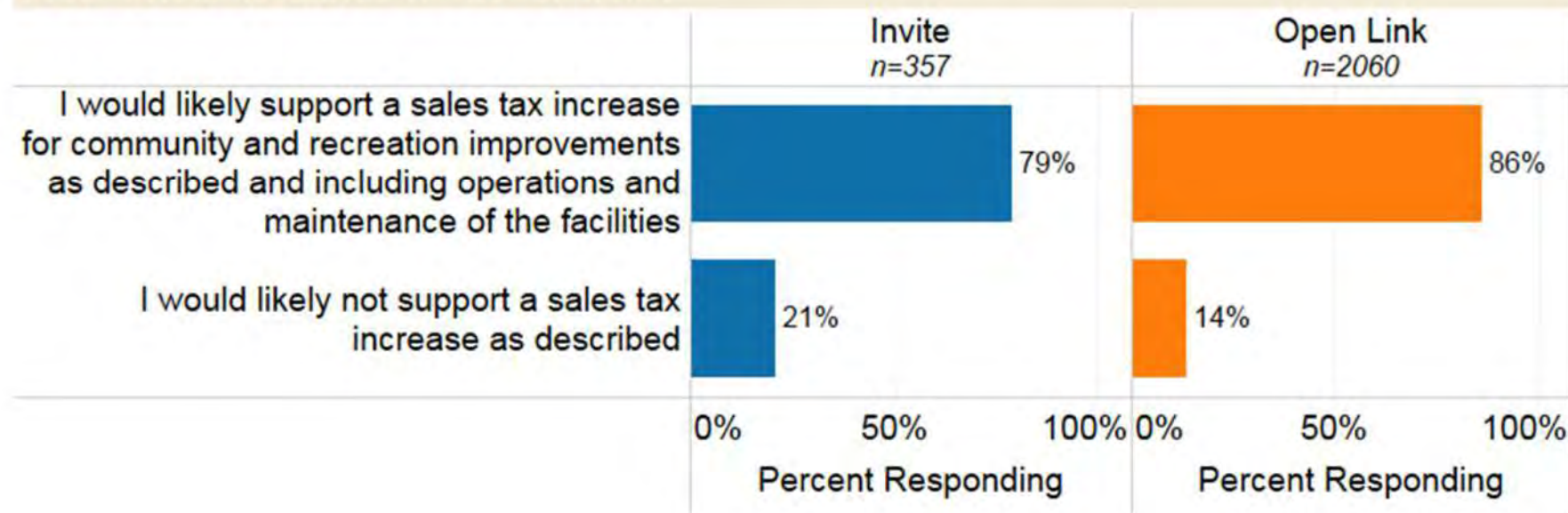


FINANCIAL CONSIDERATIONS

SALES TAX INCREASE OPINIONS

Roughly 8 in 10 invitation respondents would support a sales tax increase to support the core community center with the recreation facilities as described (79%). Support is even higher among open link respondents (86%).

Which of the following two statements best describes your opinion concerning increasing city taxes to support the “core” community center with the recreation facilities as described?



Q22. [In response to potential sales tax increase to fund construction and ongoing operations of the core Community Center] Which of the following two statements best describes your opinion concerning increasing city taxes to support the “core” community center with the recreation facilities as described?

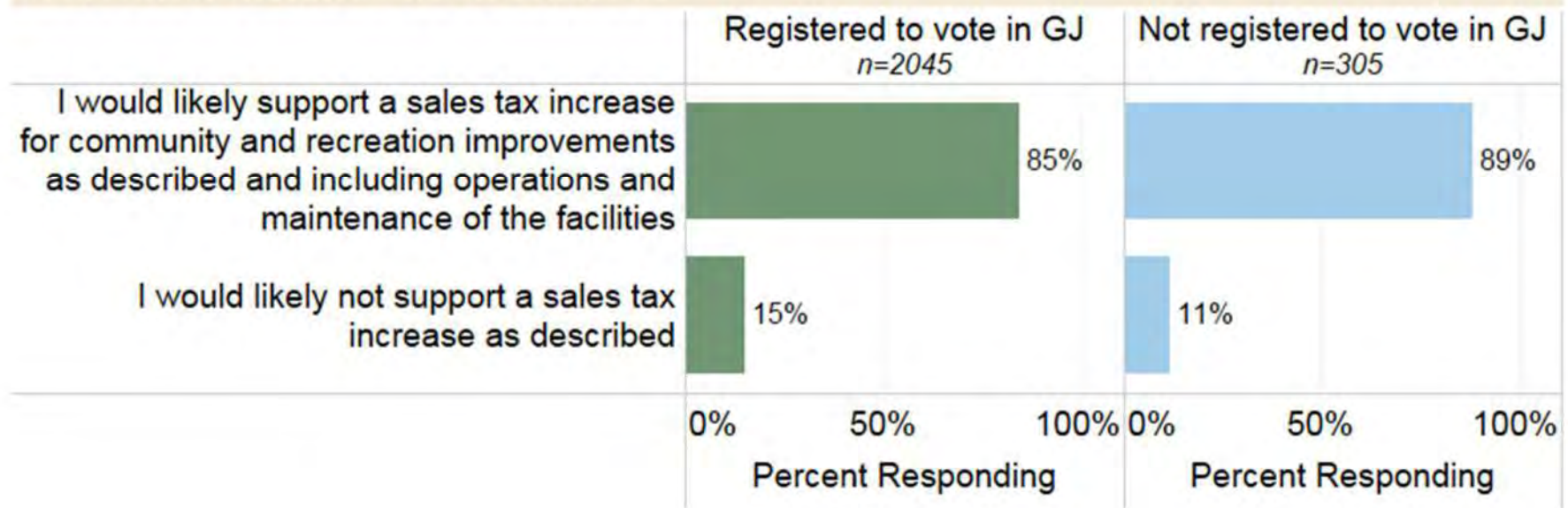


SALES TAX INCREASE OPINIONS

BY WHETHER RESPONDENT IS REGISTERED TO VOTE IN GJ

Both registered voters and non-registered voters were highly supportive of a sales tax increase (85% and 89%, respectively).

Which of the following two statements best describes your opinion concerning increasing city taxes to support the “core” community center with the recreation facilities as described?



Q22. [In response to potential sales tax increase to fund construction and ongoing operations of the core Community Center] Which of the following two statements best describes your opinion concerning increasing city taxes to support the “core” community center with the recreation facilities as described?

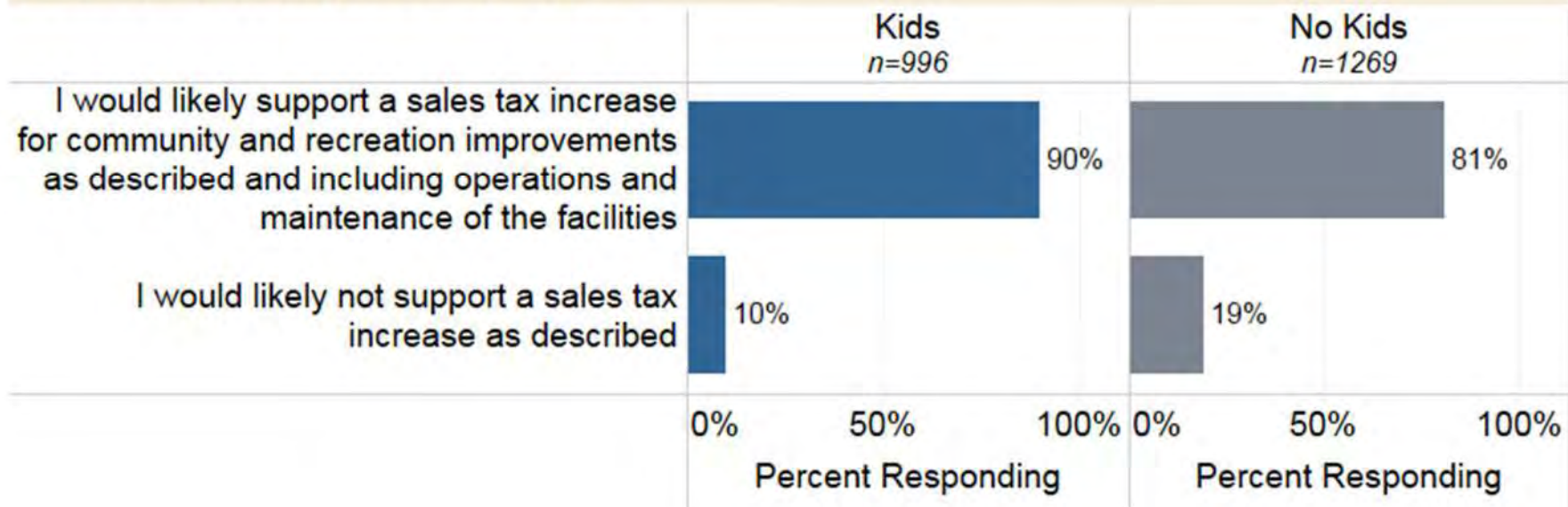


SALES TAX INCREASE OPINIONS

BY PRESENCE OF CHILDREN AT HOME

Respondents with kids at home were more supportive of a sales tax increase than those without kids at home (90% vs. 81%).

Which of the following two statements best describes your opinion concerning increasing city taxes to support the “core” community center with the recreation facilities as described?



Q22. [In response to potential sales tax increase to fund construction and ongoing operations of the core Community Center] Which of the following two statements best describes your opinion concerning increasing city taxes to support the “core” community center with the recreation facilities as described?

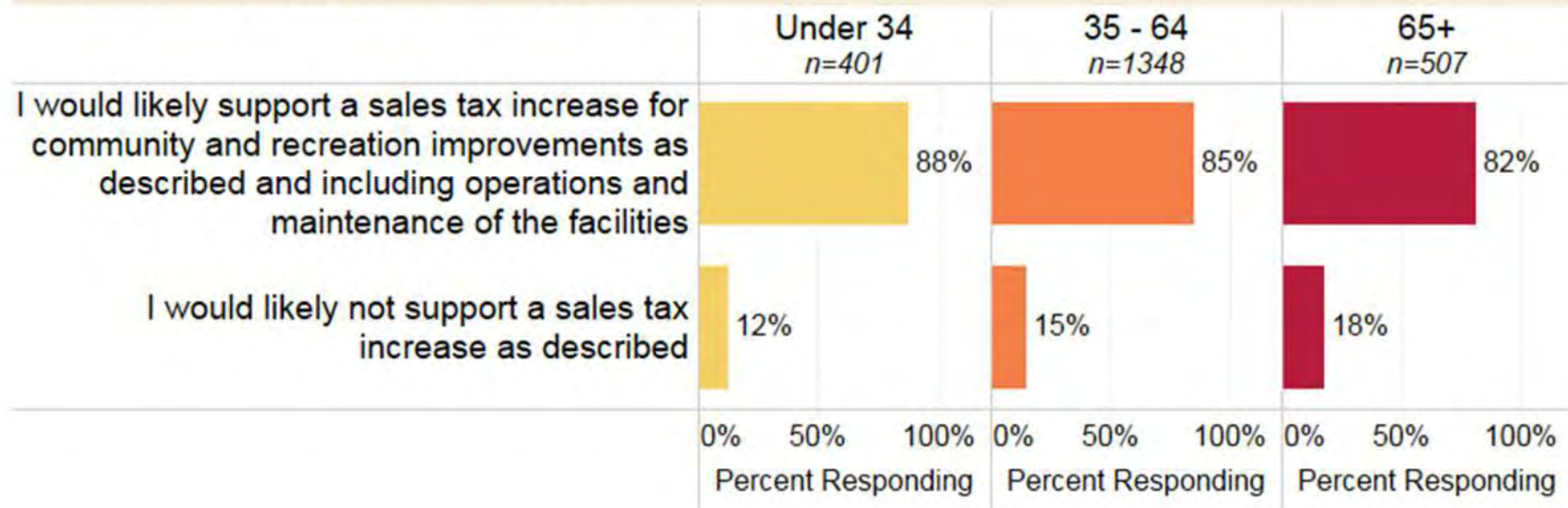


SALES TAX INCREASE OPINIONS

BY AGE

Support for the sales tax increase ticks down slightly with age, from 88% of those under 34 supporting such a tax, as compared to 82% of those aged 65+.

Which of the following two statements best describes your opinion concerning increasing city taxes to support the “core” community center with the recreation facilities as described?

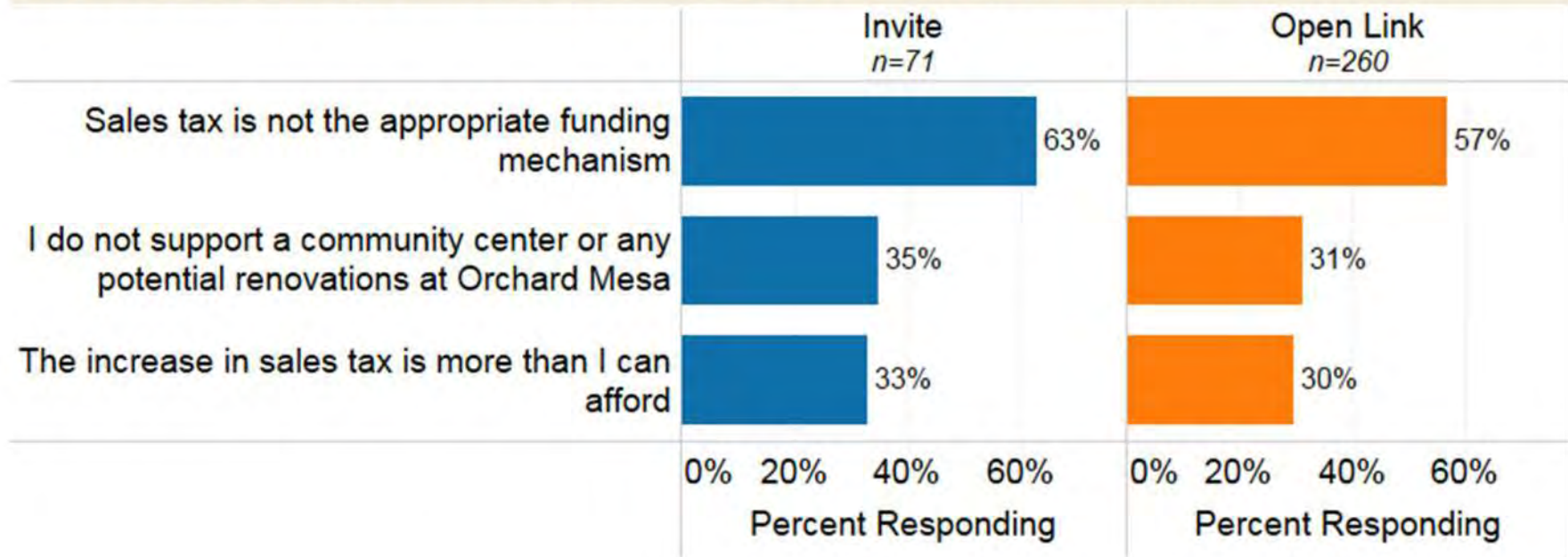


Q22. [In response to potential sales tax increase to fund construction and ongoing operations of the core Community Center] Which of the following two statements best describes your opinion concerning increasing city taxes to support the “core” community center with the recreation facilities as described?

REASONS FOR NOT SUPPORTING TAX INCREASE

Respondents who would not support such a tax increase indicated the reason why. Sales tax not being the appropriate funding mechanism rose to the top of the list.

(If not) Why would you likely not support a sales tax increase for community and recreation improvements as described in the previous question?



Q22a. [If answered "would likely not support a sales tax increase in Q22"] Why would you likely not support a sales tax increase for community and recreation improvements as described in the previous question? Check all that apply.

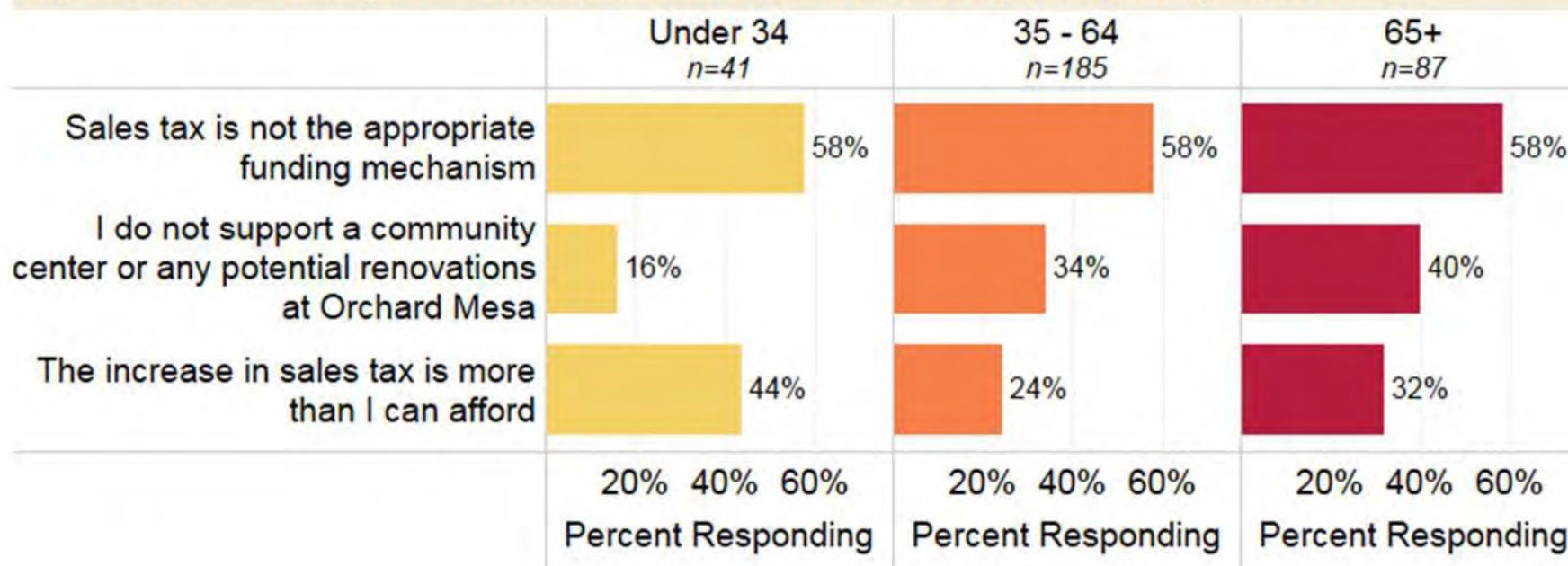


REASONS FOR NOT SUPPORTING TAX INCREASE

BY AGE

Although sales tax not being the appropriate funding mechanism is the top reason, regardless of age, responses varied by age when it came to the other reasons. Older respondents were more likely to indicate they do not support a community center or any potential renovations at Orchard Mesa. Respondents under age 34 were more likely to say that the increase in sales tax is more than they could afford.

(If no) Why would you likely not support a sales tax increase for community and recreation improvements as described in the previous question?

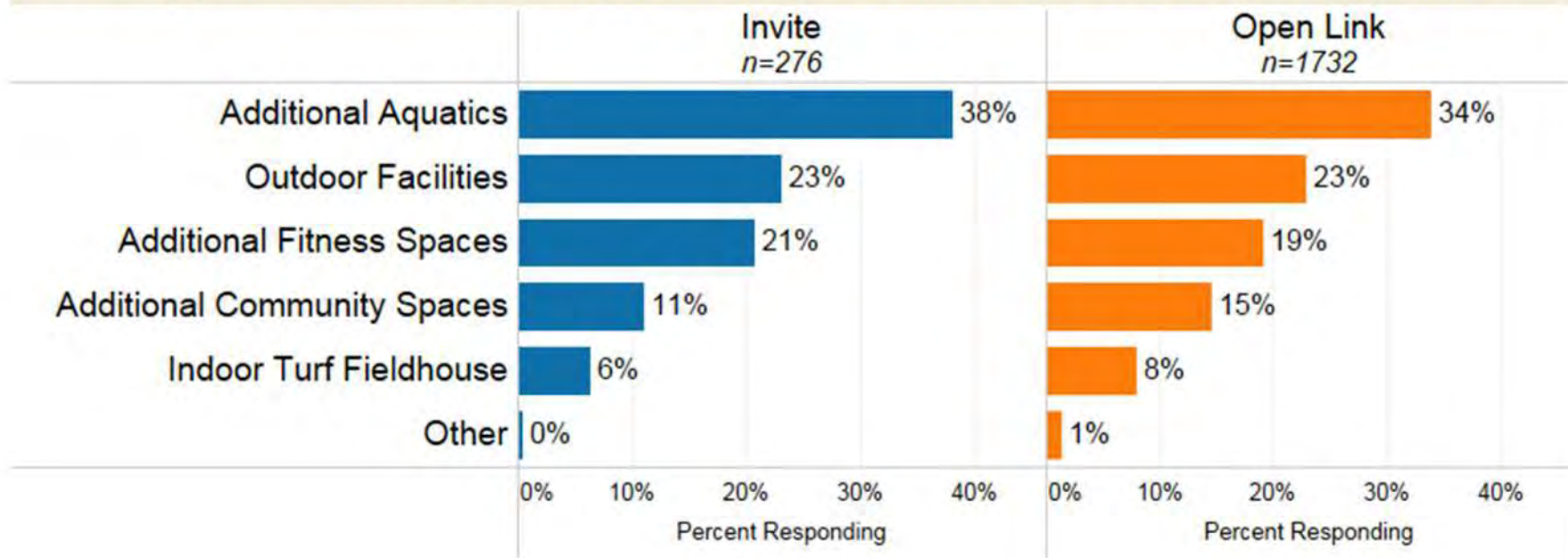


Q22a. [If answered "would likely not support a sales tax increase in Q22"] Why would you likely not support a sales tax increase for community and recreation improvements as described in the previous question? Check all that apply.

ADDITIONAL AMENITIES PACKAGES

When it comes to potential additional packages of amenities that could be added on to the core facility, all respondents were most in favor of additional aquatics (i.e., additional 4-lane, 25-yard lap pool natatorium, therapy/exercise natatorium, Flowrider pool play feature).

Assuming each category of improvements costs approximately the same amount, please select your top priority to be added to the Community Center:



Q23. There are other types of facilities that could also be considered as a part of the Community Center. The following “amenities packages” could be added on to the “core” facility (as previously described) for a cost. Assuming each of the five categories of improvements cost approximately the same amount, please check your top priority to be added to the Community Center.

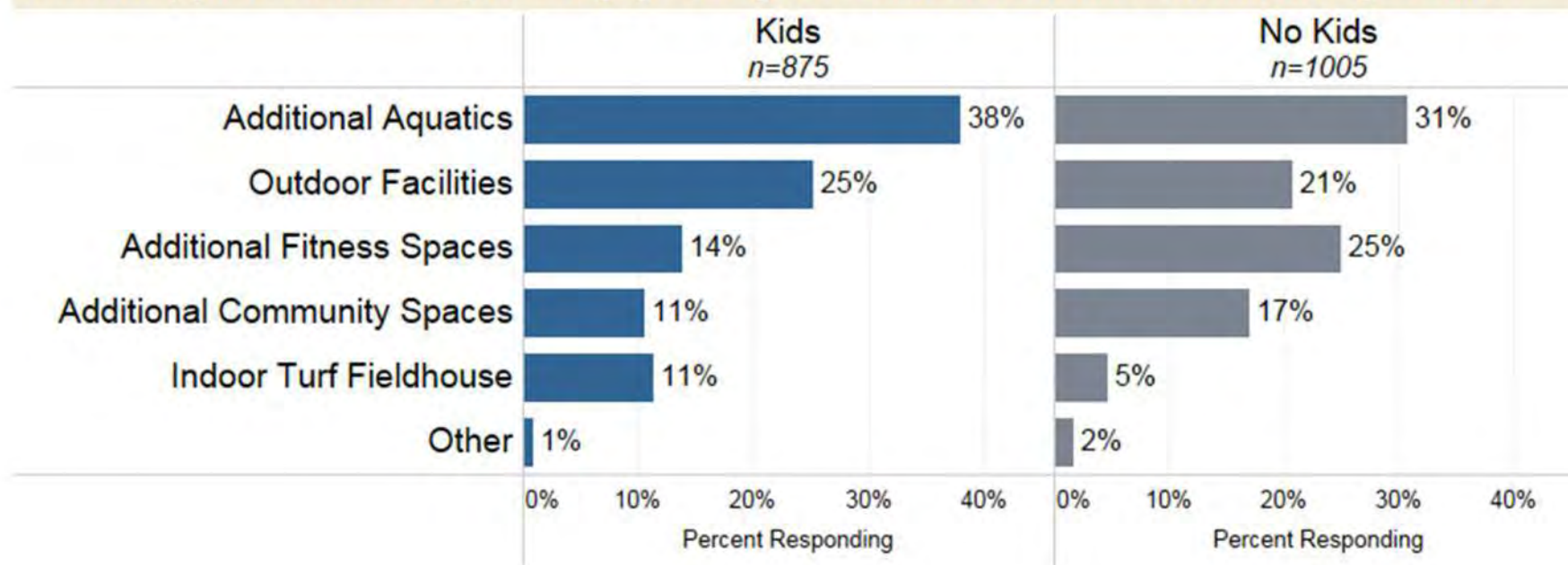


ADDITIONAL AMENITIES PACKAGES

BY PRESENCE OF CHILDREN AT HOME

Respondents with kids at home favored additional aquatics more than those without kids at home, although it was still a top choice for each group. Respondents without kids were more likely to prioritize additional fitness spaces and additional community spaces.

Assuming each category of improvements costs approximately the same amount, please select your top priority to be added to the Community Center:



Q23. There are other types of facilities that could also be considered as a part of the Community Center. The following "amenities packages" could be added on to the "core" facility (as previously described) for a cost. Assuming each of the five categories of improvements cost approximately the same amount, please check your top priority to be added to the Community Center.

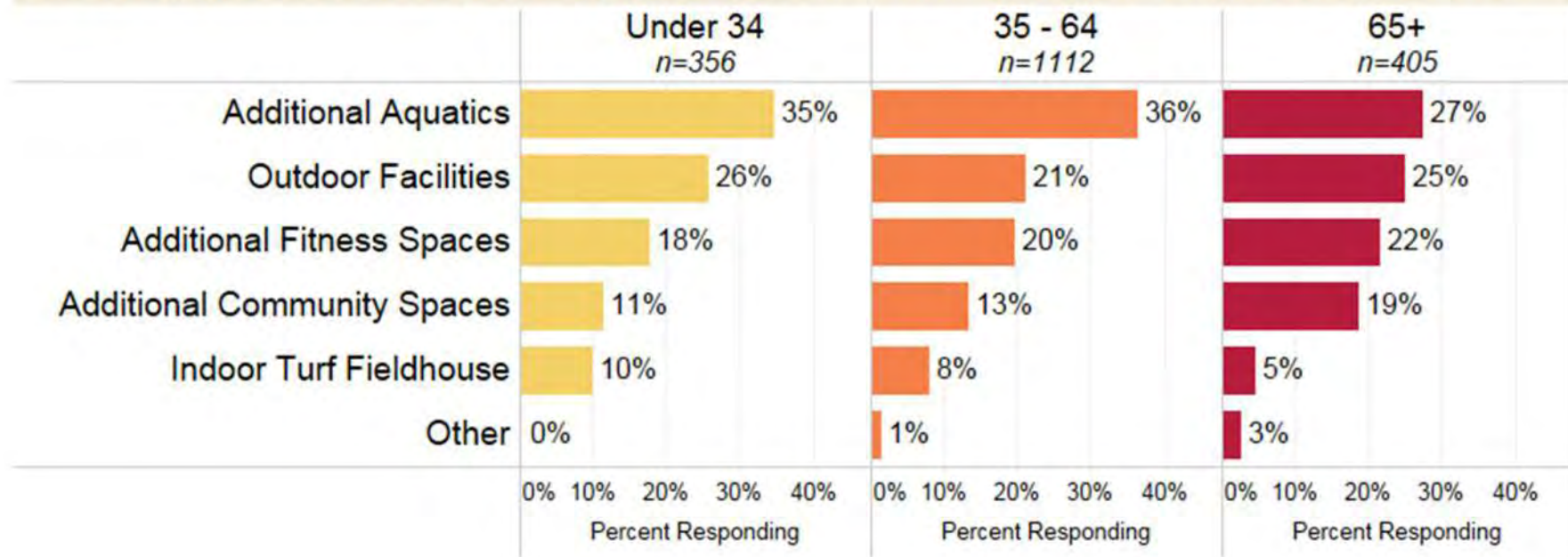


ADDITIONAL AMENITIES PACKAGES

BY AGE

Interest in additional aquatics, outdoor facilities, and indoor turf fieldhouse was stronger among younger age cohorts. In contrast, interest in additional fitness spaces and community spaces increased with age.

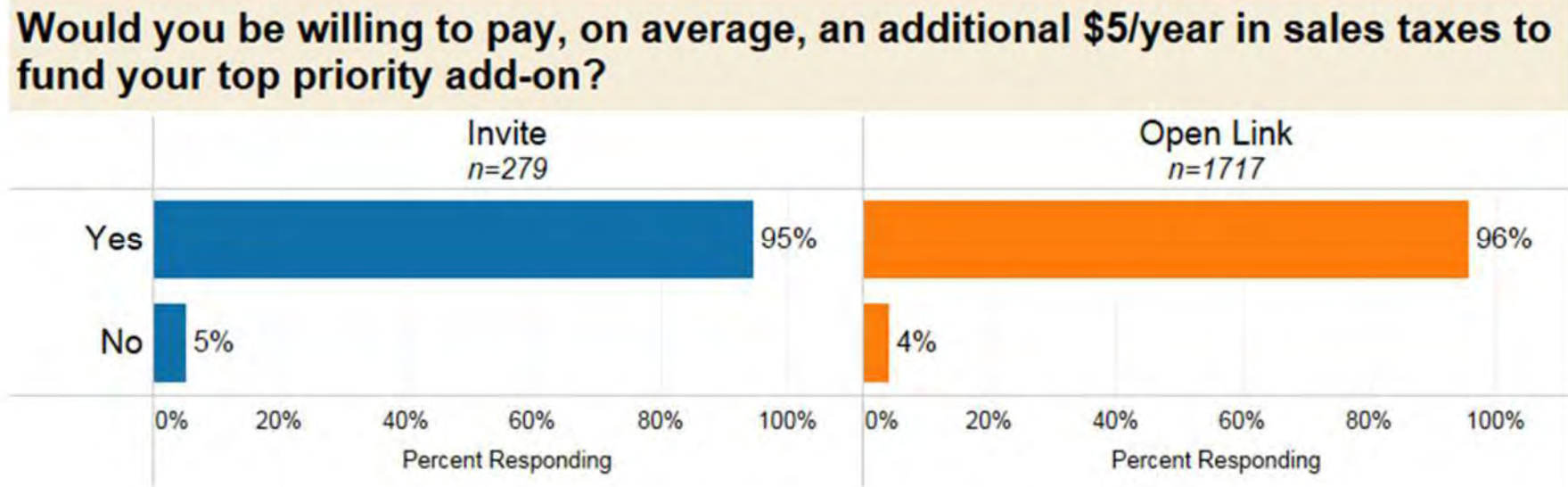
Assuming each category of improvements costs approximately the same amount, please select your top priority to be added to the Community Center:



Q23. There are other types of facilities that could also be considered as a part of the Community Center. The following “amenities packages” could be added on to the “core” facility (as previously described) for a cost. Assuming each of the five categories of improvements cost approximately the same amount, please check your top priority to be added to the Community Center.

ADDITIONAL AMENITIES PACKAGES

There was near unanimous support for an additional \$5 year in sales taxes to fund respondents' top priority add-on, among those who selected a top priority amenities package from the list.



Q24. Would you be willing to pay, on average, an additional \$5/year in sales taxes (the estimated cost of a single amenity package for a typical family), to fund your top priority add-on?



SUMMARY OF SELECTED FINDINGS & DISCUSSION



SUMMARY OF SELECTED FINDINGS & DISCUSSION

A broad cross-section of the community is represented in the survey results.

Respondents live all over the community, represent a variety of age cohorts and household compositions, and length of time in the community.

City of Grand Junction recreation facilities are highly used and considered important.

Respondents use an average of 2.8 types of current recreation facilities in the area. About two-thirds of respondents currently use City of Grand Junction facilities and over half say these facilities are important to their households.

Roughly four in five respondents who go to private clubs use cardio/weights (79%), highlighting that **cardio/weights equipment are popular with the community.**

Roughly two-thirds of respondents are not using local recreation facilities as frequently as they would like. Cost/user fees and distance/accessibility arose as top barriers. Other hindrances include lack of facilities and amenities, crowding/not enough space, and lack of awareness of programs/facilities.

Although the share of respondents who say developing a new community center is important varies somewhat by variables such as whether the respondents is registered to vote, the presence of children at home, and age, the fact remains that **a majority of the community thinks it is important to develop a community center in the Grand Junction area.**



SUMMARY OF SELECTED FINDINGS & DISCUSSION

A high share of respondents indicate that recreational swimming, youth activity spaces, and a teen center/game area are important. In addition, a high share indicate their needs for these amenities are not currently being met. **This gap highlights that recreational swimming, youth activity spaces, and a teen center/game areas are areas for future attention.**

While **a fitness center and natatorium were the most prioritized facilities to be included in the core community center, regardless of age**, those aged 65+ were much more likely to prioritize community spaces than younger age cohorts.

Households with children were particularly likely to support recreational swimming facilities (both indoor and outdoor), indicate that their household has a need, and to report their needs weren't being met in this arena. Households with children are also more frequent users of the Fruita Community Center, with the pool being a major driver of visitation to that facility.

When respondents were asked to prioritize community center preferences on behalf of the Grand Junction community (rather than on behalf of their households), **a natatorium rises to the top of the list for the community. Community spaces also became a higher priority.**



SUMMARY OF SELECTED FINDINGS & DISCUSSION

The highest share of respondents selected **Matchett Park as a top choice for the site of the a new community center**. Preference for Matchett Park as a site location generally increased with age. In contrast, younger respondents were more supportive of Lincoln Park and Downtown than older respondents. Meanwhile, when asked which site locations respondents would not prefer, **Downtown was the least preferred location**.

Respondents were most likely to report that when considering the site of a new community center, it is **important to have outdoor space for the future development of an outdoor pool/water park/splash pad, playgrounds/shelters, and court sports**. These amenities were particularly important among households with children at home.

Roughly 8 in 10 invitation respondents would support a sales tax increase to support the core community center with the recreation facilities as described (79%). Support is even higher among open link respondents (86%). Respondents with kids at home were more supportive of a sales tax increase than those without kids at home (90% vs. 81%). Both registered voters and non-registered voters were highly supportive of a sales tax increase (85% and 89%, respectively). Support for the sales tax increase ticks down slightly with age, from 88% of those under 34 supporting such a tax, as compared to 82% of those aged 65+.

Those who didn't support a sales tax were most likely to indicate that **sales tax is not the appropriate funding mechanism**.



SUMMARY OF SELECTED FINDINGS & DISCUSSION

When it comes to potential additional packages of amenities that could be added on to the core facility, **respondents were most in favor of additional aquatics** (i.e., additional 4-lane, 25-yard lap pool natatorium, therapy/exercise natatorium, Flowrider pool play feature). Respondents with kids at home favored additional aquatics more than those without kids at home, although it was still a top choice for each group. Respondents without kids were more likely to prioritize additional fitness spaces and additional community spaces. Interest in additional aquatics, outdoor facilities, and indoor turf fieldhouse was stronger among younger age cohorts. In contrast, interest in additional fitness spaces and community spaces increased with age.

There was **near unanimous support to fund respondents' top priority add-on** (for an additional \$5 year in sales taxes) among those who selected a top priority amenities package from the list.



PERSONA ANALYSIS



COMFORTABLE EMPTY-NESTERS

- More likely to use private clubs (e.g., golf, fitness, tennis) and say these facilities are important
- More likely to play racquetball and golf than other personas
- Generally satisfied with their level of recreation use, but crowding and lack of desired programs can be obstacles



Community Center Preferences

- Very supportive of a new community center
- Most in favor of a natatorium and fitness center
 - Although more likely than other personas to favor racquetball courts and say that senior recreation and gathering spaces are important
- Matchett Park most favored, Downtown least favored
- Most interested in having outdoor space for court sports
- Additional amenities packages preferences include community spaces and fitness spaces

Demographic profile: Couples with children no longer at home, \$100k+ annual household income, mostly aged 55+, mostly long-term residents of GJ



SOCIAL SENIORS

- Not heavy users of current recreation facilities
- Interested in having more community gathering, senior gathering, and multi-purpose spaces



Community Center Preferences

- Very supportive of a new community center
- Most in favor of a natatorium and community spaces
- Matchett Park most favored, Downtown least favored
- Not as concerned about the site of a new community center having space for outdoor amenities as other personas, but court sports rated as most important
- Most selected additional amenities package is additional aquatics

Demographic profile: Aged 65+, mostly long-term residents of GJ, <\$75k annual household income, mostly w/o children



MILLENNIAL RECREATIONISTS

- More likely to use businesses providing community/event spaces than other personas; also indicate that Colorado Mesa University is very important to them
- Very likely to have private health facility memberships and participate in cardio/weights at those facilities
- Generally satisfied with their level of recreation use, cost/users fees and crowding can be obstacles



Community Center Preferences

- Very supportive of a new community center overall (but least supportive of all personas)
- Most in favor of a fitness center for their households, but think community spaces are most important to the GJ community
- Lincoln Park most favored, 24 Road Corridor least favored
- Most interested in community center site having space for court sports and playgrounds/shelters
- Additional amenities packages preferences include fitness spaces and additional aquatics

Demographic profile: Singles and couples w/o children, 18-44, shortest average tenure in GJ of all personas, \$75k+ annual household income



UP-AND-COMING YOUNG FAMILIES

- Active users of GJ recreation facilities and Fruita Community Center (and indicate these facilities are very important to them)
- Most likely to use cardio/weights, fitness/wellness/yoga classes, and the pool
- Much more likely to use childcare at private club facilities than other personas
- Want to be using local recreation facilities more, but distance/accessibility is an obstacle



Community Center Preferences

- Very supportive of a new community center (and most of all personas)
- Most in favor of a natatorium
- Recreational swimming is very important to them and lack of needs met in this space
- Lincoln Park and 24 Road Corridor most favored, Downtown least favored
- Most interested in site having space outdoor pool/water parks/splash pad
- Most supportive of a sales tax increase
- Most selected additional amenities package is additional aquatics

Demographic profile: Households with young children (0-12), mostly age 25-44, \$100k+ annual household incomes



YOUNG WORKING FAMILIES

- Active users of GJ recreation facilities
- Most likely to use cardio/weights
- Much more likely to use childcare at private club facilities than other personas
- Want to be using local recreation facilities more, but distance/accessibility and cost are obstacles

Community Center Preferences

- Very supportive of a new community center
- Most in favor of a natatorium
- Matchett Park most favored, 24 Road Corridor least favored
- Most interested in community center site having space for playgrounds/shelters and think that youth activity spaces are very important for the community
- Most selected additional amenities package is additional aquatics



Demographic profile: Households with young children (0-12), mostly age 25-44, <\$75k annual household incomes



AFFLUENT FAMILIES WITH TEENS

- Most likely to frequent GJ facilities and Fruita Community Center, but also more likely than other personas to use private clubs, school facilities, and Colorado Mesa University
- Most likely of all personas to purchase private club memberships for their children
- Most likely to use cardio/weights
- Want to be using local recreation facilities more, but distance/accessibility an obstacle



Community Center Preferences

- Very supportive of a new community center
- Recreation/sports facilities very important to this group
- Most in favor of a natatorium
- 24 Road Corridor most favored, Downtown least favored
- Most interested in community center site having space for court sports
- Most selected additional amenities package is additional aquatics

Demographic profile: Households with older children (13-18), mostly age 35-54, \$100k+ annual household incomes



FAMILY TIES

- Most likely to frequent GJ facilities and Fruita Community Center, but also more likely than other personas to use school and religious facilities
- While most likely to use cardio/weights, also more likely than other personas to participate in fitness/wellness/yoga, use the pool, and socialize
- Want to be using local recreation facilities more, but distance/accessibility and costs are obstacles



Community Center Preferences

- Very supportive of a new community center
- Recreational swimming and teen center/game area important to this group
- Most in favor of a natatorium
- Matchett Park most favored, 24 Road Corridor least favored
- Most interested in community center site having space for outdoor pool/water park/splash pad
- Most selected additional amenities package is additional aquatics

Demographic profile: Households with older children (13-18) and some with younger children (under 12), mostly age 35-54, <\$75k annual household incomes, generally long-term residents of GJ

SECTION 04 SITE SELECTION

SITE SELECTION

In order to fully assess what site is best suited for a new community center, the following locations were considered and included in the statistically valid survey. Likewise, quantitative and qualitative criteria were set forth and weighted in terms of importance for the project. The following pages illustrate summary and detailed information for the following site.

- Site along the 24 Road corridor 81 points
- Downtown Grand Junction 82 points
- Lincoln Park 98 points
- Matchett Park 100 points

Matchett Park was both the highest selected site in the statistically valid survey and also ranked highest in terms of criteria. Therefore it was used as the site on which to design the community center.

SITE #1
24 RD
2385 G Rd.

SITE CHARACTERISTICS
• APPROXIMATELY 13.5 ACRES

• • • • • Potential Site Location



Consideration		SITE #1 2385 G Rd./24 Rd.	
SCORE = 81		Rating	Score
Tier 1: High Priority Criteria (rating x 3 = score)			
	Site Size and Program Accommodation	3	9
	Site Size and Surface Parking	2	6
	Vehicular Access to Site	3	9
	Points of Vehicular Access to Site	1	3
	Impact/Compatibility with Neighboring Uses	3	9
	Pedestrian Access	0	0
	Bicycle Access	3	9
	Link to active and passive outdoor amenities	1	3
	Proximity to Public Transportation	2	6
Tier 2: Moderate Priority Criteria (rating x 2 = score)			
	Land Cost	0	0
	Proximity to residential/population	0	0
	Site Area Facility Expansion Potential	3	6
Tier 3: Lower Priority Criteria (rating x 1 = score)			
	Proximity to other development	1	1
	Site Visibility / Prominence	3	3
	Accessibility of Disadvantaged Community	2	2
	Accessibility for Seniors	2	2
	Accessibility for Youth	1	1
	Proximity to Schools	1	1
	Existing Zoning	3	3
	Site Views	2	2
	Topography	3	3
	Floodplains	1	1
	Wetlands	2	2
Total of all criteria		81	

0.25 MILE	0.5 MILE	1 MILE
0 Population	480 Population	2,141 Population
0 Households	184 Households	885 Households

SITE #2

DOWNTOWN GRAND JUNCTION

630 S. 7TH ST

SITE CHARACTERISTICS

- APPROXIMATELY 5.25 ACRES

 Potential Site Location



Consideration		SITE #2 Downtown Grand Junction	
SCORE = 82		Rating	Score
Tier 1: High Priority Criteria (rating x 3 = score)			
	Site Size and Program Accommodation	1	3
	Site Size and Surface Parking	1	3
	Vehicular Access to Site	3	9
	Points of Vehicular Access to Site	1	3
	Impact/Compatibility with Neighboring Uses	3	9
	Pedestrian Access	3	9
	Bicycle Access	3	9
	Link to active and passive outdoor amenities	1	3
	Proximity to Public Transportation	1	3
Tier 2: Moderate Priority Criteria (rating x 2 = score)			
	Land Cost	0	0
	Proximity to residential/population	2	4
	Site Area Facility Expansion Potential	1	2
Tier 3: Lower Priority Criteria (rating x 1 = score)			
	Proximity to other development	3	3
	Site Visibility / Prominence	3	3
	Accessibility of Disadvantaged Community	3	3
	Accessibility for Seniors	2	2
	Accessibility for Youth	1	1
	Proximity to Schools	1	1
	Existing Zoning	3	3
	Site Views	0	0
	Topography	3	3
	Floodplains	3	3
	Wetlands	3	3
Total of all criteria			82

0.25 MILE



492 Population



25 Households

0.5 MILE



1,300 Population



480 Households

1 MILE



6,709 Population



2,867 Households

SITE #3

LINCOLN PARK

1340 GUNNISON AVENUE

SITE CHARACTERISTICS

- APPROXIMATELY 101 ACRES / 17.3 ACRES IN STUDY AREA



AERIAL CONTEXT



Consideration		SITE #3 Lincoln Park	
SCORE = 98		Rating	Score
Tier 1: High Priority Criteria (rating x 3 = score)			
	Site Size and Program Accommodation	3	9
	Site Size and Surface Parking	2	4
	Vehicular Access to Site	3	9
	Points of Vehicular Access to Site	1	3
	Impact/Compatibility with Neighboring Uses	2	6
	Pedestrian Access	2	6
	Bicycle Access	1	3
	Link to active and passive outdoor amenities	3	9
	Proximity to Public Transportation	3	9
Tier 2: Moderate Priority Criteria (rating x 2 = score)			
	Land Cost	3	6
	Proximity to residential/population	2	4
	Site Area Facility Expansion Potential	3	6
Tier 3: Lower Priority Criteria (rating x 1 = score)			
	Proximity to other development	2	2
	Site Visibility / Prominence	1	1
	Accessibility of Disadvantaged Community	3	3
	Accessibility for Seniors	1	1
	Accessibility for Youth	1	1
	Proximity to Schools	3	3
	Existing Zoning	3	3
	Site Views	1	1
	Topography	3	3
	Floodplains	3	3
	Wetlands	3	3
Total of all criteria		98	
0.25 MILE		0.5 MILE	
600 Population 265 Households		3,137 Population 1,383 Households	
		1 MILE	
		12,594 Population 4,841 Households	

SITE #4
MATCHETT PARK
2844 PATTERSON ROAD

- SITE CHARACTERISTICS
- APPROXIMATELY 205 ACRES TOTAL / 57.7 ACRES IN STUDY REGION

Potential Site Location



Consideration		SITE #4 Matchett Park	
SCORE = 100		Rating	Score
Tier 1: High Priority Criteria (rating x 3 = score)			
	Site Size and Program Accommodation	3	9
	Site Size and Surface Parking	2	6
	Vehicular Access to Site	3	9
	Points of Vehicular Access to Site	2	6
	Impact/Compatibility with Neighboring Uses	2	6
	Pedestrian Access	2	6
	Bicycle Access	1	3
	Link to active and passive outdoor amenities	3	9
	Proximity to Public Transportation	1	3
Tier 2: Moderate Priority Criteria (rating x 2 = score)			
	Land Cost	3	6
	Proximity to residential/population	2	4
	Site Area Facility Expansion Potential	3	6
Tier 3: Lower Priority Criteria (rating x 1 = score)			
	Proximity to other development	1	1
	Site Visibility / Prominence	3	3
	Accessibility of Disadvantaged Community	2	2
	Accessibility for Seniors	3	3
	Accessibility for Youth	1	1
	Proximity to Schools	2	2
	Existing Zoning	3	3
	Site Views	3	3
	Topography	3	3
	Floodplains	3	3
	Wetlands	3	3
Total of all criteria		100	

0.25 MILE



91 Population



40 Households

0.5 MILE



2,448 Population



1,058 Households

1 MILE



10,410 Population



4,255 Households

Grand Junction Recreation Center - Site Analysis and Comparison Matrix
7/6/2018

The following table summarizes the subject properties and rates their ability to meet the site comparison criteria described earlier in this study. The point total is a relative measure of the site's ability to accommodate the hypothetical community recreation program, but does not solely determine the property's features. This table must be viewed in conjunction with the pros and cons described within each site evaluation to gain a full picture of the ranking of the subject properties.

The sites were rated on a scale of 0-3. Ratings were then adjusted to reflect the importance of the criteria.
0=low; 3= high

Consideration		Site 1 2385 G Rd./24 Rd.		Site 2 Downtown Grand Junction		Site 3 Lincoln Park		Site 4 Matchett Park	
		Rating	Score	Rating	Score	Rating	Score	Rating	Score
Tier 1: High Priority Criteria (rating x 3 = score)									
	Site Size and Program Accommodation	3	9	1	3	3	9	3	9
	Site Size and Surface Parking	2	6	1	3	2	4	2	6
	Vehicular Access to Site	3	9	3	9	3	9	3	9
	Points of Vehicular Access to Site	1	3	1	3	1	3	2	6
	Impact/Compatibility with Neighboring Uses	3	9	3	9	2	6	2	6
	Pedestrian Access	0	0	3	9	2	6	2	6
	Bicycle Access	3	9	3	9	1	3	1	3
	Link to active and passive outdoor amenities	1	3	1	3	3	9	3	9
	Proximity to Public Transportation	2	6	1	3	3	9	1	3
Tier 2: Moderate Priority Criteria (rating x 2 = score)									
	Land Cost	0	0	0	0	3	6	3	6
	Proximity to residential/population	0	0	2	4	2	4	2	4
	Site Area Facility Expansion Potential	3	6	1	2	3	6	3	6
Tier 3: Lower Priority Criteria (rating x 1 = score)									
	Proximity to other development	1	1	3	3	2	2	1	1
	Site Visibility / Prominence	3	3	3	3	1	1	3	3
	Accessibility of Disadvantaged Community	2	2	3	3	3	3	2	2
	Accessibility for Seniors	2	2	2	2	1	1	3	3
	Accessibility for Youth	1	1	1	1	1	1	1	1
	Proximity to Schools	1	1	1	1	3	3	2	2
	Existing Zoning	3	3	3	3	3	3	3	3
	Site Views	2	2	0	0	1	1	3	3
	Topography	3	3	3	3	3	3	3	3
	Floodplains	1	1	3	3	3	3	3	3
	Wetlands	2	2	3	3	3	3	3	3
Total of all criteria									
			81		82		98		100

Grand Junction Recreation Center - Site Analysis and Comparison Matrix
7/6/2018

The following table summarizes the subject properties and rates their ability to meet the site comparison criteria described earlier in this study. The point total is a relative measure of the site's ability to accommodate the hypothetical community recreation program, but does not solely determine the property's features. This table must be viewed in conjunction with the pros and cons described within each site evaluation to gain a full picture of the ranking of the subject properties.

