

GRAND FORKS INDOR SPORTS FACILITY INDOR AQUATIC FACILITY SURVEY REPORT







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Introduction

- The purpose of this study was to gather community feedback on the potential development of a Grand Forks (GF) Indoor Sports Facility and Indoor Aquatic Facility as well as parks, recreation facilities, amenities, future planning, communication, and more.
- This survey research effort and subsequent analysis were designed to assist the Grand Forks Park District and the City of Grand Forks in understanding if such a center is feasible and needed within the community.





Research Methods

Method 1 = Statistically Valid (Invitation Survey)

Postcards were mailed to 8,500 residential addresses in Grand Forks, with instructions to complete online through a password protected website (1 response per household).



Invitation surveys completed +/- 3.51% Margin of Error

Method 2 = Open link Survey

458

Later, the online survey was made available to <u>all</u> Grand Forks stakeholders, including non-county residents (e.g., residents of nearby communities who may use GF facilities).



650 Open link surveys completed

8,500 Postcards Mailed



Total Surveys Completed



Weighting the Data

The underlying data from the survey were weighted by those the share of home ownership and gender to ensure appropriate representation of **Grand Forks residents** across different demographic cohorts in the sample.



Using U.S. Census Data, the rent/own and gender distributions in the total sample were adjusted to more closely match the actual population profile of **Grand Forks.**



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Key Findings



Two samples were collected in the survey effort, the statistically-valid Invite sample and the Open link sample, which had a strong response. Together they provide an excellent source of input on topics addressed through the survey. Survey results are presented in formats that compare responses from each sample, along with an overall response. In general, responses from the Open link survey are similar to the Invite, a positive finding in that it indicates a more general consensus across the two samples.



More than half of all respondents feel it's either very important or extremely important to develop a community center with either an indoor turf, courts, or an indoor competitive swimming pool. Of the different components, approximately 30% of respondents saw the indoor competitive swimming pool as not that important.



About 79% of the Invite respondents responded they will probably or definitely support an Alerus Center sales tax extension in order to support the complex. In total for both samples, 9% of respondents will probably not support a tax extension, and 6% with definitely not support a tax extension.



Key Findings

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Generally, both samples agree that Grand Forks Park District is relatively effective in terms of communication with the average rating a 3.6 out of 5, with 5 being "very effective".



Almost all respondents have visited a local park or recreational facility in Grand Forks in the past year (98% overall). All other options show high support as well, with at least half of respondents saying that have used the facility or service in the past year.



Soccer and swim lessons were the preferred activities overall, with other organized sports such as softball, volleyball and basketball also being important to residents. Swimming activities such as water therapy, diving and swim meets were not as important as swim lessons and lap swimming.



Key Findings



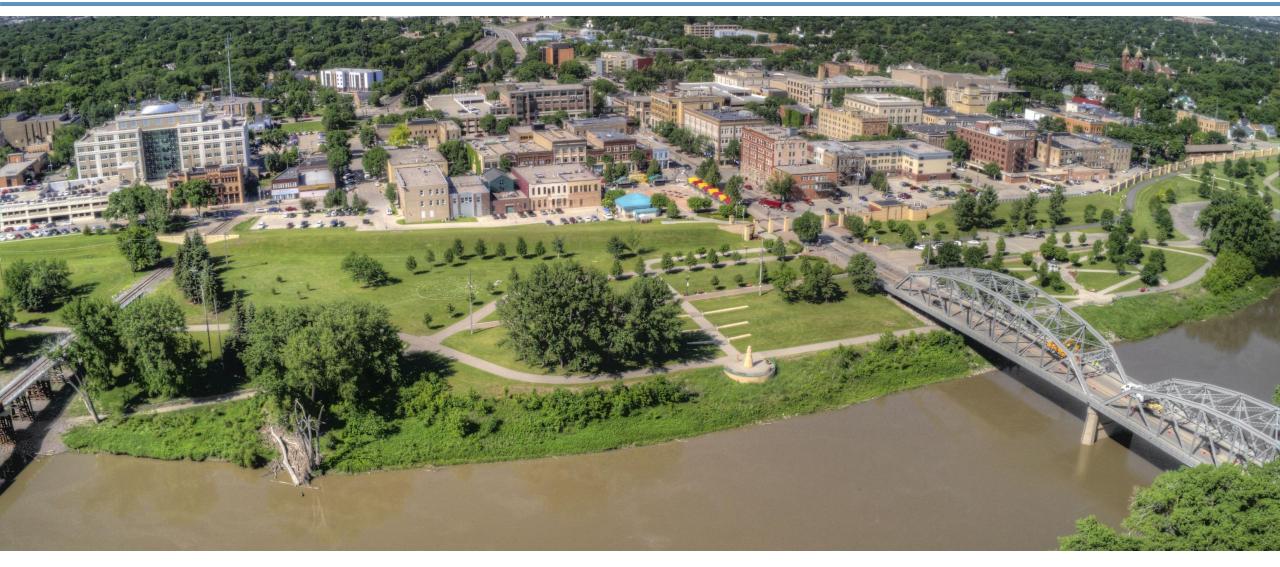
Approximately 81% use the Choice Health & Fitness facility, with both Lincoln and King's Walk Golf Courses also being used frequently. First Season Community Center is used the least.



All categories show higher ratings of satisfaction (3.2 and above on a scale of 1-5, with 5 being "very satisfied") with parks showing the highest levels of satisfactions and programs with the lowest.



Living in Grand Forks



Location in Grand Forks

 The Invite survey was mailed to residents of Grand Forks city limits. Those who accessed the survey via the Open link were asked where they reside. Majority of the Open link respondents live in Grand Forks (84%) with 7% in East Grand Forks and 2% in Thompson.

(Open Link Sample only) Where is your permanent residence?



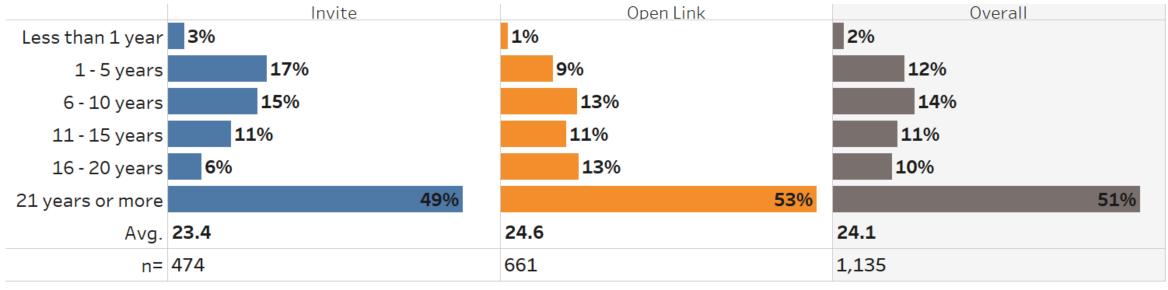
Source: RRC Associates



Length of Time in Grand Forks

 Respondents have lived in the area for an extended length of time. Nearly half of the Invite sample have lived in the area 21 years or more, with an average of 23.4 years. The Open link sample have lived in the area slightly longer, for an average of 24.6 years.

