



# GRAND FORKS INDOOR SPORTS FACILITY & INDOOR AQUATIC FACILITY *Survey Report*

OCTOBER 2022





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# Introduction

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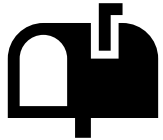
- The purpose of this study was to gather community feedback on the potential development of a Grand Forks (GF) Indoor Sports Facility and Indoor Aquatic Facility as well as parks, recreation facilities, amenities, future planning, communication, and more.
- This survey research effort and subsequent 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).



**458**

**Invitation surveys completed  
+/- 3.51% Margin of Error**

## Method 2 = Open link Survey

Later, the online survey was made available to all 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

**1,108**

Total  
Surveys  
Completed



# Weighting the Data

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1

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.



2

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**.

# Key Findings

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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

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**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

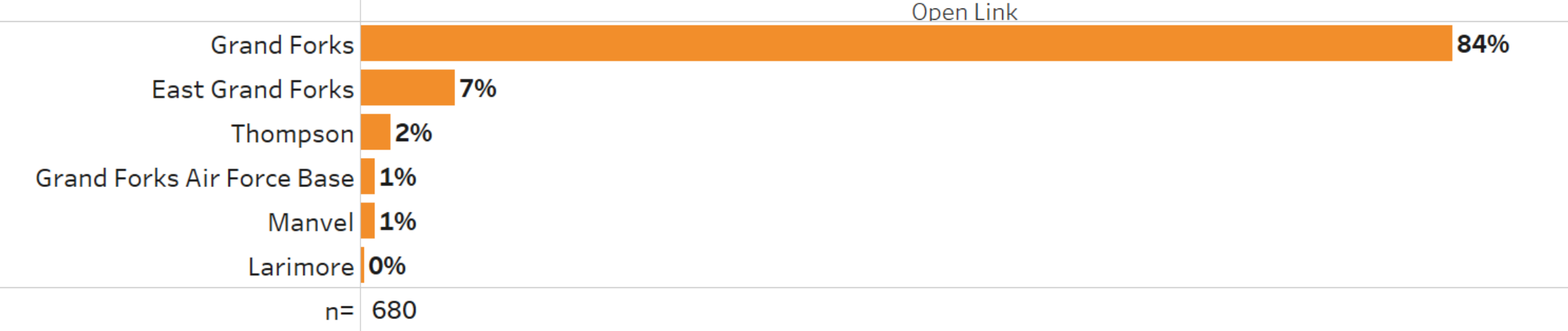




# Location in Grand Forks

- 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?



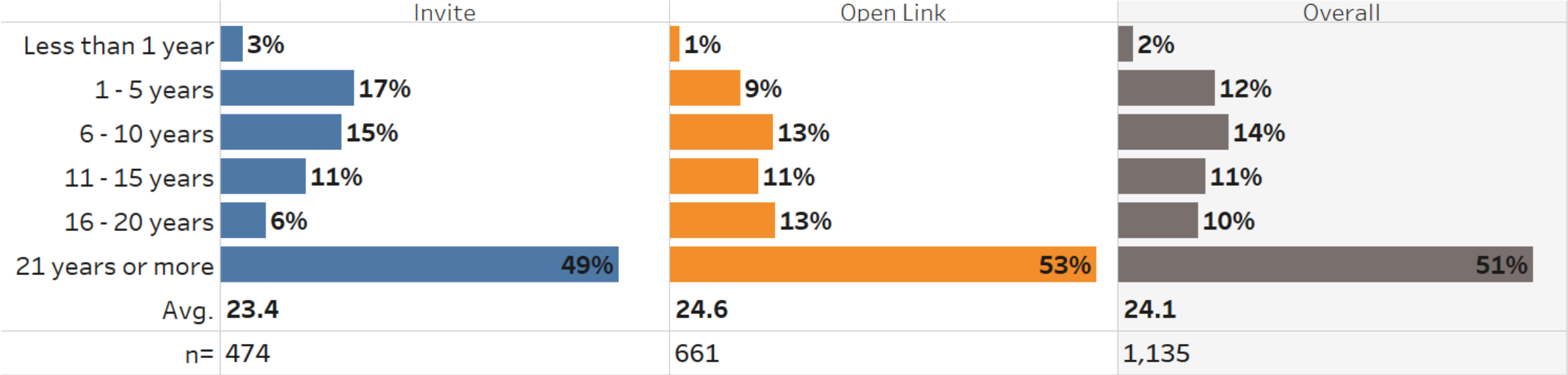
Source: RRC Associates



# 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?

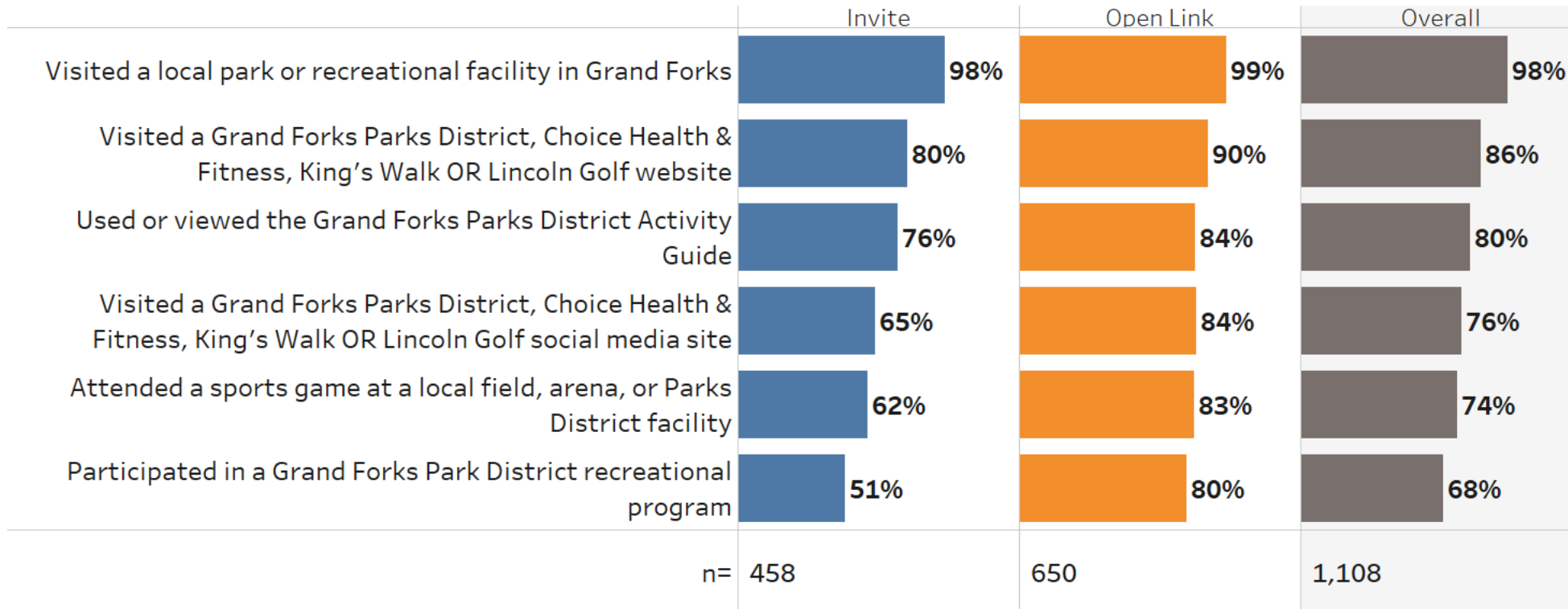


Source: RRC Associates

# 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)



Source: RRC Associates

\*Responses are sorted in descending order by the Invite Sample

# 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?

Rating Category	Sample	Avg.	n=	Percent Responding:		
				1 & 2	3	4 & 5
Parks	Invite	3.7	463	10% 11%	26%	43% 19% 62%
	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%
	Open Link	3.5	633	11% 12%	38%	39% 11% 50%
Facilities	Invite	3.4	443	15% 17%	35%	37% 11% 48%
	Open Link	3.2	636	18% 22%	38%	31% 9% 39%
Programs	Invite	3.3	401	13% 15%	41%	39% 6% 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



