

# Indoor Sports Complex Indoor Aquatic Center Feasibility Study

## Stakeholder Input Summary

PAT O'TOOLE, MANAGER, PROJECT MANAGER



GreenPlay is now  BerryDunn

# Grand Forks Park District Indoor Sports Complex and Indoor Aquatic Center

## FEASIBILITY STUDY METHODOLOGY



# Current Outreach Sessions

- 9 Stakeholder Focus Groups
- 1 Summary Webinar with 77 Participants
- 152 Total Participants



## Strengths (1 of 2)

- ▲ Great partner within community and with other agencies
- ▲ High-quality facilities, parks, and services
- ▲ Well-maintained facilities
- ▲ Responsive to community requests
- ▲ Focus on youth facilities and activities
- ▲ Quantity of facilities
- ▲ Collaboration amongst staff



## Strengths (2 of 2)

- ▲ Community-focused
- ▲ Professional staff
- ▲ Lots of opportunities for involvement
- ▲ Well-liked
- ▲ Out-of-the box thinking
- ▲ Accessible



# Challenges (1 of 3)

- ▲ Too much focus on hockey/lack of other competitive sports
- ▲ Lack of/quality of pickleball courts
- ▲ Not enough aquatics offerings
- ▲ Regional attractions (other than hockey)
- ▲ Trying new things
- ▲ Limited time in-between seasons
- ▲ Hard to find staff to hire
- ▲ Lack of competitive swim facilities



## Challenges (2 of 3)

- ▲ Soccer players pushed south. Need indoor soccer fields
- ▲ Not enough balance of activities
- ▲ Lack of swim lanes
- ▲ Swim lessons are too limited
- ▲ Hard to register for swim lessons
- ▲ Availability of indoor tracks could be better
- ▲ Older facilities
- ▲ Willing to build, not maintain



# Challenges (3 of 3)

- ▲ Lack of communication between City, School District, and Park District
- ▲ If not part of their programming, figure it out on your own
- ▲ Evening space competes against Park District
- ▲ Lack of fundraising
- ▲ Lack outdoor spaces
- ▲ Lack of year round training facilities
- ▲ Lack of indoor skate park
- ▲ Do not want to be seen as isolated, cold, single-minded, exclusive