How many years have you lived in the Greater Grand Forks Region?



Source: RRC Associates



Use of Parks and Recreation Facilities & Services

 Almost all respondents have visited a local park or recreational facility in Grand Forks in the past year (98% overall). All other options show high support as well, with at least half of respondents saying they have used the facility or service in the past year.

Within the last 12 months, have you or a member of your household done any of the following? (Check all that apply)

	Invite	Open Link	Overall
Visited a local park or recreational facility in Grand Forks	98%	99%	98%
Visited a Grand Forks Parks District, Choice Health & Fitness, King's Walk OR Lincoln Golf website	80%	90%	86%
Used or viewed the Grand Forks Parks District Activity Guide	76%	84%	80%
Visited a Grand Forks Parks District, Choice Health & Fitness, King's Walk OR Lincoln Golf social media site	65%	84%	76%
Attended a sports game at a local field, arena, or Parks District facility	62%	83%	74%
Participated in a Grand Forks Park District recreational program	51%	80%	68%
n=	458	650	1,108



Satisfaction of Grand Forks Park District Offerings

• All categories show higher ratings (3.2 and above) with parks showing the highest levels of satisfaction and programs with the lowest.

How satisfied are you with the following offerings from the Grand Forks Park District?

					Percent Responding:	1	
Rating Category	Sample	Avg.	n=	1&2	3		4 & 5
Parks	Invite	3.7	463	10% 11%	26%	43%	19% 62%
Parks	Open Link	3.6	642	12% 13%	28%	46%	13% 59%
Customer Service	Invite	3.6	365	9% 10%	37%	40%	13% 53%
	Open Link	3.6	539	9% 10%	32%	46%	12% 58%
Communication	Invite	3.4	443	10% 12%	39%	40%	9% 49%
Communication	Open Link	3.5	633	11% 12%	38%	39%	11% 50%
Facilities	Invite	3.4	443	^{15%} 17%	35%	37%	11% 48%
Facilities	Open Link	3.2	636	18% 22%	38%	31%	9% 39%
Programs	Invite	3.3	401	^{13%} 15%	41%	39%	<mark>6%</mark> 45%
	Open Link	3.2	594	18% 21%	41%	32%	7% 39%

*Ratings categories are sorted in descending order by the average rating Source: RRC Associates



Current Usage



Current Activity Use

 Courts and fields (basketball, soccer, volleyball, and baseball) are the most popular activities for the Invite sample. The Open link sample is more likely to participate in the activities listed below, and particularly for soccer and swim lessons.

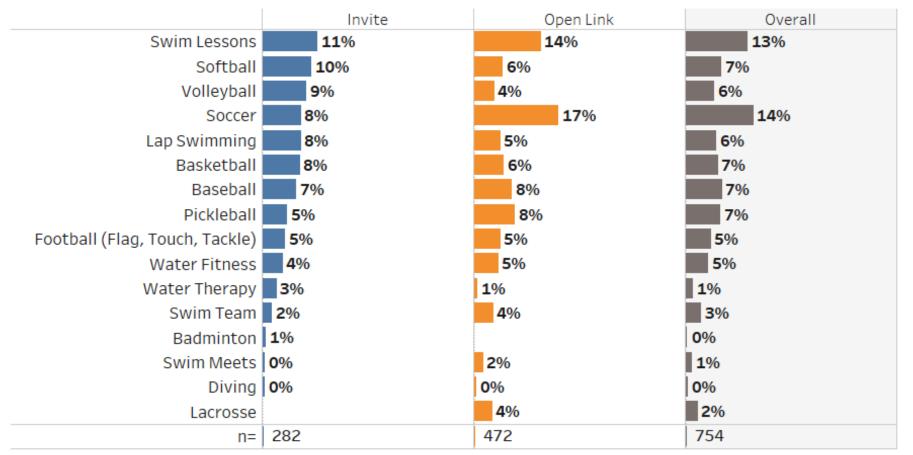
> Open Link Overall Invite 31% 25% Soccer 16% Basketball 20% 16% 23% 14% 20% Baseball 24% Softball 14% 18% 16% Volleyball 14% 14% 15% Swim Lessons 13% 31% 23% Lap Swimming 12% 15% 14% Football (Flag, Touch, Tackle) 10% 22% 17% 10% 13% 12% Water Fitness 13% Pickleball 8% 11% 5% Water Therapy 6% 5% Swim Team 4% **9**% 7% Swim Meets 4% 8% **6**% 1% Badminton 2% 1% Diving 2% 2% 3% Lacrosse 1% 3% 5% Futsal 1% 4% 2% Water Polo **1%** 0% 1% 22% None of the above 36% 12% 465 647 1,112 n= |

> In which of the following activities have you or your household participated in Grand Forks in the past 12 months? (Check all that apply)



Favorite Activity

The favorite activity for the Invite sample is swim lessons while soccer is the preferred activity for • the Open link.



And which one of these is your household's favorite activity?



Average Need for Indoor Space

Q 5: And what is the need for indoor space to accommodate each of these activities in Grand Forks?

		Invite		Open Link		Overall	
Swim Lessons	n=353	3.8	n=469	4.3	n=822	4.1	
Lap Swimming	n=335	3.6	n=446	4.0	n=781	3.8	
Water Therapy	n=334	3.6	n=454	3.8	n=788	3.7	
Water Fitness	n=342	3.5	n=461	3.8	n=803	3.6	
Other (previously specified)	n=72	3.5	n=80	3.6	n=152	3.5	
Diving	n=306	3.3	n=421	3.7	n=727	3.5	
Swim Meets	n=327	3.3	n=435	3.8	n=762	3.6	
Swim Team	n=320	3.2	n=434	3.8	n=754	3.6	
Soccer	n=345	2.9	n=472	3.5	n=817	3.2	
Basketball	n=322	2.9	n=423	2.8	n=745	2.8	
Pickleball	n=332	2.8	n=436	2.9	n=768	2.9	
Volleyball	n=327	2.8	n=432	2.9	n=759	2.9	
Baseball	n=330	2.5	n=450	3.0	n=780	2.8	
Softball	n=335	2.5	n=444	2.8	n=779	2.7	
Water Polo	n=310	2.5	n=424	2.7	n=734	2.6 1 - Not neede	
Football (Flag, Touch, Tackle)	n=322	2.3	n=449	2.9	n=771	2 - Somewhat 3 - Moderate	
Badminton	n=302	2.2	n=397	2.2	n=699	2.2 4 - Very need 5 - Extremely	
Lacrosse	n=323	2.1	n=431	2.8	n=754	2.5	needed
Futsal	n=298	1.9	n=379	2.2	n=677	2.1	17