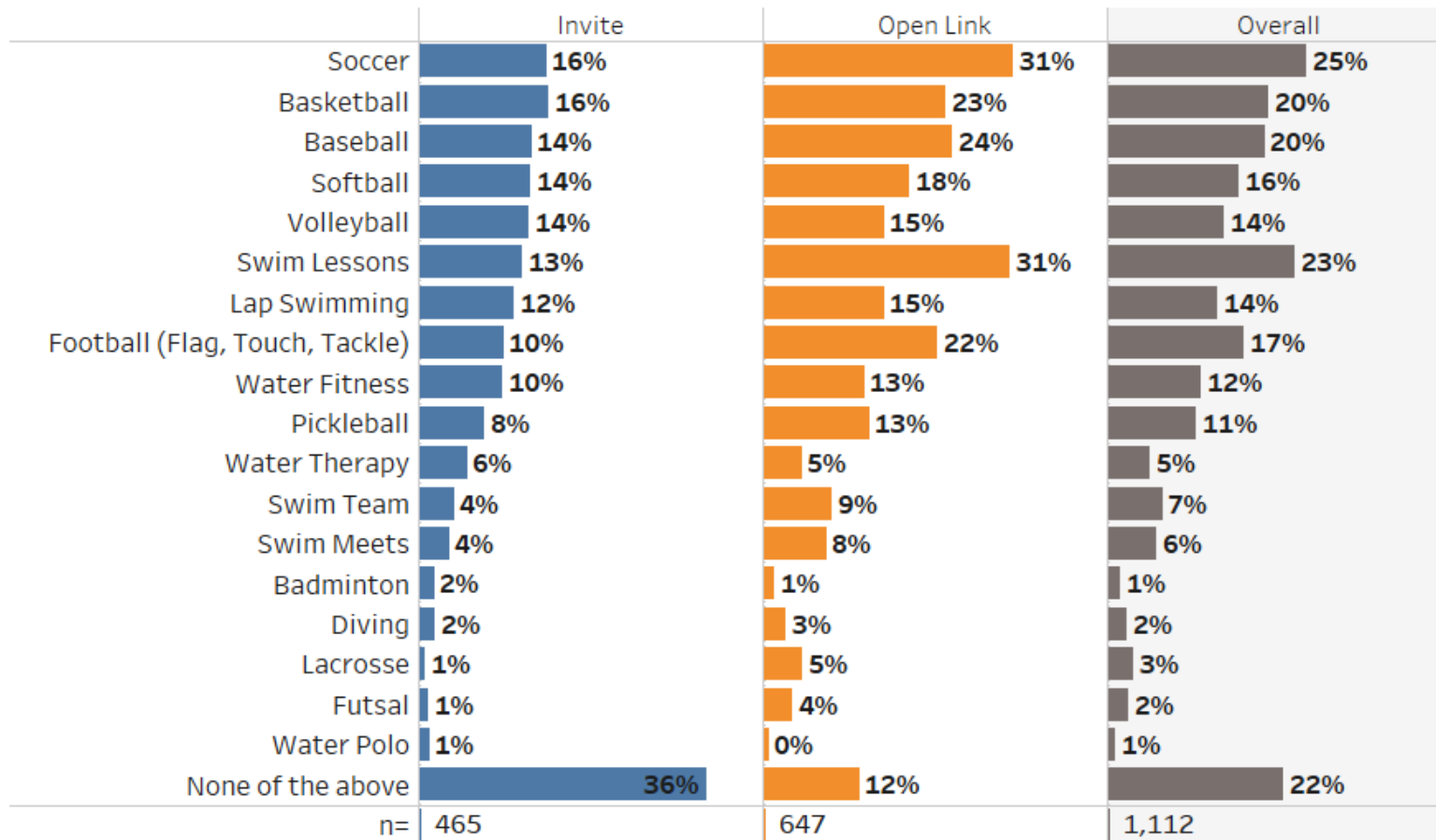
# Current Usage



# 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.

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

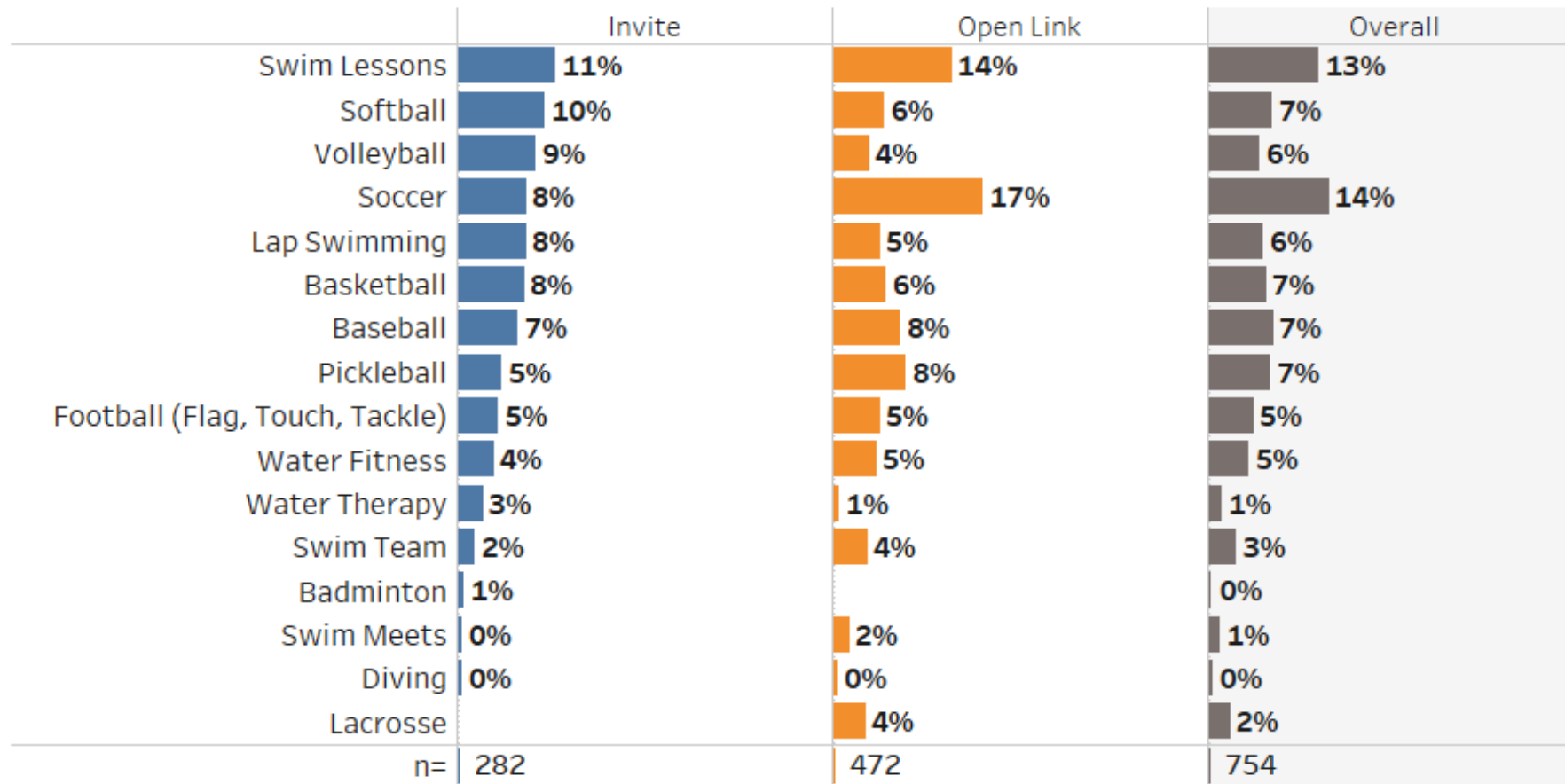




# Favorite Activity

- 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?

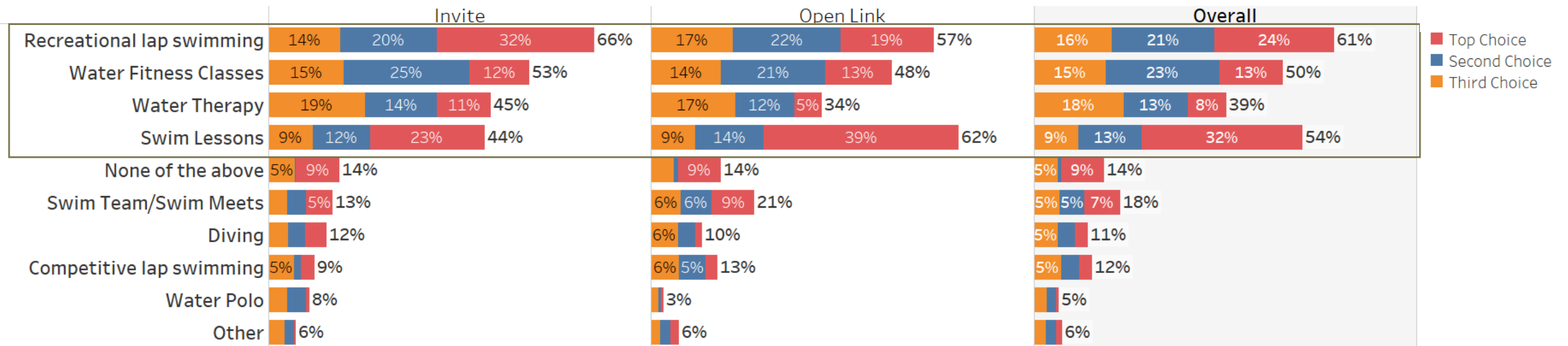
	Invite	Open Link	Overall
Swim Lessons	n=353 3.8	n=469 4.3	n=822 4.1
Lap Swimming	n=335 3.6	n=446 4.0	n=781 3.8
Water Therapy	n=334 3.6	n=454 3.8	n=788 3.7
Water Fitness	n=342 3.5	n=461 3.8	n=803 3.6
Other (previously specified)	n=72 3.5	n=80 3.6	n=152 3.5
Diving	n=306 3.3	n=421 3.7	n=727 3.5
Swim Meets	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
Football (Flag, Touch, Tackle)	n=322 2.3	n=449 2.9	n=771 2.7
Badminton	n=302 2.2	n=397 2.2	n=699 2.2
Lacrosse	n=323 2.1	n=431 2.8	n=754 2.5
Futsal	n=298 1.9	n=379 2.2	n=677 2.1

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

# 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?



■ Top Choice  
 ■ Second Choice  
 ■ Third Choice

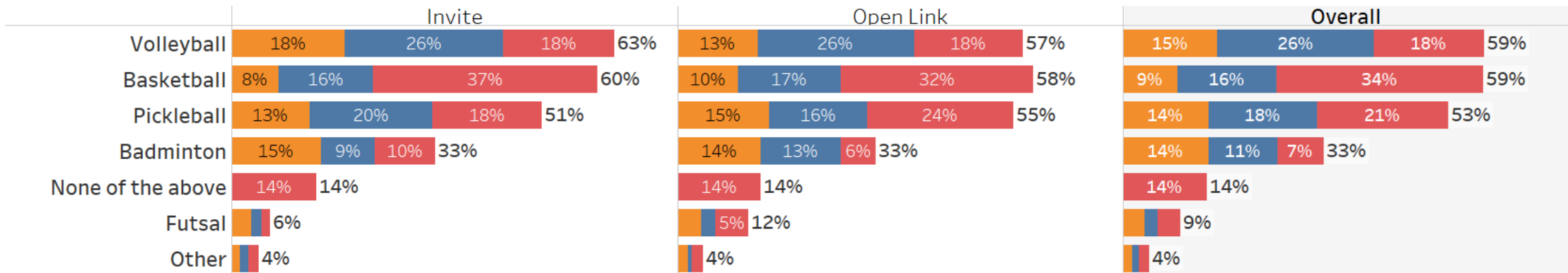
Source: RRC Associates

\*Responses 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?



