



COMMUNITY CENTER TASK FORCE AGENDA

19 W Division Street

BUCKHAM WEST	THURSDAY, JUNE 22, 2023	6:00 PM
Faribault MN 55021		

Conference Room

1. Call to Order
2. Items for Discussion
 - A. Market Analysis/Benchmarking
 - B. Program/Amenities Evaluation
3. Adjournment



HGA

City of Faribault
COMMUNITY CENTER

Task Force Meeting #3 – June 22, 2023

TASK FORCE MEETING #3



AGENDA

1. Review – 20 mins
 - Process/Expectations
 - Visioning/Guiding Principles
 - Site Selections
2. Market Analysis/Benchmarking – 30 mins
 - Gaps in Service
 - Trends/Growing Activities
 - Benchmarking
3. Program/Amenities Evaluation – 60 mins
 - Community Survey Results
 - Indoor Amenities Discussion
 - Outdoor Amenities Discussion
 - Prioritizing Amenities
4. Next Steps/Schedule Overview – 10 mins

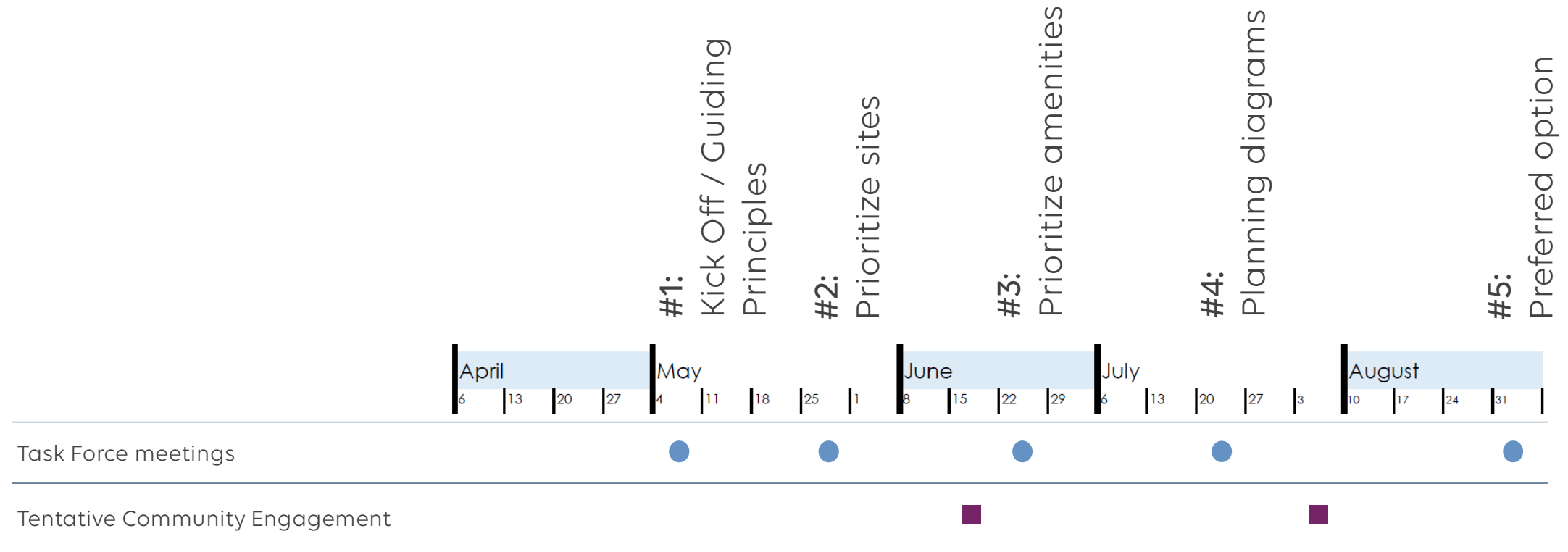
PROCESS / EXPECTATIONS

TASK FORCE EXPECTATIONS

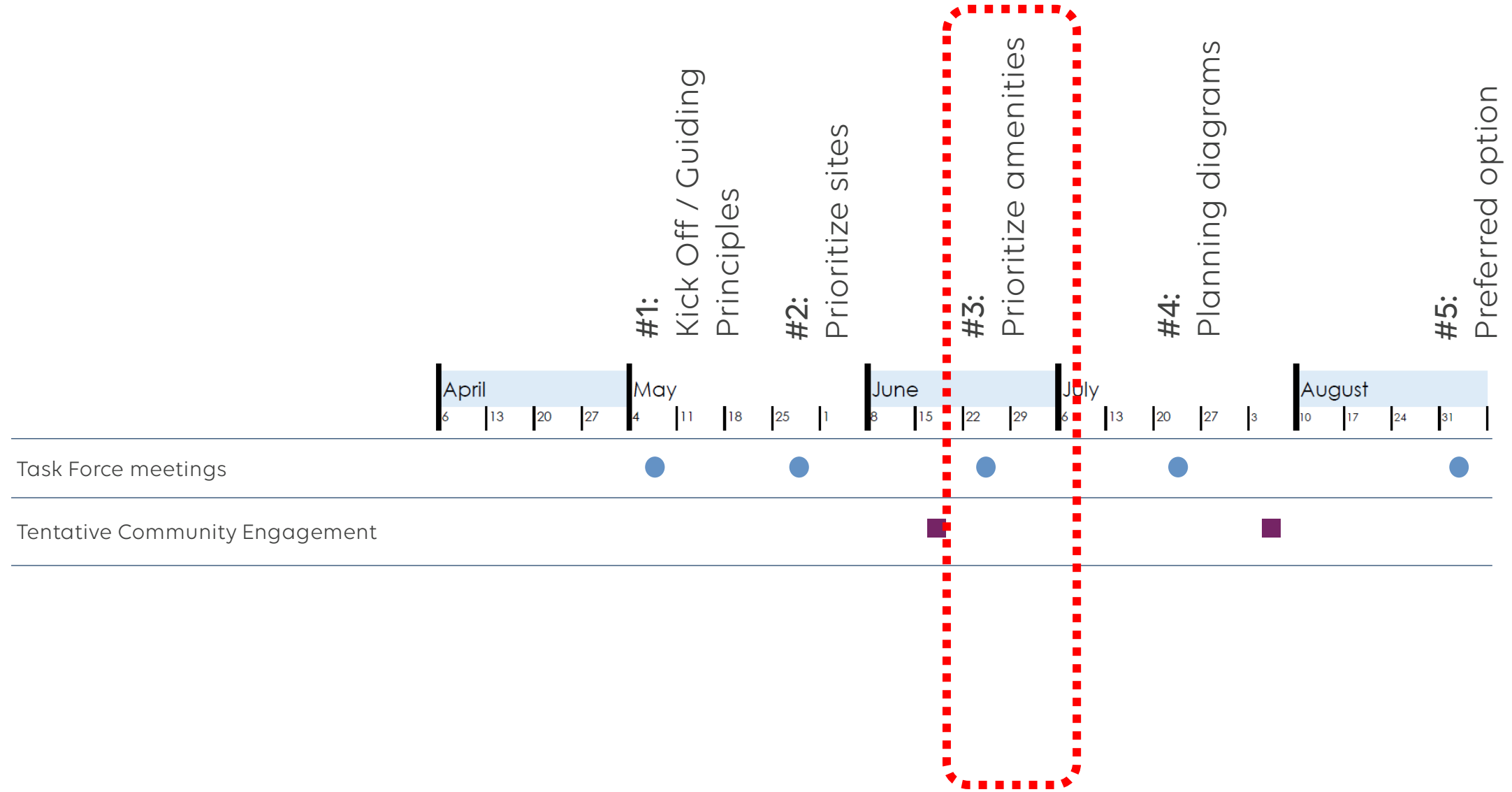


- Determine best location in the City for the Faribault Community Center
- Recommend amenities and features for the facility
- Review and comment on conceptual design
- Support development of community engagement events