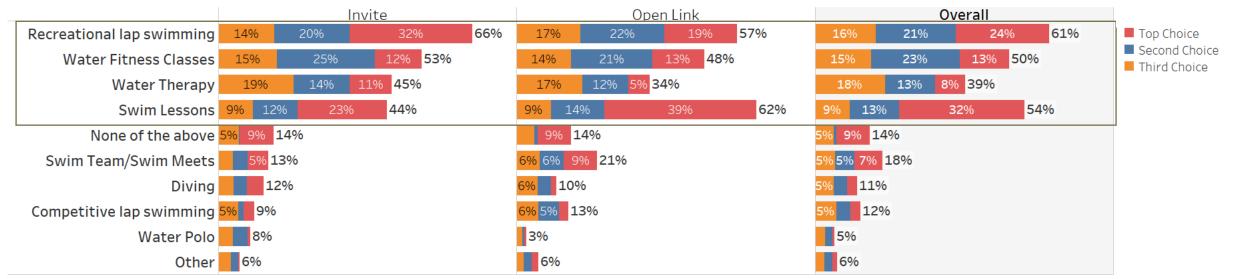
Source: RRC Associates

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Top 3 Pool Activities

• The top pool activities are highlighted below. Although there are slight differences between the two samples, there is a strong preference for these four over the other options.

(Among households that indicate a need for indoor space for one or more pool activities) What are your top three activities your household would participate in an indoor lap pool in Grand Forks?



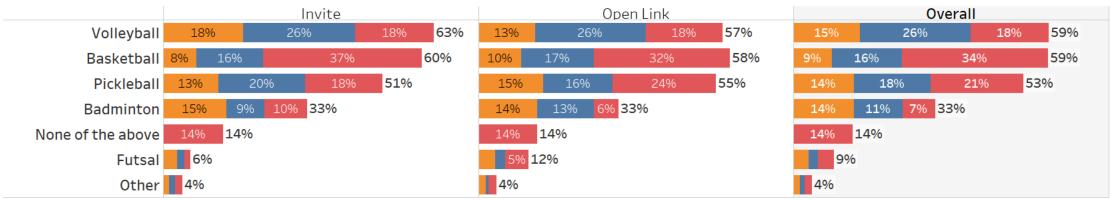
Source: RRC Associates

*Resposes are sorted in descending order by the Invite sample.

Top 3 Indoor Court Activities

• Volleyball, basketball, and pickleball are the top 3 indoor court activities for both samples.

Q 6: (Among households that indicate a need for indoor space for one or more court-based activities) What are your top three activities your household would participate in an indoor court facility in Grand Forks?



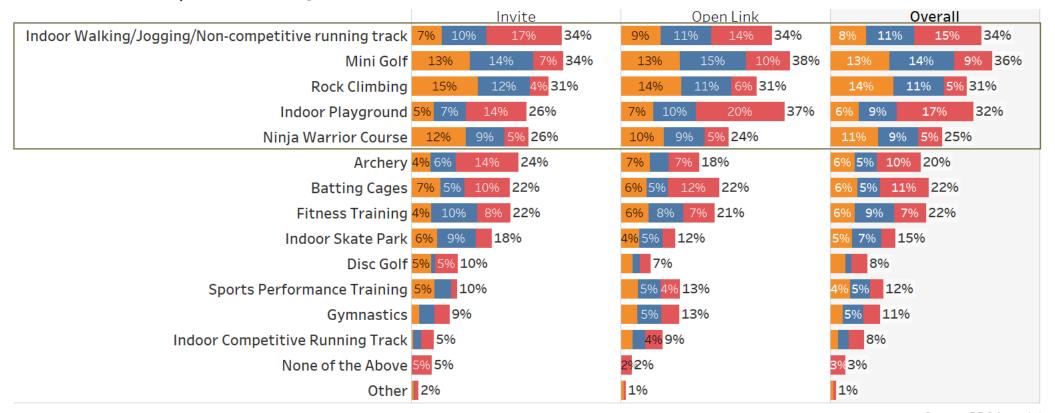
Source: RRC Associates *Resposes are sorted in descending order by the Invite sample.



Top 3 Additional Activities/Amenities

• The top five additional activities/amenities are highlighted below. However, there is at least some interest in all activities/amenities.

Q 6: (Among households that indicate a need for indoor space for one or more turf- or court-based activities) What are your top three additional activities/amenities your household would participate in at an indoor turf/court facility in Grand Forks?



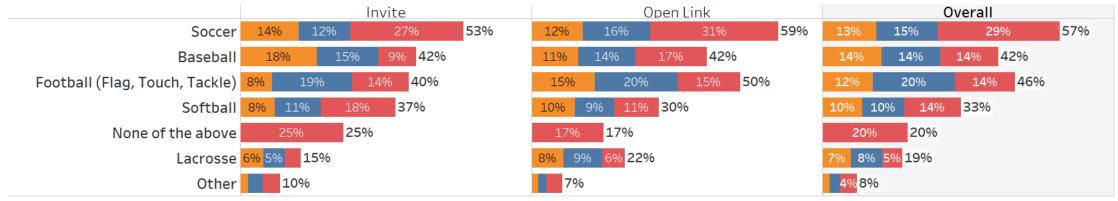


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Top 3 Field-Based Activities

• Soccer is the top field-based activity for both samples. The Open link sample is more interested in football than the Invite sample.

Q 6: (Among households that indicate a need for indoor space for one or more field-based activities) What are your top three activities your household would participate in an indoor turf facility in Grand Forks?

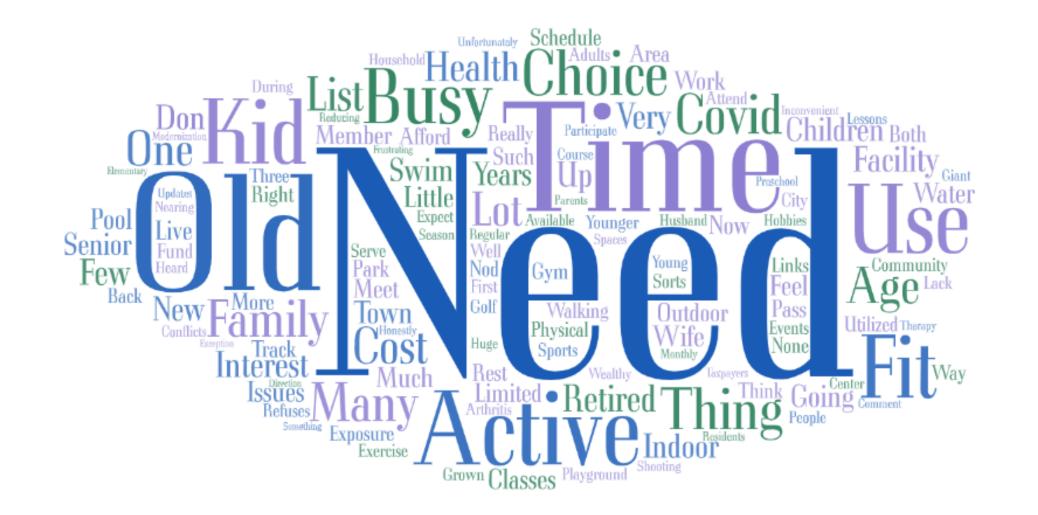


Source: RRC Associates *Resposes are sorted in descending order by the Invite sample.



