



North Dakota Recreation & Park Association

Feasibility Studies:

ND Indoor Recreation Facilities



Pat O'Toole | September 14, 2023

Why Indoor Recreation Facilities in North Dakota?

Climate data for Williston, North Dakota (1991–2020 normal ^[a] 1981–present ^[f])												
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Record high °F (°C)	58 (14)	66 (19)	84 (29)	92 (33)	106 (41)	108 (42)	110 (43)	108 (42)	104 (40)	93 (34)	79 (24)	63 (17)
Mean maximum °F (°C)	44.0 (6.7)	46.7 (8.2)	65.1 (18.4)	79.0 (26.1)	86.6 (30.3)	93.5 (34.2)	98.0 (36.7)	98.9 (37.2)	93.3 (34.1)	80.3 (26.8)	60.4 (15.8)	46.1 (7.8)
Average high °F (°C)	22.1 (−5.5)	26.7 (−2.9)	40.1 (4.5)	55.6 (13.1)	67.4 (19.7)	76.7 (24.8)	84.5 (29.2)	83.9 (28.8)	72.6 (22.6)	55.9 (13.3)	38.4 (3.6)	26.1 (−3.3)
Daily mean °F (°C)	11.6 (−11.3)	16.1 (−8.8)	28.8 (−1.8)	42.4 (5.8)	53.8 (12.1)	63.5 (17.5)	70.4 (21.3)	69.0 (20.6)	58.0 (14.4)	43.2 (6.2)	27.8 (−2.3)	16.1 (−8.8)
Average low °F (°C)	1.0 (−17.2)	5.5 (−14.7)	17.5 (−8.1)	29.2 (−1.6)	40.2 (4.6)	50.2 (10.1)	56.3 (13.5)	54.0 (12.2)	43.5 (6.4)	30.4 (−0.9)	17.1 (−8.3)	6.1 (−14.4)
Mean minimum °F (°C)	−25.8 (−32.1)	−19.5 (−28.6)	−7.6 (−22.0)	12.6 (−10.8)	24.4 (−4.2)	37.5 (3.1)	45.1 (7.3)	40.9 (4.9)	27.2 (−2.7)	12.0 (−11.1)	−4.6 (−20.3)	−19.8 (−28.8)
Record low °F (°C)	−42 (−41)	−50 (−46)	−35 (−37)	−15 (−26)	10 (−12)	26 (−3)	34 (1)	32 (0)	13 (−11)	−9 (−23)	−27 (−33)	−50 (−46)
Average precipitation inches (mm)	0.56 (14)	0.48 (12)	0.63 (16)	1.05 (27)	2.10 (53)	2.64 (67)	2.48 (63)	1.57 (40)	1.36 (35)	0.94 (24)	0.67 (17)	0.63 (16)
Average snowfall inches (cm)	11.2 (28)	6.7 (17)	6.4 (16)	3.7 (9.4)	0.9 (2.3)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	2.6 (6.6)	6.3 (16)	10.4 (26)
Average precipitation days (≥ 0.01 in)	7.6	7.1	7.4	8.3	9.9	12.3	9.2	8.7	7.5	6.9	6.8	8.5
Average snowy days (≥ 0.1 in)	9.8	6.9	6.0	2.7	0.9	0.0	0.0	0.0	0.0	1.9	5.8	8.8