SCHEDULE



SCHEDULE



VISIONING / GUIDING PRINCIPLES

VISIONING AND GUIDING PRINCIPLES



MAXIMIZE AMENITIES FOR FITNESS AND REC

- "Provide amenities to DO..."*
- "Variety of activities determines success..."*
- "Only three gyms is a failure"- provide for larger events and tournaments..."*

VISIONING AND GUIDING PRINCIPLES



BE A HUB FOR INTERACTION AND GATHERING

- All people feel welcome and inclusive...*
- Seeing yourself represented here...*
- Social programming builds unity...*
- Embrace drop-in community events...*

VISIONING AND GUIDING PRINCIPLES



CREATE A LANDMARK FOR THE COMMUNITY

- Think BIG, not small...
- Public reaction is "wow that's pretty cool"...
- Act as a catalyst for development and growth...
- Make it a crown jewel of the community...

VISIONING AND GUIDING PRINCIPLES



SHOW STEWARDSHIP GOING FORWARD

- Exhibit cost effectiveness in decision making...
- Further Faribault's sustainability initiatives...
- Have durability and longevity in mind...

SITE REVIEW

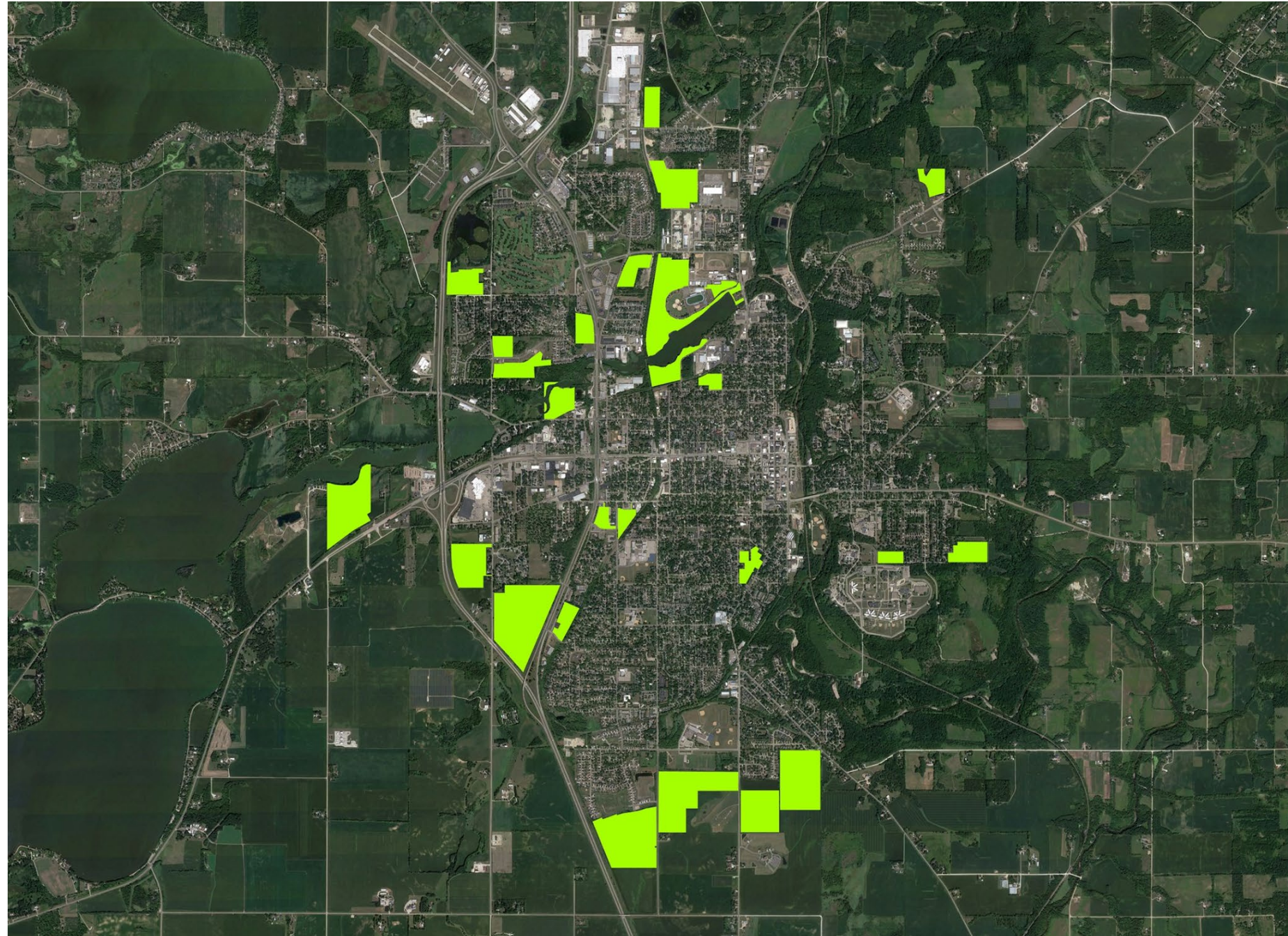
SITE EVALUATION

Criteria for Site Selection

- Location
 - Centrally Located
 - Equitable Location
- Size of Property
 - Parking
 - Outdoor Amenities
 - Future Expansion
- Access/Connectivity
 - Vehicular
 - Pedestrian
 - Trails/Parks
- Availability/Acquisition
 - Owned by City
 - Private Owned
- Economic Impact
 - Spurs New Development
 - Infill/Refresh