The sites were rated on a sale of 0-3. Ratings were then adjusted to reflect the importance of the criteria.
0=low; 3= high

Consideration		Site 1 2385 G Rd./24 Rd.				Site 2 Downtown Grand Junction				Site 3 Lincoln Park				Site 4 Matchett Park			
		Rating	Score	Actual		Rating	Score	Actual		Rating	Score	Actual		Rating	Score	Actual	
Tier 1: High Priority Criteria (rating x 3 = score)																	
	Site Size and Program Accommodation	3	9	13.52 acres		1	3	5.25 acres		3	9	17.3 acres		3	9	57.7 acres	
	Site Size and Surface Parking	2	6	13.52 acres - 1.37 acre footprint = 12.15 acres for parking		1	3	5.25 acres - 1.37 acre footprint = 3.88 acres for parking; existing parking on site		2	4	17.3 acres - 1.37 footprint = 15.93 for parking; existing parking on site		2	6	57.7 acres - 1.37 footprint = 56.33 acres for parking	
	Vehicular Access to Site	3	9	1 principal arterial adjacent, 1 minor arterial adjacent		3	9	1 major collector adjacent, 1 local street adjacent		3	9	1 minor arterial adjacent, 2 minor collectors adjacent, 1 local street to site		3	9	1 major arterial to site, 1 major collector adjacent, 1 minor collector to site	
	Points of Vehicular Access to Site	1	3	Only informal points of vehicular access		1	3	1 point of vehicular access		1	3	1 point of vehicular access		2	6	2 points of vehicular access	
	Impact/Compatibility with Neighboring Uses	3	9			3	9			2	6			2	6		
	Pedestrian Access	0	0	No sidewalks		3	9	2 improved sidewalks		2	6	1 unimproved sidewalk		2	6	1 unimproved sidewalk	
	Bicycle Access	3	9	1 improved trail		3	9	2 bike routes, 1 local street		1	3	1 collector street		1	3	1 collector street, 1 local street	
	Link to active and passive outdoor amenities	1	3	0.42 miles to Canyon View Park		1	3	0.42 mile to Western Colorado Botanical Gardens, 0.44 mile to Las Colonias Park		3	9	Existing park onsite		3	9	Future planned park onsite	
	Proximity to Public Transportation	2	6	4 stops on G Rd		1	3	1 stop on S. 7th St		3	9	Direct service, 6 stops along Belford, 24th, and E North Ave		1	3	1 stop along Patterson Rd	
Tier 2: Moderate Priority Criteria (rating x 2 = score)																	
	Land Cost	0	0	\$7,067,000		0	0	\$3,495,000		3	6	City Owned		3	6	City Owned	
	Proximity to residential/population	0	0	885 households within 1 mile radius (2018 ACS)		2	4	2,867 households within 1 mile radius (2018 ACS)		2	4	4,841 households within 1 mile radius (2017 ACS)		2	4	4,255 households within 1 mile radius (2017 ACS)	
	Site Area Facility Expansion Potential	3	6	12.15 acres remaining after building; 8.15 acres remaining after parking		1	2	3.88 acres remaining after building; none remaining after parking		3	6	15.93 acres remaining after building; 11.93 acres remaining after parking		3	6	56.33 acres remaining after building; 52.33 acres remaining after parking	
Tier 3: Lower Priority Criteria (rating x 1 = score)																	
	Proximity to other development	1	1	Community Hospital		3	3	Fire station #1, police station, Greyhound Bus Station, Museum of the West, State of Colorado Building, Avalon Theatre, Grand Junction City Hall, Mesa County Library		2	2	Sports stadium, community pool, Veteran's medical center, Red Cliff Pointe shopping center		1	1	Fire station #2, Safeway grocery	
	Site Visibility / Prominence	3	3	Visible 24 1/2 Rd, both directions		3	3	Visible from S. 7th St, both directions		1	1	Partially visible from Hwy 6		3	3	Visible from Patterson Rd, both directions	
	Accessibility of Disadvantaged Community	2	2	12.1% of population within 1 mile make less than \$15,000 (ACS 2018)		3	3	18.8 % of population within 1 mile make less than \$15,000 (ACS 2018)		3	3	15.6% of population within 1 mile makes less than \$15,000 (ACS 2017)		2	2	10.9% of population within 1 mile make less than \$15,000 (ACS 2017)	
	Accessibility for Seniors	2	2	24.8% of population within 1 mile is older than 55 (ACS 2018)		2	2	25.7% of population within 1 mile is older than 55 (ACS 2018)		1	1	19.6% of population within 1 mile is older than 55 (ACS 2017)		3	3	31% of population within 1 mile is older than 55 (ACS 2017)	

	Accessibility for Youth	1	1	16.7% of population within 1 mile is younger than 15 (ACS 2018)	1	1	16.5% of population within 1 mile is younger than 15 (ACS 2018)	1	1	16.3% of population within 1 mile is younger than 15 (ACS 2017)	1	1	19% of population within 1 mile is younger than 15 (ACS 2017)
	Proximity to Schools	1	1	Caprock Academy 0.63 mile away	1	1	New Emerson Elementary 0.83 mile away, Chipeta Elementary 0.81 mile away, East Middle 0.84 mile away	3	3	R-5 High School 0.23 mile away, Colorado Mesa University 0.88 mile away	2	2	Independence Academy 0.5 mile away
	Existing Zoning	3	3	M-U Mixed Use, recreation permitted	3	3	C-2, recreation permitted	3	3	CSR, North Avenue Overlay Zone, zoned for recreation	3	3	CSR, zoned for recreation
	Site Views	2	2		0	0		1	1		3	3	
	Topography	3	3	0.8% slope at steepest	3	3	2.1% slope at steepest	3	3	1.6% slope at steepest	3	3	6.3% slope at steepest
	Floodplains	1	1	Around 17.5% of site within 500 yr floodplain (SE corner)	3	3	Not within floodplain	3	3	Not within floodplain	3	3	Not within floodplain
	Wetlands	2	2	0.36 Acre Freshwater Emergent Wetland on site (SE corner)	3	3	Not wetland adjacent or onsite	3	3	No wetland adjacent or onsite	3	3	None
Total of all criteria			81			82			98			100	

SECTION 05

PROGRAM OF SPACES

PROGRAM OF SPACES

Focusing on the statistically valid survey along with stakeholder and open house feedback, a base program of spaces was developed to meet the minimum needs of the community, while targeting a total project cost budget of \$40,000,000.

Base Facility

- Community meeting rooms
- Indoor pool(s)
- Gymnasium
- Indoor walking track
- Individual and group fitness
- Child watch and party rooms
- Administrative and support spaces

Totals

- | | |
|--------------------------------|--|
| • Estimated building area | 70,900 SF |
| • Estimated building height | 2 stories |
| • Estimated total project cost | \$40,700,000 (include soft costs, contingency, etc.) |

However, additional needs were identified that could be added if a larger budget limit were considered.

- | | |
|--|-------------|
| • Orchard Mesa facility renovations | \$2,500,000 |
| • Therapy pool, tenant lease space | \$2,300,000 |
| • 3rd recreation gym space, 2 racquetball courts | \$5,300,000 |
| • Upgrades to provide a commercial kitchen | \$2,000,000 |
| • 4-lane lap pool | \$4,300,000 |

Net Square Footage (SF)	
COMMUNITY SPACES	
(3) Multipurpose Classrooms (with divisible wall)	
Multipurpose classroom (50 ppl/room)	900
Multipurpose classroom (50 ppl/room)	900
Multipurpose classroom (50 ppl/room)	900
Storage	400
Custodial closet	50
Mechanical, walls, structural, etc.	270
Total	3,420
Gathering Spaces	
Casual activity area for seniors and youth	500
Senior gathering and activity spaces	650
Storage	75
Teen gathering and activity spaces	650
Bouldering wall	760
Storage	150
Mechanical, walls, structural, etc.	836
Total	3,621
Catering Kitchen	
Catering Kitchen	650
Kitchen equipment allowance	
Storage	200
Mechanical, walls, structural, etc.	298
Total	1,148
AQUATICS	
Aquatic Support	
Aquatic manager's office	150
Lifeguard, first aid, pool support	250
Pool office storage	50
Mechanical, walls, structural, etc.	158
Total	608
Warm Water Leisure Pool (one body of water)	
Natatorium (Includes pool area, decks)	10,500
Leisure pool with beach entry, lazy river, play areas, slides	5,000
Play feature allowance	
Spa	180
Pool party rooms (divisible into 2, 25 ppl per side)	900
Pool mechanical rooms	1,450
Mechanical, walls, structural, etc.	4,498
Total	17,348

Base Program

Net Square Footage (SF)	
GYMNASIUM + INDOOR SPORTS SPACE	
Hardwood Court Gymnasium (2 recreation courts)	
Gymnasium (2 - 46 ft. x 74 ft. courts, 1 - 50 ft. x 94 ft.)	11,992
Gymnasium seating for 150 (included above)	0
Gymnasium storage	750
Mechanical, walls, structural, etc.	3,823
Total	16,565
Elevated Running Track	
Running track (3-lane, 1/12 mile)	3,841
Mechanical, walls, structural, etc.	960
Total	4,802
FITNESS SPACES	
Moderate Fitness Center	
Strength training (12 stations)	1,000
Circuit training (16 stations)	1,200
Cardiovascular training (24 stations)	1,500
Stretching/plyometrics/cross training area	1,000
Fitness coordinator office	120
Mechanical, walls, structural, etc.	1,446
Total	6,266
Group Exercise Studio (1)	
Aerobics/Dance Studio (30 persons)	1,650
Storage	600
Mechanical, walls, structural, etc.	788
Total	3,038
Fitness Support Spaces	
Public restrooms (2 unisex)	160
Custodial closet	50
Mechanical, walls, structural, etc.	56
Total	266

Net Square Footage (SF)	
SUPPORT SPACES	
Child Watch	
Child watch (20 kids)	1,050
Children's restroom	48
Storage	50
Mechanical, walls, structural, etc.	402
Total	1,550
Lobby Spaces	
Entry hall, lobby, vestibule	1,300
Casual activity lounge	500
Reception, access control desk	300
Public restrooms	680
Mechanical, walls, structural, etc.	973
Total	3,753
Locker Rooms	
Fitness and aquatic locker room - men	1,000
Fitness and aquatic locker room - women	1,000
Family change dressing area	250
Family change dressing stalls (6)	210
Family changing rooms (4 full-service: toilets, shower, etc.)	320
Mechanical, walls, structural, etc.	1,112
Total	3,892
Administrative Staff Areas	
Director's office	175
Private offices (9 @ 120 sf)	1,080
Open workstations (4@ 80 sf)	320
Conference room (20-24 ppl, also avail. to public)	500
Count room	100
Office storage	50
Staff break room	150
Work/copy room	150
Maintenance/receiving/main custodial room	450
General building storage	450
Mechanical, walls, structural, etc.	1,199
Total	4,624

Net Square Footage (SF)	
TOTAL COMMUNITY CENTER BUILDING	70,897
Construction Cost	\$29,817,133
	\$/SF \$420.57

Site Development	
Outdoor gathering areas	1,000
Outdoor Child Watch play area	500
Parking (3.5 cars/1,000 GSF)	83,747
Landscaping (19 acres less building and hardscape)	88,621
Utilities/Road Allowance (includes Matchett entry road, and utilities)	
Total	173,868
Construction Cost	\$4,757,560
	19 acres

TOTAL COMMUNITY CENTER SITE + BUILDING COST	
TOTAL CONSTRUCTION COST	\$34,574,693
	\$/SF \$487.67

<u>Non-construction Costs (multiplier for non-construction cost column above)</u>	
Project Contingency	\$1,123,678
Professional Services	\$3,025,286
Fixtures, Furnishings & Equipment	\$1,440,727
Miscellaneous Expenses (permit fees, supplies, miscellaneous)	\$518,620
Site Acquisition Allowance	\$0
TOTAL NON-CONSTRUCTION COSTS	\$6,108,311

TOTAL PROJECTED COSTS \$40,683,004

NOTE: The costs above are an average opinion of construction costs based upon similar recreation centers built in the region and other recently constructed centers built nationally and adjusted to the area. The actual cost of the construction could be higher or lower (+/- 15%) depending upon decisions not yet made by the Committee. The cost of financing is not included in the figures above.
The cost of inflation/escalation is not included in the figures above.

SECTION 06

SITE + BUILDING DESIGN

SITE AND BUILDING DESIGN

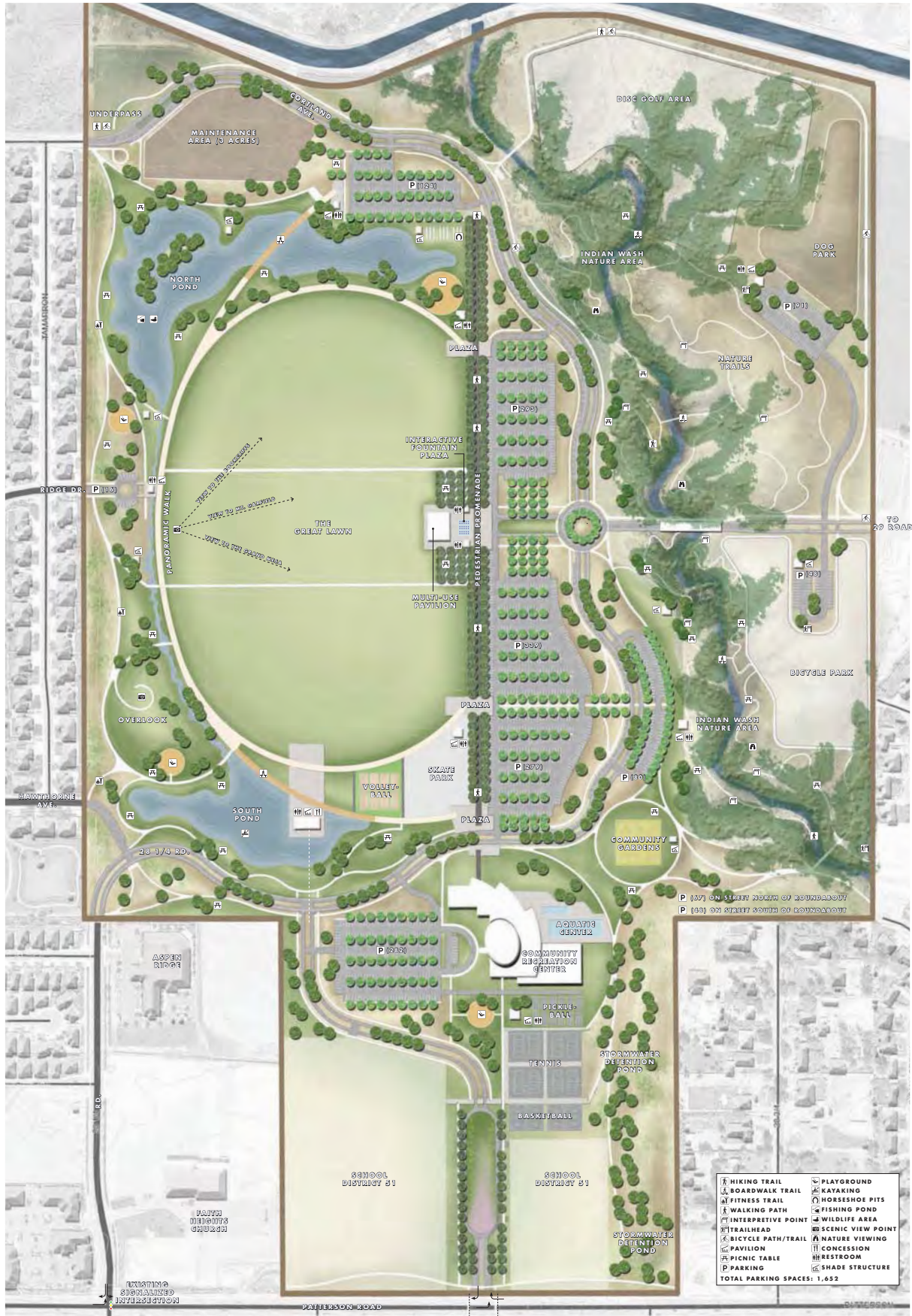
With Matchett Park being the highest ranked site, both on the statistically valid survey as well as the site selection analysis, the design process commenced with a test fit of the base program facility being located on the site. The Matchett Park Master Plan of August 2014 was used as inspiration for siting the building and associated amenities.

The design team developed several conceptual partis to create a comprehensive vision of the community center, reacting to community feedback both of program amenities as well as experiential qualities such as natural daylighting, a welcoming atmosphere, engaging the landscape, and long range views. The “Great Lawn” scheme was chosen as the most intriguing design in terms of building and site orientation and how it would integrate into the Matchett Park Master Plan.

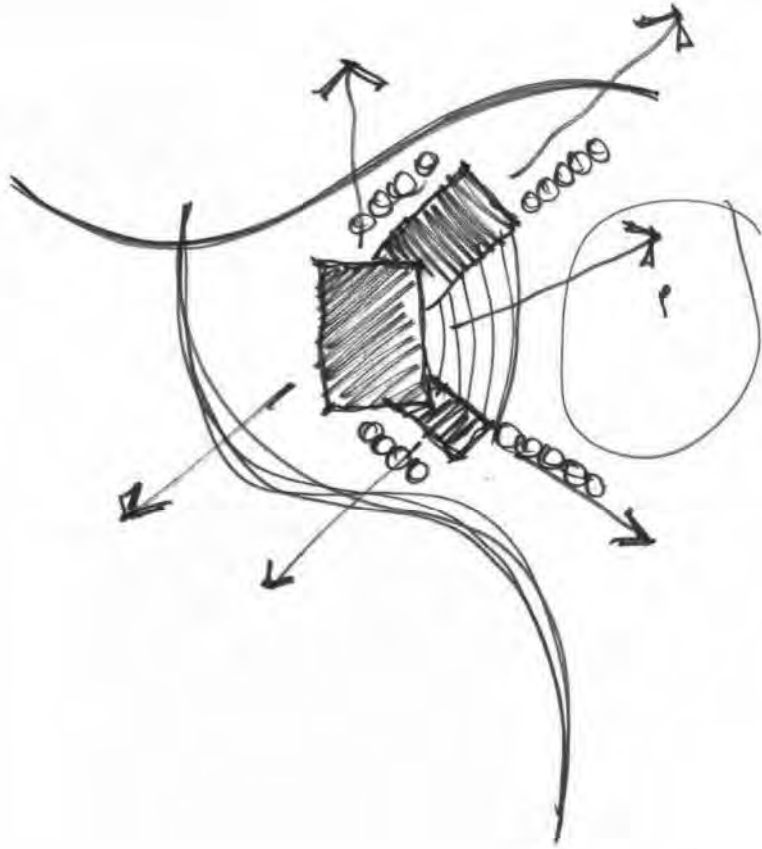
Designed as a central core building flanked on 2 sides by extending arms, a great lawn is positioned at the main entry of the building. This creates a welcoming entry sequence as well as providing public space that can be programmed for festivals, community gatherings, farmers markets, etc.

Within the building design, the community rooms and natatorium embrace the great lawn. These flanking arms activate the facade and give way to views both from those inside and outside the building. The central core contains an expansive and open lobby and reception space with views onto the great lawn. The gymnasium and elevated walking track are also visible from the main entry and lobby area, creating a vibrant and active atmosphere for patrons. The upper level forms a balcony overlooking the lobby space and includes a walking track, individual fitness amenities, and a group exercise studio. The building has also been designed to expand easily in the future. Likewise, the site design anticipates future outdoor amenities such as a splashpad, court space (basketball, tennis, pickleball), walking trails, and a playground.

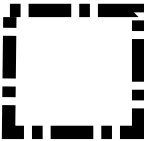
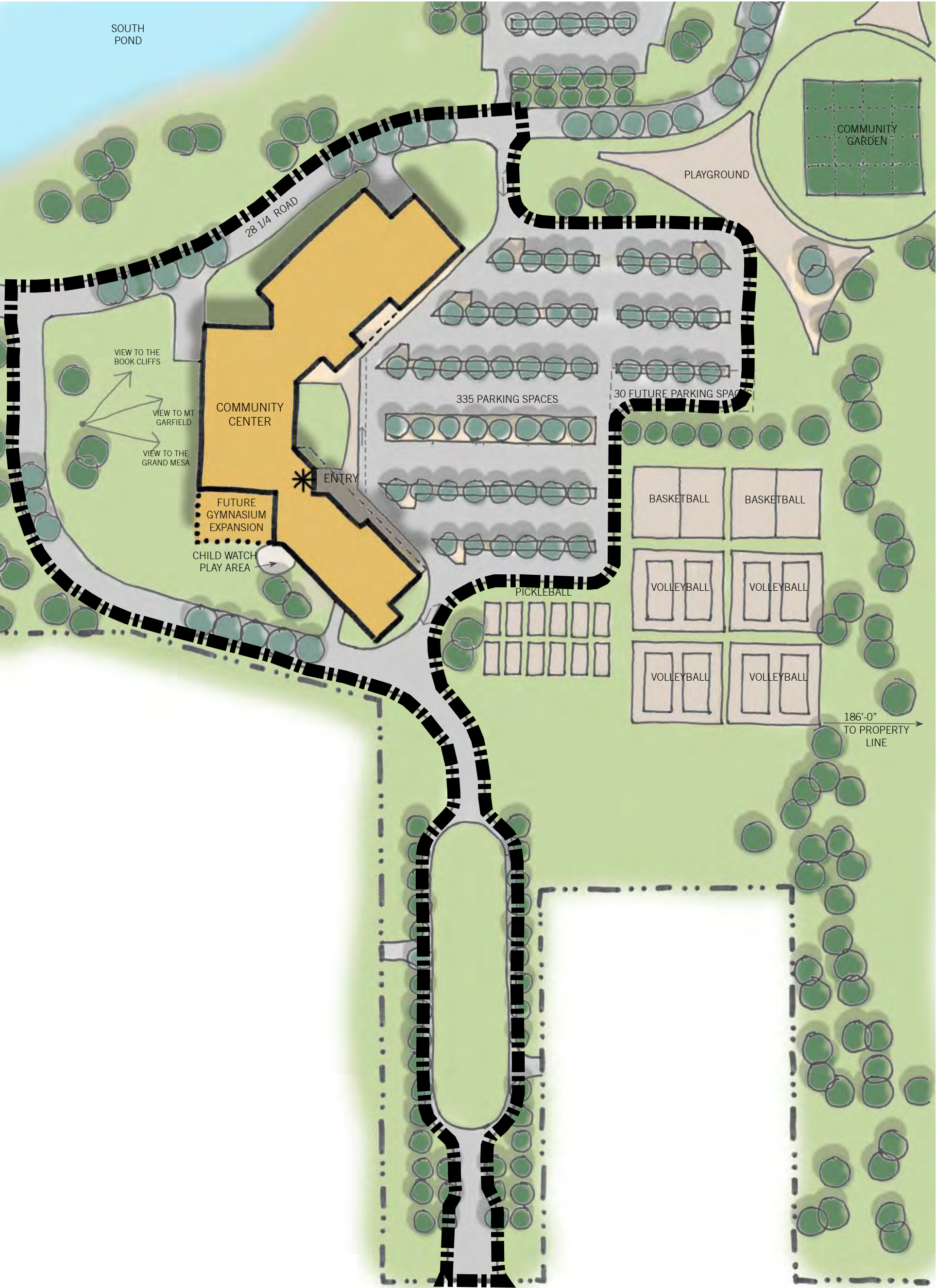
The overall site and building design is seamless and site-specific as it relates to the future Matchett Park development. Likewise the design can be advanced in phases, such that the community center could first be constructed while further park development could be accomplished in the future. By combining the community’s program priorities with the favored site while incorporating human-centered experiences, the design is a well-vetted representation upon which the project can be further developed.



MATCHETT PARK MASTER PLAN **August 2014**

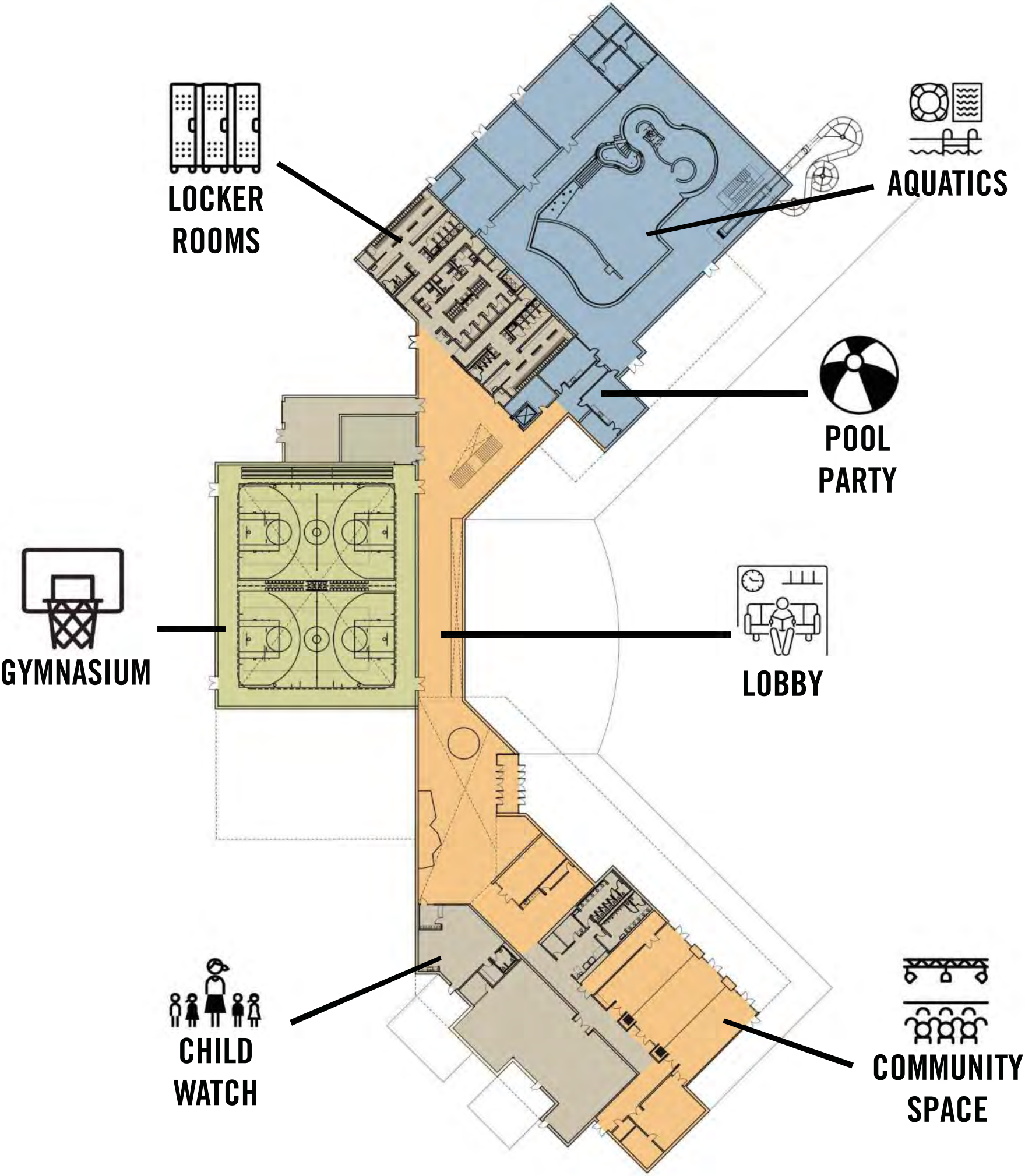


THE GREAT LAWN

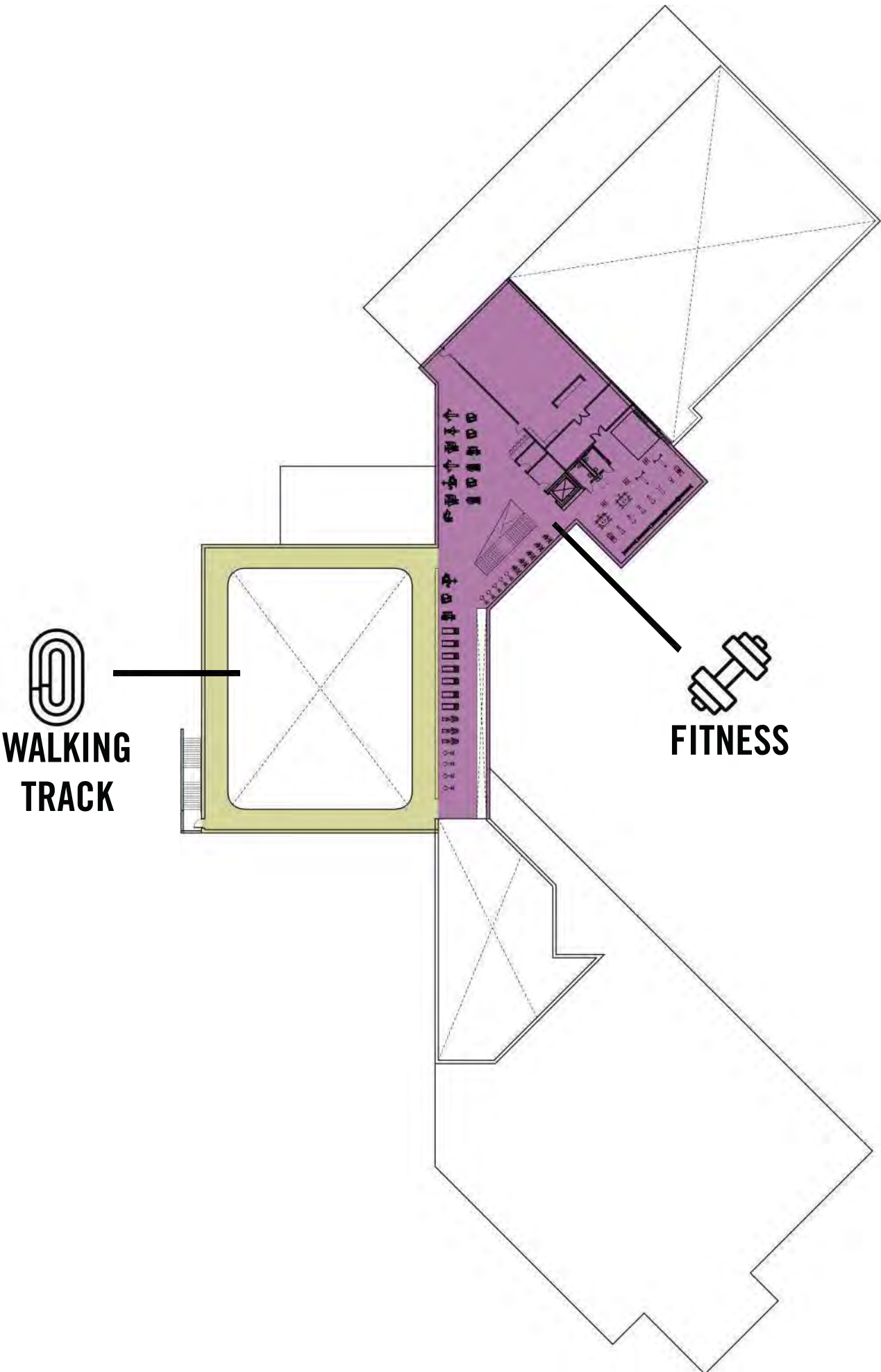


COMMUNITY CENTER
PROJECT SITE EXTENTS

CONCEPT SITE PLAN



LOWER LEVEL
FLOOR PLAN



UPPER LEVEL
FLOOR PLAN

SECTION 07

OPERATIONS + MAINTENANCE

Grand Junction Community Center Operations Analysis Assumptions

The following operations analysis has been completed for the planned Grand Junction Community Center. The following are the basic parameters for the project.

- The first year of operation will be 2021 or later. This budget represents the 2nd full-year of operation.
- The presence of other providers in the market will remain the same.
- The center will be operated by the City of Grand Junction's Parks and Recreation Department.
- This operations estimate is based on the program and preliminary concept plan for the facility as developed by Perkins+Will.
- The admission fees for the center are comparable to other facilities in the market for the amenities that are available.
- A reasonably aggressive approach to estimating use and revenues from pass sales and programs taking place at the facility has been used for this pro-forma. The center will need to draw well from the Primary Service Area on a consistent basis.

Hours of Operation: The projected hours of operation of the Grand Junction Community Center are as follows:

Days	Hours
Monday - Friday	5:00am – 10:00pm
Saturday	8:00am – 8:00pm
Sunday	Noon – 8:00pm
Total Hours Per Week	105

Hours usually vary some with the season (longer hours in the winter, shorter during the summer), by programming needs, use patterns and special event considerations.

Projected Fee Schedule: Revenue projections and use numbers were calculated from this fee model. This is the projected rate for 2021 (or later) based on the possible opening date for the center.

	Daily		20 Admission ¹		3 Month ²		Annual		Monthly EFT ³	
	Res.	NRes	Res.	NRes	Res.	NRes	Res.	NRes	Res	NRes
Adult (18 up)	\$6.00	\$8.00	\$108	\$144	\$133	\$145	\$425	\$465	\$36	\$39
Adult Couple	N/A	N/A	N/A	N/A	\$198	\$219	\$635	\$700	\$53	\$59
Youth (3-17)	\$4.00	\$5.00	\$72	\$90	\$94	\$103	\$300	\$330	\$25	\$28
Senior (65+)	\$5.00	\$6.00	\$90	\$108	\$114	\$125	\$365	\$400	\$31	\$34
Senior Couple	N/A	N/A	N/A	N/A	\$170	\$188	\$545	\$600	\$46	\$50
Family ⁴	N/A	N/A	N/A	N/A	\$241	\$264	\$770	\$845	\$65	\$71

3 Month and Annual Pass Benefits: Basic land and water fitness classes are included.

Note: Monthly EFT is not another form of admission but represents the cost of an Annual pass broken down on a monthly basis (with a fee for monthly transactions) and withdrawn from the pass holder's bank account on an automatic basis. This would be a month to month commitment only but cancellation and reactivation would require the pre-payment equal to two months.

Fitness \$6.00/\$8.00 Daily fee per class

Child Watch \$2.00/hr.

¹ There is an approximate 10% discount over the daily rate.

² Rate is 25% of the annual rate times 125%.

³ Rate is the annual divided by 12.

⁴ Includes 2 adults and up to 3 youth, each additional adult and youth would be an additional fee.

Market Analysis

Ballard*King & Associates (B*K), as part of the feasibility study for a potential new community recreation center, has completed a market analysis for Grand Junction, Colorado.

B*K accesses demographic information from Environmental Systems Research Institute (ESRI) who utilizes 2010 Census data and their demographers for 2017-2022 projections. In addition to demographics, ESRI also provides data on housings, recreation, and entertainment spending and adult participation in activities. B*K also uses information produced by the National Sporting Goods Association (NSGA) to overlay onto the demographic profile to determine potential participation in various activities.

Service Areas: The following is a summary of the demographic characteristics within the City of Grand Junction and areas identified as Primary and Secondary Service Areas. The Primary Service Area is an area just beyond the Grand Junction city limits. The Secondary Service Area extends to DeBeque to the North, Collbran to the East, Dominguez-Escalante National Conservation Area to the South and Glade Park to the West. The Fruita area has not been included in any of the service areas due to the presence of their own public recreation center.

The information provided includes the basic demographics of the City of Grand Junction with more extensive data for the Primary Service Area with comparison data for the Secondary Service Area as well as the State of Colorado and the United States.

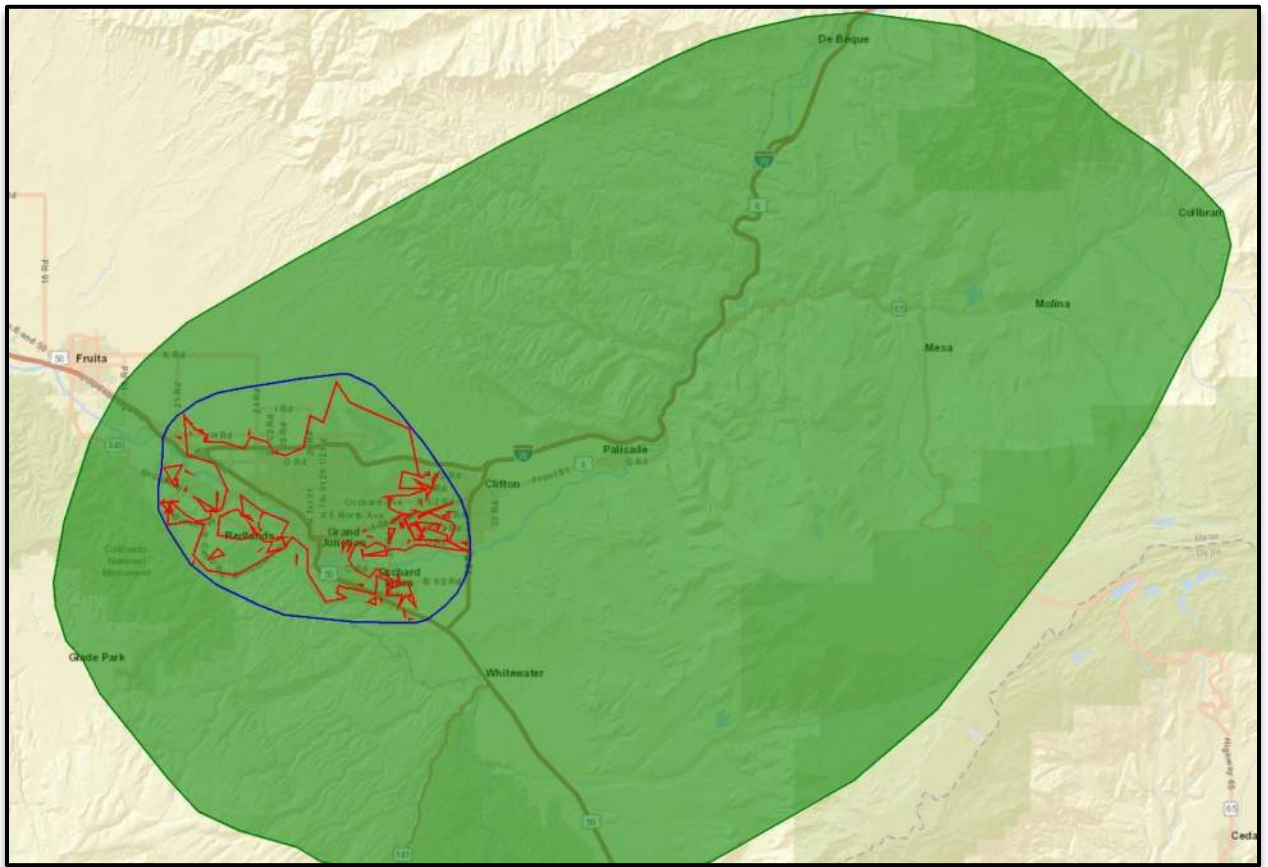
Secondary Service Areas are defined as the distance people will travel on a regular basis (a minimum of once a week) to utilize recreation facilities. Use by individuals outside of this area will be much more limited and will focus more on special activities or events.

Service areas can flex or contract based upon a facility's proximity to major thoroughfares. Other factors impacting the use as it relates to driving distance are the presence of alternative service providers in the service area. Alternative service providers can influence membership, daily admissions and the associated penetration rates for programs and services.

Service areas can vary in size with the types of components in the facility.



Map A – Service Area Map



- Red Boundary – City of Grand Junction Proper
- Blue Boundary – Primary Service Area
- Green Boundary – Secondary Service Area



Table A - Demographic Summary

	Grand Junction, CO	Primary Service Area	Secondary Service Area
Population:			
2010 Census	59,320 ¹	97,679 ²	127,457 ³
2017 Estimate	62,539	102,189	132,826
2022 Estimate	64,317	105,001	136,259
Households:			
2010 Census	24,612	39,414	50,879
2017 Estimate	25,608	40,797	52,525
2022 Estimate	26,288	41,829	53,772
Families:			
2010 Census	14,459	25,106	33,260
2017 Estimate	14,928	25,877	34,181
2022 Estimate	15,295	26,479	34,916
Average Household Size:			
2010 Census	2.29	2.40	2.44
2017 Estimate	2.31	2.42	2.45
2022 Estimate	2.32	2.42	2.46
Ethnicity (2017 Estimate):			
Hispanic	15.3%	15.1%	15.2%
White	87.0%	87.5%	87.5%
Black	1.1%	1.0%	1.0%
American Indian	1.1%	1.1%	1.2%
Asian	1.2%	1.1%	1.0%
Pacific Islander	0.1%	0.1%	0.1%
Other	6.2%	6.0%	6.2%
Multiple	3.1%	3.2%	3.1%
Median Age:			
2010 Census	36.8	38.0	38.1
2017 Estimate	38.6	38.9	39.0
2022 Estimate	39.5	39.6	39.6
Median Income:			
2017 Estimate	\$52,875	\$55,506	\$55,537
2022 Estimate	\$58,180	\$61,174	\$61,507

¹ From the 2000-2010 Census, Grand Junction, CO experienced a 23.2% increase in population.

² From the 2000-2010 Census, the Primary Service Area experienced a 24.6% increase in population.

³ From the 2000-2010 Census, the Secondary Service Area experienced a 21.8% increase in population.

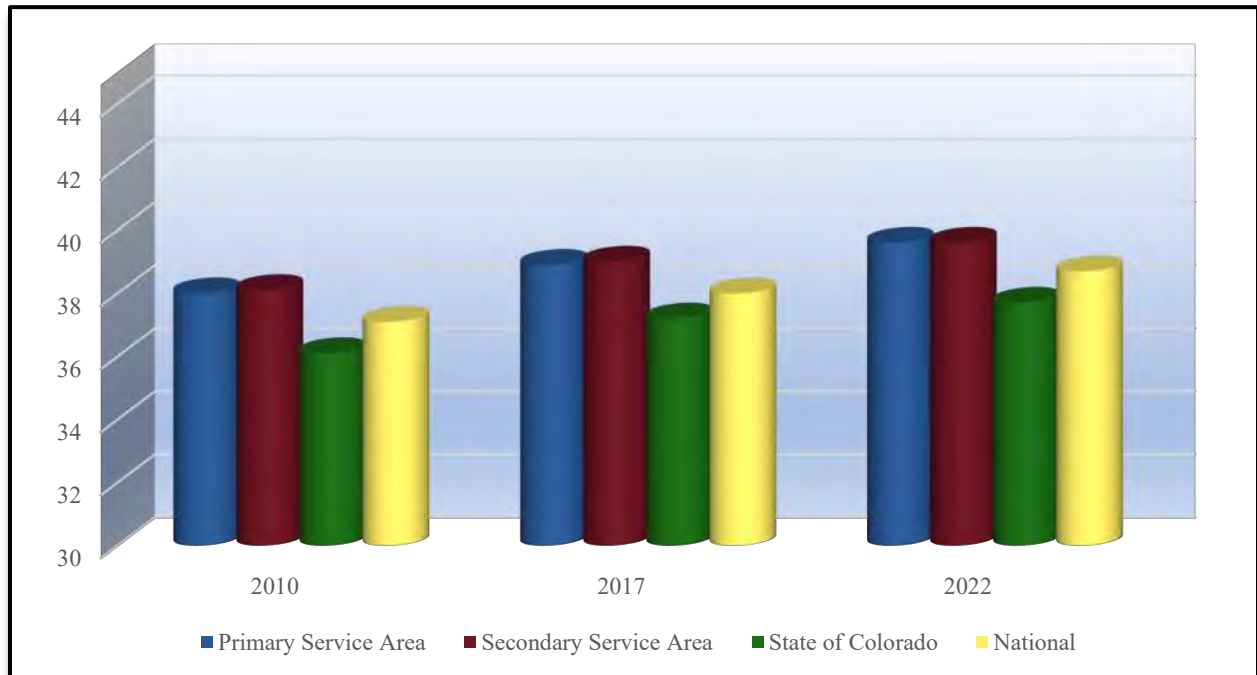


Age and Income: The median age and household income levels are compared with the national number as both of these factors are primary determiners of participation in recreation activities. The lower the median age, the higher the participation rates are for most activities. The level of participation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

Table B – Median Age:

	2010 Census	2017 Projection	2022 Projection
Primary Service Area	38.0	38.9	39.6
Secondary Service Area	38.1	39.0	39.6
State of Colorado	36.1	37.2	37.7
Nationally	37.1	38.0	38.7

Chart A – Median Age:



The median age in the Primary Service Area and the Secondary Service Area is older than the State of Colorado and the National number. A lower median age typically points to the presence of families with children.



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

Table C – Households w/ Children

	Number of Households w/ Children	Percentage of Households w/ Children
Primary Service Area	11,577	29.4%
Secondary Service Area	15,424	30.3%
State of Colorado	644,491	32.7%

The information contained in Table-C helps further outline the presence of families with children. As a point of comparison in the 2010 Census, 33.4% of households nationally had children present.

Map B – Median Age by Census Tract

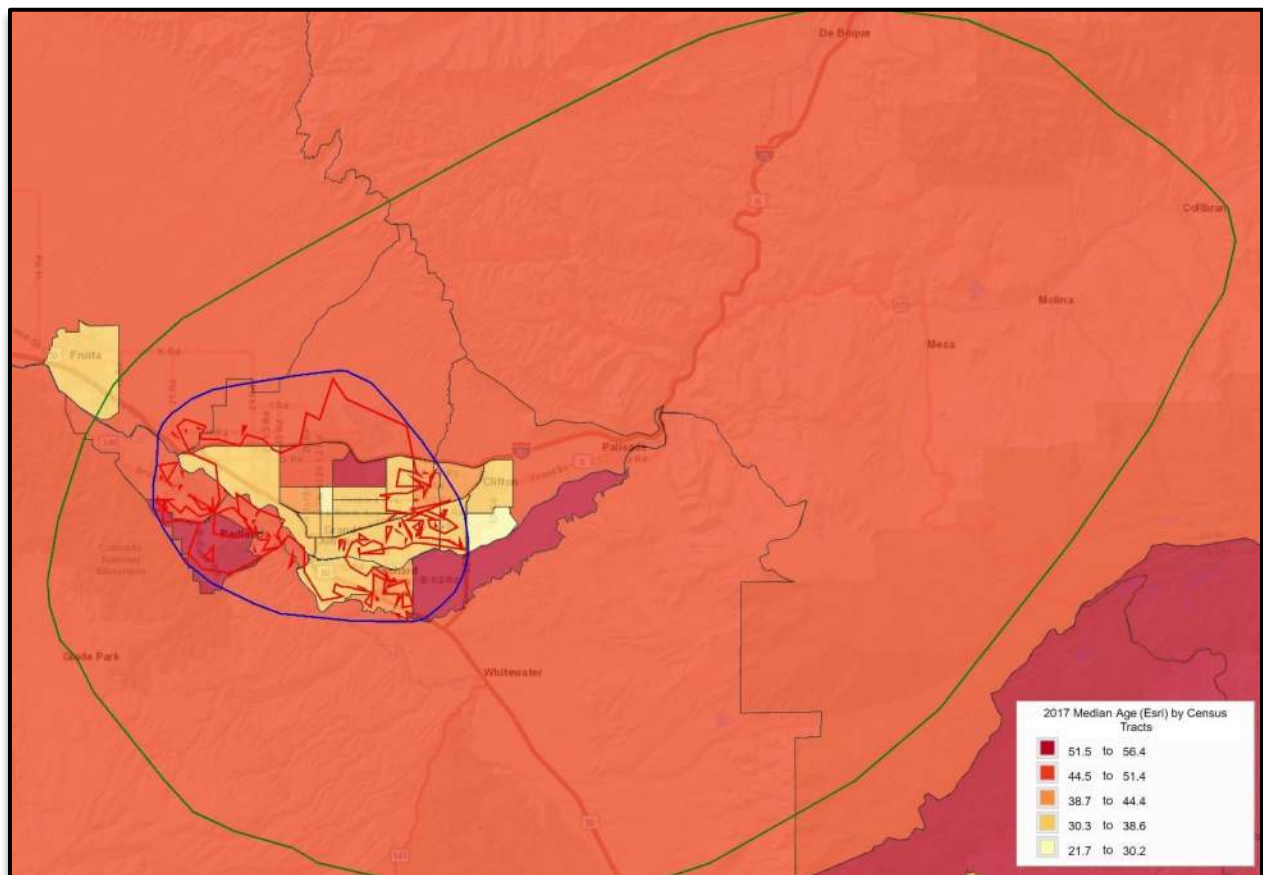
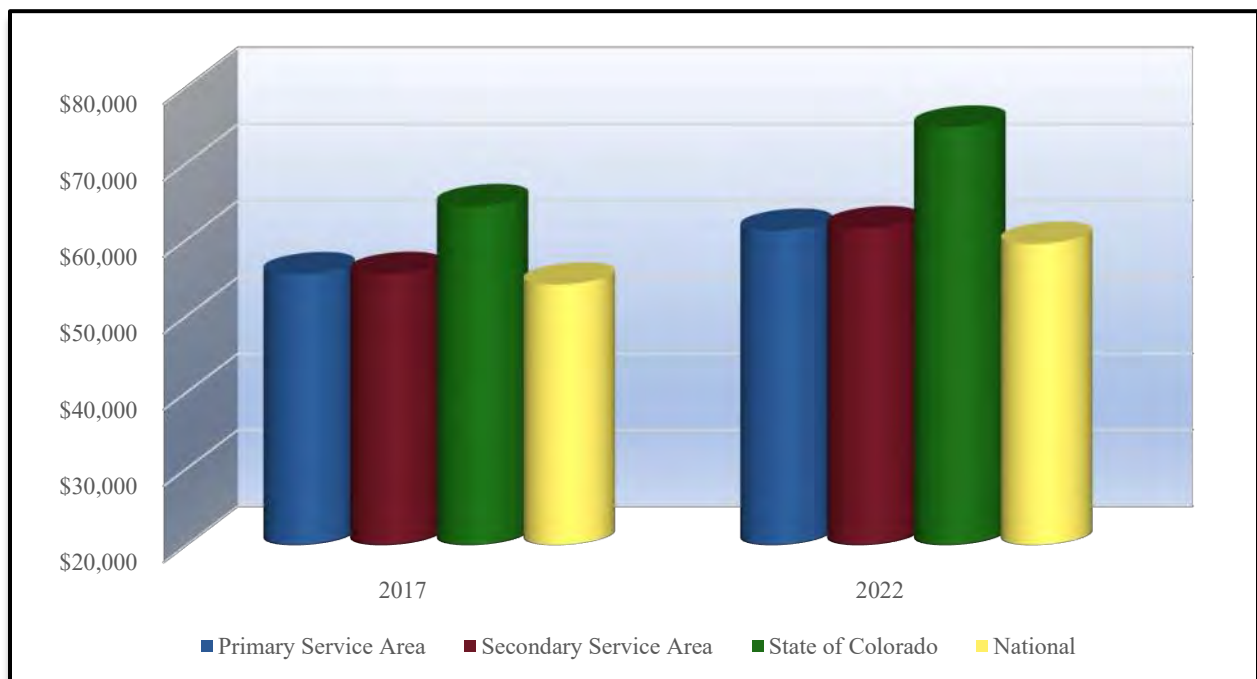




Table D – Median Household Income:

	2017 Projection	2022 Projection
Primary Service Area	\$55,506	\$61,174
Secondary Service Area	\$55,537	\$61,507
State of Colorado	\$64,401	\$74,664
Nationally	\$54,149	\$59,476

Chart B – Median Household Income:





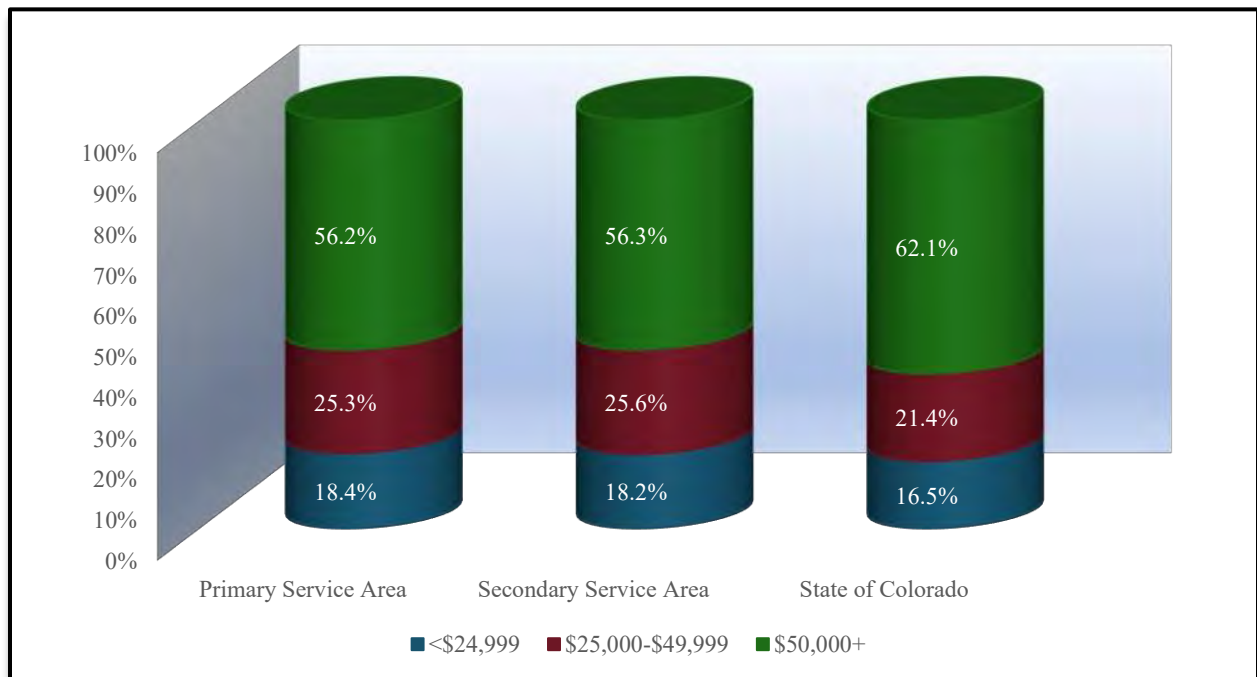
Based on 2017 projections for median household income, the following narrative describes the service areas:

In the Primary Service Area, the percentage of households with median income over \$50,000 per year is 56.2% compared to 55.9% on a national level. Furthermore, the percentage of the households in the service area with median income less than \$25,000 per year is 18.4% compared to a level of 21.5% nationally.

In the Secondary Service Area, the percentage of households with median income over \$50,000 per year is 56.3% compared to 55.9% on a national level. Furthermore, the percentage of the households in the service area with median income less than \$25,000 per year is 18.2% compared to a level of 21.5% nationally.