Reasons for not using Grand Fork's Recreational Offerings in the Past Year

• Top reasons for not using recreational offerings is the lack of needs met by the facilities such as senior activities, as well as their age, lack of time, and trying to avoid COVID.





Grand Forks Indoor Sports Facility and Indoor Aquatic Facility Preferences



Preferred Features of the Indoor Sports Complex

All categories (turf, courts, and competitive swimming pool) showed high levels of importance (3.4 and above.) The Open link sample feels stronger in terms of importance of the features. The indoor competitive swimming pool was the lowest ranked in terms of importance (51% see it as "very" or "extremely" important.

In your opinion, how important is it to develop an Indoor Sports Complex in Grand Forks with the following features?

					Percent Responding:	I	
Rating Category	Sample	Avg.	n=	1&2	3		4 & 5
Indoor Turf	Invite	3.5	419	8% 13% 21%	26%	26%	27% 53%
Indoor Turf	Open Link	4.0	546	9% 13%	18%	25%	^{44%} 69%
Indoor Recreation	Invite	3.6	423	13% 20%	24%	27%	28% 55%
Courts	Open Link	3.9	562	9% 13%	22%	26%	^{39%} 65%
Indoor Competitive	Invite	3.4	419	15% 14% 29%	21%	23%	28% 51%
Swimming Pool	Open Link	3.8	552	8% 11% 18%	18%	18%	46% 64%

*Ratings categories are sorted in descending order by the average rating

Source: RRC Associates

1 - Not at all important
2 - Somewhat important
3 - Moderately Important
4 - Very Important
5 - Extremely Important



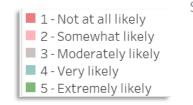
Likelihood to Use Features of the Indoor Sports Complex

- Overall, the Open link sample is more likely to use the features of the Indoor Sports Complex. However, a large percentage of Invite respondents are likely to use it to some degree. Indoor recreation courts showed the highest likelihood of use and indoor competitive swimming pool showed the lowest.
- Despite respondents potentially not using the facilities, some respondents still may see the value of having the offering even if they aren't planning on using per the previous question.

How likely would you or your family be to use each feature at the Indoor Sports Complex in Grand Forks?

					Percent Responding:		
Rating Category	Sample	Avg.	n=	1&2	3		4 & 5
Indoor Recreation	Invite	3.3	429 12% 189	6 30%	25%	23%	^{22%} 45%
Courts	Open Link	3.8	565 12% 18	3%	20%	23%	39% 62%
Indoor Turf	Invite	3.1	415 18%	18% 36%	22%	22%	20% 42%
Indoor Turi	Open Link	3.7	554 9% 11% <mark>2</mark>	20%	19%	20%	41% <mark>61%</mark>
Indoor Competitive	Invite	2.8	420 30%	17% 46%	19%	16%	19% 35%
Swimming Pool	Open Link	3.3	559 23%	13% 36%	14%	14%	^{36%} 50%

*Ratings categories are sorted in descending order by the average rating



Source: RRC Associates

Indoor Turf Field Preferences

• Both samples would prefer to have both diamond and rectangular athletic fields available. However, rectangular fields are preferable over diamond fields.

(Among households that find indoor turf fields important, and/or are likely to use them) Which kind of turf do you prefer?

	Invite	Open Link	Overall
Both diamond and rectangular athletic fields	63%	52%	56%
Rectangular athletic fields (e.g., soccer, football, lacrosse)	31%	40%	37%
Diamond athletic fields (e.g., baseball, softball, t-ball)	6%	8%	7%
n=	336	486	822

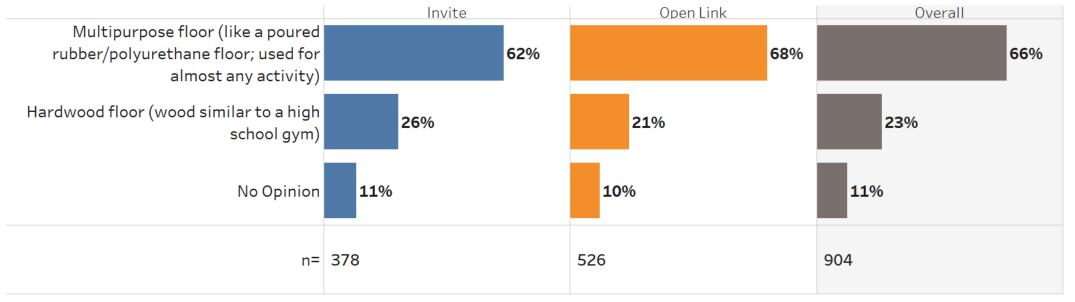
Source: RRC Associates *Responses are sorted in descending order by the Invite Sample



Indoor Court Surface Preferences

• Both samples agree that they would prefer a multipurpose floor (62% Invite). Only 11% had no opinion. Open link results were similar to Invite results.

(Among households that find indoor recreation courts important, and/or are likely to use them) What court surfaces would you most like to see at an indoor court area?



Source: RRC Associates

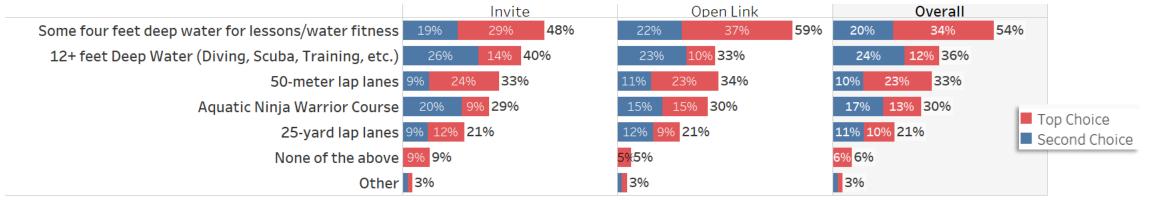
*Responses are sorted in descending order by the Invite Sample



Top 2 Amenities for an Indoor Competitive Swimming Pool

 Both samples agree that shallow water (4 feet deep) and deep water (12+ feet deep) are important amenities. Fifty-meter lap lanes are more important than 25-yard lap lanes. There is also strong interest in an Aquatic Ninja Warrior Course.

Q 8: (Among households that find an indoor competitive swimming pool important, and/or are likely to use one) What top 2 amenities would you most like to see at an indoor competitive swimming pool?



Source: RRC Associates

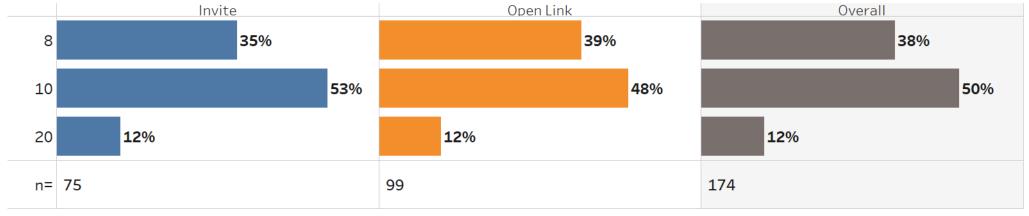
*Resposes are sorted in descending order by the Invite sample.