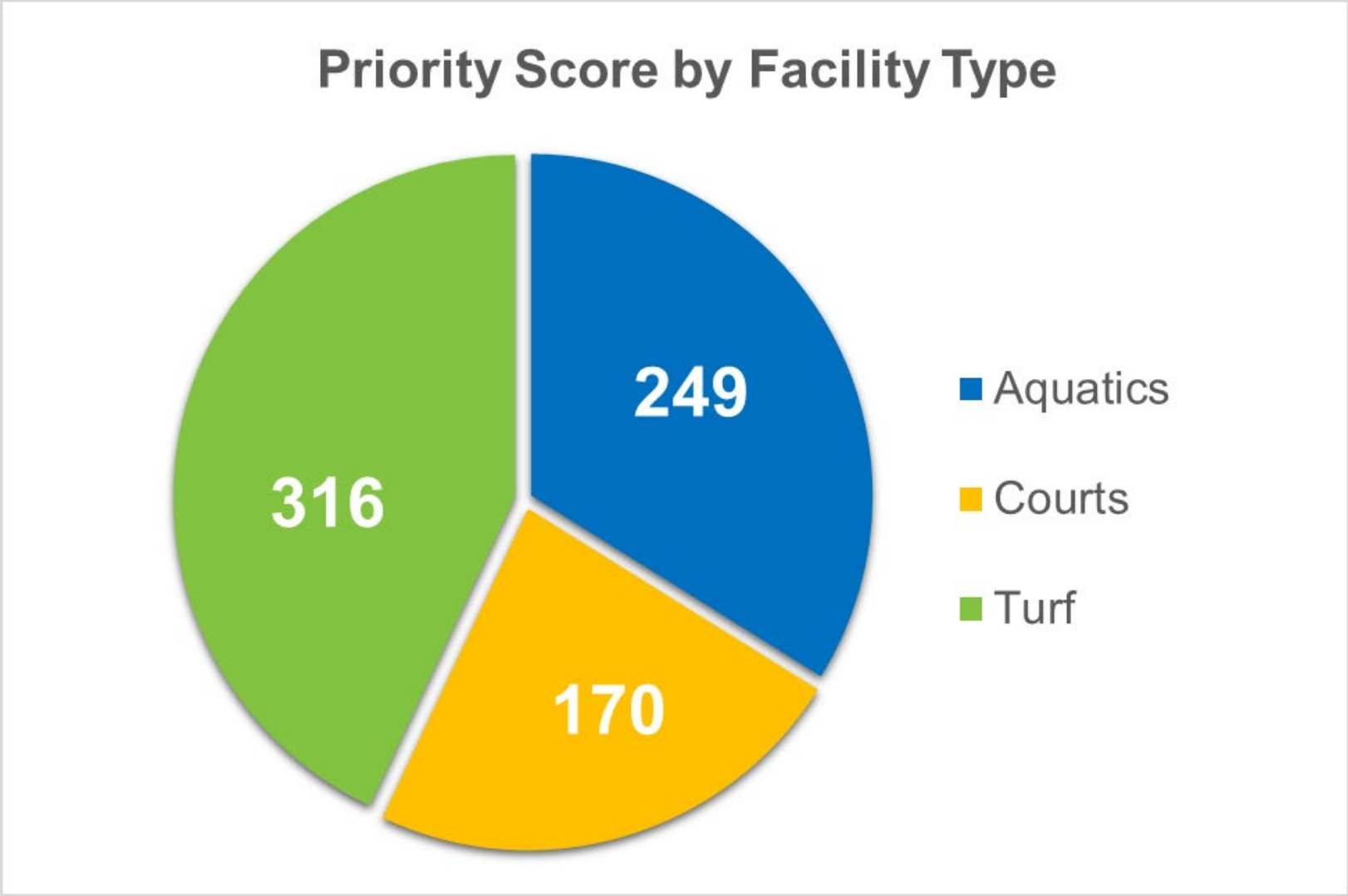
# Poll Question

Do you feel the activities at these potential indoor facilities should be

- recreational focused – 12%