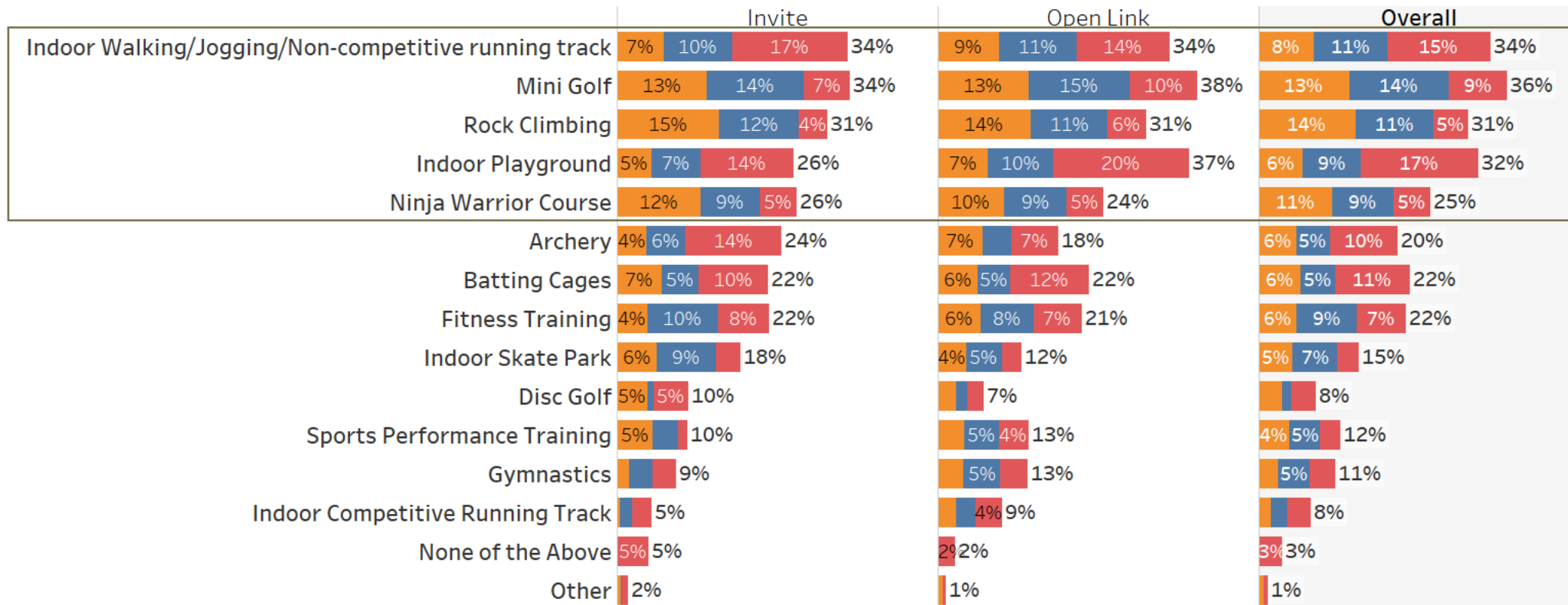
Source: RRC Associates

\*Responses 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?

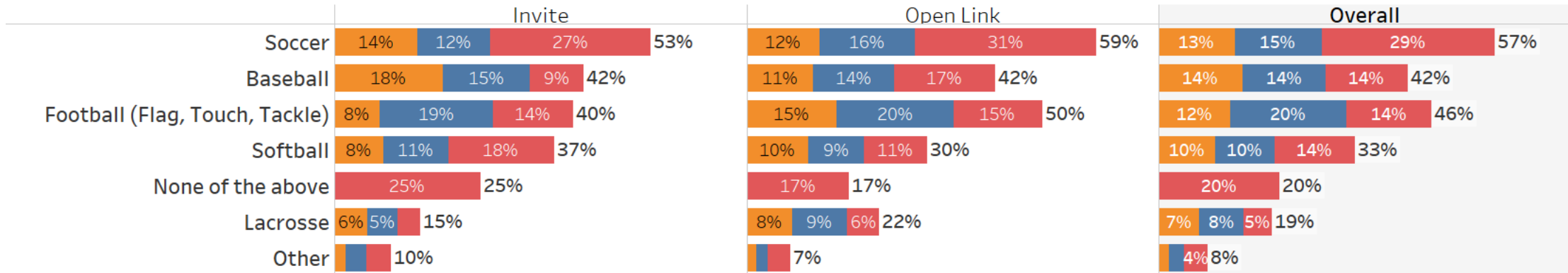




# Top 3 Field-Based Activities

- 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

\*Responses are sorted in descending order by the Invite sample.





# Grand Forks Indoor Sports Facility and Indoor Aquatic Facility Preferences





# Preferred Features of the Indoor Sports Complex

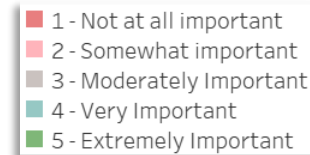
- All categories (turf, courts, and competitive swimming pool) showed high levels of importance (3.4 and above.) The Open link sample feels stronger in terms of importance of the features. The indoor competitive swimming pool was the lowest ranked in terms of importance (51% see it as “very” or “extremely”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

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

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



# Likelihood to Use Features of the Indoor Sports Complex

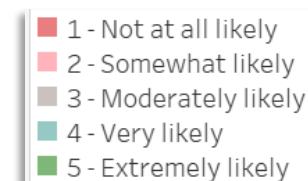
- Overall, the Open link sample is more likely to use the features of the Indoor Sports Complex. However, a large percentage of Invite respondents are likely to use it to some degree. Indoor recreation courts showed the highest likelihood of use and indoor competitive swimming pool showed the lowest.
- 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?

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

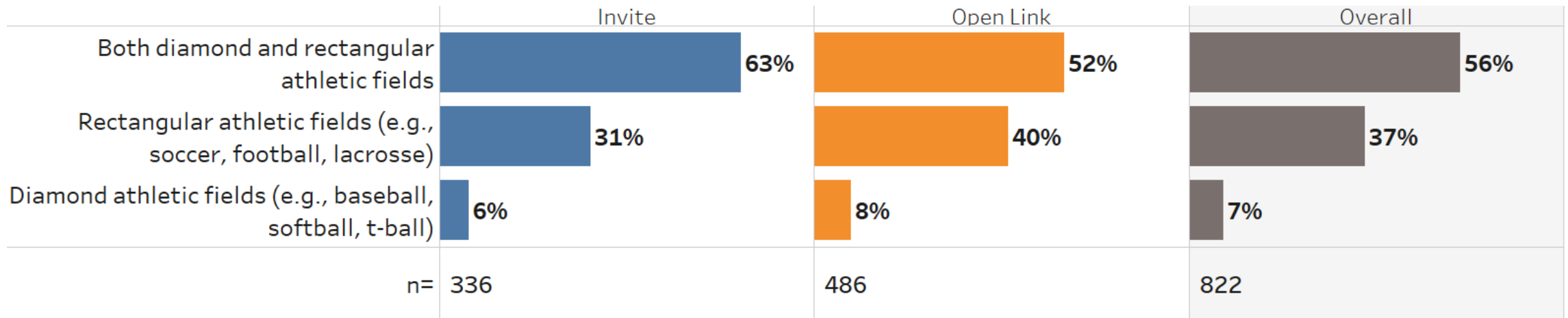




# Indoor Turf Field Preferences

- 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?



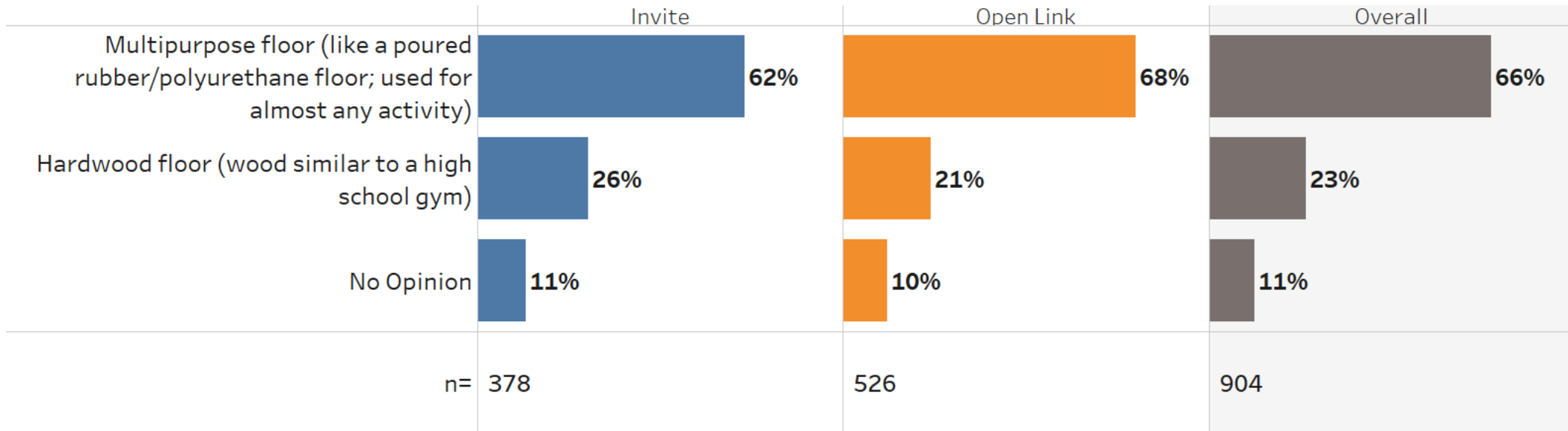
Source: RRC Associates

\*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?



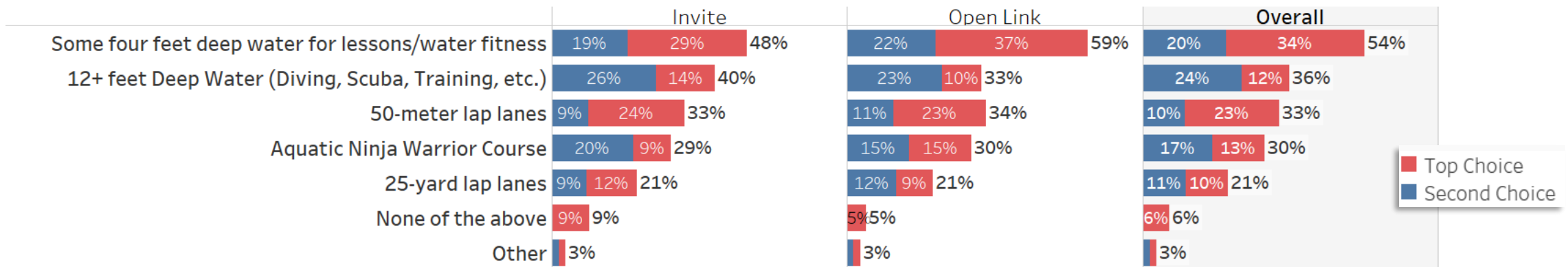
Source: RRC Associates

\*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?