North Dakota Regional Indoor Facility Feasibility Studies

Grand Fork Park District

- Indoor Sports Facility
- Indoor Aquatic Facility

Fargo Park District

- Fargo Parks Sports Complex

West Fargo

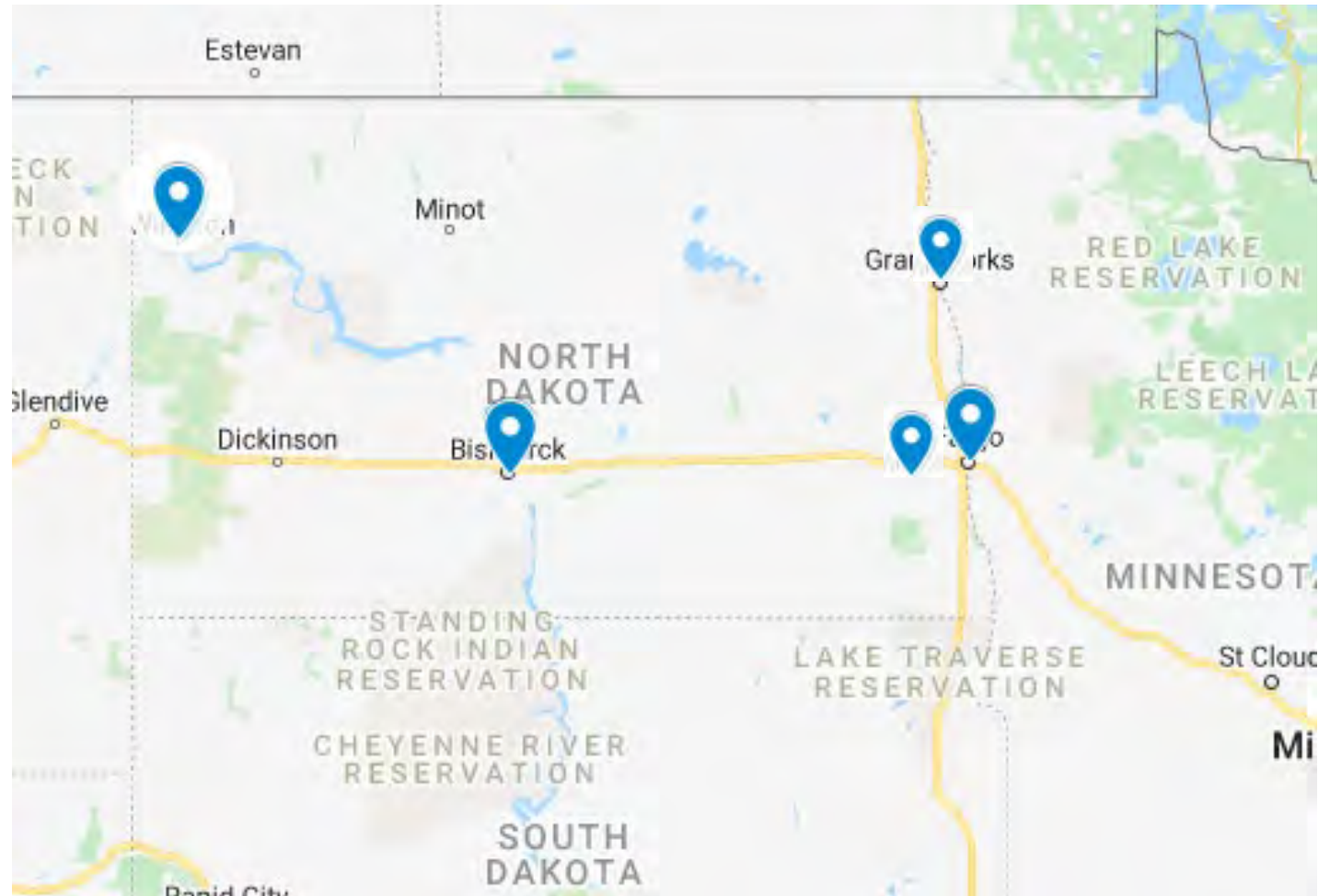
- Hulbert Aquatic Center

Bismarck Parks and Recreation District

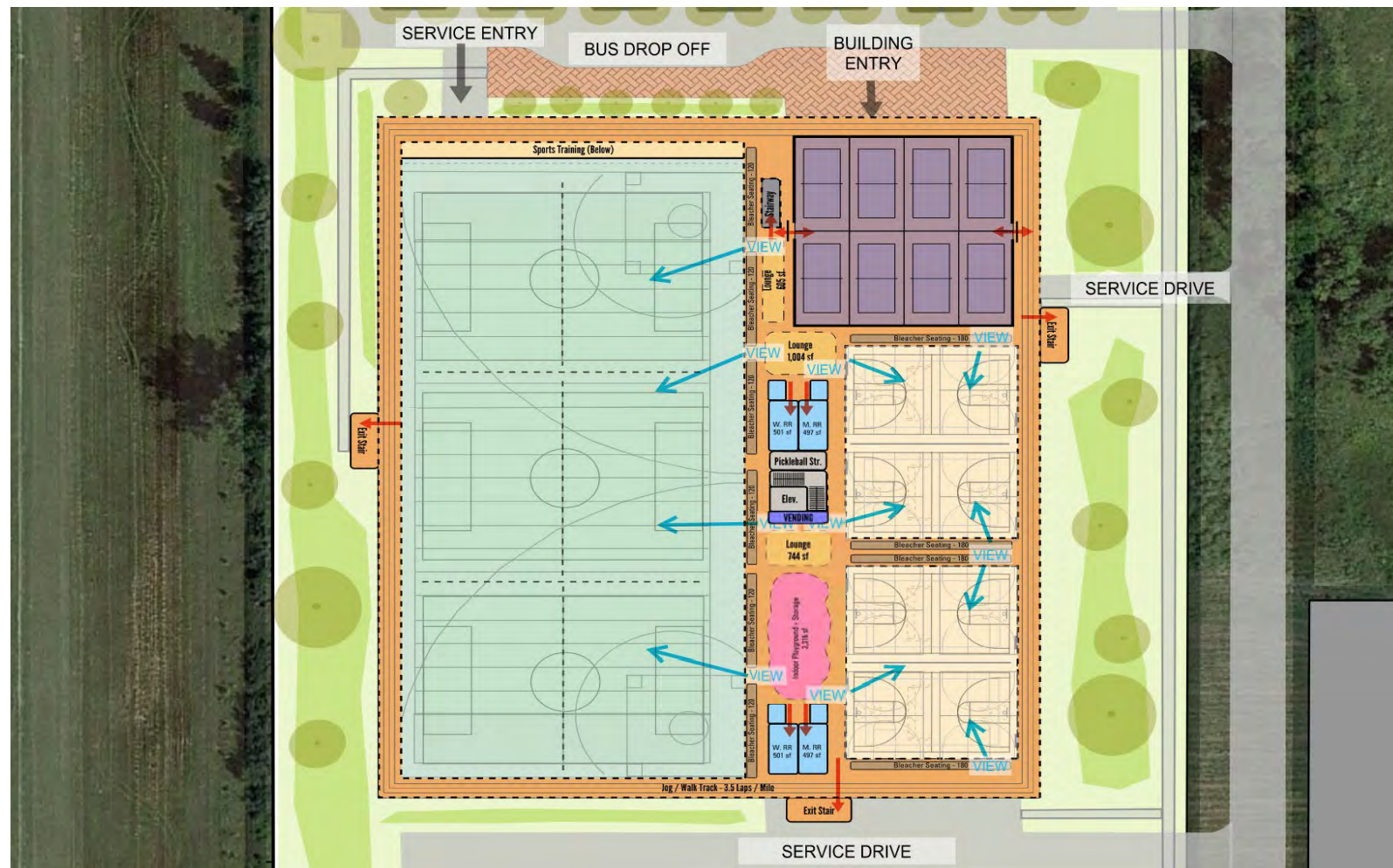
- Indoor Recreation Center

Williston

- Indoor Recreation Center



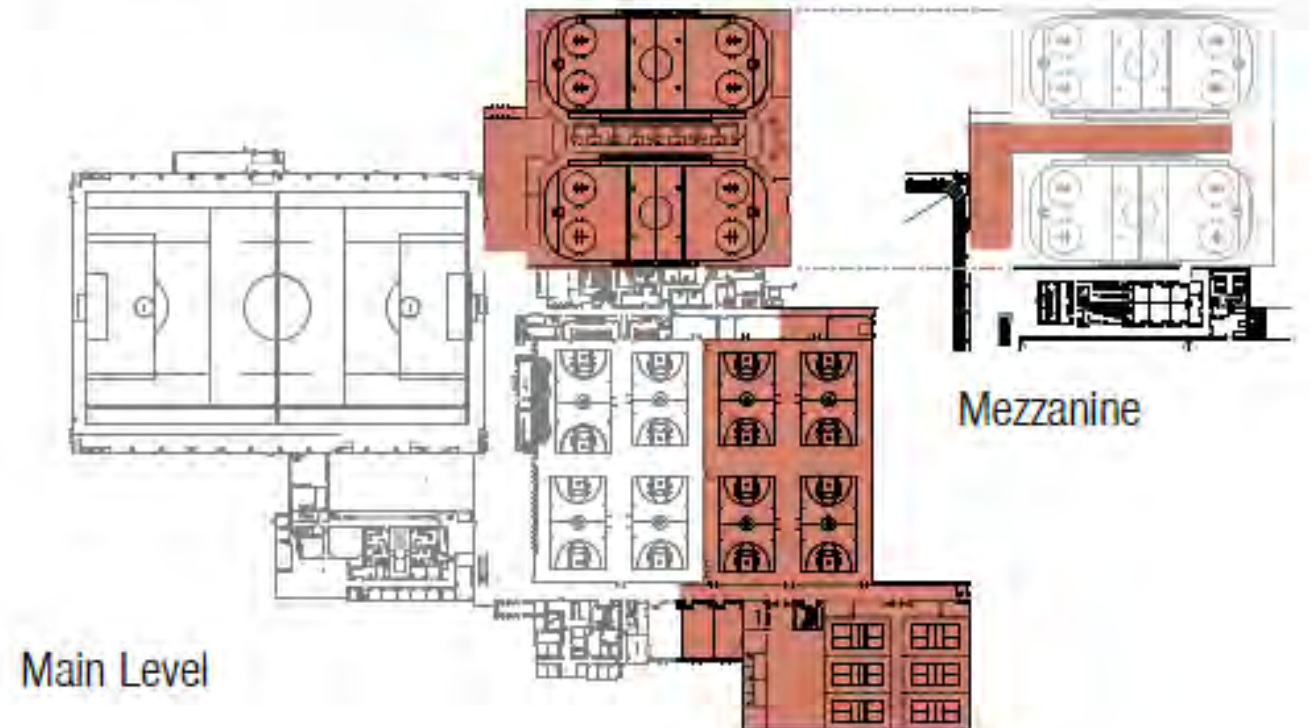
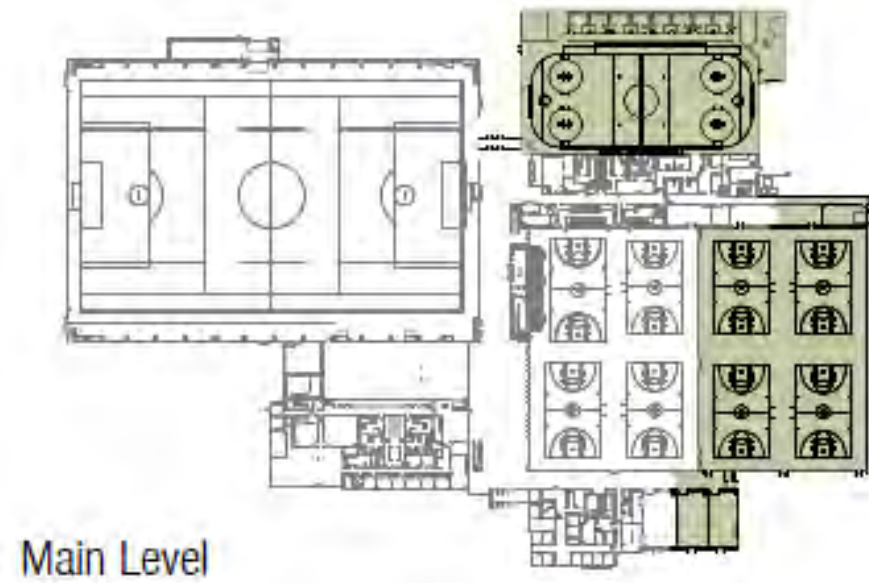
Grand Forks Indoor Sports Facility



