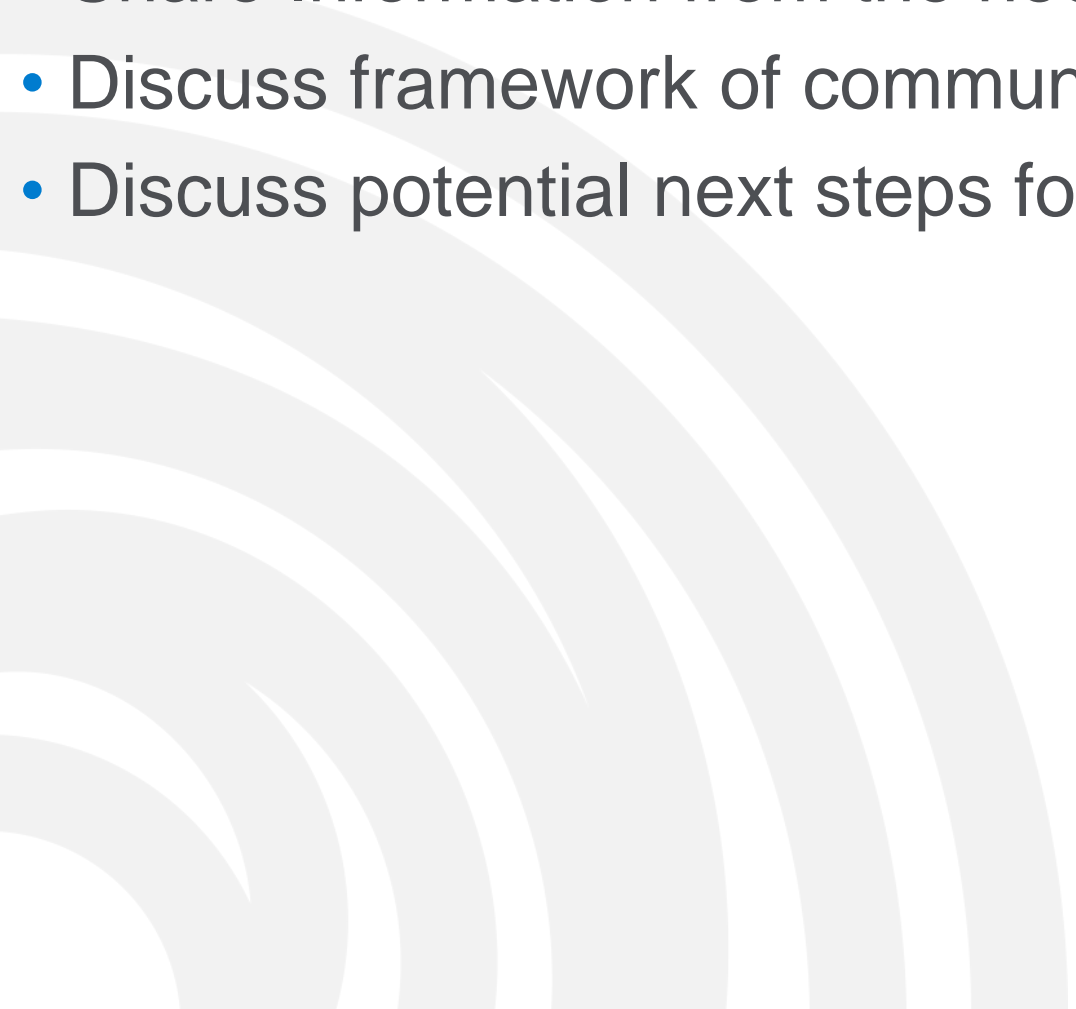


Community Activity Center Improvements Discussion

September 9, 2024

Brad Tullberg, Recreation & Parks Director

Purpose

- Share Information from the needs assessment
 - Discuss framework of community task force
 - Discuss potential next steps for planning
- 