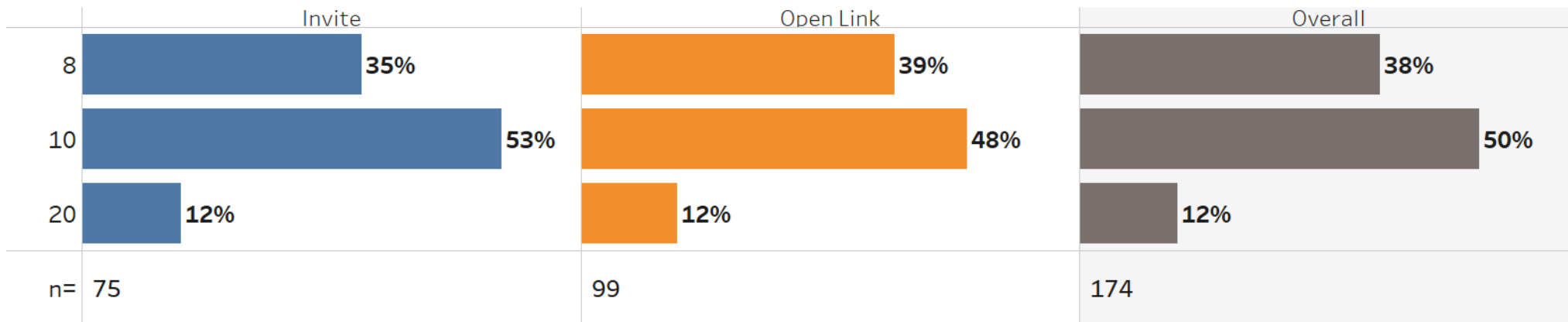
Source: RRC Associates

\*Responses 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.

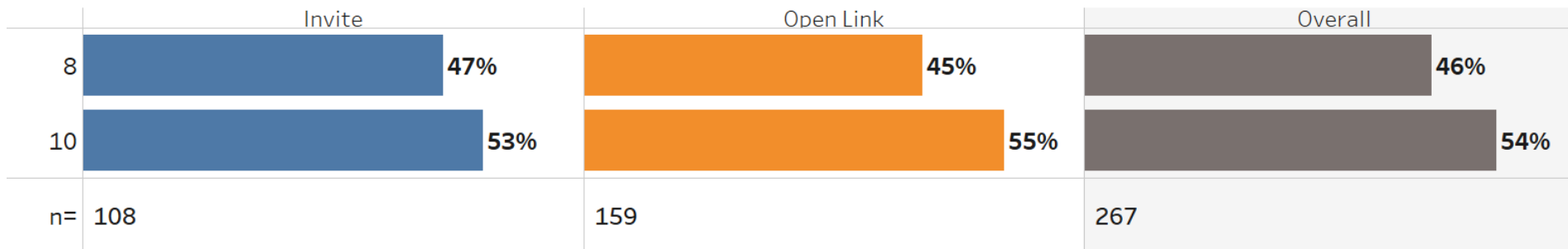
(Among households that selected 25-yard lanes as one of their top 2 pool amenities) How many lanes?



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?



Source: RRC Associates

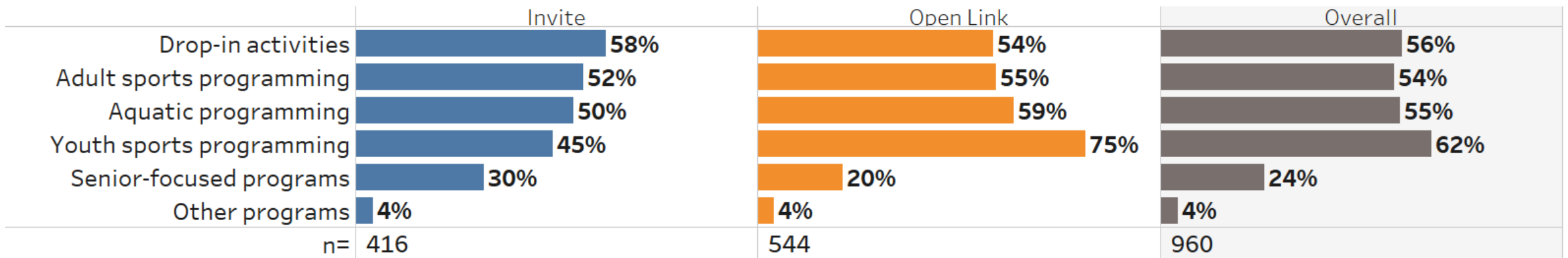
\*Responses are sorted in descending order by the Invite Sample



# 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)



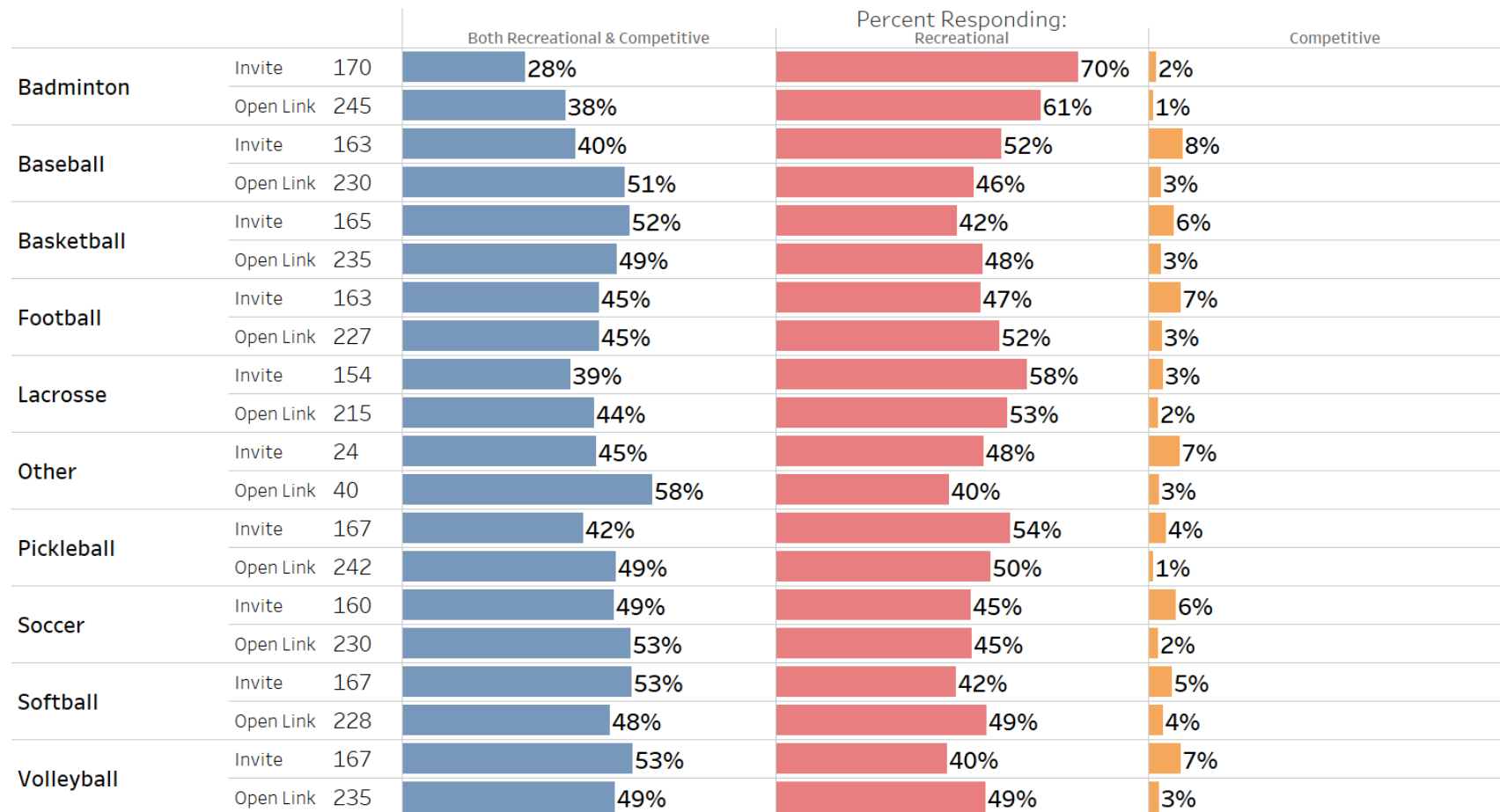
Source: RRC Associates

\*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?