Guiding Principles

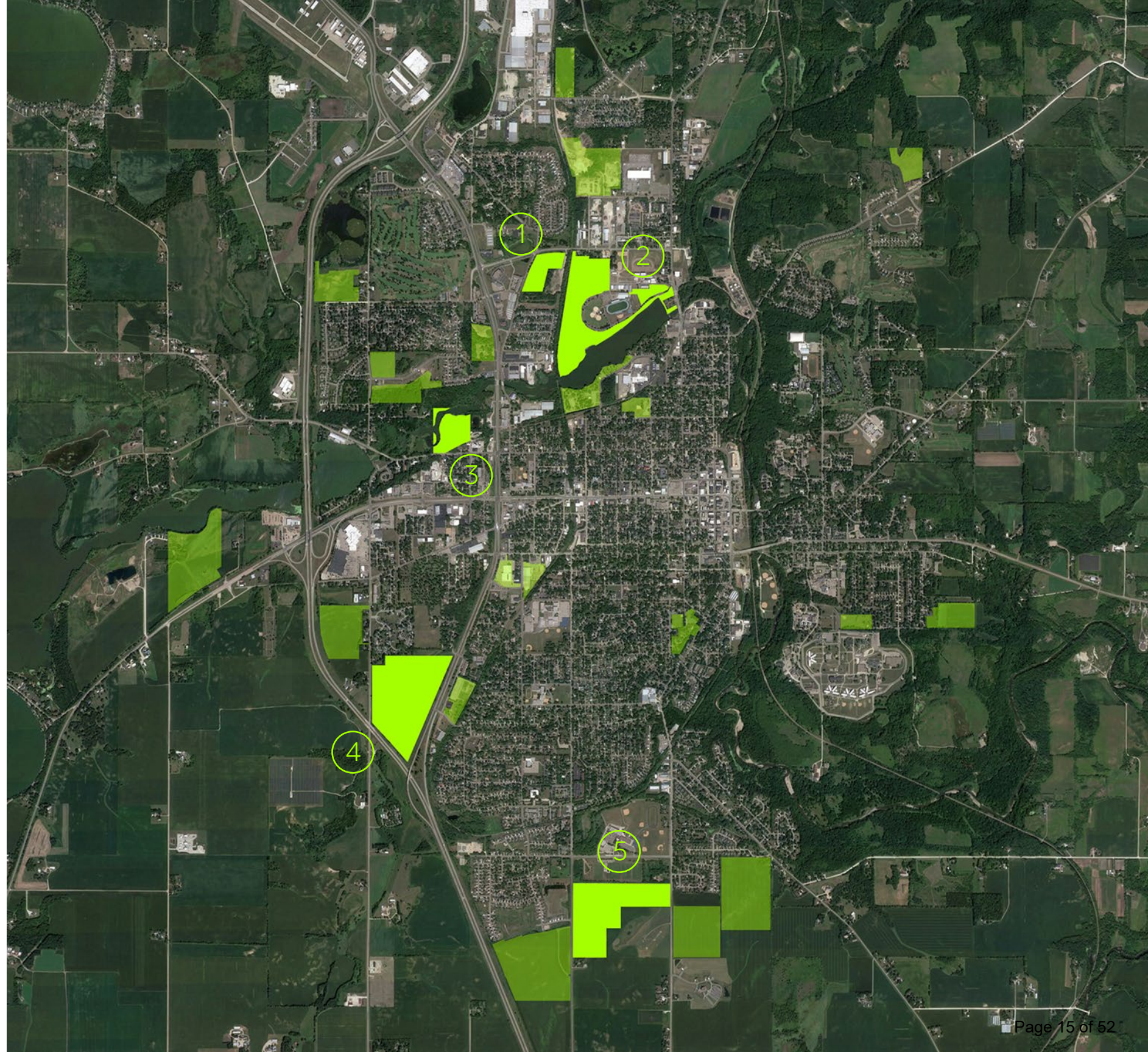
- Maximize amenities for fitness and recreation
- Be a hub for interaction and gathering
- Create a landmark for the community
- Show stewardship going forward



Selected Sites

- #1 – Existing House & Outbuildings
 - 15.3 acres
- #2– North Alexander Park
 - 62 acres + 5.5 acres
- #3 – Auction House/Junkyard Site
 - 23.8 acres
- #4 – Greenfield Site
 - 91.4 acres
- #5 – Greenfield Site (Adjacent to Soccer)
 - 72.5 acres

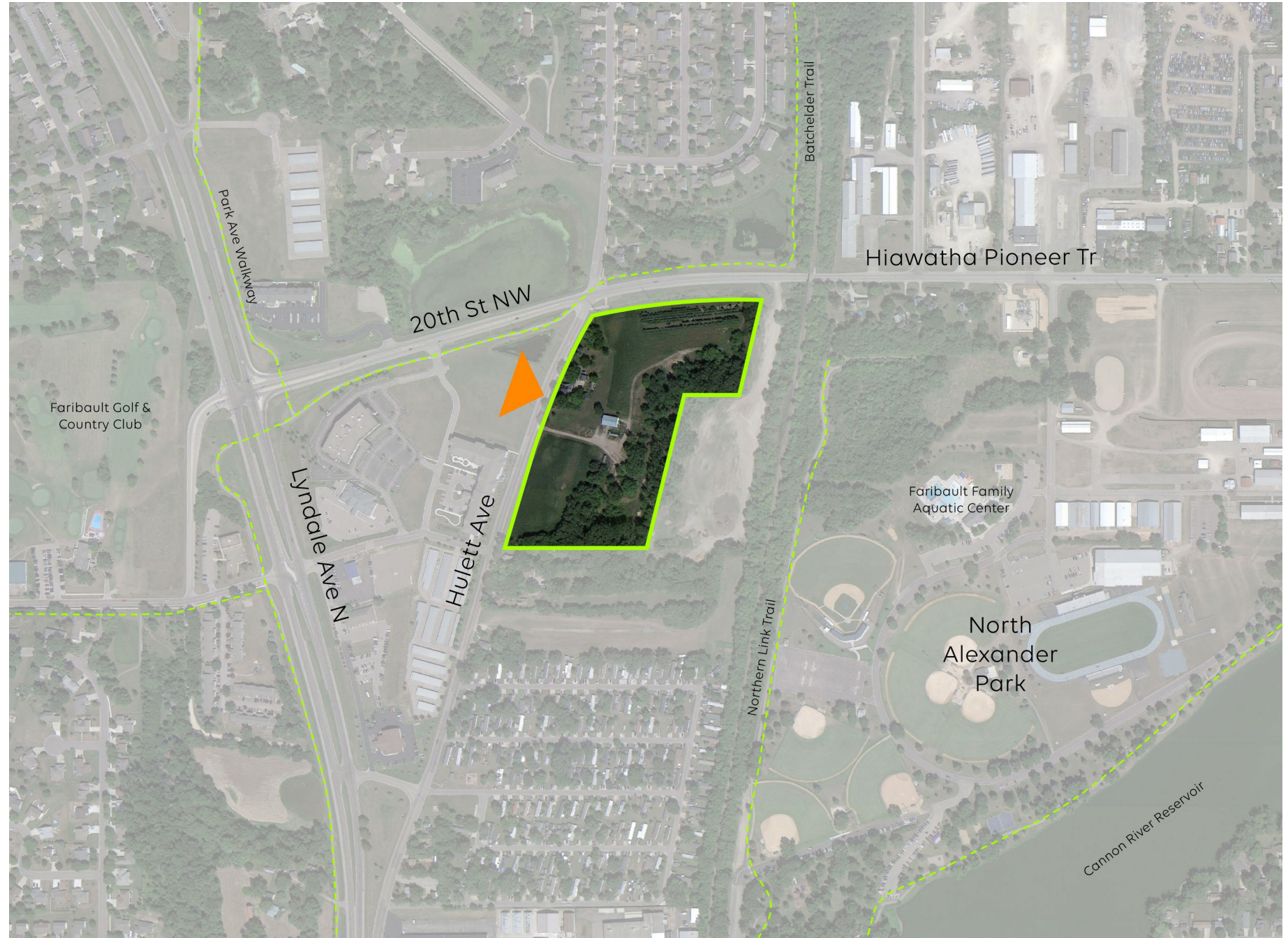
**Sites renumbered after Task Force 2 ranking.*