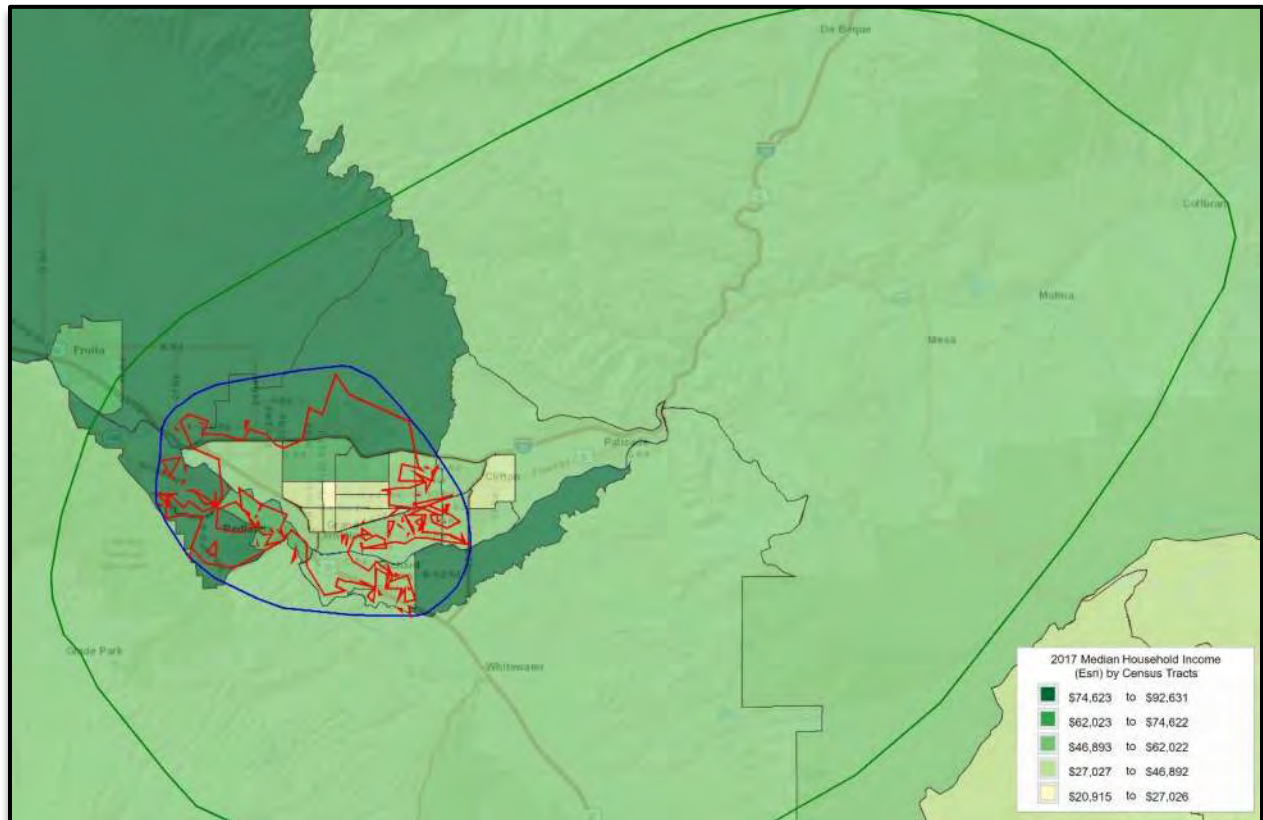
While there is no perfect indicator of use of an indoor recreation facility, the percentage of households with more than \$50,000 median income is a key indicator. Therefore, those numbers are significant and balanced with the overall cost of living.

Chart C – Median Household Income Distribution





Map C – Household Income by Census Tract





Household Budget Expenditures: In addition to taking a look at Median Age and Median Income, it is important to examine Household Budget Expenditures. In particular, reviewing 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 E – Household Budget Expenditures⁴:

Primary Service Area	SPI	Average Amount Spent	Percent
Housing	95	\$20,116.80	30.8%
<i>Shelter</i>	95	\$15,410.00	23.6%
<i>Utilities, Fuel, Public Service</i>	93	\$4,706.80	7.2%
Entertainment & Recreation	94	\$2,934.86	4.5%

Secondary Service Area	SPI	Average Amount Spent	Percent
Housing	94	\$20,023.29	30.8%
<i>Shelter</i>	94	\$15,315.31	23.5%
<i>Utilities, Fuel, Public Service</i>	93	\$4,707.98	7.2%
Entertainment & Recreation	94	\$2,931.96	4.5%

State of Colorado	SPI	Average Amount Spent	Percent
Housing	111	\$23,572.47	30.8%
<i>Shelter</i>	112	\$18,129.07	23.7%
<i>Utilities, Fuel, Public Service</i>	108	\$5,443.40	7.1%
Entertainment & Recreation	110	\$3,432.94	4.5%

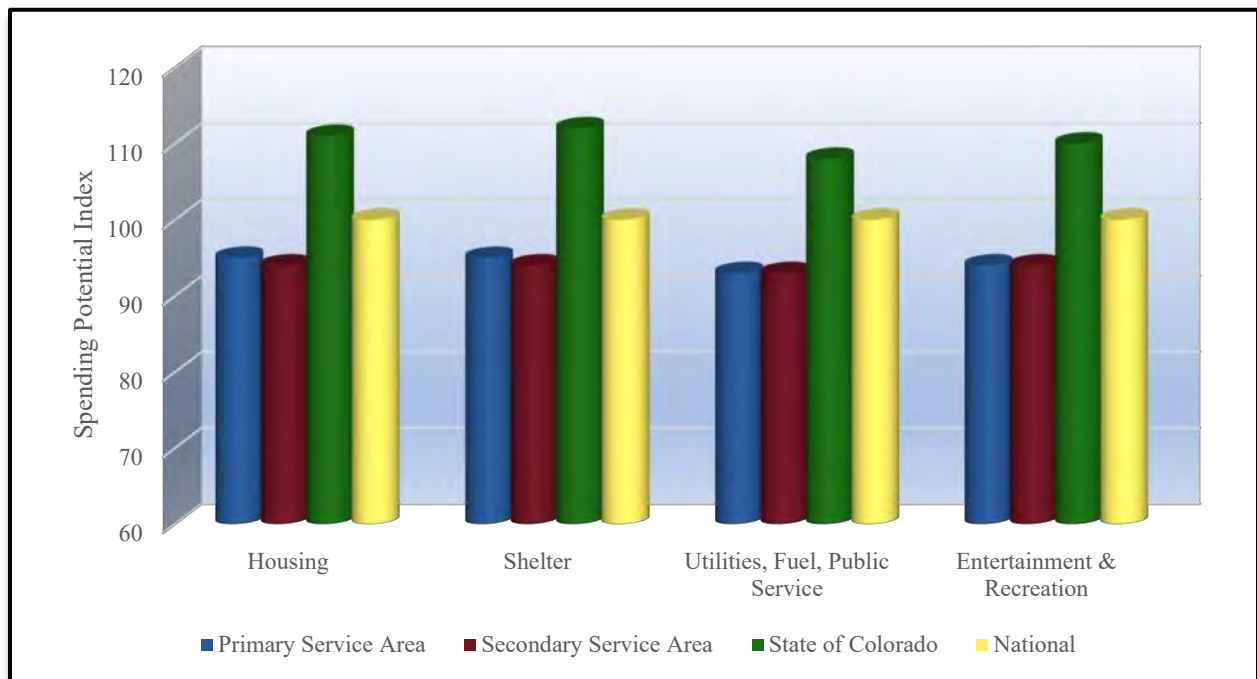
SPI: Spending Potential Index as compared to the National number of 100.
Average Amount Spent: The average amount spent per household.
Percent: Percent of the total 100% of household expenditures.

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

⁴ Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2017 and 2022.



Chart D – Household Budget Expenditures Spending Potential Index:



The total number of housing units in the Primary Service Area is 42,116 and 93.6% are occupied, or 39,414 housing units. The total vacancy rate for the service area is 6.4%. Of the available units:

- For Rent 2.3%
- Rented, not Occupied 0.1%
- For Sale 1.5%
- Sold, not Occupied 0.2%
- For Seasonal Use 0.7%
- Other Vacant 1.5%

The total number of housing units in the Secondary Service Area is 54,693 and 93.2% are occupied, or 50,879 housing units. The total vacancy rate for the service area is 6.8%. Of the available units:

- For Rent 2.2%
- Rented, not Occupied 0.1%
- For Sale 1.4%
- Sold, not Occupied 0.2%
- For Seasonal Use 1.3%
- Other Vacant 1.6%

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 F – Recreation Expenditures Spending Potential Index⁵:

Primary Service Area	SPI	Average Spent
Fees for Participant Sports	97	\$95.85
Fees for Recreational Lessons	92	\$122.12
Social, Recreation, Club Membership	95	\$200.10
Exercise Equipment/Game Tables	91	\$54.14
Other Sports Equipment	91	\$9.66

Secondary Service Area	SPI	Average Spent
Fees for Participant Sports	96	\$95.17
Fees for Recreational Lessons	92	\$122.03
Social, Recreation, Club Membership	94	\$198.61
Exercise Equipment/Game Tables	91	\$60.17
Other Sports Equipment	92	\$9.72

State of Colorado	SPI	Average Spent
Fees for Participant Sports	113	\$111.72
Fees for Recreational Lessons	113	\$150.54
Social, Recreation, Club Membership	111	\$233.46
Exercise Equipment/Game Tables	108	\$64.49
Other Sports Equipment	108	\$11.43

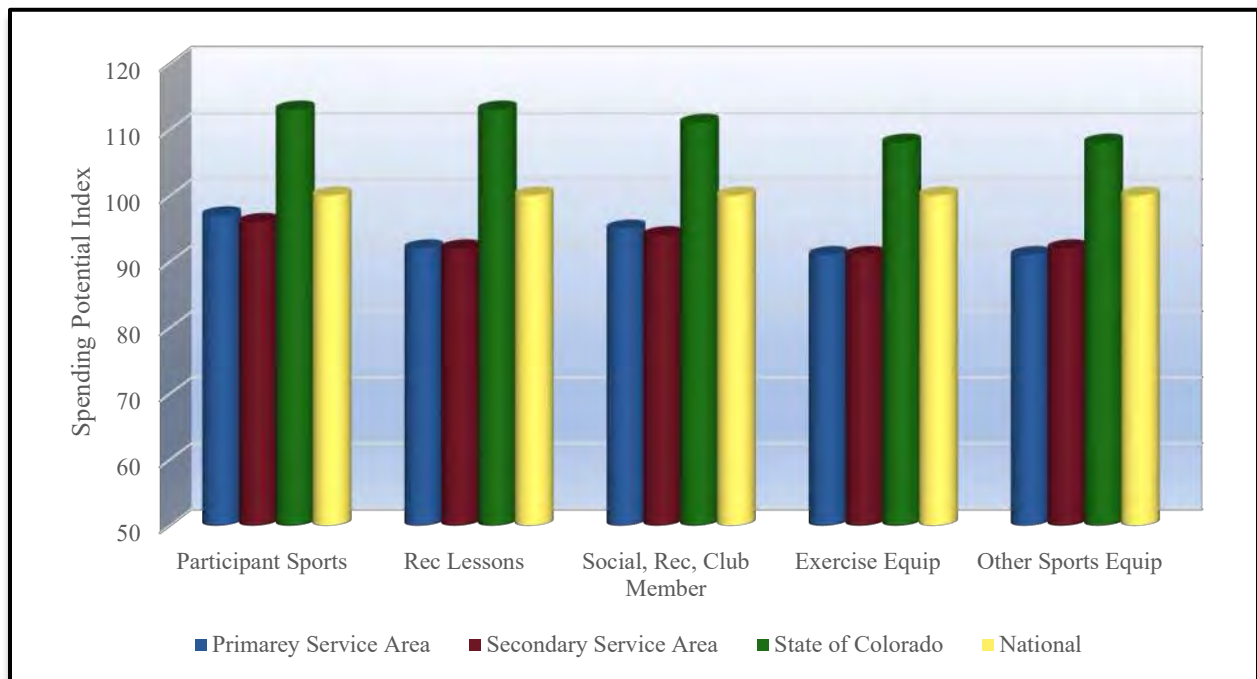
Average Amount Spent: The average amount spent for the service or item in a year.

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

⁵ Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

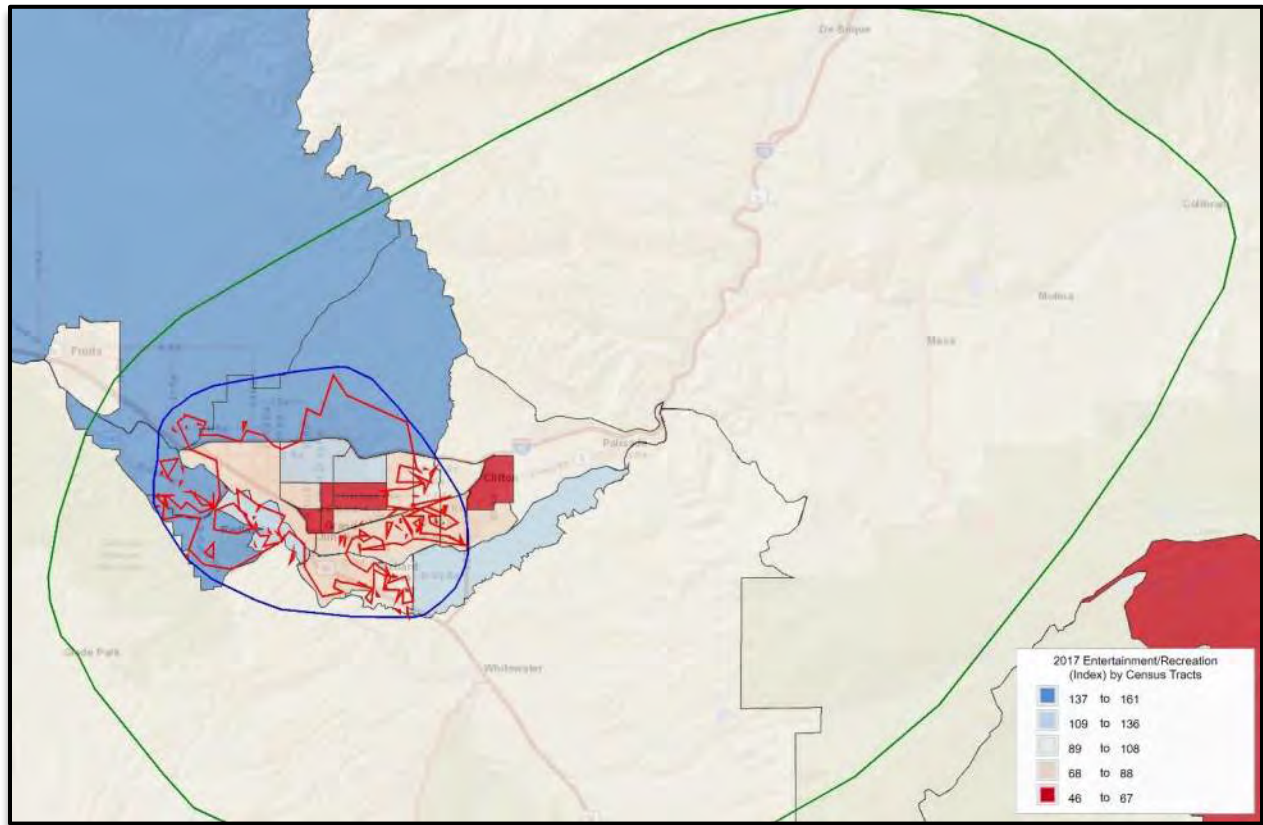


Chart E – Recreation Spending Potential Index:





Map D – Recreation Spending Potential Index by Census Tract





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

Table G – 2017 Primary Service Area Age Distribution

(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	6,217	6.0%	6.0%	0.0%
5-17	15,853	15.3%	16.3%	-1.0%
18-24	9,878	9.7%	9.7%	0.0%
25-44	26,173	25.6%	26.4%	-0.8%
45-54	11,702	11.4%	13.0%	-1.6%
55-64	13,679	13.4%	12.9%	+0.5%
65-74	10,223	10.0%	9.2%	+0.8%
75+	8,465	8.3%	6.4%	+1.9%

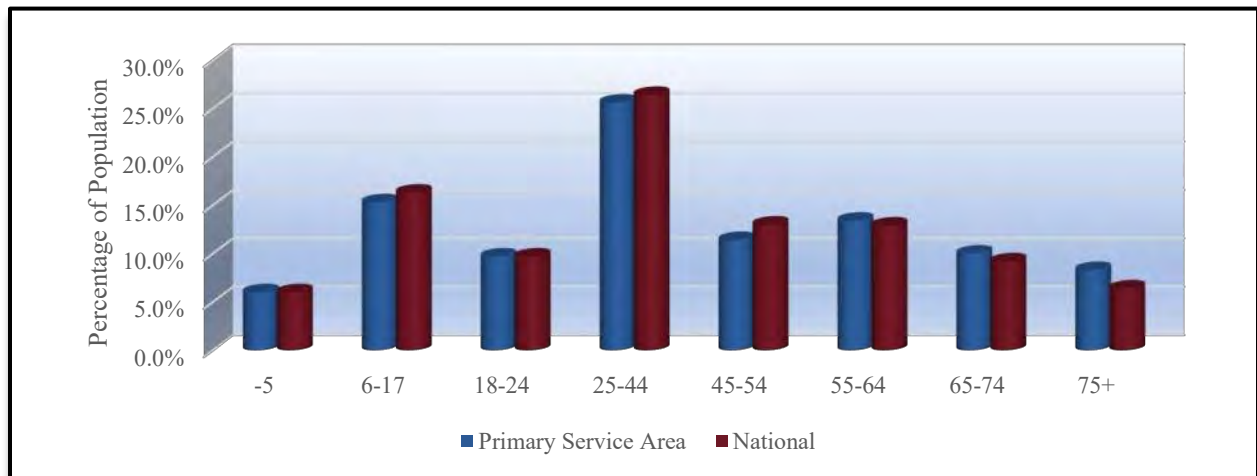
Population: 2017 census estimates in the different age groups in the Primary Service Area.

% 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 – 2017 Primary Service Area Age Group Distribution



The demographic makeup of Primary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with a larger population in the older age groups, 55+. A smaller population in the younger age groups under 54. The greatest positive variance is in the 75+ age group with +1.9%, while the greatest negative variance is in the 45-54 age group with -1.6%.



Table H – 2017 Secondary Service Area Age Distribution

(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	8,245	6.1%	6.0%	+0.1%
5-17	21,023	15.8%	16.3%	-0.5%
18-24	12,542	9.4%	9.7%	-0.3%
25-44	33,475	25.1%	26.4%	-1.3%
45-54	15,422	11.6%	13.0%	-1.4%
55-64	18,233	13.7%	12.9%	+0.8%
65-74	13,438	10.2%	9.2%	+1.0%
75+	10,450	7.8%	6.4%	+1.4%

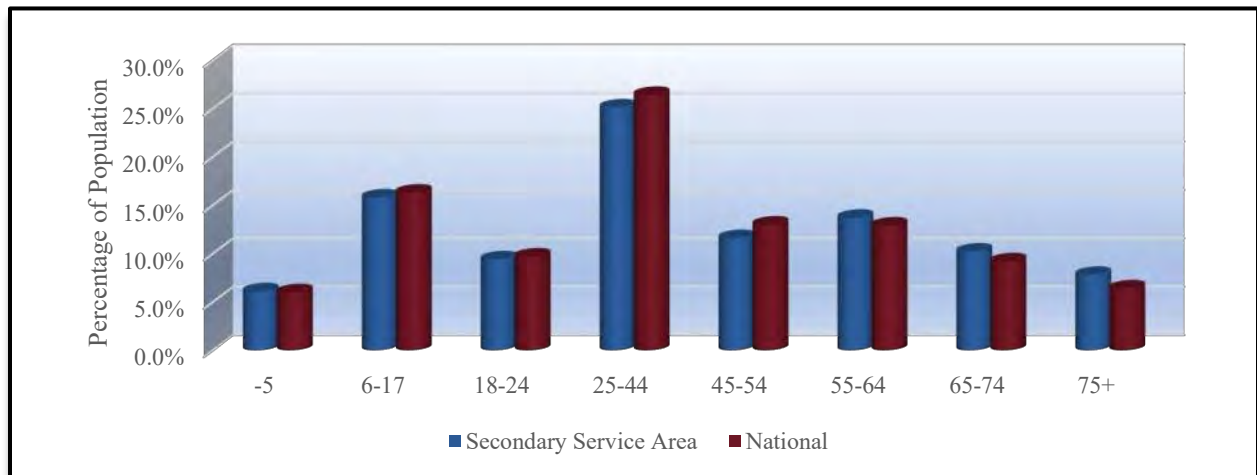
Population: 2017 census estimates in the different age groups in the Secondary Service Area.

% 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 G – 2017 Secondary Service Area Age Group Distribution



The demographic makeup of the Secondary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with a larger population in the age groups 55+, as well as the 0-5. A smaller population exists in the 5-44 age groups. The greatest positive variance is in the 75+ age group with +1.4%, while the greatest negative variance is in the 45-54 age group with -1.4%.



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

Table I – 2017 Primary Service Area Population Estimates

(U.S. Census Information and ESRI)

Ages	2010 Census	2017 Projection	2022 Projection	Percent Change	Percent Change Nat'l
-5	6,405	6,217	6,416	+0.2%	+2.3%
5-17	15,458	15,853	16,426	+6.3%	+0.7%
18-24	10,596	9,878	9,728	-8.2%	+0.2%
25-44	23,970	26,173	27,028	+12.8%	+11.4%
45-54	13,595	11,702	11,354	-16.5%	-9.4%
55-64	12,464	13,679	12,757	+2.4%	+18.2%
65-74	7,603	10,223	11,844	+55.8%	+61.8%
75+	7,592	8,465	9,446	+24.4%	+34.7%

Chart H – Primary Service Area Population Growth

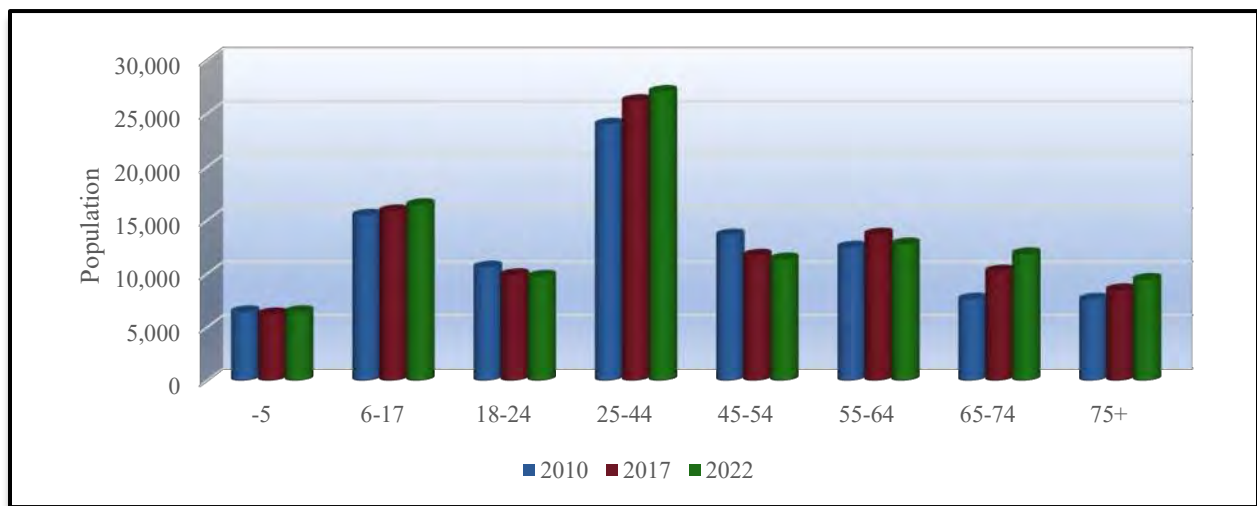


Table-I illustrates the growth or decline in age group numbers from the 2010 census until the year 2022. It is projected that the 18 – 24 and 45-54 age categories will see a decrease in population while all others will see an increase. The population of the United States as a whole is aging, and it is 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.



Table J – 2017 Secondary Service Area Population Estimates

(U.S. Census Information and ESRI)

Ages	2010 Census	2017 Projection	2022 Projection	Percent Change	Percent Change Nat'l
-5	8,549	8,245	8,494	-0.6%	+2.3%
5-17	20,770	21,023	21,703	+4.5%	+0.7%
18-24	13,258	12,542	12,215	-7.9%	+0.2%
25-44	30,912	33,475	34,717	+12.3%	+11.4%
45-54	18,187	15,422	14,702	-19.2%	-9.4%
55-64	16,539	18,233	16,978	+2.7%	+18.2%
65-74	9,916	13,438	15,641	+57.7%	+61.8%
75+	9,327	10,450	11,807	+26.6%	+34.7%

Chart I – Secondary Service Area Population Growth

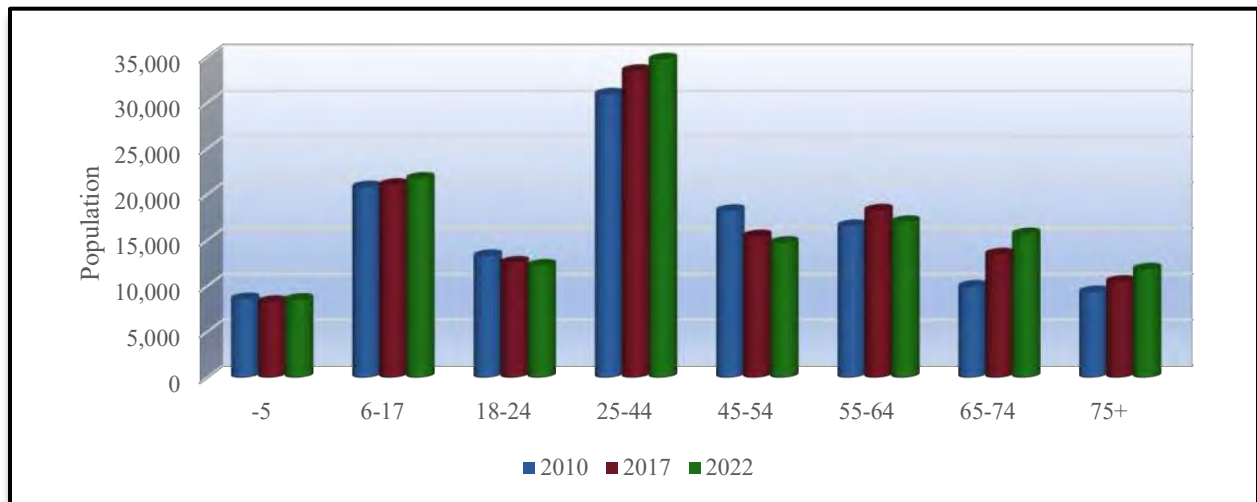


Table-J illustrates the growth or decline in age group numbers from the 2010 census until the year 2022. It is projected that the 0-5, 18-24 and 45-54 age categories will see a decrease in population. All other age categories will see an increase. The population of the United States as a whole is aging, 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.



Ethnicity and Race: Below is listed the distribution of the population by ethnicity and race for the Primary Service Area and Secondary Service Area for 2017 population projections. Those numbers were developed from 2010 Census Data.

Table K – Primary Service Area Ethnic Population and Median Age 2017

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

Ethnicity	Total Population	Median Age	% of Population	% of CO Population
Hispanic	15,399	26.6	15.1%	21.8%

Table L – Primary Service Area by Race and Median Age 2017

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

Race	Total Population	Median Age	% of Population	% of CO Population
White	89,431	41.5	87.5%	79.7%
Black	1,032	27.3	1.0%	4.3%
American Indian	1,097	34.9	1.1%	1.1%
Asian	1,086	34.7	1.1%	3.2%
Pacific Islander	114	29.0	0.1%	0.2%
Other	6,167	26.4	6.0%	7.6%
Multiple	3,264	19.5	3.2%	3.9%

2017 Primary Service Area Total Population:

102,189 Residents

Chart J – 2017 Primary Service Area Population by Non-White Race

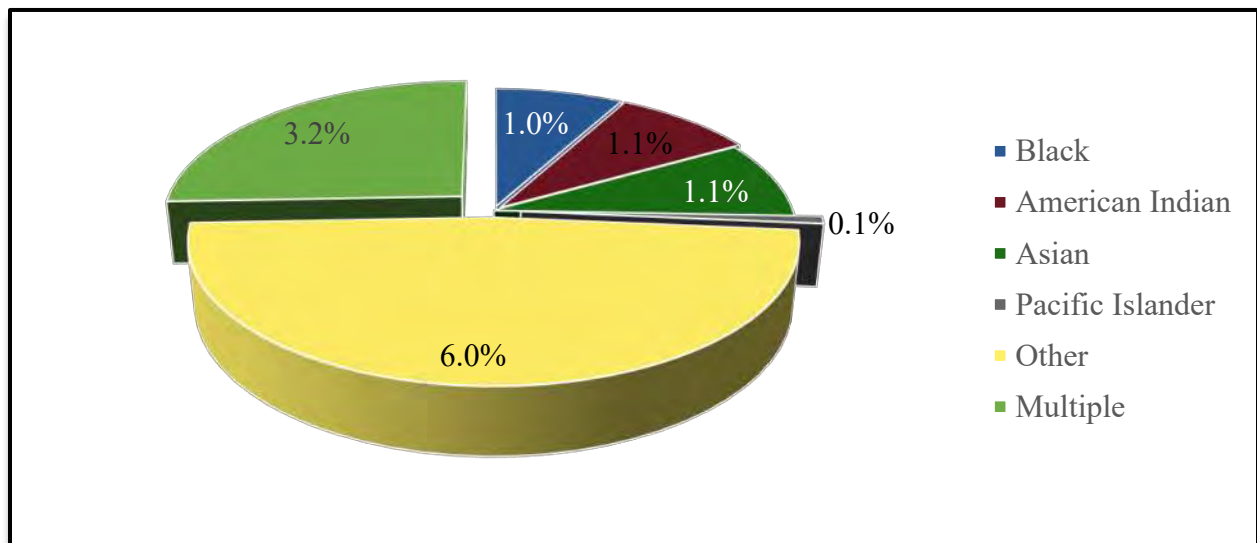




Table M – Secondary Service Area Ethnic Population and Median Age 2017

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

Ethnicity	Total Population	Median Age	% of Population	% of CO Population
Hispanic	20,205	26.0	15.2%	21.8%

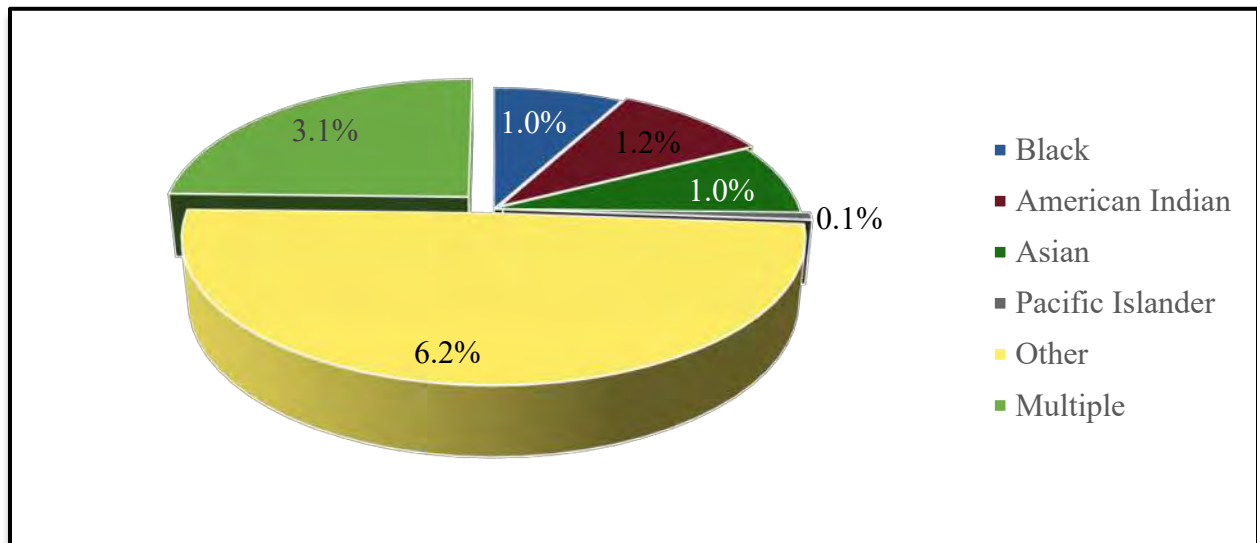
Table N – Secondary Service Area by Race and Median Age 2017

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

Race	Total Population	Median Age	% of Population	% of CO Population
White	116,203	41.6	87.5%	79.7%
Black	1,280	26.1	1.0%	4.3%
American Indian	1,535	35.2	1.2%	1.1%
Asian	1,261	35.6	1.0%	3.2%
Pacific Islander	147	29.3	0.1%	0.2%
Other	8,215	25.8	6.2%	7.6%
Multiple	4,181	19.8	3.1%	3.9%

2017 Secondary Service Area Total Population: 132,826 Residents

Chart K – 2017 Secondary Service Area Population by Non-White Race



Note: Based on U.S. Census Bureau classifications, Hispanic is identified as an ethnicity and not a race. So, someone that identifies as being Hispanic is also a member of one of the race categories.

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.

There is value including this information for Grand Junction. The data assists in understanding the consumers/constituents in the service areas.

The Tapestry segmentation system classifies U.S. neighborhoods into 65 unique market segments. Neighborhoods are sorted 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 and Secondary Service Areas look to serve with recreation 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 (6B)	2.9%
5. Soccer Moms (4A)	<u>2.8%</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%



Table O – Primary Service Area Tapestry Segment Comparison

(ESRI estimates)

	Primary Service Area		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Exurbanites (1E)	12.2%	12.2%	49.6	\$98,000
Set to Impress (11D)	10.3%	22.5%	33.1	\$29,000
Old and Newcomers (8F)	9.5%	32.0%	38.5	\$39,000
In Style (5B)	8.7%	40.7%	41.1	\$66,000
Comfortable Empty Nesters (5A)	8.7%	49.4%	46.8	\$68,000

Exurbanites (1E) – Although this group is approaching retirement they are not slowing down. They are active in the community and generous supporters. They find time to stay physically fit.

Set to Impress (11D) – Many residents live alone but have close family connections. Always looking for the deal, but conscious of image enjoying popular music and entertainment.

Old and Newcomers (8F) – Featuring singles lifestyles on a budget, this segment seeks convenience. They support environmental causes and use the internet for entertainment.

In Style (5B) – This population embraces an urban lifestyle and focuses on their home and own interests. Generously support where they live, charities, the arts and theatre.

Comfortable Empty Nesters (5A) – Baby boomers that earn a comfortable living. They have invested and saved, transitioning into retirement. They value their health and exercise regularly.

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

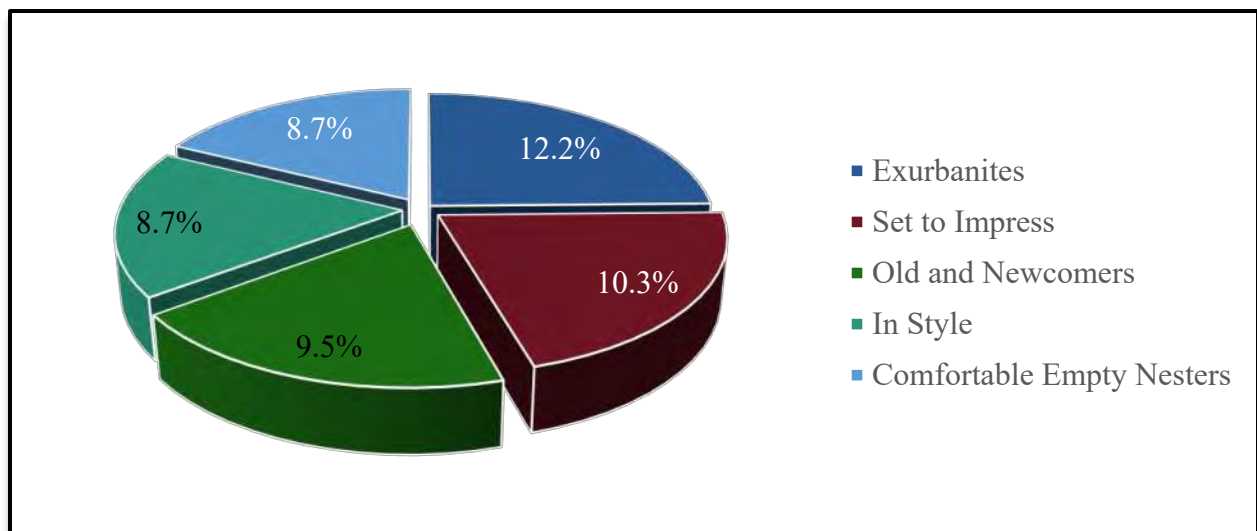




Table P – Secondary Service Area Tapestry Segment Comparison

(ESRI estimates)

	Secondary Service Area		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Exurbanites (1E)	10.0%	10.0%	49.6	\$98,000
Old and Newcomers (8F)	8.4%	18.4%	38.5	\$39,000
Comfortable Empty Nesters (5A)	8.2%	26.6%	46.8	\$68,000
Set to Impress (11D)	8.0%	34.6%	33.1	\$29,000
Middleburg (4C)	7.9%	42.5%	35.3	\$55,000

Exurbanites (1E) Although this group is approaching retirement they are not slowing down. They are active in the community and generous supporters. They find time to stay physically fit.

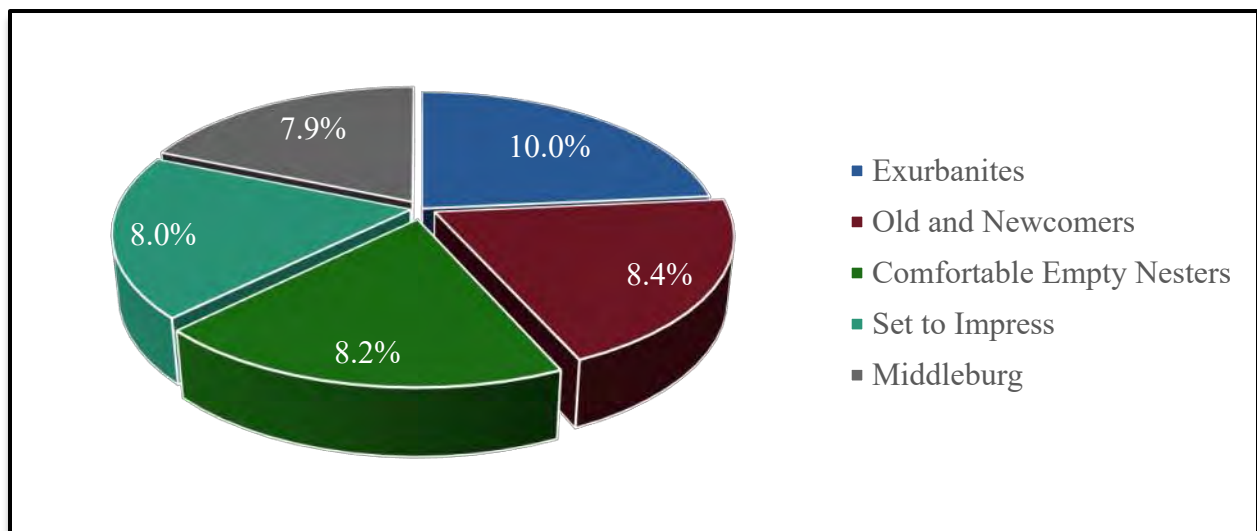
Old and Newcomers (8F) – Featuring singles lifestyles on a budget, this segment seeks convenience. They support environmental causes and use the internet for entertainment.

Comfortable Empty Nesters (5A) – Many are enjoying the transition to retirement. They value their health and financial well-being.

Set to Impress (11D) – Many residents live alone but have close family connections. Always looking for the deal, but conscious of image enjoying popular music and entertainment.

Middleburg (4C) – This group is conservative and family-oriented. They are comfortable with technology and enjoy convenience. Enjoy traditional sports and family games.

Chart M – Secondary Service Area Tapestry Segment Representation by Percentage:





Demographic Summary

The following summarizes the demographic characteristics of the two service areas.

- The Primary Service Area, at over 100,000, has a substantial population base to support a variety of recreation amenities.
- The Secondary Service Area is only about 33,000 larger but would help support a community recreation center of some magnitude.
- Both service areas have similar demographic characteristics:
 - A population that is older with fewer households with children.
 - A growing population base, especially in the older age groups.
 - The cost of living is lower than the State and the National level.
 - The rate of expenditure on recreation is lower than both the State and National level.
 - The median household income is lower than the State but slightly higher than the National number.
 - There is a significant Hispanic population.
 - The tapestry segments are similar.

Participation, Trends & Providers

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

Sports 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 Secondary Service Area to determine market potential. The information contained in this section of the report, utilizes the NSGA's most recent survey. For that data was collected in 2016 and the report was issued in June of 2017.

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

Community Recreation Related Activities Participation: These activities are could take place at an indoor community recreation center space.

Table A –Participation Rates for the Primary Service Area

	Age	Income	Region	Nation	Average
Aerobics	15.3%	17.0%	14.1%	15.5%	15.5%
Basketball	8.0%	8.2%	7.8%	8.4%	8.1%
Exercise Walking	36.2%	37.8%	35.0%	36.0%	36.2%
Exercise w/ Equipment	19.3%	22.4%	18.3%	19.5%	19.9%
Pilates	0.3%	1.7%	1.9%	1.9%	1.5%
Running/Jogging	14.7%	16.4%	15.1%	15.3%	15.4%
Swimming	15.2%	16.0%	16.8%	15.5%	15.9%
Volleyball	3.4%	3.2%	2.4%	3.6%	3.2%
Weight Lifting	11.8%	14.2%	11.5%	12.1%	12.4%
Workout at Clubs	12.7%	14.1%	13.0%	12.9%	13.2%
Yoga	10.1%	10.7%	10.3%	10.3%	10.3%
Did Not Participate	22.5%	21.8%	18.8%	22.4%	21.4%

Age: Participation based on individuals ages 7 & Up of Primary Service Area.
Income: Participation based on the 2016 estimated median household income in Primary Service Area.
Region: Participation based on regional statistics (Mountain).
National: Participation based on national statistics.
Average: Average of the four columns.

Note: “Did Not Participate” refers to all 55 activities tracked by the NSGA.

Table B –Participation Rates for Secondary Service Area

	Age	Income	Region	Nation	Average
Aerobics	15.3%	17.0%	14.1%	15.5%	15.5%
Basketball	8.0%	8.2%	7.8%	8.4%	8.1%
Exercise Walking	36.2%	37.8%	35.0%	36.0%	36.2%
Exercise w/ Equipment	19.2%	22.4%	18.3%	19.5%	19.9%
Pilates	0.3%	1.7%	1.9%	1.9%	1.5%
Running/Jogging	14.6%	16.4%	15.1%	15.3%	15.4%
Swimming	15.2%	16.0%	16.8%	15.5%	15.9%
Volleyball	3.4%	3.2%	2.4%	3.6%	3.2%
Weight Lifting	11.7%	14.2%	11.5%	12.1%	12.4%
Workout at Clubs	12.7%	14.1%	13.0%	12.9%	13.2%
Yoga	10.0%	10.7%	10.3%	10.3%	10.3%
Did Not Participate	22.6%	21.8%	18.8%	22.4%	21.4%

Age: Participation based on individuals ages 7 & Up of Secondary Service Area.
Income: Participation based on the 2016 estimated median household income in Secondary Service Area.
Region: Participation based on regional statistics (Mountain).
National: Participation based on national statistics.
Average: Average of the four columns.

Note: “Did Not Participate” refers to all 55 activities tracked by the NSGA.

Anticipated Participation Number: Utilizing the average percentage from Table-A above plus the 2010 census information and census estimates for 2017 and 2022 (over age 7) the following comparisons are available.

Table C –Participation Growth or Decline in Primary Service Area

	Average	2010 Population	2017 Population	2022 Population	Difference
Aerobics	15.5%	13,741	14,455	14,852	1,111
Basketball	8.1%	7,195	7,568	7,776	582
Exercise Walking	36.2%	32,190	33,863	34,794	2,603
Exercise w/ Equipment	19.9%	17,649	18,566	19,077	1,427
Pilates	1.5%	1,290	1,357	1,395	104
Running/Jogging	15.4%	13,653	14,362	14,757	1,104
Swimming	15.9%	14,096	14,829	15,236	1,140
Volleyball	3.2%	2,804	2,949	3,031	227
Weight Lifting	12.4%	11,005	11,577	11,895	890
Workout at Clubs	13.2%	11,711	12,319	12,658	947
Yoga	10.3%	9,186	9,664	9,929	743
Did Not Participate	21.4%	18,996	19,982	20,532	1,536

Note: These figures do not necessarily translate into attendance figures for various activities or programs. The “Did Not Participate” statistics refers to all 55 activities outlined in the NSGA 2016 Survey Instrument.



Table D –Participation Growth or Decline in Secondary Service Area

	Average	2010 Population	2017 Population	2022 Population	Difference
Aerobics	15.5%	17,880	18,750	19,237	1,357
Basketball	8.1%	9,368	9,824	10,079	711
Exercise Walking	36.2%	41,897	43,936	45,077	3,180
Exercise w/ Equipment	19.9%	22,961	24,079	24,704	1,743
Pilates	1.5%	1,679	1,761	1,806	127
Running/Jogging	15.4%	17,761	18,625	19,109	1,348
Swimming	15.9%	18,364	19,258	19,758	1,394
Volleyball	3.2%	3,653	3,831	3,931	277
Weight Lifting	12.4%	14,316	15,013	15,402	1,087
Workout at Clubs	13.2%	15,230	15,972	16,386	1,156
Yoga	10.3%	11,945	12,527	12,852	907
Did Not Participate	21.4%	24,731	25,935	26,609	1,877

Note: These figures do not necessarily translate into attendance figures for various activities or programs. The “Did Not Participate” statistics refers to all 55 activities outlined in the NSGA 2016 Survey Instrument.



Participation by Ethnicity and Race: 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 2016 survey, the following comparisons are possible.

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

Indoor Activity	Primary Service Area	National Participation	African American Participation	Hispanic Participation
Aerobics	15.5%	15.5%	13.9%	14.6%
Basketball	8.1%	8.4%	12.8%	10.2%
Exercise Walking	36.2%	36.0%	32.5%	30.5%
Exercise w/ Equipment	19.9%	19.5%	17.5%	18.4%
Pilates	1.5%	1.9%	2.2%	2.6%
Running/Jogging	15.4%	15.3%	14.6%	17.3%
Swimming	15.9%	15.5%	9.3%	14.1%
Volleyball	3.2%	3.6%	3.7%	5.3%
Weight Lifting	12.4%	12.1%	13.9%	11.2%
Workout at Clubs	13.2%	12.9%	10.9%	13.1%
Yoga	10.3%	10.3%	9.3%	11.5%
Did Not Participate	21.4%	22.4%	26.3%	23.6%

Primary Service Part:

The unique participation percentage developed for Primary Service Area.

National Rate:

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

African American Rate:

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

Hispanic Rate:

The percentage of Hispanics who participate in the given activity.

There is Hispanic population of 15.1% in Primary Service Area. As such these numbers don't play as big of a factor with regard to overall participation.



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

Indoor Activity	Secondary Service Area	National Participation	African American Participation	Hispanic Participation
Aerobics	15.5%	15.5%	13.9%	14.6%
Basketball	8.1%	8.4%	12.8%	10.2%
Exercise Walking	36.2%	36.0%	32.5%	30.5%
Exercise w/ Equipment	19.9%	19.5%	17.5%	18.4%
Pilates	1.5%	1.9%	2.2%	2.6%
Running/Jogging	15.4%	15.3%	14.6%	17.3%
Swimming	15.9%	15.5%	9.3%	14.1%
Volleyball	3.2%	3.6%	3.7%	5.3%
Weight Lifting	12.4%	12.1%	13.9%	11.2%
Workout at Clubs	13.2%	12.9%	10.9%	13.1%
Yoga	10.3%	10.3%	9.3%	11.5%
Did Not Participate	21.4%	22.4%	26.3%	23.6%

Secondary Service Part:

The unique participation percentage developed for Secondary Service Area.

National Rate:

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

African American Rate:

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

Hispanic Rate:

The percentage of Hispanics who participate in the given activity.

There is Hispanic population of 15.2% in Secondary Service Area. As such these numbers don't play as big of a factor with regard to overall participation.



Summary of Sports Participation: The following chart summarizes participation for select sports activities utilizing information from the 2016 National Sporting Goods Association survey.

Table G – Sports Participation Summary

Sport	Nat'l Rank ⁶	Nat'l Participation (in millions)
Exercise Walking	1	105.7
Exercising w/ Equipment	2	57.1
Swimming	3	45.6
Aerobic Exercising	4	45.6
Running/Jogging	5	44.9
Hiking	6	42.9
Camping	7	40.4
Workout @ Club	8	37.8
Bicycle Riding	9	36.2
Weight Lifting	10	35.6
Yoga	12	30.3
Basketball	14	24.8
Volleyball	24	10.7
Table Tennis	25	10.2
Martial Arts MMA	36	6.2
Gymnastics	37	6.1
Pilates	41	5.5
Cheerleading	48	3.7
Boxing	49	3.6
Wrestling	52	3.0

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

Nat'l Participation: Population that participate in this sport on national survey.

⁶ This rank is based upon the 55 activities reported on by NSGA in their 2016 survey instrument.



Participation by Age Group: Within the NSGA survey, participation is broken down by age groups. As such B*K can identify the top 3 age groups participating in the activities reflected in this report.

Chart H – Participation by Age Group:

Activity	Largest	Second Largest	Third Largest
Aerobics	25-34	35-44	45-54
Basketball	12-17	7-11	18-24
Cheerleading	7-11	12-17	18-24
Exercise Walking	45-54	55-67	75+
Exercise w/ Equipment	25-34	45-54	18-24
Martial Arts MMA	7-11	12-17	18-24
Pilates	25-34	35-44	18-24
Running/Jogging	25-34	18-24	12-17
Swimming	7-11	12-17	35-44
Volleyball	12-17	7-11	18-24
Weight Lifting	25-34	18-24	35-44
Workout at Clubs	25-34	18-24	35-44
Wrestling	12-17	7-11	18-24
Yoga	25-34	18-24	35-44
Did Not Participate	7-11	75+	55-64

Largest: Age group with the highest rate of participation.
Second Largest: Age group with the second highest rate of participation.
Third Largest: Age group with the third highest rate of participation.



Market Potential Index for Adult Participation: In addition to examining the participation numbers for various indoor activities through the NSGA 2016 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.

Table I – Market Potential Index for Adult Participation in Activities in Primary Service Area

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics	6,980	8.7%	106
Basketball	6,501	8.1%	96
Exercise Walking	22,850	28.5%	106
Pilates	2,231	2.8%	104
Running/Jogging	11,379	14.2%	106
Swimming	13,530	16.95	108
Volleyball	2,659	3.3%	99
Weight Lifting	8,474	10.6%	104
Yoga	6,585	8.2%	108

Expected # of Adults: Number of adults, 18 years of age and older, participating in the activity in 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 activities listed is greater than the national number of 100 in all but two instances. In many cases when a participation number is lower than the National number, secondary factors include a lack of facilities or an inability to pay for services and programs.

Table J – Market Potential Index for Adult Participation in Activities in Secondary Service Area

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics	8,834	8.5%	103
Basketball	8,384	8.1%	96
Exercise Walking	29,294	28.3%	105
Pilates	2,752	2.7%	99
Running/Jogging	14,480	14.0%	104
Swimming	17,389	16.8%	108
Volleyball	3,448	3.3%	100
Weight Lifting	10,746	10.4%	102
Yoga	8,194	7.9%	104

Expected # of Adults: Number of adults, 18 years of age and older, participating in the activity in Secondary 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 activities listed is greater than the national number of 100 in all but two instances. In many cases when a participation number is lower than the National number, secondary factors include a lack of facilities or an inability to pay for services and programs.

Sports Participation Trends: Below are listed several sports activities and the percentage of growth or decline that each has experienced nationally over the last ten years (2007-2016).

Table K – National Activity Trend (in millions)

Increasing in Popularity

	2007 Participation	2016 Participation	Percent Change
Yoga	10.7	30.3	183.2%
Lacrosse	1.2	2.9	141.7%
Hockey (ice)	2.1	3.4	61.9%
Running/Jogging	30.4	44.9	47.7%
Wrestling	2.1	3.0	42.9%
Aerobic Exercising	34.8	45.6	31.0%
Exercise Walking	89.8	105.7	17.7%
Weight Lifting	33.2	35.6	7.2%
Basketball	24.1	24.8	2.9%
Workout @ Club	36.8	37.8	2.7%
Tennis	12.3	12.6	2.4%
Soccer	13.8	14.0	1.4%

Decreasing in Popularity

	2007 Participation	2016 Participation	Percent Change
Bicycle Riding	37.4	36.2	-3.2%
Ice/Figure Skating	8.2	7.7	-6.1%
Volleyball	12.0	10.7	-10.8%
Swimming	52.3	45.6	-12.8%
Baseball	14.0	12.2	-12.9%
Football (tackle)	9.2	7.9	-14.1%
Golf	22.7	18.5	-18.5%
Softball	12.4	9.6	-22.3%

2016 Participation: The number of participants per year in the activity (in millions) in the United States.

2007 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 2007 to 2016.

Non-Sport Participation Statistics: It is important to note that participation rates in non-sport activities. While there is not an abundance of information available for participation in these types of activities as compared to sport 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 National Endowment for the Art's (NEA) Survey of Public Participation in the Arts remains the largest periodic study of arts participation in the United States. It tracks various arts activities that Americans (aged 18 and over) report having done in the course of a year. It also asks questions about adults' preferences for different kinds of music, and it seeks to understand participation in non-arts leisure events such as sports and exercise, outdoor activities and civic and social affairs.