- competitive focused – 10%
- Both – 78%

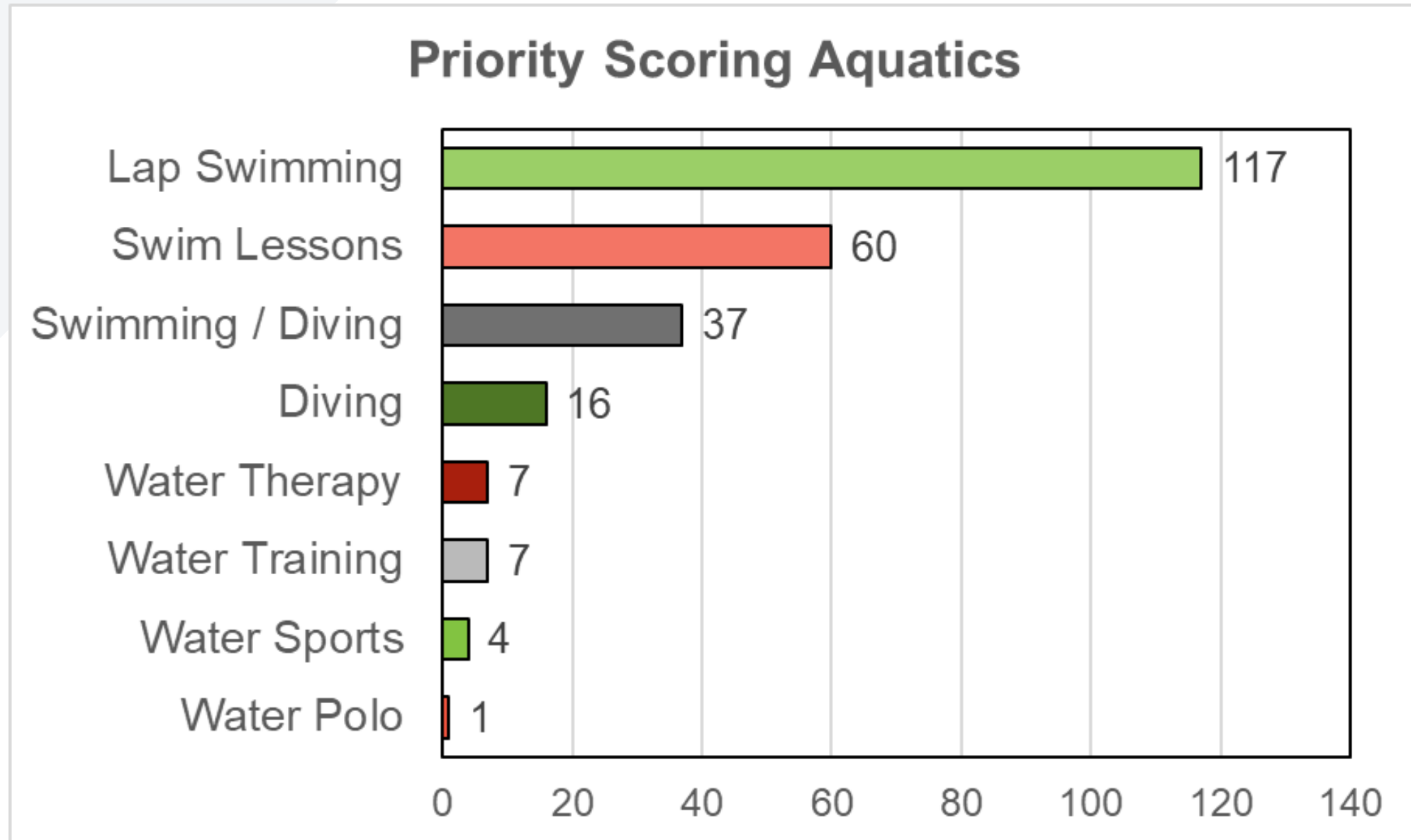


# Focus Group Findings



# Additional sports activities

(1 of 6)

