

GRAND JUNCTION COMMUNITY RECREATION CENTER FEASIBILITY STUDY



FOCUS GROUP & PUBLIC MEETINGS | SEPTEMBER 19 - 20, 2022



AGENDA

WORK SESSION #3 | SEPT 19
COUNCIL WORKSHOP

WORK SESSION #3 | SEPT 20
FOCUS GROUPS
PRAB MEETING
FOCUS GROUPS
PUBLIC OPEN HOUSE

WORK SESSION #3 CONTENT:

- PROJECT UPDATE
 - SIZE AND FEATURES
 - SECOND FUNDING SOURCE
- CONCEPT DESIGN UPDATE
 - SITE PLAN
 - BUILDING PLAN
 - DESIGN INSPIRATION
 - EXTERIOR DESIGN
- PRELIMINARY OPERATIONS PLAN

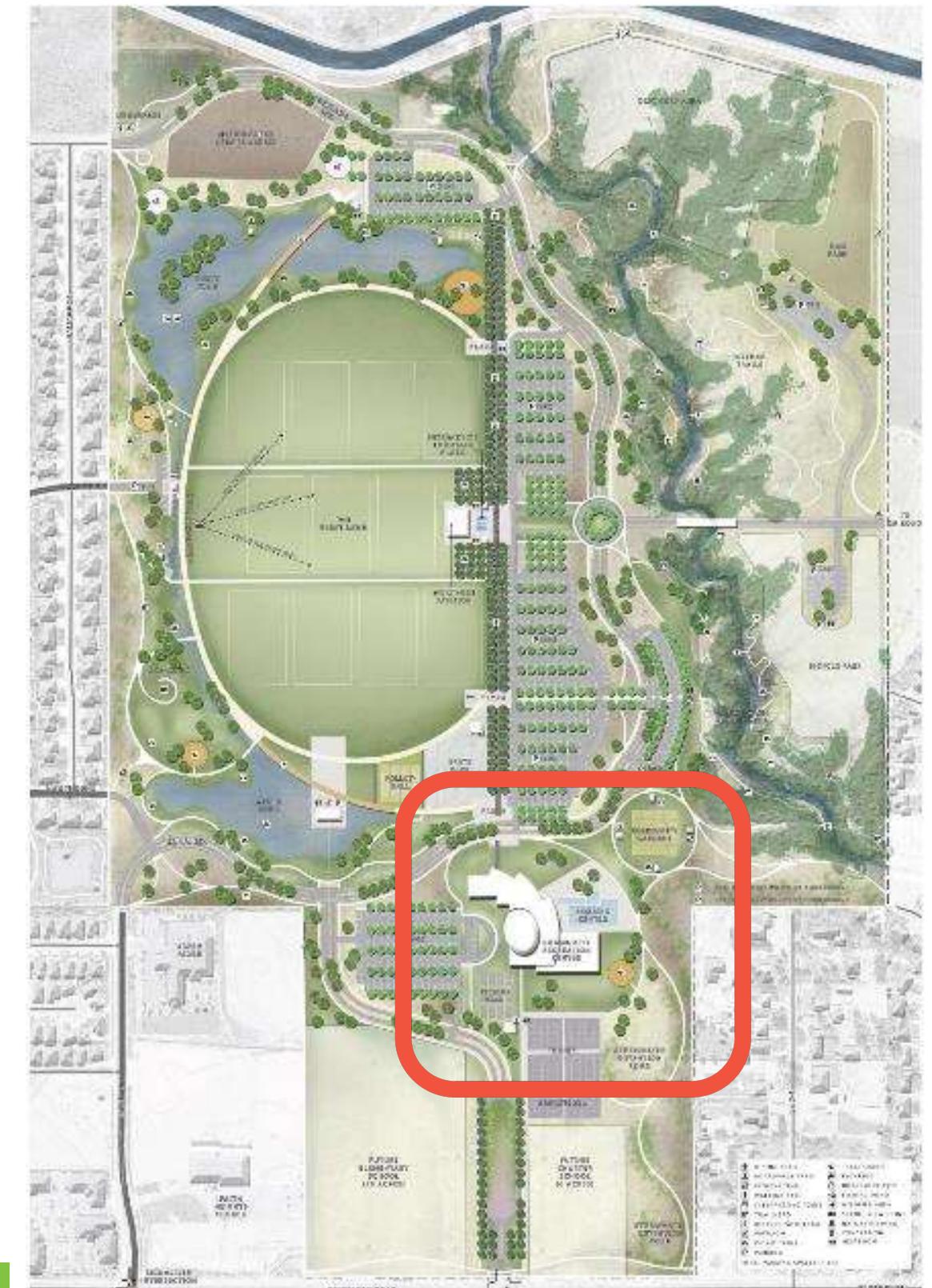
SITE SELECTION

PRAB SITE RECOMMENDATION

MATCHETT PARK ON 6.22

1. **Unanimous PRAB support** for Matchett Park.
2. Opportunities for **future expansion**.
3. **Catalyst** for other Master Plan amenities.
4. Desire for a **simple to understand, single issue** ballot proposal

City Council Ratified PRAB's Recommendation and Approved of Matchett Park as the CRC site.



GRAND JUNCTION COMMUNITY RECREATION CENTER

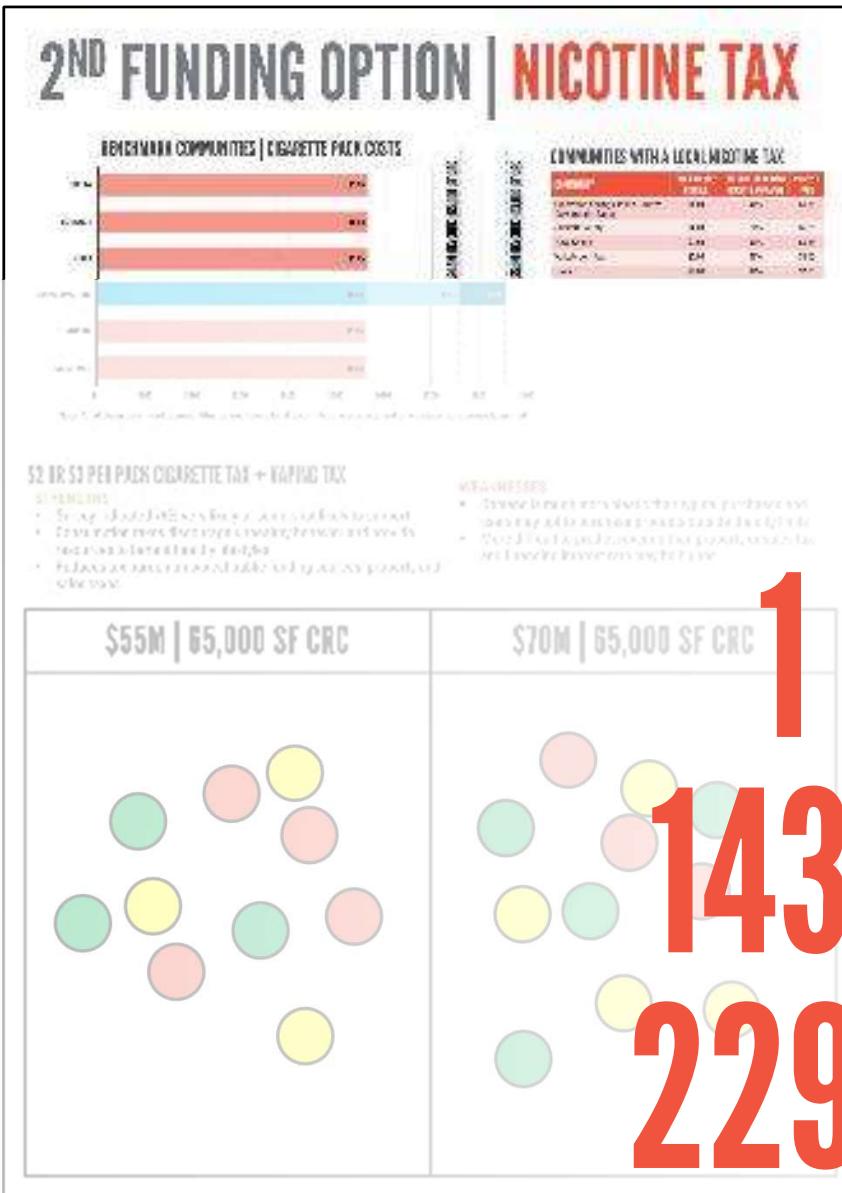
PROJECT SIZE & SECOND FUNDING SOURCE

WORKSHOP #2 FUNDING PREFERENCE

1

2

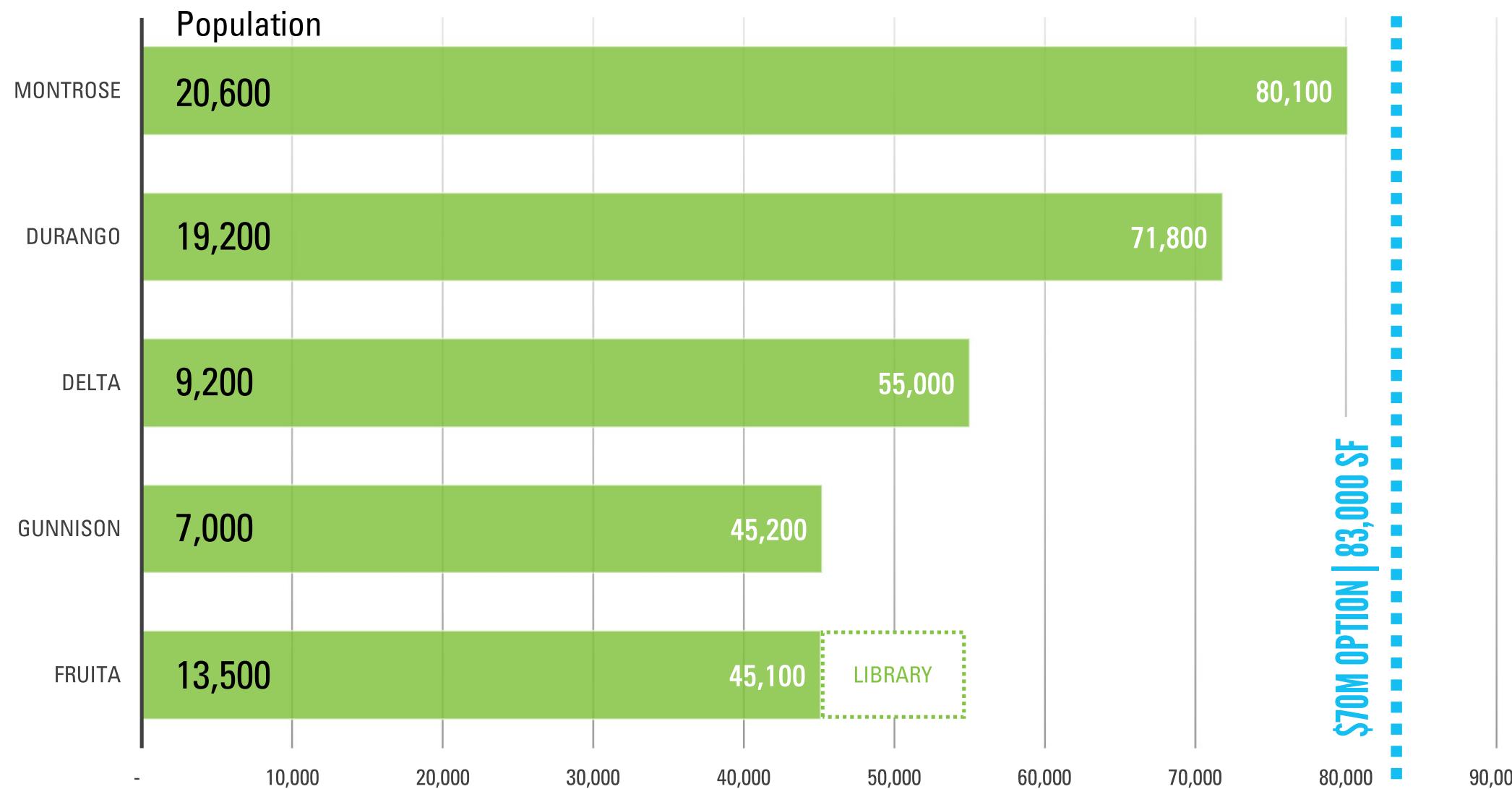
3



7 FOCUS GROUPS
1 COMMUNITY MEETING
143 COMMUNITY MEMBERS
229 COMMENTS COLLECTED

REGIONAL RECREATION CENTER FACILITY COMPARISONS

REGIONAL RECREATION FACILITY SIZE



GRAND JUNCTION
POPULATION: 67,000
2021 Census

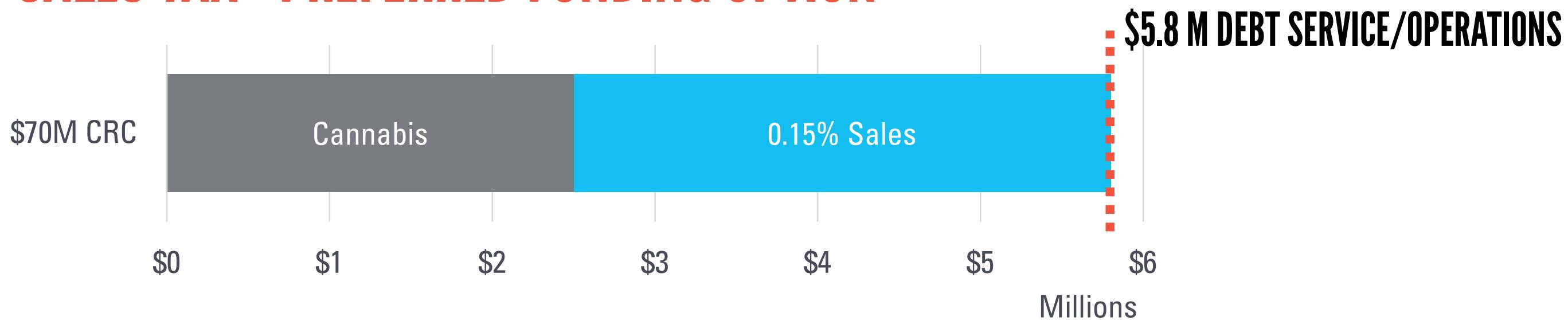
PROGRAM OPTIONS BASED ON FUNDING

\$70M | 83,000 SF CRC

\$5.8 M Revenue Required

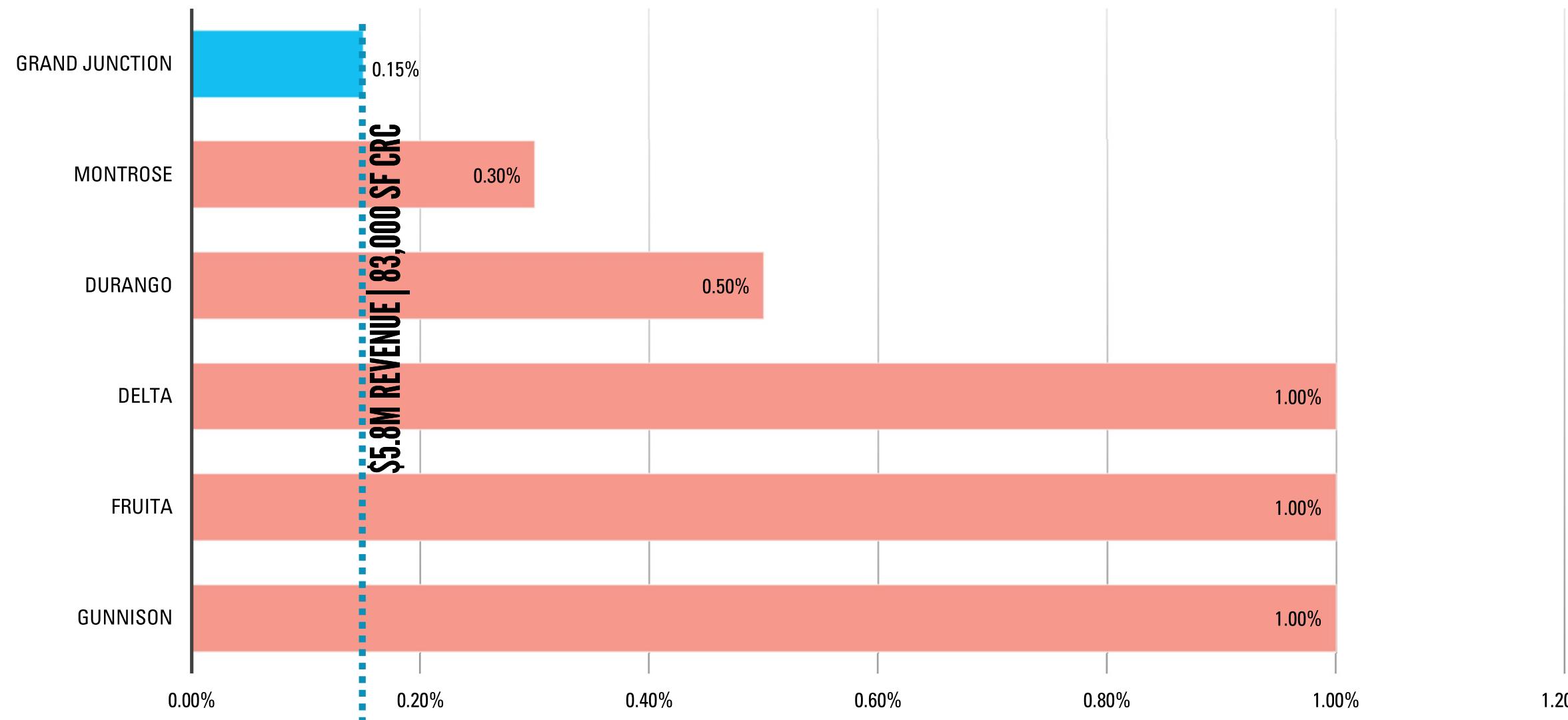
- Cannabis Tax Revenue | **\$2.5M**
- Sales Tax (sunsets after facility is paid off) | **\$3.3M**
- **\$4.3M** used to finance **\$70M**
- **\$1.3M - \$1.5M** used for operations