SELECTED SITE REVIEW

Site Option

- #1 – Existing House & Outbuildings
 - 15.3 acres
- PROS
 - Adjacency to trails
 - Adjacency to other amenities (N. Alexander Park)
 - Site access off secondary road
 - Visibility of building from major thoroughfare
- CONS
 - Future expansion area limited



SELECTED SITE REVIEW

Site Option

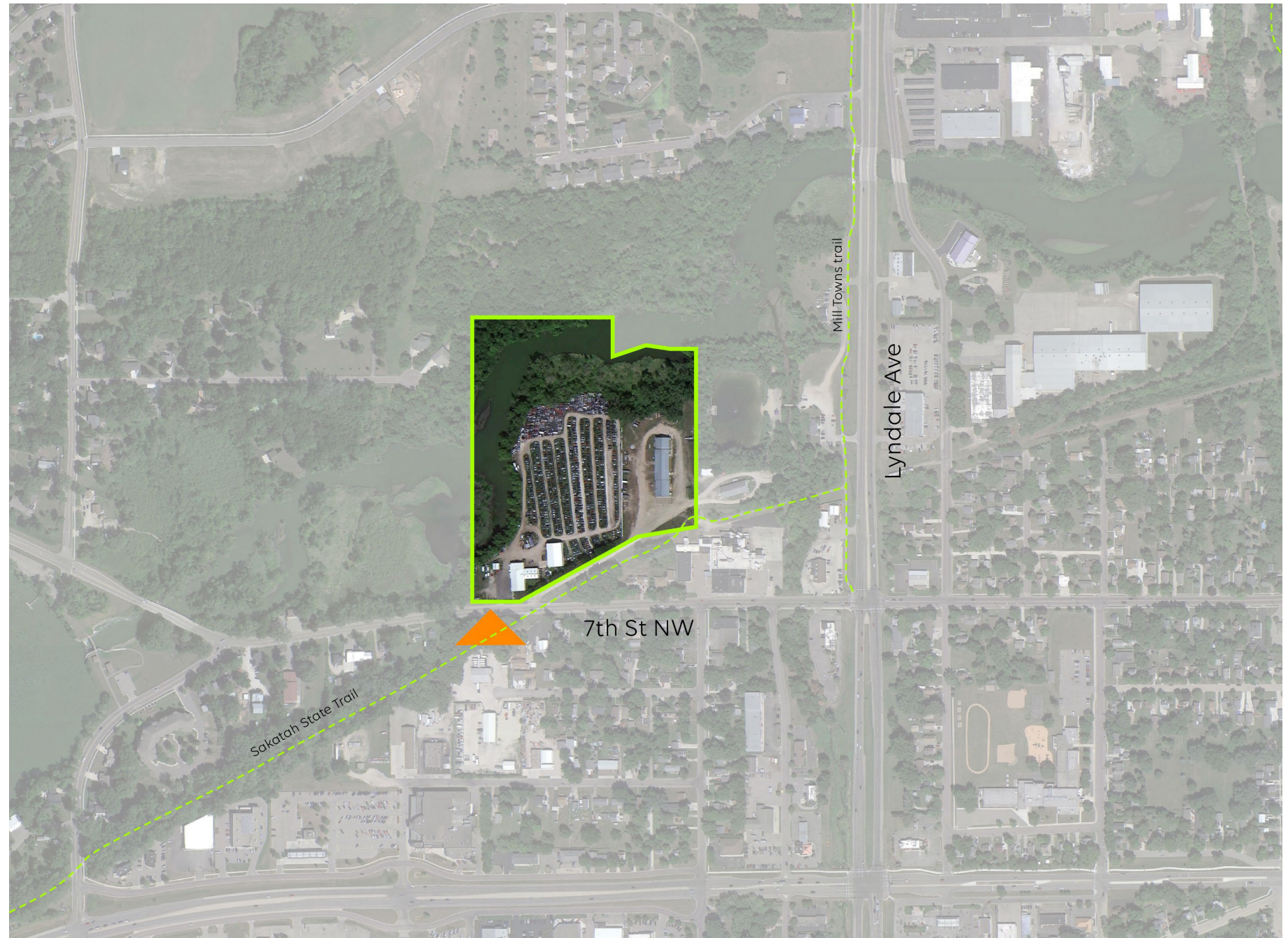
- #2– North Alexander Park
 - 62 acres + 5.5 acres
- PROS
 - Trail system connected to site
 - Amenities already included on site/adjacent
 - Site access off secondary road
- CONS
 - Irregular site limits building locations



SELECTED SITE REVIEW

Site Option

- #3 – Auction House/Junkyard Site
 - 23.8 acres
- PROS
 - Trail Access
 - Adjacency to nature/wildlife
- CONS
 - Limited site access
 - Future expansion area limited



SELECTED SITE REVIEW

Site Option

- #4 – Greenfield Site
 - 91.4 acres
- PROS
 - Expansive area for site amenities
 - Expansion potential
 - High visibility of site
- CONS
 - Limited site access
 - Adjacent road speed high
 - No adjacent trail access



SELECTED SITE REVIEW

Site Option

- #5 – Greenfield Site (Adjacent to Soccer)
 - 72.5 acres
- PROS
 - Expansive area for site amenities
 - Expansion potential
 - High visibility of site
 - Adjacency to soccer fields
- CONS
 - Limited trail access



MARKET ANALYSIS / BENCHMARKING



Feasibility Study 2023

Benchmark Analysis Report Summary



◆ This Benchmark Analysis is to be used as a point of reference for The City of Faribault and the Faribault Parks and Recreation to review Benchmark Agencies with Community Centers.

The information obtained from the Benchmark Agencies is to be used regarding operations and physical aspects of the Benchmark Agencies as Faribault evaluates their Community Center.