Grand Forks Indoor Aquatic Facility



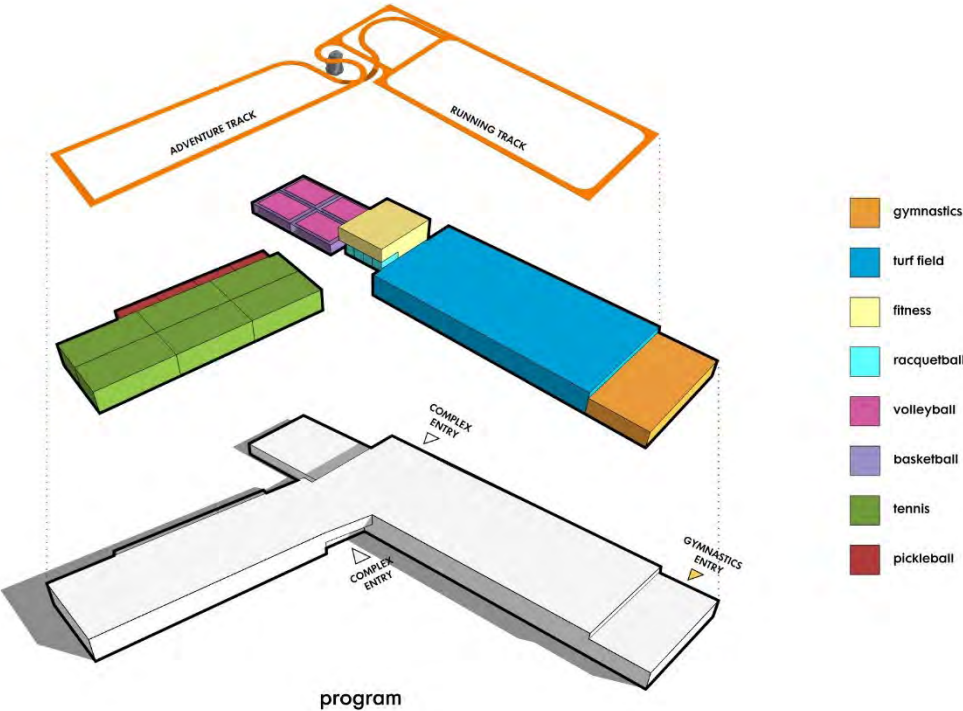
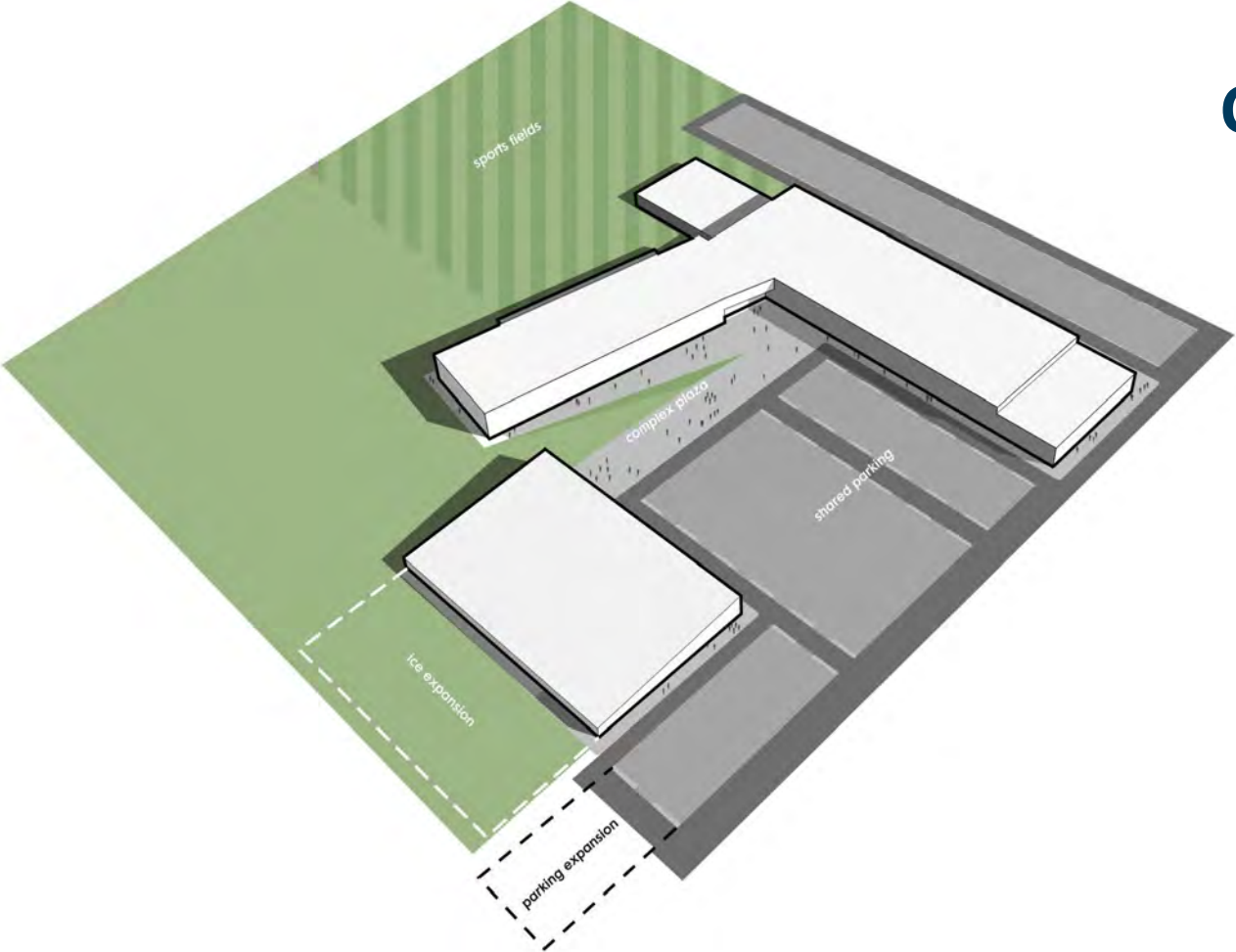
Fargo Sports Complex