SALES TAX - PREFERRED FUNDING OPTION

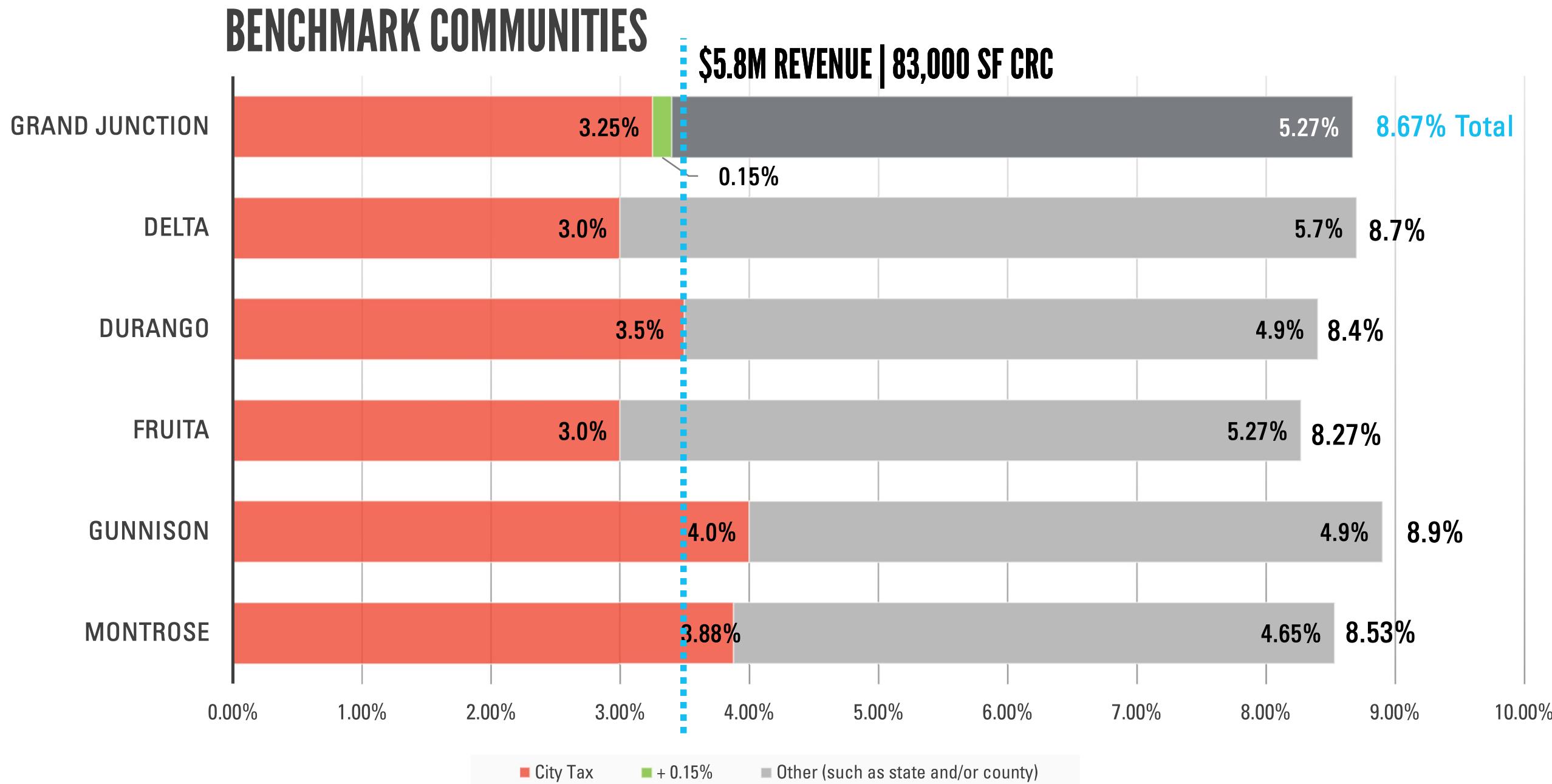


SALES TAX AS A FUNDING SOURCE

BENCHMARK COMMUNITIES | SALES TAX INCREASES TO FUND A CRC



SALES TAX RATE COMPARISON



STRENGTHS AND WEAKNESSES | SALES TAX AS A 2ND FUNDING SOURCE

0.15% SALES TAX

STRENGTHS

- Most common CRC funding method, especially on the western slope
- City residents pay only about 30% of the total sales tax
- Survey indicated 67% very likely or somewhat likely to support

WEAKNESSES

- Revenues are more susceptible to economic fluctuations
- Potential sensitivity to sales tax increase

ADDITIONAL THEMES FROM COLLECTED COMMENTS

- Critical importance of sunset provision for 2nd funding source
- Concern that larger size CRC is still not large enough
 - Larger pool, larger gym, larger track, more community spaces desired
 - Many outdoor amenities desired to compliment site
- A robust education campaign about project to voters is essential



GRAND JUNCTION COMMUNITY RECREATION CENTER

PRAB FUNDING RECOMMENDATION ON 8.17

Unanimous PRAB support for:

1. \$ 70M | 83,000 SF CRC
2. 0.15% Additional Sales Tax as a second funding source

City Council Ratified PRAB's Recommendation and Approved the larger facility and an additional 0.15% sales tax with a 30-year sunset provision as a second funding source

CRC COMPARISONS

2019 BALLOT QUESTION

45% YES 55% NO

- 0.39% Sales tax increase
- Would have raised City Rate to 3.89%

[with roads proposal would have been the highest in the region]

- \$79 M
- 2 Sites - Matchett + Orchard Mesa
- 3 Projects
 - CRC
 - 75 Acre Park
 - Orchard Mesa Pool

2023 CONCEPT

- Cannabis revenue + 0.15% sales tax (with a sunset provision when facility is paid off)

- \$70 M
- 1 Site - Matchett
- 1 Project
 - CRC

CRC COMPARISONS

2023 CONCEPT

- Cannabis revenue + 0.15% sales tax (with a sunset provision when facility if paid off)

- \$70 M
- 1 Site - Matchett
- 1 Project
- CRC

SINCE 2019 BALLOT: COMMUNITY

- **First Responder** Tax: 0.5% for Fire and Police
- **Road Improvements**: \$70M in debt funding approved (no new taxes)
- **New GJ High School**: \$115M bond funding approved

SINCE 2019 BALLOT: PARKS & REC

- GJ Facilities now **Silver Sneakers** and **Renew Active** covered: health insurance pays for senior annual memberships
- **PROS Master Plan**: \$157M in priorities with CRC as the Top Priority.
- Grand Valley Parks & Rec. Foundation: plan for capital grant pursuit to pay off facility earlier:
 - DOLA
 - El Pomar
 - Daniels Fund
 - Gates Foundation
 - Boettcher
 - Anshutz Family Foundation

GoCo Grants
are for
outdoors only

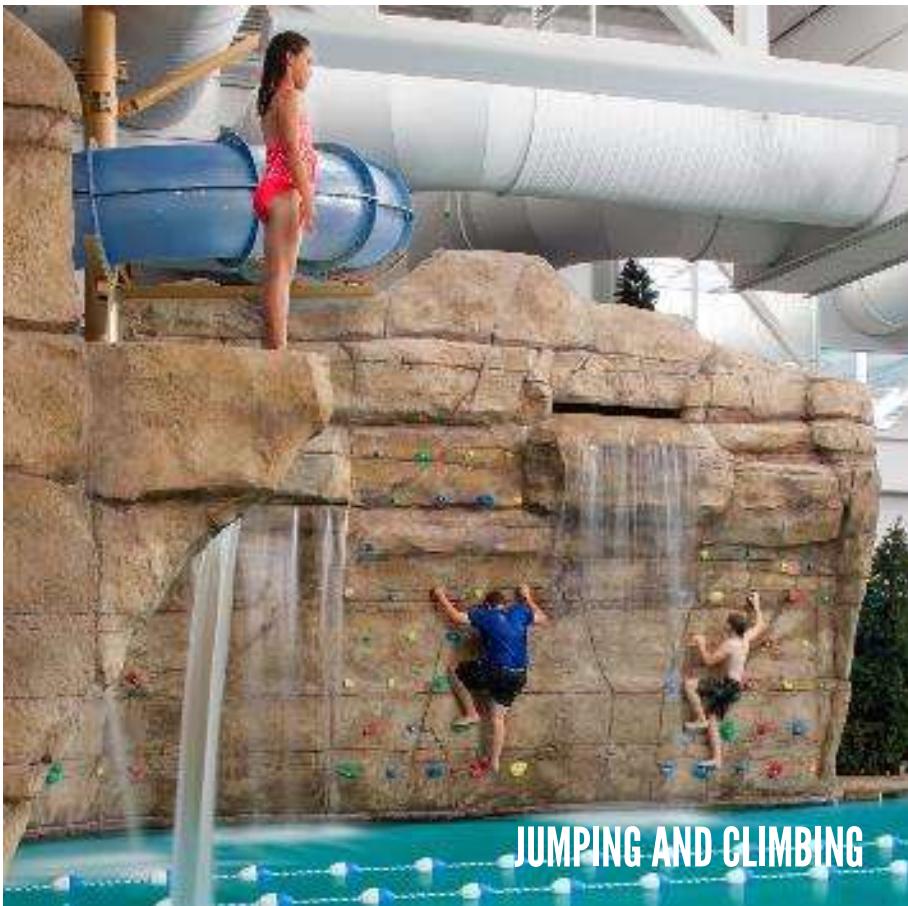
PROJECT SCOPE

PROGRAM OPTIONS BASED ON FUNDING

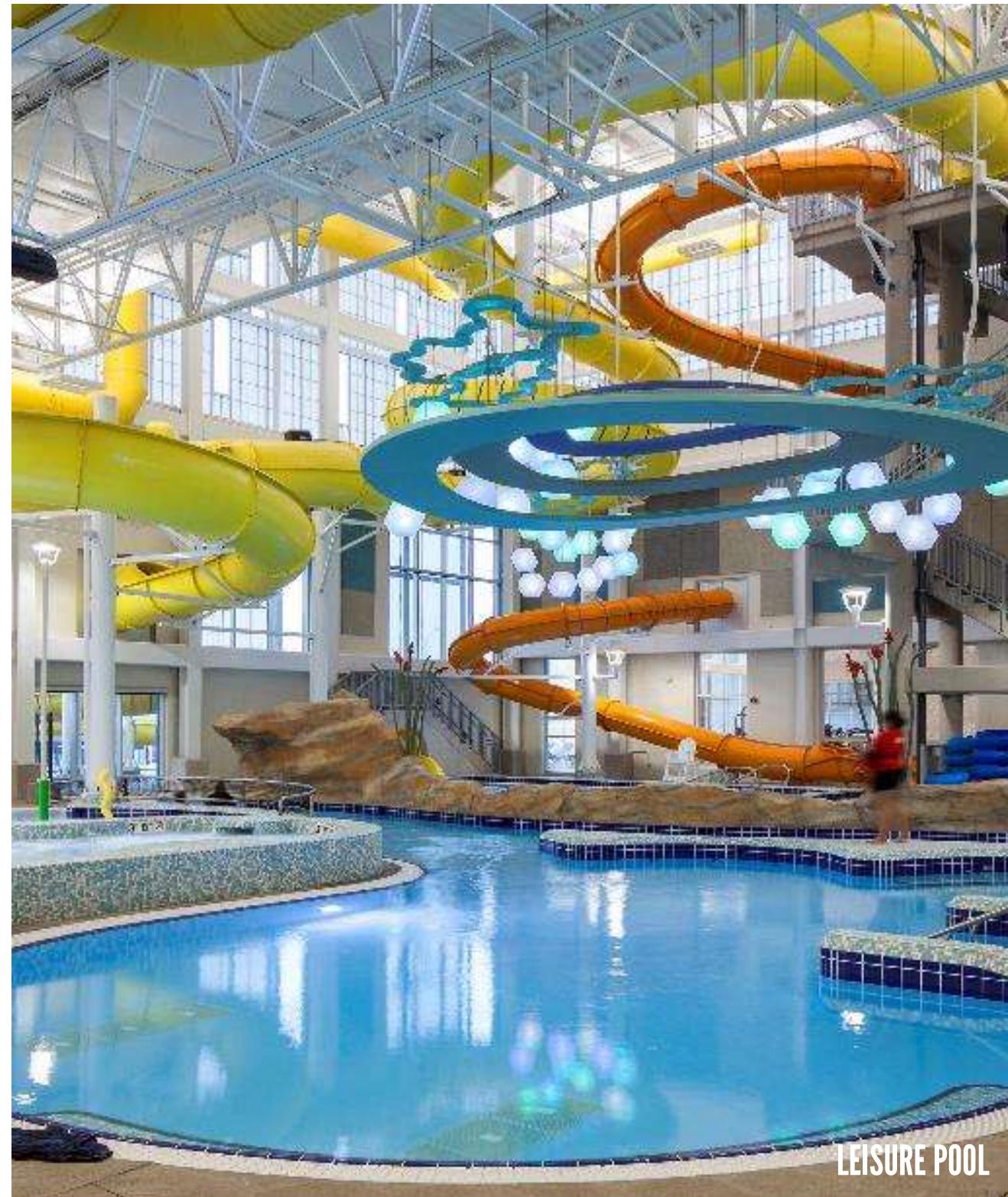
\$70M | 83,000 SF CRC

83,000 SF

\$70M	PROGRAM SPACE
X	Administration
X	Lobby and Support Spaces
X	Locker Spaces
X	Universal Changing Rooms
X	Child Watch - Short Term Babysitting
X	Teen / Game Lounge
X	Senior Lounge
X	Party / Activity Rooms
X	Community Rooms with Catering Kitchen
X	Gym - 3 Middle or 1 High School Courts
X	Elevated Walk / Jog Track
X	8,000 Fitness & Weights
X	30-35 Person Group Fitness / Dance Studio
X	30-35 Person Group Fitness / Dance Studio
X	10-12 Person Climbing & Bouldering Wall
X	Aquatics Support
X	4-Lane x 25-Yard Lap Pool
X	6,000 Recreation Activity Pool & Whirlpool
X	950 SF Therapy Pool / Spa