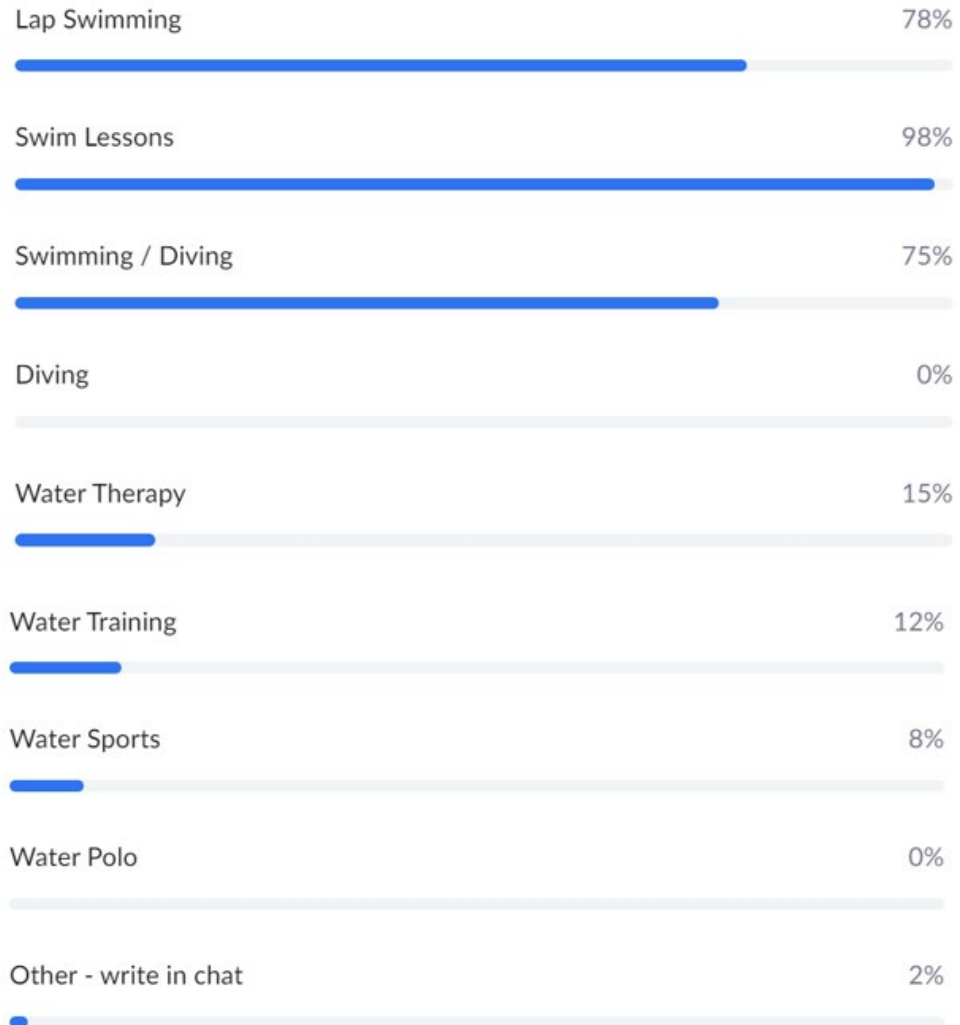


# Additional sports activities (2 of 6)

## ▲ Poll Question 1: What priorities for Aquatics?

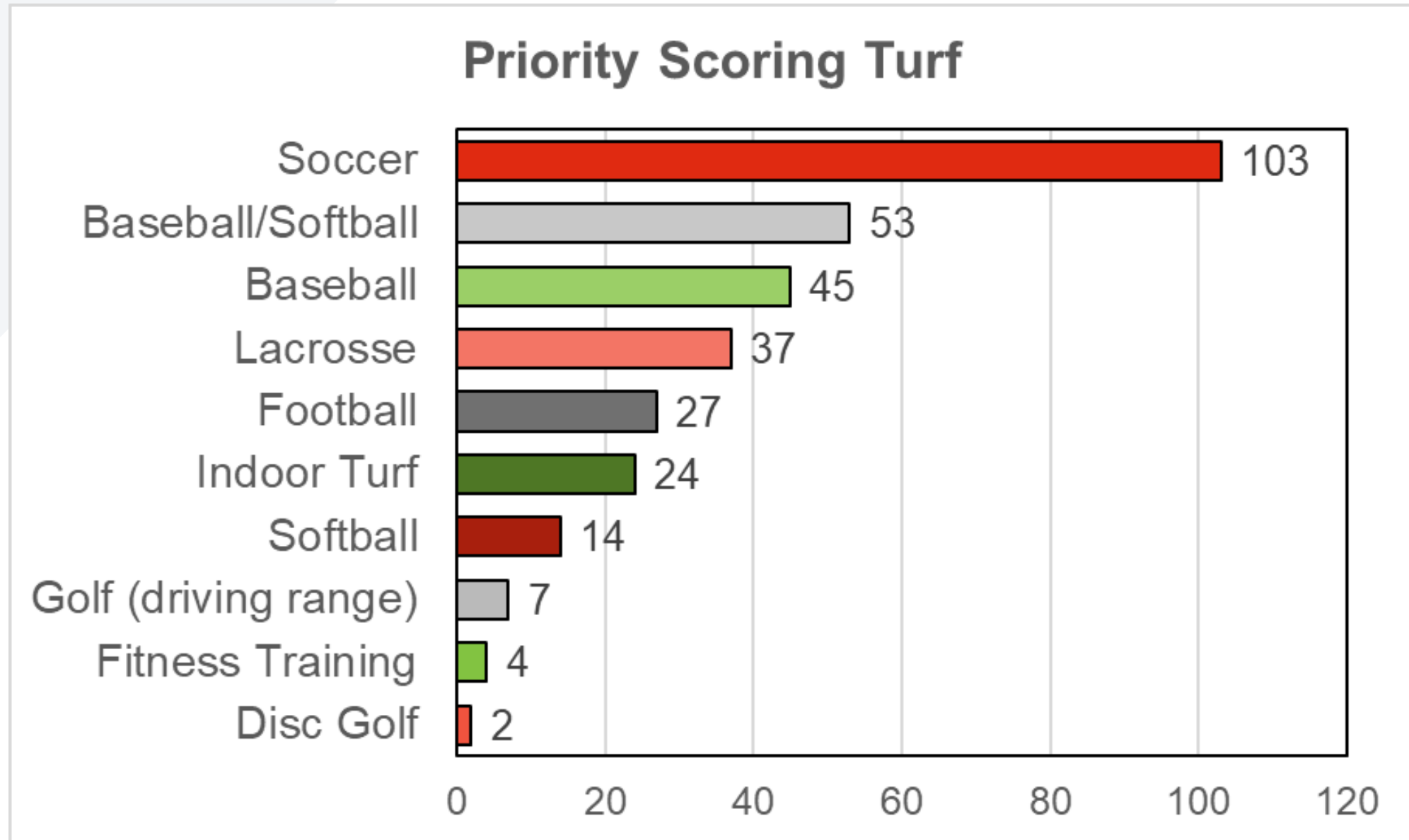
1. Choose your top three priorities for aquatics: (Multiple Choice)

100% answered



# Additional sports activities

(3 of 6)