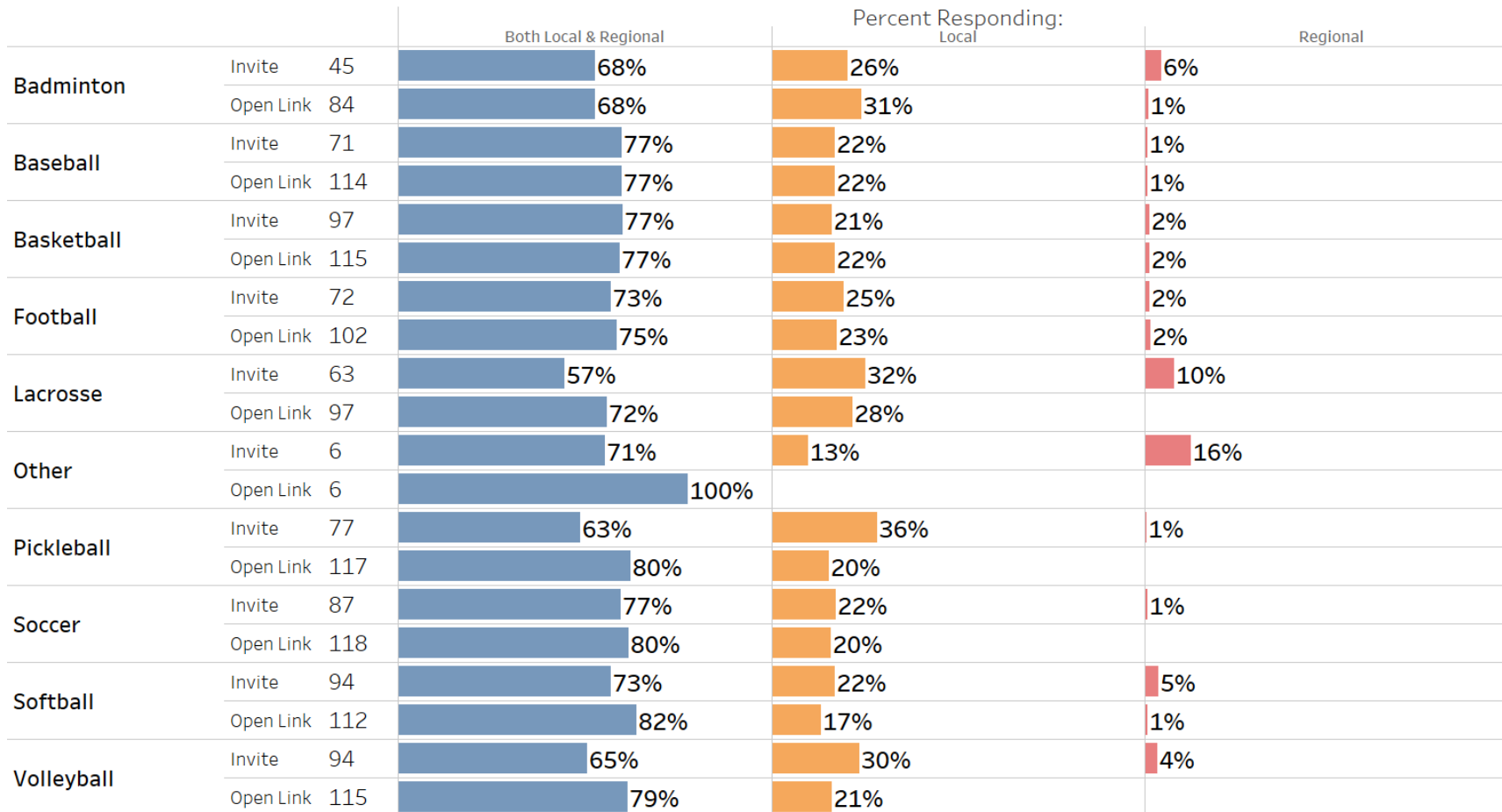


# Adult Programming

## 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?

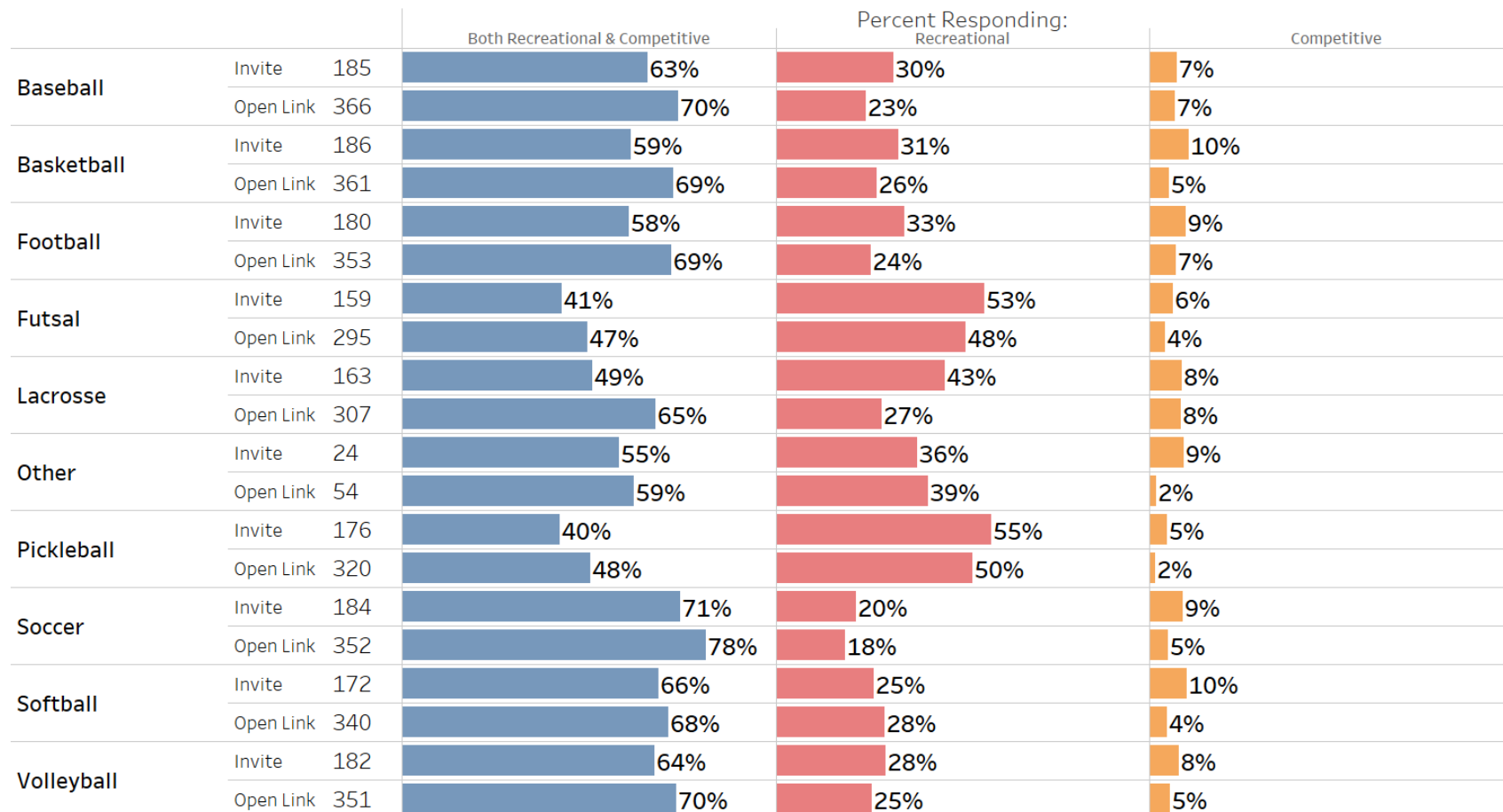


# Youth Programming

## 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.

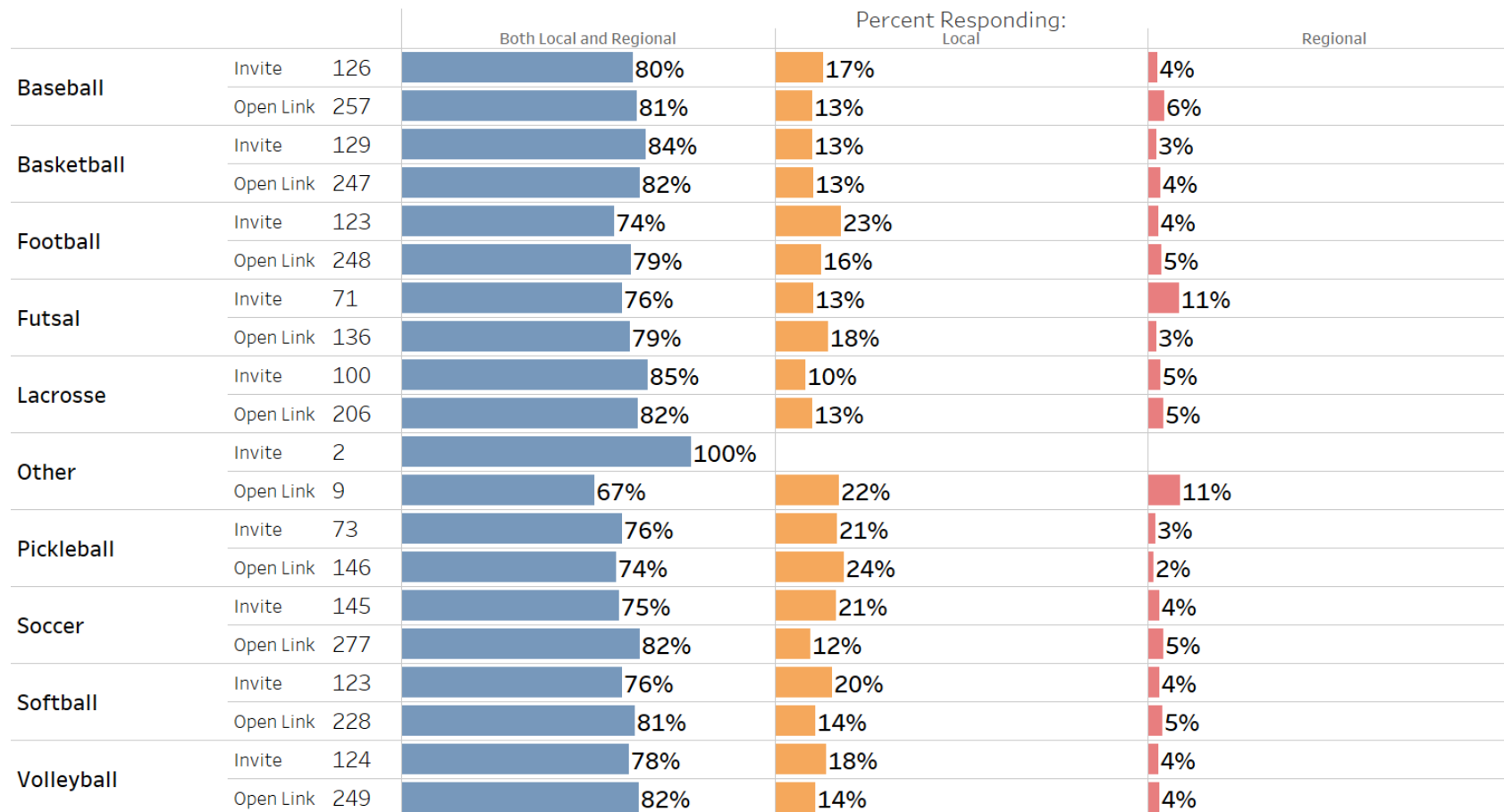
Q 9: (Among households that need or desire youth sports programming) Would you prefer the following youth programming focus on recreational sports, competitive, or both?



# 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?

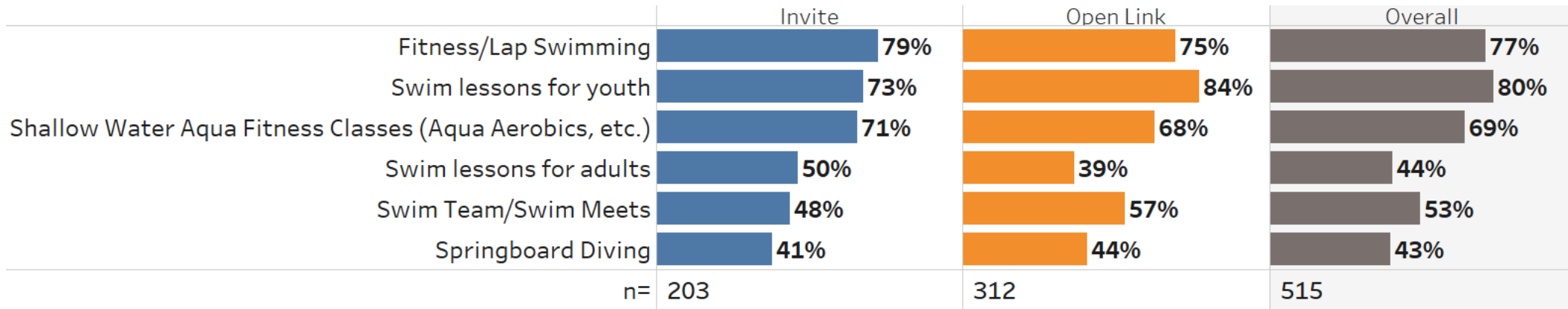




# Aquatics Programming

- 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)



Source: RRC Associates

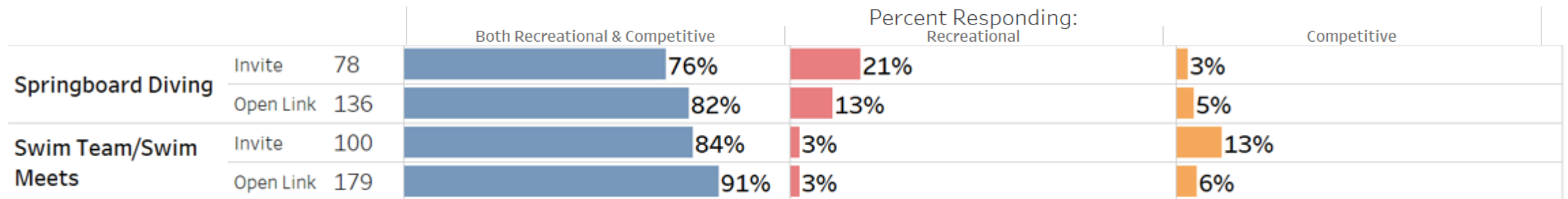
\*Responses are sorted in descending order by the Invite Sample

# 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 aquatic programming focus on local competition, regional competition, or both?