The participation numbers for these activities are national numbers and the information falls into the following categories:

- Visual & Performing Arts Attendance
- Arts Consumption Through Electronic Media
- Creating, Performing and Sharing Art
- Participation in Arts Learning Activities
- Reading and Film Attendance

Visual & Performing Arts Attendance

Table L – Percentage of U.S. Adult Attending a Performing Arts Activity at Least Once in the Past 12-Months

Music	2002	2008	2012	Rate of Change	
				2002-2008	2008-2012
Jazz	10.8%	7.8%	8.1%	-3.0%	+0.3%
Classical Music	11.6%	9.3%	8.8%	-2.3%	-0.5%
Opera	3.2%	2.1%	2.1%	-1.1%	+0.0%
Latin Music	Not Asked	4.9%	5.1%	NA	+0.2%
Outdoor Performing Arts Festival	Not Asked	20.8%	20.8%	NA	+0.0%

Plays	2002	2008	2012	Rate of Change	
				2002-2008	2008-2012
Musical Plays	17.1%	16.7%	15.2%	-0.4%	-1.5%
Non-Musical Plays	12.3%	9.4%	8.3%	-2.9%	-1.1%

Dance	2002	2008	2012	Rate of Change	
				2002-2008	2008-2012
Ballet	3.9%	2.9%	2.7%	-1.0%	-0.2%
Other Dance	6.3%	5.2%	5.6%	-1.1%	+0.4%

- Following a sharp decline in overall arts attendance that occurred from 2002-2008, participation rates held steady from 2008-2012.
- Changes in the U.S. demographic composition appear to have contributed to the overall declines in performing arts attendance. Still, various subgroups of Americans have maintained or increased attendance rates for individual art forms.

Table M – Percentage of U.S. Adults Attending Visual Arts Activities and Events

				Rate of Change	
	2002	2008	2012	2002-2008	2008-2012
Art Museums/Galleries	26.5%	22.7%	21.0%	-3.8%	-1.7%
Parks/Historical Buildings	33.4%	24.5%	22.4%	-8.9%	-2.1%
Craft/Visual Arts Festivals	31.6%	24.9%	23.9%	-6.7%	-1.0%

Table N – Percentage of Adults Attending Live Music Performance by Genre in the Past 12-Months

Genre	Percentage
Jazz	15.9%
Latin	9.1%
Classical	18.2%
Opera	4.8%
Hymns	14.2%
Country	20.2%
Rap	8.7%
Blues	13.1%
Folk	9.8%
Pop/Rock	43.6%

- Visual arts attendance has declined significantly since 2002.
- These 10-year declines were experienced by all demographic subgroups, with one exception; the nation's oldest Americans (75+) were more likely to attend visual arts activities than a decade ago.



Arts Consumption Through Electronic Media

Table O – Percentage of Adults Who Watched or Listened to an Arts Broadcast or Recording At least Once the Past 12-Months via TV/Radio or Internet

	TV or Radio	Internet	Both
Jazz	9.6%	5.2%	11.8%
Latin, Spanish, or Salsa	10.5%	5.4%	12.6%
Classical	11.7%	5.8%	13.6%
Opera	3.6%	1.5%	4.3%
Other Music ⁷	40.1%	24.9%	46.9%
Theater Productions (musical or stage play)	6.2%	2.1%	7.1%
Ballet, Modern, or Contemporary	3.9%	1.3%	4.5%
Other Dance Programs and Shows	8.3%	2.2%	9.2%
Programs and Info. About Visual Arts	7.6%	4.1%	9.4%
Programs Info. About Book Writers	7.5%	5.3%	10.0%
Other Books, Stories, or Poetry Read Aloud	3.8%	4.6%	7.1%

Table P – Percentage of U.S. Adults Who Used Mobile or Handheld Devices to Explore the Arts: 2012

	Percentage
US Adult Population Used Mobile/Handheld Device for Any Reason	53.2%
Read, Listen, Download any Novel, Short Story, Poetry or Plays	16.0%
Watch, Listen, or Download Any Music	3.4%
Download or View Any Visual Arts	7.9%

- Americans were more likely to watch or listen to broadcast arts performances using traditional sources such as TV and radio than the Internet.
- Nearly half of all American adults watched or listened to a broadcast or recorded performance of rock, pop, country, folk, rap or hip-hop music in 2012.
- Over two-thirds of people watching dance performances via median in 2012 were women. Nearly three-quarters of the adult audience was 25-64.

⁷ Rock, pop, country, folk, rap or hip-hop



Creating, Performing and Sharing Art

Table Q – Percentage of American Adults Engaging in the Performing Arts: 2012

	Percentage
Play a Musical Instrument	12.1%
Play a Musical Instrument (with others)	5.1%
Do Any Acting	1.4%
Do Any Social Dancing	31.6%
Do Any Formal Dancing	5.1%
Perform or Practice Singing	8.7%
Do Any Singing w/ Other People	6.8%

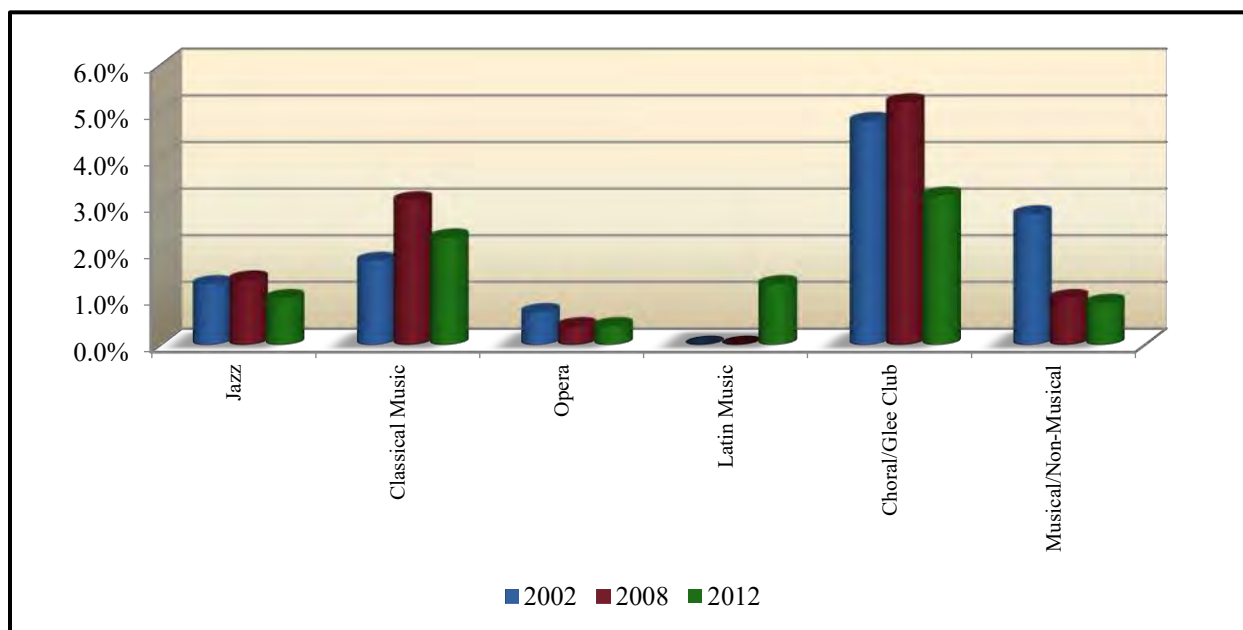
- Social dancing is the most common way Americans performed art in 2012, followed by playing a musical instrument.
- Women are more likely than men to dance. The rates of dance participation are highest for young adults (18-34) and increase with educational level and family income.



Table R – Percentage of Adults Who Practiced or Performed Music of Various Types

Practiced or Performed				Rate of Change	
	2002	2008	2012	2002-2008	2008-2012
Jazz	1.3%	1.4%	1.0%	+0.1%	-0.4%
Classical Music	1.8%	3.1%	2.3%	+1.3%	-0.8%
Opera	0.7%	0.4%	0.4%	-0.3%	+0.0%
Latin Music	N/A	N/A	1.3%	N/A	N/A
Choral or Glee Club	4.8%	5.2%	3.2%	+0.4%	-2.0%
Musical or Non-Musical	2.8%	1.0%	0.9%	-1.8%	-0.1%

Chart A – Percentage of U.S. Adult Population Attending Arts Performances:



- The percentage of American adults who performed or practiced jazz, classical music, or opera has not changed much since 2002.
- The percentage of people in a choral or glee club or who performed in a musical or non-musical stage play has declined since 2002.



Table S – Percentage of Adults Creating or Performing Arts During the Last 12 Months

	Percentage
Music	5.0%
Dance	1.3%
Films/Videos	2.8%
Photos	12.4%
Visual Arts	5.7%
Scrapbooks	6.5%
Creative Writing	5.9%

Table T – Percentage of U.S. Adults Using Electronic Media to Create or Perform Art in the Past 12 Months by Art Form

	Percentage
Recorded, Edited, or Remixed Music	4.4%
Recorded, Edited or Remixed Dance	0.9%
Recorded, Edited or Remixed Films and Videos	2.2%
Edited Photos	13.0%

- 19% of American adults in 2012 used electronic media to share art that they themselves had created, edited or remixed.
- Men are more likely than women to use electronic media to create, perform, or share yet. This pattern stands in contrast to most forms of arts participation, in which women typically lead men.
- Large proportions of adults who create music or visual art do so through electronic media.
- 12% of Americans take photographs for artistic purposes, making photography the most common form of arts creation.

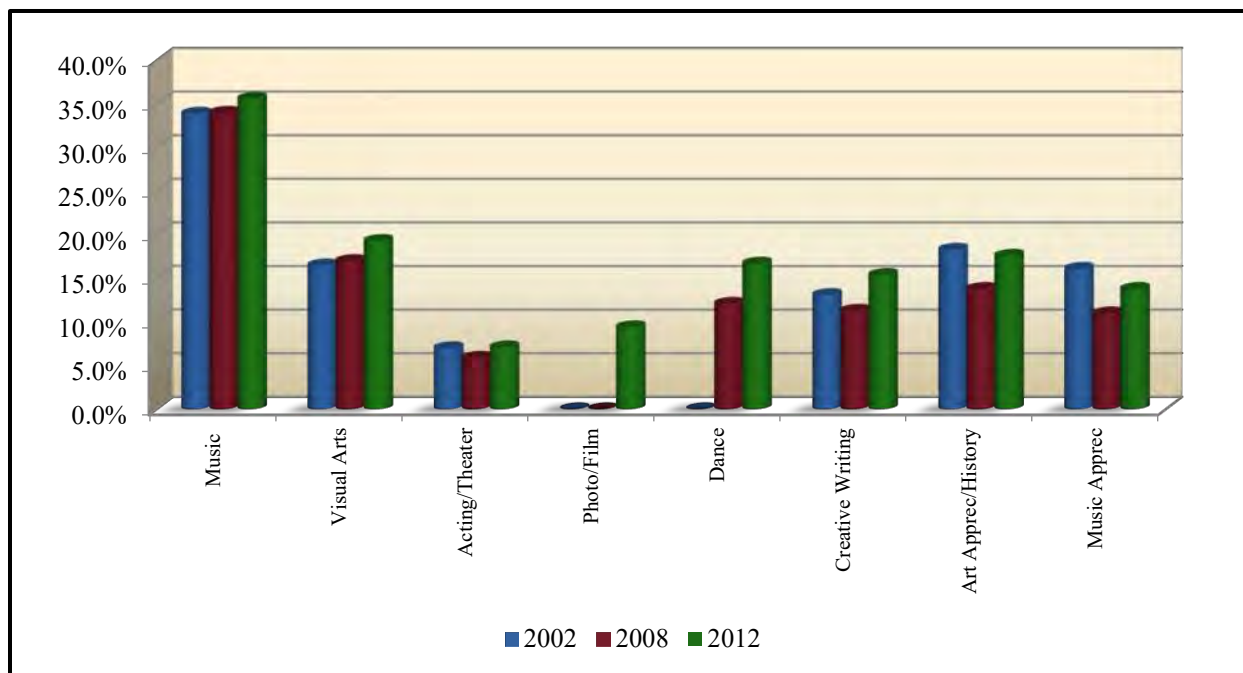


Participation in Arts Learning Activities

Table U – Percentage of U.S. Adults Who Took Arts Lessons and Classes During their Lifetime by Form of Art Studied

				Rate of Change	
	2002	2008	2012	2002-2008	2008-2012
Music	33.9%	34.0%	35.6%	+0.1%	+1.6%
Visual Arts	16.5%	17.0%	19.3%	+0.5%	+2.3%
Acting or Theater	7.0%	5.9%	7.1%	-1.1%	+1.2%
Photography or Film	N/A	N/A	9.4%	N/A	N/A
Dance	N/A	12.1%	16.7%	N/A	+4.6%
Creative Writing	13.1%	11.3%	15.4%	-1.8%	+4.1%
Art Apprec. or History	18.3%	13.8%	17.6%	-4.5%	+3.8%
Music Appreciation	16.1%	11.0%	13.8%	-5.1%	+2.8%

Chart B – Percentage of U.S. Adult Population Attending Arts Performances:

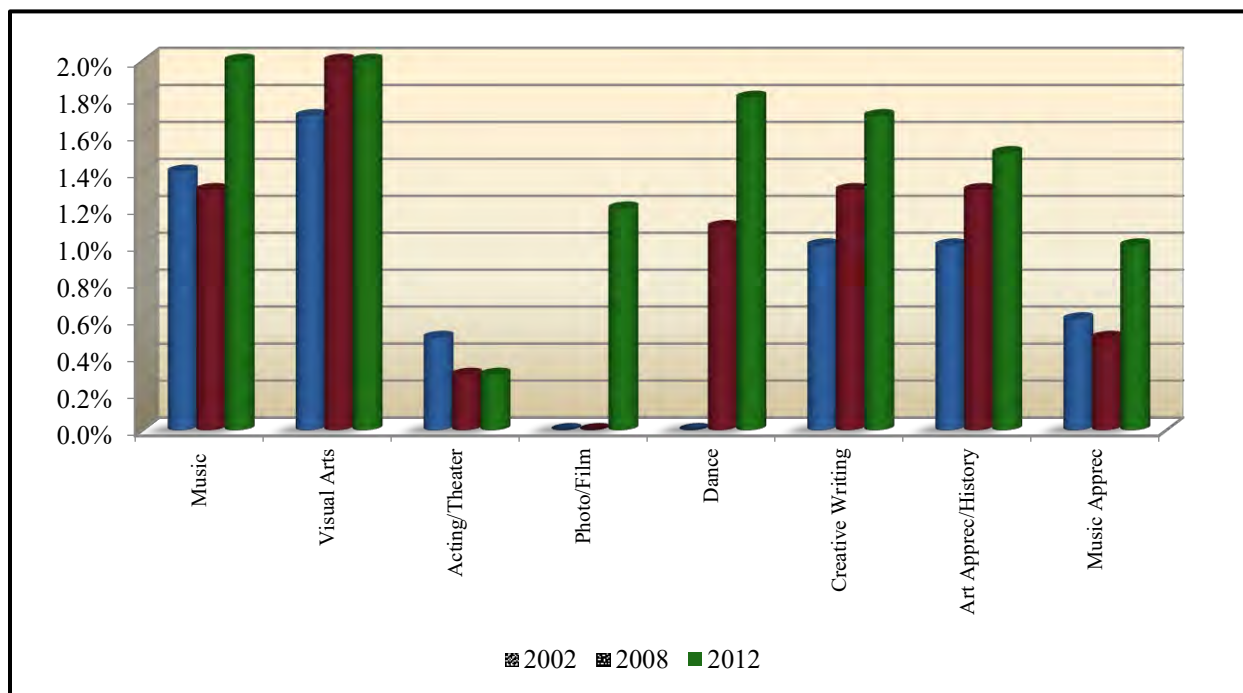


- Music is the art form most commonly studied, whether through voice-training or learning to play an instrument.

Table V – Percentage of U.S. Adults Who Took Arts Lessons and Classes During the Past 12-Months

				Rate of Change	
	2002	2008	2012	2002-2008	2008-2012
Music	1.4%	1.3%	2.0%	-0.1%	+0.7%
Visual Arts	1.7%	2.0%	2.0%	+0.3%	+0.0%
Acting or Theater	0.5%	0.3%	0.3%	-0.2%	+0.0%
Photography or Film	N/A	N/A	1.2%	N/A	N/A
Dance	N/A	1.1%	1.8%	N/A	+0.7%
Creative Writing	1.0%	1.3%	1.7%	+0.3%	+0.4%
Art Apprec. or History	1.0%	1.3%	1.5%	+0.3%	+0.2%
Music Appreciation	0.6%	0.5%	1.0%	-0.1%	+0.5%

Chart C – Percentage of U.S. Adult Population Attending Arts Performances:



- Childhood experience in the arts is significantly associated with educational level obtained in adulthood. Over 70% of college graduates said they visited an art museum or gallery as a child, compared with 42% of adults who have only a high school diploma.

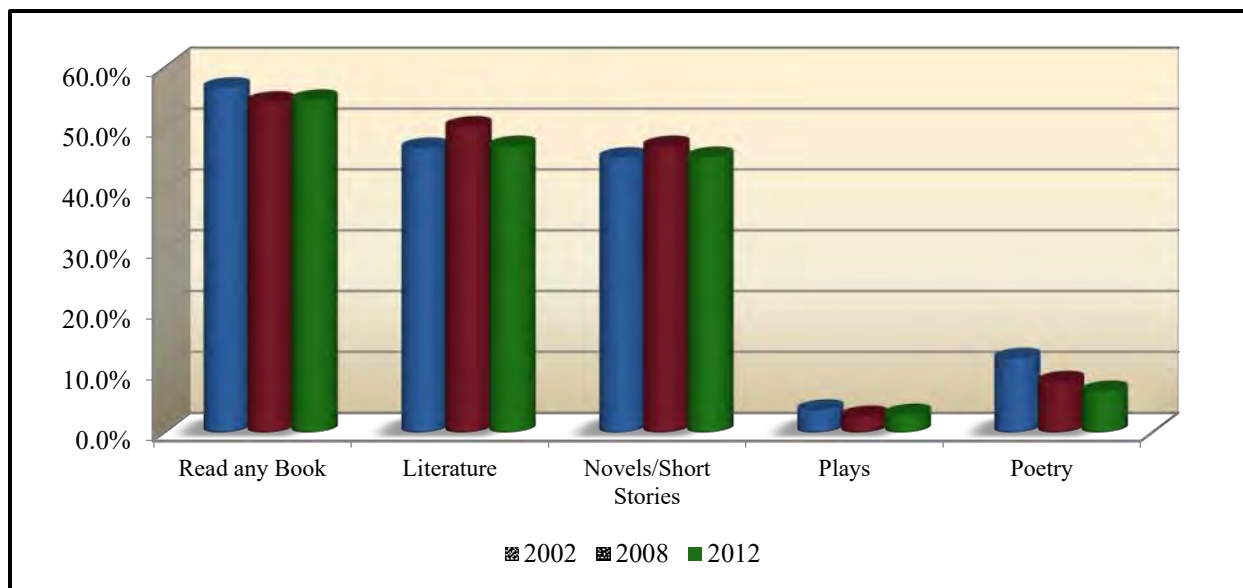


Reading and Film Attendance

Table W – Reading Activity

	2002	2008	2012	Rate of Change	
				2002-2008	2008-2012
Read any Book, non-required	56.6%	54.3%	54.6%	-2.3%	+0.3%
Literature	46.7%	50.2%	47.0%	+3.5%	-3.2%
Novels and Short Stories	45.1%	47.0%	45.2%	+1.9%	-1.8%
Plays	3.6%	2.6%	2.9%	-1.0%	+0.3%
Poetry	12.1%	8.3%	6.7%	-3.3%	-1.6%

Chart D – Reading Activity



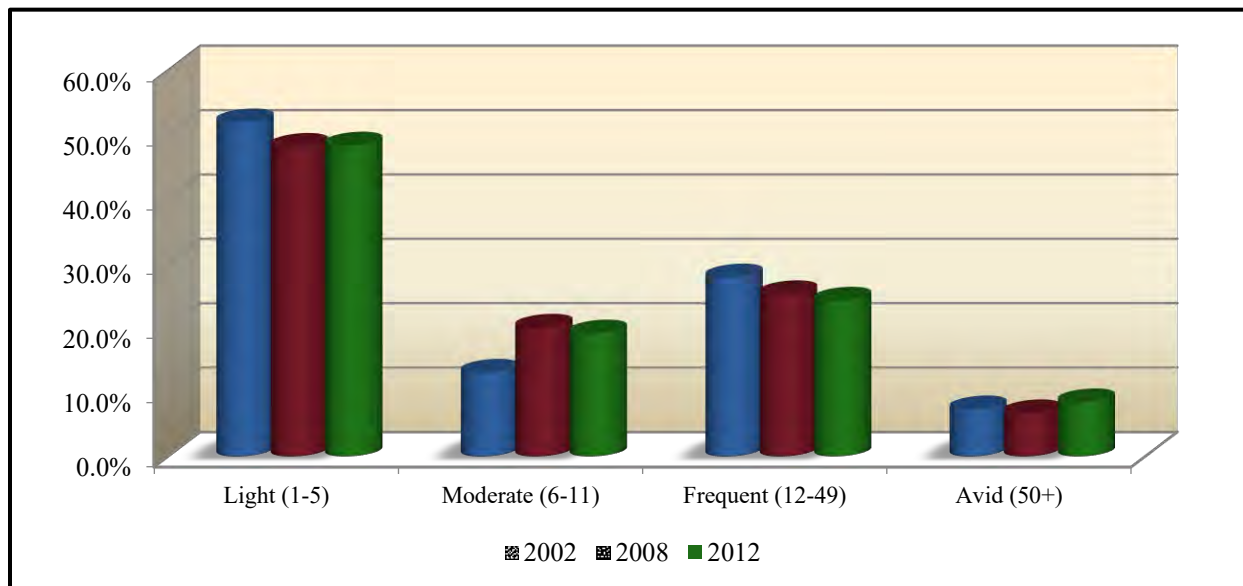
- Women are far more likely to read literature than are men.
- Men are more likely to read nonfiction than fiction, while the opposite is true for women.
- Reading of books and literature has increased among older adults in the past decade.



Table X – Percentage of U.S. Adults who Read During the Past 12 Months by Frequency (number of books read):

				Rate of Change	
	2002	2008	2012	2002-2008	2008-2012
All Adults					
Light (1-5)	29.4%	26.1%	23.4%	-3.3%	-2.7%
Moderate (6-11)	7.4%	10.9%	10.4%	+3.5%	-0.5%
Frequent (12-49)	15.7%	13.7%	13.2%	-2.0%	-0.5%
Avid (50+)	4.1%	4.6%	4.6%	+0.5%	+0.0%
All Book Readers					
Light (1-5)	51.9%	48.1%	48.3%	-3.8%	+0.2%
Moderate (6-11)	13.0%	20.0%	19.1%	+7.0%	-0.9%
Frequent (12-49)	27.8%	25.2%	24.2%	-2.6%	-1.0%
Avid (50+)	7.3%	6.7%	8.4%	-0.6%	+1.7%

Chart E – All Book Readers Rate of Consumption



- Over half of American adults read at least one book in 2012. This is unchanged from 2008, but in 2002 slightly more adults read books.
- About 4% of adults belonged to a book club or reading group in 2012.



National Recreation Activity and Facility Trends: There continues to be very strong growth in the number of people participating in recreation and leisure activities. The Physical Activity Council in its 2016 study indicated that 42% of Americans (age 6 and older) participated at least once a week in a high calorie burning activity. However, the study also indicated that 27% of Americans were inactive. International Health and Racquet Sports Association (IHRSA) reported that membership in U.S. health clubs has increased by 26.3% from 2009 to 2016, and memberships in health clubs reached an all-time high of 57.3 million in 2016. Statistics also indicate that approximately 1 out of every 5 people of the U.S. population (or 20%) belong to a health club. On the other side, most public recreation centers attract between 20% and 30% of a market area (more than once) during the course of a year. All of this indicates the relative strength of a market for a community recreation facility. However, despite these increases the American population as a whole continues to lead a rather sedentary life with an average of 25% of people across the country reporting that they engage in no physical activity (according to The Center for Disease Control).

One of the areas of greatest participant growth over the last 10 years is in fitness related activities such as exercise with equipment, aerobic exercise and group cycling. This is also the most volatile area of growth with specific interest areas soaring in popularity for a couple of years only to be replaced by a new activity for the coming years. Also showing particularly strong growth numbers are running/jogging while swimming participation remains consistently high despite recent drops in overall numbers. It is significant that many of the activities that can take place in an indoor recreation setting are ranked in the top fifteen in overall participation by the National Sporting Goods Association.

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
- Fieldhouses

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 space is also in high demand and provides a facility with the potential to generate significant revenues.

The success of most recreation agencies is dependent on meeting the recreational needs of a variety of individuals. The fastest growing segment of society is the senior population and meeting the needs of this group is especially important now and will only grow more so in the coming years. Indoor walking tracks, exercise areas, warm water pools and classroom spaces are important to

this age group. Marketing to the younger more active senior (usually age 55-70) is paramount, 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 for recreation services and will continue to be so with an increased emphasis on teen needs and providing a deterrent to juvenile crime. With a continuing increase 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 inevitably been raised. 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 most markets where public community recreation centers have been built, the private sector has not been adversely affected and in fact in many cases has continued to grow. This is 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 Jewish Community Center's (JCC's), Boys & Girls Clubs, 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 between the public and non-profit sector in an attempt to bring the best recreation amenities to a community.

Community Recreation Center Benchmarks: Based on market research conducted by Ballard*King & Associates at community recreation centers across the United States, the following represents the basic benchmarks.

- The majority of community recreation centers that are being 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. In addition, most centers also have group exercise rooms, drop-in childcare, and classroom and/or 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 a market driven fee structure.
- Most centers that are between 65,000 and 75,000 square feet have an operating budget of between \$2,000,000 and \$2,500,000 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 generally 50% to 75%. Facilities that can consistently cover all of their operating expenses with revenues are rare. The first true 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 1,000 and 2,000 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 multiple admission options) 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.

Note: These statistics vary by regions of the country.

Recreation Facilities Market Orientation: Based on the demographic makeup of the service areas and the trends in indoor recreation amenities, there are specific market areas that need to be addressed with such community facilities. These include:

General:

1. Drop-in recreation activities - Critical to the basic operation of any community recreation center is the availability of the facility for drop-in use by the general public. This requires components that support 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 strong 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 a number of program areas. The primary emphasis should be on teaching basic skills 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 slow 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 be used as a large community gathering space and can host a variety of events from seminars, parties, receptions, arts and crafts sales and other events. It is important that a well-defined rental fee package is developed and the fee schedule followed closely. Rentals should not be done at the expense of 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 common in many facilities.

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 need to be met with a variety of activities and programs designed for their use. From drop-in childcare to specialized pre-school classes, a number of 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 an important clientele to the facility during an otherwise slow period of the day. For parents with small children who wish to participate in their own 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 wide 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 drop-in use of the facility.

4. Teens - A major focus of many community recreation center projects is on meeting the needs of teenagers in the community. There is a great 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 specific needs and expectations.

7. Special needs population - This is a secondary market, but with the A.D.A. requirements and the existence of a number of recreation components, the amenities will be present to develop programs for this population segment. Association with health care providers and/or other social service agencies will be necessary to fully reach 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.

Market Review

In addition to the demographic characteristics, recreation participation, and trends analysis, one of the other greatest impacts on the market for a possible Grand Junction Community Recreation Center is the presence of other similar providers in the area.

Within the greater Grand Junction market area there are a number of indoor sports, recreation, aquatic and fitness facilities to serve the population base.

Public

There are several public facilities in the market including:

City of Grand Junction

The City has a limited number of indoor facilities:

Lincoln Park Barn – This is a reasonably small facility with one large open room for recreation activities and rentals.

Lincoln Park Hospitality Suite – This facility can be utilized for meetings and other events.

Bookcliff Activity Center – This building that has more traditional classrooms and a gym that is available for recreation programming.

Orchard Mesa Pool – This indoor aquatic center is a conventional Z shaped 25 yard by 25 meter pool with a shallow end, wading pool and a diving well. There is also a hot tub and an indoor slide. The facility is also utilized by School District 51 for their swim teams as well as other local competitive swim teams.

In addition, there is also a significant outdoor aquatic center (Moyer Pool) in Lincoln Park that is open seasonally.

City of Fruita

Fruita Recreation Center – This is a full service, 55,000 square foot, recreation center that has fitness amenities, gym, track, indoor lap and recreation pools, outdoor pool, library, senior center, indoor playground and meeting rooms. It draws well from the Grand Junction area and is the primary “competitor” in the market.

Town of Palisade

Palisade Community Center – This is a smaller center that has a number of spaces that are utilized for a variety of recreation programs. The Town also has a Palisade Gym as well as an outdoor pool.

Colorado Mesa University

Hamilton Recreation Center – Even though this is a student-based recreation center, it is open to the public for use on a limited basis. The center includes an extensive fitness area, gym, track, racquetball courts, climbing wall and a 50-meter pool.

Non-Profits

There are relatively few non-profit facilities in the area and no YMCA’s or Boys & Girls Clubs. However, there are community groups that are hoping to develop both facilities in the area in the future.

Grand Junction Senior Center – This center has a daily lunch program as well as fitness, card playing, computer classes, arts & crafts and special events.

Private

Beyond the public and non-profit recreation facilities there are also a large number of private fitness centers and other specialty providers. Most of these facilities are located in Grand Junction and most have a very strong fitness orientation and some have small indoor lap pools

Full Service Fitness Centers

There are several full-service fitness centers in the area. These include:



Crossroads Fitness – (two locations in Grand Junction)

Mesa Fitness – Grand Junction

Golds Gym – Clifton

Planet Fitness – Grand Junction

Specialty Fitness/Yoga Facilities

There are a significant number of more specialty focused fitness/yoga facilities in the area. These include:

Business	Activities
Anytime Fitness	Fitness Gym, Personal Training
Ridgeline Fitness	Personal Training, Crossfit
CrossFit Vex	Crossfit
970 Muscle	Fitness Gym, Personal Training
Rival Boxing Gym of Grand Junction	Boxing
Monument Fitness Club	Body Building
CrossFit Junction	Crossfit
Core Connections Pilates Studio	Pilates
ROKbarre	Yoga
8th Street Gym	Boxing
Golden Fights MMA Gym/Cage Wars	Boxing
Wabi Sabi Yoga	Yoga
Move To Inspire	Parkour
Barreology	Yoga
CrossFit WestCo	Crossfit
Pilates Space	Pilates
Pura Vida CrossFit	Crossfit
CrossFit Juke Joint	Crossfit
yoga V	Yoga
Movement Therapies Wellness and Education	Yoga
Living In Tantra	Yoga
B Yoga	Yoga
Half Moon Yoga	Yoga
Yoga West Collective	Yoga
Academy of Yoga	Yoga
Grand Junction Laughter Yoga	Yoga

Other

These facilities have rather unique sports focus.

Business	Activities
Get Air at the Silo	Climbing Gym, Parkour
Grand Valley Climbing	Climbing, Fitness, Yoga
Bananas Fun Park	Splashpad
KidzPlex	Gymnastics, Child Care, Pool
Volleys	Volleyball Courts
Glacier Ice Arena	Ice Rink (single sheet)

Former Facility

In addition to the facilities listed above there has been one important facility that no longer provides important aquatic and fitness amenities in the market.

St. Mary's Hospital & Medical Center – In November of 2016, the hospital closed its Life Center that included a fitness center and warm water therapy pool.

This is a representative listing of alternative recreation facilities in the area and is not meant to be a total accounting of all service providers. There may be other facilities located in the area that have an impact on the Grand Junction market as well. In addition to the facilities noted above there are other amenities that are available at local churches and service clubs.

Other Indoor Recreation, Aquatics and Fitness Facility Providers Conclusion: In the Grand Junction market there are a significant number of aquatic, sports and fitness providers in place. There are several public facilities, with the Fruita Recreation Center being the most important, but it is significant that there are no YMCA's or other similar providers.

While there are an extensive number of private health clubs in the area that provide fitness and sports amenities, these facilities serve very different market needs than a public center. As a result, their impact on the market is not as strong as other public providers.

There are also dance studios, gymnastics clubs, and yoga/Pilates studios in the area that provide specialized programs that could be seen as limiting the market for some of these same activities at a new community recreation center. There is a strong trend nationally in the development of small private boutique or specialty type fitness studios. These facilities have eroded some of the market for the larger more comprehensive private fitness centers in many communities but have had less impact on public centers. This is due to the differences in the market segments that are served by these types of facilities and the ability to access public centers without a membership.



After analyzing these other existing providers, there is still a solid market for a Grand Junction Community Recreation Center, but it will be important that it draw well from the Secondary Service Area.

Market for a Grand Junction Community Recreation Center: With any proposed community recreation center the issue of the size and qualification of the market for such a facility comes to the forefront.

Reviewing the characteristics of the various markets indicates:

With a population base of approximately 102,000 in the Primary Service Area there is an adequate market area for a new Grand Junction Community Recreation Center. With the addition of another 30,600 in the Secondary Service Area the market is even larger (total of 132,600) and better positioned to support a center.

The private sector hopes to capture between 10% and 15% of a market area (generally in a 3 to 5-mile radius of the club) while public sector facilities target a market of 20% to 30% of an area within a 15 to 20 minute driving distance. Non-profits will have a market draw that is somewhere between the two. These differences are directly related to the business practices of the three types of entities. Private facilities are generally a membership based operation where revenues are almost exclusively derived from membership revenues and from program and service expenditures generated from these same individuals. As such it is relatively easy to project market dynamics (distance, eligible households, etc.) for this type of facility. The non-profit sector (YMCA's) takes the market a bit further, while still being largely membership based, they often have some limited daily admissions and actively pursue program only members. Program and service options also extend well beyond the sports and fitness area to include everything from child care, to cultural arts and social programs. This expands the market for recreation services to the 15% to 20% range. Public facilities on the other hand generally have readily accessible daily admissions, some form of extended passes as well as annual passes. In addition, there are usually a large number of programs (again in areas beyond sports and fitness) that can be accessed without an annual pass and also a number of community functions and activities where no fee may be collected at all. Most community recreation centers operate with multiple user fee and program options which greatly expands the market to a broader spectrum of users based on age, income and travel time. As a result, the 20% to 30% market penetration rate is obtainable and the geographic area served is generally much larger. It is not inconceivable that over the course of a year's time over 50% of a community's population will have come to a community recreation center for some use, function or activity. However, due to the variety of program and service options offered by the public sector, fewer annual passes are generally sold than private or non-profit facilities. On the other side it is relatively common to have individuals and families who have memberships at private or non-profit facilities to access public centers for certain services that are either not offered by the others or are not providing them in a manner that meets their needs.

The market realities put public and private facilities at the opposite end of the market spectrum with the non-profits in the middle but closer to the public market.

The ability of a fitness, aquatic, sports or recreation facility to capture a market share is based in large part on the amenities that are included in a center, the variety of amenities available, the size of the facility and the fees that are going to be charged.

Based on the information noted above the following estimates are possible.

There are estimated to be approximately 132,600 individuals in the Secondary Service Area. If 15% are captured by the private sector (a relatively large percentage since there are a number of private providers) this would result in approximately 19,890 memberships.

Figuring that 15% of the market is being satisfied with the private providers (private fitness clubs) that still leaves the difference between the public and private market rate at 15%. Since there are some public recreation facilities (Fruita) and Colorado Mesa University facilities in the market, it is estimated that these facilities capture another 5% of the market share. That potentially leaves at least 10% for a Grand Junction Community Recreation Center. Capturing 10% of the Secondary Service Area market would convert to approximately 13,260 users that could be potential annual pass holders.

Market Conclusion:

Below are listed some of the market opportunities and challenges that exist with a possible Grand Junction Community Recreation Center.

Opportunities

- The Primary Service Area has a large population base to support a comprehensive Grand Junction Community Recreation Center. The Secondary Service Area adds additional potential users.
- The area has a relatively low cost of living which could provide more disposable income for recreation purposes.
- The population will continue to grow at a reasonable pace which will add additional users for the facility over the years.
- There is currently no true comprehensive, public recreation center in Grand Junction proper to support community indoor recreational needs.
- The loss of the Life Center at St. Mary's Hospital & Medical Center provides a unique market opportunity.
- Partnerships with other community organizations could greatly enhance the project both financially and from a market use perspective.

- A public focused Grand Junction Community Recreation Center improves the quality of life in the community and serves to bring more unity to a diverse population base.

Challenges

- The Grand Junction Community Recreation Center will need to draw well from the Primary and the Secondary Service Area to be financially successful.
- The demographic characteristics in both service areas indicate an older population and as a result show fewer households with children, and lower median household income levels. This will have somewhat of a negative impact on the rate of participation in recreational activities at a new facility.
- There are a number of other recreation and fitness providers in the greater market area including the Fruita Recreation Center, Colorado Mesa University facilities and other private providers.
- Funding not only the development but the operation of Grand Junction Community Recreation Center will have to be clearly defined.

Grand Junction Community Center- 71,000 SF

Operational Budget Summary

Category		Facility
Expenses	\$	2,700,389
Revenues	\$	2,041,795
Difference		(658,594)
Recovery %		76%

This budget represents the second full-year of operation.

Grand Junction Community Center - Operating Expenses		
Acct.	Category	Facility
	Labor & Benefits (includes benefits)	
5000	Full-time	756,945
5290	Seasonal Part-time	861,747
5010	Cellular Telephone	500
	Total	\$ 1,619,192
	Operating	
6010	Cost of Goods Sold	10,000
6155	Food Stuffs	-
6156	Bar Stock	-
6105	Operating Supply	40,000
6105-10	Operating Supply-Minor Equipment	10,000
6105-14	Operating Supply-Trophy/Certs	5,000
6825	Allowance/Reimb Mileage	500
6145	Chemical/Fertilizers (Pool Chemicals)	25,000
6210	Repairs/Maint.	30,000
	Total	\$ 120,500
	Contractual	
6400	Advertising	20,000
6400-01	Advertising-Brochures	10,000
7410	Contract Services	50,000
7430	Contract Maintenance	5,000
6510-02	Telephone-Cellular	2,000
6550-05	Uilities-Sewer	4,000
6550-06	Utilities-Solid Waste	3,500
6550-07	Utilities-Water	35,000
6830-01	Professional Development-Training	8,000
6835	Dues	3,000
6125	Uniforms/Clothing	8,000
6720-04	Insurance Claims	-
6510	Telephone	3,000
7620-01	Data Processing-Basic	6,000
7620-02	Data Processing-Equip. Replace	2,000
7690-01	Facility Accrual-Maintenance	20,000
7695	Interfund Utilities (\$4.00 SF)	284,000
7640	Liability Insurance	15,000
6550-09	Utilities-Energy Service Contract	-
	Bank Charges	45,940
	Total	\$ 765,440
	Capital	
	Replacement fund	\$ 70,000
	Operational Contingency (5% of total, minus capital)	\$ 125,257
Grand Total		\$ 2,700,389

	Grand Junction Community Center - Revenues	
Acct.	Category	Facility
	<u>Fees</u>	
	Daily Admissions	107,325
	20 Admission	32,400
	3 Month	74,263
	Month to Month	891,325
	Annuaals*	481,897
	Corporate/Group	30,000
	General Rentals	45,700
	Aquatic Rentals	6,000
	Total	\$ 1,668,910
	<u>Programs</u>	
	Aquatics	48,635
	General	288,750
	Total	\$ 337,385
	<u>Other</u>	
	Resale Items	12,500
	Special Events	2,000
	Vending	16,000
	Child Watch	5,000
	Total	\$ 35,500
	Grand Total	\$ 2,041,795

Grand Junction Community Center Full-Time Staff			
Full Time Staff	Salary	Positions	Total
Recreation Supervisor	\$ 77,000	1	\$ 77,000
Fitness Coordinator	\$ 57,000	1	\$ 57,000
Aquatics Coordinator	\$ 57,000	1	\$ 57,000
Program/Operations Coordinator	\$ 57,000	1	\$ 57,000
Head Lifeguard	\$ 30,600	2	\$ 61,200
Facility Maintenance Coordinator	\$ 57,000	1	\$ 57,000
Leisure Services Representative	\$ 38,750	2	\$ 77,500
Custodian	\$ 39,000	3	\$ 117,000
Positions		12	
Salaries			\$ 560,700
Benefits	35.00%		\$ 196,245
Total Full-Time Staff			\$ 756,945

Grand Junction Community Center Part Time Staff				
Part-Time	Rate	Hours	Weeks	Total
Front Desk Supervisor	\$ 13.50	26	52	\$ 17,901.00
Front Desk Cashier	\$ 12.50	154	52	\$ 99,775.00
Lifeguard	\$ 13.50	457	52	\$ 320,638.50
Head Lifeguard	\$ 14.50	38	52	\$ 28,275.00
Gym Attendant	\$ 12.50	45	26	\$ 14,625.00
Fitness Floor Supervisor	\$ 12.50	105	52	\$ 68,250.00
Child Watch Supervisor	\$ 13.50	51	52	\$ 35,802.00
Child Watch Attendant	\$ 12.50	102	52	\$ 66,300.00
Teen Activity Attendant	\$ 12.50	39	52	\$ 25,350.00
Custodian/Building Attendant	\$ 13.50	69	52	\$ 48,438.00
Total				\$ 725,354.50
Aquatics				\$ 14,701.50
General				\$ 43,350.00
Total				\$ 783,406.00
Benefits	10%			\$ 78,340.60
Total				\$ 861,746.60

Grand Junction Community Center Revenue Worksheet

Daily Fees	Fees		Number	Revenue
Adult	\$6.00		25	\$150
Youth	\$4.00		10	\$40
Senior	\$5.00		15	\$75.00
Total			50	\$265
			x 360 days/year	
Grand Total				\$95,400
	% of users	% of fee increase		
Non. Res.	50%		25%	\$11,925
Adjusted Total				\$107,325

20 Admission	Fees		Number	Revenue
Adult	\$108		150	\$16,200
Youth	\$72		50	\$3,600
Senior	\$90		100	\$9,000
Total			300	\$28,800
	% of users	% of fee increase		
Non. Res.	50%		25%	\$3,600
Adjusted Total				\$32,400

3 Month Passes	Fees		Number	Revenue
Adult	\$133		50	\$6,650
Adult Couple	\$198		25	\$4,950
Youth	\$94		25	\$2,350
Senior	\$114		50	\$5,700
Senior Couple	\$170		25	\$4,250
Family	\$241		200	\$48,200
Total			375	\$72,100
	% of users	% of fee increase		
Non. Res.	30%		10%	\$2,163
Adjusted Total				\$74,263

Month to Month	Fees		Number	Revenue	Months	Total Revenue	
Adult	\$36		390	\$14,052	12	\$168,621	25%
Adult Couple	\$53		219	\$11,585	12	\$139,019	14%
Youth	\$25		16	\$390	12	\$4,684	1%
Senior	\$31		156	\$4,840	12	\$58,081	10%
Senior Couple	\$46		78	\$3,591	12	\$43,092	5%
Family	\$65		703	\$45,668	12	\$548,019	45%
Total			1561	\$80,126		\$961,516	100%
	% of users	% of fee increase					
Non. Res.	30%		10%		\$	28,845	
Sub-Total					\$	990,361	
Loss	10%			\$0		\$99,036	
Adjusted Total						\$891,325	

Annual Passes	Fees		Number	Revenue	
Adult	\$425		192	\$81,706	25%
Adult Couple	\$635		108	\$68,364	14%
Youth	\$300		8	\$2,307	1%
Senior	\$365		77	\$28,069	10%
Senior Couple	\$545		38	\$20,955	5%
Family	\$770		346	\$266,459	45%
Total			769	\$467,861	100%
	% of users	% of fee increase			
Non. Res.	30%		10%	\$14,036	
Adjusted Total				\$481,897	

Revenue Summary	
Daily	\$107,325
20 Admission	\$32,400
3 Month	\$74,263
Month to Month	\$891,325
Annual Passes	\$481,897
Total	\$1,587,210

Passes
1,561
769
2,330

Total Annual Passes equal 5% of the households (2022) in the Primary Service Area (41,829)
Plus 2% of the households in the Secondary Service Area (11,943)

2330
Total annual passes have been divided with 2/3 being month to month and 1/3 pre-paid annual passes

Grand Junction Community Center General Programs

These are Representative Programs

Program Calculations - Expenses

Adult Leagues	Position	Staff	Rate/Game	Game/Wk	Weeks	Total	Contract	Employee
Basketball	Official	2	\$20.00	6	20	\$ 4,800	\$ 4,800	
	Scorer	1	\$12.50	6	20	\$ 1,500		\$ 1,500
Volleyball	Official	1	\$15.00	6	20	\$ 1,800	\$ 1,800	
Total						\$ 8,100		
Youth Leagues	Position	Staff	Rate/Game	Game/Wk	Weeks	Total		
Basketball	Official	2	\$15.00	6	10	\$ 1,800	\$ 1,800	
	Scorer	1	\$12.50	6	10	\$ 750		\$ 750
Volleyball	Official	1	\$15.00	6	10	\$ 900	\$ 900	
Total						\$ 3,450		
Youth Sports Camps	Position	Staff	Rate/Hr	Number	Hours	Total		
Basketball	Coaches	2	\$25.00	2	16	\$ 1,600	\$ 1,600	
Volleyball	Coaches	2	\$25.00	2	16	\$ 1,600	\$ 1,600	
Other	Coaches	2	\$25.00	2	16	\$ 1,600	\$ 1,600	
Total						\$ 4,800		
Youth Sports Clinics	Position	Staff	Rate/Hr	Number	Hours	Total		
Basketball	Coaches	3	\$25.00	2	4	\$ 600	\$ 600	
Volleyball	Coaches	3	\$25.00	2	4	\$ 600	\$ 600	
Other	Coaches	3	\$25.00	2	4	\$ 600	\$ 600	
Total						\$ 1,800		
Adult Tournaments	Position	Staff	Rate/Game	Games	Tourn.	Total		
Basketball	Official	2	\$20.00	27	0	\$ -	\$ -	
	Scorer	1	\$12.50	27	0	\$ -		\$ -
Volleyball	Official	1	\$15.00	27	0	\$ -	\$ -	
Total						\$ -		
Youth Tournaments	Position	Staff	Rate/Game	Games	Tourn.	Total		
Basketball	Official	2	\$15.00	27	0	\$ -	\$ -	
Volleyball	Official	1	\$15.00	27	0	\$ -	\$ -	
Total						\$ -		
Fitness	Rate/Class	Classes/Week	Number of Staff	Weeks	Total			
Group Fitness Classes	\$ 25.00	40	1	52	\$ 52,000	\$ 52,000		
Personal Training	\$ 35.00	15	1	52	\$ 27,300	\$ 27,300		
Small Group Training	\$ 25.00	5	1	52	\$ 6,500	\$ 6,500		
Total					\$ 85,800			
Birthday Parties	Rate/Class	Classes/Week	Number of Hours	Weeks	Total			
Parties	\$ 12.50	10	2	52	\$ 13,000		\$ 13,000	
Total					\$ 13,000			
General Recreation Classes	Rate/Class	Classes/Week	Number of Staff	Weeks	Total			
Adult Classes	\$ 15.00	6	1	36	\$ 3,240	\$ 3,240		
Senior Classes	\$ 15.00	8	1	36	\$ 4,320	\$ 4,320		
Youth/Teen Classes	\$ 15.00	8	1	36	\$ 4,320	\$ 4,320		
Summer/Break Day Camp								
Supervisor	\$ 13.50	40	1	10	\$ 5,400		\$ 5,400	
Leader	\$ 12.50	40	4	10	\$ 20,000		\$ 20,000	
Misc. Classes	\$ 12.50	6	1	36	\$ 2,700		\$ 2,700	
Total					\$ 39,980			
Contract/Other					\$ 5,000	5,000		
Grand Total					\$ 161,930	\$ 118,580	\$ 43,350	

Program Calculations - Revenues

Adult Leagues	Teams	Fee	Seasons	Total	
Basketball	12	\$ 250	2	\$ 6,000	
Volleyball	12	\$ 200	2	\$ 4,800	
Total				\$ 10,800	
Youth Leagues	Players	Fee	Seasons	Total	
Basketball	120	\$ 50	1	\$ 6,000	
Volleyball	120	\$ 50	1	\$ 6,000	
Total				\$ 12,000	
Youth Sports Camps	Participants	Fee	Sessions	Total	
Basketball	20	\$ 65	2	\$ 2,600	
Volleyball	20	\$ 65	2	\$ 2,600	
Other	20	\$ 65	2	\$ 2,600	
Total				\$ 7,800	
Youth Sports Clinics	Participants	Fee	Number	Total	
Basketball	30	\$ 30	2	\$ 1,800	
Volleyball	30	\$ 30	2	\$ 1,800	
Other	30	\$ 30	2	\$ 1,800	
Total				\$ 5,400	
Adult Tournaments	Teams	Fee	Number	Total	
Basketball	16	\$ 250	1	\$ 4,000	
Volleyball	16	\$ 250	1	\$ 4,000	
Total				\$ 8,000	
Youth Tournaments	Teams	Fee	Number	Total	
Basketball	16	\$ 200	0	\$ -	
Volleyball	16	\$ 200	0	\$ -	
Total				\$ -	
Fitness	Rate/Class	Classes/Week	Participants	Weeks/sessions	Total
Group Fitness Classes	\$ 7.00	40	3	52	\$ 43,680
Personal Training	\$ 45.00	15	1	52	\$ 35,100
Small Group	\$ 30.00	5	3	52	\$ 23,400
Total					\$ 102,180
Birthday Parties	Rate	Number	Weeks	Total	
Parties	\$ 125.00	10	52	\$ 65,000	
Total				\$ 65,000	

General Recreation Classes	Rate/Class	Classes/Week	Participants	Weeks/sessions	Total
Pickleball	\$ 5.00	3	25	30	\$ 11,250
Adult Classes	\$ 35.00	3	8	8	\$ 6,720
Senior Classes	\$ 20.00	4	6	8	\$ 3,840
Youth/Teen Classes	\$ 25.00	4	8	8	\$ 6,400
Summer/Break Camp	\$ 100.00	1	40	9	\$ 36,000
Misc. Classes	\$ 35.00	3	8	4	\$ 3,360
Total					\$ 67,570
Contract/Other				\$ 10,000	
Sub-Total				\$ 288,750	
Non-Resident (25% x 25% increase)				\$ -	
Grand Total				\$ 288,750	

Rentals

Revenues	Rate/Hr.	Number of Hrs.	Weeks	Total
Teen or Senior Activity Area	\$ 50	1	50	\$ 2,500
Multipurpose Classroom (per section)	\$ 50	4	50	\$ 10,000
Multipurpose Classroom (wknd-4 hrs)	\$ 700	1	24	\$ 16,800
Conference Room	\$ 25	2	50	\$ 2,500
Kitchen	\$ 30	4	50	\$ 6,000
Party Room	\$ 25	2	50	\$ 2,500
Gym (per court)	\$ 50	3	26	\$ 3,900
Group Exercise Studio	\$ 75	2	10	\$ 1,500
Total				\$ 45,700

Grand Junction Community Center Aquatic Programs

These are Representative Programs

Program Calculations - Expenses

Learn to Swim Classes							Contract		Employee		
Summer	\$	13.50	15	8	3	\$	4,860		\$	4,860	
Fall	\$	13.50	9	8	3	\$	2,916		\$	2,916	
Winter/Spring	\$	13.50	9	8	4	\$	3,888		\$	3,888	
Total						\$	11,664				
Water Exercise		Rate/Class	Classes/Wk	Weeks	Total						
Summer	\$	13.50	15	14	\$	2,835	\$	2,835			
Fall	\$	13.50	12	12	\$	1,944	\$	1,944			
Winter/Spring	\$	13.50	12	26	\$	4,212	\$	4,212			
Total						\$	8,991				
Other		Rate/Class	Classes/Wk	Weeks	Total						
Private Lessons	\$	13.50	5	45	\$	3,038		\$	3,038		
Lifeguard Training	\$	25.00	33	0	\$	-	\$	-			
Misc.	\$	20.00	3	50	\$	3,000	\$	3,000			
Total						\$	6,038				
Contract/Other						\$	3,000	\$	3,000		
Grand Total						\$	29,693	\$	14,991	\$	14,702

Program Calculations - Revenues

Learn to Swim		Classes/Week	Fee	Participants	Sessions	Total				
Summer	15	\$	45.00	4	3	\$ 8,100				
Fall	9	\$	45.00	4	3	\$ 4,860				
Winter/Spring	9	\$	45.00	4	4	\$ 6,480				
Private Lessons	5	\$	15.00	1	45	\$ 3,375				
Total						\$ 22,815				
Water Aerobics		Classes/Week	Fee	Participants	Sessions	Total				
Summer	15	\$	5.00	4	14	\$ 4,200				
Fall	12	\$	5.00	4	12	\$ 2,880				
Winter/Spring	12	\$	5.00	4	26	\$ 6,240				
Total						\$ 13,320				
Other		Classes/Week	Fee	Participants	Sessions	Total				
Lifeguard Training	1	\$	100.00	10	0	\$ -				
Misc.	3	\$	10.00	5	50	\$ 7,500				
Total						\$ 7,500				
Contract/Other							\$ 5,000			
Sub-Total							\$ 48,635			
Non-Resident (25% x 25% increase)							\$ -			
Grand Total							\$ 48,635			

Rentals

Revenues	Rate/Hr.	Number of Hrs.	Weeks	Total	
Leisure Pool	\$300	1	20	\$ 6,000.00	
Total				\$ 6,000.00	

General Staff Part Time Hours

Front Desk Supervisor	Days	Time	Total Hours	Employees	Days	Total Hrs. Week
	Mon-Thurs	4:30am-Noon	7.5	0	4	0
		Noon-5pm	5	0	4	0
		5pm-10pm	5	0	4	0
	Fri	4:30-Noon	7.5	0	1	0
		Noon-5pm	5	0	1	0
		5pm-10pm	5	1	1	5
	Saturday	7:30am-2pm	6.5	1	1	6.5
		2pm-8pm	6	1	1	6
	Sunday	7:30am-Noon	4.5	0	1	0
		Noon-8pm	8	1	1	8
Total						25.5

Front Desk Cashier	Days	Time	Total Hours	Employees	Days	Total Hrs. Week
	Mon-Thurs	4:30am-Noon	7.5	1	4	30
		Noon-5pm	5	1	4	20
		5pm-10pm	5	2	4	40
	Fri	4:30am-Noon	7.5	1	1	7.5
		Noon-5pm	5	1	1	5
		5pm-10pm	5	2	1	10
	Saturday	7:30am-2pm	6.5	2	1	13
		2pm-8pm	6	2	1	12
	Sunday	7:30am-Noon	4.5	0	1	0
		Noon-8pm	8	2	1	16
Total						153.5

Fitness Floor Supervisor	Days	Time	Total Hours	Employees	Days	Total Hrs. Week
	Mon-Thurs	5am-Noon	7	1	4	28
		Noon-5pm	5	1	4	20
		5pm-10pm	5	1	4	20
	Fri	5am-Noon	7	1	1	7
		Noon-5pm	5	1	1	5
		5pm-10pm	5	1	1	5
	Saturday	8am-2pm	6	1	1	6
		2pm-8pm	6	1	1	6
	Sunday	8am-Noon	4	0	1	0
		Noon-8pm	8	1	1	8
Total						105

Child Watch Supervisor	Days	Time	Total Hours	Employees	Days	Total Hrs. Week
	Mon-Fri	8am-1pm	5	1	5	25
		4pm-8pm	4	1	5	20
	Saturday	10am-4pm	6	1	1	6
Total						51

Child Watch Attendant	Days	Time	Total Hours	Employees	Days	Total Hrs. Week
	Mon-Fri	8am-1pm	5	2	5	50
		4pm-8pm	4	2	5	40
	Saturday	10am-4pm	6	2	1	12
Total						102

Teen Activity Attendant	Days	Time	Total Hours	Employees	Days	Total Hrs. Week
	Mon-Fri	8am-3pm	6	0	5	0
		3pm-8pm	5	1	5	25
	Saturday	7am-1pm	6	0	1	0
		1pm-7pm	6	1	1	6
	Sunday	8am-Noon	4	0	1	0
		Noon-8pm	8	1	1	8
Total						39

Gym Attendant	Days	Time	Total Hours	Employees	Days	Total Hrs. Week
26 weeks	Mon-Thurs	3pm-6pm	3	1	4	12
		6pm-9pm	3	1	4	12
	Fri	3pm-6pm	3	1	1	3
		6pm-9pm	3	1	1	3
	Saturday	Noon-7pm	7	1	1	7
	Sunday	Noon-8pm	8	1	1	8
	Total					45

Custodian/Building Attendant	Days	Time	Total Hours	Employees	Days	Total Hrs. Week
	Mon-Thurs.	8am-1pm	5	0	4	0
		1pm-9pm	8	1	4	32
	Fri	8am-1pm	5	1	1	5
		1pm-9pm	8	1	1	8
	Saturday	8am-1pm	5	1	1	5
		1pm-8pm	7	1	1	7
	Sunday	8am-Noon	4	1	1	4
		Noon-8pm	8	1	1	8
	Total					

Aquatic Staff Part time Hours

Head Lifeguard-School	Days	Time	Total Hours	Employees	Days	Total Hrs. Week
37 weeks	Mon-Thurs	4:30am-8am	3.5	1	4	14
		8am-Noon	4	1	4	16
		Noon-3pm	3	0	4	0
		3pm-6pm	3	0	4	0
		6pm-9pm	3	0	4	0
	Fri	9pm-10pm	1	0	4	0
		4:30am-8am	3.5	1	1	3.5
		8am-Noon	4	1	1	4
		Noon-3pm	3	0	1	0
		3pm-6pm	3	0	1	0
	Saturday	6pm-10pm	4	0	1	0
		7:30am-Noon	6.5	0	1	0
		Noon-6pm	6	0	1	0
	Sunday	6pm-8pm	2	0	1	0
		7:30am-Noon	4.5	0	1	0
Noon-8pm		8	0	1	0	
Total						37.5

Head Lifeguard-Summer	Days	Time	Total Hours	Employees	Days	Total Hrs. Week
15 weeks	Mon-Thurs	4:30am-8am	3.5	1	4	14
		8am-Noon	4	1	4	16
		Noon-5pm	5	0	4	0
		5pm-7pm	2	0	4	0
		7pm-9pm	2	0	4	0
	Fri	9pm-10pm	1	0	4	0
		4:30am-8am	3.5	1	1	3.5
		8am-Noon	4	1	1	4
		Noon-5pm	5	0	1	0
		5pm-10pm	5	0	1	0
	Saturday	7:30am-Noon	6.5	0	1	0
		Noon-6pm	6	0	1	0
		6pm-8pm	2	0	1	0
	Sunday	7:30am-Noon	4.5	0	1	0
		Noon-8pm	8	0	1	0
Total						37.5

Total Hours1,950

Average Hours38

Lifeguard-School	Days	Time	Total Hours	Employees	Days	Total Hrs. Week
37 weeks	Mon-Thurs	4:30am-8am	3.5	2	4	28
		8am-Noon	4	2	4	32
		Noon-3pm	3	2	4	24
		3pm-6pm	3	6	4	72
		6pm-9pm	3	7	4	84
	Fri	9pm-10pm	1	3	4	12
		4:30am-8am	3.5	2	1	7
		8am-Noon	4	2	1	8
		Noon-3pm	3	2	1	6
		3pm-6pm	3	6	1	18
	Saturday	6pm-9pm	3	7	1	21
		9pm-10pm	1	3	1	3
		7:30am-Noon	6.5	2	1	13
	Sunday	Noon-6pm	6	7	1	42
		6pm-8pm	2	6	1	12
		7:30am-Noon	4.5	0	1	0
	Noon-8pm	8	7	1	56	
Total						438

Lifeguard-Summer	Days	Time	Total Hours	Employees	Days	Total Hrs. Week
15 weeks	Mon-Thurs	4:30am-8am	3.5	2	4	28
		8am-Noon	4	2	4	32
		Noon-5pm	5	7	4	140
		5pm-7pm	2	6	4	48
		7pm-9pm	2	6	4	48
	Fri	9pm-10pm	1	2	4	8
		4:30am-8am	3.5	2	1	7
		8am-Noon	4	2	1	8
		Noon-5pm	5	7	1	35
		5pm-7pm	2	6	1	12
	Saturday	7pm-9pm	2	6	1	12
		9pm-10pm	1	2	1	2
		7:30am-Noon	6.5	2	1	13
		Noon-6pm	6	7	1	42
		6pm-8pm	2	6	1	12
	Sunday	7:30am-Noon	4.5	0	1	0
Noon-8pm		8	7	1	56	
Total						503

Total Hours23,751

Average Hours457

Partnership Assessment

A significant number of new public community centers now involve some form of partnership with other community organizations and recreation service providers. For partnerships to be effective the following must occur.