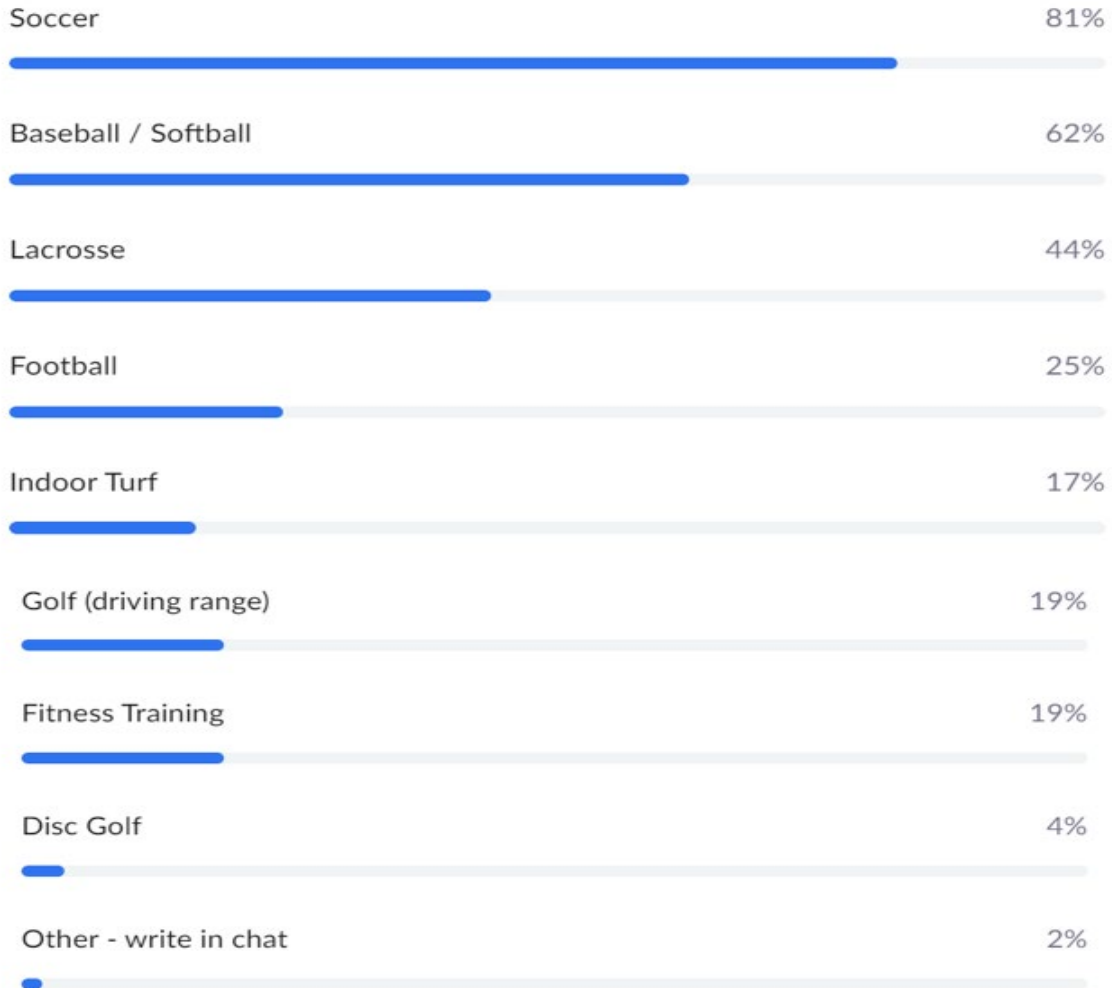
# Additional sports activities

(4 of 6)

## ▲ Poll Question 2: What priorities for Turf?

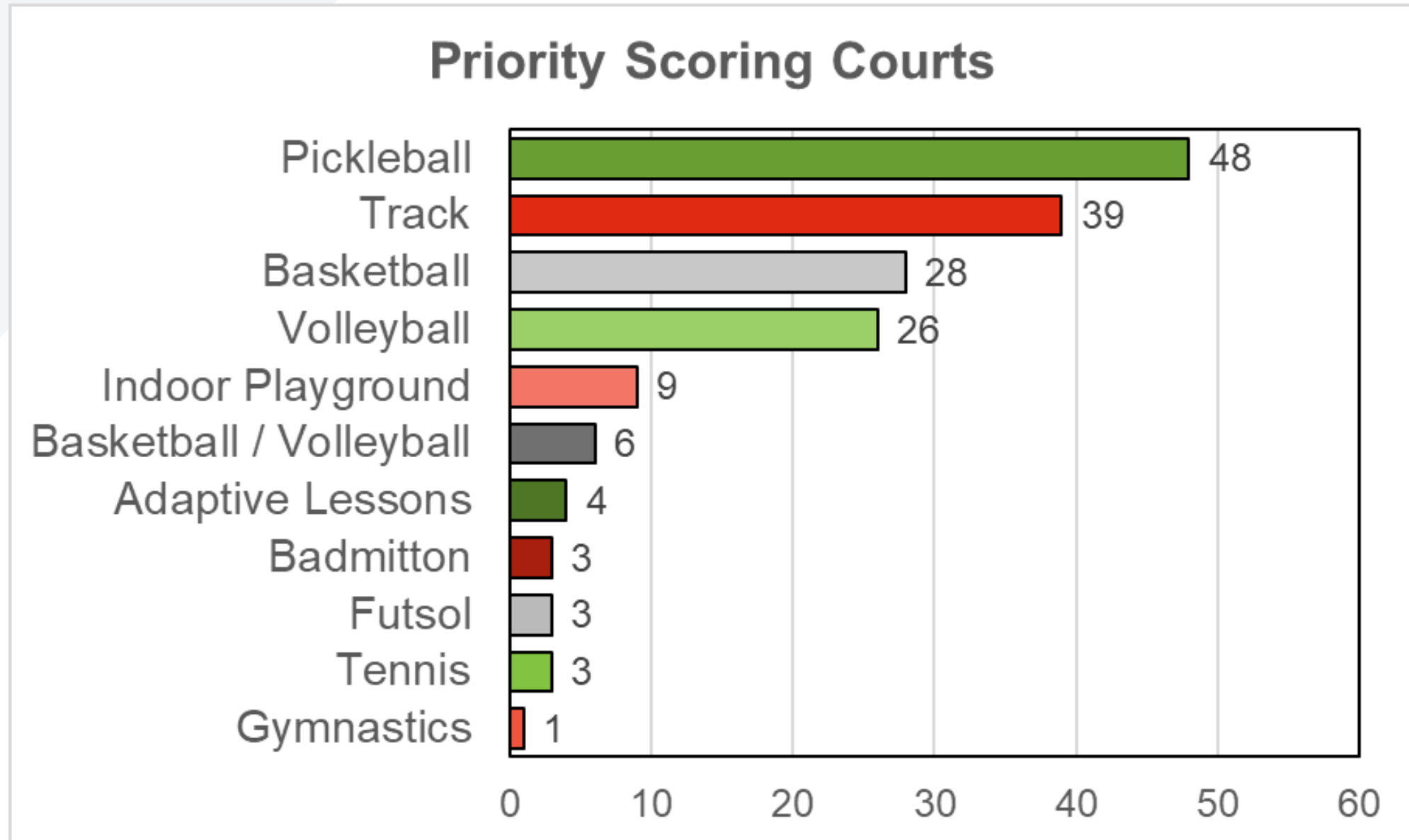
1. Choose your top three priorities for turf: (Multiple Choice)