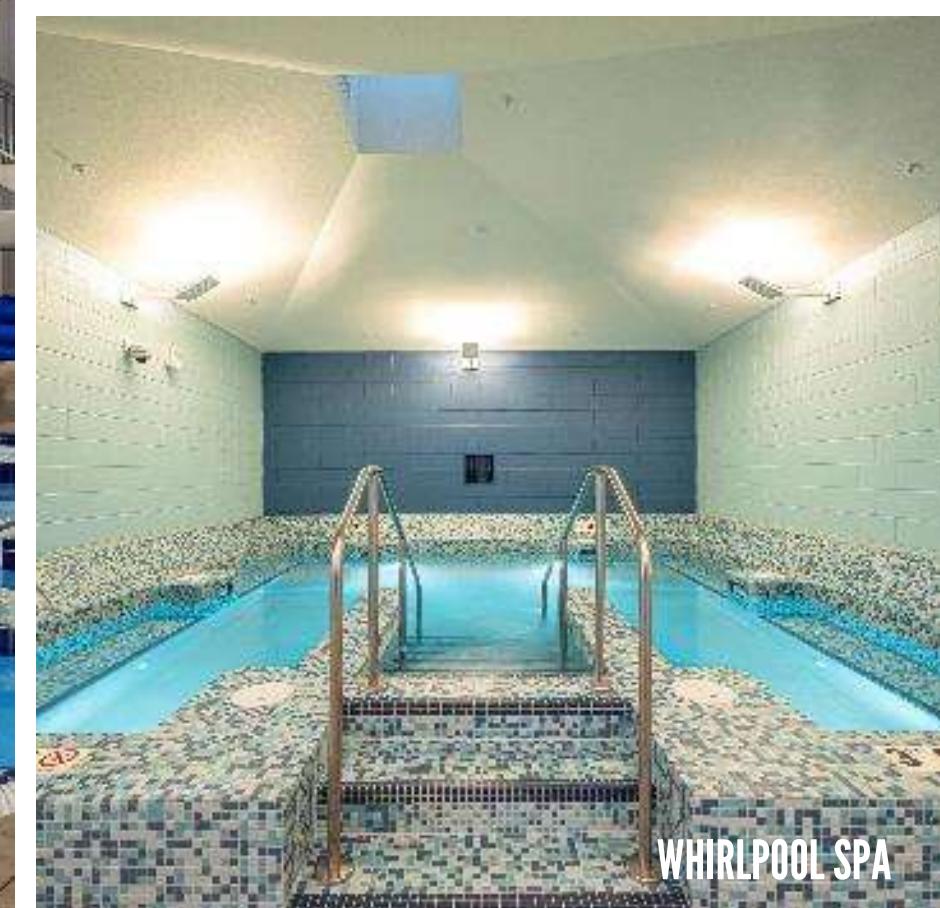
JUMPING AND CLIMBING



LEISURE POOL



LAP POOL



WHIRLPOOL SPA

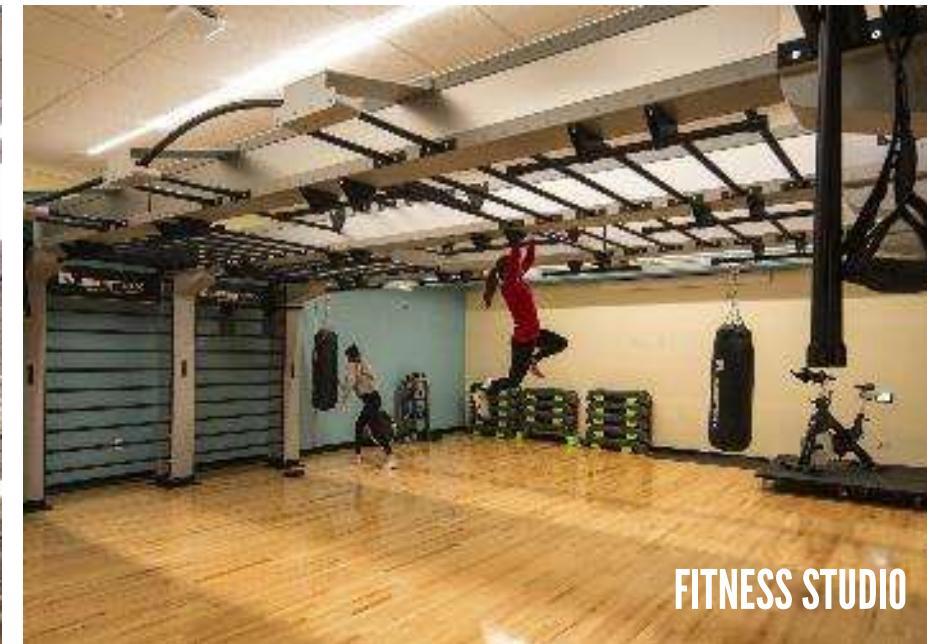
GRAND JUNCTION CRC AQUATIC SPACES



FITNESS & WEIGHTS



COURTS:
3 BASKETBALL
3 VOLLEYBALL
9 PICKLEBALL

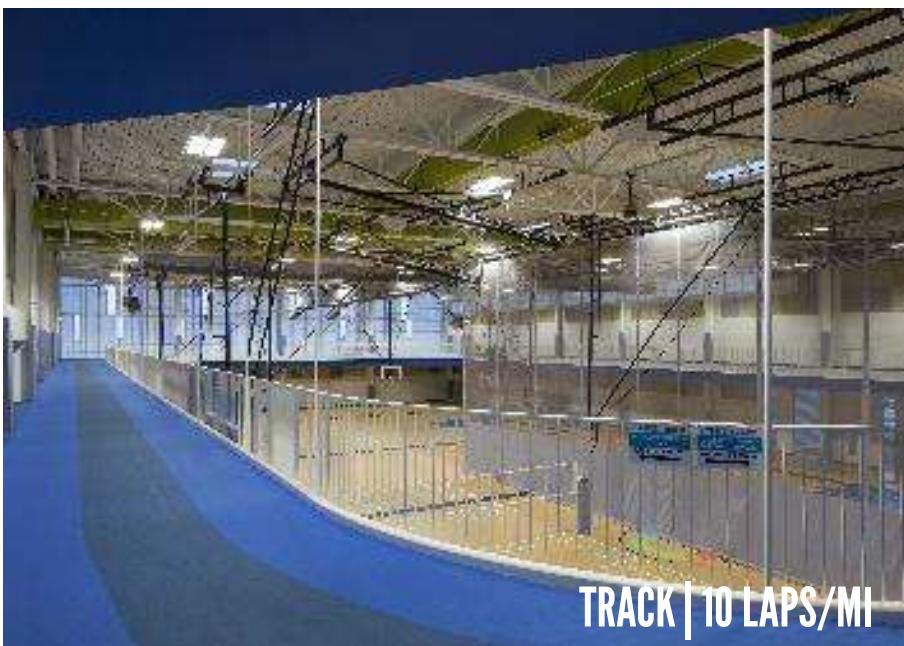


FITNESS STUDIO



GROUP FITNESS

GRAND JUNCTION CRC RECREATION SPACES



TRACK | 10 LAPS/MI



BOULDERING



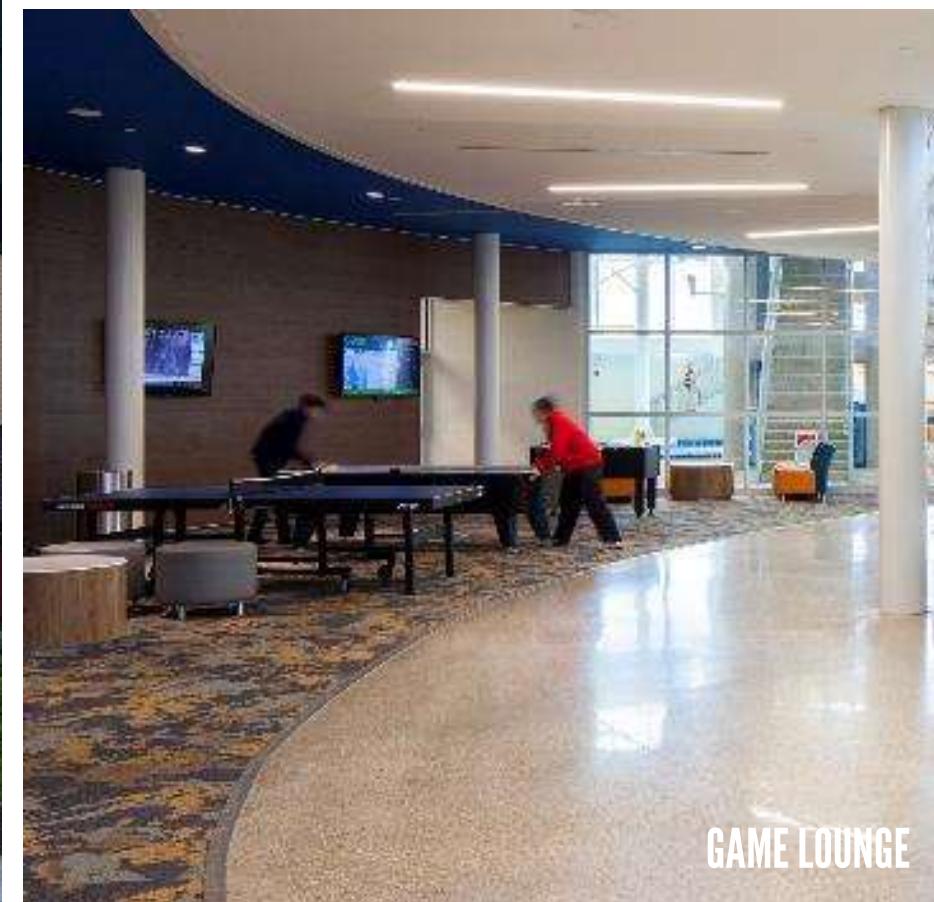
CLIMBING WALL



FITNESS STAIRS



LOCKER ROOMS



GAME LOUNGE

GRAND JUNCTION CRC RECREATION SPACES



SENIOR LOUNGE



COMMUNITY MEETING ROOMS



CHILD WATCH



PARTY ROOMS

GRAND JUNCTION CRC **COMMUNITY SPACES**



OUTDOOR GATHERING SPACE

DESIGN THREADS

PEOPLE



Who are the people of Grand Junction and what are their aspirations?

PLACE



Where do people live, work and play? What are the landmarks of interest and places of pride.

PACE



What experiences and pace of life are residents seeking?

FOUR IMPORTANT QUESTIONS



1. **HOW DO YOU DESCRIBE GRAND JUNCTION WHEN YOU ARE **AWAY** FROM HOME?**
2. **WHAT PLACES OR EVENTS MUST VISITORS EXPERIENCE WHEN THEY ARE **HERE**?**
3. **WHY DO YOU LIVE IN GRAND JUNCTION?**
4. **HOW DO YOU WANT TO **BE** PERCEIVED AS A COMMUNITY?**

FOUR IMPORTANT QUESTIONS

1

AWAY

HOW DO YOU DESCRIBE GRAND JUNCTION WHEN YOU ARE AWAY FROM HOME?



FOUR IMPORTANT QUESTIONS

2

HERE

WHAT PLACES OR EVENTS MUST VISITORS EXPERIENCE WHEN THEY ARE HERE?



FOUR IMPORTANT QUESTIONS

3

WHY

WHY DO YOU LIVE IN GRAND JUNCTION?



FOUR IMPORTANT QUESTIONS

4

BE

HOW DO YOU WANT TO BE PERCEIVED AS A COMMUNITY?

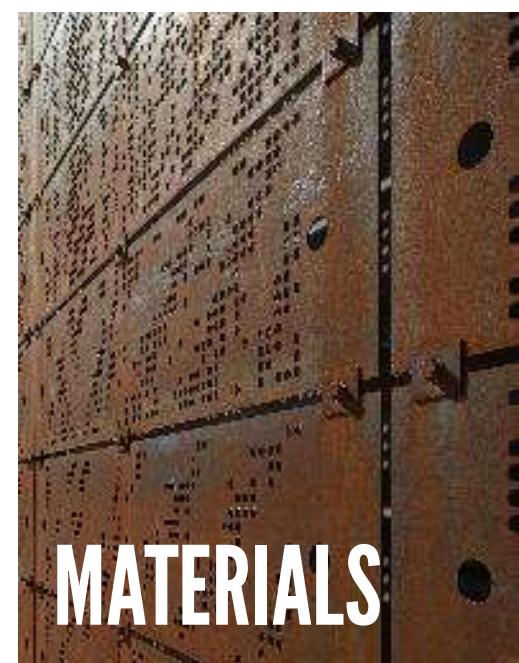
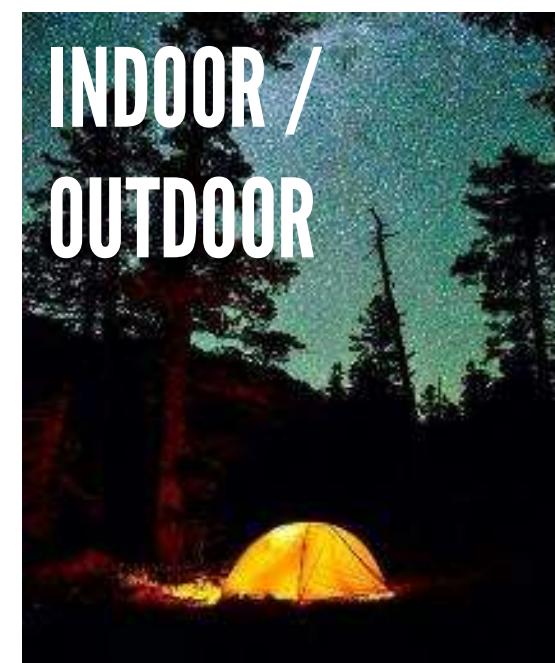
ADAPTION