- Must actively pursue and sell the benefits of the partnership.
- Weigh the benefits vs. the cost of the partnership.
- Don't compromise on the original vision and mission of the project.
- Establish a shared partnership vision.
- Expect compromises to meet different needs and expectations.
- Clearly define development and operations requirements.

An important step in determining the feasibility of developing a new community center in Grand Junction is to assess the partnership opportunities that exist with organizations.

Through the feasibility and stakeholder meetings portion of the study, a number of organizations and entities were identified as possible partners for the community center. These include:

- Health Care Providers
- School District 51
- Neighboring Communities
- Grand Junction Senior Center
- Colorado Mesa University
- Social Service Providers
- Other Recreation/Fitness Service Providers
- Mesa County
- Community Sports Organizations
- Community Organizations
- Business and Corporate Community
- Retail Sales
- Boys & Girls Club
- Mesa County Public Library
- Grand Valley Sports Commission
- Grand Junction Chamber of Commerce

-
- Local Churches

The following is a general summary of the partnership assessment and recommendations for how to proceed with partnering on a community center.

Specific Project Roles – After reviewing the partnering assessment for each organization, partnerships can be categorized into three possible levels.

Primary or Equity Project Partners – These would be the main partners in the project who have the most interest, the ability to fund, and a willingness to be a part of the development and operation of a facility.

- ***Health Care Providers*** – With the presence of St. Mary’s Hospital & Regional Medical Center and Community Hospital in the community, as well as a variety of other health care service providers and physical therapy clinics, there are numerous opportunities to form a partnership with one or more medical providers. The possible presence of a therapy pool in the center should increase the interest from these entities. It is conceivable that a healthcare provider could help with capital funding for a portion of the facility (therapy pool), lease space, or possibly provide programs and services for the center. Partnerships between public entities and health care providers can be very beneficial for both parties and this should be strongly pursued in the future.
- ***Mesa County*** – The role of the County in a community center project could involve some capital and/or operations funding. This type of facility will improve the quality of life for not only City of Grand Junction residents but also people that live in the County. It should be expected that at minimum Mesa County would endorse the project and publicly support its development.
- ***Neighboring Communities*** – The Town of Palisade (and even unincorporated Clifton) could be potential partners in the center. This could include “buying down” the fees charged for use to resident status or some other operational commitment. It is highly likely that residents of both communities will be strong users of a new community center in Grand Junction regardless if a partnership is established.
- ***Retail Sales*** – It may be possible to integrate some local retail services into the community center. This could come in the area of a small drink/food service operation and/or a small area to sell sports, recreation and fitness goods. The center should either lease space in the building for these purposes or take a percentage of any goods that are sold. The location of the center will ultimately determine the value and demand for these types of services. A site that is located in the core area of the community will have a stronger market for these types of services.

While there are several opportunities to have an equity partner for the community center none of the entities noted above has expressed strong interest at this time.

Secondary Project Partners – These organizations could have a direct interest in a Grand Junction Community Center project but not to the same level as a primary partner. Capital funding for the project is unlikely but there could be some assistance with program and service delivery.

- *School District 51* – The school district’s role in the project would be limited but they may be interested in utilizing gym space and using the pool for some year-end parties, etc. It is highly unlikely that there would be any capital contribution for construction or funding for operations (beyond possible fees for center use).
- *Grand Junction Senior Recreation Center* – It is anticipated that members of the Grand Junction Senior Recreation Center will be strong users of a new community center and senior services should be coordinated with the center. While there is little expectation for financial assistance in developing or operating the center, the senior center will have an impact on how the new center is utilized by seniors.
- *Colorado Mesa University* – The University is the other primary public provider of recreation and fitness services in Grand Junction. Working with the staff at the Hamilton Recreation Center to match up programs and services for the public should be strongly encouraged.
- *Boys & Girls Club* – The Club could be approached about partnering with the center to bring more services for youth to the facility. Determining the proper role and how that fits with parks and recreation will be the key.
- *Mesa County Public Library* – The Library provides a variety of services for youth, teens and other segments of the community that go beyond basic library services. The Community Center should work with the library staff to see where cooperative efforts can be developed.
- *Social Service Providers* – Broadening services to include some social services to center users (especially teens and seniors) should be encouraged. There are a number of local providers in the Grand Junction area that maybe able to provide some of these services. This includes Hilltop, STRiVE, and other similar non-profit providers.
- *Other Recreation/Fitness Service Providers* – In an effort to offer a wide variety of programs and services, partnering with select outside recreation providers is encouraged. These services should be offered on a contract basis with a split of gross revenues at a rate

of 70% for the vendor and 30% for the center. These other providers could include the private fitness providers and other individuals and organizations.

- *Grand Valley Sports Commission* – The Commission should be utilized to help attract and promote sports events and activities that will bring teams and users from outside of the Grand Valley.

The key factor with the secondary partners is to determine what programs and services are most appropriate for this delivery method realizing that there is the potential for overlapping services.

Support Partners – These organizations should support the development of a new community center but would see limited to no direct involvement in the development or operation of the facility.

- *Community Sports Organizations* – Local sports organizations could be primary users of a new community center if the amenities that they need are available (gymnasiums, etc.) and support their activities. It should be expected that these groups would be strong supporters of a center and would pay for their use of the facility.
- *Community Organizations* – Developing working relationships with community organizations and service clubs could provide much needed support for the project as well as generate possible users of the facility.
- *Grand Junction Chamber of Commerce* - The Chamber should be a strong proponent for the project and the benefits that it can provide to local businesses and the community in general. It is recognized that there could be some concern expressed by other private fitness facilities and providers in the area and that this could impact the Chamber's position.
- *Outdoor Recreation Industry* – Grand Junction and the immediate surrounding area has become somewhat of an anchor for the outdoor recreation industry. Receiving the backing and support from these businesses would be beneficial.
- *Business and Corporate Community* – It is important to approach the corporate community with a variety of sponsorship opportunities to enhance the revenue prospects of the center.
- *Churches* – Gaining the support and backing of the many churches in Grand Junction should be pursued.

Support partners would have a limited impact on the development and operation of a Grand Junction Community Center, but their involvement in the process should still be a priority to build

Partnership Analysis

Grand Junction, CO

overall awareness of the project and help promote their use. As possible on-going users of the facility they could provide a solid revenue stream for the amenities.

As a new community center becomes closer to reality, the opportunities for partnering will increase. A well written partnership agreement will need to be drafted between any organizations involved in the project. The agreement should clearly outline the capital funding requirements, project ownership, priorities of use/pricing, operating structure, facility maintenance and long-term capital funding plan. These agreements must be approved prior to committing to begin design or construction of the center.

SECTION 08 APPENDICES

APPENDIX A - COMMUNITY CENTER 101 PRESENTATION

GRAND JUNCTION **COMMUNITY RECREATION** **FEASIBILITY STUDY**

POTENTIAL PROGRAM COMPONENTS



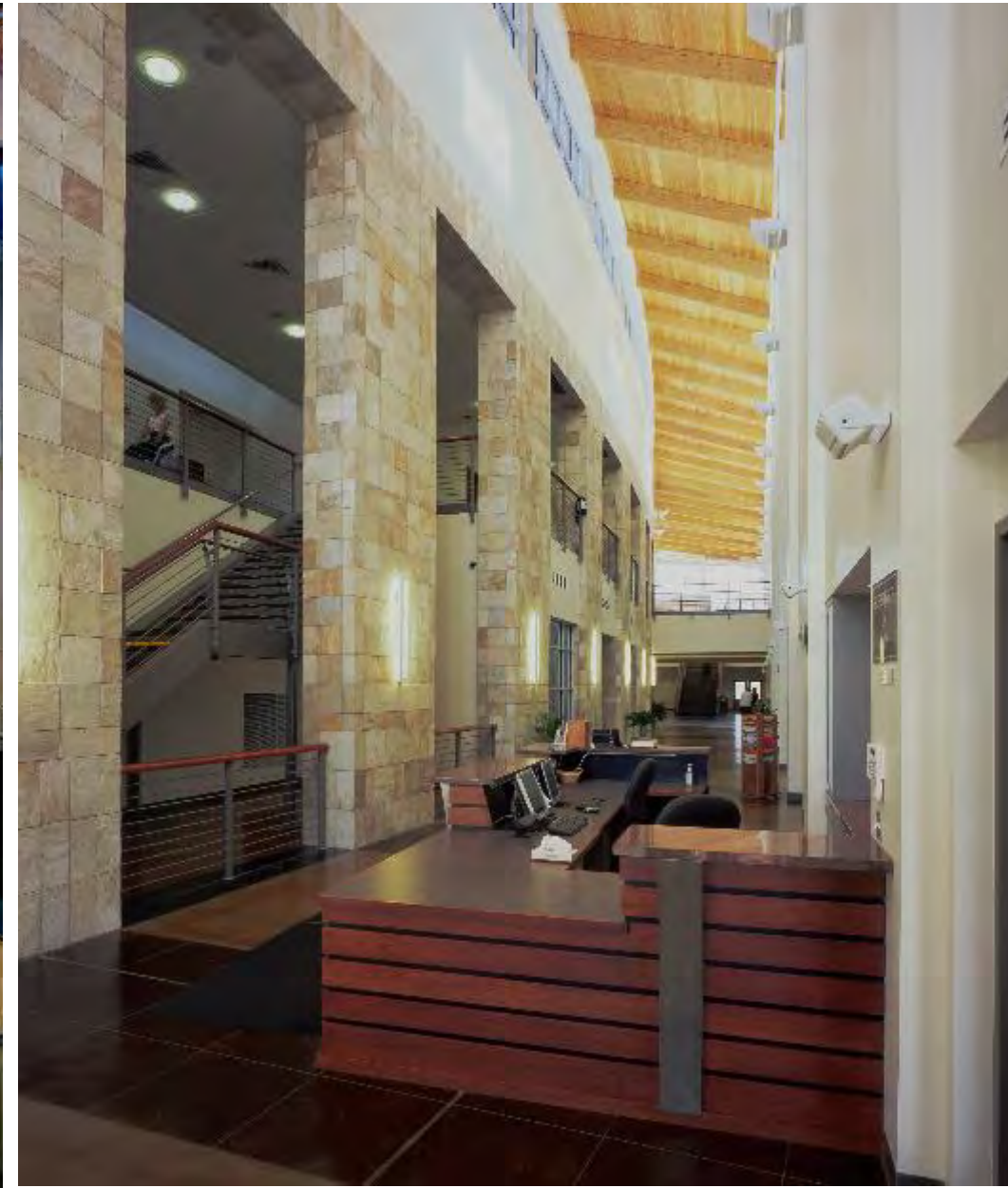
LOBBY AND LOUNGE

POTENTIAL PROGRAM COMPONENTS



LOBBY AND LOUNGE

POTENTIAL PROGRAM COMPONENTS



LOBBY AND LOUNGE

POTENTIAL PROGRAM COMPONENTS



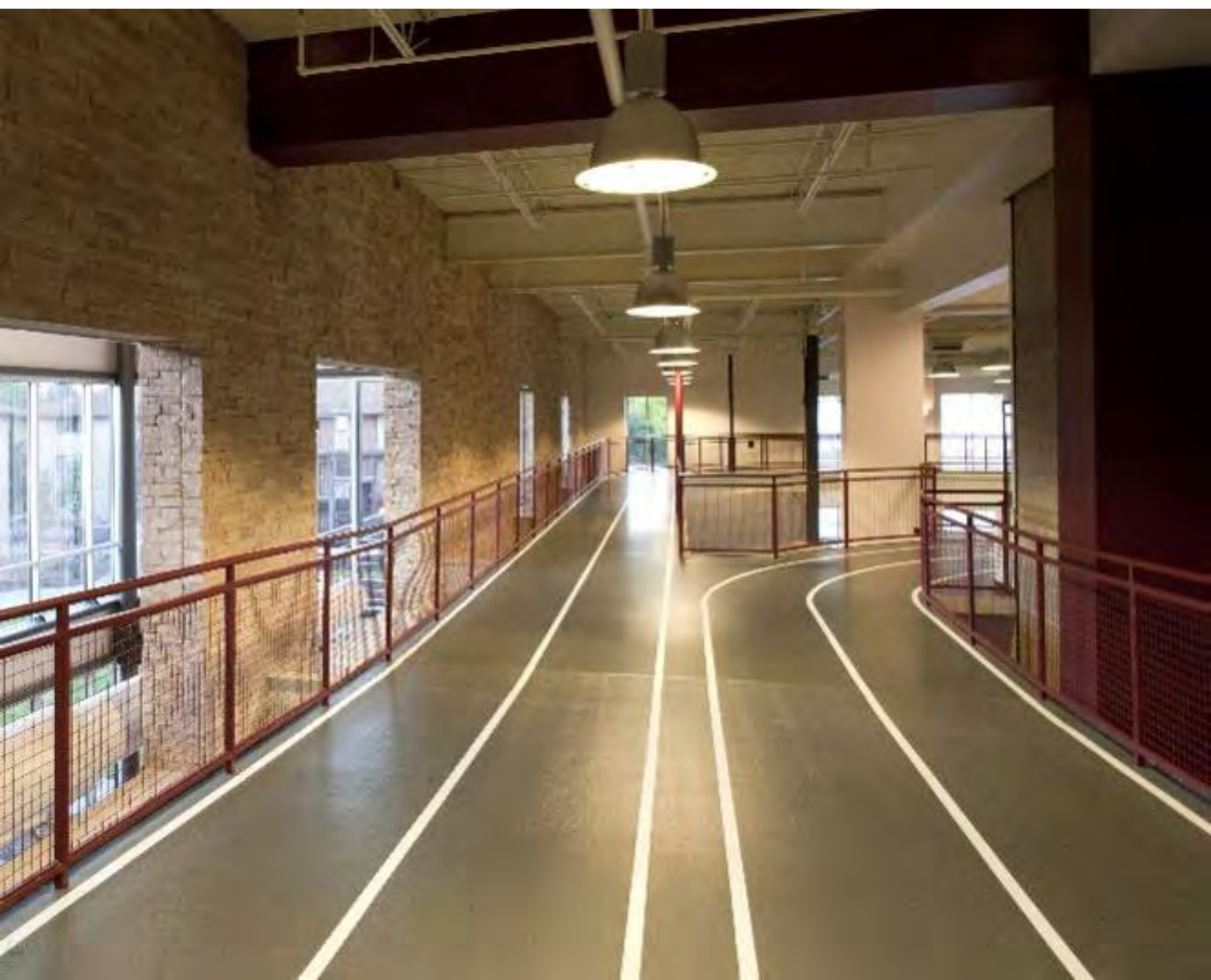
TRADITIONAL GYMS

POTENTIAL PROGRAM COMPONENTS



TRADITIONAL GYMS

POTENTIAL PROGRAM COMPONENTS



INDOOR WALKING/JOGGING

POTENTIAL PROGRAM COMPONENTS



MULTI-ACTIVITY COURT (MAC) GYM

POTENTIAL PROGRAM COMPONENTS



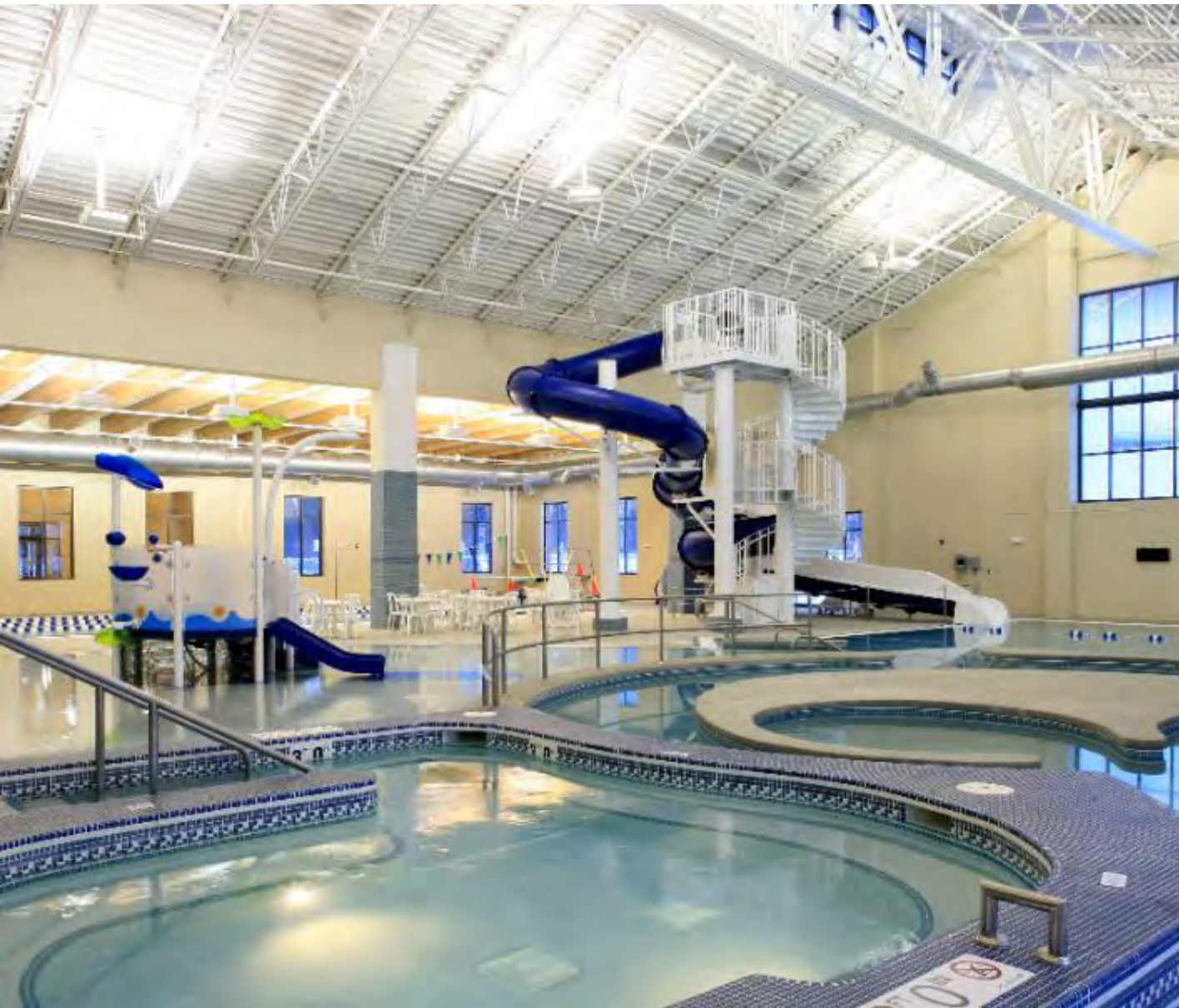
INDOOR TURF

POTENTIAL PROGRAM COMPONENTS



SPORT SIMULATORS

POTENTIAL PROGRAM COMPONENTS



LEISURE AQUATICS

POTENTIAL PROGRAM COMPONENTS



LEISURE AQUATICS

POTENTIAL PROGRAM COMPONENTS



COMPETITIVE AQUATICS

POTENTIAL PROGRAM COMPONENTS



COMBINED AQUATICS

POTENTIAL PROGRAM COMPONENTS



PROGRAM AQUATICS

POTENTIAL PROGRAM COMPONENTS



CARDIO FITNESS

POTENTIAL PROGRAM COMPONENTS



STRENGTH FITNESS

POTENTIAL PROGRAM COMPONENTS



FUNCTIONAL TRAINING

POTENTIAL PROGRAM COMPONENTS



FUNCTIONAL TRAINING

POTENTIAL PROGRAM COMPONENTS



TRADITIONAL GROUP FITNESS

POTENTIAL PROGRAM COMPONENTS



OTHER GROUP FITNESS

POTENTIAL PROGRAM COMPONENTS



OUTDOOR GROUP FITNESS

POTENTIAL PROGRAM COMPONENTS



Health & Wellness Services

POTENTIAL PROGRAM COMPONENTS



Active Aging/Lifelong Learning

POTENTIAL PROGRAM COMPONENTS



NUTRITION & WELLNESS

POTENTIAL PROGRAM COMPONENTS



PRESCHOOL AND CHILDWATCH AREAS

POTENTIAL PROGRAM COMPONENTS



COMMUNITY ROOMS

POTENTIAL PROGRAM COMPONENTS



MEETING & LOUNGE SPACE

POTENTIAL PROGRAM COMPONENTS



LOCKER ROOMS

POTENTIAL PROGRAM COMPONENTS



LOCKER ROOMS



COMMUNITY PLACEMAKING



















Fieldhouse







APPENDIX B - STAKEHOLDER MEETING HANDOUT

Grand Junction Community Recreation Center Stakeholder Meetings

Project process + information:

With the support of PLACE (People for Local Activities and Community Enrichment), the City issued an RFP for design services for a new Community Recreation Center. Perkins+Will was chosen to conduct the feasibility study which will include the following elements and activities:

- Conduct open houses to define the project vision
- Create a market analysis to include costs for operations
- Analyze multiple proposed sites for the new center
- Design a conceptual site master plan and building design
- Prepare a cost estimate for the project

Timeline and next steps:

- Meetings with various stakeholders and partner agencies (ongoing)
- Site analysis and selection of a proposed site (February - March)
- Preliminary programming and cost estimates (February - March)
- Conduct a statistically valid citizen survey (March)
- Conceptual Design (March - May)
- Host additional public meetings (March - June)
- Final feasibility report / presentation (June)

Project Key Contacts

Rob Schoeber, Parks and Recreation Director, robsc@gjcity.org

Traci Wieland, Recreation Supervisor, traciw@gjcity.org

Kimberly Langston, PLACE, klangstonpr@gmail.com

Andreya Krieves, PLACE, andreyakrieves@gmail.com

Hillary Andren-Wise, Perkins+Will, Hillary.Andren-Wise@perkinswill.com

Initial Questions

1. What excites you most about the project?
2. What are your greatest concerns?
3. What activities do you think would have the broadest community appeal?
4. What are some programs/activities that are not in effect because of lack of facilities?
5. If appropriate facilities were available, would you anticipate your organization growing?
6. Please use the back of this handout for additional comments. Thank you!



APPENDIX C - FAQ BOARD

FAQs

Project information:

With the support of PLACE (People for Local Activities and Community Enrichment), the City issued an RFP for design services for a new Community Recreation Center. Perkins+Will was chosen to conduct the feasibility study which will include the following elements and activities:

- Conduct open houses to define the project vision
- Create a market analysis to include costs for operations
- Analyze multiple proposed sites for the new center
- Design a conceptual site master plan and building design
- Prepare a cost estimate for the project

Timeline and next steps:

- Meetings with various stakeholders and partner agencies (ongoing)
- Site analysis and selection of a proposed site (February - March)
- Conduct a statistically valid citizen survey (March)
- Host additional public meetings (March - June)

Open House Format

There are 5 stations encompassing various program elements and types of spaces in Community Recreation Centers:

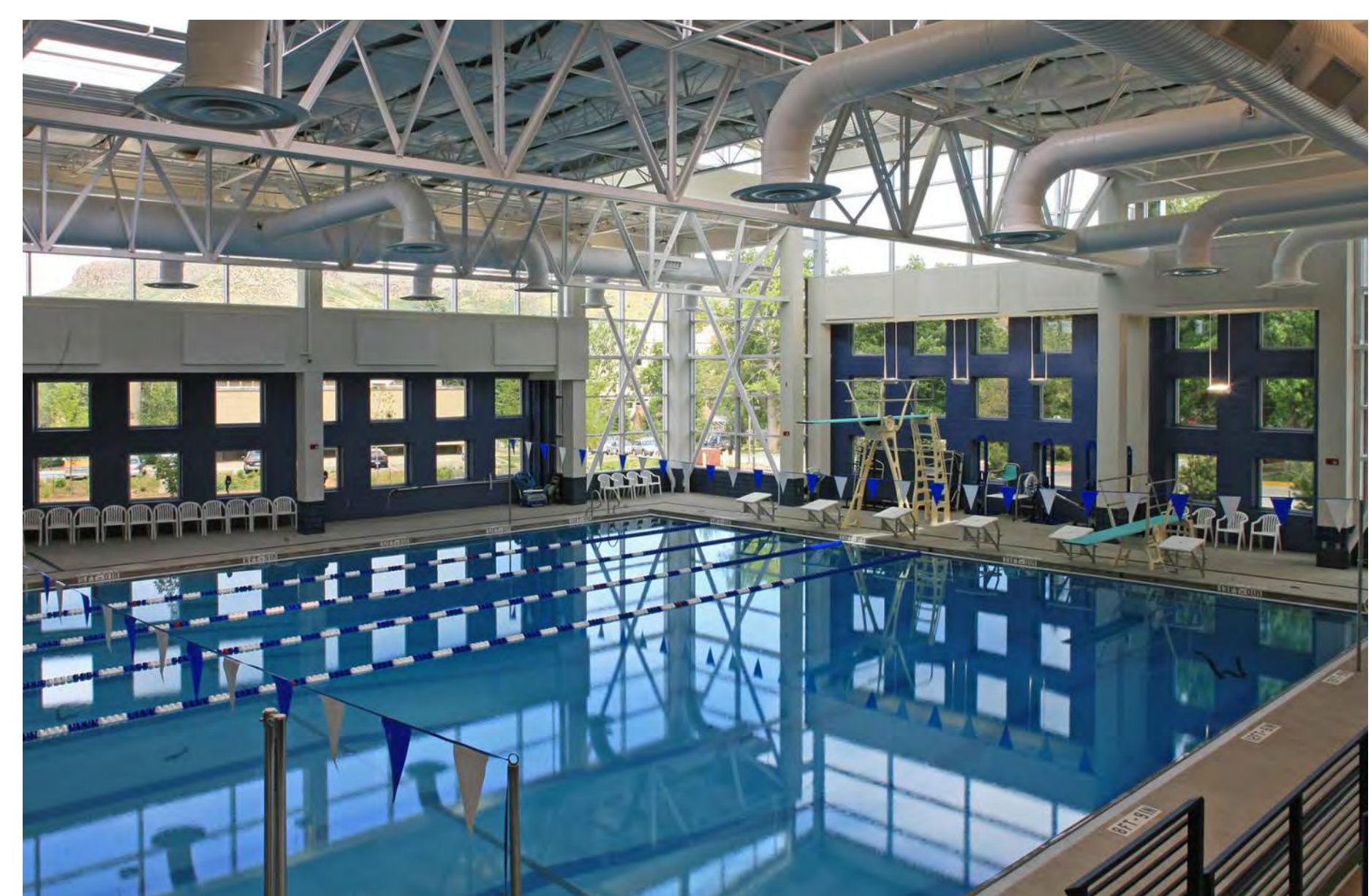
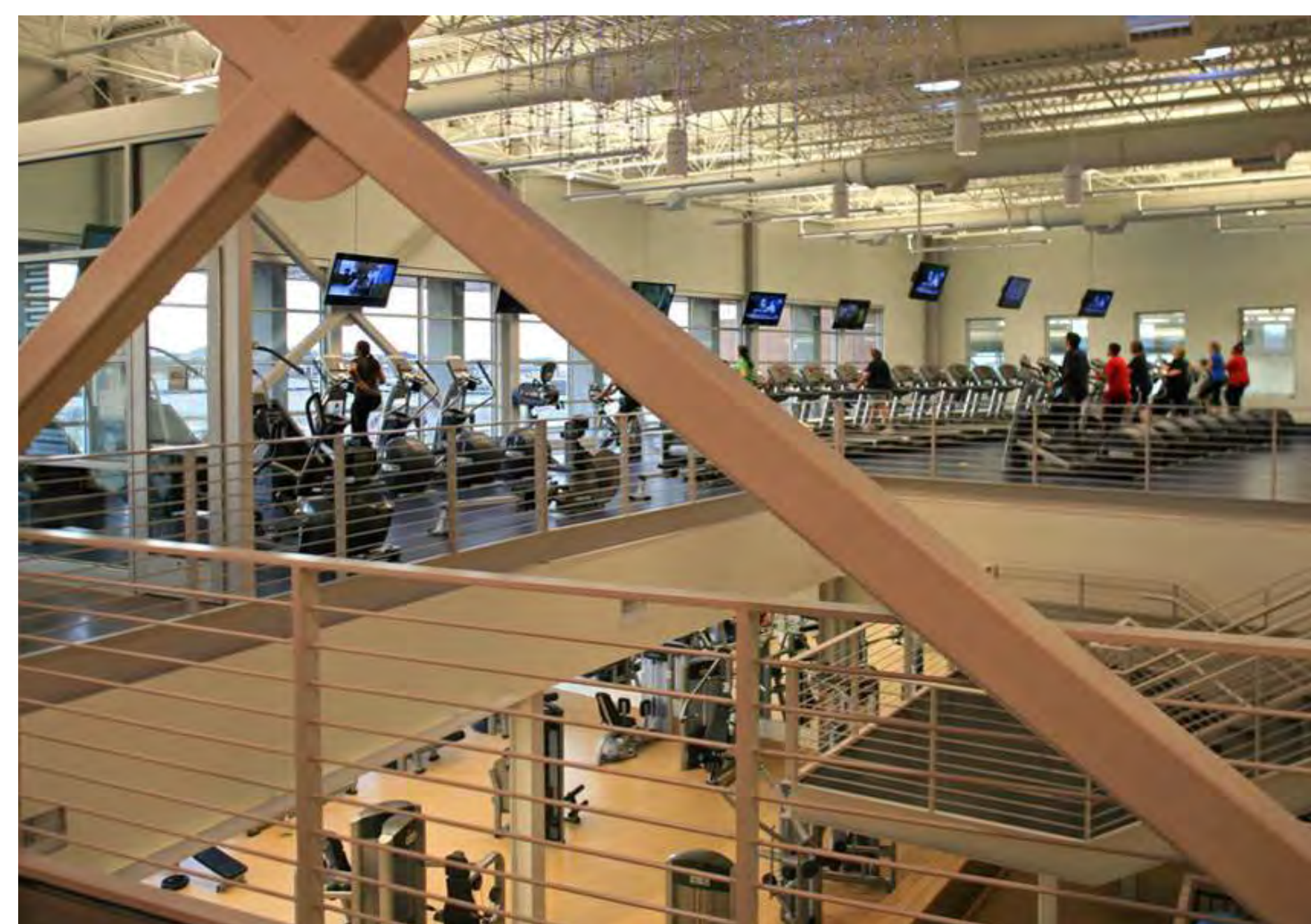
- Health+Wellness
- Recreation
- Competitive+Active Sports
- Programs+Partnerships
- Project+Process

Please visit any and all tables that interest you (we hope they all will!). Our goal is to engage and discuss your vision for the project. Each station will have comment cards as well for your feedback. Updates will be posted on the Parks and Rec website:
<http://www.gjcity.org/parks-and-recreation/>.

To provide additional feedback, please contact Traci Wieland, Recreation Superintendent, at traciw@gjcity.org.

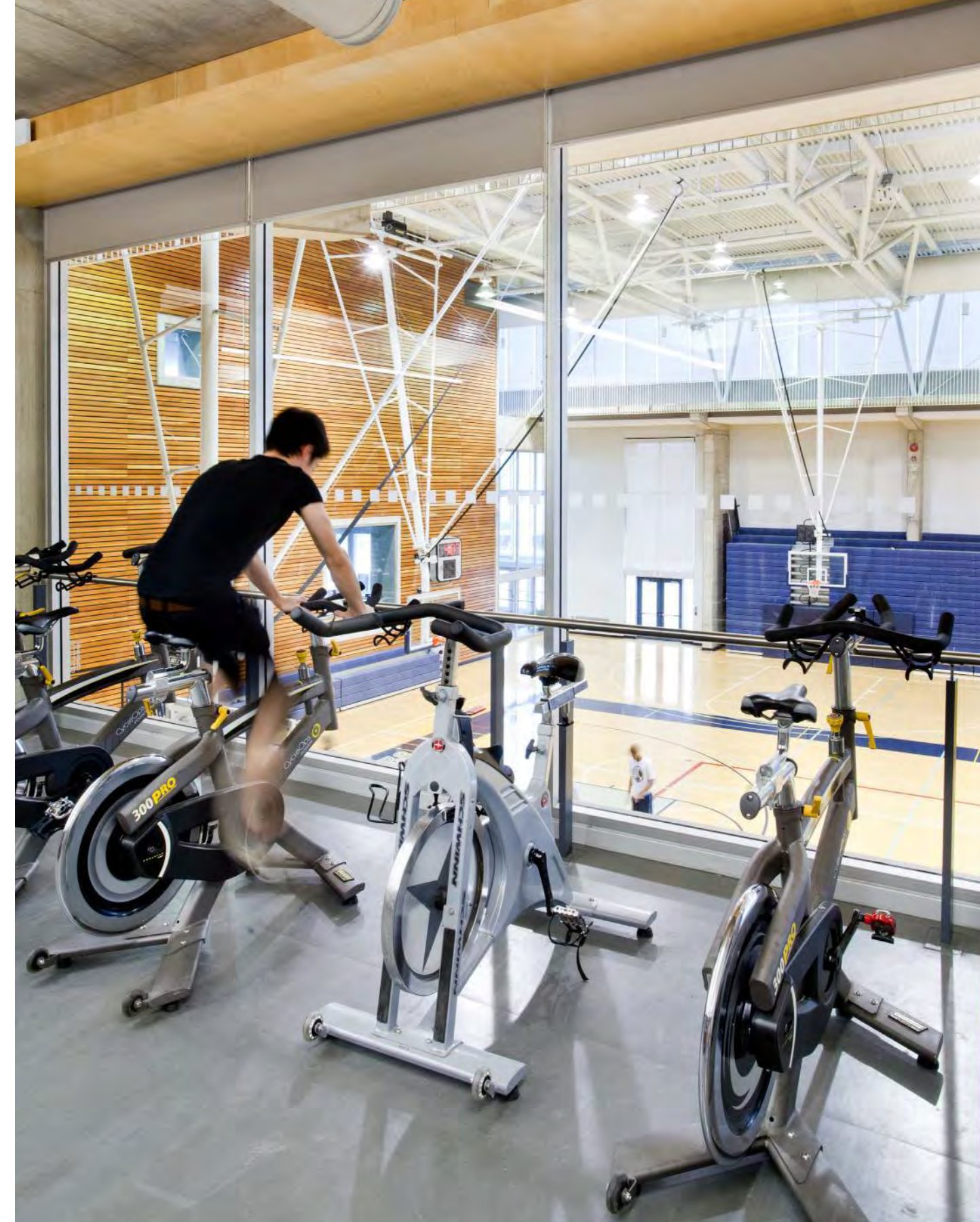
The Project+Process table will also have PLACE sign-up sheets to volunteer during the feasibility study.

Thank you for spending your time with us this evening.
We look forward to seeing you again soon at the next Open House event!



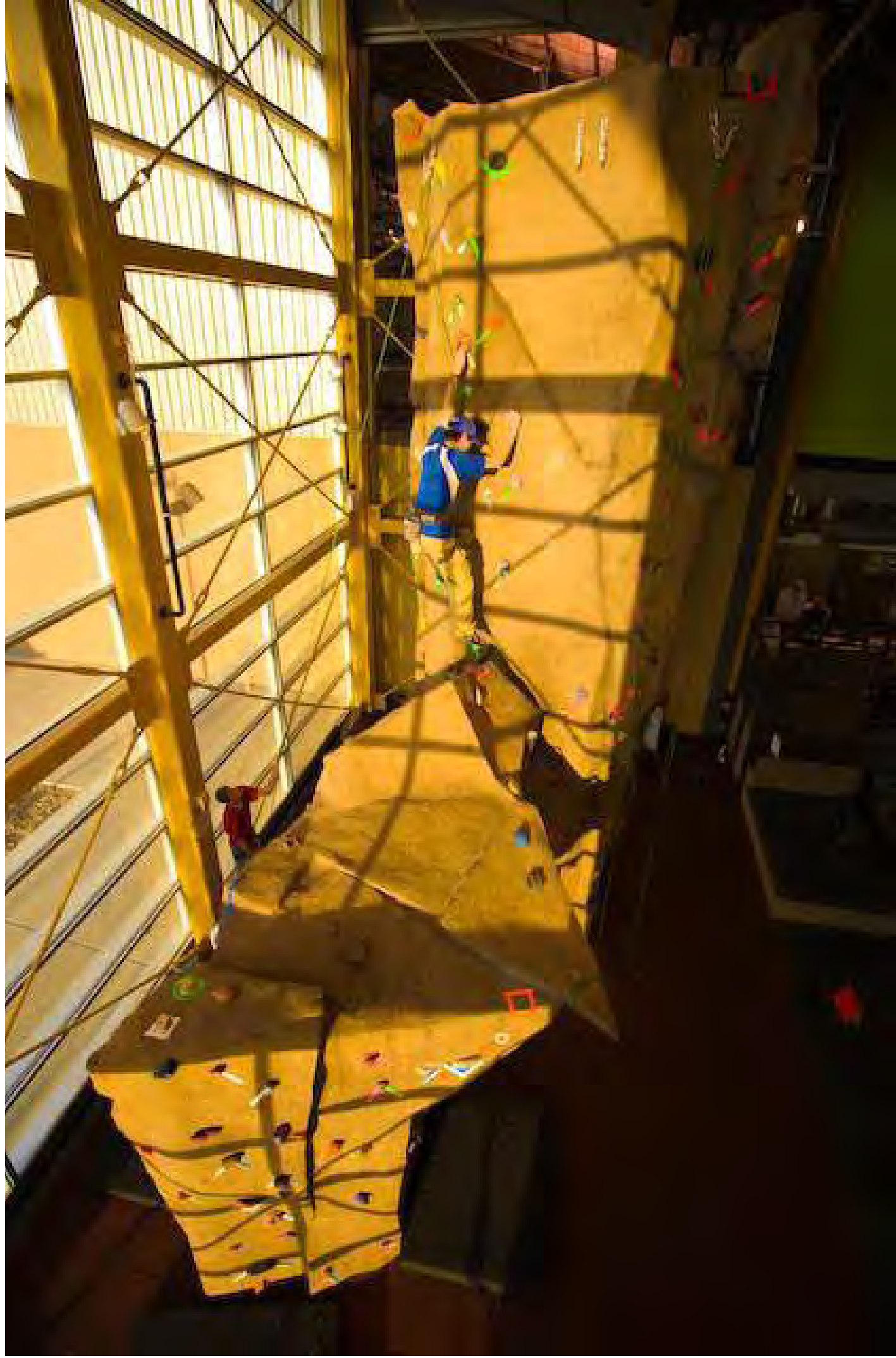
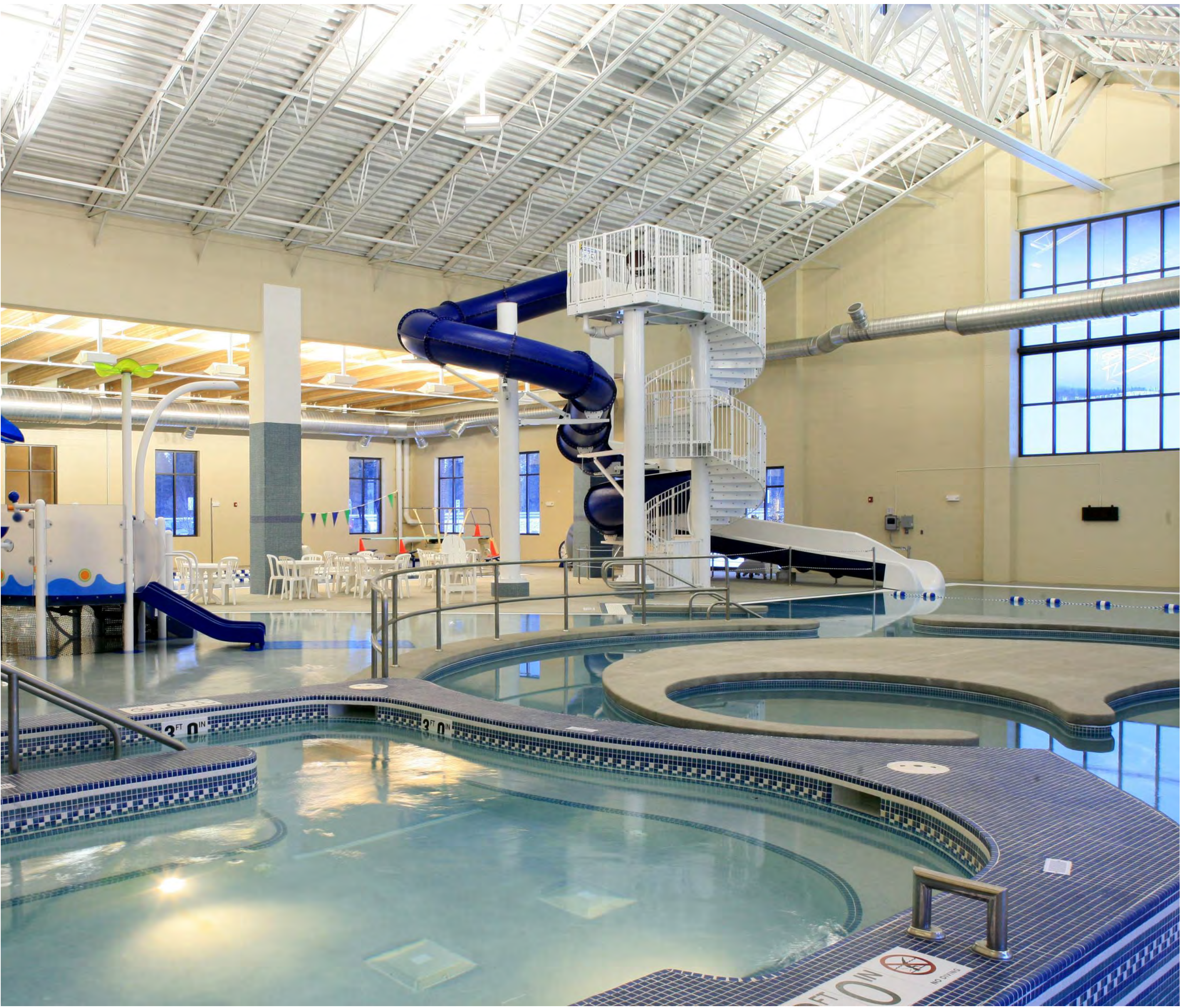
APPENDIX D - OPEN HOUSE BOARDS

HEALTH+WELLNESS





RECREATION





PROGRAMS+PARTNERSHIPS





PROJECT+PROCESS





COMPETITION+ACTIVE SPORTS





APPENDIX E - SURVEY POSTCARD

Tell Us What You Are Thinking!

The City of Grand Junction and PLACE are working with residents to assess their needs and wants in the development of a new Community Center. This survey is an opportunity for YOU to help envision the future and make that vision a reality.

Your participation is valued and appreciated. To take the survey, please:

Go To GJSurvey.org

then login with the password provided to the right **OR**

Request a Paper Version

of the questionnaire at 303-396-1600.

Please respond **within 10 days** of receiving this invitation to be sure your opinions are heard. Your response is confidential and you will not be solicited for any reason by taking the survey. The survey takes approximately 10 minutes to complete.

We encourage you to discuss the survey with other members of your household so answers reflect combined opinions. Go to GJSurvey.org and enter the password above your name and address.

Esta encuesta está relacionada con el futuro de Centro Comunitario de Grand Junction. Para contestarla en Español, ingrese a la siguiente página de internet: GJSurvey.org. Sus respuestas serán completamente confidenciales.



c/o RRC Associates
P.O. Box 17880
Boulder, CO 80308



Presorted
First Class Mail
US Postage
PAID
Denver, CO
Permit #4033

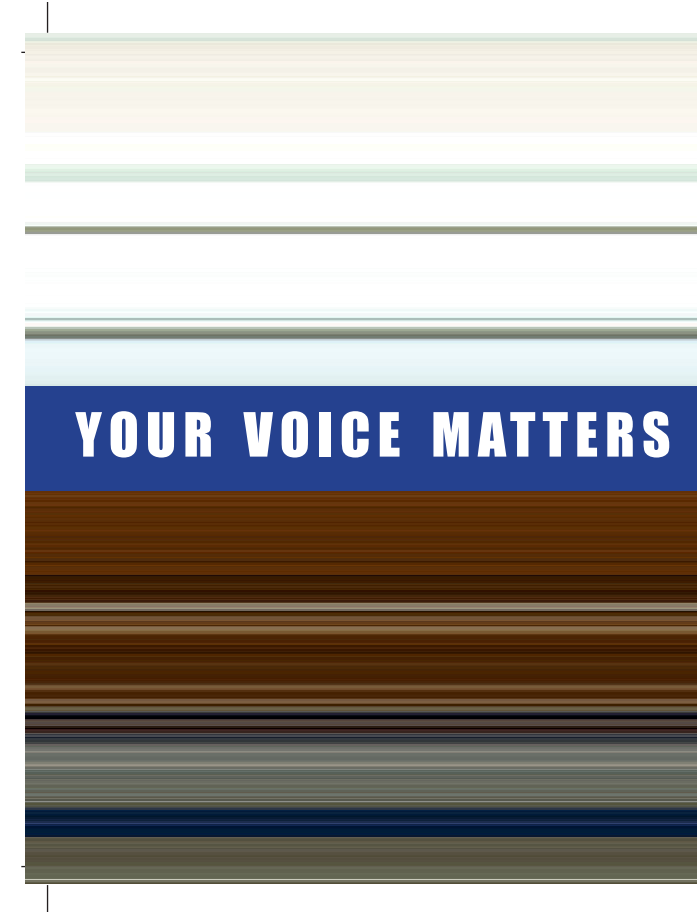
PASSWORD: 91547

*****AUTO**5-DIGIT 81504

David Savoie
Or Current Resident
2925 Bookcliff Ct
Grand Junction CO 81504-5348

T3 P1 393 2253





YOUR VOICE MATTERS

**HELP SHAPE OUR FUTURE
GRAND JUNCTION
COMMUNITY CENTER!**

PLACE (People for Local Activities & Community Enrichment) and Grand Junction Parks and Recreation invite YOU to take part in a ten-minute survey about the site location, amenities, community programming, and funding options for a new Community Center. YOUR opinion counts!