100% answered



# Additional sports activities

(5 of 6)



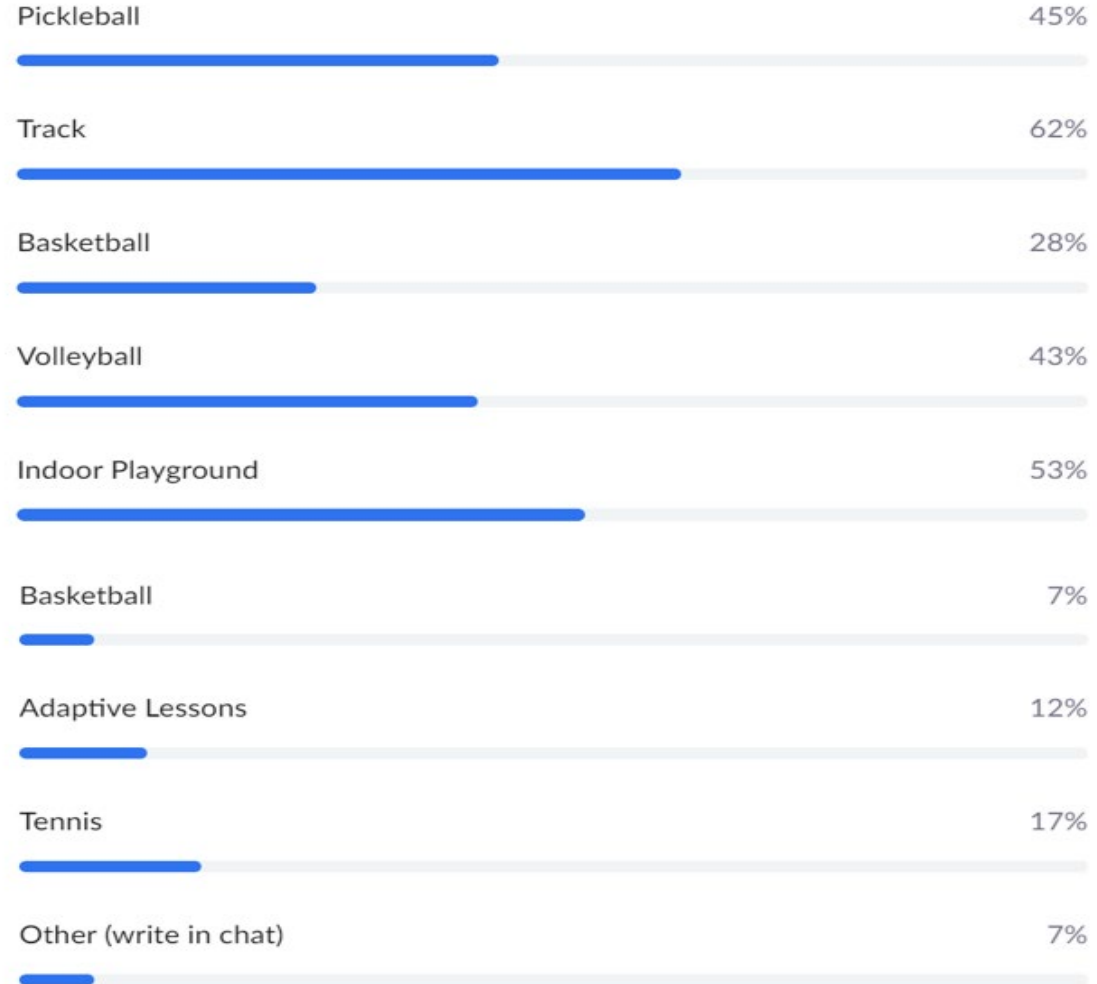
# Additional sports activities

(6 of 6)