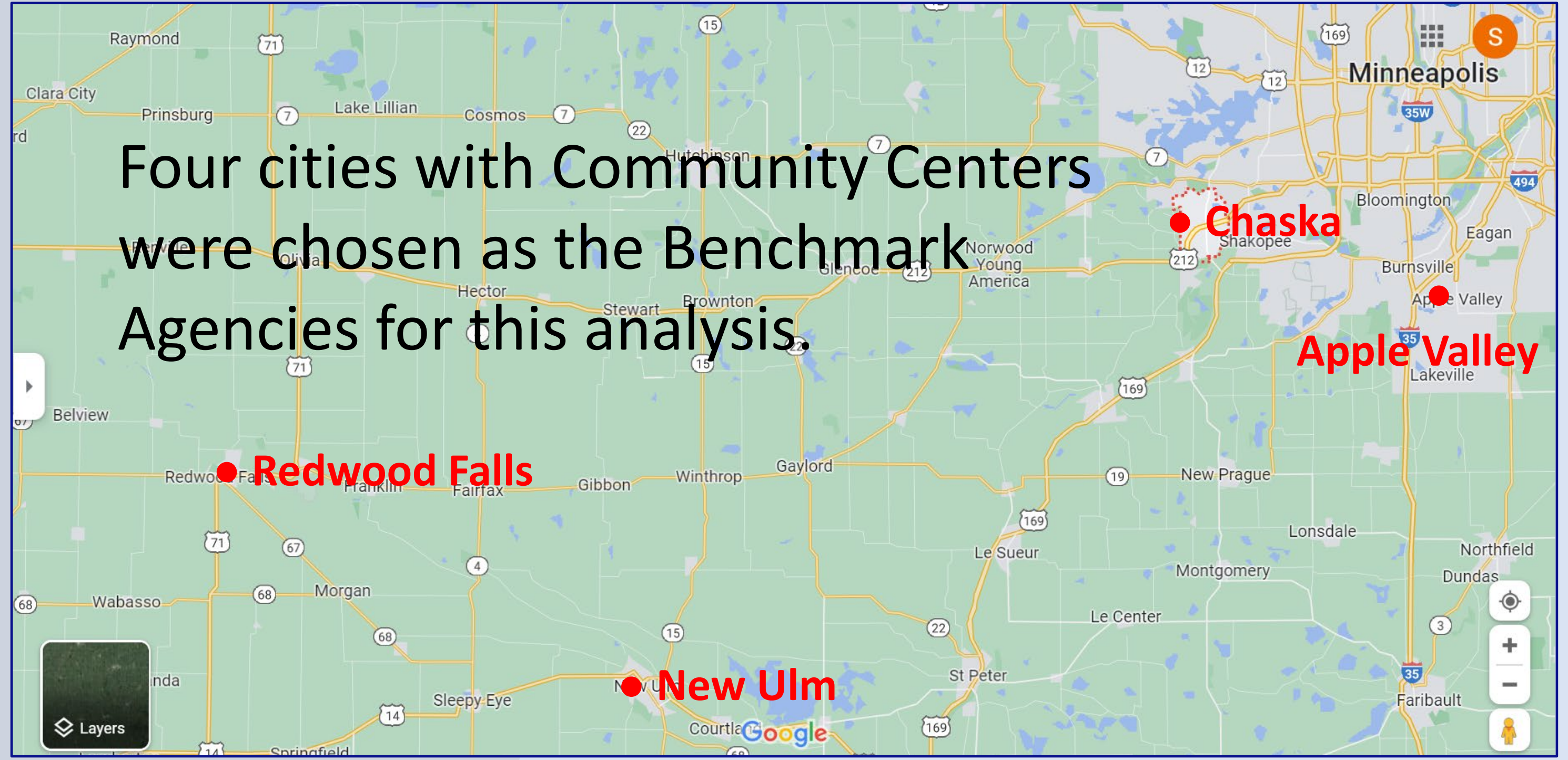
Four cities with Community Centers were chosen as the Benchmark Agencies for this analysis.

● **Redwood Falls**

● **Chaska**

● **Apple Valley**

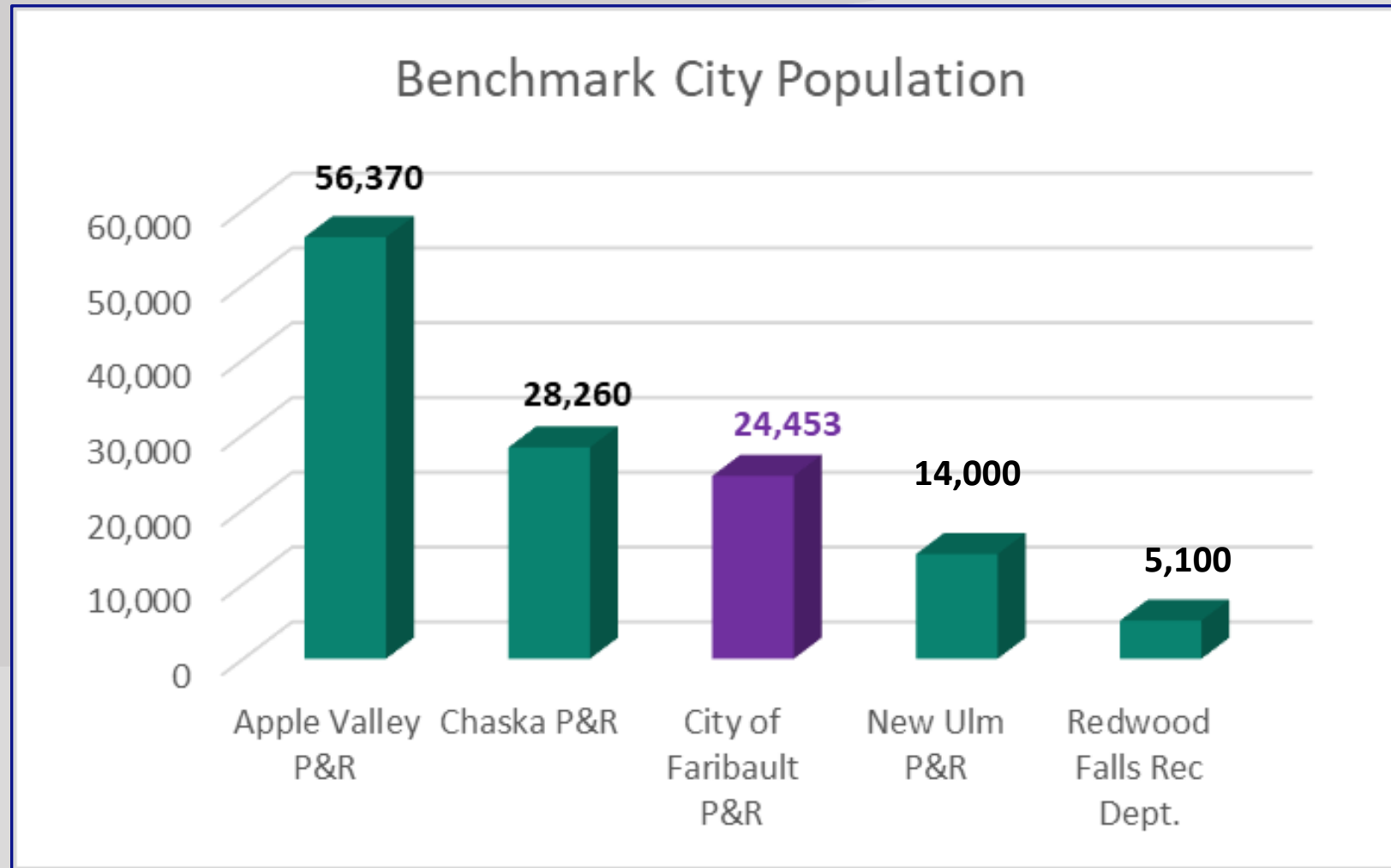
● **New Ulm**



The Benchmark Agencies were asked to provide information about their Community Centers for these 14 metrics.