Needs Assessment

- Staff contracted with Ballard*King to conduct a needs assessment for court and ice usage at the CAC
- Ballard*King & Associates is a recreation consulting firm specializing in recreation and sports feasibility studies, parks and/or recreation master plans, operational audits and assessments for recreation, sports and wellness facilities, and management solutions for parks and recreation departments or organizations.
- Rec & Parks staff worked with Ballard*King for previous aquatics studies

Needs Assessment

- The intent was to measure the need for additional facility access based on the City Council direction to consider adding three courts
- Surveys invitations were sent to existing ice and court users and requested users to identify other potential users.
- A total of 33 organizations (27 court and 6 ice) submitted information
- Combination of recreation and competition level programs from both ice and court programs

Needs Assessment

Question 2. Organizations reported the following participant numbers:

	Court Organization Recreation Participants*	Court Organization Competitive Participants*
Total Current Participants	8,040*	9,275*
Average Number of Participants	335	344
Median Number of Participants	40	50
	Ice Organization Recreation Participants	Ice Organization Competitive Participants
Total Current Participants	593	1,976
Average Number of Participants	119	329
Median Number of Participants	25	217

Needs Assessment

Question 3. What has the trend of your organization's membership numbers been over the past five years?

	Court Users <i>*27 Organization Respondents</i>	Ice Users <i>*6 Organization Respondents</i>
Decrease	0.0%	0.0%
Static	22.2%	50.0%
Increase	77.8%	50.0%

Needs Assessment

Question 4. Does your organization anticipate stability, growth or decline in your future registration numbers?

	Court Users <i>*27 Organization Respondents</i>	Ice Users <i>*6 Organization Respondents</i>
Stability	3.7%	33.3%
Growth	96.3%	66.7%
Decline	0.0%	0.0%

Needs Assessment

Question 6. What percentage of your members are Brooklyn Park residents?

	Number of Organizations Responding	Percentage of Organizations of the 33 Respondents
None (0%)	4	12%
1%-24%	5	15%
25-49%	6	18%
50%-69%	7	21%
70% or more	11	33%

	Court Users <i>*27 Organization Respondents</i>	Ice Users <i>*6 Organization Respondents</i>
Average Percentage of Brooklyn Park Residents	53.1%	23.3%
Median Percentage of Brooklyn Park Residents	50.0%	20.0%

Needs Assessment

Question 8: In a typical month, about how many hours does your organization typically rent?

	Court Users <i>*24 Organization Respondents</i>	Ice Users <i>*5 Organization Respondents</i>
Total Hours Rented Per Month	2,195	653
Average Hours Rented Per Month	91.5	130.6
Median Hours Rented Per Month	24.0	27.0

Needs Assessment

Question 9: In a typical month, about how many more hours of facility space would you like to rent?

	Court Users <i>*24 Organization Respondents</i>	Ice Users <i>*5 Organization Respondents</i>
Total Additional Hours Per Month Desired	2,293	124
Average Additional Hours Per Month Desired	99.7	24.8
Median Additional Hours Per Month Desired	20.0	4.0

Needs Assessment

Question 10: What days/times would your organization like to have more time for programs/practices? (Top 5)

	Court Users <i>*24 Organization Respondents</i>	Ice Users <i>*5 Organization Respondents</i>
Monday – Friday 5:00pm – 7:00pm	67%	60%
Monday – Friday 7:00pm – 9:00pm	54%	80%
Saturday Morning 8:00am – 12:00pm	42%	40%
Saturday Afternoon 12:00pm – 5:00pm	42%	60%
Sunday Afternoon 12:00pm – 5:00pm	42%	60%

Court User Key Differences:

No requests for SUN after 9pm
Extremely limited request for after 9pm SAT

Ice User Key Differences:

Request for MON-FRI before Noon
Slight increase in requests for after 9pm

Needs Assessment

Question 11: Does your organization want to implement additional programs but cannot due to limitations in space?