## ▲ Poll Question 3: What priorities for Court?

1. Choose your top three priorities for courts: (Multiple Choice)

100% answered





# How should these New Facilities be Financially Supported?

- ▲ Partnerships
- ▲ Philanthropy
- ▲ Sales tax for construction
- ▲ Sales tax for operations and maintenance
- ▲ User fees / rentals
- ▲ Privately owned and operated facility
- ▲ Local financial institutions can help us get this done



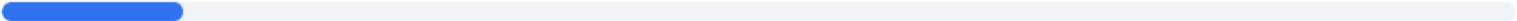
# Poll Question

Do you think these facilities should focus on:

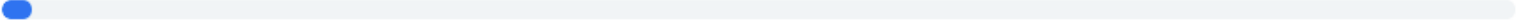
1. Do you think these potential indoor facilities should focus on local activities, regional activities, or both? (Single Choice)

100% answered

Local Activities 12%



Regional Activities 2%



Both 86%



# Key partners and stakeholders

- ▲ Altru
- ▲ Scheels
- ▲ Sanford
- ▲ School District
- ▲ Chamber of Commerce
- ▲ Hotel Association
- ▲ Midco
- ▲ Hugo's
- ▲ Rydell
- ▲ Black Gold Farms
- ▲ Construction entities
- ▲ Local financial institutions



## Key Issues and Values (1 of 3)

- ▲ Other facilities competing for philanthropic donations
- ▲ Passion for the youth
- ▲ High standards for facilities and staff
- ▲ North/South divide in town
- ▲ Spring sports delayed due to weather
- ▲ Indoor facility options are expensive
- ▲ Commitment to partnership not competition



## Key Issues and Values (2 of 3)

- ▲ Lack of community awareness of the problem
- ▲ Quality programs
- ▲ Communication between partners
- ▲ Partnerships with other agencies
- ▲ Have difficult winters
- ▲ Limited options with aquatics access
- ▲ Issues with competitive and recreational pools



## Key Issues and Values (3 of 3)

- ▲ Don't want to see this as another drain on taxpayers
- ▲ Health, safety, and social well being of our community / youth
- ▲ A lot of enthusiasm and anticipation from Fargo, Bismarck, and Williston
- ▲ We should consider e-sports



# Describe Grand Forks when you are *AWAY*

- ▲ Big-small town
- ▲ Friendly
- ▲ Cold
- ▲ Safe
- ▲ Good place to raise kids
- ▲ Winter version of Hawaii
- ▲ Great opportunities
- ▲ Community works well together



# What Places /Events must Visitors Experience when they are HERE?

(1 of 2)

- ▲ The Ralph
- ▲ The Greenway
- ▲ UND
- ▲ Downtown
- ▲ Music
- ▲ Hockey
- ▲ Riverfront restaurants
- ▲ Great Facilities
- ▲ Rolling on the River
- ▲ Greenway Takeover
- ▲ Famers Market Downtown
- ▲ Winter Hockey Tournament
- ▲ Turtle River State Park
- ▲ ND Museum of Art
- ▲ Sports Tournaments
- ▲ Catfish Days





# What Places /Events must Visitors Experience when they are HERE?

(2 of 2)

- ▲ Choice Health & Fitness
- ▲ Ulland Sports Complex
- ▲ Widman's
- ▲ Bonzer's
- ▲ Darcy's



## Why do you Live Here? (1 of 2)

- ▲ 10 Minutes to drive anywhere / Little traffic
- ▲ Good place to raise kids/have a family
- ▲ Relationships
- ▲ Opportunities
- ▲ Breadth of activities available for kids
- ▲ Right size of town
- ▲ Community
- ▲ Close to outdoor activities



## Why do you Live Here? (2 of 2)

- ▲ Family and friends
- ▲ Midwestern feel
- ▲ Easy to live here
- ▲ Grand Forks Air Force Base
- ▲ Good schools
- ▲ It's home
- ▲ Low crime rate



# How do you WANT to be Perceived as a Community?

- ▲ Progressive
- ▲ Innovative / Learning
- ▲ Youth based / Family Friendly
- ▲ Welcoming / Open
- ▲ A place people should come / great place to live
- ▲ Flourishing, Growing
- ▲ 4 Season Town
- ▲ Our own community








# How do you NOT WANT to be Perceived as a Community?

- ▲ Alcohol focused
- ▲ Only a hockey community
- ▲ A frozen tundra
- ▲ A place trying to recover
- ▲ A place people don't know