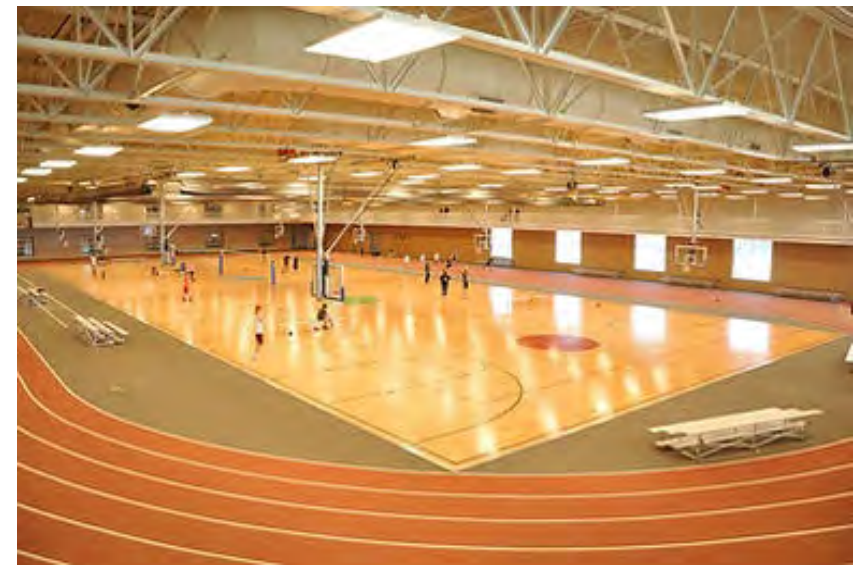
West Fargo Hulbert Aquatic Center



Bismarck Indoor Community Recreation Complex



Williston Area Recreation Center (ARC)



Williston Area Recreation Center (ARC)



Why Conduct a Feasibility Study?

- ▲ Gauge the community's interest
- ▲ Prioritize the indoor recreational needs of the community
- ▲ Assess the local and regional recreational activities landscape
- ▲ Provide an overview of the fiscal implications
- ▲ Provide recommendations that best meets the community's needs
- ▲ Determine the size of the amenities and parking
- ▲ Evaluate, rank, and identify potential facility sites
- ▲ Propose design concepts with construction costs and operational estimates
- ▲ Identify potential funding sources
- ▲ Build consensus and support
- ▲ Develop actionable next steps



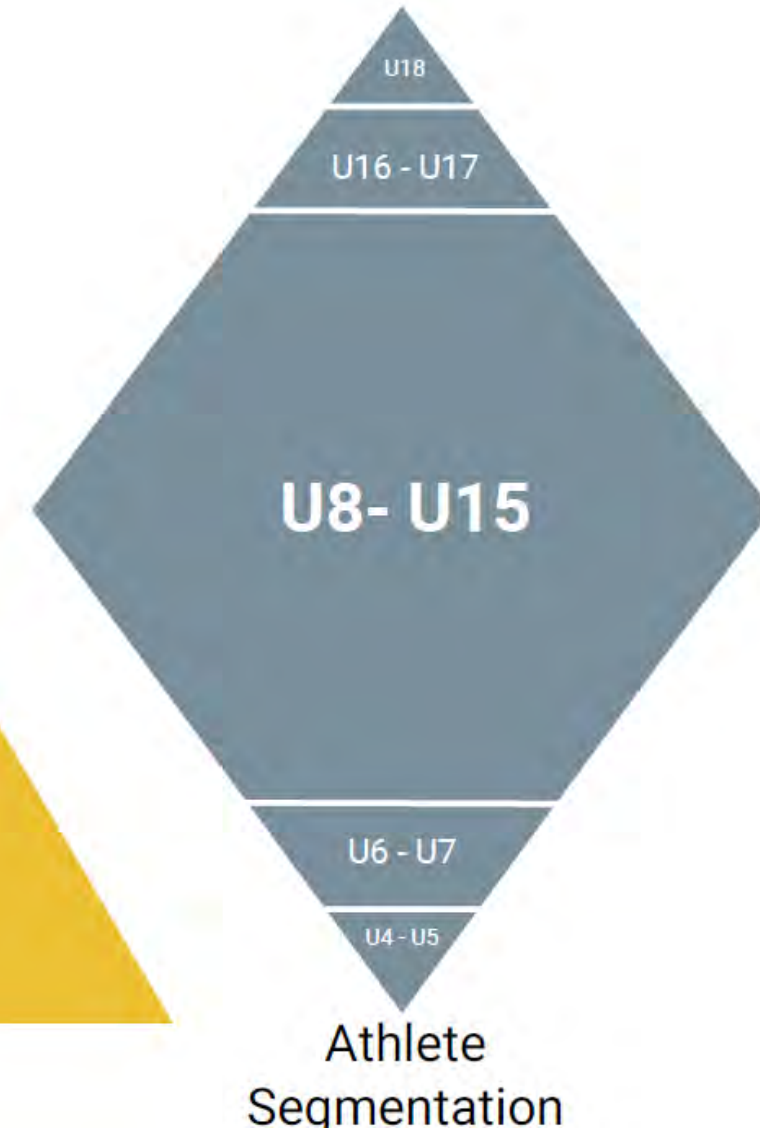
Understanding the Options for the Community

- ▲ Local use? Regional use? Local and regional use?
- ▲ What Activities? Leagues? Tournaments? Meets? Programs? Drop-in?
- ▲ Aquatics? Competitive? Leisure? Both?
- ▲ Indoor Turf? Courts? Sheets of Ice? Track?
- ▲ Fitness? Memberships?
- ▲ Multipurpose? Multigenerational?
- ▲ Support Amenities? Locker rooms? Concessions? Seating? Administration?
- ▲ Available sites? Already Owned? Acquisition?
- ▲ Funding? Capital? Operational? Cost Recovery Goals?
- ▲ Other Key Issues?