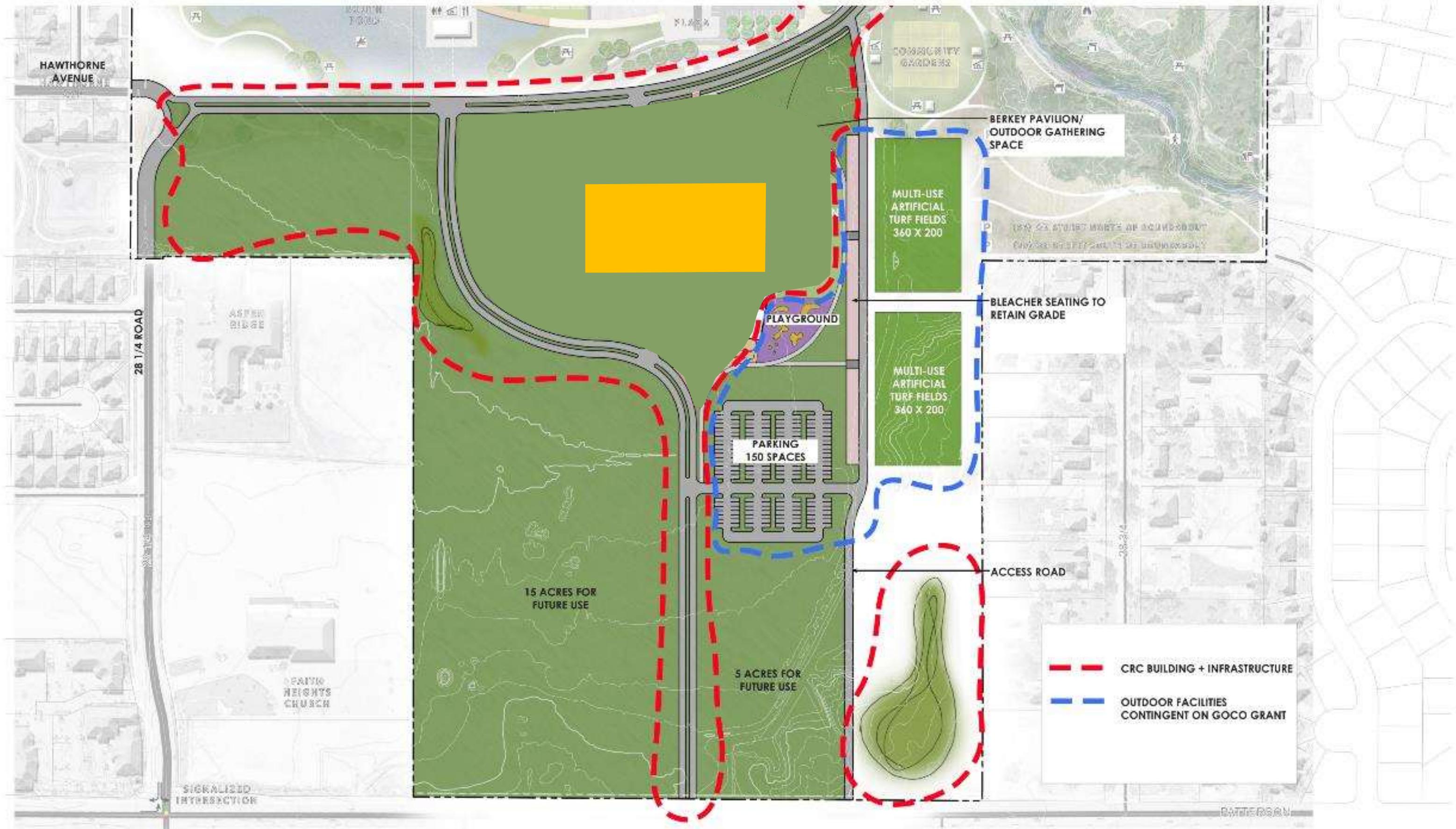
A community continually changing to better suit the environment

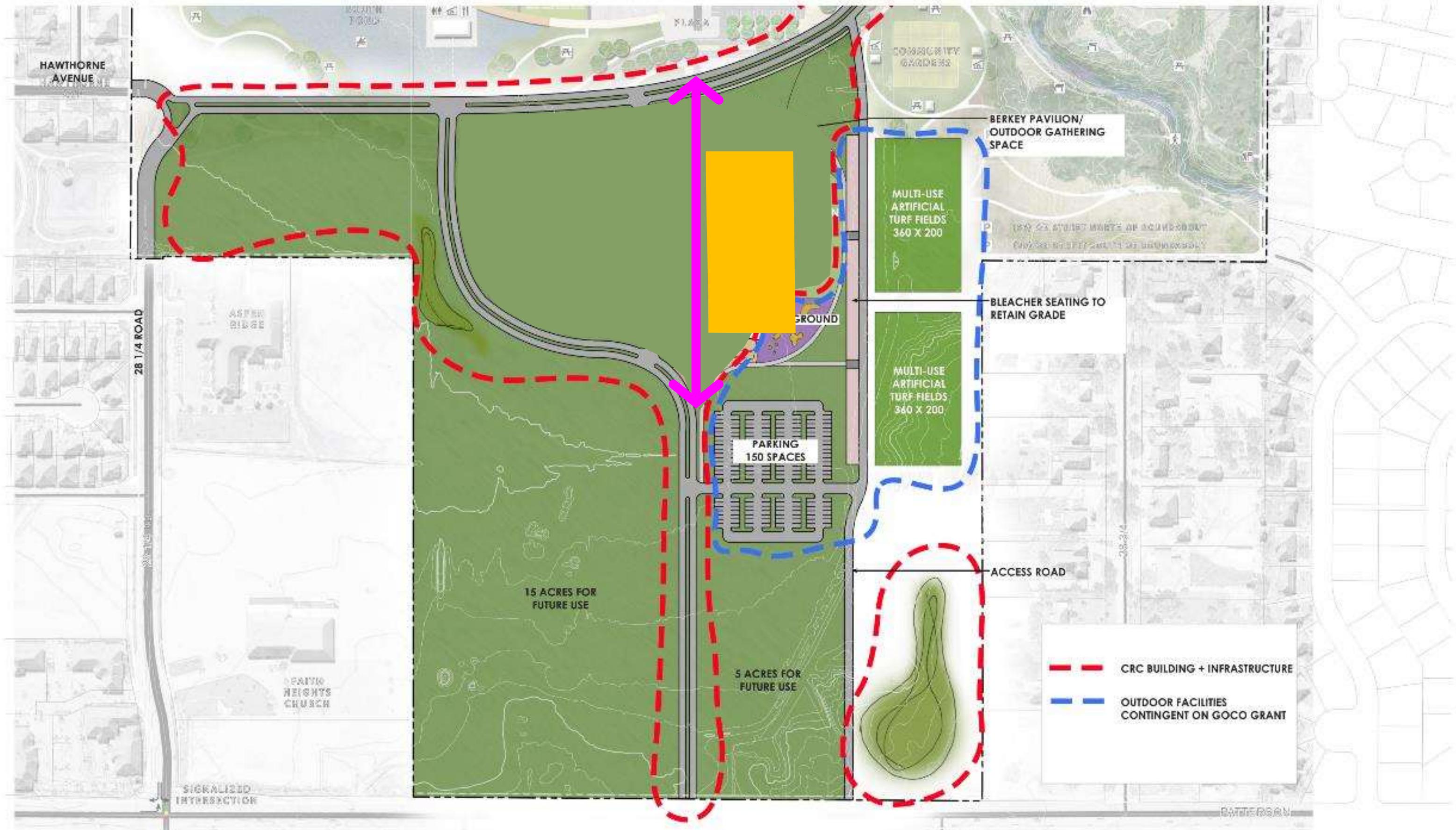
5 QUESTIONS | PACE

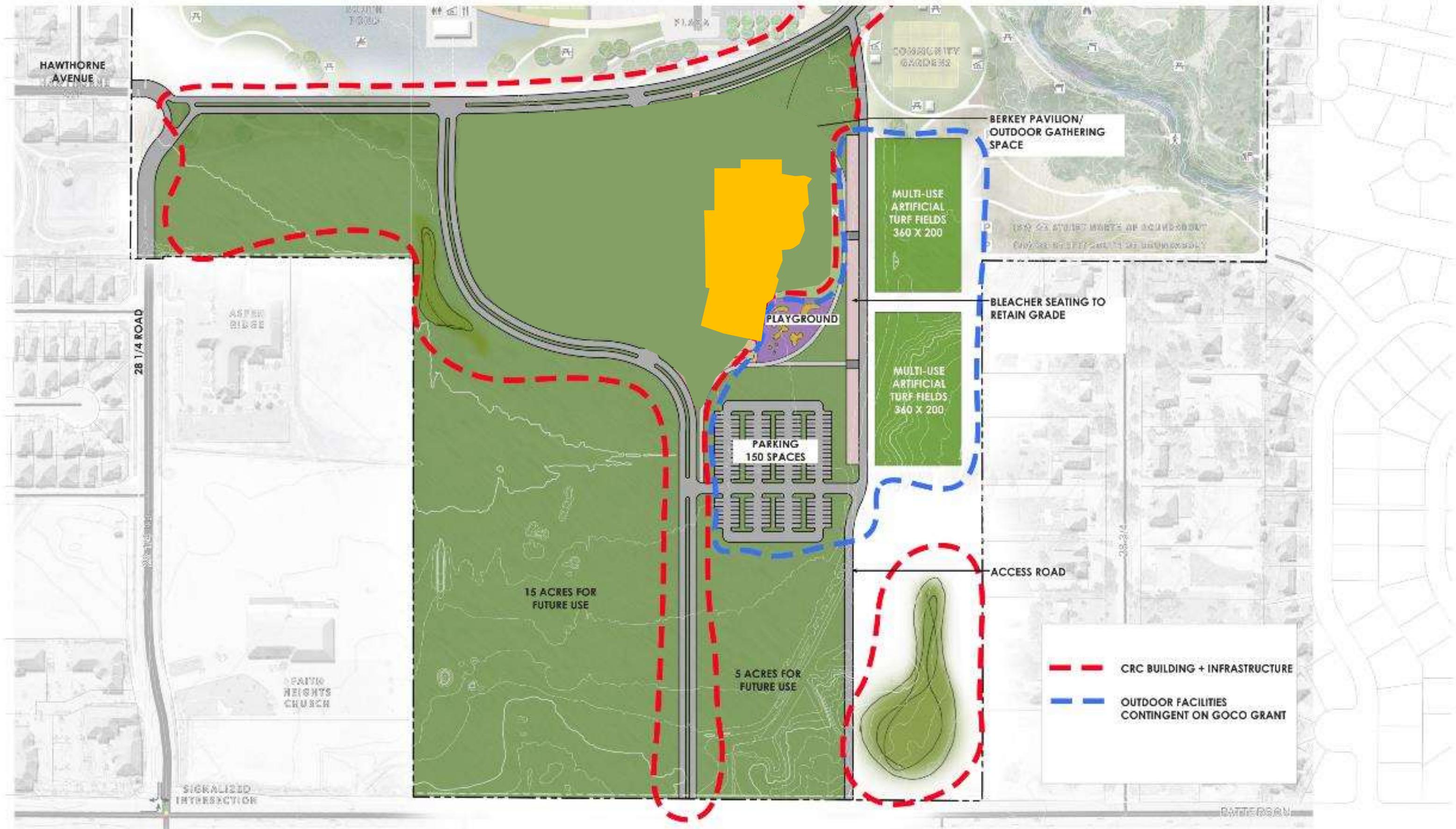
*Four seasons of beautiful weather
Small town feel for a bigger city
Easy access to outdoor recreation
Fun-Junction
Active and healthy lifestyle
Surrounded by beauty and open space
A region transformed by weather and time*

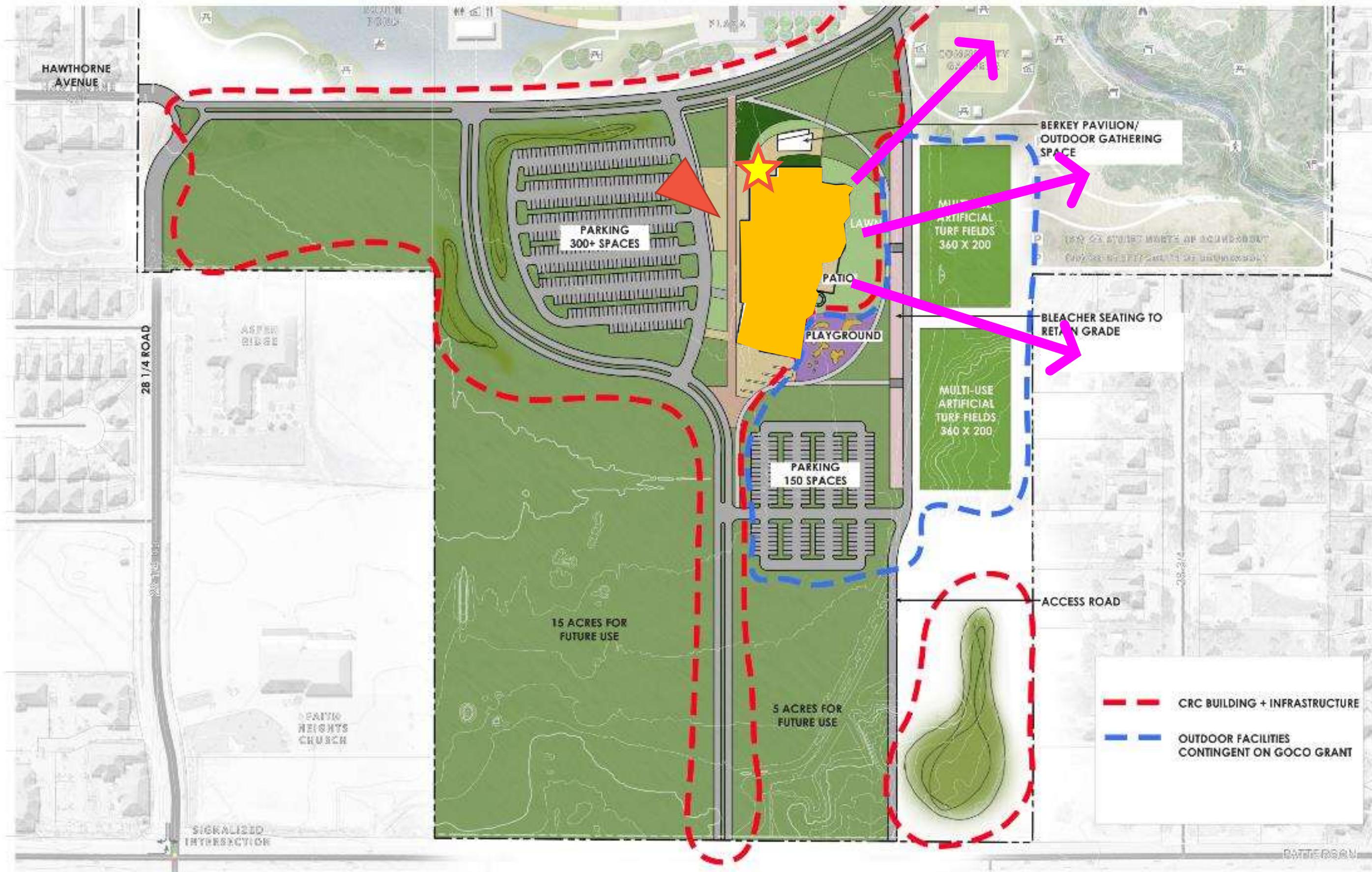
- **Design:** is guided by views, high heat and strong winds
- **Materials:** must patina well and stand the test of time
- **Seasons:** should be celebrated
- **Programs:** continually adapting to community needs