Your response is critical as only a limited number of households were selected at random.

Please participate.

APPENDIX F - FINAL SURVEY



Grand Junction Community Center Study

Your input is the key to developing a Community Center that serves the unique needs of Grand Junction. The overall vision is for this center to provide affordable physical, mental, economic and social health and wellness opportunities for all ages - but how we accomplish that depends on the opinions of those who live in our great community. After gathering initial input through public meetings, focus groups and informal surveys, this survey is designed to test and refine the information learned during the feasibility study thus far.

Please share your thoughts to help create a comprehensive plan for the site location, amenities, community programming, and funding options for a Community Center that best suits the needs and wants of Grand Junction residents. This is your chance to help shape the future of Grand Junction!

Thank you for your participation.

-PLACE (People for Local Activities & Community Enrichment) and Grand Junction Parks and Recreation

Information About You and Your Household

It is very important that we know some details about your household to fully understand your needs. Please remember that this survey is CONFIDENTIAL and results will only be reported in aggregate.

1. What is the ZIP code of your residence?

- | | |
|--------------------------------|---------------------------------------|
| ☐ 81501 | ☐ 81505 |
| ☐ 81503 | ☐ 81506 |
| ☐ 81504 | ☐ 81507 |
| | ☐ Other: _____ |

2. Which of these categories best describes your household?

- | | | |
|--|---|--|
| ☐ Single, no children | ☐ Single with children at home | ☐ Single, children no longer at home (empty nester) |
| ☐ Couple, no children | ☐ Couple with children at home | ☐ Couple, children no longer at home (empty nester) |

3. (If you have children at home) How many of your children are in the following age ranges?

_____ Age 0-5
_____ Age 6-12
_____ Age 13-18

4. What is your age?

- | | |
|-----------------------------------|-------------------------------------|
| ☐ Under 25 | ☐ 55 – 64 |
| ☐ 25 – 34 | ☐ 65 – 74 |
| ☐ 35 – 44 | ☐ 75 or over |
| ☐ 45 – 54 | |

5. Including yourself, how many people in total typically live in your household? _____

6. How long have you lived in the City of Grand Junction?

_____ Years **OR** ☐ Check here if less than a year

How well are current indoor community/recreation facilities meeting your household's needs?

7. In general, which types of facilities are your household currently using as places to gather or for recreation? And which types of facilities are most important to your household? (CHECK ALL THAT APPLY IN EACH COLUMN)

My household currently utilizes this	This type of facility is very important to my household	
☐	☐	School facilities
☐	☐	Colorado Mesa University
☐	☐	City of Grand Junction facilities (Orchard Mesa Pool, Senior Center, Lincoln Park, etc.)
☐	☐	Fruita Community Center
☐	☐	Facilities at religious institutions/churches (gathering places, gym, recreation equipment, etc.)
☐	☐	Private clubs (golf, fitness, tennis, etc.)
☐	☐	Businesses providing community/ event spaces, etc.
☐	☐	Other (please describe): _____

Do you have any comments on your response? _____

IF YOU USE THE FRUITA COMMUNITY CENTER, ANSWER Q. 8 & 9

8. How frequently have you or do you use the Fruita Community Center?

- ☐ One to 3 times per year
☐ 4 to 6 times per year
☐ 7 to 12 times per year
☐ More than 12 times per year

9. Which amenities do you most frequently use in the Fruita Community Center?

10. Do you and/or members of your household belong to any private health clubs/fitness/golf facilities? (SELECT ONE IN EACH COLUMN)

MYSELF	SPOUSE/ OTHER ADULT	CHILDREN
☐ Yes	☐ Yes	☐ Yes
☐ No	☐ No	☐ No

11. (If answered "yes" for you and/or any of your household members above) What recreational or fitness activities do you and your household participate in most frequently at your private club facilities? Check all that apply.

- | | |
|--|---------------------------------------|
| ☐ Cardio/weights | ☐ Pool |
| ☐ Childcare | ☐ Racquetball |
| ☐ Fitness/wellness/yoga classes | ☐ Socializing |
| ☐ Golf | ☐ Other: _____ |

12. Are you using local recreation facilities as frequently as you would like?

- ☐ Yes (SKIP TO Q.14)
 ☐ No

13. If you aren't using the local facilities as frequently as you would like, why not? (CHECK ALL THAT APPLY)

- | | |
|--|--|
| ☐ Cost/user fees | ☐ Crowding/not enough space (such as: _____) |
| ☐ Not aware of the programs/facilities offered | ☐ Too far away/accessibility (explain: _____) |
| ☐ Don't have the programs I want (such as: _____) | ☐ Hours of operation |
| ☐ Quality, variety, and quantity of equipment | ☐ Other: _____ |
| ☐ Lack of facilities and amenities (such as: _____) | |

Do you have any comments on your response? _____

14. In your opinion, how important is it to develop a new community center in the Grand Junction area?

- ☐ Very important
☐ Somewhat important
☐ Neutral/no opinion
☐ Very low importance
☐ Not at all important – I don't feel that any additional community or recreation facilities are needed for my family or the community (SKIP TO Q. 22)

15. Thinking about the types of facilities found in community/recreation centers, how important are these facilities to the Grand Junction community? Please rate using a scale of 1 to 5, where 1 means "not at all important" and 5 means "extremely important".

	NOT AT ALL IMPORTANT				VERY IMPORTANT	Don't Know
	1	2	3	4	5	X
Multipurpose rooms/spaces for activities/meetings	☐	☐	☐	☐	☐	☐
Youth activity spaces (indoor playground, classroom areas, childcare areas, etc.)	☐	☐	☐	☐	☐	☐
Recreational swimming (splash pool, "lazy river", etc.)	☐	☐	☐	☐	☐	☐
Senior recreation and gathering places	☐	☐	☐	☐	☐	☐
Lap swimming	☐	☐	☐	☐	☐	☐
Fitness spaces for personal workouts and group exercise (strength training, aerobics, dance, yoga, etc.)	☐	☐	☐	☐	☐	☐
Recreation/sports facilities (basketball, volleyball, pickleball, racquetball, climbing wall, etc.)	☐	☐	☐	☐	☐	☐
Teen center/game area	☐	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐	☐

Are there other amenities or facilities that you would like to have considered for inclusion in the community center?

16. And now we're going to ask you whether your household's needs for these facilities are currently being met. Please mark "yes" or "no" below. If you do not use these types of facilities check "not applicable" (N/A).

	Are your household's needs currently being met?		
	Yes	No	N/A
Multipurpose rooms/spaces for activities/meetings	☐	☐	☐
Youth activity spaces (indoor playground, classroom areas, drop-in childcare areas, etc.)	☐	☐	☐
Recreational swimming (splash pool, "lazy river", etc.)	☐	☐	☐
Senior recreation and gathering places	☐	☐	☐
Lap swimming	☐	☐	☐
Fitness spaces for personal workouts and group exercise (strength training, aerobics, dance, yoga, etc.)	☐	☐	☐
Recreation/sports facilities (basketball, volleyball, pickleball, racquetball, climbing wall, etc.)	☐	☐	☐
Teen center/game area	☐	☐	☐
Other: _____	☐	☐	☐

Features and activities that your household and the residents of Grand Junction would like to have in a Community Center

Core Community Center Facility

Our goal is for a Community Center to provide physical, mental, economic and social health and wellness opportunities for all ages - but how we accomplish that depends on the opinions of those who live in Grand Junction. Recognizing that the envisioned Center will have substantial costs for construction and ongoing operation, we would like your help in prioritizing some of the tradeoffs that have been identified.

The basic or “core” facility as envisioned might contain the facilities described below:

1. Community spaces including large classrooms, gathering/activity spaces for seniors and teens, a demonstration/teaching kitchen, and outdoor patios
2. A natatorium (i.e., swimming pool space) that includes a warm water leisure pool with a beach-like entry, shallow play areas, a “lazy river”, a spa, and 3 lanes for lap swimming; plus two on-deck party rooms
3. A four-court gymnasium (basketball, volleyball, pickleball, etc.) with elevated 3-lane walking/jogging track
4. Two racquetball courts
5. A fitness center with assorted types of equipment, open stretching/exercising areas, and one group exercise studio
6. And support spaces including child watch, locker rooms (both general and family-oriented), staff offices, and lobby spaces

17. Which two spaces/amenities would be most important to your household?

_____ # _____

18. And which two spaces/amenities would be most important to the Grand Junction community as a whole?

_____ # _____

Do you have any comments on the core components of the proposed community center? _____

Based on discussions to-date, there are four sites (listed below) that could potentially accommodate a community center. Additionally, the City is in discussion with the School District about continued operations and improvements of some of the facilities at Orchard Mesa Middle School (pool, gym, etc.).

- 1. Downtown (no specific site has been selected)
- 2. Lincoln Park (12th Street and North Avenue)
- 3. Matchett Park (north of Patterson Rd at approximately 28 ¼ Rd)
- 4. The 24 Road Corridor (no specific site has been selected)
- 5. Other site locations you would like to see considered: _____

19. Please select your first and second choices for the location of a new community center.
(INSERT NUMBERS FROM THE LIST ABOVE).

Top choice: # _____ Second choice: # _____

Do you have any comments on your top two choices? _____

20. After reviewing this list of proposed site locations, are there any specific locations that you would not be in favor of, and if so, why not?
(Insert number from list above)

_____ In a few words, please explain why: _____

_____ In a few words, please explain why: _____

21. In evaluating a site, please tell us how important it is for the site of a new community center to have space for future development of the following outdoor amenities?

	NOT AT ALL IMPORTANT				VERY IMPORTANT
	1	2	3	4	5
Field sports (soccer, lacrosse, football, etc.)	☐	☐	☐	☐	☐
Playgrounds/shelters	☐	☐	☐	☐	☐
Court sports (basketball, pickleball, volleyball, tennis, etc.)	☐	☐	☐	☐	☐
Trails	☐	☐	☐	☐	☐
Community garden	☐	☐	☐	☐	☐
Outdoor pool/water park/splash pad	☐	☐	☐	☐	☐
Skatepark	☐	☐	☐	☐	☐
Baseball/softball fields	☐	☐	☐	☐	☐

Do you have any specific comments on your responses? _____

On potential funding for a community center:

It is anticipated that a ⅓ cent sales tax increase (which would cost the typical City of Grand Junction household about \$48/year—equal to \$4/month—in added sales tax) would fund construction and annual operations for the core Community Center, as well as the potential renovation/improvements at Orchard Mesa Middle School (pool, gym, etc.). Please note that once in operation, it is anticipated that user fees would be required for some of the amenities at the community center.

22. Which of the following two statements best describes your opinion concerning increasing city taxes to support the “core” community center with the recreation facilities as described?

- ☐ I would likely support a sales tax increase for community and recreation improvements as described and including operations and maintenance of the facilities
- ☐ I would likely not support a sales tax increase as described *(ANSWER THE QUESTIONS IN THE BOX BELOW AND THEN SKIP TO Q. 25)*



Why would you likely not support a sales tax increase for community and recreation improvements as described in the previous question? Check all that apply.

- ☐ The increase in sales tax is more than I can afford
- ☐ Sales tax is not the appropriate funding mechanism
- ☐ I do not support a community center or any potential renovations at Orchard Mesa

Do you have any specific comments on your response? _____

Additional Amenities Packages

23. There are other types of facilities that could also be considered as a part of the Community Center. The following “amenities packages” could be added on to the “core” facility (as previously described) for a cost. Assuming each of the five categories of improvements cost approximately the same amount, please check your top priority to be added to the Community Center.

☐ **ADDITIONAL COMMUNITY SPACES, to include:**

Event/Multipurpose Classrooms (225 banquet seats)
Information Hub (other community-based services)
Expanded Kitchen
Climbing/Bouldering Walls

☐ **ADDITIONAL AQUATICS, to include:**

Additional 4-lane, 25-yard Lap pool natatorium (incl. pool deck, area)
Therapy/exercise natatorium (incl. pool deck, area)
Flowrider Pool Play Feature (an indoor surfing-type experience)

☐ **INDOOR TURF FIELDHOUSE, to include:**

Fieldhouse with bleacher seating (150 seats)

☐ **ADDITIONAL FITNESS SPACES, to include:**

Strength Training (20 total stations)
Circuit Training (32 total stations)
Cardiovascular Training (45 stations)
Stretching/Plyometrics/Cross Training area
Aerobics/Dance Studio (2, 25 persons each)
Racquetball Courts (2 additional)

☐ **OUTDOOR FACILITIES, to include:**

Outdoor Spray Ground (i.e., park with interactive water play features)
Patio, seating, fencing, landscape, shade structures
Multipurpose Turf Fields (2)
Added parking

☐ **Other:**

24. Would you be willing to pay, on average, an additional \$5/year in sales taxes (the estimated cost of a single amenity package for a typical family), to fund your top priority add-on?

- ☐ Yes
☐ No

Do you have any comments on your priorities or the costs of additional facilities that could be added to the Community Center?

Do you have other ideas of how the community center could be funded or accomplished?

About You and Your Household

Just a few more questions about yourself to assist in classifying your responses . . .

25. Please indicate your gender:

- ☐ Male ☐ Female

26. Are you a registered voter in the City of Grand Junction?

- ☐ Yes ☐ No

27. Which of these categories best describes the total gross annual income of your household (before taxes)?

- | | |
|--|--|
| ☐ Under \$25,000 | ☐ \$100,000 – 149,999 |
| ☐ \$25,000 – 49,999 | ☐ \$150,000 – 199,999 |
| ☐ \$50,000 – 74,999 | ☐ \$200,000 – 249,999 |
| ☐ \$75,000 – 99,999 | ☐ \$250,000 or more |

Do you have any additional comments or suggestions that you would like to offer regarding the vision and building program for a community center in Grand Junction?

Thank you for taking the time to share your opinions.
Your input will be of value in helping us evaluate the potential for a Grand Junction Community Center.

APPENDIX G - FINAL CITY COUNCIL PRESENTATION



GRAND JUNCTION COMMUNITY CENTER

City Council Work Session – July 16, 2018

PERKINS+WILL

AGENDA

- 01 /** Public Outreach/Survey
- 02 /** Economic Impact
- 03 /** Minimum Program/O&M
- 04 /** Site Evaluation/Selection
- 05 /** Design Concepts
- 06 /** Potential Program Packages
- 07 /** Debt Financing

PUBLIC OUTREACH/SURVEY

WHAT WE'VE HEARD

- Groups involved
 - Business community
 - Community organizations
 - Social services + healthcare
 - Inclusion agencies
 - User groups



WHAT WE'VE HEARD

- Public meetings

Polling indicates:

- Realistic sample of adult and senior populations; limited representation of families, youth, teen, and young adult populations
- Support is very high: 90%+
- The selected site should offer other recreation-based outdoor amenities
- Aquatics, gyms, and fitness are consistent priorities
- Equal priority given to leisure and lap pools

SURVEY METHODOLOGY

- Two-part survey effort:
 - + Online, invitation-only, statistically valid survey to registered voters
 - 4,500 survey invitations by mail
 - 394 responses received
 - Margin of error +/- 4.9 percentage points
 - Response percentages matched population demographics
 - + Online “open link survey”
 - 2,291 surveys received
- Same content for both surveys
- Parallel results for both surveys

EXISTING FACILITY USAGE

A broad cross-section of the community was represented in the survey results.

EXISTING FACILITY USAGE

Recreation facilities are highly used and considered important.



BASE PROGRAM AMENITIES

Aquatics (84%) and fitness opportunities (84%) were the highest priorities to include, regardless of age.



BASE PROGRAM AMENITIES

Community spaces were also high priorities.

BASE PROGRAM AMENITIES

Youth activity spaces and a teen center were popular program requests.



RELATED AMENITIES

Desired future outdoor amenities: sprayground, pool, playgrounds, shelters, and court sports.



SITE PREFERENCE

Matchett Park was the top choice (56%) for the new community center site.

SUPPORT

88% of the community thinks it's important to develop a community center in the Grand Junction area.

SUPPORT

85% of registered voters support a sales tax increase to fund the community center.



SUPPORT

Near unanimous support (95%) to fund respondents' top priority add-on amenity.

ECONOMIC IMPACT

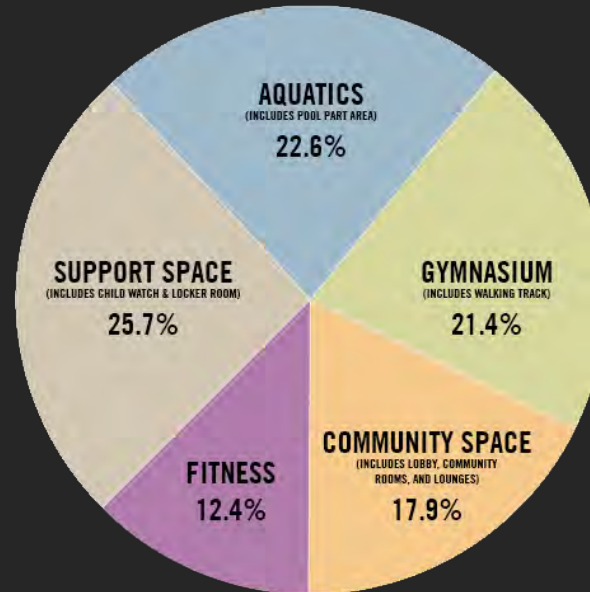
SCENARIO: \$40M CONSTRUCTION COST
MODEL AREAS: MESA COUNTY

- TOTAL EFFECT
 - Employment: 494
 - Labor income: \$22,757,460
 - Value added: \$7,543,659
 - Output: \$61,125,396

MINIMUM PROGRAM/O&M

MINIMUM PROGRAM SUMMARY

- 70,900 gross square feet



WARM WATER LEISURE POOL



- 5,000 sq. ft. leisure pool
- Zero-depth entry
- Play areas



- Lazy river
- Slide
- Spa

COMMUNITY ROOM SPACES



GYMNASIUM + WALKING TRACK



FITNESS



LOBBY + GATHERING SPACES



CHILD WATCH



LOCKER ROOMS



OPERATIONS & MAINTENANCE

REVENUE & EXPENSE POTENTIAL

High Revenue Potential

- Leisure pools
- Weights / cardio
- Aerobics / dance areas
- Gym / track
- Party rooms

Medium Revenue Potential

- Racquetball
- Tenant Space
- Competitive 25-meter pool

Low Revenue Potential

- Senior areas
- Teen lounge
- Child watch
- Kitchen
- Community / meeting rooms
- Bouldering wall

REVENUE & EXPENSE POTENTIAL

High Revenue Potential

- Leisure pools
- Weights / cardio
- Aerobics / dance areas
- Gym / track
- Party rooms

Medium Revenue Potential

- Racquetball
- Tenant space
- Competitive 25-meter pool

Low Revenue Potential

- Senior areas
- Teen lounge
- Child watch
- Kitchen
- Community / meeting rooms
- Bouldering wall

Low Expense Potential

- Racquetball
- Gym / track
- Tenant space

Medium Expense Potential

- Weights / cardio
- Aerobics / dance Areas
- Senior areas
- Party rooms
- Gymnastics areas
- Meeting / Multi-purpose Room

High Expense Potential

- Leisure pools
- Child watch
- Kitchen
- Competitive 25-meter pool

STUDY PARAMETERS

- 2021 – first year of operation
- Results per minimum program amenities
- Considers success of other public/private providers
- Comparable admission fees
- Comparable hours of operation
- Debt service not included

AFFORDABILITY

- Resounding feedback from community
- Include options for those with financial hardships
- Future partnership opportunities

OPERATIONAL BUDGET SUMMARY

Category	Budget Estimate
Expenses	\$2,700,389
Revenues	\$2,041,795
Difference	(\$658,594)
% Cost Recovery	76%

- Based on minimum program of spaces
- Represents the 2nd full-year of operation
- Preliminary estimate based on work in progress

SITE EVALUATION/SELECTION

SITE #1
24 RD
2385 G Rd.

SITE CHARACTERISTICS
• APPROXIMATELY 13.5 ACRES

Potential Site Location



Consideration		SITE #1 2385 G Rd./24 Rd.	
SCORE = 81		Rating	Score
Tier 1: High Priority Criteria (rating x 3 = score)			
	Site Size and Program Accommodation	3	9
	Site Size and Surface Parking	2	6
	Vehicular Access to Site	3	9
	Points of Vehicular Access to Site	1	3
	Impact/Compatibility with Neighboring Uses	3	9
	Pedestrian Access	0	0
	Bicycle Access	3	9
	Link to active and passive outdoor amenities	1	3
	Proximity to Public Transportation	2	6
Tier 2: Moderate Priority Criteria (rating x 2 = score)			
	Land Cost	0	0
	Proximity to residential/population	0	0
	Site Area Facility Expansion Potential	3	6
Tier 3: Lower Priority Criteria (rating x 1 = score)			
	Proximity to other development	1	1
	Site Visibility / Prominence	3	3
	Accessibility of Disadvantaged Community	2	2
	Accessibility for Seniors	2	2
	Accessibility for Youth	1	1
	Proximity to Schools	1	1
	Existing Zoning	3	3
	Site Views	2	2
	Topography	3	3
	Floodplains	1	1
	Wetlands	2	2
Total of all criteria		81	

0.25 MILE	0.5 MILE	1 MILE
0 Population	480 Population	2,141 Population
0 Households	184 Households	885 Households

SITE #2

DOWNTOWN GRAND JUNCTION

630 S. 7TH ST

SITE CHARACTERISTICS

- APPROXIMATELY 5.25 ACRES

 Potential Site Location



Consideration		SITE #2 Downtown Grand Junction	
SCORE = 82		Rating	Score
Tier 1: High Priority Criteria (rating x 3 = score)			
	Site Size and Program Accommodation	1	3
	Site Size and Surface Parking	1	3
	Vehicular Access to Site	3	9
	Points of Vehicular Access to Site	1	3
	Impact/Compatibility with Neighboring Uses	3	9
	Pedestrian Access	3	9
	Bicycle Access	3	9
	Link to active and passive outdoor amenities	1	3
	Proximity to Public Transportation	1	3
Tier 2: Moderate Priority Criteria (rating x 2 = score)			
	Land Cost	0	0
	Proximity to residential/population	2	4
	Site Area Facility Expansion Potential	1	2
Tier 3: Lower Priority Criteria (rating x 1 = score)			
	Proximity to other development	3	3
	Site Visibility / Prominence	3	3
	Accessibility of Disadvantaged Community	3	3
	Accessibility for Seniors	2	2
	Accessibility for Youth	1	1
	Proximity to Schools	1	1
	Existing Zoning	3	3
	Site Views	0	0
	Topography	3	3
	Floodplains	3	3
	Wetlands	3	3
Total of all criteria			82

0.25 MILE



492 Population



25 Households

0.5 MILE



1,300 Population



480 Households

1 MILE



6,709 Population



2,867 Households

SITE #3

LINCOLN PARK

1340 GUNNISON AVENUE

SITE CHARACTERISTICS

- APPROXIMATELY 101 ACRES / 17.3 ACRES IN STUDY AREA



AERIAL CONTEXT



Consideration		SITE #3 Lincoln Park	
SCORE = 98		Rating	Score
Tier 1: High Priority Criteria (rating x 3 = score)			
	Site Size and Program Accommodation	3	9
	Site Size and Surface Parking	2	4
	Vehicular Access to Site	3	9
	Points of Vehicular Access to Site	1	3
	Impact/Compatibility with Neighboring Uses	2	6
	Pedestrian Access	2	6
	Bicycle Access	1	3
	Link to active and passive outdoor amenities	3	9
	Proximity to Public Transportation	3	9
Tier 2: Moderate Priority Criteria (rating x 2 = score)			
	Land Cost	3	6
	Proximity to residential/population	2	4
	Site Area Facility Expansion Potential	3	6
Tier 3: Lower Priority Criteria (rating x 1 = score)			
	Proximity to other development	2	2
	Site Visibility / Prominence	1	1
	Accessibility of Disadvantaged Community	3	3
	Accessibility for Seniors	1	1
	Accessibility for Youth	1	1
	Proximity to Schools	3	3
	Existing Zoning	3	3
	Site Views	1	1
	Topography	3	3
	Floodplains	3	3
	Wetlands	3	3
Total of all criteria		98	

0.25 MILE	0.5 MILE	1 MILE
600 Population	3,137 Population	12,594 Population
265 Households	1,383 Households	4,841 Households

SITE #4
MATCHETT PARK
2844 PATTERSON ROAD

- SITE CHARACTERISTICS
- APPROXIMATELY 205 ACRES TOTAL / 57.7 ACRES IN STUDY REGION

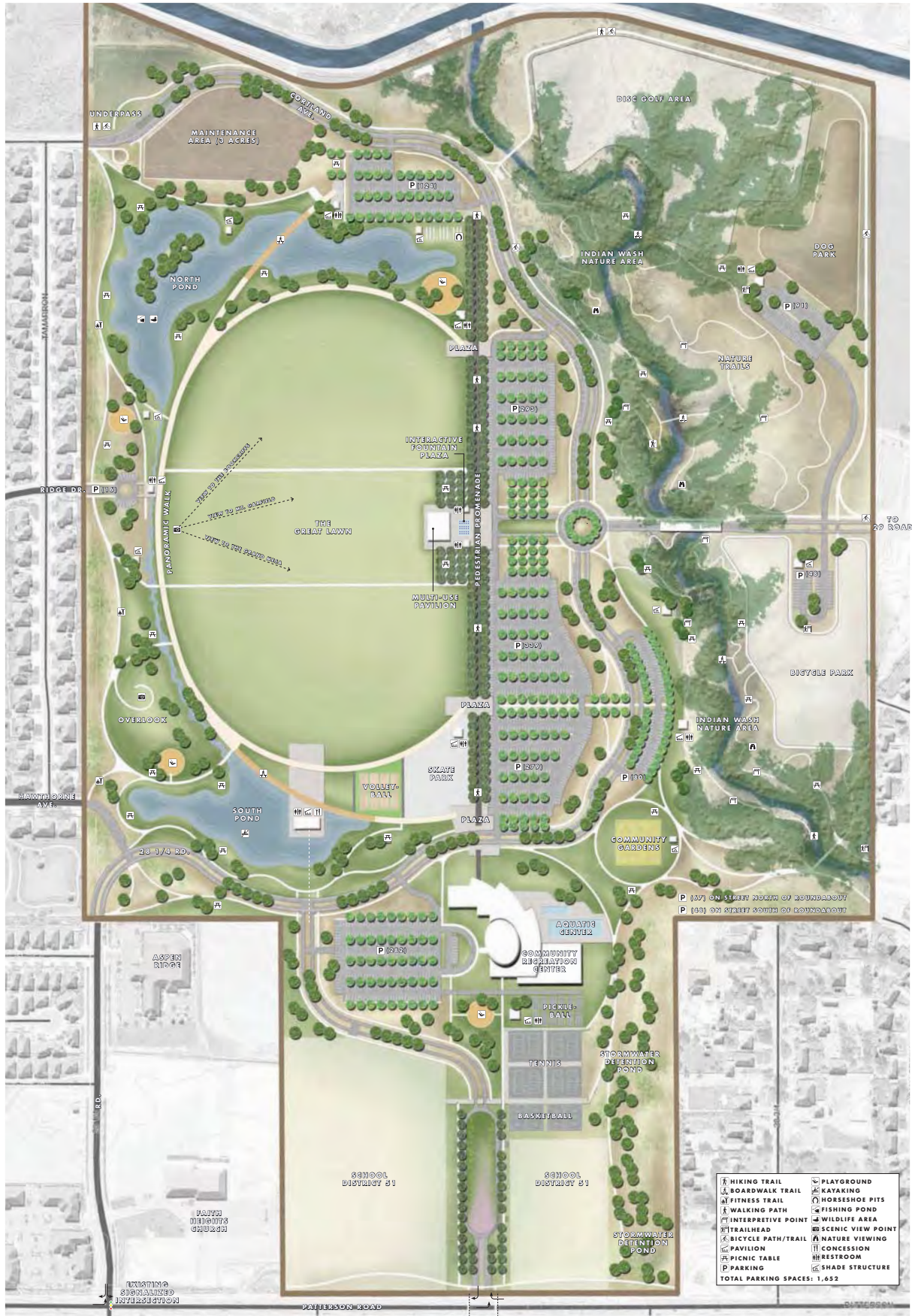
Potential Site Location



Consideration		SITE #4 Matchett Park	
SCORE = 100		Rating	Score
Tier 1: High Priority Criteria (rating x 3 = score)			
	Site Size and Program Accommodation	3	9
	Site Size and Surface Parking	2	6
	Vehicular Access to Site	3	9
	Points of Vehicular Access to Site	2	6
	Impact/Compatibility with Neighboring Uses	2	6
	Pedestrian Access	2	6
	Bicycle Access	1	3
	Link to active and passive outdoor amenities	3	9
	Proximity to Public Transportation	1	3
Tier 2: Moderate Priority Criteria (rating x 2 = score)			
	Land Cost	3	6
	Proximity to residential/population	2	4
	Site Area Facility Expansion Potential	3	6
Tier 3: Lower Priority Criteria (rating x 1 = score)			
	Proximity to other development	1	1
	Site Visibility / Prominence	3	3
	Accessibility of Disadvantaged Community	2	2
	Accessibility for Seniors	3	3
	Accessibility for Youth	1	1
	Proximity to Schools	2	2
	Existing Zoning	3	3
	Site Views	3	3
	Topography	3	3
	Floodplains	3	3
	Wetlands	3	3
Total of all criteria		100	

0.25 MILE	0.5 MILE	1 MILE
91 Population	2,448 Population	10,410 Population
40 Households	1,058 Households	4,255 Households

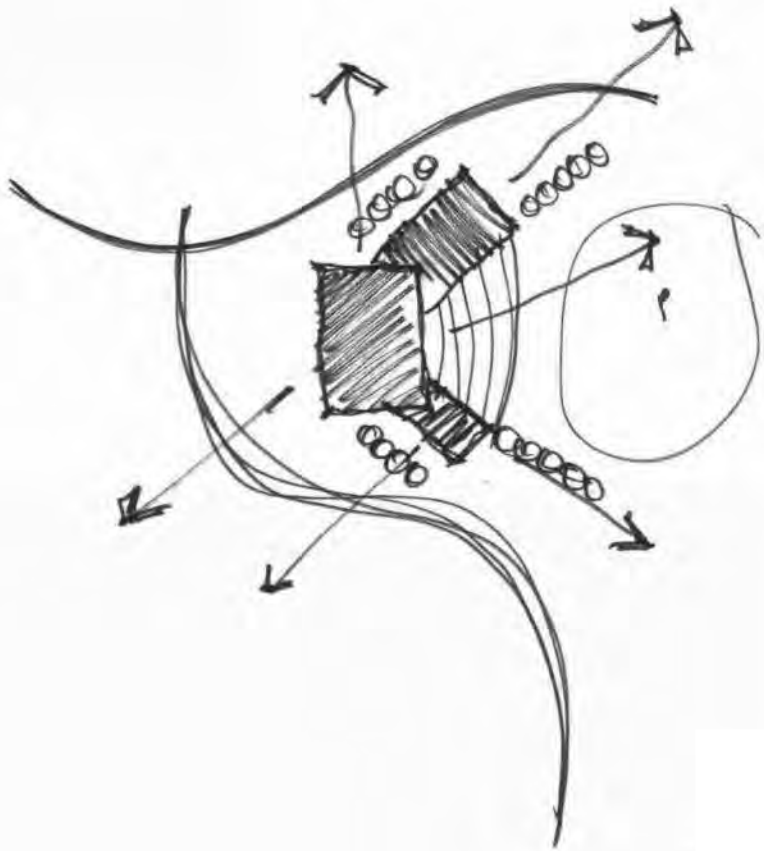
MATCHETT MASTER PLAN



MATCHETT PARK MASTER PLAN **August 2014**

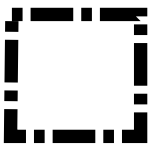
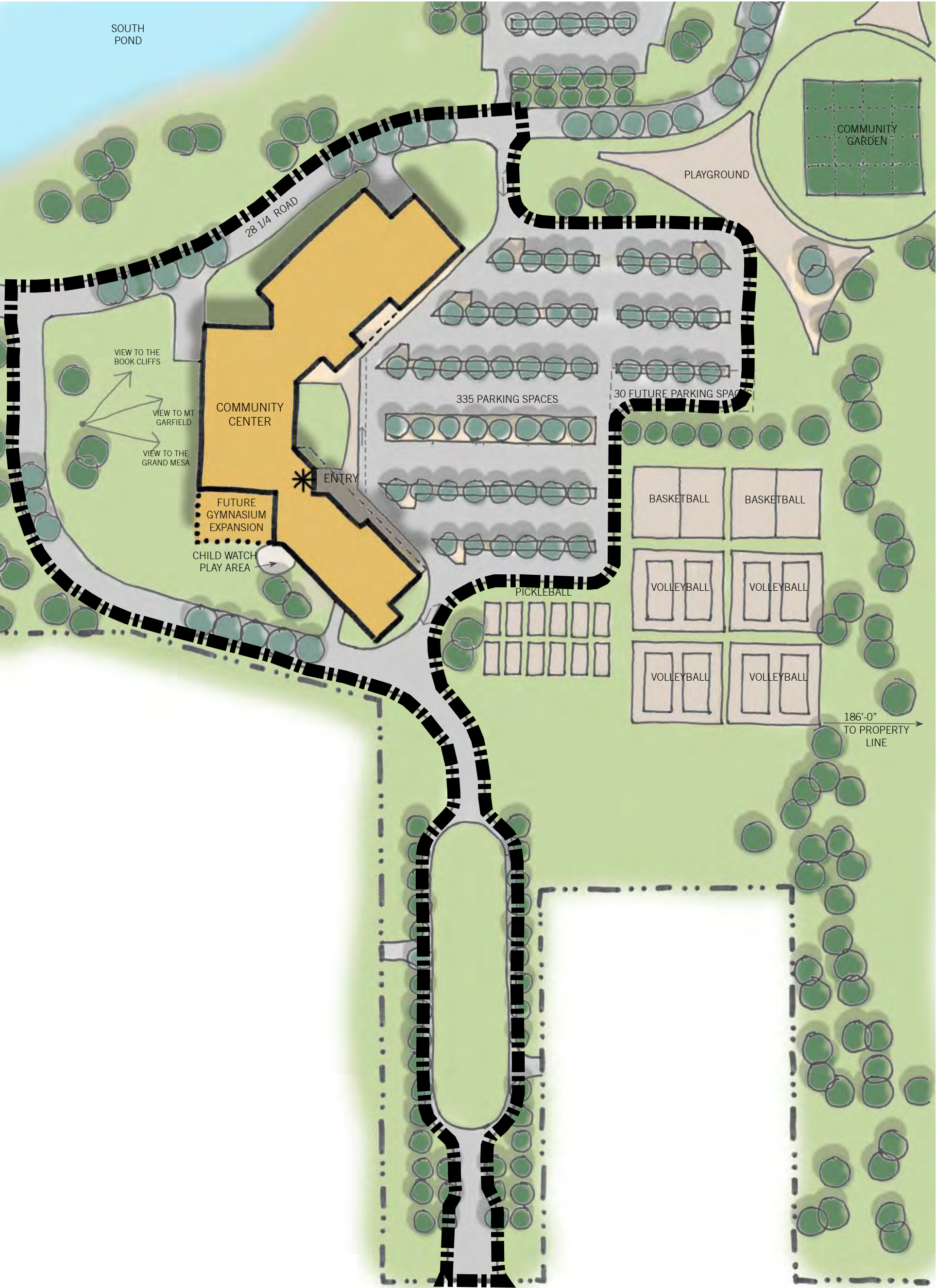
DESIGN CONCEPTS

INITIAL CONCEPT



THE GREAT LAWN

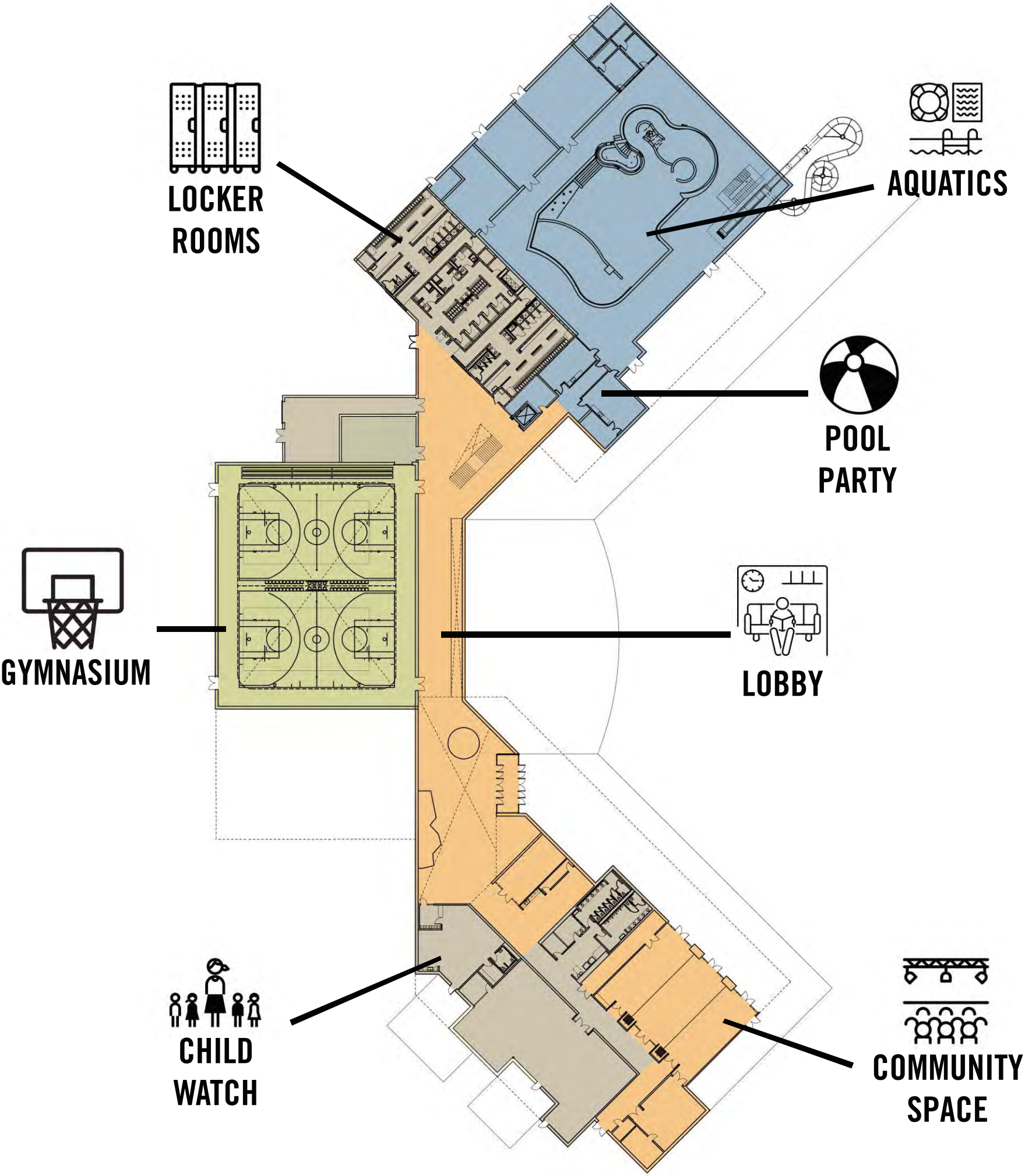
CONCEPT SITE PLAN



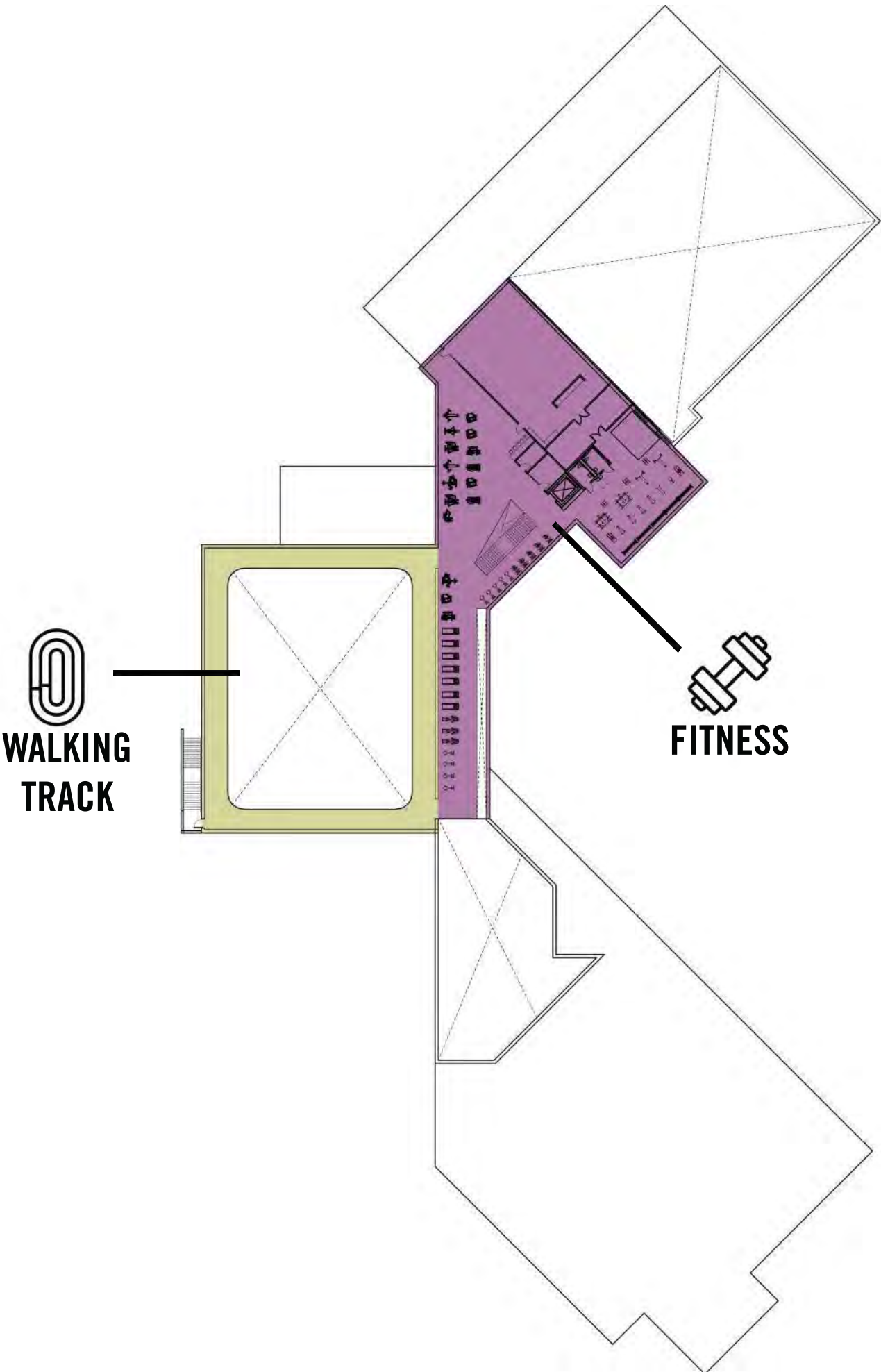
COMMUNITY CENTER
PROJECT SITE EXTENTS

CONCEPT SITE PLAN

CONCEPT FLOOR PLANS



LOWER LEVEL
FLOOR PLAN



UPPER LEVEL
FLOOR PLAN

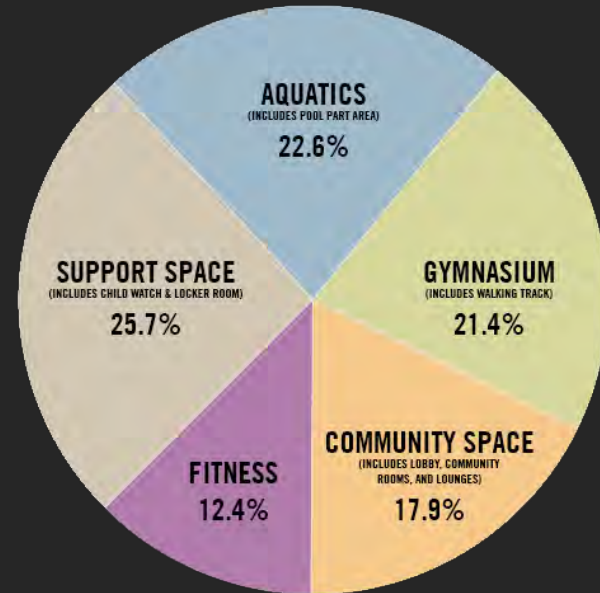
ADDITIONAL AMENITIES

MINIMUM PROGRAM SUMMARY

- 71,000 gross square feet

POTENTIAL ADD-ON AMENITIES

- Orchard Mesa renovation
- Therapy pool
- Tenant lease space
- 3rd recreation gym court
- 2 racquetball courts
- Commercial kitchen upgrade
- 4-lane lap pool



MINIMUM PROGRAM SUMMARY

FACILITY ANALYSIS

Grand Junction

- 71,000 square feet
- 65,000 residents

Fruita

- 55,000 square feet
- 13,000 residents

Montrose

- 82,000 square feet
- 20,000 residents

Q+A / COMMENTS

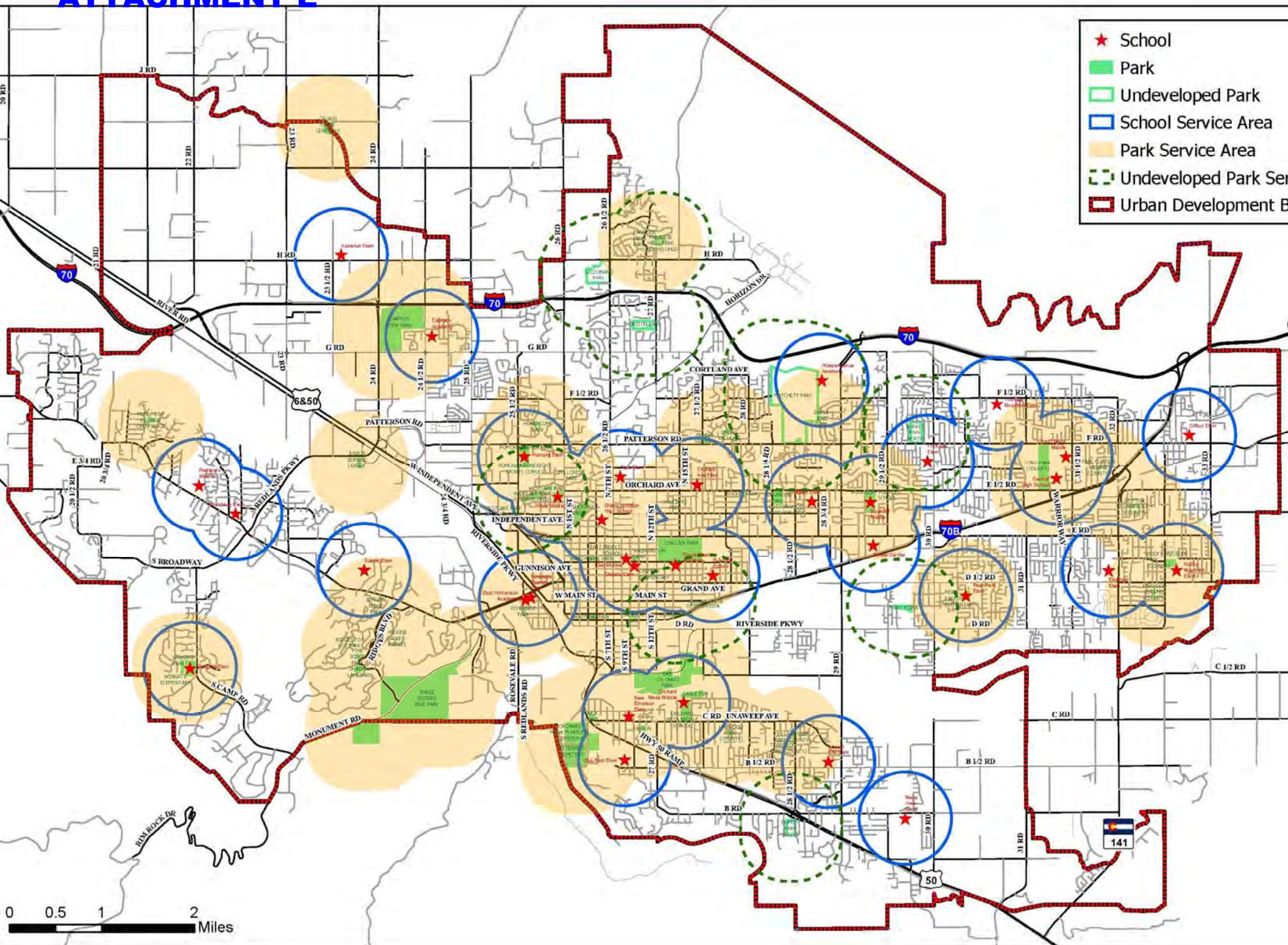
City Council Work Session – July 16, 2018



PERKINS+WILL



Neighborhood Parks - Service Areas



PROPOSAL FOR PROFESSIONAL PLANNING SERVICES



Parks, Recreation, and Open Space Master Plan City of Grand Junction, Colorado

RFP No. 4755-20-SH

Submittal Date: February 28, 2020

GREENPLAY^{LLC}

*The Leading Edge In Parks, Recreation,
And Open Space Consulting*

Table of Contents

A. Cover Letter 1

B. Qualifications/Experience..... 3

C. Methodology and Approach to Scope of Work..... 18

D. Community and Stakeholder Engagement 28

E. References 32

F. Fee Proposal 43



A. Cover Letter

February 28, 2020



Ms. Susan Hyatt, Purchasing Representative
City of Grand Junction
250 North 5th Street
Grand Junction, CO 81501
Submitted electronically via BidNet Direct

Dear Ms. Hyatt and Selection Committee:

GreenPlay, LLC, is pleased to submit our proposal to develop a Parks, Recreation, and Open Space Master Plan for the City of Grand Junction. We know that this plan will serve as an update to the Parks and Recreation Master Plan that was completed in 2001, and the inventory that was updated in 2011. This plan will build on work that has already been completed for your Comprehensive Plan and will provide a current assessment of parks, recreation, and open space within the City. It will also include a Feasibility Study with detailed recommendations for indoor facilities. Once the initial assessment has been completed, our team will develop realistic and implementable recommendations for the next 5-8 years.

Our team has been assembled specifically for this project, and includes the following team members:

- **GreenPlay:** Keri Konold, CPRP, Teresa Penbrooke, PhD, CPRE, Dan Seder, MBA, CPRP, and Dave Peterson, PLA
Experienced Parks, Recreation, and Open Space Planners focused on Project Management and Coordination, Funding, Partnerships, Operations Analysis, and Development of final report. Keri will serve as Project Manager and will coordinate day-to-day processes.
- **DHM Design:** Jason Jaynes, RLA and Chris Brandt, PLA
Award-winning landscape architecture firm based in Carbondale who will complete park-specific site analysis, landscape architecture, and conceptual costing.
- **BRS Architecture:** Keith Hayes, AIA, LEED AP and Craig Bouck, AIA, LEED AP
BRS is an award-winning architecture firm with extensive experience evaluating and designing recreation centers. BRS will assist on the feasibility study for indoor facilities.
- **RRC Associates:** Chris Cares
Experienced survey research firm who will design and implement a statistically-valid survey as part of the community engagement portion of the project. RRC has worked with GreenPlay on over 100 parks and recreation master planning projects.

We are confident that our previous experience provides us with the knowledge and insight necessary to develop a Parks, Recreation, and Open Space Master Plan that updates your previous plan and allows you to provide parks and recreation services to your community. I will serve as the primary contact for the proposal process. If you have any additional questions, please feel free to contact me at the number listed below. We agree to all terms and conditions set forth in the RFP. We have received Addendum 1.

Sincerely,

A handwritten signature in blue ink that reads "Teresa L. Penbrooke".