Trends in Sports Participation

- ▲ Multipurpose
- ▲ Multigenerational
- ▲ Large Regional Recreational Facilities in the same Market Area can be Allies versus Competitors
- ▲ Economic Impact



FEASIBILITY STUDY METHODOLOGY





Project Start-Up

- ▲ Kickoff Meeting
 - Confirm goals, objectives, and expectations
 - Review the process
 - Meet Steering Committee
 - Tour
- ▲ Finalize work plan and schedule





Market Analysis

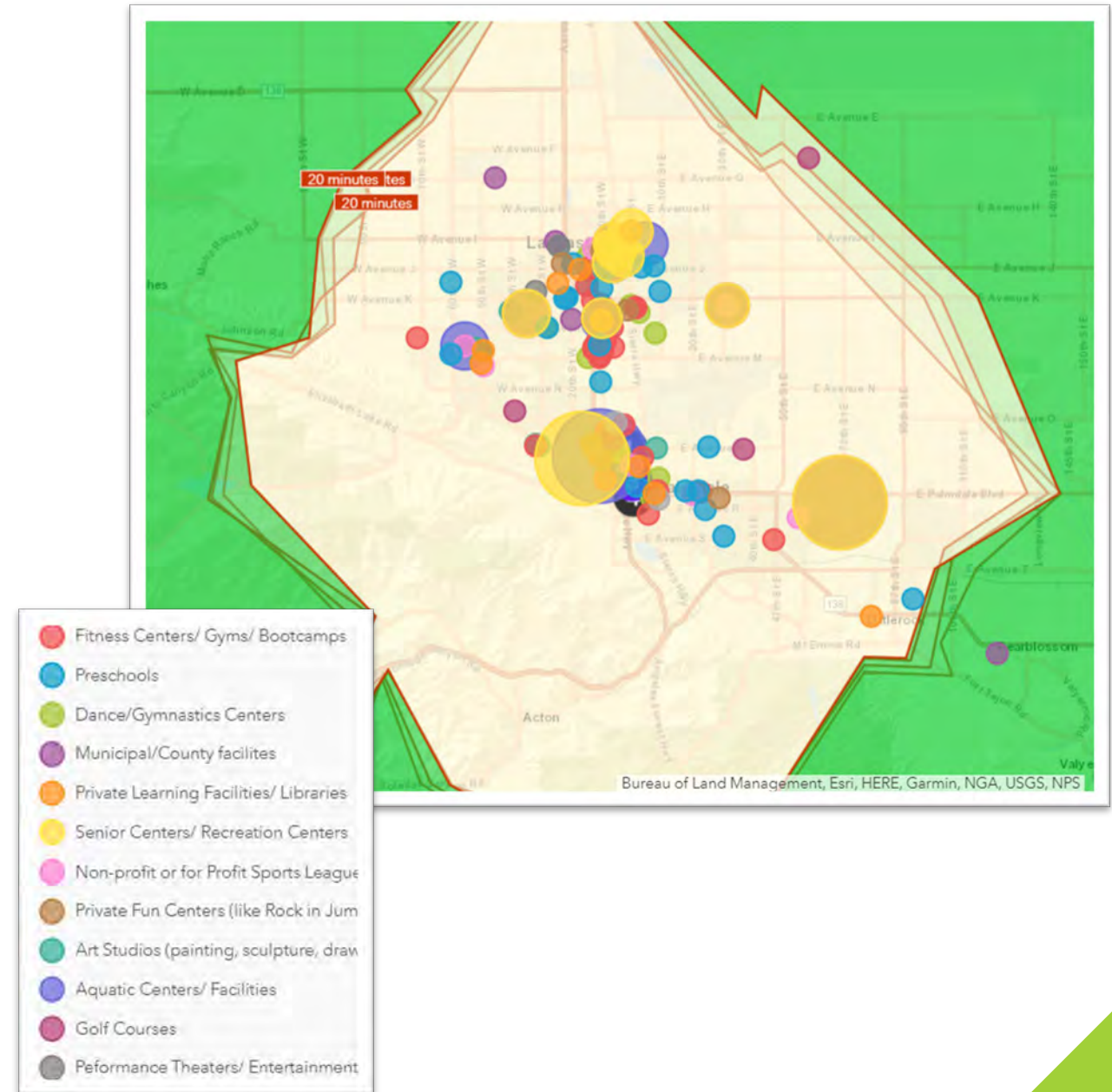
- ▲ Establish a Needs Assessment based on local, regional, and national perspectives
- ▲ Demographics
 - Local and Regional
- ▲ Understand the current competitive and recreational activities climate
- ▲ Trends
 - National and Regional





Market Analysis

- Identify primary and secondary service areas, potential users, and regional and national trends
- Other Like Service Providers
 - Local and Regional
 - Preliminary operating costs
 - Operational structures
 - Rates





Public Outreach

- ▲ Fitness Lap Swimming
- ▲ Water Safety
- ▲ Lifeguard Training
- ▲ Swimming & Diving Courses
- ▲ Life safety skills
- ▲ Scuba
- ▲ Canoe/Kayak Classes
- ▲ Paddleboard Yoga
- ▲ Water Jogging
- ▲ Aquatic Fitness Classes
- ▲ Challenge Courses



Maximize Participation



Public Outreach

- ▲ Local/Travel Sports Organizations
 - ▲ Soccer
 - ▲ Football/Flag Football
 - ▲ Lacrosse
 - ▲ Baseball/Softball
 - ▲ Basketball
 - ▲ Volleyball
 - ▲ Tennis
 - ▲ Pickleball
 - ▲ Gymnastics
- ▲ Schools
- ▲ Economic Impact Representatives
- ▲ Chamber of Commerce
- ▲ Potential Partners
- ▲ Local Business



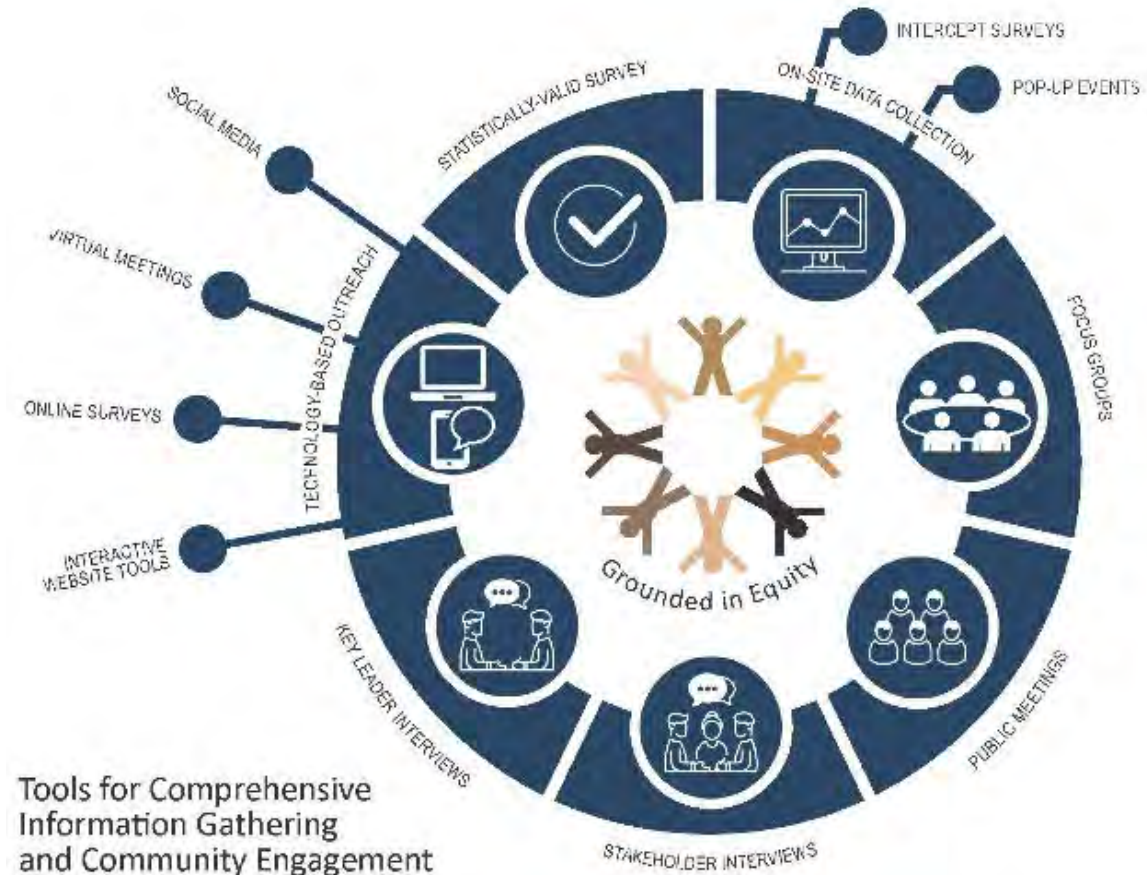
Maximize Participation



Public Outreach

- ▲ Gauge the community's interest, support, needs, and priorities
- ▲ Build support for and momentum around each future facility
- ▲ Establish channels for open dialogue and community input

In your opinion, how does the community feel about this project?