FACETED

Embracing many different aspects or features

5 QUESTIONS | PEOPLE

Rural and urban

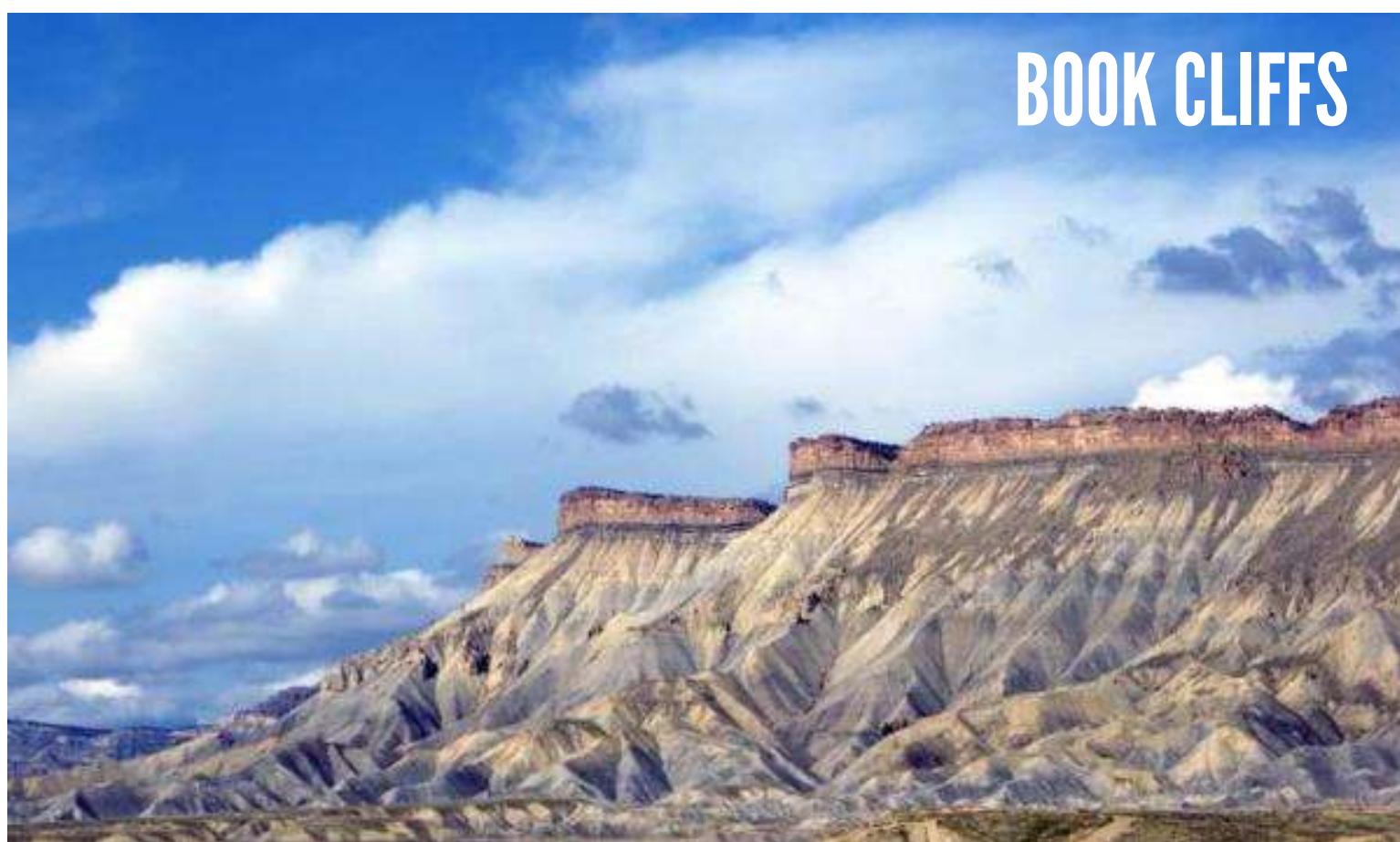
Diverse ideas and people

Modern meets western

Inclusive

Accepting of diversity

- The people are **shaped by their environment**
- Having **many abilities** or a personality with **many sides**
- Accepting of **many different views** of the same thing
- **Reflective of the environment** all around us



CONVERGENCE

Flowing together, meeting or gathering at one point

5 QUESTIONS | PLACE

Where mountains meet the desert

Regional agriculture draw

Arts and culture downtown

Rural and urban

Local hiking, biking, boating, fishing

Vibrant small town that is growing

Railroad and River

Diverse ideas and people

Modern meets western

- A place created to encourage coming together

A merging of:

- Ideas + Perspectives
- Experiences
- Knowledge

COME TOGETHER



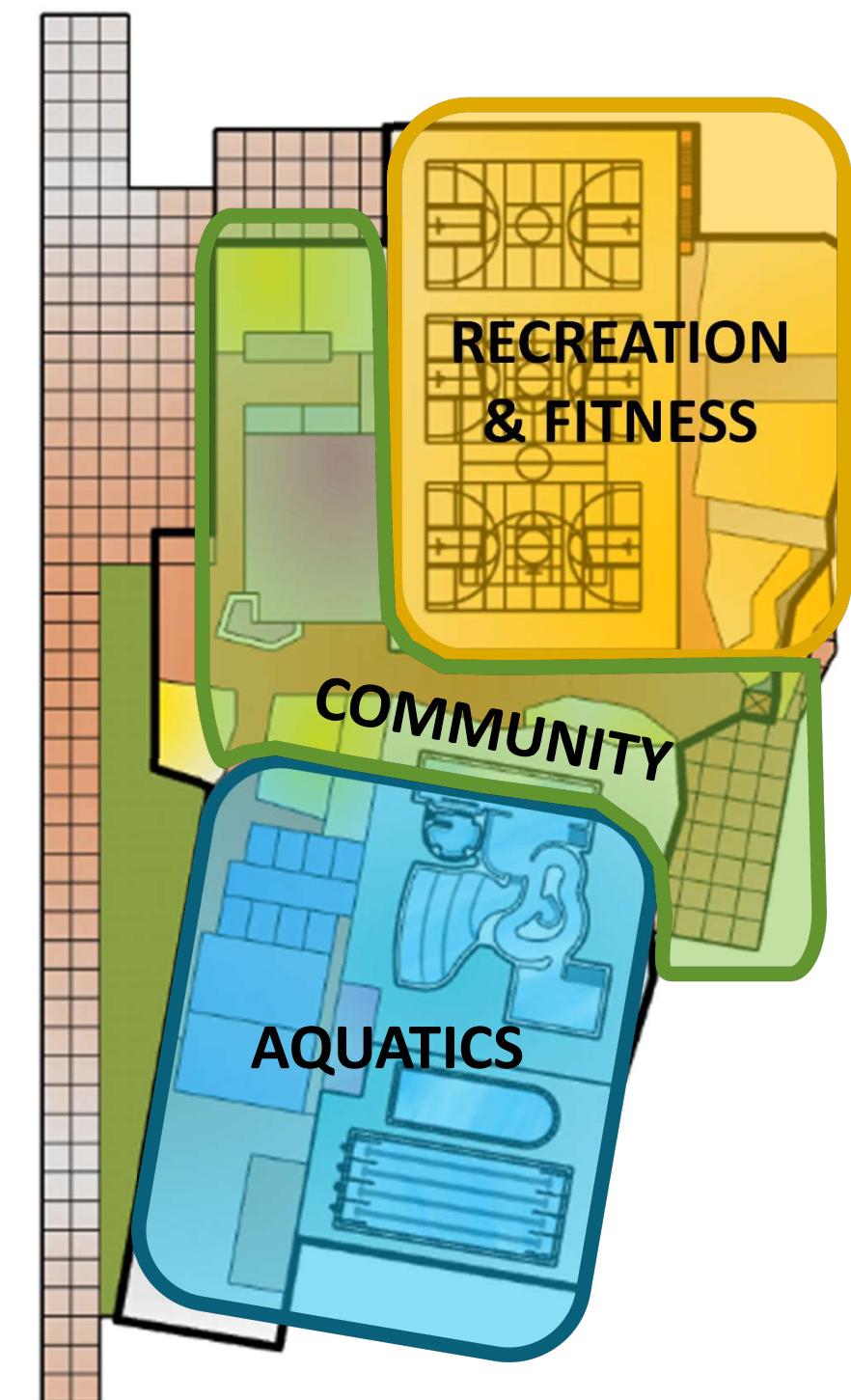
CONVERGENCE

Flowing together, meeting or gathering at one point

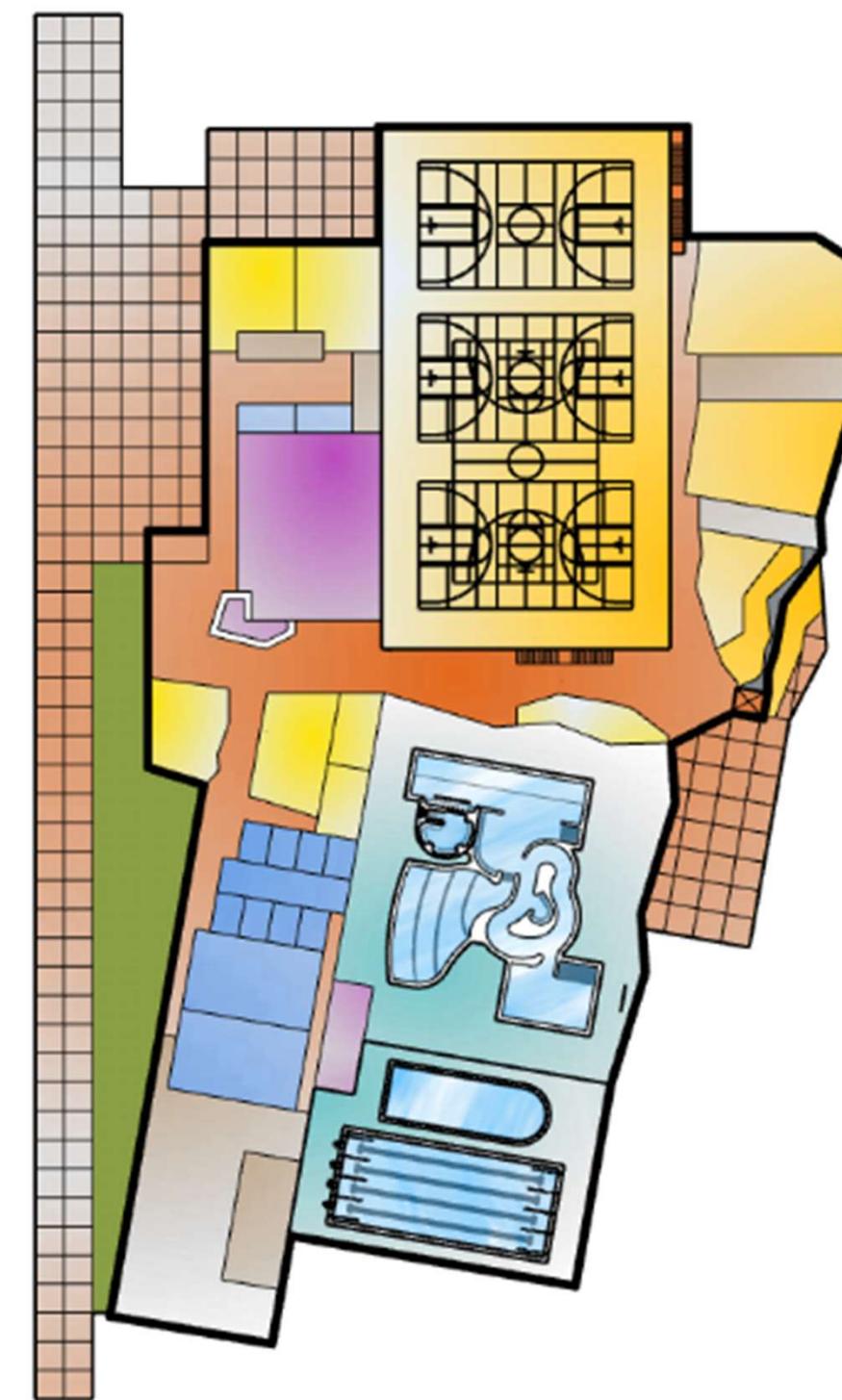


CONVERGENCE

Flowing together, meeting or gathering at one point



CONVERGENCE

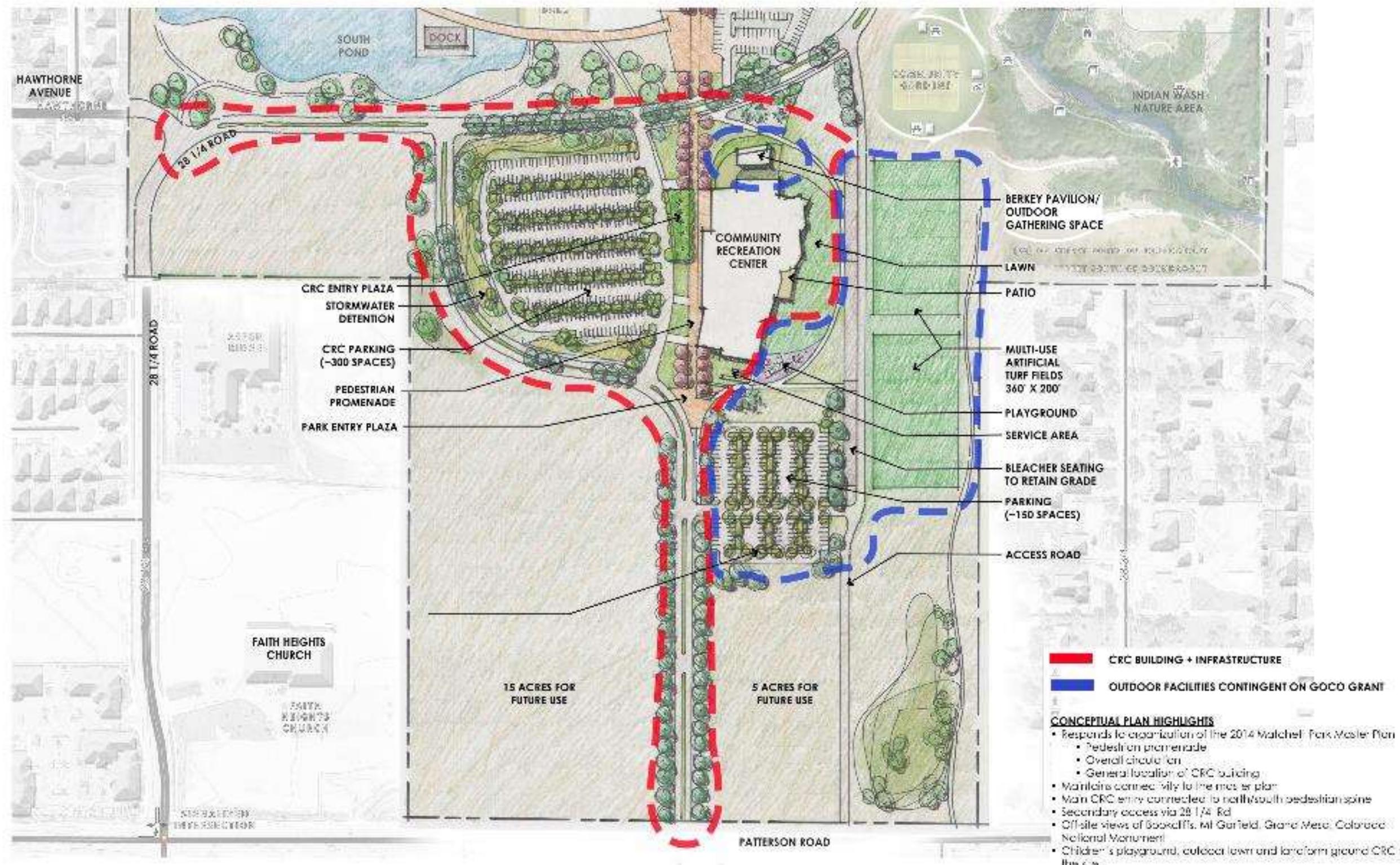


CRC AT MATCHETT PARK

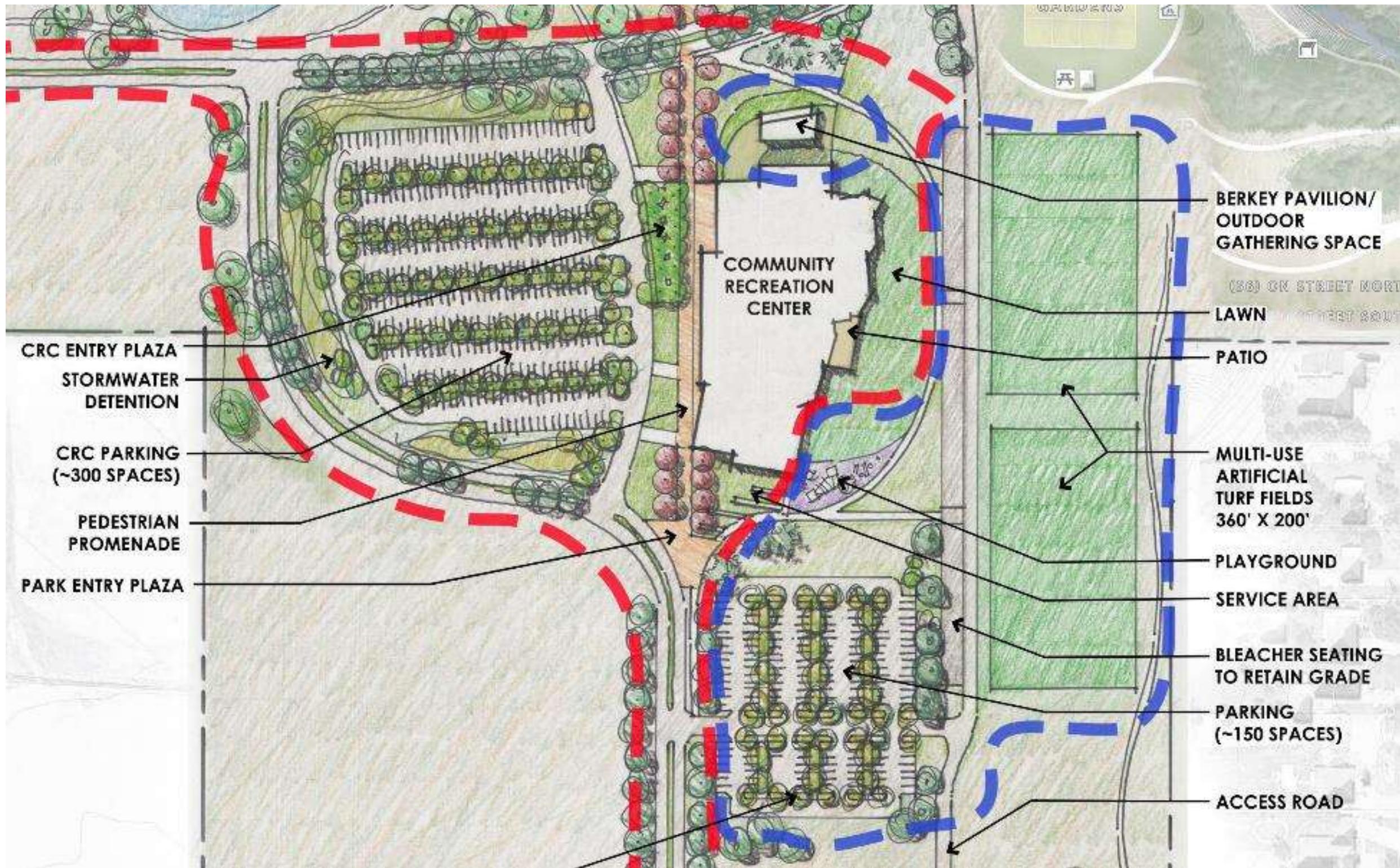
MATCHETT PARK CRC CONCEPT PLAN



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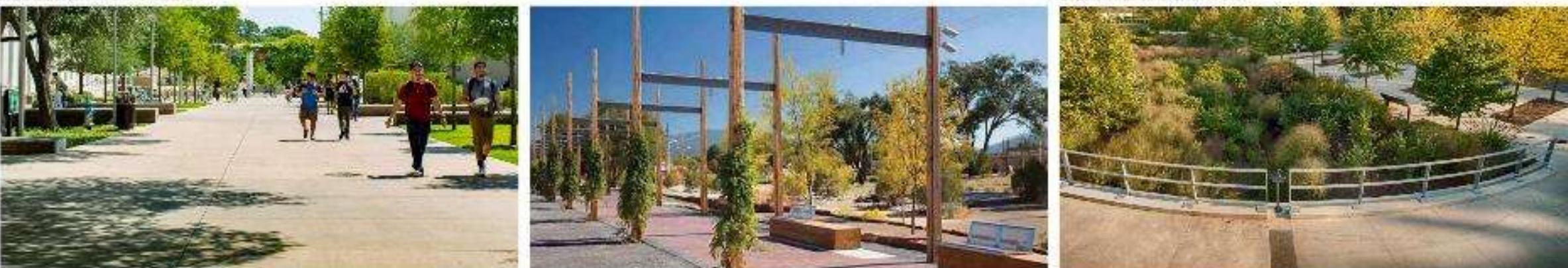
Entry Plaza



Playground

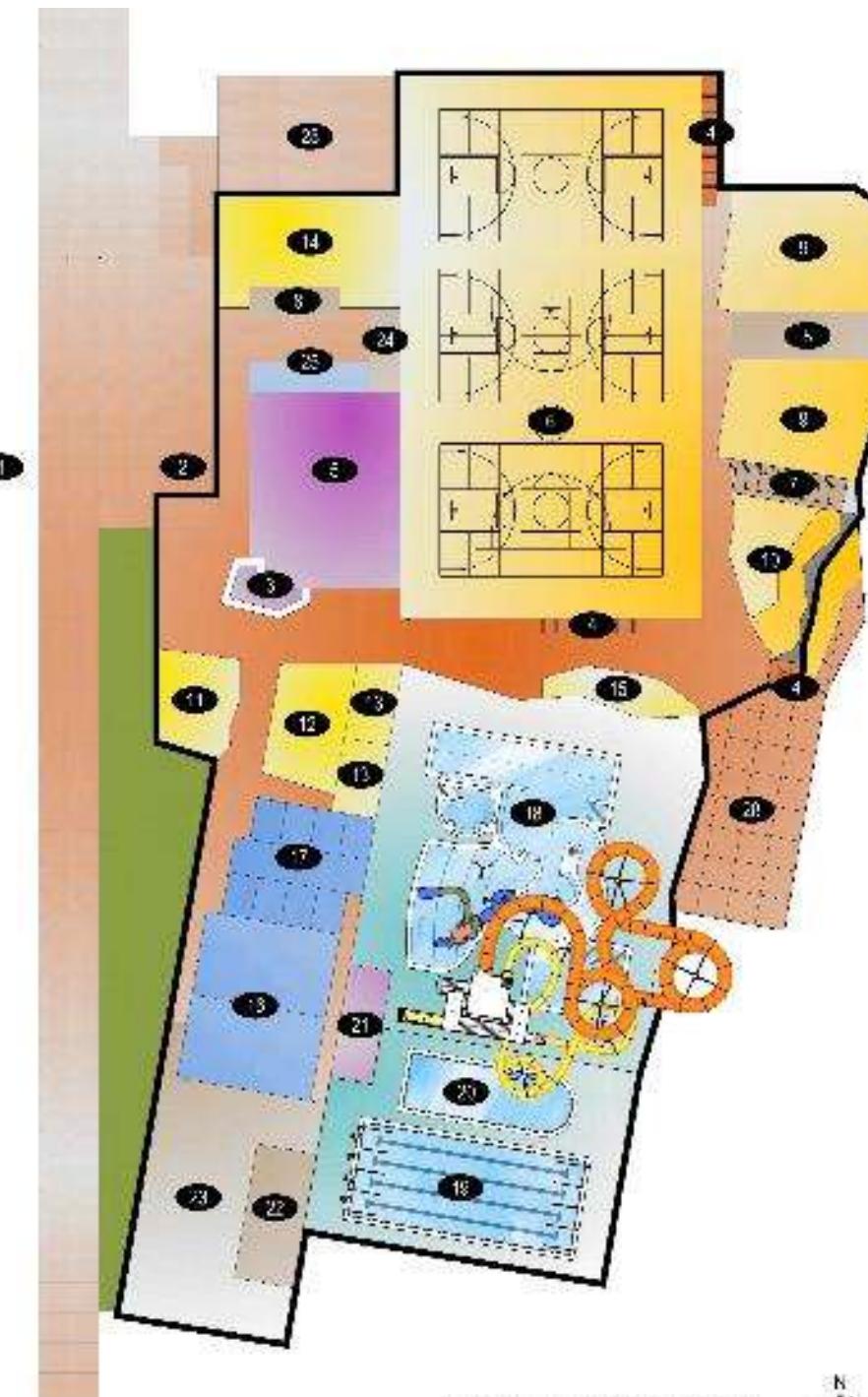


Pedestrian Promenade



Stormwater Detention

CRC CONCEPT PLAN



MAIN FLOOR PLAN

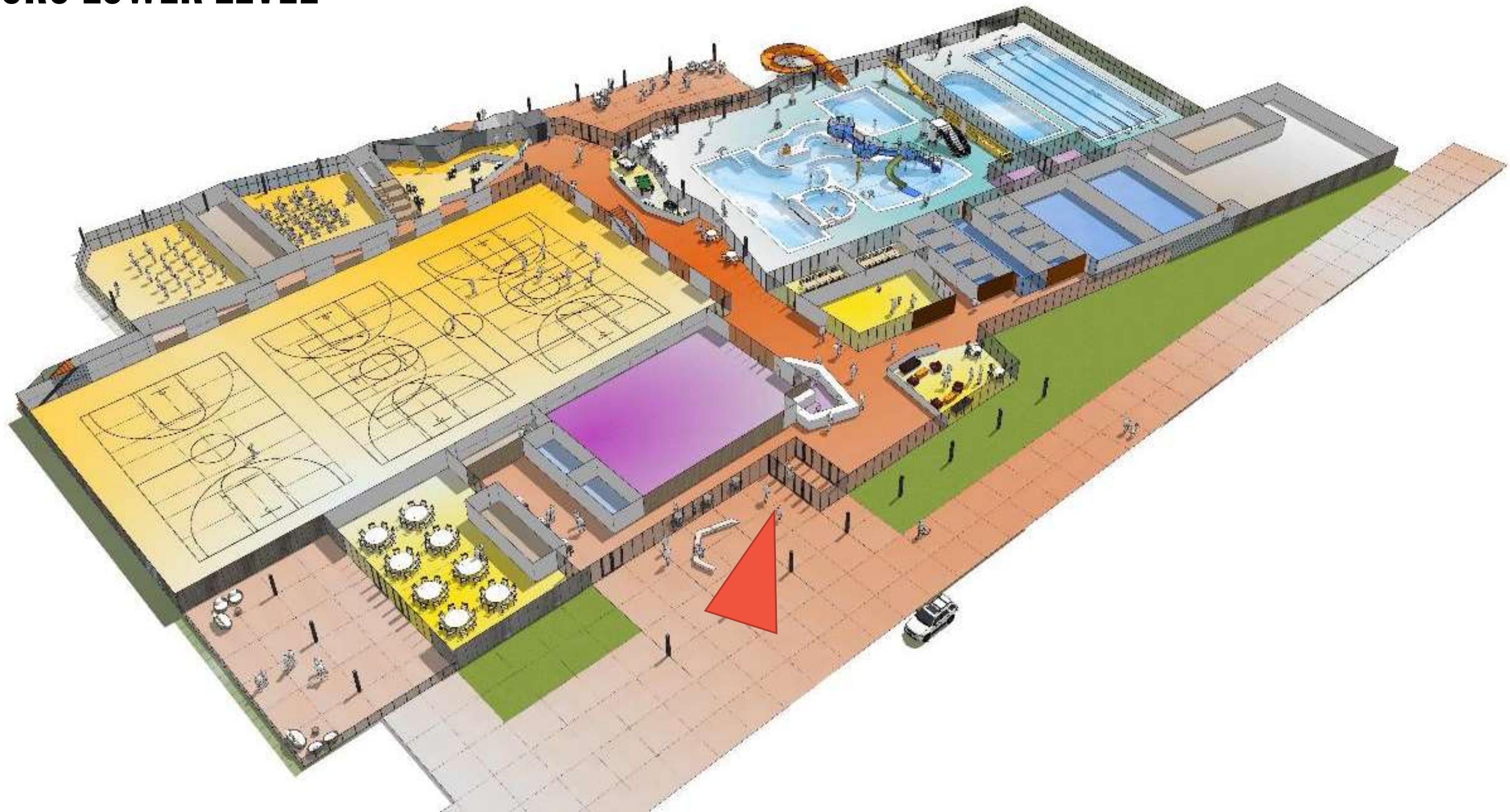


UPPER FLOOR PLAN

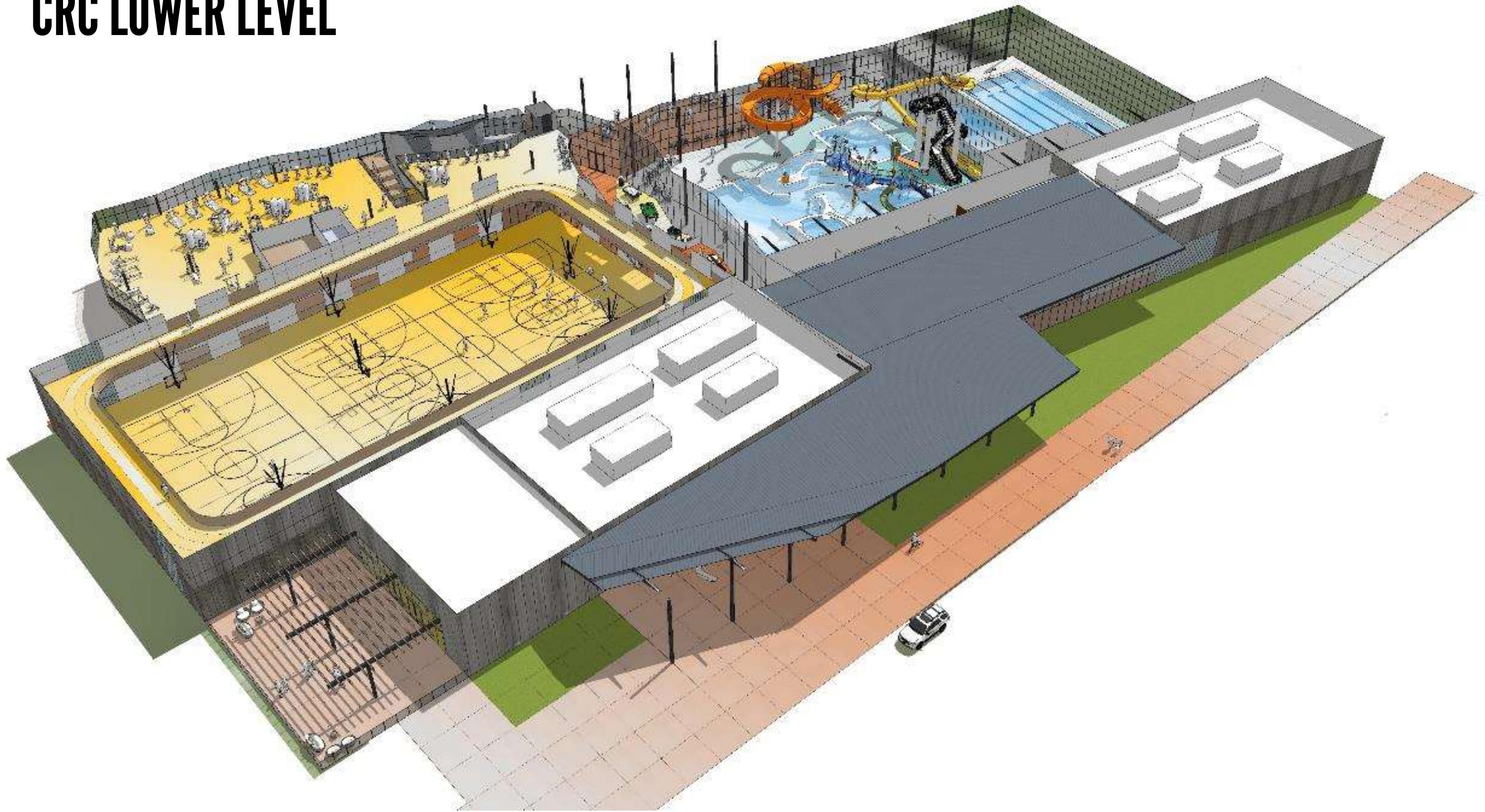
LEGEND

- 1. DROP OFF
- 2. BUILDING ENTRANCE
- 3. RECEPTION DESK
- 4. STAIR/ELEVATOR
- 5. ADMINISTRATION
- 6. GYMNASIUM
- 7. FITNESS STAIR
- 8. STORAGE
- 9. GROUP FITNESS/DANCE STUDIO
- 10. CLIMBING/BOULDERING WALL
- 11. SENIOR LOUNGE
- 12. CHILDCARE
- 13. CLASS/PARTY ROOM
- 14. COMMUNITY ROOM
- 15. GAME LOUNGE
- 16. LOCKER ROOMS
- 17. UNIVERSAL CHANGING ROOMS
- 18. RECREATION ACTIVITY POOL
- 19. LAP POOL
- 20. WELLNESS POOL
- 21. ADULTIC SUPPORT
- 22. POOL STORAGE
- 23. BUILDING/POOL MECHANICAL
- 24. CATERING KITCHEN
- 25. RESTROOMS
- 26. ELEVATED WALK/JOG TRACK
- 27. FITNESS AND WEIGHTS
- 28. OUTDOOR GATHERING SPACE