Lap Lane Preferences

 Majority of those that selected 25-yard lanes as one of their top 2 pool amenities would prefer a total of 10 lanes. Of the greater share that selected 50-meter lanes as one of their top 2 pool amenities, there is a close split with slightly more preferring 10 lanes rather than 8.

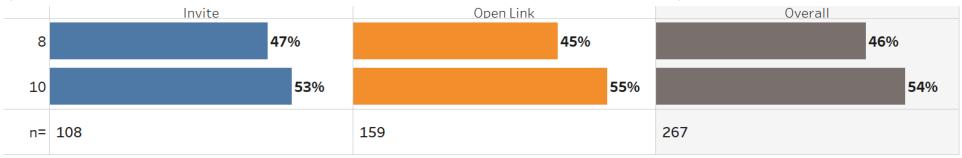
(Among households that selected 25-yard lanes as one of their top 2 pool amenities) How many lanes?



Source: RRC Associates

*Responses are sorted in descending order by the Invite Sample

(Among households that selected 50-meter lanes as one of their top 2 pool amenities) How many lanes?

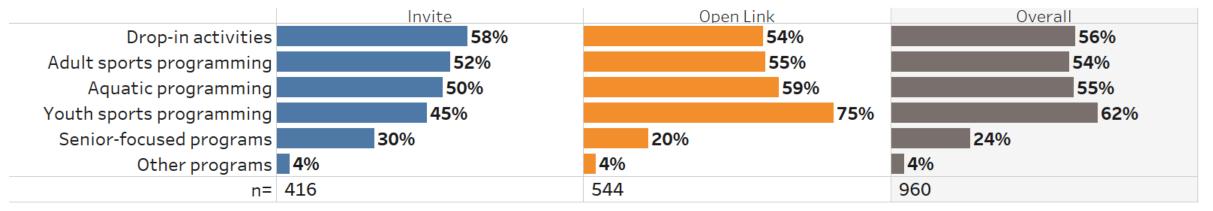




Program Preferences

• Drop-in activities are the top priority for the Invite sample. Three-quarters of the Open link sample said they have a need for youth sports programming.

Please indicate whether you and your household have a need or desire for the following programs to be offered at the Grand Forks Indoor Sports and/or Aquatic Complex (Check all that apply)



Source: RRC Associates

*Responses are sorted in descending order by the Invite Sample



Adult Programming Recreational or Competitive

 Most respondents either want both recreational and competitive programs or solely recreational. Badminton respondents mostly want recreational programming.

Q 9: (Among households that need or desire adult sports programming) Would you prefer the following adult programming focus on recreational sports, competitive, or both?

			Both Recreational & Competitive	Percent Responding: Recreational	Competitive
Dodminton	Invite	170	28%	70%	2%
Badminton	Open Link	245	38%	61%	1%
Decebell	Invite	163	40%	52%	8%
Baseball	Open Link	230	51%	46%	3%
Packathall	Invite	165	52%	42%	6%
Basketball	Open Link	235	49%	48%	3%
Feetball	Invite	163	45%	47%	7%
Football	Open Link	227	45%	52%	3%
	Invite	154	39%	58%	3%
Lacrosse	Open Link	215	44%	53%	2%
Other	Invite	24	45%	48%	7%
Other	Open Link	40	58%	40%	3%
Dickloball	Invite	167	42%	54%	4%
Pickleball	Open Link	242	49%	50%	1%
Soccer	Invite	160	49%	45%	6%
Soccer	Open Link	230	53%	45%	2%
Cofthall	Invite	167	53%	42%	5%
Softball	Open Link	228	48%	49%	4%
Velleyhall	Invite	167	53%	40%	7%
Volleyball	Open Link	235	49%	49%	3%



Adult Programming Locally or Regionally Competitive

• For those wanting competitive programming, at least 57% want both regional and local competitions for every option. Less than 16% want only regional and at least 13% want only local.

Q 9: (Among households who desire a competitive, or both a recreational and competitive, focus) Would you prefer the following adult programming focus on local competition, regional competition, or both?

			Both Local & Regional	Percent Respondin Local	g: Regional
Deducinten	Invite	45	68%	26%	6%
Badminton	Open Link	84	68%	31%	1%
Baseball	Invite	71	77%	22%	1%
DaseDall	Open Link	114	77%	22%	1%
Basketball	Invite	97	77%	21%	2%
Basketball	Open Link	115	77%	22%	2%
Football	Invite	72	73%	25%	2%
FOOLDall	Open Link	102	75%	23%	2%
Lacrosse	Invite	63	57%	32%	10%
Lacrosse	Open Link	97	72%	28%	
Other	Invite	6	71%	13%	16%
other	Open Link	6	100%		
Pickleball	Invite	77	63%	36%	1%
FICKIEDall	Open Link	117	80%	20%	
Soccer	Invite	87	77%	22%	1%
Soccer	Open Link	118	80%	20%	
Softball	Invite	94	73%	22%	5%
Sortball	Open Link	112	82%	17%	1%
Volleyball	Invite	94	65%	30%	4%
voneyban	Open Link	115	79%	21%	



Youth Programming Recreational or Competitive

 Respondents preferred both recreational and competitive programming as well as just recreational for youth sports. No more than 10% of respondents prefer solely competitive programming. Team sports were most likely to be preferred to have both recreational and competitive programs.

Q 9: (Among households that need or desire youth sports programming) Would you prefer the following youth programming focus on recreational sports, competitive, or both?

			Both Recreational & Competitive	Percent Responding: Recreational	Competitive
Deeebell	Invite	185	63%	30%	7%
Baseball	Open Link	366	70%	23%	7%
Deelethell	Invite	186	59%	31%	10%
Basketball	Open Link	361	69%	26%	5%
Feetbell	Invite	180	58%	33%	9%
Football	Open Link	353	69%	24%	7%
Futcol	Invite	159	41%	53%	6%
Futsal	Open Link	295	47%	48%	4%
Invite	Invite	163	49%	43%	8%
Lacrosse	Open Link	307	65%	27%	8%
Other	Invite	24	55%	36%	9%
other	Open Link	54	59%	39%	2%
Pickleball	Invite	176	40%	55%	5%
PICKIEDAII	Open Link	320	48%	50%	2%
Soccer	Invite	184	71%	20%	9%
Soccer	Open Link	352	78%	18%	5%
Softball	Invite	172	66%	25%	10%
SULDAII	Open Link	340	68%	28%	4%
Velleyball	Invite	182	64%	28%	8%
Volleyball	Open Link	351	70%	25%	5%



Youth Programming Locally or Regionally Competitive

• For competitive youth programming, at least 67% of respondents in both surveys prefer both local competition and regional competition.