Teresa Penbrooke, PhD, MAOM, CPRE
CEO and Founding Managing Member
Phone: (303) 870-3884 (direct) | Phone: (303) 439-8369 (office)
E-mail: TeresaP@GreenPlayLLC.com

SECTION 6.0: SOLICITATION RESPONSE FORM
RFP-4755-20-SH

Offeror must submit entire Form completed, dated and signed.

Total cost to provide services as described: \$ 109,995

WRITTEN: One hundred and nine thousand, nine hundred ninety-five dollars.

The City reserves the right to accept any portion of the work to be performed at its discretion

The undersigned has thoroughly examined the entire Request for Proposals and therefore submits the proposal and schedule of fees and services attached hereto.

This offer is firm and irrevocable for sixty (60) days after the time and date set for receipt of proposals.

The undersigned Offeror agrees to provide services and products in accordance with the terms and conditions contained in this Request for Proposal and as described in the Offeror's proposal attached hereto; as accepted by the City.

Prices in the proposal have not knowingly been disclosed with another provider and will not be prior to award.

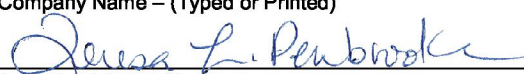
- Prices in this proposal have been arrived at independently, without consultation, communication or agreement for the purpose of restricting competition.
- No attempt has been made nor will be to induce any other person or firm to submit a proposal for the purpose of restricting competition.
- The individual signing this proposal certifies they are a legal agent of the offeror, authorized to represent the offeror and is legally responsible for the offer with regard to supporting documentation and prices provided.
- Direct purchases by the City of Grand Junction are tax exempt from Colorado Sales or Use Tax. Tax exempt No. 98-903544. The undersigned certifies that no Federal, State, County or Municipal tax will be added to the above quoted prices.
- City of Grand Junction payment terms shall be Net 30 days.
- Prompt payment discount of N/A percent of the net dollar will be offered to the City if the invoice is paid within _____ days after the receipt of the invoice.

RECEIPT OF ADDENDA: the undersigned Contractor acknowledges receipt of Addenda to the Solicitation, Specifications, and other Contract Documents.

State number of Addenda received: 1.

It is the responsibility of the Proposer to ensure all Addenda have been received and acknowledged.

GreenPlay, LLC

Company Name – (Typed or Printed)


Authorized Agent Signature
1021 E. South Boulder Rd., Suite N

Address of Offeror
Louisville, CO 80027

City, State, and Zip Code

Teresa L. Penbrooke, PhD

Authorized Agent – (Typed or Printed)
(303) 870-3884

Phone Number
teresap@greenplayllc.com

E-mail Address of Agent
02/28/2020

Date

B. Qualifications/Experience



OVERVIEW OF FIRM CAPABILITIES AND EXPERIENCE

GreenPlay, LLC, is a limited liability company incorporated and headquartered in Louisville, Colorado with ten regional offices around the country. Founded in 1999, we operate as a **CONSORTIUM OF EXPERTS** to provide management and consulting services for parks, recreation, trails, open space, and related quality of life agencies. We serve as a resource for agencies by organizing teams that are responsive, experienced in the field, and who understand the needs of individual communities. Our firm works nation-wide with 23 employees and over 75 technical consortium affiliates and sub-consultants to complete projects for large and small agencies throughout the nation. GreenPlay has successfully completed over **550** projects, working with local, state, and national government agencies, and private sector organizations.



Project Specific Experience

A Proven Record of Experience and Expertise in Parks, Recreation, Trails, and Open Space Planning

These types of projects are not an adjunct service for our firm! This is what we do at GreenPlay, everyday, successfully, for small and large communities of all types, in Colorado and all over the United States. We also regularly teach others around the country how to successfully complete similar projects. We have a strong national reputation based on many years of experience with staff who will help you to develop a community-specific plan that will be easily implemented, help gain engagement and consensus, and will address the key issues for the City of Grand Junction.

Relevancy of Similar Work Experience

Our firm has experience that is directly relevant to this project. We have completed over 185 projects in Colorado including Fruita, Glenwood Springs, Montrose, Rifle, Steamboat Springs, Fraser Valley Recreation District, Aspen, Vail, Dillon, Silverthorn, Nederland, Estes Park, Basalt, Breckenridge, Carbondale, Colorado State Parks, and larger front-range cities like Denver, Aurora, Lakewood, Golden, Littleton, Wheat Ridge, Arvada, Louisville, Lafayette, Longmont, Erie, Colorado Springs, Boulder, and many more.

Experience With Governmental Agencies

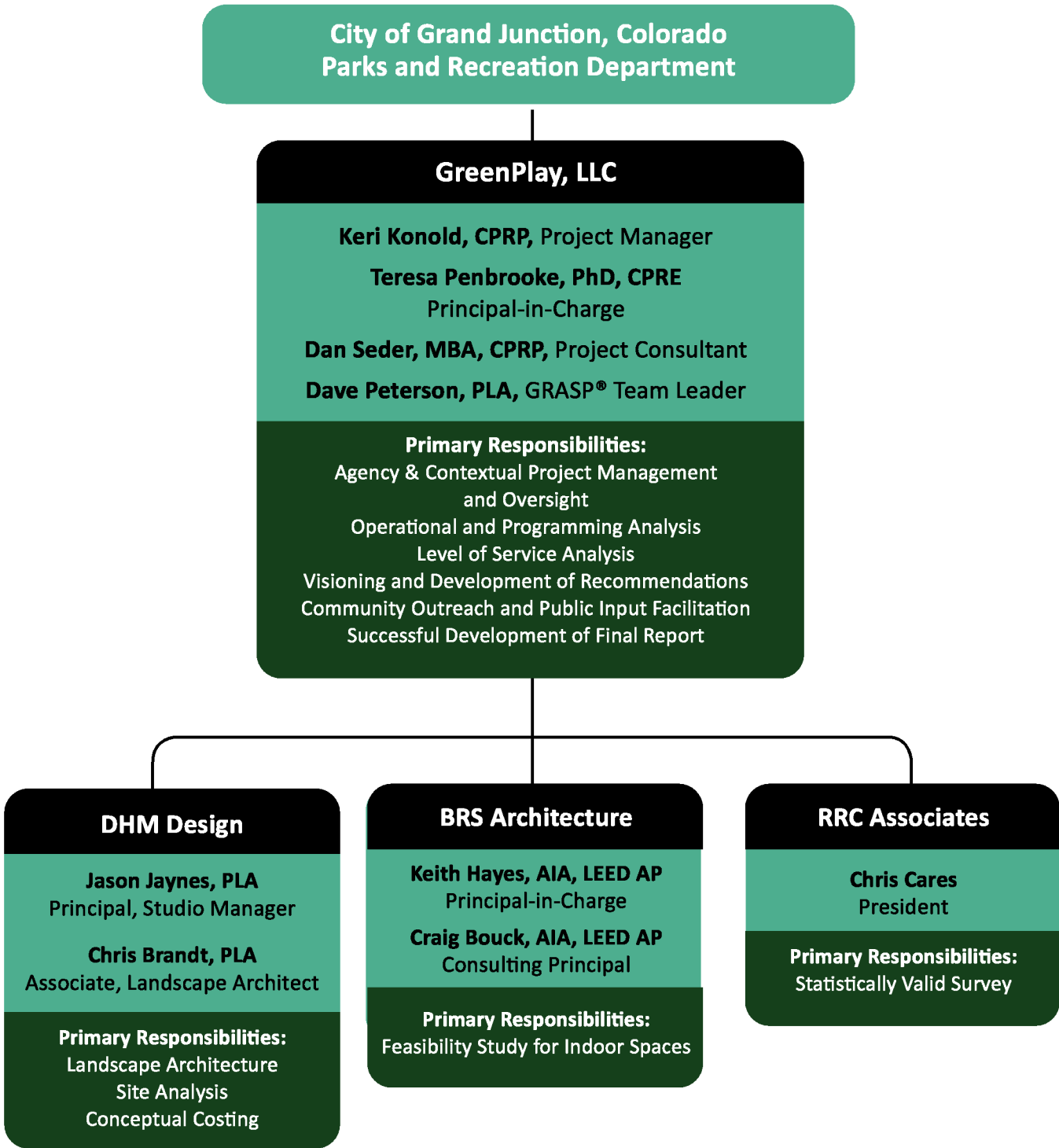
Ninety-five percent (95%) of our projects have been performed for public clients. Collectively, the GreenPlay Team offers a comprehensive set of skills built on a foundation of excellent verbal and written communication abilities. We are known for our proven experience in dealing with adjacent and associated public and private entities. Our experience allows us to effectively manage our time while producing plans that are detailed, customized, and implementable.

Management Approach and Philosophy Toward Parks and Recreation Planning

We believe that parks and recreation assets contribute to the quality of life that makes a community a desirable place to work, live, and play. GreenPlay consultants are all passionate about developing plans and documents that work conceptually and are implementable in each individual community. We develop planning and operational options that establish a balance between innovation and experience, conservation and active recreation, design excellence and cost control, and creativity and functional accommodation.

**Our firm is based in Louisville, Colorado, and assigned team members are located in the Denver metropolitan area. We will lead this project out of our headquarters office in Louisville:
1021 E. South Boulder Rd., Suite N
Louisville, CO 80027**

PROJECT TEAM ORGANIZATION



Identified team members will be available to complete this project. Assigned GreenPlay Team are based in the Denver Metro and Carbondale areas and can arrive quickly when needed.



Keri Konold, CPRP

Project Manager



Work Experience

Keri is a Certified Parks and Recreation Professional (CPRP) with operations experience in public open space, parks, and recreation management for three Colorado public agencies since 2007, including Boulder Open Space & Mountain Parks. Keri has a passion for public land management, integrating roles for health and wellness, balancing conservation and recreational use, and improving working relationships for all involved. She also has served as a member of the City of Lafayette, CO's Open Space Advisory Committee. Keri received a BS in Anthropology at Kansas State University, with a focus in accounting. Keri's business acumen and abilities for quick discernment of key issues match with her professional people skills, making her an ideal consultant on a variety of types of projects.

- GreenPlay Project Consultant, 2018 - current
- Community Relations Officer, City of Boulder Open Space & Mountain Parks, CO, 2016-2018
- Budget Analyst, City of Boulder Parks & Recreation, CO, 2015-2016
- Recreation Programs Manager, Carbon Valley Parks & Rec. District, CO, 2014-2015
- Senior Administrative Assistant, City of Lafayette Parks, Open Space & Golf Department, CO, 2007-2014

Representative GreenPlay Projects:

- Aurora, CO – Parks, Recreation, and Open Space Master Plan Update
- Boulder County Parks and Recreation, CO – Construction and Maintenance Handbook
- Brush, CO – Parks and Recreation Master Plan
- Elizabeth, CO – Parks and Recreation Comprehensive Plan
- Fruita, CO – Parks, Health, Recreation, Open Space, and Trails Plan
- Lafayette, CO – Parks and Recreation Master Plan Update
- Longmont, CO – Wildlife Management Policy Plan
- Morgan Strong, Fort Morgan, CO – Special District Formation Feasibility Study
- Prospect Park and Recreation District, CO – Master Plan
- Santa Maria, CA – Leisure Needs Assessment and Action Plan

Other Representative Project Experience:

- Led collaborative open space planning efforts including the 2013 Lafayette Parks, Recreation, Open Space and Trails Master Plan and the 2014 Lafayette-Pioneer Outdoor Play Yard Project Task Force
- Strategically planned and marketed large public events including Imagina Open Space and the grand opening of the Thomas Open Space Barn, a public building for the retail sales of locally grown produce and goods
- Worked with Boulder Open Space Conservancy to meet organizational goals, including the development of a regional agriculture center to provide resources on sustainable practices and business needs
- Assisted with impact analysis on Community-Building Strategic Team and implemented internal guidelines for community events

Education:

- Bachelor of Science in Anthropology, Kansas State University, 1996
- Czech Studies, Charles University, Prague, 1997
- Program Graduate, University of Virginia's Weldon Cooper Center for Public Service Learning, Educating, and Developing, 2017
- Certified Parks and Recreation Professional
- Certificate - International Association of Public Participation Foundations in Effective Public Participation
- Certificate of Level 1, ArcGIS

Publications:

- "For Lafayette Parks, Open Space and Golf: Recognition is Multi-Directional," Colorado Parks and Recreation Association Byline, Fall 2012



Teresa Penbrooke, PhD, MAOM, CPRE

CEO and Founding Managing Member



Experience

Teresa brings substantial career experience and planning expertise to parks, recreation, and related community quality of life projects for large and small communities on a national level. She founded GreenPlay in 1999, and has been integral in the research, quality, recommendations, and implementation of the innovations that GreenPlay contributes to the field. In addition to leading projects and the firm, Teresa teaches and researches best practices around the world. She is a Visitor Chair for the Commission on Accreditation for Parks and Recreation Agencies (CAPRA) and the Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT). She now divides her time between special projects, research, and administration of the firm.

- GreenPlay, LLC (Founder and CEO): 1999 - Present
- GP RED (Secretary of the Board, Faculty, & Researcher): 2008 - Present
- Affiliate Faculty & Curriculum Consultant, Metropolitan State University of Denver, Dept. of Health Professions/Dept. of Recreation Professions: 2018 - Present
- North Jeffco Park and Recreation District, Arvada, CO: 1996-1999
- City of Broomfield Parks, Recreation, and Senior Services, CO: 1993-1996
- City of Boulder Parks, Recreation, and Mountain Parks Department, CO: 1989-1993

Representative Project Experience

Teresa has led the firm in completion of over 500 projects for communities of all sizes around the U.S. since 1999. The following are some of the key projects on which she has performed as the Project Manager:

- Director of the Healthy Communities Research Group for GP RED
- United States Antarctica Program – Recreation and Wellness Plan
- Maryland National Capital Park Planning Commission – Prince George's County 2010 and Beyond Plans 1-3; Montgomery County, Strategic and 2030 Business Plan
- Arlington County, VA – Public Spaces Master Plan
- Fruita, CO – Parks, Health, Recreation, Open Space, and Trails Master Plan
- City and County of Denver, CO – Multiple projects, including the city-wide Game Plan, the master plan for the Stapleton Airport Redevelopment, and the detailed study of 29 indoor recreation centers
- National Recreation and Park Association, Ashburn, VA – National Inventory and USA Football Grant Project
- Washington DC, National Capital Planning Commission – Capital Space Master Plan for parks and recreation
- Along with many other plans for large and small communities, regions, and states

Education For:

- American Society of Landscape Architects
- Athletic Business
- Colorado Open Space Alliance & Colorado Outdoor Recreation Resource Project
- Environmental Design Research Association
- Innovations Group – Transforming Local Government
- International Coastal and Marine Tourism Congress
- International Transportation and Public Health Symposium
- Metropolitan State College of Denver, Colorado
- National Association of Youth Sports
- National Executive Development School
- National Recreation and Parks Association
- North Carolina State University
- Reitz Pacific (Vice-Chair) & Rocky Mountain Revenue and Management Schools
- World Leisure Organization
- Numerous State and Regional Parks and Recreation Associations

Key Topics: Master and Strategic Planning; Trans-Disciplinary Alignment; Public Health; Cost Recovery, Traditional and Alternative Funding; Creating Community through Level of Service Analysis; Tools for Communication; Tourism; Leadership; Technology and Trends

Education

- PhD, North Carolina State University, College of Natural Resources, Parks, Recreation, and Tourism Management, 2017
- Master of Arts, Organizational Management, University of Phoenix, Denver, 1998
- Bachelor of Science, Magna Cum Laude, Kinesiology, University of Colorado, 1993
- NRPA Revenue/Leadership Schools

Professional Affiliations and Recognition

- Board of Regents, NRPA Reitz Pacific Revenue and Marketing School, 2006-2008
- Commission for Accreditation of Parks and Recreation Administration (CAPRA) Official Visitor, 2008 - present
- Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT) Official Visitor 2018-present
- Top 100 Women-Owned Businesses, *Colorado Biz*, 2003, 2005, 2006, 2007, 2008, 2012, 2013, 2015, 2016
- Received "Outstanding New Professional" and "President's Award" from CPRA, 1997
- Professional Member of NRPA, CPRA, and eight other State Associations
- CitiProgram Certificate in Human Subjects – Social and Behavioral Research (from U.S. Dept. of Health & Human Services) 2018



Dan Seder, MBA, CPRP

Project Consultant



Work Experience

Dan is a Parks and Recreation Professional with 25 years in the industry. Dan has extensive experience in facility operations and management, aquatics, community programming, special events, and recreation programming.

Throughout his career, Dan has had an emphasis on recreation facility and aquatic management. He has overseen and operated the grand opening of a multi-million dollar aquatic facility which won the URPA facility of the year award, organized and developed a new Parks and Recreation department from the ground up, coordinate the opening of a senior/community center and created multiple youth and adult recreation and aquatic programs in the community. Dan has participated on various community boards and local government agencies, been an active member Utah and Nebraska's state parks and recreation associations, and been a part of a community recreation facilities master plan collaboration group.

- Project Consultant – GreenPlay LLC
- Parks and Recreation Director – City of Fremont, Nebraska
- Interim Aquatics Manager – Kroc Community Center/Salvation Army, Omaha, Nebraska
- Parks and Recreation Director – Lindon City, Utah
- Operations Manager, CCMC Daybreak Community Association – South Jordan, Utah

GreenPlay Project Experience

- Angleton, TX – Parks and Recreation Master Plan
- Bloomington, IL – Parks and Recreation Comprehensive Master Plan
- Caswell County, NC – Parks and Recreation Master Plan
- Clinton, IA – Parks and Recreation Master Plan
- Clovis, CA – Parks Master Plan
- Elkhart, IN – Parks and Recreation Five Year Master Plan
- Fraser Valley, CO – Parks, Recreation and Golf Master Plan Update
- Irvine, CA – Parks and Recreation Master Plan
- Leland, NC – Parks, Recreation, and Open Space Master Plan
- Perris, CA – Parks and Recreation Master Plan
- Redmond, WA – Cost of Service Methodology for Parks and Recreation Fees
- Spencer, IA – Parks and Recreation Master Plan
- Valparaiso, IN – Parks and Recreation Master Plan
- Victorville, CA – Parks and Recreation Master Plan

Other Representative Project Experience

- Responsible for the overall operation of the Parks and Recreation Department, including parks, facilities, swimming pools, recreation, cemetery, baseball/softball/soccer complex, three indoor/outdoor arenas
- Part of a community wide recreational facilities collaboration group, planning and developing future facilities for the city and partners in the community (private university, school district, YMCA, Chamber of Commerce)
- Responsible for the overall operation of the Aquatics Department of the Kroc Community Center, a 125,000 square foot facility, including programming, operations, staffing, customer service, and community awareness
- Enhanced and improved current programming and created new programs to increase revenue and services of the facility and department

Education

- Masters of Business Administration – University of Phoenix, 2006
- Bachelor of Science – Health Education - Utah State University, 1995

Affiliations and Expertise

- Member of NRPA, URPA, CURPA
- American Red Cross Certifications: LGI, LGT, First Aid/CPR
- Ellis and Associates ILTP Instructor
- Member of various community boards including Park Board, Cemetery Board, Keep Fremont Beautiful, and Arboretum Committee



Dave Peterson, MS, PLA

Special Projects Consultant, GRASP® Team Leader

Work Experience

Dave's leadership in the science of parks and recreation planning embraces innovative techniques for incorporating demographics data into GIS analyses and determining needs beyond traditional broad-brush allocation strategies.

Dave started his career in community development and planning but expanded to park and school design. This provided an excellent transition into park and recreation master planning. This variety of experience, as well as his diverse background in education and sports medicine make him a valuable team member.

Dave loves the latest in software and technology and is always looking for the newest computer graphic technique or process to incorporate into his projects. He also enjoys the opportunity to visit hundreds of parks each year as part of GRASP® inventory and assessment. Parks and recreation master planning and comprehensive GIS mapping using composite values methodology incorporates both detailed and broad thinking and therefore is a good match for his skills. Dave is a Registered Landscape Architect in Colorado and is a CLARB Certified Landscape Architect.

Education

- M.S., Exercise and Sports Science, University of Arizona, Tucson, Arizona
- B.S., Landscape Architecture, Colorado State University, Fort Collins, Colorado
- B.S., Education, University of Nebraska, Lincoln, Nebraska

Certifications

- Registered Landscape Architect in Colorado (#977), 2012
- CLARB Certified Landscape Architect

Representative Project Experience:

Park & Recreation Master Planning

- Angleton, Texas
- Arlington County, Virginia
- Aurora, Colorado
- Barrington, New Hampshire
- Brookline, Massachusetts
- Bloomington, Illinois
- Cary, North Carolina
- Charleston County, South Carolina
- Cook County Forest Preserve District, River Forest, Illinois
- Commerce City, Colorado
- Corvallis, Oregon
- Denver, Colorado
- Desert Recreation District, Indio, California
- El Paso County, Colorado
- Encinitas, California
- Farmington, New Mexico
- Fruita, Colorado
- Glendale, Arizona
- Green Valley Ranch Metro District, Denver, Colorado
- Hampton, Virginia
- Hamilton County, Tennessee
- Henderson, Nevada
- Lakewood, Colorado
- Lathrop, California
- Littleton, Colorado
- Louisville, Colorado
- North Clackamas District, Oregon City, Oregon
- Palm Springs, California
- Pearland, Texas
- Plainfield Park District, Plainfield, Illinois
- Post Falls, Idaho
- Sandpoint, Idaho
- Springfield Park District, Springfield, Illinois
- Stafford County, Virginia
- Stonecrest, Georgia
- Tualatin Hills Park and Recreation District, Beaverton, Oregon
- Tulsa, Oklahoma
- Valdez, Alaska
- Valleywide Recreation District, California
- Victorville, California
- Wake Forest, North Carolina
- Wheat Ridge, Colorado
- Wilsonville, Oregon
- Windsor, Colorado

Healthy Communities Planning

- Arlington Heights Park District, Arlington Heights, Illinois
- Liberty, Missouri
- South Bend, Indiana

Statewide Comprehensive Outdoor Recreation Plan (SCORP)

- Maryland Department of Natural Resources
- State of New Mexico

SUB-CONSULTANTS

DHM DESIGN LANDSCAPE ARCHITECTURE
URBAN DESIGN + LAND PLANNING
ECOLOGICAL PLANNING

FIRM OVERVIEW

WHO WE ARE

We are 60 landscape and design professionals who call the West home. Like the region itself, we are pragmatic, independent and resilient individuals — but we're also steeped in the values and skills of teamwork. We are vigorous users and lovers of the outdoors, committed to both environmental and cultural preservation. Since our founding in Denver in 1975, our employee-owned Corporation has expanded with offices in Carbondale, Durango and Bozeman. Our roster now includes professionals in landscape architecture, natural resource management, architectural design, horticulture, land use planning, graphic design, 3D modeling and computer imaging, plus some who also hold degrees in enriching fields like studio art, anthropology and philosophy.

WHAT WE DO

In a word, stewardship. In a phrase, the integration of ecological planning with design. We stress the primacy of context. We strive for holistic awareness not only of a place and its ecology, but its history of human presence too. Deliberately, our interventions sit lightly on the land. What we don't do is anything more than what's called for.

Our work is primarily in the American West, from the Front Range across the Great Basin to the Sierra Nevadas. We plan and design for resort and residential communities, historic sites, civic spaces and parks, small-town revitalizations, tribal lands, legacy ranches and high-end residences. We are especially proud that a considerable part of our portfolio has been work for the National Park Service. This connection has instilled in us a deep sensitivity to the necessary balance between protecting nature and revealing how it can be enjoyed.

HOW WE DO IT

Every one of our projects is a collaborative interaction between the client, a cross-disciplinary team of DHM professionals and, when appropriate, expert outside consultants. The work begins with inquiry. Listening leads to perception and analysis. We expect to find complexity, and we embrace it — though the solutions we arrive at often appear deceptively simple.

We are committed to open-minded engagement with a project's stakeholders, and are especially resourceful at graphic presentation and the facilitation of dialogue. We have learned that communication and trust make possible the union of divergent viewpoints, and that in turn makes landscapes that can be cherished and sustained.



DHM DESIGN

JASON JAYNES

*Principal | Studio Manager | Professional Landscape Architect (CO, WY, OR)
Role: Principal Project Manager*

Jason has been involved in a broad range of projects, including trail planning, feasibility and visual analysis, and public process planning, and public presentations and has an extensive history of public work in the greater Roaring Fork valley. Jason has been directly involved in numerous LEED Certified and sustainably focused projects in the region. He believes that the components of environmental stewardship, functionality and human comfort are inextricable from the design process and the ultimate, lasting quality of a built project.

ABOUT

EDUCATION

B.S. in Landscape Architecture
Kansas State University, 2000

CERTIFICATIONS

Professional Landscape Architect
Colorado | Wyoming | Oregon

AREAS OF EXPERTISE

Trails And Greenways
Public Process
Visualization
Alignment Review
Amenity Design & Detailing
Residential Design
Civic & Municipal
Project Management

CONTACT

jjaynes@dhmdesign.com
970.963.6520
www.dhmdesign.com

NOTABLE WORK

Crown Mountain Park | El Jebel, CO

Crown Mountain Park, 124 acres in the center of the Roaring Fork Valley, will provide a place where people of all ages can gather to relax, play, learn, and discover. The park will become an irreplaceable asset to the community for generations to come. The land for Crown Mountain was formerly known as Mt. Sopris Tree Farm. For thirty years this property produced Engleman Spruce, Lodge Pole Pine, and Douglas Fir Seedlings for National Forests in a five state area. In the 1990's, the Forest Service began to eliminate clear cutting which reduced the need to grow seedlings. Since then, the community has been defining what the Park will become with innovative plans to integrate an inline hockey rink, skate park, a BMX track, playing fields, basketball and tennis courts, as well as programming the park for more passive activities such as picnics and nature walks.

Carbondale Recreation Center | Carbondale, CO

The Town of Carbondale chose to locate its new Recreation Center and Promenade Park on an abandoned rail yard site next to Town Hall, one block from the commercial core, and adjacent to the regional trail system which links Carbondale to the entire Roaring Fork River Valley. The landscape around the building and parking lot – also a former snow dump site - has been transformed into a community garden demonstrating landscape zones which represent the broad array of plant communities found in the region. The gardens also present strategies for use and cleansing of stormwater runoff by directing parking lot and roof drainage into bioswales. Signage describing the different systems and plant communities in the garden provides an educational component. The park includes soft surface trails, a picnic shelter, benches, bike parking, an outdoor bouldering structure, and a direct pedestrian link between the regional trail and the commercial core.

Lilac Park | Collbran, CO

DHM was hired to make improvements to the Town's Lilac Park that include a pedestrian bridge across Plateau Creek, enhanced creek access for fishing/play, restroom facilities, and a gazebo or bandstand. The team is assisting in finalizing design plans, completing construction cost estimates, and completing any necessary permitting related to improvement around Plateau Creek.

Aspen Recreation Center | Aspen, CO

Aspen's Recreation Center was constructed as phase three of the four-phase Community Campus Master Plan. The Community Campus is composed of Aspen's elementary, middle, and high schools, Aspen Nordic Center, Aspen Recreation Center, and a variety of outdoor recreational amenities including baseball/softball fields, soccer fields, a football field and a running track. DHM collaborated with Aspen Parks Department in the creation of a master plan for the Community Campus, and then on design and construction documents for the site amenities at the Recreation Center. DHM provided designs for bridge connections, plaza improvements, site furniture & lighting, and parking & circulation improvements, all in the context of the greater master plan.



DHM DESIGN

CHRIS BRANDT

Associate | Professional Landscape Architect (CO)

As a landscape architect, Chris has substantial experience in design, in-depth construction detailing, and hand drawn graphics. A native Oregonian transplanted to Colorado, his professional interests gravitate towards the sustainable use of water and the thoughtful inclusion of rainwater as a design amenity. His knowledge of materials paired with a strong understanding of construction methods has contributed to a richly diverse group of built environments.

ABOUT

EDUCATION

B. of Landscape Architecture
University of Oregon, 1997

REGISTRATIONS

Professional Landscape Architect | Colorado

BOARDS

Red Hill Council; Carbondale, CO
Board Member, Trail Work Crew Leader

RECENT PROJECTS

Hallam Bluff Private Residence; Aspen, CO
Aspen Club; Aspen, CO
Telluride Transfer Southwest Corner; Telluride, CO
Loop PDX; Portland OR
4 Diamond Ranch; Wilsall, MT
Basalt River Restoration; Basalt, CO
Moonlight Basin Lodge; Big Sky, MT
Orchard Mesa Detention Pond; Grand Junction, CO
Aspen Valley Ranch; Aspen, CO
Little Woody Creek Residence; Woody Creek, CO
June Bug Ranch; Eagle County, CO
Snake River Club; Jackson, WY
Cabot Cliffs; Inverness, Nova Scotia, Canada
Roaring Fork Club; Roaring Fork Valley, CO

VOLUNTEER WORK

Red Hill Council; Carbondale, CO
Board Member, Trail Repair Crew
COPMOBA; Fruita, CO
Trail Construction – Mack Ridge re-route
Carbondale Bike Park; Carbondale, CO
Design Consultation and Planning, coordination
Bonedale Bike Week; Carbondale, CO
Planning Committee member
Turkey Day Cyclocross Race; Carbondale, CO
Race Organizer, Course Designer, Skills Clinic Instructor

CONTACT

cbrandt@dhmdesign.com
970.963.6520
www.dhmdesign.com

NOTABLE WORK

Delta County Recreation Master Trails Plan | Delta County, CO

Delta County determined that a comprehensive Recreation Master Trails Plan was essential for developing clear goals and objectives that will act as a guiding document for the Board of County Commissioners. Knowing that additional land and funds may be needed for existing operations as well as future trails, recreation facilities and development of infrastructure, this plan will help prioritize these needs and guide future efforts. The team is working to inventory and evaluate the current trail systems and look for opportunities to create new connections. They will prioritize and establish a framework for improvements and links to existing trails, identify funding sources for phased implementation of new trail locations and existing trail maintenance. All of this will ultimately create a community-driven plan for success.

Crystal River Restoration | Carbondale, CO

The Crystal River runs through Pitkin and Garfield Counties was recently named America's 8th "Most Endangered River," by the American Rivers organization due to water diversions, water storage projects, degradation, and loss of aquatic/riparian habitats. Aspen Valley Land Trust, along with the Town of Carbondale, hired DHM Design as part of a team to complete comprehensive river restoration and enhancement for a 1.5 mile stretch that spans from the Weaver Ditch headgate and Fish Hatchery to the Riverfront Park and Crystal Bridge Drive bridge. DHM Design helped collect funding through the grant application process, which succeeded in gathering \$130k in grant funding. The first phase of the project is a focused effort on restoring the wetland/riparian habitat near the Riverfront Park.

RFTA Recreational Trails Master Plan | Roaring Fork Valley, Colorado

The RFTA Rio Grande Railroad Corridor, which includes the popular Rio Grande Trail (RGT), contains upwards of 460 acres of public land for non-motorized, multi-use trail activities. This unique and scenic 42-mile corridor, from Glenwood Springs to Aspen, is co-owned and cooperatively maintained by RFTA, Pitkin County Open Space & Trails (POST) and the City of Aspen. From daily commuters to brand new trail users, the team is creating a master plan that supports the needs of the community and protects the amazing resource. The Corridor has been preserved for trail use and future rail/transportation services pursuant to the federal rail banking provision of the National Trails System Act. The non-motorized trail sees an average of 85,000 annual users from near and far.



Barker Rinker Seacat Architecture

Barker Rinker Seacat Architecture has been recognized nationally as a leader in the strategic planning, master planning, programming and design of community facilities.

Designing great places for communities has been the driving passion of Barker Rinker Seacat Architecture since its early beginnings more than 44 years ago. With nine principals, eight senior associates, a total firm of 40, and offices in Denver and Dallas, our mission and commitment are the same today as they were then. By putting the client's needs first and remaining true to architectural excellence, we have been at the forefront of innovative design. We have assisted more than 250 organizations across the country in the strategic planning, master planning, programming and design of community facilities.

Recreation centers, active adult centers, and athletic complexes are the focus of our practice. The thread that runs through them all is our commitment to an interactive process that includes our clients in the design and development of their project. Decision makers must often navigate through a minefield of stakeholder groups and agency review, trying to balance the needs of all. We help facilitate "best-value" decisions unique to each organization. How do we do it? We wear many hats. We're artists and analysts, mapmakers and MacGyvers, sages and band leaders, shepherds and scouts. We encourage potential clients to contact past and current clients to learn the value of a BRS-led project.

We design buildings and places that bring people together. We get our inspiration from the communities and clients with whom we work. We'd love to work with you.



KEITH HAYES, AIA, LEED AP

PRINCIPAL-IN-CHARGE



Keith Hayes has been with the firm since 1995 and became a Principal in 1999. He has more than thirty years experience designing public architecture including community and recreation centers, municipal office buildings, visitor centers and schools. Keith's strength lies in his commitment to his clients to assure that they are heard and their facility needs are met. As a Principal and Project Manager, Keith excels in his attention to details and his ability to juggle the many tasks necessary to assure an excellent project. Keith has spoken about a variety of recreation issues at state and national conferences. Keith is a LEED Accredited Professional.

EDUCATION

University of Washington
Master of Architecture

University of Washington
Architecture in Rome Program

University of Colorado at Boulder
Bachelor of Environmental Design

Harvard University
Graduate School of Design
University Athletic & Recreation Facility
Seminar

University of Colorado Denver
Graduate School of Policy
Denver Community Leadership Forum

REGISTRATIONS

NCARB, Colorado, Georgia, Michigan,
Nebraska, Nevada, New Mexico, New
Jersey, New York, Ohio, Oklahoma, Oregon,
Washington

Green Building Certification Institute LEED
Accreditation

PROFESSIONAL ACTIVITIES

Secretary: American Institute of Architects,
Colorado Chapter, 1996

Associate Director: American Institute of
Architects, Colorado Chapter, 1993

Coordinator: American Institute of
Architects, Colorado Chapter Intern
Development Program, 1992

American Institute of Architects

YEARS OF EXPERIENCE

BRS: 24

Total: 29

[linkedin.com/in/BRSkeithhayes](https://www.linkedin.com/in/BRSkeithhayes)

keithhayes@brsarch.com

RECENT PROJECT EXPERIENCE

Montrose Recreation Center *Montrose, Colorado*

Durango Recreation Center *Durango, Colorado*

Waggener Farm Park Recreation Center *Berthoud, Colorado*

Berthoud Parks and Recreation Master Plan *Berthoud, Colorado*

Sammamish Community Aquatic Center *Sammamish, Washington*

Georgetown Aquatic Facility Feasibility Study *Georgetown, Texas*

Des Moines Aquatic Study *Des Moines, Washington*

Erie Recreation Center Study *Erie, Colorado*

Apex Center *Arvada, Colorado*

Kent Aquatics Study *Kent, Washington*

Larkspur Center Expansion and Remodel *Bend, Oregon*

Liberty Lake Town Center Feasibility Study & Concept Design *Liberty Lake, Washington*

Pasco Aquatic Study *Pasco, Washington*

Redmond Recreation Study *Redmond, Washington*

The Salvation Army Ray & Joan Kroc Corps Community Centers *Salem, Oregon; Augusta, Georgia; Quincy, Illinois; Suisun City, California*

Tumwater Recreation Center Study *Tumwater, Washington*

Livonia Recreation Center *Livonia, Michigan*

SPEAKING ENGAGEMENTS

- 2018 Heritage Rail Alliance: "Historic Landmark Status"
- 2017 Colorado Parks and Recreation Association: "A Tale of Two Cities - New Paradigms in Community Recreation Center Development"
- 2012 National Park Service Landmark Advisory Board: "Cumbres and Toltec National Landmark Nomination"
- 2011 USGBC Colorado Conference, Rocky Mountain Chapter: "One Firm's Quest to Achieve the 2030 Challenge"
- 2010 The Salvation Army Southern Territories Conference: "An ADA Primer"

- 2008 The Salvation Army Central & Southern Territories Conference: "Introduction to Sustainable Design"

PUBLICATIONS

- 2009 *Recreation Management Magazine*: "Control Central: The Control Desk Can't Be Ignored"

AWARDS

- 2012 Friends of the Cumbres and Toltec: "General Palmer Award for Commitment to Preservation"
- AIA Denver 1997 Young Architect of the Year

KEITH HAYES, AIA, LEED AP

PRINCIPAL-IN-CHARGE



Keith Hayes has been with the firm since 1995 and became a Principal in 1999. He has more than thirty years experience designing public architecture including community and recreation centers, municipal office buildings, visitor centers and schools. Keith's strength lies in his commitment to his clients to assure that they are heard and their facility needs are met. As a Principal and Project Manager, Keith excels in his attention to details and his ability to juggle the many tasks necessary to assure an excellent project. Keith has spoken about a variety of recreation issues at state and national conferences. Keith is a LEED Accredited Professional.

EDUCATION

University of Washington
Master of Architecture

University of Washington
Architecture in Rome Program

University of Colorado at Boulder
Bachelor of Environmental Design

Harvard University
Graduate School of Design
University Athletic & Recreation Facility
Seminar

University of Colorado Denver
Graduate School of Policy
Denver Community Leadership Forum

REGISTRATIONS

NCARB, Colorado, Georgia, Michigan,
Nebraska, Nevada, New Mexico, New
Jersey, New York, Ohio, Oklahoma, Oregon,
Washington

Green Building Certification Institute LEED
Accreditation

PROFESSIONAL ACTIVITIES

Secretary: American Institute of Architects,
Colorado Chapter, 1996

Associate Director: American Institute of
Architects, Colorado Chapter, 1993

Coordinator: American Institute of
Architects, Colorado Chapter Intern
Development Program, 1992

American Institute of Architects

YEARS OF EXPERIENCE

BRS: 24

Total: 29

[linkedin.com/in/BRSkeithhayes](https://www.linkedin.com/in/BRSkeithhayes)

keithhayes@brsarch.com

RECENT PROJECT EXPERIENCE

Montrose Recreation Center *Montrose, Colorado*

Durango Recreation Center *Durango, Colorado*

Waggenger Farm Park Recreation Center *Berthoud, Colorado*

Berthoud Parks and Recreation Master Plan *Berthoud, Colorado*

Sammamish Community Aquatic Center *Sammamish, Washington*

Georgetown Aquatic Facility Feasibility Study *Georgetown, Texas*

Des Moines Aquatic Study *Des Moines, Washington*

Erie Recreation Center Study *Erie, Colorado*

Apex Center *Arvada, Colorado*

Kent Aquatics Study *Kent, Washington*

Larkspur Center Expansion and Remodel *Bend, Oregon*

Liberty Lake Town Center Feasibility Study & Concept Design *Liberty Lake, Washington*

Pasco Aquatic Study *Pasco, Washington*

Redmond Recreation Study *Redmond, Washington*

The Salvation Army Ray & Joan Kroc Corps Community Centers *Salem, Oregon; Augusta, Georgia; Quincy, Illinois; Suisun City, California*

Turnwater Recreation Center Study *Turnwater, Washington*

Livonia Recreation Center *Livonia, Michigan*

SPEAKING ENGAGEMENTS

- 2018 Heritage Rail Alliance: "Historic Landmark Status"
- 2017 Colorado Parks and Recreation Association: "A Tale of Two Cities - New Paradigms in Community Recreation Center Development"
- 2012 National Park Service Landmark Advisory Board: "Cumbres and Toltec National Landmark Nomination"
- 2011 USGBC Colorado Conference, Rocky Mountain Chapter: "One Firm's Quest to Achieve the 2030 Challenge"
- 2010 The Salvation Army Southern Territories Conference: "An ADA Primer"

- 2008 The Salvation Army Central & Southern Territories Conference: "Introduction to Sustainable Design"

PUBLICATIONS

- 2009 *Recreation Management Magazine*: "Control Central: The Control Desk Can't Be Ignored"

AWARDS

- 2012 Friends of the Cumbres and Toltec: "General Palmer Award for Commitment to Preservation"
- AIA Denver 1997 Young Architect of the Year



Parks and Recreation, Open Space and Trails Needs Assessments

RRC has extensive experience with parks, recreation, open space, and trails needs assessment studies for cities, counties, recreation districts, and also at the state level. The goal of the studies is to obtain citizen input on a variety of topics related to parks and recreation use, values, and community priorities for future improvements. Many studies also have particular emphasis on gauging support for community recreation centers and aquatic facilities. A variety of research techniques are used in the studies, including telephone, mail, Internet, user surveys, and focus groups. Current satisfaction levels with existing facilities and programs are also measured, as is the relative importance of specific new priorities, facilities, and policies most desired and needed by the communities. Results and conclusions from the research help guide the development of parks and recreation master plans in the communities.

Some of our clients include:

- National Recreation and Parks Association (NRPA)
- County of San Diego Department of Parks and Recreation
- City of Asheville, NC Parks and Recreation
- Twin Falls, ID Community Center Study
- City of Boulder, CO Parks and Recreation
- Erie County, NY Parks and Recreation
- Los Alamos County, NM Parks and Recreation
- Maryland-National Capital Parks and Planning Commission, Prince George's County and Montgomery County
- City of Cary, NC
- Oklahoma City Recreation Facilities & Programs Needs Assessment
- New Mexico Statewide Comprehensive Outdoor Recreation Plan
- City of Steamboat Springs, CO Parks and Recreation
- City of Burien, WA Recreation/Community Center
- City of Cedar Rapids, IA Parks and Recreation
- Denver Recreation Centers Needs Assessment
- City and County of Broomfield, CO
- Grand Junction, CO Community Center Study
- City of Palm Springs, CA Parks and Recreation
- City of Sherwood, OR Cultural Arts/Community Center
- City of Spokane, WA Parks and Recreation
- Helena/Lewis and Clark County, MT Parks
- San Gabriel, CA Parks and Recreation
- City of Tulsa, OK Parks and Recreation



C. CHRIS CARES



Chris possesses a diverse background in public and private planning. A founding partner of RRC Associates, he specializes in practical applications of research techniques including survey and qualitative research, modeling and applied analysis to solve problems in city planning, administration, and business applications. Parks and recreation needs assessments are particular areas of specialization. Chris has overseen numerous community/citizen surveys in towns and counties throughout the United States, which provide input to parks, recreation, trails, open space, and planning needs assessments. The results of these studies typically become incorporated into parks and open space master plans, or other policy documents.



Professional Experience

1983 to present **MANAGING DIRECTOR/FOUNDING PARTNER**
RRC Associates, Boulder, CO

Representative Projects

Parks and Recreation Surveys for Master Plans and Needs Assessments:

Charleston County, SC	Waukesha, WI	Florence, AZ	Martin County, FL
Ashville, NC	Prospect Heights, IL	Littleton, CO	West Palm Beach, FL
Cary, NC	Erie County, NY	Louisville, CO	Asheville, NC
Caswell County, NC	Gloucester County, VA	State of Maryland	Colchester, VT
Leland, NC	Hunterdon County, NJ	State of New Mexico	Meridian, ID
New Hanover County, NC	Rancho Cucamonga, CA	Palm Springs, CA	Maryland-NCPPC-
Wake Forest, NC	San Diego County, CA	Pearland, TX	Prince George County, MD
Williamsburg, VA	Amherst, NY	Wilsonville, OR	Encinitas, CA
Chatham County, GA	Winchester, VA	Dunwoody, GA	San Gabriel, CA
Cedar Rapids, IA	Desert Rec. Dist., CA	Santee, CA	Keene, NH
Bella Vista Village, AR	Farmington, NM	Manassas, VA	
Fitchburg, WI	Coconino County, AZ	Tualatin Hills, OR	

Tourism and Ski Area Visitor Research (examples include National Ski Areas Association, Colorado Tourism Office, Vail Resorts, Copper Mountain, Telluride Ski and Golf Company, Crested Butte Mountain Resort, Cedar Rapids, IA)

Housing and Transportation Needs Assessments (examples include Boulder, Lafayette, Longmont and Westminster, CO; Eagle County and Town of Vail; Grand Junction, Pueblo, Weld County, CO)

Education

Master of City Planning: Harvard University, 1975
Bachelor of Arts, Political Science: University of Rochester, 1972
University of Michigan, 1971

Further Work Experience

1977-81 **PLANNER/ASSOCIATE**, Gage Davis Associates—Boulder, CO
Associate in charge of research studies for major destination resorts in Colorado and Utah

1976-77 **PLANNER**, City of Boulder—Boulder, CO

1975 **PLANNER**, Lincoln-Uinta Counties Planning Office—Kemmerer, WY

RELEVANT BOARD EXPERIENCE

GP RED – Research, Education and Development for Health, Recreation and Land Management – gpred.org
(currently Board President)

Breckenridge Outdoor Education Center, Breckenridge, CO – (former board member)
boec.org

C. Methodology and Approach to Scope of Work



PROJECT UNDERSTANDING

We understand that the City of Grand Junction seeks assistance in the development of a Parks, Recreation, and Open Space Master Plan which will serve as an update to the current plan, which was completed in 2001. We recognize that your parks and recreation inventory was updated in 2011, and that this plan will build off of work that was completed during the update of your Comprehensive Plan, which is currently in progress. We know that many of the objectives in the previous plan have been met and that the plan has served the City well. It is now time to update the plan to develop a set of implementable recommendations for the next 5-8 years.

We recognize that the community has indicated a need for a community center; however, a vote to fund the center was not successful. This plan will also include a Feasibility Study to determine facilities in the community with the highest need. We recognize that this plan will address the Orchard Mesa Pool, which is adjacent to Orchard Mesa Middle School, which was recently renovated, along with operational recommendations for the Glacier Ice Arena. We know that each of these facilities may be in need of new operating structures, as the School District would like to move away from the partnership with the pool, and the operator of the ice arena is currently experiencing financial hardships.

Our team has been assembled specifically to address your goals for this project. We have included experts in parks, recreation, and open space management and operations; recreation center operations and feasibility studies; and park site assessments. We will work with you to develop a plan that contains realistic and implementable recommendations to help you meet the needs of your vibrant and growing community.

SCOPE OF WORK

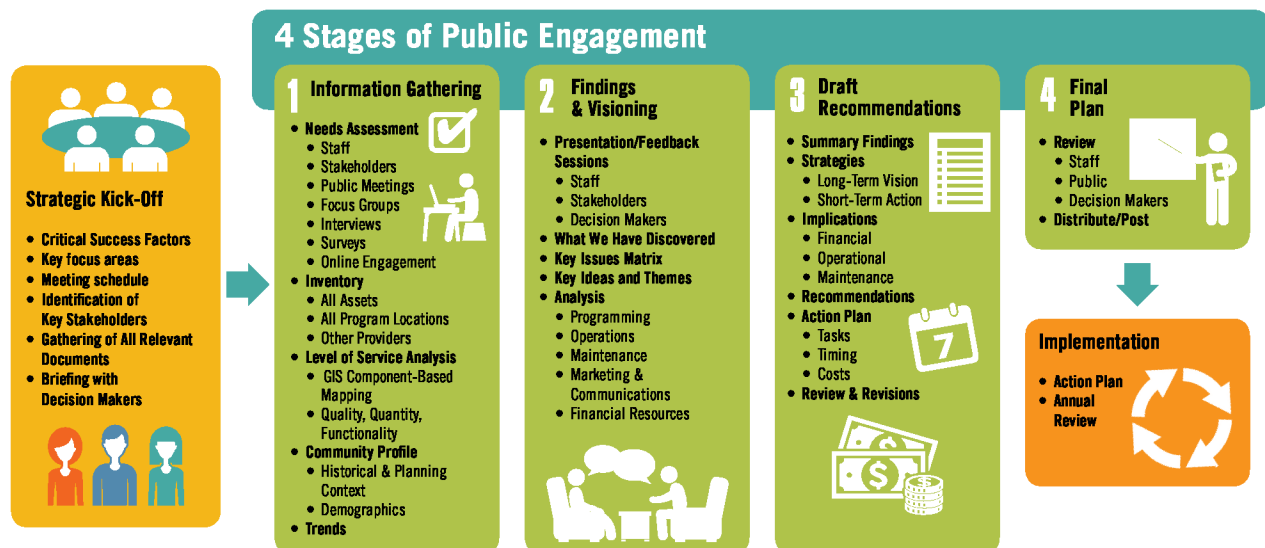
A. PROJECT COORDINATION, STRATEGIC KICK-OFF, AND DETERMINATION OF CRITICAL SUCCESS FACTORS

Following the award of contract, the GreenPlay team will provide a Detailed Work Plan for discussion at a Strategic Kick-Off (SKO) meeting with the City's project team. We will review the details of the work plan and formalize the timeline and tasks for your project.

Project Coordination

- We will work closely with your team during SKO to identify key "Critical Success Factors" that will help to ensure that all relevant unique aspects of the City are addressed.
- We will supply written Monthly Progress Reports that cover recent progress, outstanding issues or information needed, upcoming meetings and agendas, and next steps. We have found this to be an effective communication tool, adding a level

Key Elements of a Community Parks and Recreation Strategic/Master Plan



Typically our Strategic/Master Plans include a 5-year focus on operations, 10-year focus on capital, and 20 year strategic vision. Other elements and tools are added as needed for a community-specific plan.

of efficiency to our projects. We will always be available for phone or email communication.

- Project team progress meetings will be formally held as often as necessary, but in no case less than monthly, with project updates via email or phone to your Project Manager until the final plan is approved by the City Council.
- We will supply the City Project Manager with one (1) electronic copy of all completed or partially completed reports, studies, forecasts, or plans deemed necessary by the Project Manager at least three (3) working days before each progress meeting. The Project Manager will schedule the meetings, as necessary, at key times during the development of the plan.
- We will provide up-to-date information for posting on the City's website and/or an independent project website for review of progress by stakeholders and the public.

Integration with Existing Vision, Goals, Operations, Budgets, and Plans

As part of the information gathering phase, we will integrate information from other recent and current planning work, including the City Comprehensive Plan, the previous Parks, Recreation, and Open Space Master Plan, the 2018 Community Survey, and other relevant planning documents, as well as budgets, work plans, and funding plans utilized by the City to facilitate the comprehensive coordination of direction and recommendations.

B. PUBLIC OUTREACH

Our team believes in creating an in-depth, efficient, and cost-effective citizen-focused community process throughout all public agency management and planning. We will build upon previous work to acquire knowledge of local issues and concerns that will assist us in obtaining useful and pertinent community feedback – both as information and engagement for buy-in and outcomes. Please see Section D of this proposal for details on our proposed community and stakeholder engagement process.

C. INVENTORY AND LEVEL OF SERVICE ANALYSIS

Our team will work closely with your GIS staff, who will compile a GIS inventory of your system.

OPTIONAL SERVICE AVAILABLE

Component-Based Methodology (CBM)

Level of Service Analysis

An Improved Approach!

GRASP® Methodology

(Geo-Referenced Amenities Standards Process)

We recognize that the City has a GIS Department and you are offering to have the City's staff compile all inventory and mapping. If desired (for an additional fee), we can include a more detailed component-based GRASP® analysis that builds upon the City's capabilities, and makes that higher level of detail available for analysis.



Building on innovations in GIS and other technologies, many parks and recreation agencies are now choosing to move beyond the traditional capacity-style and basic GIS mapping into a Component-Based Method (CBM) for inventory and level of services analysis.

We have adapted and built upon previous traditional capacity based level of service (LOS) practices to create an improved approach. GreenPlay team members have worked with researchers since 2001 to create, test, and efficiently provide these services. We call our proprietary and trademarked version of the process GRASP®. GreenPlay team members were also invited researchers involved with the creation of the initial NRPA GIS and Attributes Standards Task Force. GreenPlay was one of the first firms in the country to apply this type of analysis to open space and trails attributes and characteristics.

The available capacity-style approach will be enhanced with on-site component data collection and analysis to create a complete dataset and determine current conditions for:

- Quantity of all relevant system components.
- Quality of components (3 point scaling along with aesthetic attributes).
- Functionality of components for their intended purpose for this plan lifecycle.

Once fully analyzed, the data will provide the basis for park system classifications, developer guidelines, and recommendations for making improvements to address unmet needs for parks, open space, and recreation for many years to come. This detailed CBM dataset can also provide a strong basis for future digital assets management and maintenance plans.

Note: If GRASP® services are not included, we will work with the City staff to use their mapping and proximity analysis capabilities. We will conduct a capacity-style level of service analysis to help identify quantities of amenities and components that may be needed going forward.

We recognize that information gathered during the community engagement process, background data, and current usage cannot alone tell the full story of a community's needs or opportunities. For this report,

To provide insight into the potential market for the City's parks, recreation, and open space programs and services, we will conduct a demographic analysis and market profile of Grand Junction and the surrounding area. Our team will utilize all information available from previous planning efforts, the U.S. Census Bureau, Esri, and other national and local sources. We will work directly with your leadership to help document growth and redevelopment areas and land use changes. A detailed demographic analysis based on service areas will outline trends and information that could affect the need for land acquisition, development, and regional planning.

Trends Analysis

Strategic trends analysis will consider demographic shifts and their impact on future parks, open space, and recreation provisions. This analysis will also identify interest and participation levels for a variety of activities, assess how services are provided through both administrative and planning trends, including technology and customer service. This process includes strategic analysis of local, state, and national best practices, along with what is new in the field of parks, recreation, and open space.

Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

To develop a short and long-term strategy for the future planning of the City's parks, open space, and recreation service provisions, we will conduct a SWOT Analysis. A SWOT Analysis is an effective and realistic way of identifying the market Strengths and internal and external Weaknesses, and for examining the Opportunities and Threats faced by the organization. This process will help to identify any deficiencies in the provision of services and programs.

Facility and Asset Gaps Analysis

We will analyze the information on usage, needs, desires, operations, maintenance, land use trends, and make recommendations. We will identify areas of service shortfalls and projected impact of future trends.

Using the results of the statistically-valid survey, focus groups, stakeholder meetings, needs assessment, current level of service, alternative providers in the market, and current capacity, GreenPlay will identify and prioritize the unmet needs in the community. The gaps in services can be identified using the nexus of unmet need and high importance.

D. INDOOR FACILITIES FEASIBILITY STUDY

We will use information gathered during community and stakeholder engagement and inventory to develop a short-term and long-range strategy for the future planning of potential programs and provision of services to be fulfilled by indoor recreation facilities. These methodologies provide easily understood information that help to guide staff and officials in decision making from this point forward. In addition, the decided upon parameters become easily



© 2019 GreenPlay LLC. All rights reserved. Reuse by permission only. Contact: info@greenplayllc.com * Statistically-valid survey is optional.

explainable to the public and can be used to provide presentations and justification as needed for managing the facility and its services. We will also use these tools to develop priorities for the City.

Facility Building Criteria

The GreenPlay team will evaluate the components and potential costs for recommended indoor facilities. Analysis will focus on the building's design implications and conceptual costs associated with each design, along with existing and proposed amenities. We have strong experience in creating justifiable recommendations for these types of facilities and associated operations.

Facility Program Plan

It is clear that we need to consider and utilize what we have learned and allow for follow up public input from the community to verify that the program elements are appropriate. Our team will consider the following: Participatory activities to generate project input including:

- Identification of potential costs of programming components
- Activities that will assist in building consensus and determining program components and space allocation requirements that will best meet community needs
- Priorities and phasing options
- Project Capital Budget

GreenPlay suggests a focus on potential additional revenue generation to help cover operational and maintenance costs. We have effective methods for determining which types of revenue generation will be most appropriate for the community and the recreation center. From this information, we can create the conceptual operating and maintenance budgets.

Based on all the information gathered throughout the process, GreenPlay will develop annual operational and maintenance line item budget projections to include all expenses and revenues associated with indoor facilities that will impact the annual operating budgets.

The expected revenues and expenses will be broken down by each potential revenue category and will include (but will not be limited to):

EXPENSES

- Short- And Long-Maintenance
- Equipment
- Benefits
- Staff - Full, Part Time And Seasonal
- Supplies
- Capital Replacement
- Debt Service
- Marketing
- Technology
- Contractual Services
- Utilities

REVENUES

- Admissions
- Equipment And Facility Rentals
- Special Events
- Concessions
- Pro Shop/Merchandise
- Passes/Memberships
- Programs/Clinics/Camps
- Sponsorships/Partnerships
- Leagues And Tournaments
- Year Rounds Uses

Indoor Recreation and Fitness Center Expansion Five-Year Pro-Forma

GreenPlay will create a five-year pro-forma projecting the expenses, revenues, and cost recovery anticipated over the first five years of operating recommended indoor facilities. A five year pro-forma spreadsheet will be included and project annual increases in the broad categories of the revenue and expense line item budget. Totals will include the net proceeds or deficit projected for each year. These figures will project increases in participation as well as estimated inflationary costs and/or price changes.

Preliminary Cost Estimation

The planning process will result in a Capital Improvement Plan that identifies prioritized investments in indoor recreation facilities. The GreenPlay team has extensive experience in creating realistic capital budgets for recreational facilities and related amenities. We know what it is like to run local and state parks and recreation agencies and the importance of conservative, yet realistic, projections. While we maintain our own internal databases of sample costs and assumptions, we also are constantly working on additional projects with technical professionals, including architects, engineers, and landscape architects. For land and construction

costs, we work with staff, local experts and non-profit land conservation organizations to set appropriate projections for targeted parcels and projects, keeping in mind all of the variables that can affect those projections. When we provide assumptions, we make sure that we believe those assumptions are accurate and achievable.

E. ACTION/IMPLEMENTATION PLAN AND FUNDING ANALYSIS

Present and Projected Fiscal Resources

We realize that recommendations mean nothing without examining the financial resources necessary to move forward. We will consider the implications and possibilities at all stages. GreenPlay will conduct an overview analysis of existing funding to understand how the City is meeting current needs and, based on recommended improvements, determine if current funding sources are sufficient for both capital and operational costs.

We will identify gaps in the current management and funding system and look for potential areas of improvement. In addition we will analyze other sources of funds such as tax and bond issues potentials and strategies for land acquisition.

Based on the strategic recommendations that arise out of the needs assessment, we will identify probable operating, maintenance, and capital costs and recommendations for potential funding sources and mechanisms for the next ten (10) years.

Cost Recovery and Resource Allocation

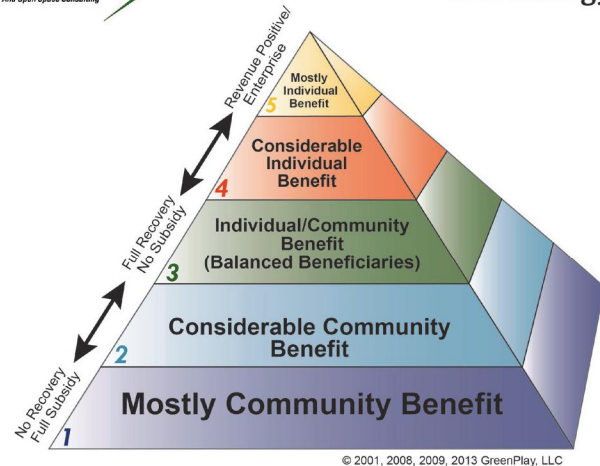
GreenPlay is a national leader in teaching and developing innovative approaches to handling the often contentious financial issues of “how much taxpayer subsidy is enough?” or “where should the resources go?” GreenPlay has established and improved the “Pyramid” methodology for helping agencies create an overall philosophy and approach for resource allocation, program pricing, and cost recovery evaluation.

We currently teach implementation and use of this straightforward but innovative methodology at conferences, and also train agencies and universities in this methodology. It is invaluable for making tough resource allocation decisions, and creating pricing and cost recovery strategies. This methodology will be helpful for evaluating the financial sustainability of

the City’s parks, recreation, and open space system from both operational and capital funding aspects. As part of your project, we will use the concepts for identification of gaps and/or areas of non-consensus, along with introducing the concepts for this framework for decision making.



The Pyramid Methodology



© 2001, 2008, 2009, 2013 GreenPlay, LLC

Note: A full detailed analysis of cost recovery, divisional budgets, and/or pricing is not typically included in a master planning project, but can be facilitated separately or concurrently for an additional fee, if this is determined to be a key focus area.

Alternative Funding and Partnerships

GreenPlay brings extensive experience in evaluating options for alternative funding. Alternative funding typically includes grants, donor programs, and/or partnerships. Our Project Team will identify key partners in the area through the planning process and can provide management recommendations to enhance this potential funding area. Note that this task does not include procurement of alternative funding, but this can be addressed separately if desired.

Findings Compilation, Validation, and Visioning

GreenPlay team consultants will compile initial findings from the inventory, demographics, and needs assessments and will prepare a summary Findings Presentation for staff, decision makers, stakeholders, and the public to validate the accuracy of the findings. During this stage, we will confirm that all information identified and collected thus far is correct, and we will ask all stakeholders to share any additional issues or opportunities for consideration as we prepare to move forward into analysis and recommendations.

Key Issues Analysis Matrix

During the Findings Phase of each project, GreenPlay Project Managers compile a Key Issues Analysis Matrix that helps identify focus areas from the various tools and methodologies used to collect information. This matrix will help the City determine progress on goals set forth in the plan, and will serve as a basis for plan updates in the future.

Sample Key Issues Analysis Matrix									
Healthy Community Parks and Recreation Master Plan			Qualitative Data			Quantitative Data			
Key Issue - Rating Scale			Staff Input	Public Input	Leadership	Surveys	Other Planning Documents	Assess/LOS	Consultant Team
a - priority									
b - opportunity to improve									
c - minor or future issue									
blank means the issue didn't come up or wasn't addressed									
Organizational									
Strong relationship between Commission and City			a	c	a		a	a	a
Executive Support for Parks and Recreation			b	c	a	b	c	a	a
Deferred maintenance of parks, potentially due to staffing limitations.			a	a	b	b	b	a	a
Focus on health for nutritional and active transportation partnerships			b	a	c	a	a	a	a
Marketing and Awareness are strong but can use additional focus			a	b	b	b	b	b	a
Promote events as economic draws to help activate downtown			a		a	a			a
Parks and Facilities									
Increase trail connections			b	a	b	a	b	a	a
Need for sidewalks and on-street bike/ped improvements			b	a	b	a	b	a	a
Increase legal access to River			b	a	c		c	a	a
Feasibility study to determine highest and best use for Auditorium			a	b	a		a	a	a
Need to add more information to City website on parks and facilities			a	b	b			a	a
Address repairs and use of outdoor pool			a	a	b	a		a	a
Add nature playgrounds in other parks			b		b		b		a
Programs and Service Delivery									
Align program equity and availability in all sub-areas to all demographics			b	a	a	a	a	c	a
Activate sub-areas through community-wide focus and events			b	a	b	b	a		a
Opportunity for additional non-sport programs			c	a	b	a	a	a	a
Desire for more events & festivals			c	a	b	b	a		a
Track and promote participation in southern sub-areas			a		a				a
Finance									
Funding for facilities and staffing for City needed			a	a	a		a	a	a
Cost Recovery could be addressed at Category Level			b		b		c		a
Aligned cost recovery plan and policies			b		b				a
Promote equitable scholarship program.			b	a	b		c		a
Align parks, recreation, sports, culture, and events as economic drivers			a		a		a	a	a

Visioning Strategies Development Workshop

We will fully analyze identified findings to create implementable recommendations for your future. We want to be respectful of the staff's time, while thoughtfully contributing our identified ideas, suggestions, qualitative, and quantitative findings. We also want to engage all interested members and key stakeholders in determining future vision and action plan steps for the City's parks, recreation, and open space needs.

Following review of the findings, we will facilitate a **Visioning Strategies Workshop** that will include an analysis of all findings, including operational feasibility, political or historical constraints, and any other potential challenges. We will also identify opportunities for implementation steps, work plans, and funding implications. This Workshop will help provide an articulated guiding vision for future acquisition, development, and maintenance of parks, recreation, and open space, with goals, desired outcomes, and standards identified to direct policy and acquisition for existing and proposed facilities.

Capital Projects List and Development Guidelines

We understand that as a result of all of this analysis it is important to have a well-designed, feasible, and justified Capital Projects List. We will:

- Prioritize recommendations for needs regarding land acquisition, and the development of parks, recreation, and open spaces in short term and long term increments.
- Develop a set of prioritized recommendations for maintenance and renovation of all parks, recreation, and open spaces.
- Develop design guidelines for future parks, trails, and open space assets and facilities.
- Include accompanying cost estimates for list of priorities, based upon capital projects to help the City realize various portions of the Master Plan Implementation including:
 - Capital Projects List
 - Project Prioritization Criteria
 - Implementation Steps
 - Funding Strategy

Park Development Policies

Upon review of the findings, we will evaluate current land dedication and fee in lieu policies for development. We know that the City recently revised park impact fees, which will provide additional revenue for the parks, recreation, and open space system. We will review your policies and help you develop a method for the land dedicated or the fee in lieu calculation that involves land that may be integrated into a meaningful part of the parks and recreation system. We will work with you to identify the value of open space and dedicated parkland that is buildable as a park.

Open Spaces Management Plan

We know that the City would like a better method for managing and acquiring open space. We will work with the City and the Colorado West Land Trust (CWLTL) to evaluate the open space system, determine best practices, and make recommendations to better serve the community through open space. This evaluation will include a plan for managing and planning for use of open space that is currently acquired and will be acquired in the future.

F. DRAFT AND FINAL PLANS, PRESENTATIONS AND DELIVERABLES

The GreenPlay team will summarize and synthesize all research and stakeholder input, and develop recommendations and priorities into a Draft Plan. We will work with the project team to prioritize recommendations, balancing needs and cost/benefit analyses, capacity of the City, and potential budgetary realities. The product of this task will be a set of recommendations phased into immediate, near-term, and long-term timeframes that address goals and action strategies.

Draft Plan and Action Plan

Based on the outline and details of the recommendations and a summary of all tasks performed, we will create a well-written and concise draft Parks, Recreation, and Open Space Master Plan. The Plan will outline feasible goals and outcomes for future improvements.

Final Master Plan and Deliverables

Relevant comments on the draft will be incorporated into your Final Plan, and as necessary, we will assist in guiding the plan through the formal adoption process, including review and recommendation by the City Council.

Supplemental Feasibility Study Report

We will provide the feasibility study report on the indoor facilities needed (including addressing the issues related to Orchard Mesa Pool and the Glacier Ice Arena).

Deliverables for the final Master Plan

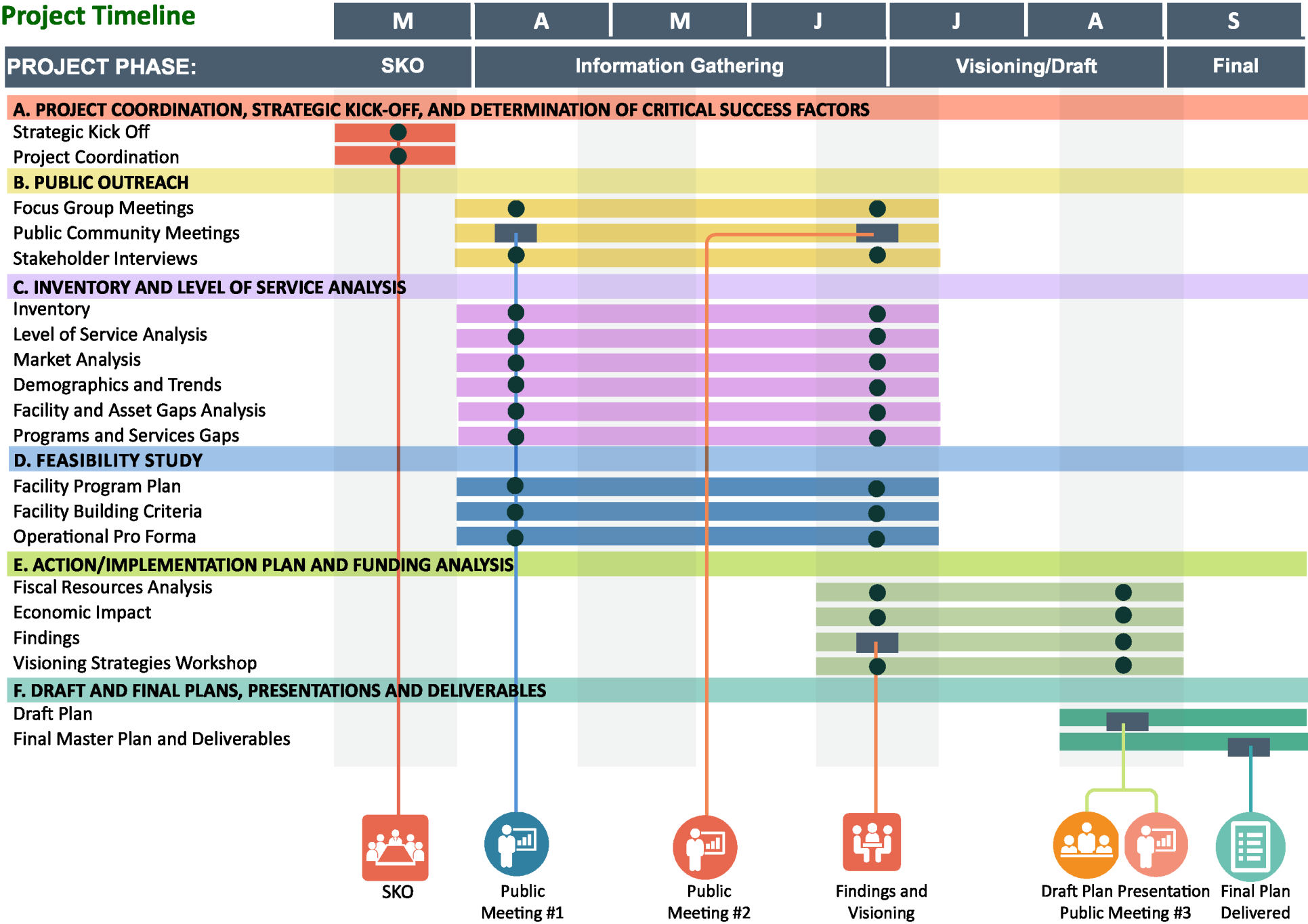
Deliverables will include all aspects outlined in the preceding tasks, summarized as:

- A detailed work plan.
- One (1) hard copy of the Draft Plan shall be provided for distribution and review plus one (1) electronic copy compatible with the City's software.
- Appropriate written materials and graphics (maps, slides, power point presentations, etc.) shall be provided for public presentations.
- One (1) hard copy of the Final Plan shall be provided along with one (1) electronic copy compatible with the City's software.

OPTIONAL ADDITIONAL ITEMS

In alignment with Addendum #1 and additional needs, the following tasks can be easily added at an additional fee (amount TBD based on needs), if desired:

1. **GRASP® Component-Based Inventory and LOS Analysis:** This analysis can build upon the City's GIS capabilities to look at the specific components within the parcels for a deeper dive evaluation of levels of service.
2. **Site Specific-Plans:** If additional site specific plans are needed, we are happy to provide them for an additional fee. For example, this may include a deeper look and/or plan for open space management and design needs for the Corner Property as South Camp and Monument Road.
3. **Healthy Communities Aspects:** GreenPlay is the national leader in helping to position parks and recreation agencies as preventive health providers. This can include adding tools such as a Youth Activities and Nutrition Survey, a Multi-Attribute Utilities Technique for prioritizing focus on preventive health factors (such as physical activity, nutrition, social engagement, transportation, access to nature, and safety) in Grand Junction, and/or adding GRASPActive to analyze where physical activity is being addressed or could be addressed within the system.



D. Community and Stakeholder Engagement



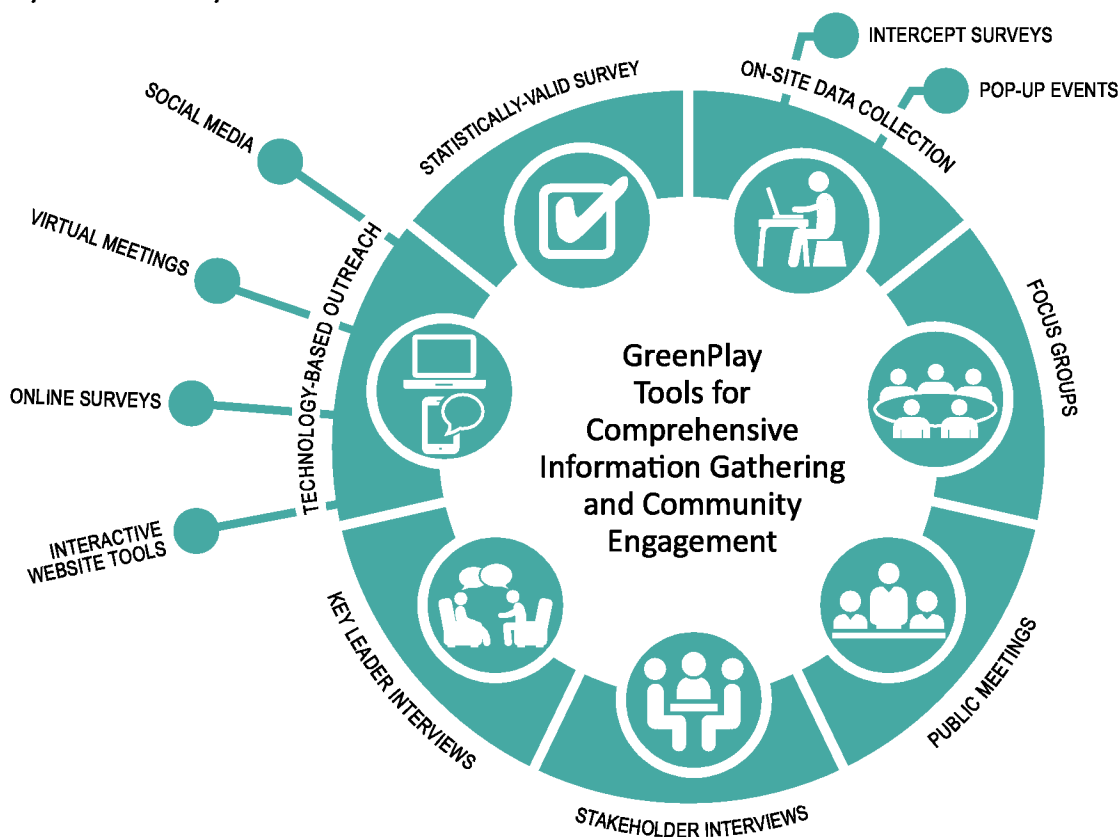
Engagement Methodologies

We tailor engagement strategies to meet the specific needs of your project, and the final process is determined during the Strategic Kick Off meeting. We will provide well-organized and directed activities, techniques, and formats that will ensure a positive, open, and proactive public participation process. We will work with your team during SKO to determine which of these methods may be most effective for engaging your community. The community and stakeholder engagement process will be used to gather information for the Feasibility Study as well.

GreenPlay will facilitate Citizen Outreach and Stakeholder Engagement Meetings to determine the needs of the residents and to allow the project team to communicate with residents, user groups, associations, civic associations, and key community representatives. Preliminary Key Stakeholders may include residents, representatives, and staff from your community; members of the Parks and Recreation Advisory Board, the City Planning Commission and City Council members; Parks and Recreation Department staff; other City boards and commissions as necessary; neighborhood associations; other affected community and government agencies; and selected alternative providers, partners, and special interest groups from in and around your community.

Participant feedback has indicated that our techniques and formats are well received and provide the opportunity to better understand the planning process and make a meaningful contribution, resulting in the feeling that attending an input session was a good use of someone's valuable time. We are well aware of the misuse of the public process that results in frustration over having to attend too many sessions or not feeling like the time was well spent, or that a person or group of people monopolized the meeting time. Our sessions are designed to avoid these common pitfalls.

We understand that Grand Junction has a diverse, multilingual population, including 16% of residents being Hispanic. In our planning work, we have found that different engagement methods work for multicultural communities. It may be more successful to engage portions of the community in places where they are already gathered or through neighborhood or faith based groups. We can work with you to provide translation services for the public meeting notices in print and web ready formats. We will work with you during SKO to develop an engagement strategy that is tailored to the whole Grand Junction community.

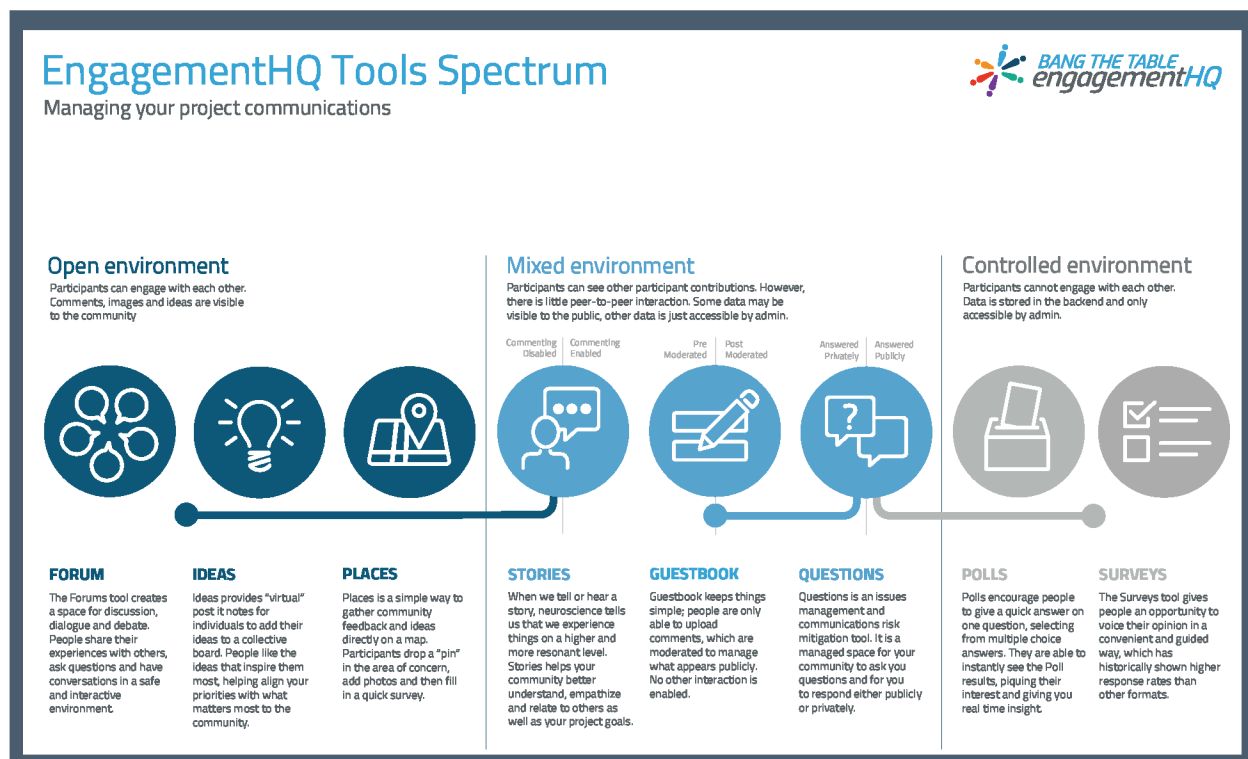


We use both qualitative and quantitative assessment tools, and all input tools will help build consensus and agreement on the plan and provide information for decision making to the City Council. Based on previous successes, the following citizen involvement strategy approach is designed to assure residents, user groups, associations, neighboring communities, and other stakeholders that they are provided an opportunity to participate in the plan's development, and is recommended for this project.

- **Initial Information Gathering:** Collection of as much information as possible on awareness, use patterns, satisfaction, desires, barriers, vision, priorities, funding possibilities, and willingness to pay, etc.
- **Focus Group Meetings:** A minimum of four (4) focus groups in different areas of the City, drawing from user individuals and groups, advisory boards, community associations, other service providers (public, private and non-profit, etc.), and primary stakeholders such as youth; adults; older adults; other recreational, cultural, historic, business, arts, and tourism providers; citizens with disabilities for inclusive programs; school officials; Parks and Recreation Advisory Board Members; representatives from Mesa County, and other stakeholders, as mutually determined.
- **Stakeholder Interviews:** During onsite visits and as appropriate (a minimum of three [3]

meetings), we will meet with and/or have phone conversations with those who can contribute specific information that may need to be conveyed in a more detailed manner (might include representatives from neighboring communities, sister agencies, important non-profits, etc.).

- **Public Community Meetings (minimum of 6)**
 - ♦ At least one meeting during the information gathering portion of the project that will provide an introduction to the project (i.e., purpose, scope, expected outcomes) and an opportunity to offer input about the desires and needs of the community.
 - ♦ One to present the findings of the updated needs assessment (i.e., community engagement results, inventory results, areas of focus for the recommendations) and an opportunity to participate in visioning and to provide comments about the information presented.
- **Final Board Presentation for Adoption** (hearing open to the public).
- **Bang the Table Engagement Software**
To enhance community engagement, we have included Bang the Table. The infographic below demonstrates capabilities that may be included in this plan. Bang the Table can integrate the engagement for this project with the City's website.



Statistically-Valid Survey

We will review the results of the previous 2018 survey and develop questions to garner updated information. We will work with RRC Associates (RRC), an experienced survey firm that has completed over 100 similar projects with GreenPlay, to create a geographically diverse survey to be mailed to a representative sample of households within Grand Junction and your service area. The survey will provide critical information in determining community values, satisfaction levels, needs and priorities, preferred marketing channels, level of awareness, current usage levels, and demographic information for long-range planning efforts.

Residents will be given the option of either completing the mailed survey form or accessing the survey online using an individual passcode (included in the mailed survey) assigned to each household. We frequently use this technique, finding it to be effective in maintaining the random sample while also increasing response opportunities. Questions will be drafted based on information gathered throughout the public involvement process as well as from staff, community leaders, and steering committee input. We will ask questions about what types of programs, facilities, and services residents want in their parks, recreation, and open space system, level of current usage, primary providers of services, alternative providers, quality and

satisfaction levels with existing services and facilities, priorities, level of awareness of City-operated open space, parks, recreation facilities, and trails. These questions will be supplemented with questions about specific, identified community issues, as deemed appropriate.

RRC will create a survey of four pages in length (including cover letter). To help improve response rates, we also anticipate that City would assist with marketing and creating public awareness of the survey through media and other channels, such as local newspaper, radio, cable TV, City web site, etc. We have substantial experience in designing surveys specifically for parks, recreation, open space, and recreation issues that are effective and representative of both users and non-users. The survey will be well-written and easily understood, and the results of overall needs would be tallied and summarized. All respondent comments will be included in the final report.

To potentially increase responses for analysis, we will also create an “open-link” web-based version of the survey for anyone who would like to provide feedback who did not receive the random/online survey invitation in the mail (if desired). These results would be coded separately to control for statistical-validity and sub-analysis.

LEVERAGING IMPACT FROM THE MASTER PLAN THROUGH COMMUNICATIONS

Leveraging support and participation for the Master Plan means that we must communicate the importance of the process to your residents in a variety of methods. It starts with properly and appropriately marketing the value of the Master Plan process to residents, and then communicating how the community can and should play a crucial role in creating a vision for the future. To ensure successful public meeting outreach, we will collaborate with the City’s marketing lead to devise a communications strategy that makes sense for your particular project. GreenPlay can assist with suggested content for in-house staff activation, or for an additional fee, we can assign experienced staff to host, create, and disseminate content to promote engagement for your agency throughout the project.

Our team will prepare at least one online public inquiry to engage participants on the City’s most successful social media platform. In addition, the team will prepare and provide pieces of released content for distribution on popular social media accounts. The content will promote the Master Plan process and showcase the key findings, which will be shared on the City’s account once approved. Our extensive list of creative engagement strategies,

combined with online marketing tactics, will equip agencies with a toolbelt of resources to ensure that attendance reaches as many people as desired.

EXAMPLES OF POTENTIAL ENGAGEMENT STRATEGIES

Website and Social Media Strategies

- Do you have funding to enhance the strategies and web presence?
- How much control of website and social media (permissions) do you have?
- Would you like to add a project page on website or a separate site?
- Release a schedule of important dates
- Create a feed of photos, tweets, etc.
- Do you want to add popup/banners?
- Sharing links to pages on all flyers, social outlets
- Enhanced email strategies for social media

Examples of Postings for Facebook, Twitter, and Instagram

- Creating events, celebrations, and milestones
- Hosting live Q&A discussions
- Scheduling live videos, photos, polls, stories, etc.



E. References



RELEVANT PROJECT EXPERIENCE

GLENWOOD SPRINGS, COLORADO PARKS, RECREATION, AND OPEN SPACE MASTER PLAN

Reference:

Tom Barnes, Director
100 Wulfsohn Rd.
Glenwood Springs, CO 80601
(970) 384-6315 | tom.barnes@cogs.us

Project: GreenPlay facilitated a community planning process that created a long-range master plan for the City to help guide decisions on parks, recreation, and open space opportunities. The planning process enabled the City to articulate its vision for these services and to provide a framework of action plans for future implementation. A significant portion of the Plan included an evaluation of community parks and recreation service impacts on the local tourism industry. *Team members included Design Concepts and Geowest.*

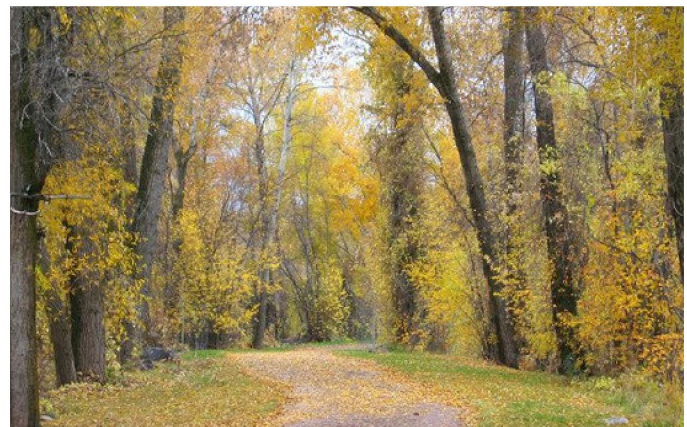


BASALT, COLORADO PARKS, RECREATION, OPEN SPACE, AND TRAILS MASTER PLAN

Reference:

Brian McNellis, Senior Planner
101 Midland Ave.
Basalt, CO 81612
(970) 927-4701 ext. 202 | brianm@basalt.net

Project: GreenPlay developed a Parks, Open Space, and Trails Master Plan. The plan helped guide the future acquisition of land, prioritize improvements to existing recreational amenities and open space, and identify trail connections within Basalt and surrounding areas. Working with the Basalt Parks, Open Space, and Trails Committee (POST) and planning staff, our team: 1) collaborated with the POST to refine the intent (goals and objectives) of the Master Plan; 2) updated existing parks, open space, and trails inventory for Basalt and the three-mile planning area; 3) identified deficiencies as well as opportunities and constraints within the existing parks, open space, and trails system; and 4) conducted an extensive public input process. *Team members included DHM Design.*



CARBONDALE, COLORADO PARKS, RECREATION, AND TRAILS MASTER PLAN

Reference:

Jeff Jackel, Recreation Director
511 Colorado Ave.
Carbondale, CO 81623
(970) 963-2733 | jjackel@carbondaleco.net

Project: As a small Rocky Mountain community experiencing exponential growth, the Town of Carbondale had created several small-scale parks, recreation, and trail project plans. However, the Town needed an overall comprehensive master plan to guide it through funding and implementation. GreenPlay worked with Otak, Leisure Vision/ETC Institute, and Geowest to lead a comprehensive public process and needs assessment study that resulted in a five-year development plan. The process helped prioritize which projects, growth strategies, and funding mechanisms would be the best long-term choices for the agency.



CARBONDALE, COLORADO COMMUNITY RECREATION CENTER FEASIBILITY STUDY

In conjunction with M+O+A Architectural Partnership

Reference:

Greg Markling, Architect
M+O+A Architectural Partnership
1900 Wazee St., Ste. 100, Denver, CO 80202
(303) 308-1190 | gm@moaarch.com

Project: GreenPlay consultants provided recreation operations and management consulting for the Town of Carbondale's Community Recreation Center design/build project. Tasks included developing recommendations for facility programs, operations, and administration, and assisting with the preparation of a grant application for the proposed facility.



FRUITA, COLORADO PARKS, HEALTH, RECREATION, OPEN SPACE, AND TRAILS MASTER PLAN

Reference:

Ture Nycum, Director of Parks and Recreation
324 N. Coulson St.
Fruita, CO 81521
970-858-0360 | tnycum@fruita.org

Project: GreenPlay is currently working with the City of Fruita to conduct a Parks, Health, Recreation, Open Space, and Trails Master Plan. This plan will update the previous POST Master Plan completed in 2009. It will also include analysis of recreation and public health elements within the City. In the decade since the previous plan, Fruita has experienced a high level of growth with many new residents and businesses moving into the City. As such, it is necessary to evaluate the parks, open space, trails, and recreation system. Our team is conducting an extensive public engagement process, that also includes Bang the Table online engagement tools. We are conducting GRASPA level of service analysis to evaluate the system with regard to public health, and preparing a connectivity analysis. Once completed, our team will provide recommendations for the short term and long term of the system. *Team members include DHM Design and RRC Associates.*



LAFAYETTE, COLORADO PARKS, RECREATION, OPEN SPACE, AND TRAILS MASTER PLAN UPDATE

Reference:

Monte Stevenson, Director
787 N. 95th St., Lafayette, CO 80026
303.661.1306 | montes@cityoflafayette.com

Project: In February 2012, the Parks, Open Space, and Golf Department and the Recreation Department of the City of Lafayette, Colorado received a grant from Great Outdoors Colorado to conduct an objective, city-wide assessment of the needs and desires for the City's Parks, Recreation, Open Space, and Trails (PROST) assets, lands, programs, and services. GreenPlay consultants completed this update which involved an extensive public input process, including development of a MindMixer online engagement site. The team also conducted a detailed component based Level of Service Analysis and conducted a demographics and trends analysis. From these tasks, our team compiled relevant key issues and made realistic, implementable recommendations to address them. *Team members included ERO Resources, Design Concepts, and RRC Associates.*

PARKS, RECREATION, OPEN SPACE, AND TRAILS MASTER PLAN UPDATE (2019)

Completed: In Progress; Budget: \$121,999

Project: GreenPlay is currently working on an update to this plan. We are updating the inventory and level of service analysis, conducting public engagement, and developing current recommendations for the parks, recreation, open space, and trails system. *Team members for this effort include Rick Engineering and RRC Associates.*



DELTA COUNTY RECREATION MASTER TRAILS PLAN

Delta County, Colorado

Delta County determined that a comprehensive Recreation Master Trails Plan was essential for developing clear goals and objectives that will act as a guiding document for the Board of County Commissioners. Knowing that additional land and funds may be needed for existing operations as well as future trails, recreation facilities and development of infrastructure, this plan helps prioritize these needs and guide future efforts.

The team worked to inventory and evaluate the current trail systems and look for opportunities to create new connections. They prioritized and established a framework for improvements and links to existing trails, identifying funding sources for phased implementation of new trail locations and existing trail maintenance.

CLIENT

The County of Delta, Colorado

PROJECT TEAM

DHM Design
SGM Engineering, Consulting, Surveying
RPI Consulting

PROJECT DATA

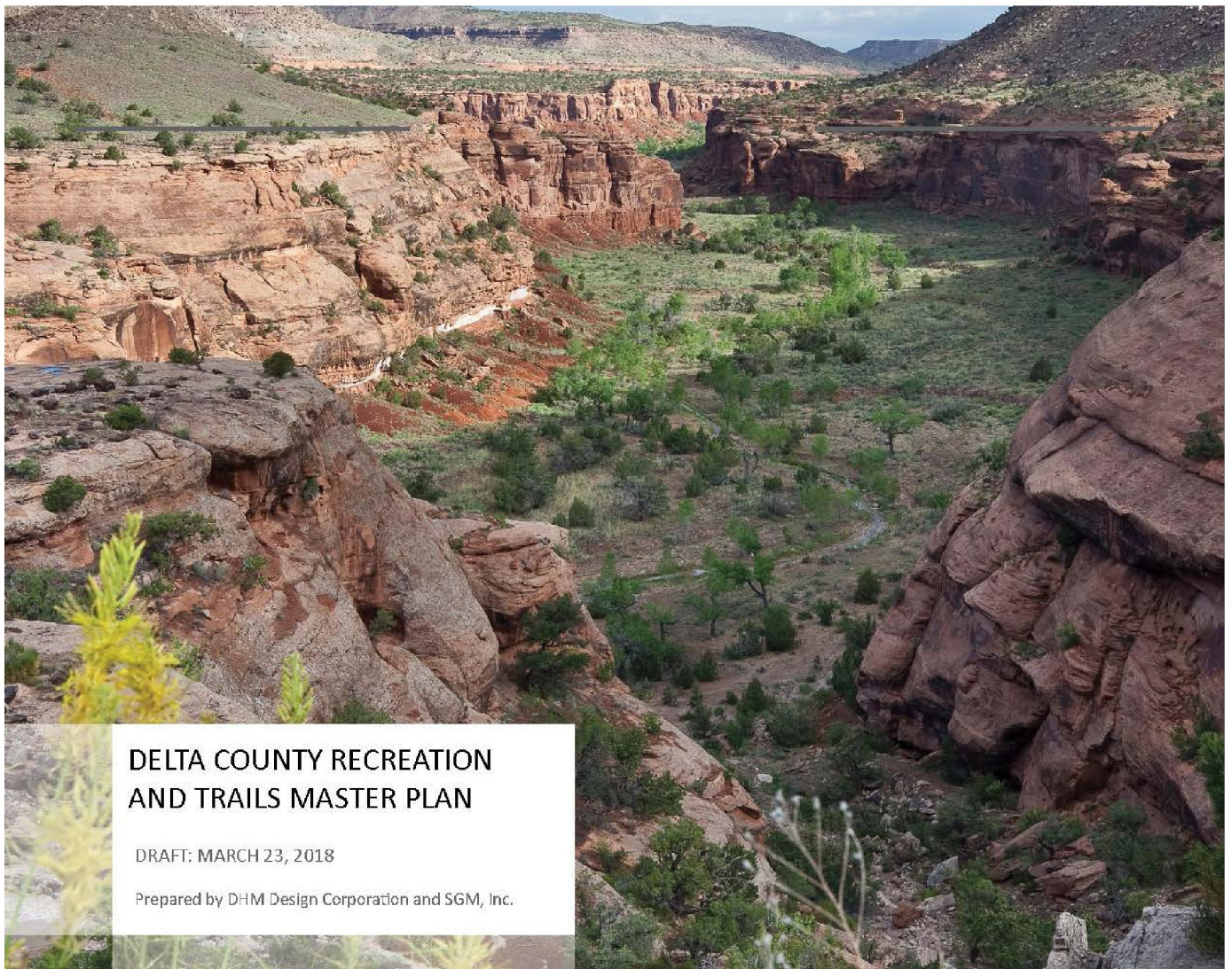
GoCo Grant Funded Project
County-wide Trails Network

SERVICES

Recreational Planning
Natural Resource Assessment
Public Outreach
Project Website
Graphic Design

STATUS

Complete



DELTA COUNTY RECREATION AND TRAILS MASTER PLAN

DRAFT: MARCH 23, 2018

Prepared by DHM Design Corporation and SGM, Inc.

DHM DESIGN

CARBONDALE REC CENTER

Carbondale, Colorado

CCASLA Merit Award for Design, Land Stewardship Award Designation, 2009
Certified LEED Platinum, 2009

The Town of Carbondale chose to locate its new Recreation Center and Promenade Park on an abandoned rail yard site next to Town Hall, one block from the commercial core, and adjacent to the regional trail system which links Carbondale to the entire Roaring Fork River Valley. The landscape around the building and parking lot – also a former snow dump site – has been transformed into a community garden demonstrating landscape zones which represent the broad array of plant communities found in the region. The gardens also present strategies for use and cleansing of stormwater runoff by directing parking lot and roof drainage into bioswales. Signage describing the different systems and plant communities in the garden provides an educational component. The park includes soft surface trails, a picnic shelter, benches, bike parking, an outdoor bouldering structure, and a direct pedestrian link between the regional trail and the commercial core.

CLIENT

Town of Carbondale

PROJECT TEAM

DHM Design
Town of Carbondale
Sopris Engineering
John Baker Architects
Landscape Workshop
Ellsperman Ecological Services

PROJECT DATA

Downtown Carbondale
Brownfield Site (4 acres)
5,000 Square Foot Interpretive Garden

SERVICES

Planning
Landscape Architecture
Construction Administration
Grant Research/Support
LEED Point Assistance

STATUS

Completed



WWW.DHMDSIGN.COM

RECREATION



CLIENT

Montrose Recreation District

CONTACT

Ken Sherbenou, Grand Junction Parks & Recreation Director
970.254.3866
kensh@gjcity.org

Justin Mashburn, Youth Recreation Coordinator
970.497.8571
justin@montroserec.com

ASSOCIATE FIRMS

John Elloe Architect

BUDGET

\$28.8 Million

COMPLETION

Feasibility Study: 2011
January 2017

AWARDS

2017 Columbine Award - New Facilities
Colorado Parks & Recreation Association

2017 Excellence in Concrete Awards
- Public Project American Concrete Institute - Rocky Mountain Chapter

Montrose Community Recreation Center & Field House

Montrose, Colorado

The design of the Montrose Recreation District's Community Recreation Center is the result of several previous planning assignments where Barker Rinker Seacat Architecture was contracted to help with developing a program, design and building community support for the new recreation facility.

The final design of the 80,103-s.f. center is equally divided between the Aquatics, Sports and Fitness portions of the building, featuring a 5,500-s.f. leisure pool, a 10-lane, 25 yard x 8 lane, 25 meter competitive pool, three gymnasiums, large family game area, children's indoor play area, a second level fitness area, track and support spaces. The track has three options for fitness users including a flat section surrounding the upper fitness, a hill track section surrounding the three gyms and a stair track section which utilizes the existing building stairs to create a two level track around the fitness area on the second level and the gyms on the lower level. The competitive pool will be the largest public pool on the western slope and is designed to include both highly competitive and recreational uses to provide swimming for all the citizens of the district.



BARKER
RINKER
SEACAT
ARCHITECTURE

RECREATION



CLIENT

Town of Gypsum

CONTACT

Jeff Shroll, Town Manager
720.524.7514

BUDGET

\$11 Million

COMPLETION

2006

Gypsum Recreation Center

Gypsum, Colorado

The town of Gypsum, located on the western end of Eagle County in ski country, wanted to provide a **multigenerational facility** to serve the needs of the town and surrounding communities. Through a feasibility study, Barker Rinker Seacat Architecture and GreenPlay, LLC were able to help define these needs. The town's dream came true through a successful bond election in November 2004.

The 59,000-s.f. center includes a multi-activity gymnasium, gymnastics center, climbing and bouldering walls, leisure pool with interactive play area and lazy river, fitness areas, aerobics/dance studio, jog/walk track, multipurpose/senior activities rooms, game room, babysitting and indoor play area, and lobby/cafe/lounge. The center also houses a physical therapy unit from the local hospital that makes use of the center's fitness and aquatic amenities as part of its community outreach and wellness programs.

The **recreation center** joins a developing campus of town buildings and recreation facilities that express an **exciting vision for the town of Gypsum**.



COMMUNITY RECREATION CENTER FEASIBILITY STUDIES



COLORADO

- Adams 12 Five Star School District Veterans Memorial Aquatic Center* *Thornton*
- Alamosa Aquatic Center Study
- Anderson Park Master Plan *Wheat Ridge*
- Apex Center* *Arvada*
- Apex Secrest & Fitzmorris Recreation Centers* *Arvada*
- Aurora Family YMCA Study
- Avon Recreation Center Study
- Battlement Mesa Recreation Center Study
- Berthoud Recreation Center Study
- Boulder Aquatics Master Plan
- Brighton Senior Center Study
- Buchanan Recreation Center* *Evergreen*
- Commerce City North Community Center Study
- Conifer Community Center Study
- Cortez Recreation Center*
- Crown Mountain Recreation Center Study
- Denver Recreation Centers Study
- Douglas Buck Recreation Center* *Littleton*
- Durango Community Recreation Center*
- Eagle View Adult Center* *Brighton*
- Erie Community Center*
- Fort Collins Southeast Community Center Study
- Fossil Trace Golf Club Clubhouse* *Golden*
- Fraser Valley Recreation Center Study
- Garrison Street Facility Replacement Study* *Arvada*
- Golden Community Center/Senior Center*
- Green Valley Ranch Recreation Center Expansion Study
- Gypsum Recreation Center*
- Gypsum Recreation Center Expansion Study
- Heather Gardens Senior Community Recreation Center* *Aurora*

* BRS completed both the feasibility study and full A/E design services

- J. Leonard Levy Family Wellness Center at Shalom Cares* *Aurora*
- Lakewood Link Aquatic Assessment Study*
- Lone Tree Recreation Center*
- Longmont Recreation Center*
- Louisville Recreation Center Study
- Loveland Recreation Facilities Study
- Meeker Recreation Center*
- Mid Valley Recreation Center Study *Basalt*
- Montrose Recreation Center*
- Moorhead Recreation Center* *Aurora*
- Northglenn Recreation, Senior and Theater Centers Study
- Pagosa Springs Feasibility Study
- Pueblo West Recreation Center Study
- The Ridge at West Meadows Recreation Center* *Littleton*
- Rifle Health & Wellness Center Study
- Snowmass Village Town Park Study
- The Splash at Fossil Trace Family Aquatic Center* *Golden*
- SSPRD Golf Clubhouse Renovation* *Centennial*
- SSPRD Ice Rink Renovation* *Centennial*
- Steamboat Springs Recreation Center Study
- Superior Community Center Study
- Telluride Recreation Center Study
- Thompson Rivers Recreation Center Study *Johnstown*
- Thornton Senior Center Facility Assessment*
- Trail Winds Recreation Center* *Thornton*
- Trail Winds Outdoor Aquatic Park Concept Design *Thornton*
- Vail Aquatic Study
- Valley Country Club Pool Study *Aurora*
- Valmont Park Master Plan *Boulder*
- Walsenburg Aquatic Center Study
- Western Eagle County Fieldhouse*
- Wheatland Y Study & Concept Design *Aurora*
- Wheat Ridge Recreation Center*
- Woodland Aquatic Center* *Woodland Park*
- Windsor Community Recreation Center Expansion*

F. Fee Proposal



TASKS	GreenPlay	DHM	BRS	RRC	Total
A. Project Coordination, Strategic Kick-Off, and Critical Success Factors	\$2,100				\$2,100
B. Public Outreach	\$13,125	\$2,000		\$14,500	\$15,125
C. Inventory and Level of Service Analysis	\$4,975	\$3,000			\$12,975
D. Feasibility Study	\$6,825		\$21,000		\$27,825
E. Action/Implementation Plan and Funding Analysis	\$14,425	\$6,000			\$25,425
F. Draft and Final Plans, Presentations and Deliverables	\$17,045	\$5,000			\$22,045
Totals	\$58,495	\$16,000	\$21,000	\$14,500	\$109,995
OPTIONAL GRASP® CBM Level of Service Analysis	\$10,000				\$119,995

This project is billed as Firm-Fixed Fee, meaning that all travel and reimbursables are built into the per task cost.

Fee Basis

GreenPlay does not bill on an hourly basis. We have established an inclusive fee schedule that covers the salaries of our professional project staff and of support staff who enable them to function effectively and efficiently. We consider the prevailing rates in our industry and the level of specialized expertise that we provide.

For projects which require more than 100 hours of work, GreenPlay proposes using a **Firm-Fixed Price** model for compensation. This means that the contract is based on a projected number of hours, but the compensation is actually based on the completion of pre-determined contracted tasks identified in the Scope of Work and within a pre-specified timeline.

This typically works well for the client, ensuring that all work is accomplished regardless of the time required to complete each task. In the event that the contracted **Scope of Work** is changed by the client during the project, GreenPlay can adjust total contract fees accordingly based on our regular hourly rates. This project is proposed as a Firm-Fixed Fee project; therefore, individual hourly rates and projected number of hours are not applicable.

Our rates include:

- All deliverables as outlined in the Scope of Work.
- Professional staff, sub-consultant, and administrative salaries.
- All office overhead, equipment, utilities, and consulting insurances.
- Taxes, employee benefits, and Worker's Compensation.
- Administrative support staff and supplies, and local travel.
- Work Products and meetings as outlined in the Scope of Work.
- All travel costs are built into the firm-fixed fee.

Rates do not include:

- Materials and services outside of the pre-specified Scope of Work (may include extra meetings, requested copies and printing of work products).
- Geotechnical services and reports.
- Topographic and boundary surveys (site surveys).
- Site Testing.
- Project related legal and safety consultant services.
- Permits and fees borne by the agency.
- Detailed schematic and construction documents.

Additional Services: If Requested

GreenPlay's rate for additional services is based on an average of \$150 per hour if not proposed as "firm-fixed fee." For sub-consultants, hourly rates range from \$60 to \$150 per hour, depending on the task. As this project is based on a firm-fixed fee, our consultants will dedicate the necessary time to complete the project. Our sub-consultant team members set their hourly rates according to their individual firm fee schedules. While the hourly rates may sound high, when considering the costs for implementing additional experienced and professional full-time staff, benefits, insurances, office space, computers and equipment, support staff, utilities, etc., we find that this rate is usually comparable to or lower than what an agency would spend for in-house staff. An additional benefit is that when the project is finished, the expense ends. GreenPlay typically submits an invoice for payment to the project manager/primary contact person on a monthly basis. Each invoice includes a brief description of the services provided and percentage of Scope completed to date. Invoices past due over 60 days will accrue 1.5% interest per month. Other structures for compensation and payment can be negotiable prior to contract award.

Project Delay Fee

GreenPlay will work with your project team to jointly lay out an achievable schedule during contracting and detailed during the SKO. There is a cost to GreenPlay if the project is delayed beyond the accepted contracted schedule end date, so we will work diligently with you to achieve it. We expect prompt responses and to keep milestones for approval points. If the project is delayed due to City requests or non-response, we may request additional fees to do so. Typically, this fee is around 10% of remaining budget for each month of client caused delays. We are happy to help keep this project on schedule, and value open and transparent conversations about how to best do so throughout the project.