# Next Steps

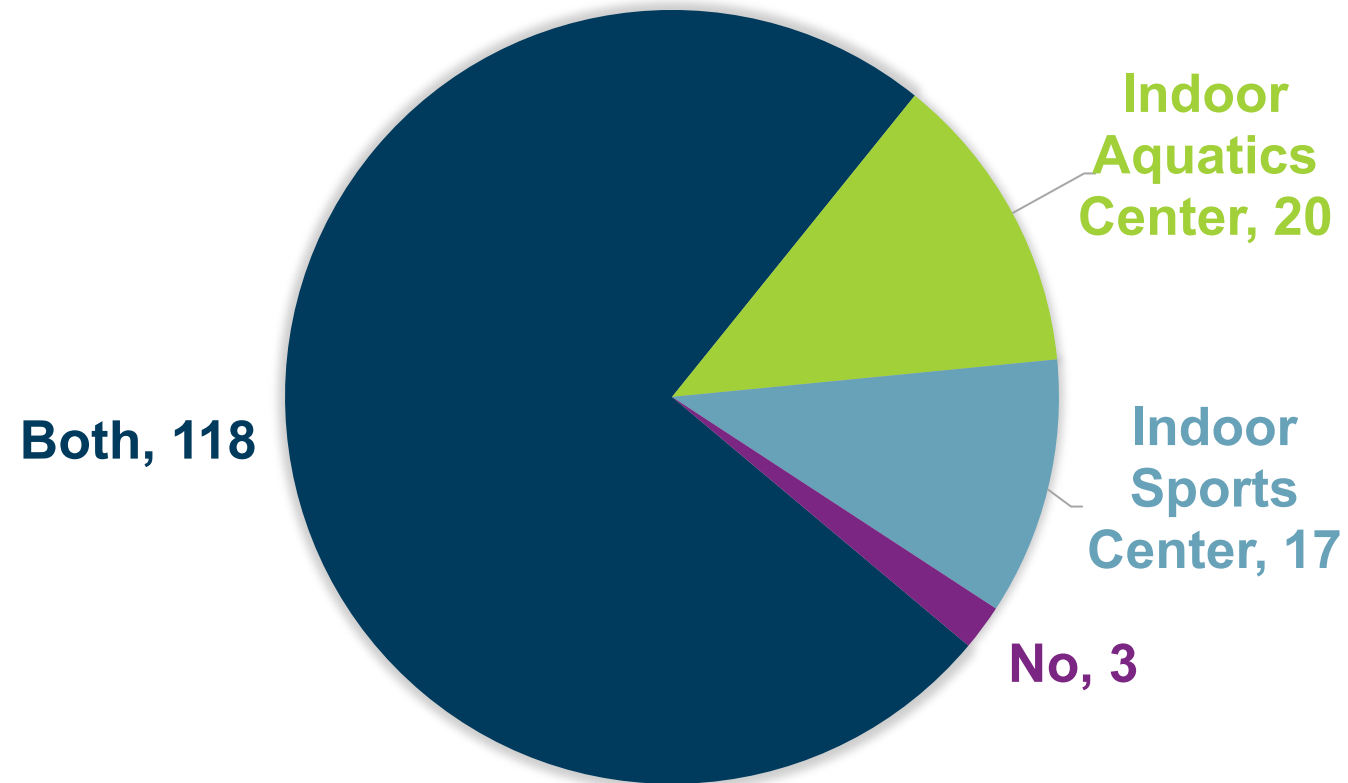
## PROPOSED SCHEDULE

	JUN	JUL	AUG	SEP	OCT	NOV
<b>A. STRATEGIC KICK OFF AND DETERMINATION OF CRITICAL SUCCESS FACTORS</b>						
Project Coordination	*					
Information Gathering						
<b>B. PUBLIC INPUT</b>						
Focus Group Meetings		*			*	
Public Meetings						
Stakeholder Interviews		*			*	
<b>C. DEMOGRAPHICS ANALYSIS</b>						
Demographics Analysis		*			*	
Trends Analysis		*			*	
Survey						
Social PinPoint						
<b>D. SITE ANALYSIS AND CONCEPTUAL PLANS</b>						
Site Analysis		*			*	
Conceptual Planning		*			*	
<b>E. FINANCIAL ASSESSMENT AND MODELING</b>						
O&M Budget Projections					*	
Construction Cost Estimating					*	
Financial Pro Forma					*	
<b>F. DRAFT AND FINAL PLANS, PRESENTATIONS, AND DELIVERABLES</b>						
Findings and Visioning						
Recommendations					*	
Draft Study						
Final Study						



Social Pinpoint: <https://berrydunn.mysocialpinpoint.com/grand-forks-feasibility-study>

Does Grand Forks need an Indoor Multi - Sports Facility or an Indoor Aquatic Facility?





Thank you for your involvement!

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