1. City Population
2. Total Square Feet of their Community Center
3. Age of their Community Center
4. Upgrades to their Community Center
5. Core Programs
6. Core Program Spaces
7. Operational Budget for 2023
8. Cost Recovery Goal
9. Revenue Sources to support their Community Center
10. Staff Number and Positions
11. Memberships
12. Operating Hours per Week
13. Number of Maintenance Staff
14. Partnerships they have

City Population



Attempts were made to use cities with an approximate size to Faribault.

However, the largest city, Apple Valley (population 56,370) and Redwood Falls (smallest population 5,100) and their agencies will also provide valuable information for this analysis.

The population of a city is often a reflection of the size of the community center.

** Faribault Parks and Recreation is identified with larger text and different color graphics throughout this presentation*

Physical Aspects of the Community Centers

AGENCIES	Size of Community Center (Total Sq. Ft)	Age of the Facility
Chaska P&R	210,000 sq. ft.	32 years old
Redwood Falls Rec Dept	110,000 sq. ft.	22 years old
New Ulm P&R	83,000 sq. ft.	45 years old
City of Apple Valley P&R	47,000 sq. ft.	32 years old
Faribault P&R	25,000 sq. ft.	45 years old

The **largest** Community Center: Chaska P&R with 210,000 sq. ft (second in population 28,260)

The **smallest** Community Center: Faribault P&R with 25,000 sq ft. (third in population 25,453)

Age: New Ulm P&R and Faribault P&R Community Centers are 45 years old (**oldest of all benchmark agencies**)

Upgrades to the Facility

Physical Aspects of the Community Centers continued

Older facilities generally upgraded more and more often through the years to add spaces and more programs as the population of the community grows and changes as with New Ulm.

(45 years old with 3 major additions)

AGENCIES	Age of the Facility	Upgrades done to the facility
Chaska P&R	32 years old	<i>no information provided</i>
Redwood Falls Rec Dept	22 years old	2016: Senior center, board room and fitness studio added. Revamped front desk area. Senior center and fitness studio was added.
New Ulm P&R	45 years old	1982; Added ice arena, four racquetball courts, multipurpose room, offices and small fitness center. 2002 converted ice arena into fieldhouse. 2022 add new pool, large fitness center, playground, and converted old pool into gymnastic center.
City of Apple Valley P&R	32 years old	N/A
Faribault P&R	45 years old	1999: The lobby and locker rooms were redesigned.

Core PROGRAMS and Program SPACES

- The community centers with the most spaces provide the most programs
- There aren't any programs that are common with all benchmark agencies or Faribault P&R
- All benchmark agencies have locker room spaces for programs / activities
- Court space (no types listed) are common with all community centers.

CORE PROGRAMS AND PROGRAM SPACES OF COMMUNITY CENTERS		
AGENCIES	Core PROGRAMS	Core Program SPACES
Faribault P&R	Open gym, pickleball, lap swim, water exercise, open swim, exercise room, meeting room rentals, racquetball	Gymnasium (1 full court), Swimming Pool (6 Lane), Racquetball Courts (2), Fitness/workout area, meeting room (1), Office Area
Chaska P&R	Preschool: 10 Programs Youth: Athletics / Enrichment / Extreme Kids / Outdoor Recreation. 26 Programs Teen: Summer Activities / School Year Activities / Lifeguard Classes. 9 Programs Adults: Athletics / Outdoor Recreation, Art and Enrichment. 17 Programs Active Older Adults: Fitness & Wellness: 14 Programs Adaptive & Inclusion: Social / Athletic / Fishing Programs. 8 Programs	Fitness area, GroupX studios, two gymnasiums, lap pool, leisure pool, two hot tubs, outdoor splash pad, two sheets of ice with two sets of HS locker rooms and four sets of team rooms, 5 multipurpose rooms, senior center, drop in daycare, playroom, preschool/summer camp rooms, locker rooms, steam room, sauna, theater, gallery, 2 racquetball courts.
City of Apple Valley P&R	Community facility rental, adult sports, open gym, pre-school program, misc.	4 full size courts; three meetings rooms; P & R administrative offices; men's and women's locker rooms
New Ulm P&R	Swimming, gymnastics, fitness, racquetball, basketball, volleyball, walking and running programs, tennis, pickleball, rentals	<i>No information provided</i>
Redwood Falls Rec Dept	Open hockey, open skate, pickleball, open gym, open tennis, open gymnastics, senior center daily, silver sneakers, group fitness classes, recreation programming/camps.	Ice Arena, Large conference room that can be divided into 4 separate spaces. Office space for management and rec staff. Fitness studio for group fitness as well as a fitness center. Board room, small meeting, and a senior center. Locke rooms and a FH that includes 4 courts and a 4 lane 1/8 mile track around the outside

Financial Data of the Community Centers

2023 Operational Budget

Revenue and Expenses

The Largest Operational Budgets

Community Centers in the
Benchmark Cities:

coincide with:

- **Largest Centers** have the highest budgets
- They have the **most spaces** for programs
- They provide the **most programs**
- They are **located** in or near a large city or metropolitan area.