Q 9: (Among households who desire a competitive, or both a recreational and competitive, focus) Would you prefer the following youth programming focus on local competition, regional competition, or both?

			Both Local and Regional	Percent Responding:	Regional
Pasaball	Invite	126	80%	17%	4%
Baseball	Open Link	257	81%	13%	6%
Deelvethell	Invite	129	84%	13%	3%
Basketball	Open Link	247	82%	13%	4%
Feethell	Invite	123	74%	23%	4%
Football	Open Link	248	79%	16%	5%
Futsal	Invite	71	76%	13%	11%
Futsai	Open Link	136	79%	18%	3%
	Invite	100	85%	10%	5%
Lacrosse	Open Link	206	82%	13%	5%
Other	Invite	2	100%		
Other	Open Link	9	67%	22%	11%
Pickleball	Invite	73	76%	21%	3%
PICKIEDall	Open Link	146	74%	24%	2%
Soccer	Invite	145	75%	21%	4%
Soccer	Open Link	277	82%	12%	5%
Softball	Invite	123	76%	20%	4%
SULDAII	Open Link	228	81%	14%	5%
Volleyball	Invite	124	78%	18%	4%
voneyball	Open Link	249	82%	14%	4%



Aquatics Programming

 The most preferred aquatic programs include Fitness/Lap Swimming, Youth Swim Lessons and Shallow Water Aqua Fitness Classes. Springboard diving was least preferred.

(Among households that need or desire aquatic programming) What type of aquatic programming would you like to see? (Check all that apply)

	Invite	Open Link	Overall
Fitness/Lap Swimming	79%	75%	77%
Swim lessons for youth	73%	84%	80%
Shallow Water Aqua Fitness Classes (Aqua Aerobics, etc.)	71%	68%	69%
Swim lessons for adults	50%	39%	44%
Swim Team/Swim Meets	48%	57%	53%
Springboard Diving	41%	44%	43%
n=	203	312	515

Source: RRC Associates

*Responses are sorted in descending order by the Invite Sample



Aquatic Programming Locally or Regionally Competitive

• Most respondents prefer both recreational and competitive competition for both Springboard Diving and Swim Team/Swim Meets.

Q 9: (Among households that would like to see swim team/swim meets and/or springboard diving) Would you prefer the following acquatic programming focus on local competition, regional competition, or both?

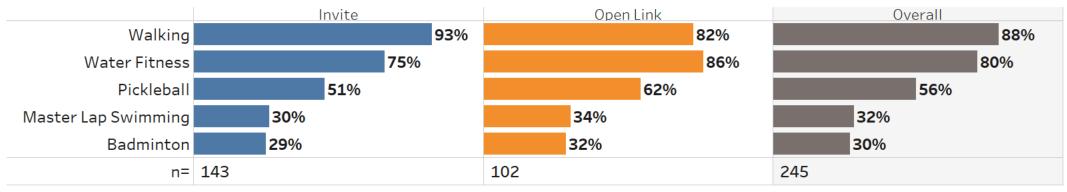
			Both Recreational & Competitive	Percent Responding: Recreational	Competitive
Springboard Diving	Invite	78	76%	21%	3%
	Open Link	136	82%	13%	5%
Swim Team/Swim Meets	Invite	100	84%	3%	13%
	Open Link	179	91%	3%	6%

Source: RRC Associates

Senior Programming

• Walking and water fitness were desired most for senior programming for both Open link and Invite respondents. Badminton was the least preferred program.

(Among households that need or desire senior focused-programs) What type of senior focused-programs would you like to see? (Check all that apply)

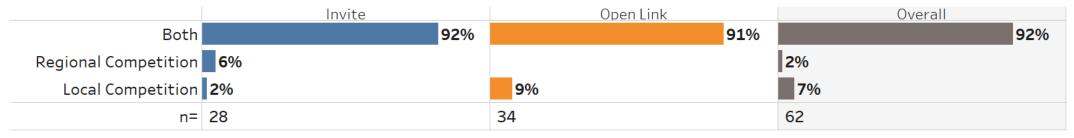




Pickleball

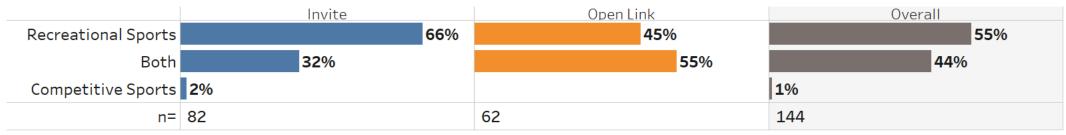
 Overall, most respondents desire both regional and local competition for Pickleball programming. Invitation survey respondents prefer recreational senior-focused Pickleball programming and 55% of Open link respondents prefer both recreational and competitive competition.

(Among households who desire a competitive, or both a recreational and competitive, focus) Would you prefer senior focused pickleball programming focus on local competition, regional competition, or both?



Source: RRC Associates

(Among households that would like to see senior focused pickleball programming) Would you prefer senior focused pickleball programming focus on recreational sports, competitive sports, or both?