CRC LOWER LEVEL



CRC LOWER LEVEL

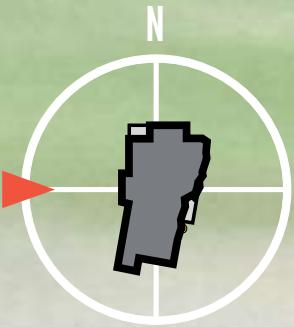


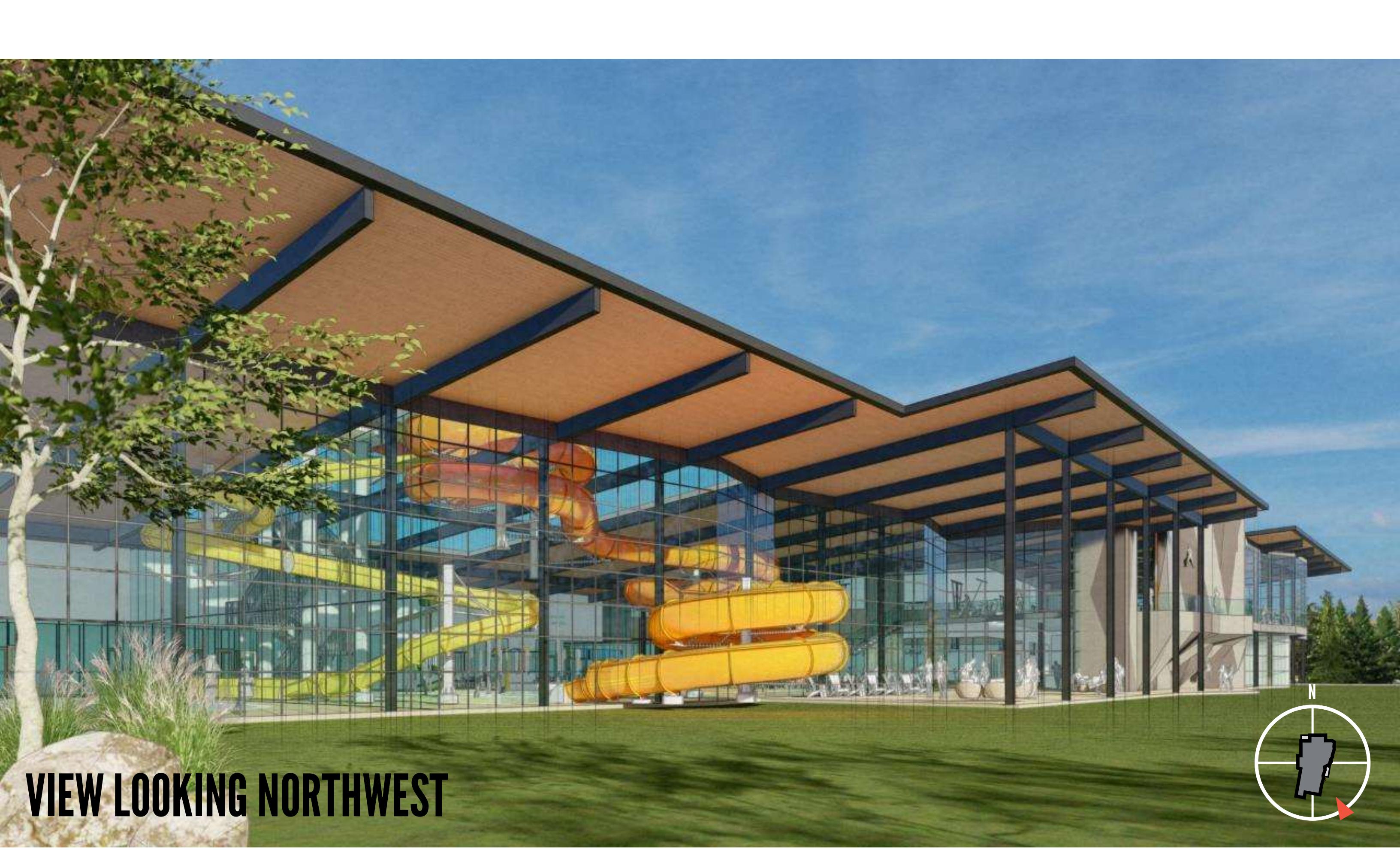


MAIN ENTRY AND DROP OFF ZONE

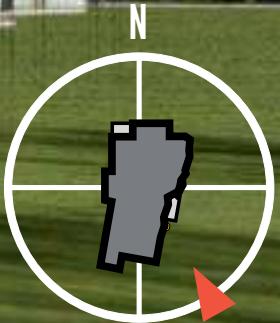


VIEW LOOKING EAST



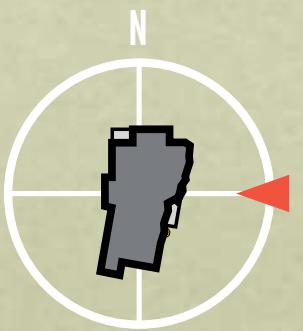


VIEW LOOKING NORTHWEST





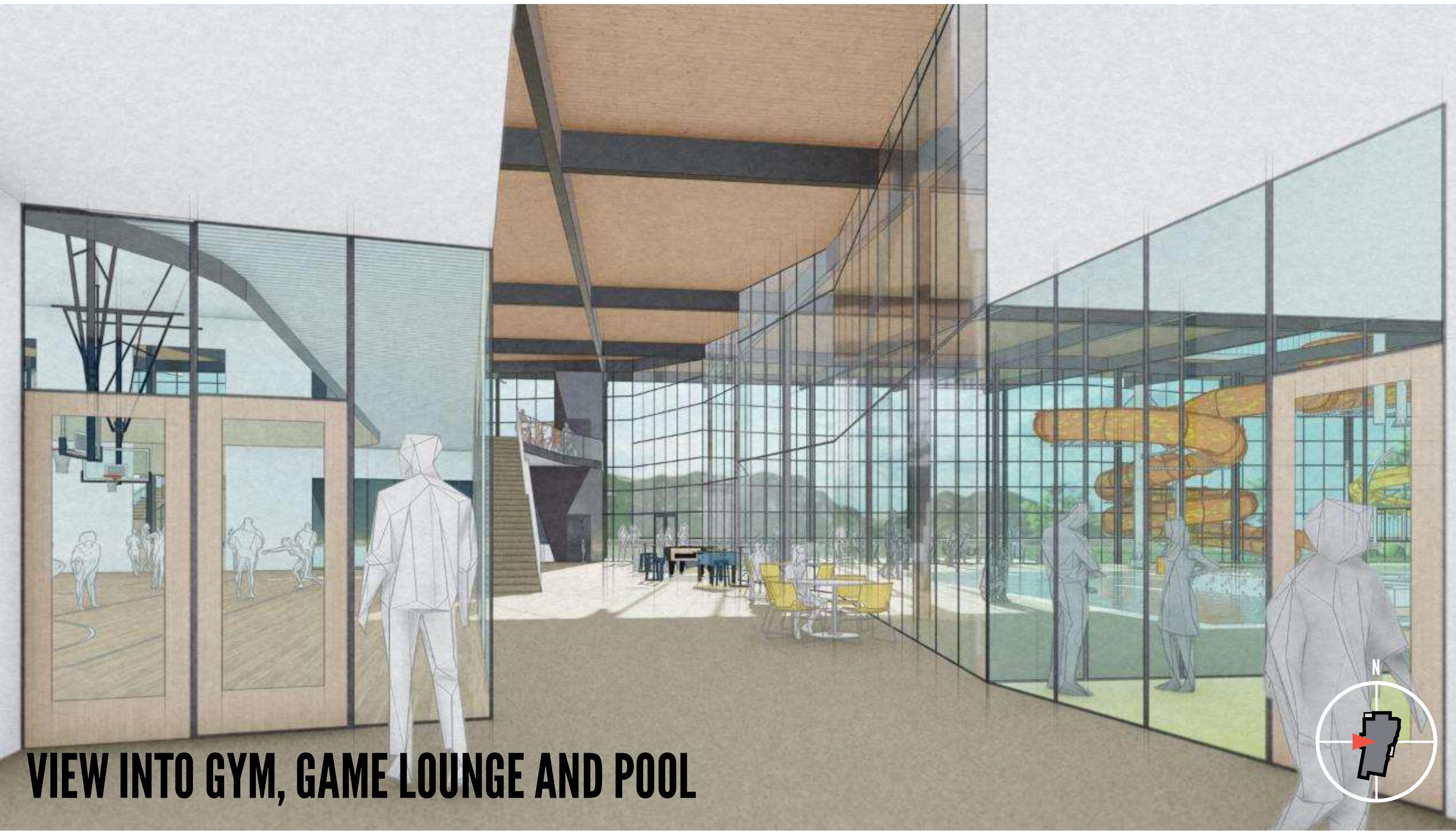
VIEW LOOKING WEST





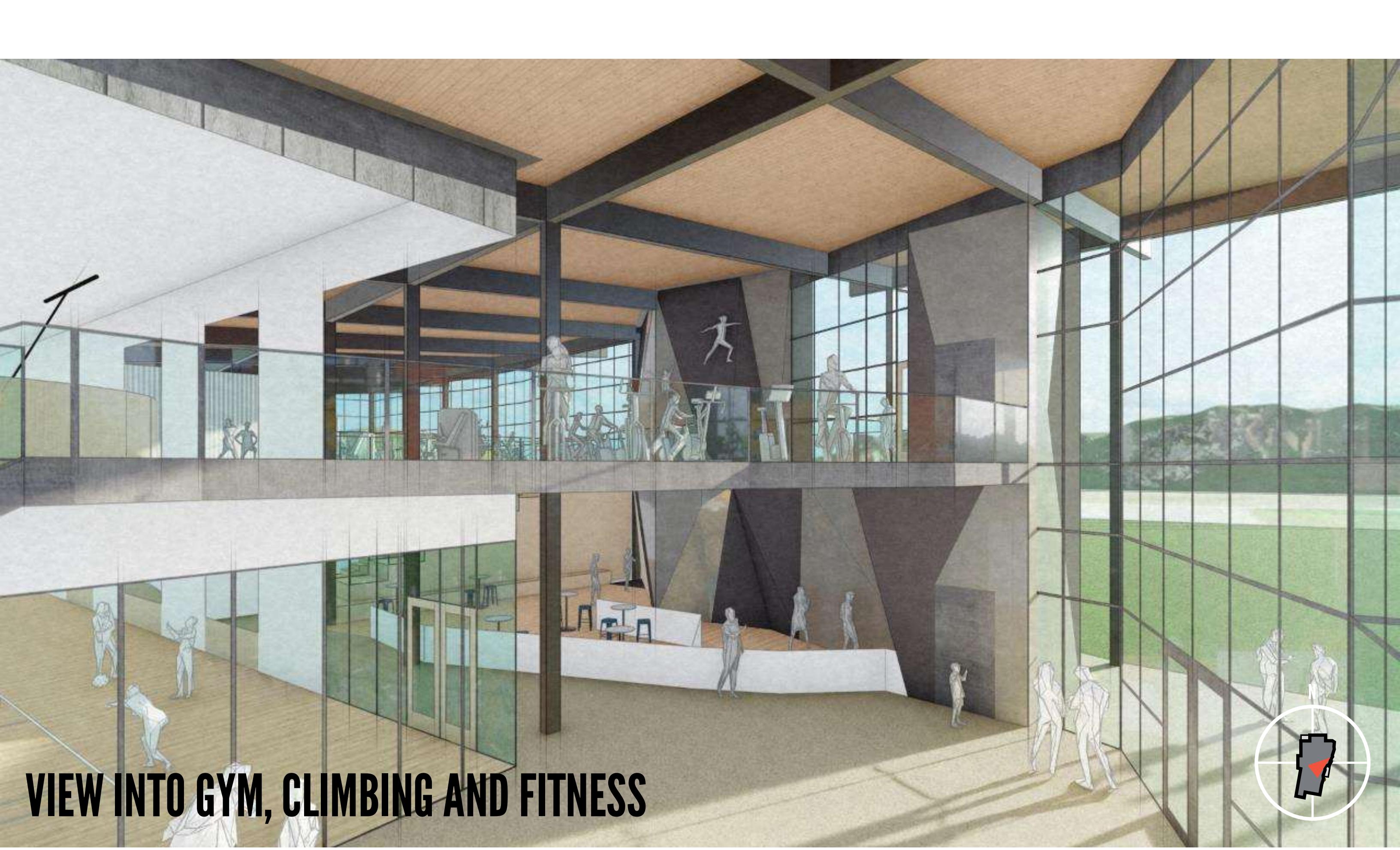
VIEW LOOKING SOUTHWEST





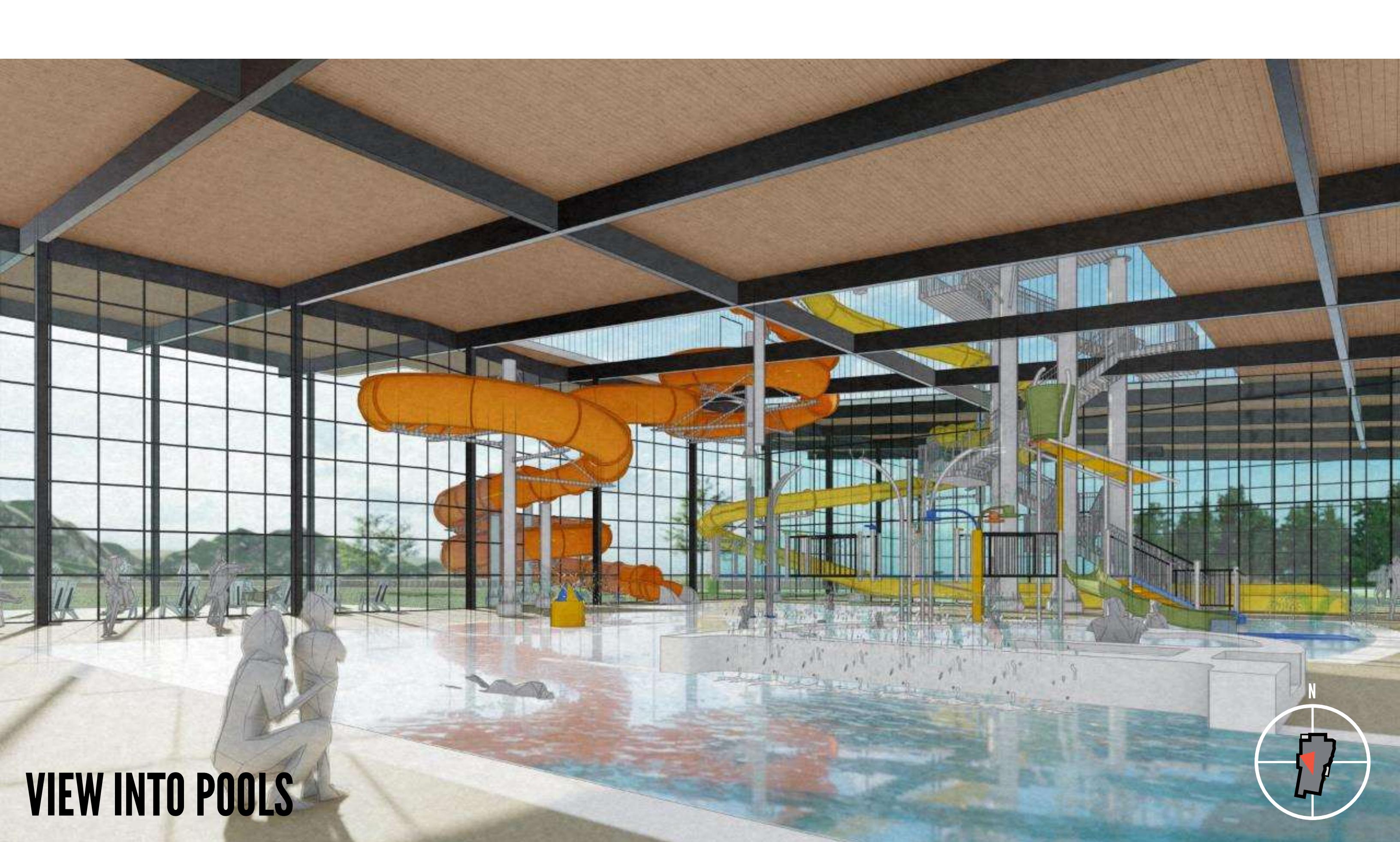
VIEW INTO GYM, GAME LOUNGE AND POOL





VIEW INTO GYM, CLIMBING AND FITNESS





VIEW INTO POOLS



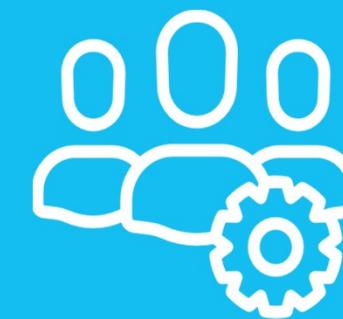
OPERATIONS



COST RECOVERY



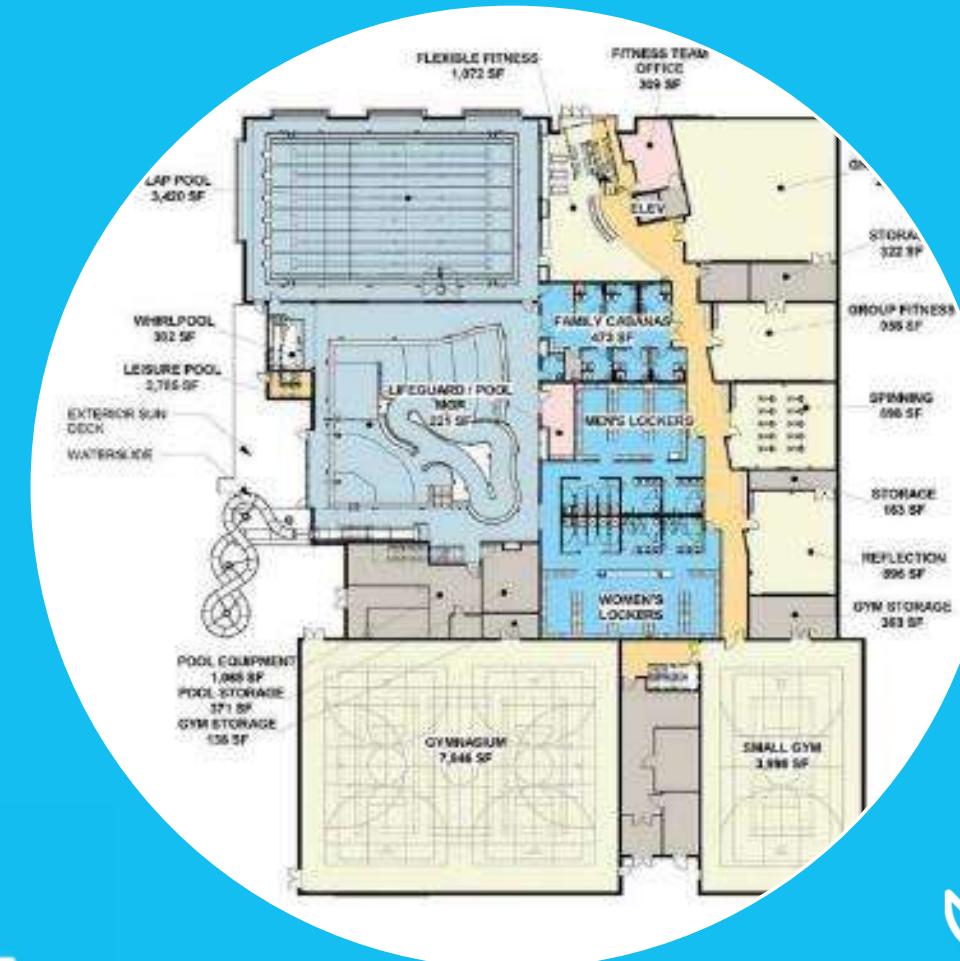
FEES & CHARGES



STAFFING



HOURS OF OPERATION



CUSTOMER SERVICE



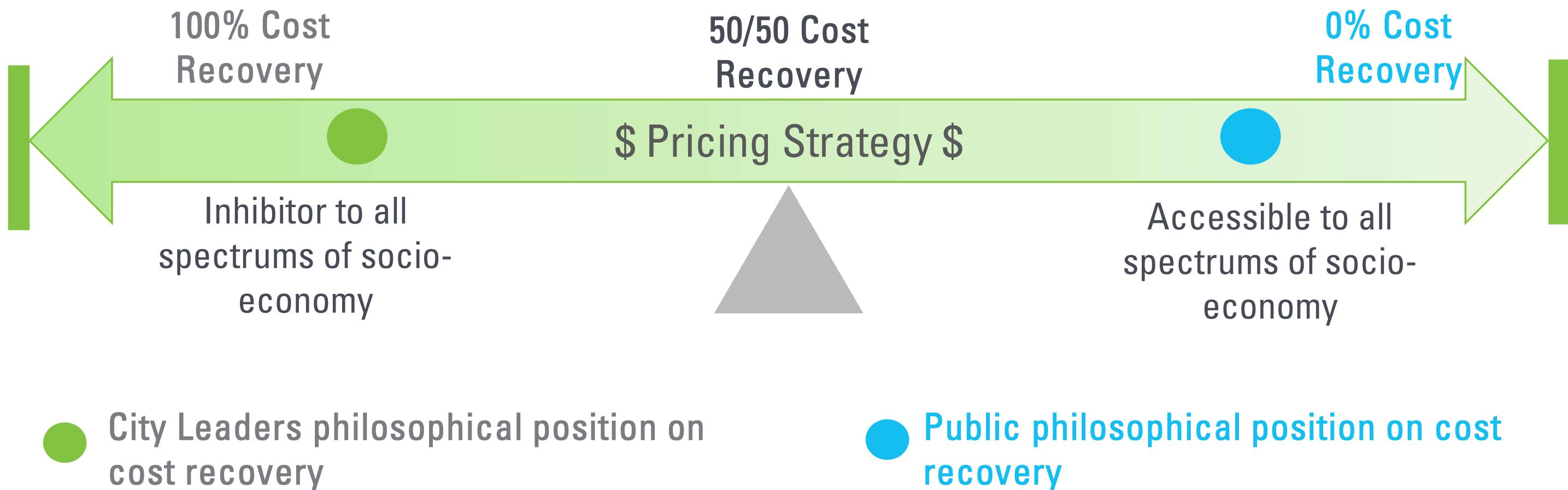
UTILITIES

SUPPLIES

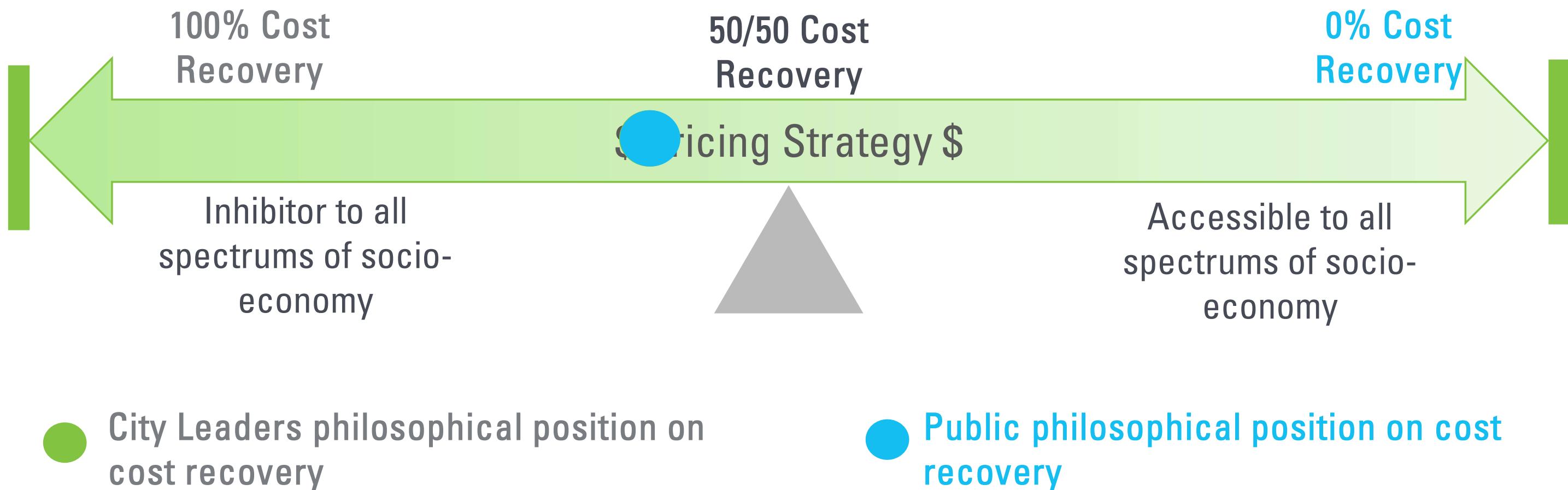
COST RECOVERY A PHILOSOPHICAL QUESTION

Cost recovery goals are determined by the agency and community philosophies on how tax dollars should be spent and what and who should be subsidized.

WHAT IS YOUR AGENCY'S COST RECOVERY PHILOSOPHY?



WHAT IS YOUR AGENCY'S COST RECOVERY PHILOSOPHY?



COST RECOVERY AND PROGRAM FLEXIBILITY

High-cost recovery philosophy/goals may allow for less program flexibility

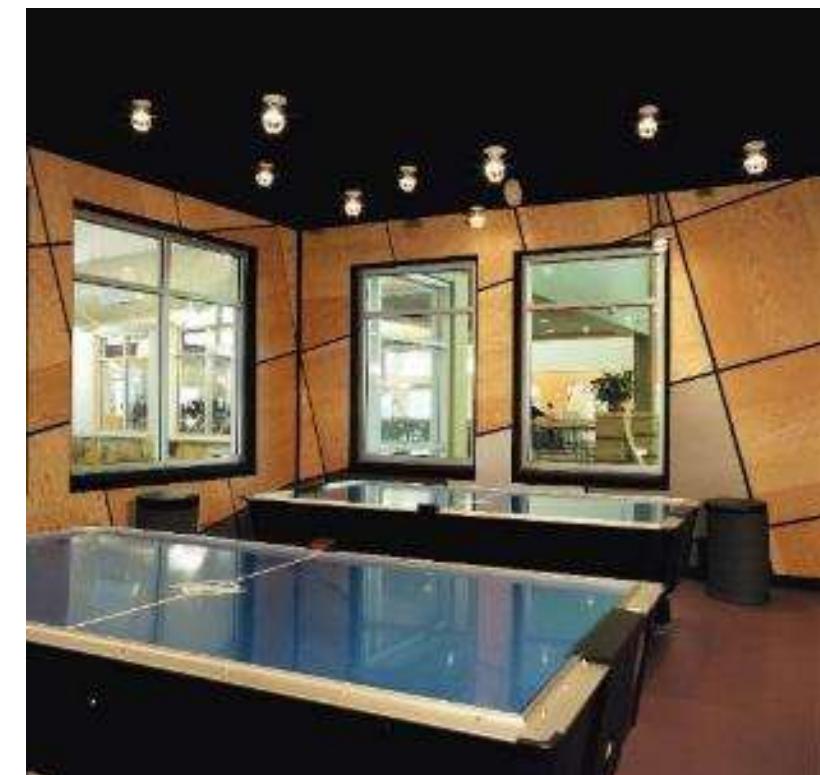
- **WEIGHTS/CARDIO**
- **LEISURE POOL**
- **GYMNASIUM**
- **WALK/JOG TRACK**



COST RECOVERY AND PROGRAM FLEXIBILITY

Lower cost recovery philosophy/goals may allow for more program flexibility

- SENIOR SPECIFIC AREAS
- TEEN/YOUTH SPECIFIC AREAS
- CLASSROOMS
- LAP POOL



CRC OPERATIONS

PROGRAM SUMMARY

- GYMNASIUM: 3 MS COURTS, ONE HIGH SCHOOL
- ELEVATED WALK/JOG TRACK
- GROUP FITNESS / DANCE STUDIO
- FITNESS AREA / CARDIO EQUIPMENT
- 10-12 PERSON CLIMBING WALL
- CHILD WATCH
- GAME LOUNGE
- PARTY / ACTIVITY ROOMS (2)
- COMMUNITY ROOM
- CATERING KITCHEN
- SENIOR LOUNGE
- 4 LANE LAP POOL
- LEISURE / LIFESTYLE POOL
- WATER SLIDE
- THERAPY POOL
- HOT TUB
- LOBBY & GATHERING SPACE