Highest..... Chaska

\$8,000,000

Redwood Falls

\$1,057,175

Faribault P&R

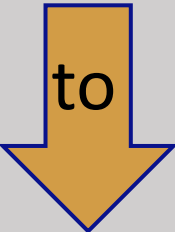
\$825,000

Apple Valley P&R

\$216,910

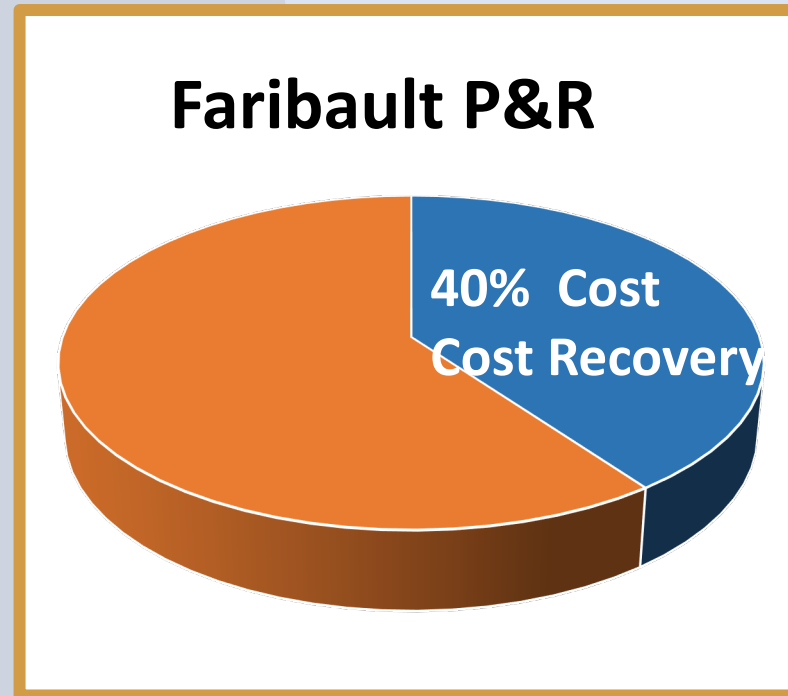
Lowest..... New Ulm P&R

\$181,000

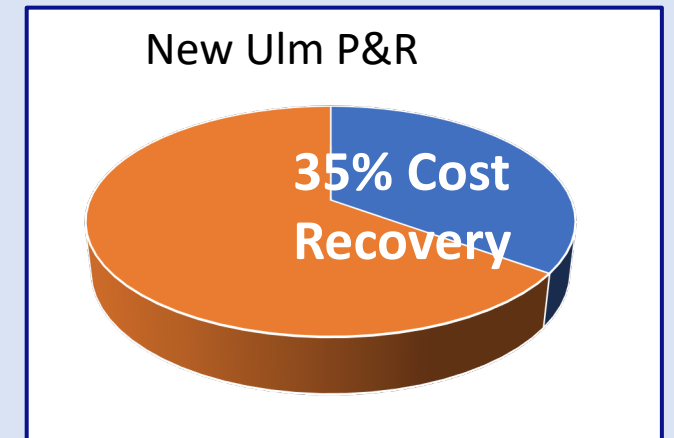
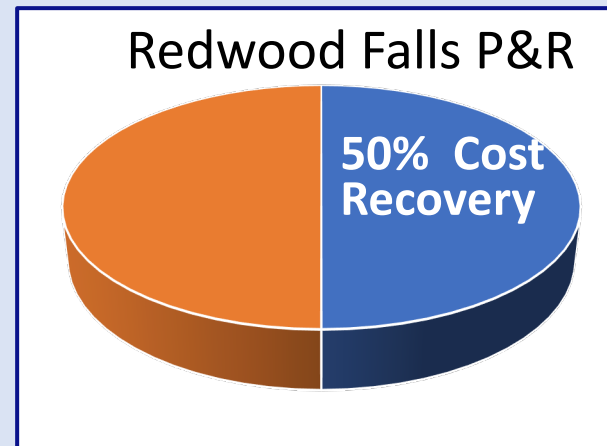
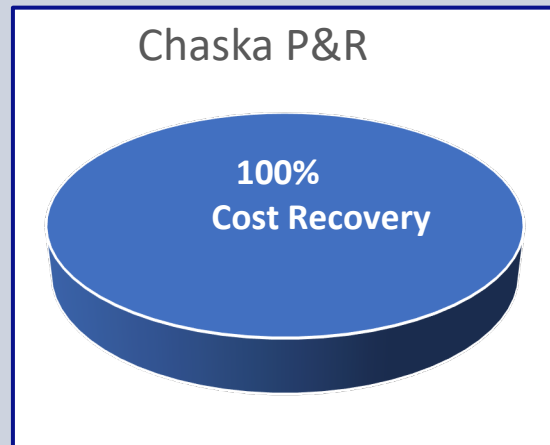


Cost Recovery

Note: *Cost Recovery is based on the Revenue and Expenses of the Community Center only – **not** the entire agency.*



Note: *70% and above is considered to be an acceptable cost recovery for a Community Center.*



* The City of Apple Valley did not provide data for this metric

Revenue Sources

Faribault P&R	<ul style="list-style-type: none">• Memberships, Daily Passes, Rental Fees, Partnerships
Apple Valley P&R	<ul style="list-style-type: none">• Rental of Space
Redwood Falls Rec Department	<ul style="list-style-type: none">• Memberships, Day Passes, Fitness Passes, Park and Rec Activities, Skate Rentals, Facility Rentals, Youth Assoc. Rental Agreements, Adult League Fees, Concessions, / Vending, (NSF, Pacesetter, MSF)
Chaska P&R	<ul style="list-style-type: none">• Memberships, Daily Admissions, Room Rentals, Ice Rentals, Programming Fees
New Ulm P&R	<ul style="list-style-type: none">• Program Fees, Rental Fees, Concessions, Sponsorships

Faribault P&R uses common revenue streams to support their Community Center.

All benchmark agencies generate revenue internally from programs, memberships and rentals.

Outside revenue sources can be a stable form of revenue, yet proper evaluations of these sources must be done at least yearly to ensure cost recovery is within the desired goal.

It is also important that other sources are being sought if one of the routine sources discontinue their support.

Staffing



Faribault P&R: 3 Full Time / 5 Part Time / 45 Seasonal
Maintenance: 2 shared with the City

Chaska P&R: 13 Full Time / 220 Part Time
Maintenance: 6 Full Time and 15 part time

City of Apple Valley P&R: Part Time Custodian / Seasonal Staff*
Maintenance: 1 * Staff numbers were not provided

New Ulm P&R: 17 Full Time / 50 Part Time & Seasonal
Maintenance: 4 Full Time & 4 Part Time

Redwood Falls Rec Dept: Shared Staff with RACC
Maintenance 5



Operating Hours

- #1. Chaska P&R: OPEN 104 hrs. week winter / 98 hrs. summer
- #2. New Ulm P&R: OPEN 98 hrs. week
- #3. Faribault P&R: OPEN 88 hrs. week**
- #4. City of Apple Valley P&R: OPEN 85 hrs. week
- #5. Redwood Falls P&R: OPEN 90 Hrs. Winter 48.5 hrs. summer

More open hours can be a result of:

- Large cities have diverse working hours for employees – therefore, Community Centers have more open hours to accommodate users. (early and late hours and weekends)
- Special Events can occur in evening hours and on weekends
- Different seasons can affect the open hours if residents cannot be outside for recreation, or if activities follow seasonal participation.