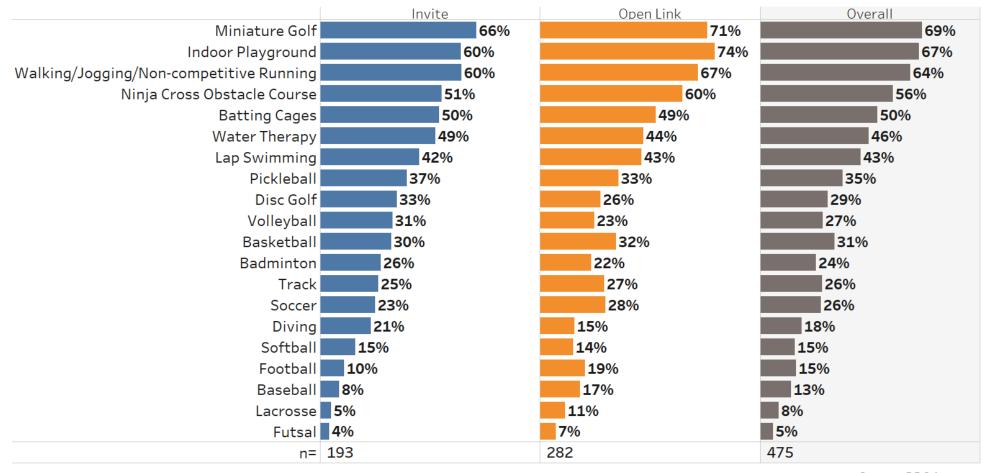
Source: RRC Associates



Drop-In Programming

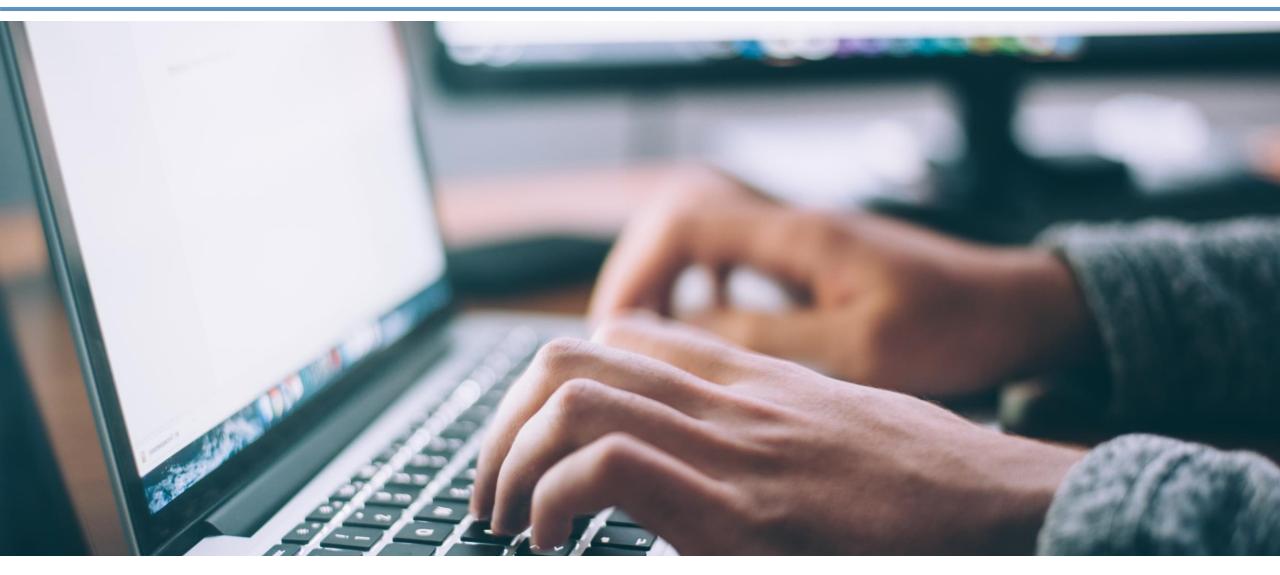
 The most preferred drop-in programs include Miniature Golf, an Indoor Playground, Walking/Jogging/Non-competitive Running, a Ninja Cross Obstacle Course, and Batting Cages.

(Among households that need or desire drop-in activities) What type of drop-in activities would you like to see? (Check all that apply)





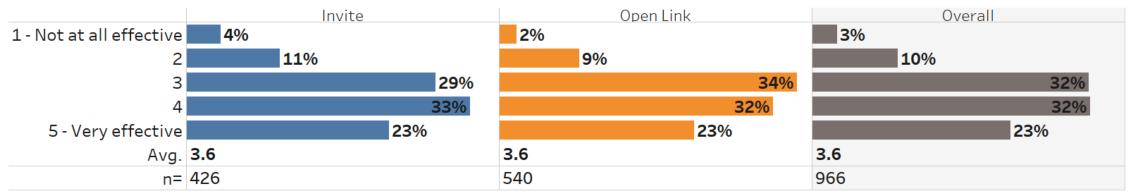
Communication



Effectiveness of Communication

• Generally, both samples agree that Grand Forks Park District is relatively effective in terms of communication with the average rating a 3.6 out of 5, with 5 being "very effective".

How effective is the Grand Forks Park District at reaching you with information about parks and recreation facilities, services, and programs?





Effectiveness of Communication

What communication methods do you think are an effective way to reach you?

		Invite	Open Link	Overall
	1 - Not effective		3%	3%
Seasonal Activity Guide	2 - Somewhat effective		26%	26%
(Mailed Booklet)	3 - Very effective	71%	71%	71%
		415	509	924
	1 - Not effective		15%	13%
Postcard / Flyer Mailing	2 - Somewhat effective		42%	42%
r osteara / r iyer Maning	3 - Very effective	47%	43%	45%
		403	490	893
	1 - Not effective	23%	7%	14%
Social Media (Facebook,	2 - Somewhat effective	32%	31%	31%
Instagram, Twitter)	3 - Very effective	45%	62%	55%
	n=	387	510	897
	1 - Not effective	17%	15%	16%
Word of Mouth	2 - Somewhat effective	38%	41%	39%
	3 - Very effective	45%	45%	45%
	n=	383	486	869
	1 - Not effective	22%	12%	16%
	2 - Somewhat effective	42%	38%	40%
Email / E-Newsletters	3 - Very effective	36%	50%	44%
	n=	393	491	884
	1 - Not effective	15%	13%	14%
Grand Forks Park District	2 - Somewhat effective	51%	44%	47%
Website	3 - Very effective	34%	44%	39%
		395	503	898
On-site at the Recreation	1 - Not effective	18%	18%	18%
	2 - Somewhat effective	54%	50%	52%
Facility (digital board,	3 - Very effective	28%	31%	30%
poster, flyers)	n=	367	466	833
	1 - Not effective	32%	36%	35%
Media Commercials / Ads	2 - Somewhat effective	43%	38%	40%
(TV, Radio, Newspaper)	3 - Very effective	25%	26%	25%
(,,		378	458	836
	1 - Not effective	34%	19%	25%
School Email /	2 - Somewhat effective	41%	44%	42%
Newsletter	3 - Very effective	25%	38%	32%
		314	439	753
	1 - Not effective	38%	39%	39%
	2 - Somewhat effective	46%	43%	44%
Billboards	3 - Very effective	16%	18%	17%
		362	457	819
	11-	502	107	010

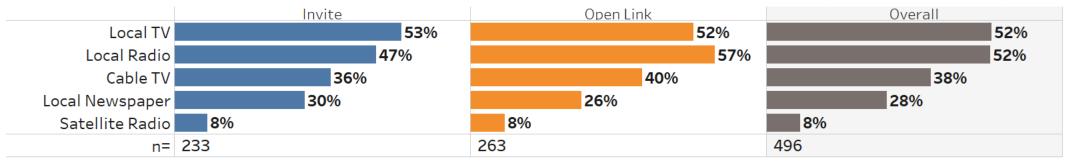
- The most effective communication methods are the Seasonal Activity Guide (71%) and social media (55%) with a large share of respondents indicating the methods are very effective.
- Billboards and media commercials/ads were shown to be the least effective communication method.



Media and Social Media Communication

• A majority of respondents use local TV and local radio for media communication, as well as Facebook and Instagram for social media communication. Nextdoor is the least used social media platform.

(Among those for whom media is somewhat or very effective) Which media do you use most? (Check all that apply)



(Among those for whom social media is somewhat or very effective) Which social media platforms do you use most? (Check all that apply)

	Invite		Open L	ink	Overall	
Facebook		83%		93%		90%
Instagram	51%		5	5%	53%	
Snapchat	27%		23%		25%	
Twitter	17%		24%		21%	
Nextdoor	6%		6%		6%	
n=	300	40	61		761	



Preferred Communication

 Choice Health & Fitness is the most used recreation facility for both Invite and Open link survey respondents. Both Lincoln and King's Walk Golf Courses were also effective for onsite communication.