- ADMINISTRATION
- LOCKER SPACE
- UNIVERSAL CHANGING ROOMS

DRAFT CRC HOURS OF OPERATION

HOURS OF OPERATION	
Monday	5:45am to 8:00pm
Tuesday	5:45am to 8:00pm
Wednesday	5:45am to 8:00pm
Thursday	5:45am to 8:00pm
Friday	5:45am to 8:00pm
Saturday	8:00am to 6:00pm
Sunday	10:00am to 4:00pm
TOTAL HOURS	87.25

DRAFT CRC ADMISSION FEES

Daily Pass	Resident	Non-Resident
Youth (3-17 yr.)	\$5	\$6
Adult (18-59 yr.)	\$8	\$9
Senior (60 yr. +)	\$6	\$7
Family	N/A	N/A

Annual Pass Price per Month	Resident	Non-Resident
Youth (3-17 yr.)	\$20	\$24
Adult (18 – 59 yr.)	\$40	\$48
Senior (60 yr. +)	\$22	\$26.50
Family	\$68	\$72
Dual	\$52	\$62

INCLUSIONS

CRC activities included with admission

Fitness area /
Cardio Workout

Indoor Walk /
Jog Track

Therapy /
Wellness Pool

Open Swim
Lap lanes

Lifestyle Pool
Water Slides
Play Features

Game Lounge

Climbing Wall

Drop-in: Basketball
Volleyball
Pickleball

Fitness Classes

Water Aerobics
Classes

Senior Activities

EXPENSE & REVENUE SUMMARY

DRAFT CRC OPERATIONAL PLAN SUMMARY

Annual Operating Expenses	
Total Staffing	\$ 2,420,000
Full-Time	\$ 999,000
Part-Time	\$ 1,421,000
Supplies	\$ 774,000
Contractual Services	\$ 203,000
Capital Repair & Replacement	\$ 136,000
Total Expenses	\$ 3,533,000

Annual Operating Revenues	
Admissions	\$ 1,919,000
Other Revenues (e.g., programs, rentals, vending)	\$ 285,000
CRC Projected Operating Revenue	\$ 2,204,000

INPUT

QUESTIONS

- HOW CAN THESE PLANS BE ENHANCED?
- WHAT IS MISSING FROM THIS EVOLVING PLAN?
- WHAT IS MOST EXCITING ABOUT THE CURRENT DIRECTION?
- WHAT OUTDOOR FEATURES SHOULD BE PRIORITIZED AT MATCHETT PARK?



NEXT STEPS

PRAB MTG | **SEPT 26**

- OPERATIONAL PLAN
- DESIGN

COUNCIL MTG | **OCT 19**

- COUNCIL CONSIDERATION
OF PRAB RECOMMENDATION

PRAB MTG | **NOV 1**

- FINAL PLAN REVIEW

COUNCIL MTG | **NOV 16**

- COUNCIL CONSIDERATION
OF PRAB RECOMMENDATION

SEPT 21 – NOV 16

- CONFIRM KEY PROFORMA METRICS
- CONFIRM OPERATIONAL PLAN
- CONFIRM CONCEPT DESIGN