Memberships

- Memberships vary in what the user may participate in with the price paid. (pool, gym, fitness room and other special activities or programs).
- A larger Community Center will have more spaces for programs and activities that encourage more people to become members.
- Faribault P&R far exceeds Chaska P&R in Single Adult Memberships, but has a minimal amount of Family Memberships

MEMBERSHIP TYPES				
AGENCIES	FAMILY Memberships	SINGLE ADULT Memberships	COUPLES Memberships	SENIOR Memberships
Faribault P&R	15	600	250	1,200
Chaska P&R	1014	345	We currently do not have a couples membership	279 - <i>*does not include insurance based membership</i>
City of Apple Valley P&R	<i>Not provided</i>			
Redwood Falls P&R	Depends on time of year: Winter = 90 Summer = 48.5 May/September 56.5			
New Ulm P&R	Insurance: 765 / Annual: 1,212 / 3-month: 405 Monthly: 523 / Punch cards: 2,275			

Partnerships

AGENCIES	Partnerships that help cover costs of the building
Faribault P&R	We do not have any cost sharing partnerships.
Redwood Falls Parks Dept.	<ol style="list-style-type: none"> 1. Jt Powers agreement 2. We have a limited amount of cost sharing with the local school district. Part of the facility is owned by the school but the city manages it.
New Ulm P&R	<ol style="list-style-type: none"> 1. Gymnastics Club 2. Many other groups rent individual spaces during a variety of time periods, year round.
Chaska P&R	We have five tenants in our building that lease the space from us.
City of Apple Valley P&R	N/A

Partnerships with outside sources are a common with Benchmark Agencies and are an important part of generating revenue for Community Centers.

Partners can donate money, provide services, sponsor events, use naming rights, rent space or other opportunities with the Center.

Community Centers should seek new partnerships and work with existing partners to maintain a mutually beneficial relationship.

Overall Summary of Benchmark Community Centers

- ✓ The size of a Community Center is related to the size of the community it serves
- ✓ Only 1 benchmark community center was above the optimum Cost Recovery of 70%
- ✓ Programs and activities activate spaces
- ✓ Memberships vary for the programs provided
- ✓ Not just old Community Centers are upgraded
- ✓ Partnerships were not common with the benchmark agencies' Community Centers
- ✓ Full Time staff is supplemented by part time and seasonal staff



PROGRAM/AMENITIES EVALUATION

COMMUNITY SURVEY RESULTS

COMMUNITY SURVEY RESULTS

Survey Questions

- Are you a Faribault Resident?
 - If not where are you from?
- What type of *Indoor* amenities are you most likely to use in a new Community Center Facility?
 - Other
- What type of *Outdoor* amenities are you most likely to use in a new Community Center Facility?
 - Other
- How often would you use a new Community Center facility?
- Do you have other thoughts or suggestions to share about a new Community Center?

Survey Results
Graphic

COMMUNITY SURVEY RESULTS

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Survey Results
Graphic

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Survey Results
Graphic

INDOOR
AMENITIES DISCUSSION

NEW COMMUNITY CENTER PROGRAM CATEGORIES

Active/Fitness

GYMNASIUM

WALKING
TRACK

FITNESS
CENTER

RAQUETBALL

INDOOR
KIDS PLAY

FITNESS
STUDIOS

CLIMBING/
BOULDER

Aquatics

LAP/
THERAPY/
PROGRAM

PLAY/ LEISURE

Public

LOUNGE

DISPLAY

CONCESS
-IONS

Gathering/Programming

SENIOR
SPACE

TEEN
SPACE

ART/
MAKER

MEETING
SPACE

LG EVENT/
BANQUET

PARTY/
RENTAL

OUTDOOR AMENITIES DISCUSSION

NEW COMMUNITY CENTER PROGRAM CATEGORIES

Active/Fitness

BASKETBALL
COURTS

TENNIS
COURTS

BOCCE
COURT

WALKING
TRAILS

PLAYGROUND

PICKLEBALL
COURTS

VOLLEYBALL
COURT

LAWN
BOWLING

BIKE TRAILS

SKATE PARK

Gathering/Programming

PICNIC AREA

COMMUNITY
GARDNS

FARMERS
MARKET

MUSIC/
FESTIVAL

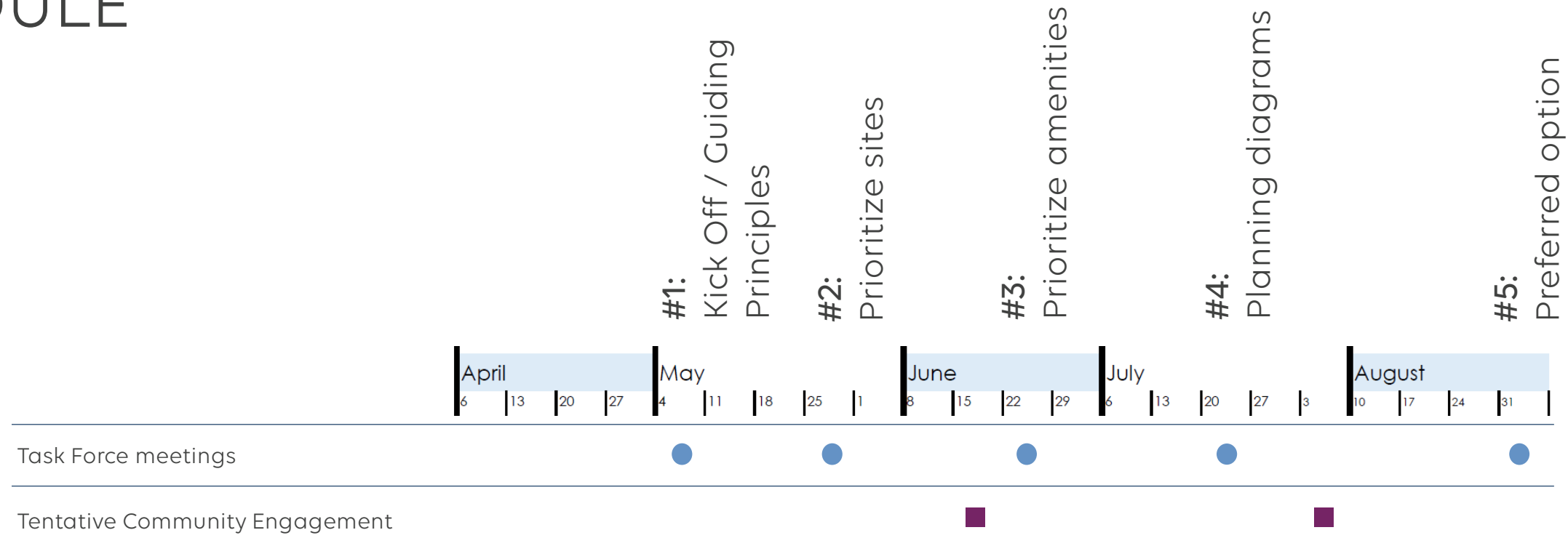
SITTING
AREA

OPEN LAWN

PRIORITIZING AMENITIES

NEXT STEPS

SCHEDULE



Thursdays, 6-8pm

Tentative Agenda for Meeting #4

Meeting #1: May 4

- Review program amenities

Meeting #2: May 25

- Site analysis of preferred sites

Meeting #3: June 22

- Select one site for concept design

Meeting #4: July 20

- Discuss planning for Community Engagement Event

Meeting #5: Aug 31



THANKYOU