Tools for Comprehensive
Information Gathering
and Community Engagement



Public Outreach

Mixed Methods of Information Gathering

COMMUNITY ENGAGEMENT



Placer.ai



Microsoft Teams



Poll Everywhere



socialpinpoint



zoom

bangthetable

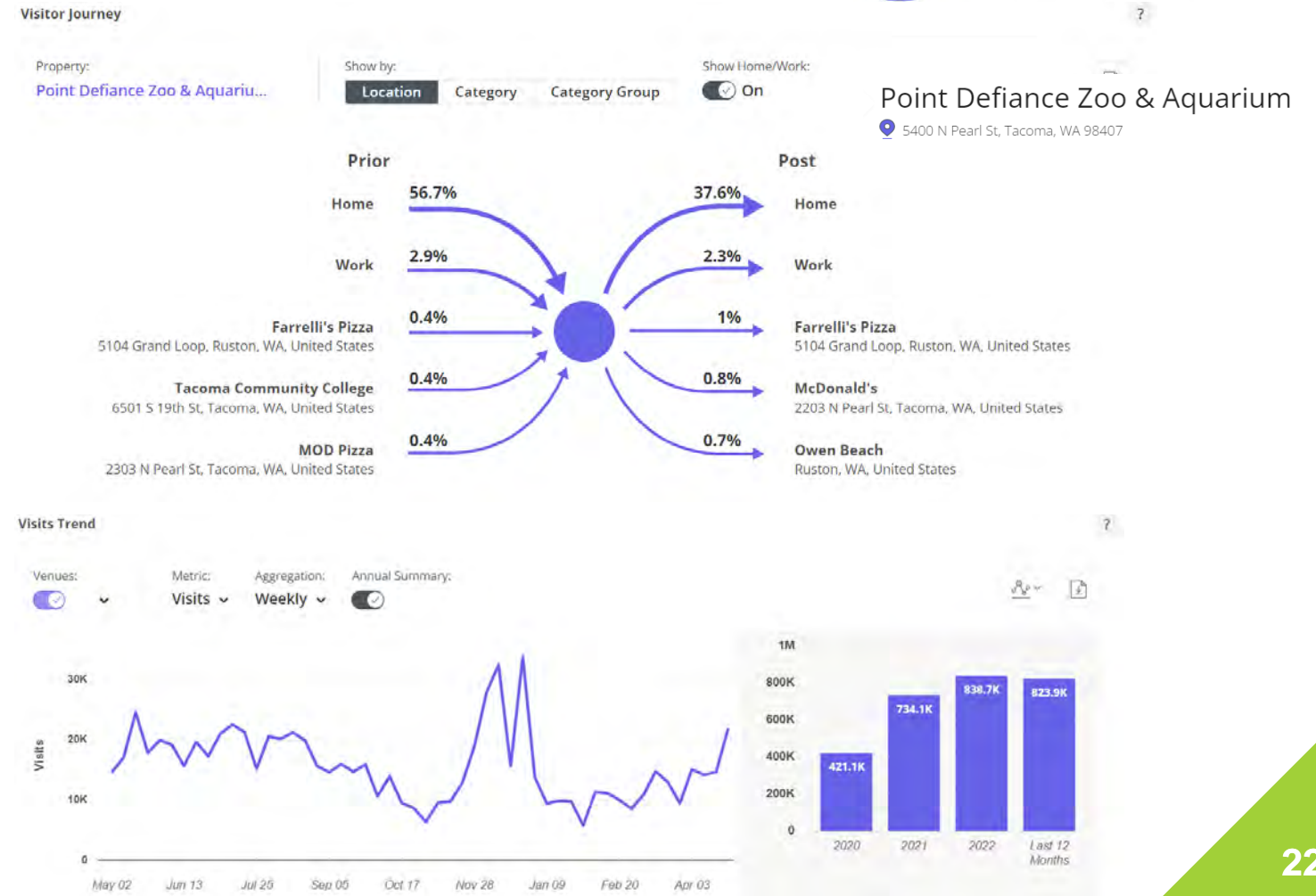


Public Outreach

Information Gathering – Placer AI



- Foot traffic analysis
- Current and potential users
- Travel patterns
- High level mobile data





Public Outreach

Statistically-Valid Community Survey

- Based on community's needs, maximize research dollars w/ most comprehensive survey input
- Customized to address community's issues including awareness, needs, satisfaction, participation, desires, priorities, and willingness to pay
- Maximize response rates with effective incentives and community publicity
- Web ready report and presentation package
- Unparalleled ability to reach users, non-users and voters
- Administered by mail/web
- Guaranteed 400 responses
 - 95% level of confidence
 - +/- 5% margin of error overall
- Extensive analysis of responses for better decision making