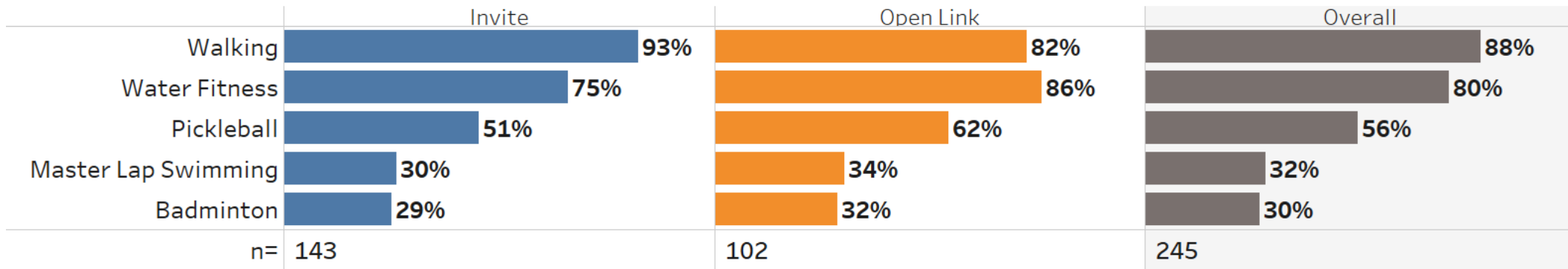


Source: RRC Associates

# 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)



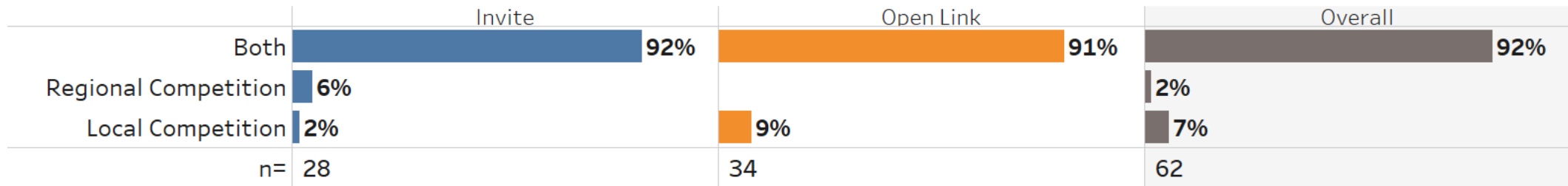
Source: RRC Associates

\*Responses are sorted in descending order by the Invite Sample

# Pickleball

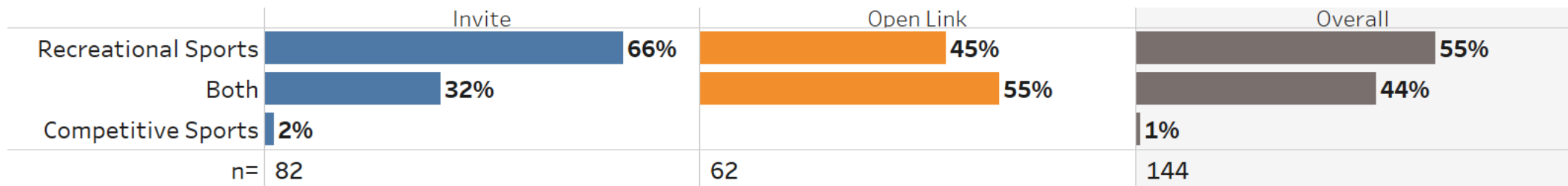
- Overall, most respondents desire both regional and local competition for Pickleball programming. Invitation survey respondents prefer recreational senior-focused Pickleball programming and 55% of Open link respondents prefer both recreational and competitive competition.

(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

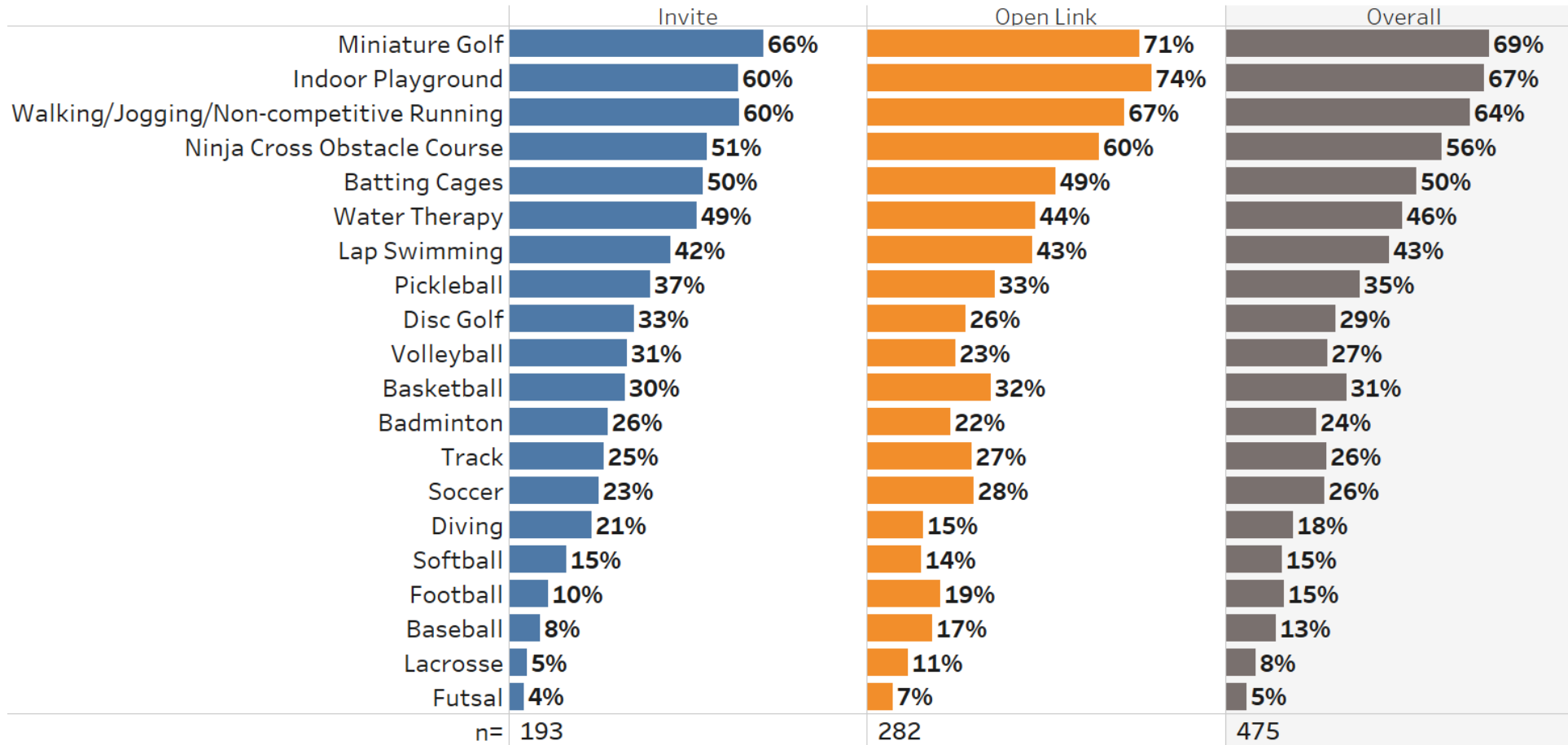
\*Responses are sorted in descending order by the Invite Sample