(Among those for whom onsite at the recreation facility is somewhat or very effective) Which facilities do you use most? (Check all that apply)

	Invite	Open Link		Overall
Choice Health & Fitness	819	6	82%	82%
Lincoln Golf Course	36%	27%		31%
King's Walk Golf Course	25%	24%		25%
Eagles / Blue Line Club Arena	11%	24%	1	8%
Purpur/Gambucci Arena	10%	25%	1	9%
ICON Sports Center	13%	26%	2	20%
First Season Community Center	6%	10%	9%	
n=	276	354	630	

Source: RRC Associates



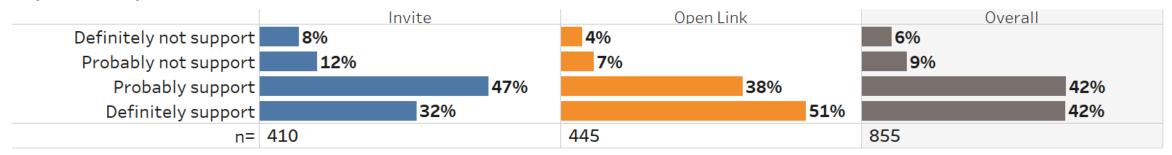
Financial Choices



Sales Tax Extension

- Among Invite respondents, approximately 79% of would either "probably" or "definitely" support the Alerus Center sales tax extension. Only 20% are not likely to support. However, it's not a guarantee that those in the "probably support" category will not change their minds once plans are further rolled out. This should be taken into consideration when releasing communication materials.
- The Open link sample has a significantly higher percentage indicating they would "definitely support (51%)" the extension.

How likely would you be to support an Alerus Center sales tax extension to fund the Indoor Sports Complex and/or Aquatic Complex in Grand Forks?



Source: RRC Associates

Additional Comments/Suggestions

Some major themes from the additional comments left at the end of the survey are:

- General high support for the facility.
- Many are excited to have a facility to support activities and sports throughout the winter months and possibly extend the seasons for kid's sports teams.
- An indoor playground would be very beneficial for families with young children during the winter as well.
- High need for activities for specific groups, such as those with special needs and senior citizens.
- The main aversion is the increase in taxes and hesitance of paying for the facility yet never using it:
 - Arguments for user-based payment.
 - Possible influence of the economies performance prior to voting.
 - Some users may not have children or members of their household who fit the demographic to use this facility.

Please reference the full comment document for more details and direct quotes from residents.



Demographics



Gender

• The Invite sample was weighted by gender to match the U.S. Census to better reflect the community of Grand Forks.

Gender Identity

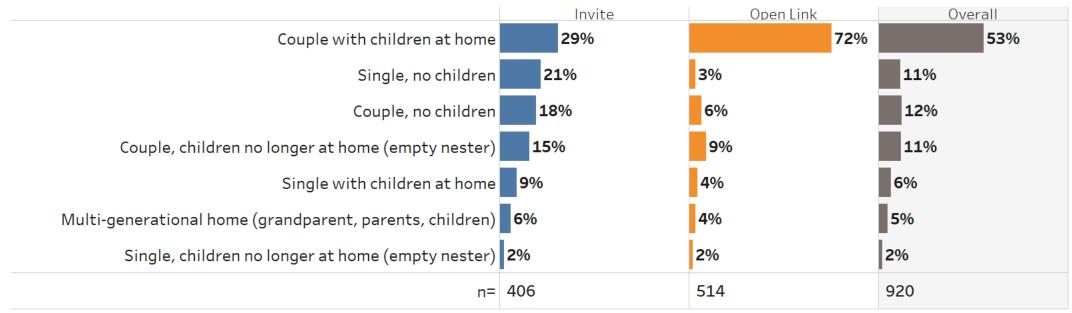
	Invite	Open Link		Overall
Male	50%	24%		36%
Female	47%		74%	62%
Other gender identity		0%		1%
Prefer not to say	2%	2%		2%
n=	411	521		932



Household Makeup

• The Invite sample is more diverse in terms of household makeup. Majority (72%) of the Open link sample are couples with children at home.

Which of these categories best describes your household?



Source: RRC Associates



Voter Registration Status, ADA Needs & Residence Ownership

 Most respondents are registered voters. A total of 6% of each sample do have a need for ADA-accessible facilities and services. The Invite sample was weighted by the U.S. Census to match those who rent or own a house in Grand Forks.

Are you a registered voter in Grand Forks?

	Invite	Open Link	Overall
Yes	85%	87%	86%
No	15%	13%	14%
n=	395	507	902

Does your household have a need for ADA-accessible (Americans with Disabilities) facilities and services?

	Invite	Open Link	Overall
Yes	6%	6%	6%
No	<mark>94</mark> %	94	% 94%
n=	404	513	917

Do you own or rent your residence in Grand Forks?

	Invite	Open Link	Overall
Rent	54%	9%	29%
Own	45%	88	% 69%
n= 3	399	507	906

Source: RRC Associates



Ethnicity & Race

• Majority of both samples identify as white and not Hispanic, Latino or of Spanish origin.

What race do you consider yourself to be? (Check all that apply)

	Invite	Open Link	Overall
White	<mark>96%</mark>	98%	97%
American Indian and Alaska Native	4%	1%	3%
Asian	3%	2%	2%
Some other race	2%	1%	2%
Black or African American	1%	1%	1%
Native Hawaiian and Other Pacific Islander		0%	0%
n=	398	504	902

Are you of Hispanic, Latino, or Spanish origin?

	Invite	Open Link	Overall
No	93%	98%	96%
Yes 7%	2%		4%
n= 394	507		901

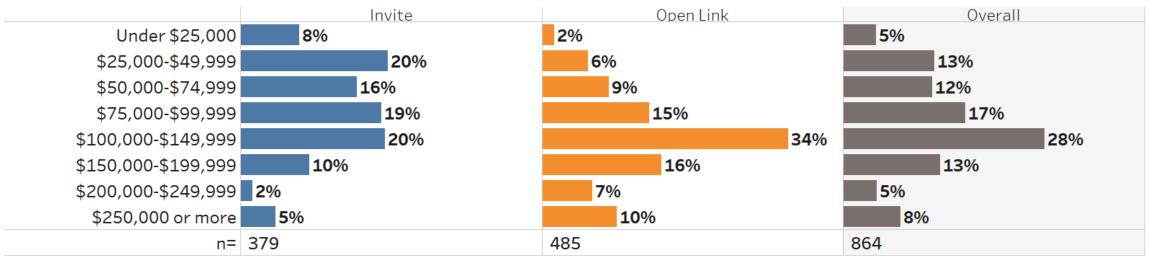
Source: RRC Associates



Income

• The income distribution of the Invite sample is more dispersed, and the Open link sample tends to be a bit more affluent.

Which of these categories best describes the total gross annual income of your household (before taxes)?



Source: RRC Associates







RRCAssociates.com 303-449-6558

RRC Associates 4770 Baseline Road, Suite 355 Boulder, CO 80303