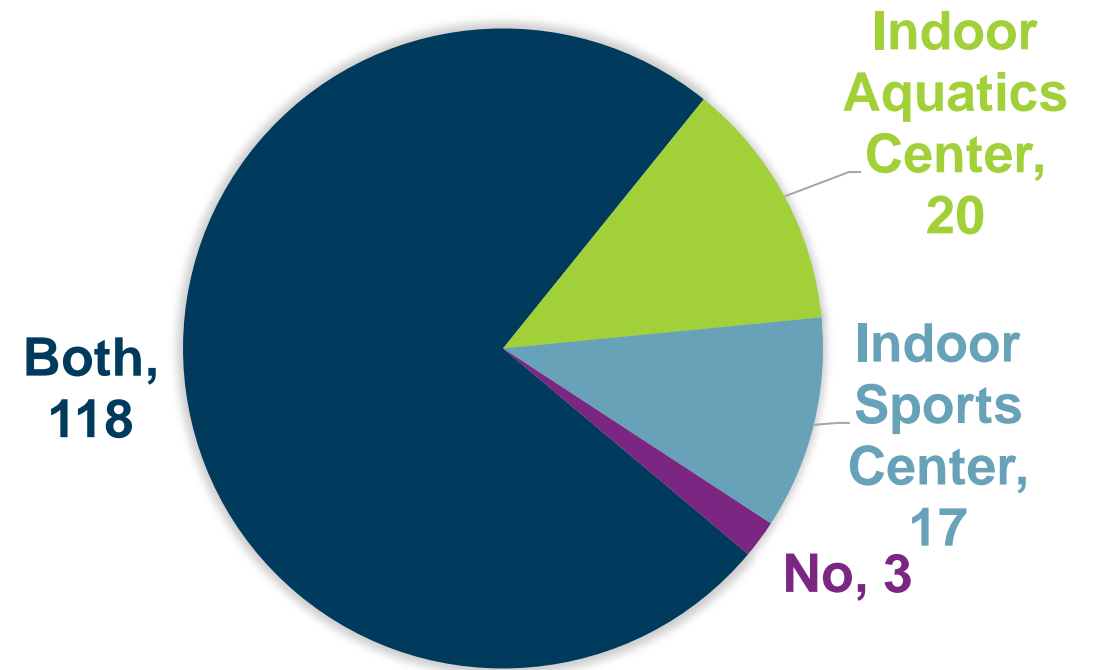
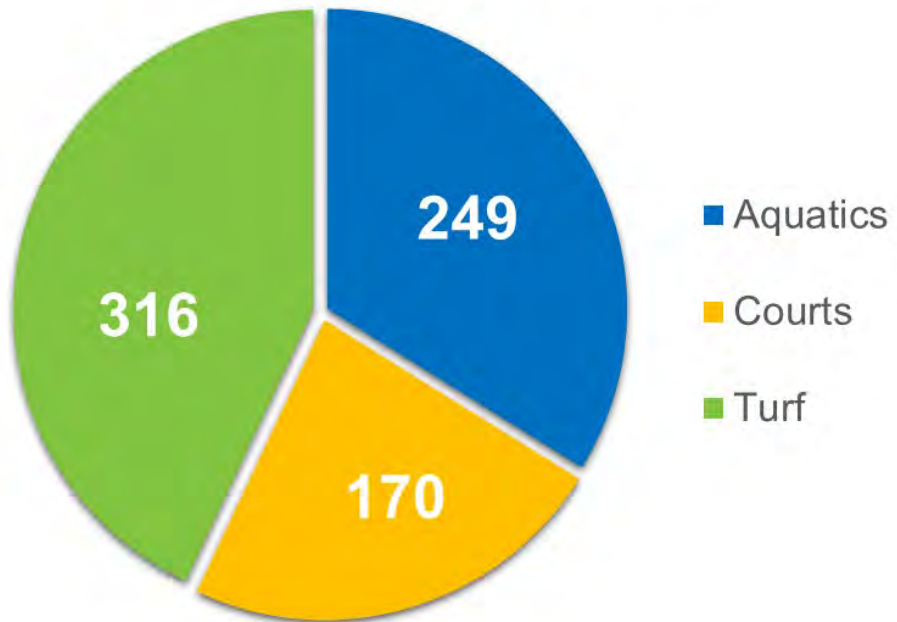




Public Outreach

Statistically-Valid Community Survey

Priority Score by Facility Type





Findings, Prioritizing & Visioning Facility Programming / Planning

- Establish programming for indoor sports and aquatics
- Determine how much a facility might cost to build
- Identify other planning opportunities

Need vs.
want ideas?



Goodyear Arizona Recreation Campus Master Plan
Control: Room
Masterplan Phase
Facility Program & Budget

Date: February 26, 2020
Project: November 17, 2017
Hazardous Construction: April 1, 2020

TEAM ONE RECREATION PHASE ONE				TEAM ONE AQUATICS PHASE ONE				TOTAL			
Program	Unit	Area	Cost	Program	Unit	Area	Cost	Program	Unit	Area	Cost
Administration	1,000		1,000					Administration	1,000		1,000
Lobby and Support Spaces			4,000					Lobby and Support Spaces			4,000
Locker Spaces			2,000					Locker Spaces			2,000
Portable Classroom / Party Room	100		100					Portable Classroom / Party Room	100		100
Open 2' High School or 2 Elem. School	10,000		10,000					Open 2' High School or 2 Elem. School	10,000		10,000
Aquatics Support	500		500					Aquatics Support	500		500
9-Lane x 25-Yard Lap Pool - In	10,000		10,000					9-Lane x 25-Yard Lap Pool - In	10,000		10,000
5,000 Acoustic Pool - Outdoor	10,000		10,000					5,000 Acoustic Pool - Outdoor	10,000		10,000
Silver LEED	4,000		4,000					Silver LEED	4,000		4,000
TOTAL				TOTAL				TOTAL			
12,000				12,000				12,000			
2,000				2,000				2,000			
10,000				10,000				10,000			
100				100				100			
10,000				10,000				10,000			
500				500				500			
10,000				10,000				10,000			
10,000				10,000				10,000			
4,000				4,000				4,000			
34,000				34,000				34,000			

2017 Better Business Bureau

Northern Regional Recreation Center
Piedmont County, North Carolina "The Natural Place to Be..."

2,500 Recreation Activity Pool
6,300 gsf \$3,923,403

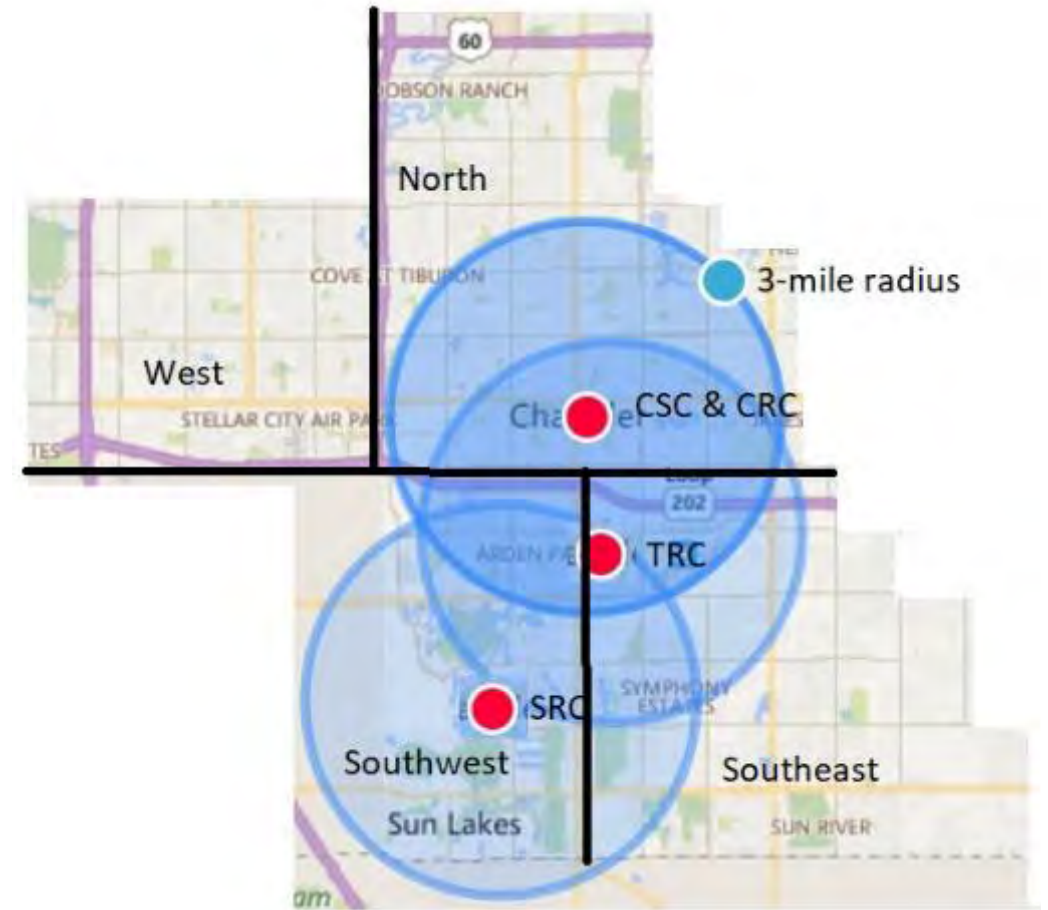
- 5,500 Recreation
- 2,500 Recreation Activity Pool
- Misc. Spray Features, Whirlpool
- Lap Lane, Deck, Features
- Spray and Jet
- Supplemental Sanitary Water Treatment
- Pool Equipment Room and Storage