# 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)

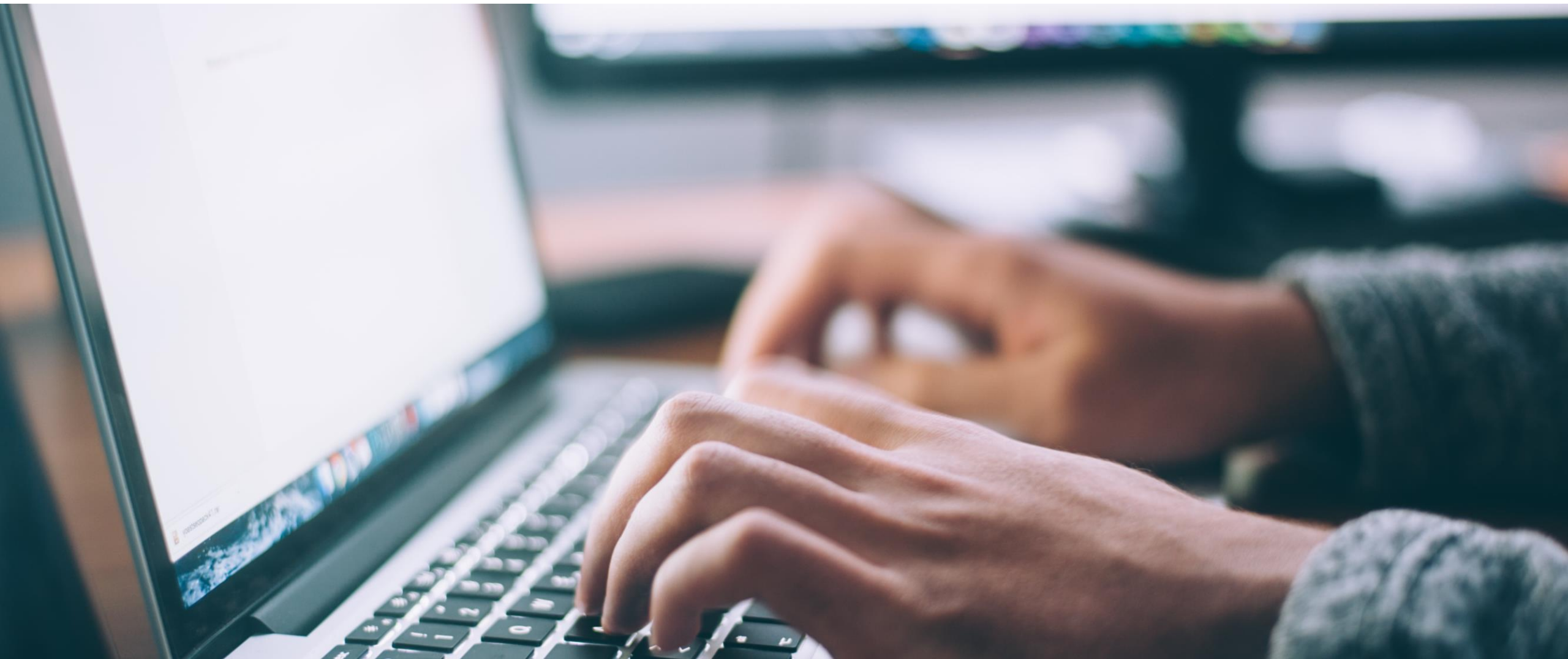


Source: RRC Associates

\*Responses are sorted in descending order by the Invite Sample

# Communication

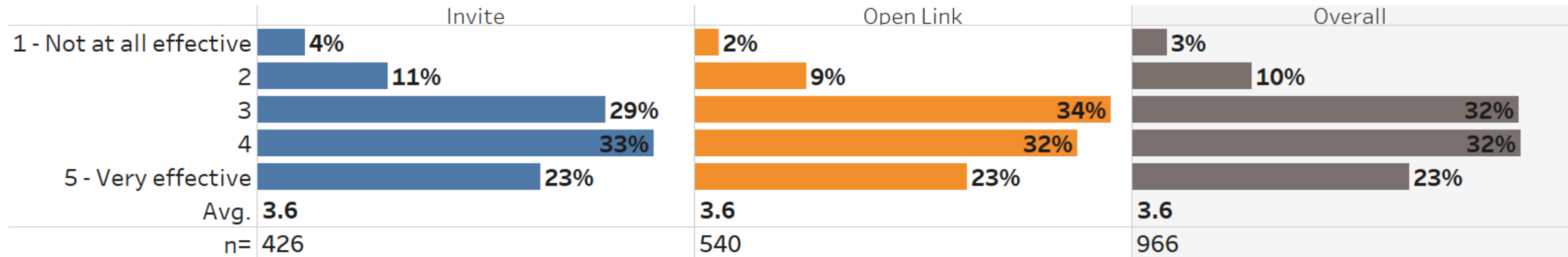
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# Effectiveness of Communication

- 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?

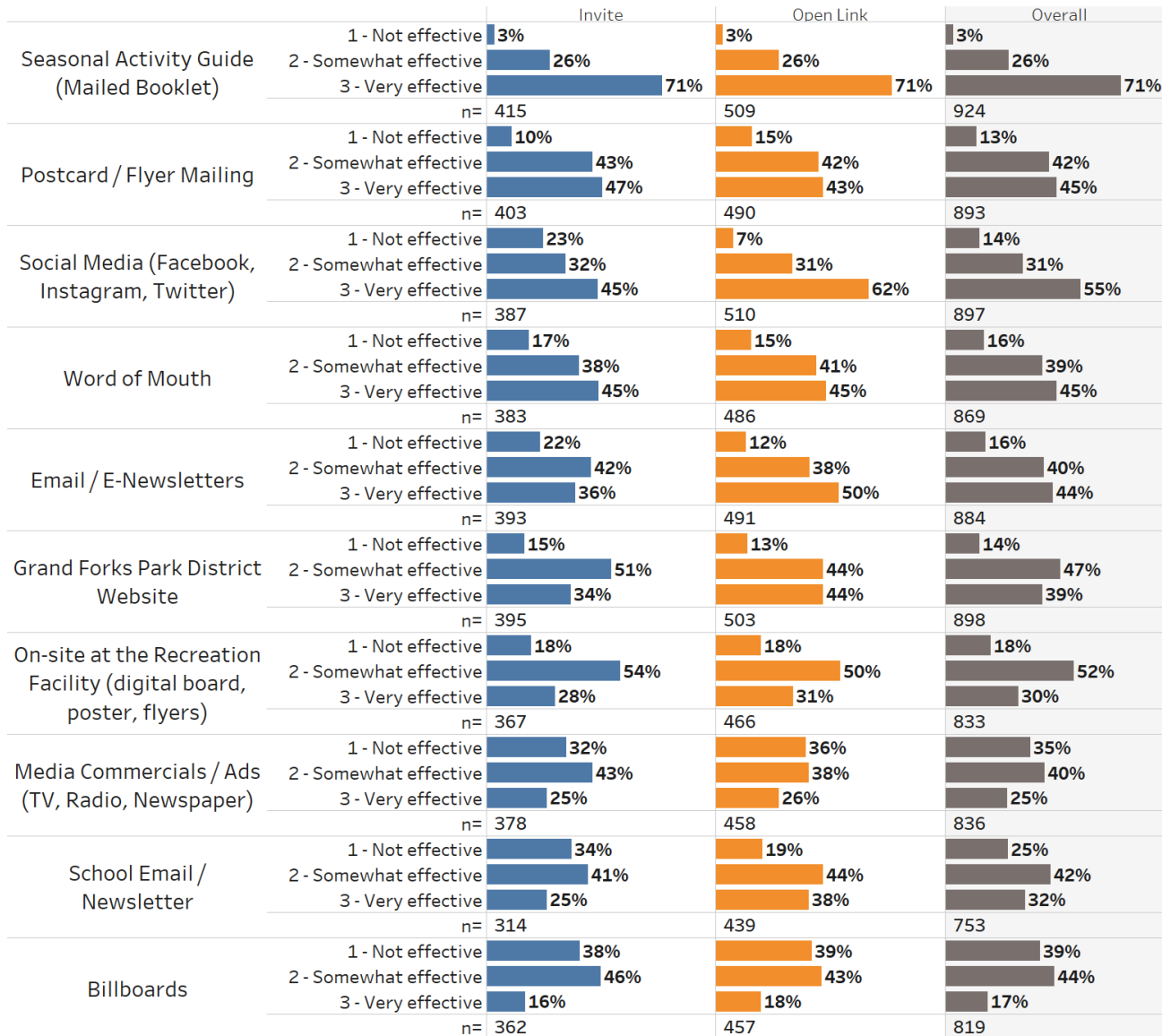


Source: RRC Associates

\*Responses are sorted in descending order by the Invite Sample

# Effectiveness of Communication

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



- 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.

Source: RRC Associates

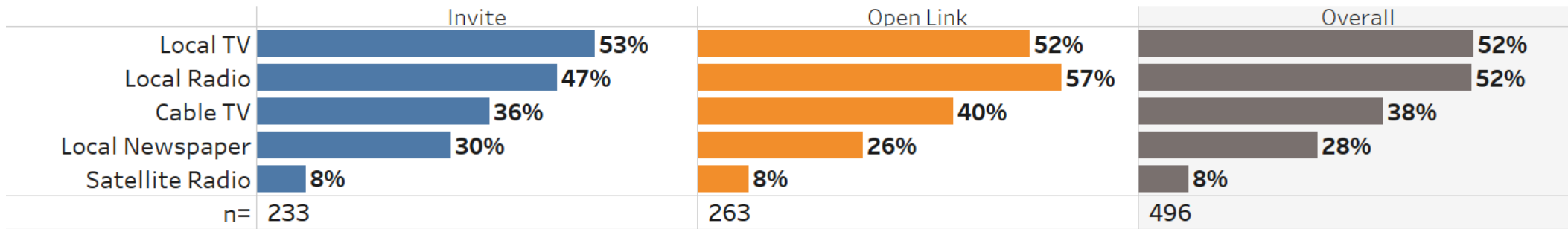
\*Responses are sorted in descending order by the Invite Sample



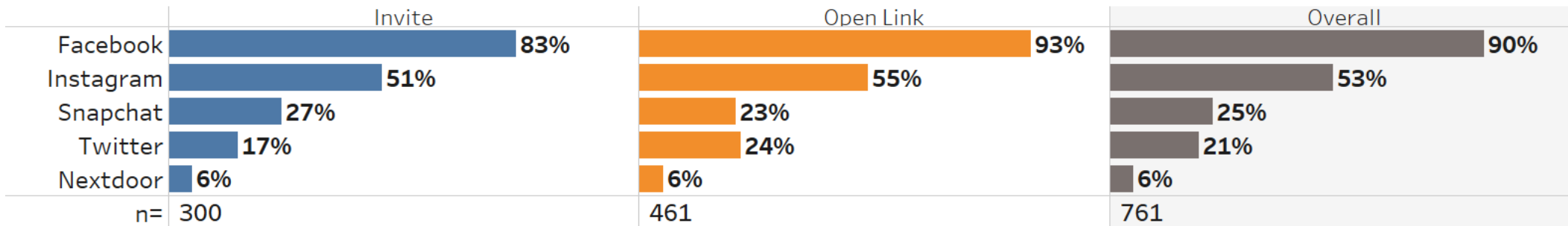
# Media and Social Media Communication

- 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)