	Court Users <i>*24 Organization Respondents</i>	Ice Users <i>*5 Organization Respondents</i>
Yes	83%	60%
No	17%	40%

Needs Assessment

Question 12: Is one of your organization's challenges having access to an appropriate space or facility?

	Court Users <i>*20 Organization Respondents</i>	Ice Users <i>*3 Organization Respondents</i>
Yes	95%	67%
No	5%	33%

* This question was only posed to the 23 organizations that responded to Question 11 that they wanted to implement additional programs but could not due to limitation in space.

Needs Assessment

Question 13: Is your organization's challenges having access to appropriate use times?

	Court Users <i>*20 Organization Respondents</i>	Ice Users <i>*3 Organization Respondents</i>
Yes	95%	67%
No	5%	33%

* This question was only posed to the 23 organizations that responded to Question 11 that they wanted to implement additional programs but could not due to limitation in space.

Needs Assessment

- Based on annual data collected by the National Recreation and Park Association from their member institutions, a community the size of Brooklyn Park could support the following indoor spaces.
 - 4.6 Pickleball Courts
 - 3.4 Multiuse Courts (basketball, volleyball, etc.)
 - 3.0 Basketball Courts (standalone)
- Considering this data, combined with the input received through the survey, Ballard*King would recommend the following:

Needs Assessment

- **2 Full-Size Basketball Courts (minimum)**
 - Strong possibility that two basketball courts would meet the demands of the Recreation & Parks Department but many user groups would have limited access
- **4 Full-Size Basketball courts (optimal)**
 - Allows for Recreation & Parks to meet the current demand, expand offerings, accommodate the user groups engaged, and allow for drop-in play.
 - Would allow for an elevated walk/jog track of significant size.
 - The other benefit of a facility of this size, is that it could also accommodate up to 8 cross-court volleyball courts, and as many as 12 pickleball courts. This would allow CAC to host local and small regional competitions.

Needs Assessment

- **Ice Arena**

While not addressed in the report, in a follow-up with Ballard*King, they stated:

Based on the information that was collected from the user groups Ballard*King would recommend to maintain the status quo regarding the existing ice facility. There is sufficient demand from inside the community and the surrounding areas. Ice rinks by their very nature tend to be more of a regional attractor of participants, hence the participation from both inside and outside Brooklyn Park.

Needs Assessment

- The Challenge of court and ice time
 - Not enough weeknight times (Prime) between 5:30 and 9:30pm to meet the demand
 - Sufficient weekend times (non-Prime) are available to meet demand
- Determining the space needed is a balancing act
 - If facilities are built to meet only the Prime demand, there is a lack of revenue and increased cost of operation during the non-Prime times to be financially sustainable
 - A lack of facilities to meet the Prime demand limits participation and growth
 - The current plan to add three courts appears to be the appropriate model

Community Task Force

- Establish a Community Task Force with Two Primary Functions:
 - Serve as an advisory resource for the development of plans for the Community Activity Center Improvements
 - Provide community engagement to generate legislative support for 2025 MN State Bonding request
- Task Force would be comprised of:
 - City Council Member (1)
 - Recreation & Parks Advisory Commission Member (1)
 - Ice User Representative (2)
 - Courts User Representative (2)
 - Community At-Large (4)

Next Steps for Planning

- In order to be more prepared for an additional 2025 MN State Bonding request, it would help to further develop existing concept plans
- Planning for facility improvements that would include a multi-court gymnasium is a 9+ month process
- There is a need for planning coordination with the new fire station
- Phased approach to planning
 - Community Engagement with Task Force, user groups and staff for facility components and further development of concept level plans
 - Schematic Design and Design Development of preferred concept plan
 - Develop construction documents.
- Cost is a consideration

City Council Input

- Staff are seeking input from City Council on:
 - Information shared in Needs Assessment
 - Structure and purpose of Task Force
 - Interest to advance the CAC Improvement planning process

QUESTIONS?

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Thank You!

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