Potential for Return on Operations



Site Analysis

- Analyze potential sites for each facility
- Evaluate the sites based on aerial photos and site photography
- Recommend one potential site and create site plans for the preferred location



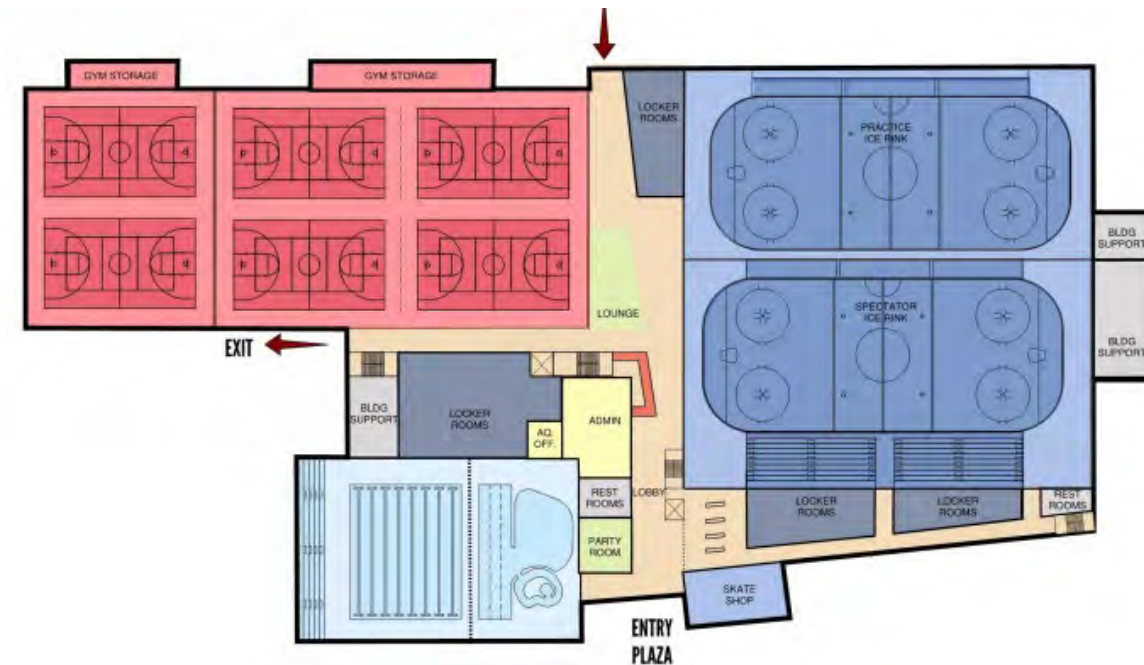
Site analysis map from Chandler, Arizona



Conceptual Plans

- Verification the ideal program elements for each facility
- Create a conceptual design for each facility based on the agreed-upon priorities
- Determine capital costs
- Present these plans and revise based on input

Sample conceptual plans and rendering





Financial Assessment and Modeling

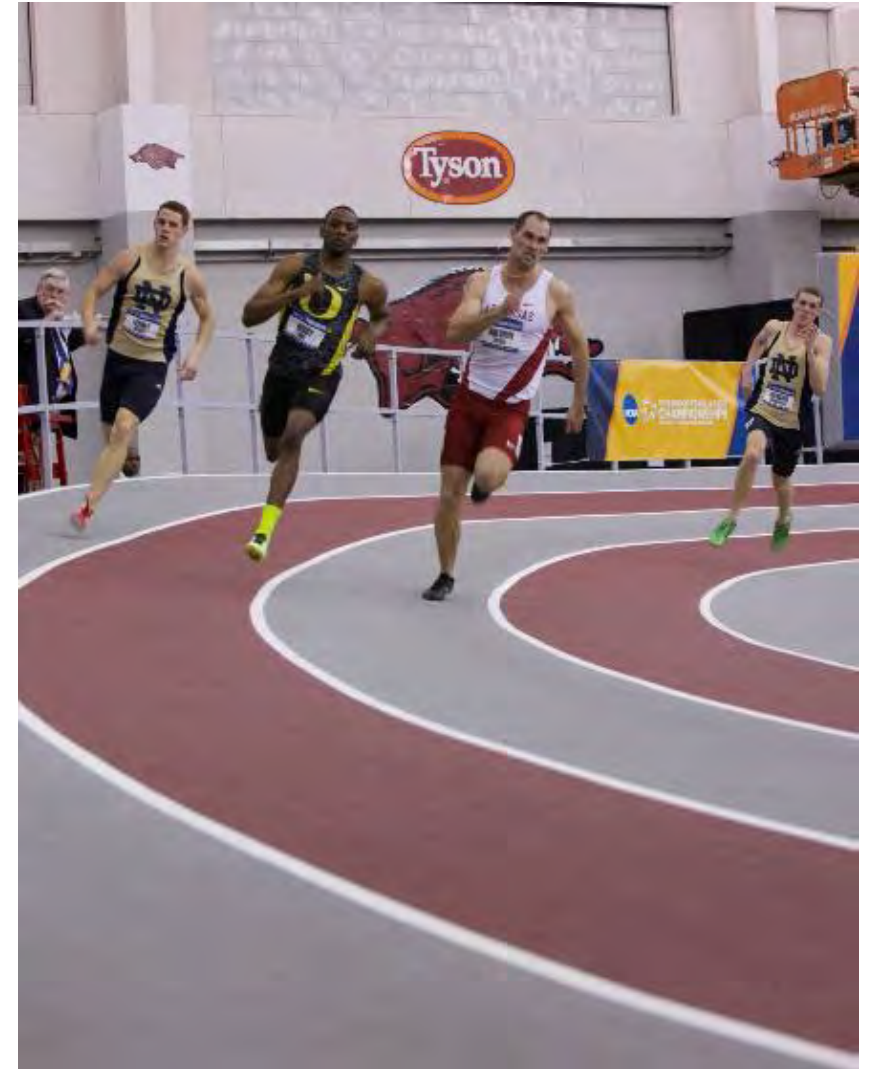
- Determine how much a facility might cost to operate
- Develop a 5-year pro forma forecast of facility expenses and revenues
- Recommend options for fee setting based on facility uses and comparative analysis





Feasibility Study Report

- Summarize the methodology, findings, and recommendations
- Outline next steps
- Prepare for the long-term success of each facility
- Answer any final questions and build buy-in for each new facility



What is the critical success factor?



*Questions?
Comments?
Discussion?*

Thank you.

Pat O'Toole

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