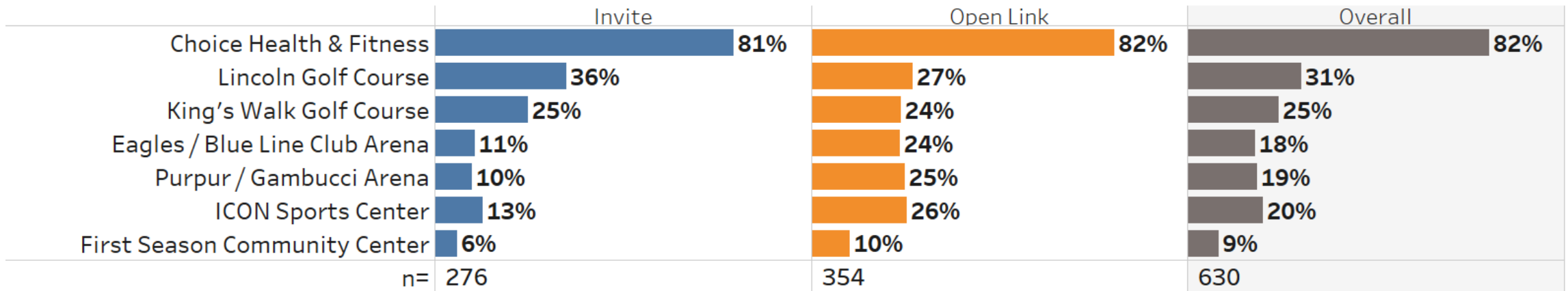
Source: RRC Associates

\*Responses are sorted in descending order by the Invite Sample

# 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)



Source: RRC Associates

\*Responses are sorted in descending order by the Invite Sample

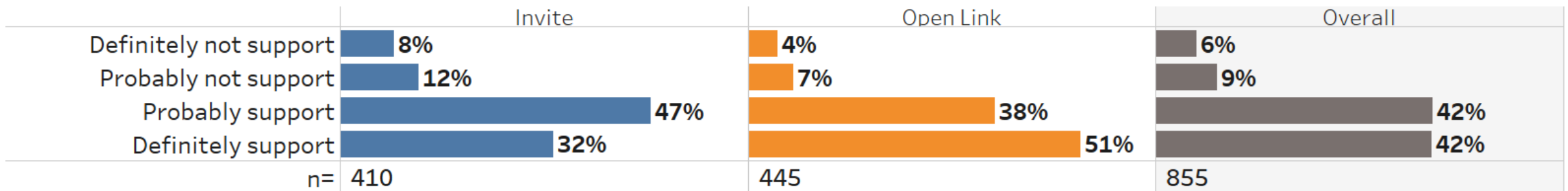
# Financial Choices



# 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

\*Responses are sorted in descending order by the Invite Sample



# Additional Comments/Suggestions

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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	1%	0%	1%
Prefer not to say	2%	2%	2%
n=	411	521	932

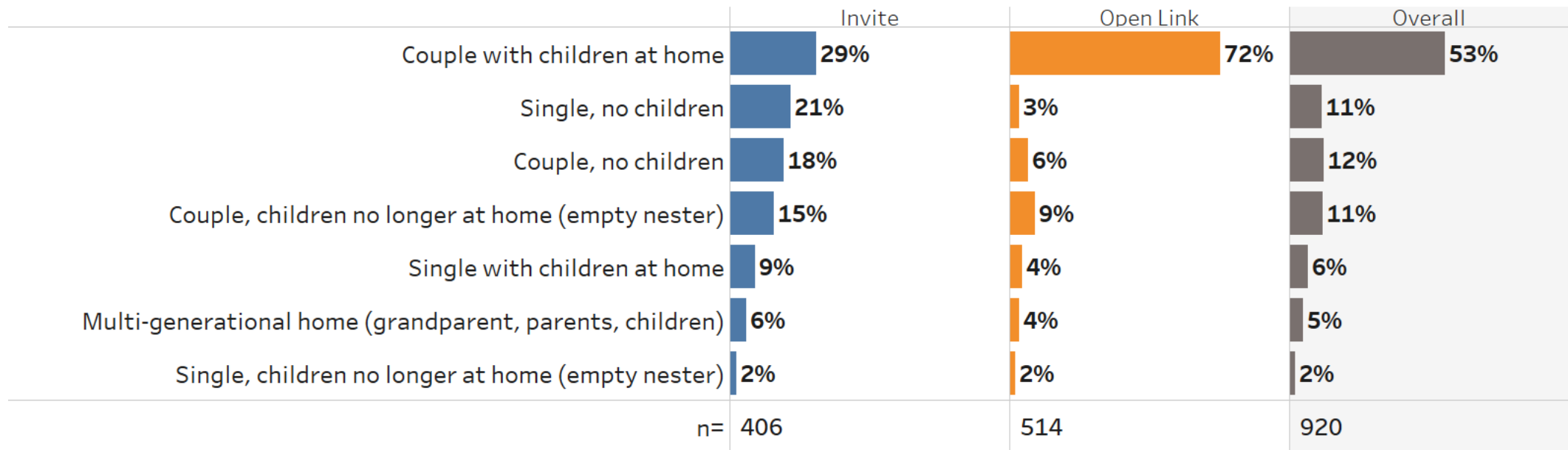
Source: RRC Associates

\*Responses are sorted in descending order by the Invite Sample

# 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?



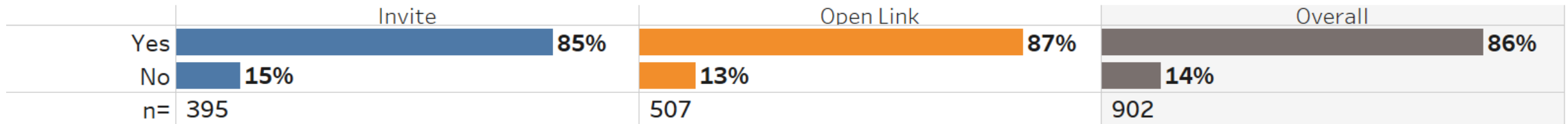
Source: RRC Associates

\*Responses are sorted in descending order by the Invite Sample

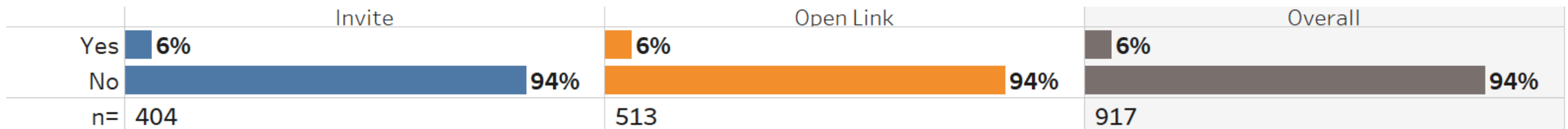
# Voter Registration Status, ADA Needs & Residence Ownership

- 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.

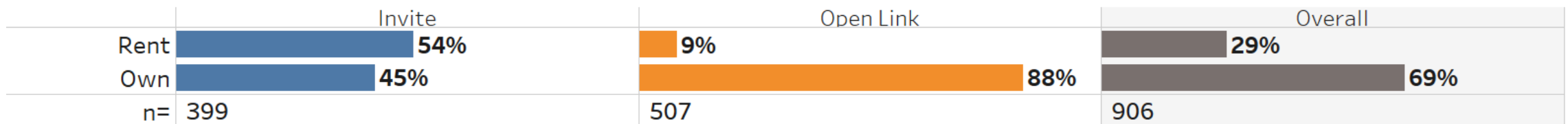
Are you a registered voter in Grand Forks?



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



Do you own or rent your residence in Grand Forks?



Source: RRC Associates

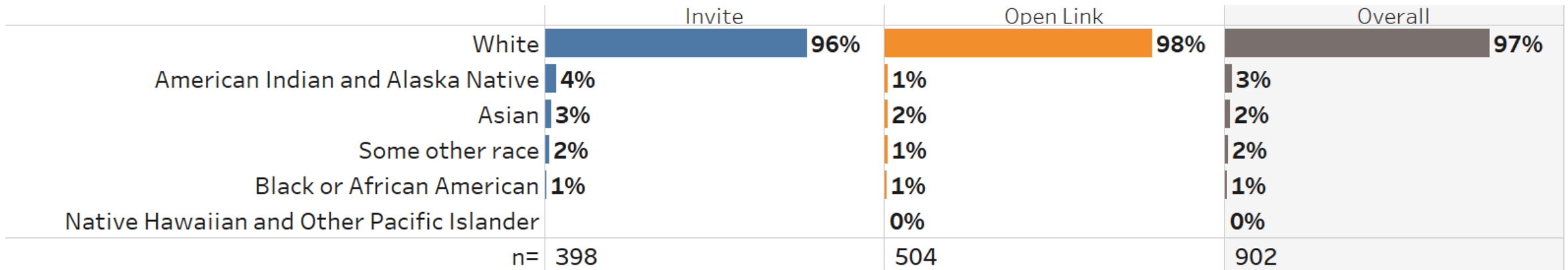
\*Responses are sorted in descending order by the Invite Sample



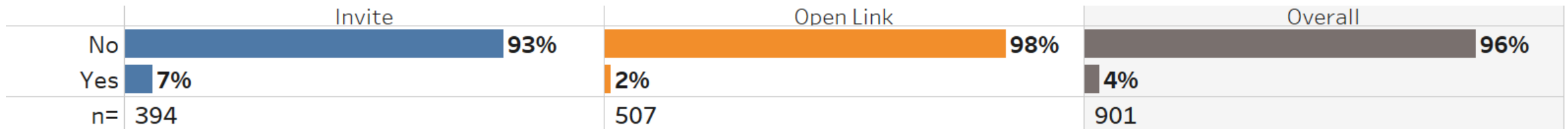
# Ethnicity & Race

- 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)



Are you of Hispanic, Latino, or Spanish origin?



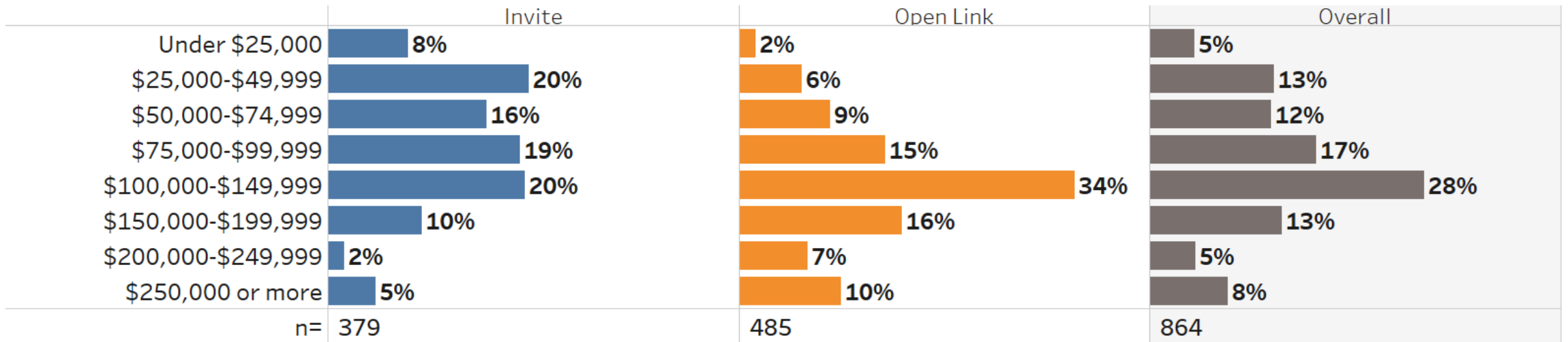
Source: RRC Associates

\*Responses are sorted in descending order by the Invite Sample

# 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

\*Responses are sorted in descending order by the Invite Sample



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