Mt. Vernon RECenter Feasibility Study Status Report

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Section I - Introduction

Ballard*King & Associates (B*K), teamed with Hughes Group Architects, has been tasked with the completion of a feasibility study for the possible expansion and/or renovation of the Mt. Vernon RECenter for the Fairfax County Park Authority (FCPA).

This study includes a market analysis that examines the demographic characteristics of the Mt. Vernon RECenter service area, assesses the participation rates in a variety of sports and cultural arts activities, and notes the impact of other similar aquatic, ice, fitness, and general recreation providers in the area. From this an assessment of the opportunities and challenges in the market has been developed.

A review of the operations of not only the Mt. Vernon RECenter but also the other key Fairfax County Parks Authority centers in the market has also been undertaken. This included interviews with key Mt. Vernon RECenter staff as well.

The other major portion of the study focuses on user and community input. This process included a series of contract user group meetings, an on-line user survey, and a random, statistically valid, survey of the general population in the center's market area. In addition there were two general community and user meetings.

This status report covers the information that has been gathered and analyzed in the initial three steps of the feasibility study (Market Analysis, Operations Review and User Group and Community Input). This material will be utilized to establish the overall direction of the Mt. Vernon RECenter project and determine specific changes to the existing building as well as the possible addition of new amenities.

The key findings from the status report include:

Market Analysis

- The primary Service Area has a large population base to draw from for a renovated or expanded Mt. Vernon RECenter.
- The demographic characteristics of Primary Service Area indicate households with high income levels and disposable income for recreation purposes.
- The population will continue to grow at a steady pace. There will also be strong growth in the 5-17 and 65 + age groups.

- The center has a great location to attract users from southern Fairfax County, the greater Alexandria area and beyond.

- Despite the existing providers, there is still a market for additional fitness and general recreation activity spaces as well as a seasonal second sheet of ice.

- There are two Fairfax County Park Authority facilities in the market that have a similar market focus.

- There is a very constrained market for an expanded or new competitive oriented pool.

- There are site limitations for any significant expansion of the existing center.

- Any addition will need to be operationally viable and meet the cost recovery goals of the Park Authority.

Operations Review

- Despite an overall cost recovery rate that is above 100%, the Mt. Vernon RECenter was ranked fifth out of nine FCPA recreation centers in the rate of cost recovery in fiscal year 2015.

- Considering the fact that both the Lee District and the George Washington RECenters are in close proximity to Mt. Vernon RECenter, one of the challenges with any expansion of the center is ensuring that there is no adverse financial impact on either facility.

- Considering its age, the center is relatively well maintained but it is aging and there are basic improvements to building operating systems that are needed to keep it functioning in an efficient and effective manner.

- The main entrance to the center is actually on the back side of the building and is located at the bottom of a long flight of stairs from the main parking area.

- The interior of the center has a very institutional feel with limited visuals to the main activity components of the building (ice and aquatics).

- The main amenities of the center - the pool and ice rink - are very functional spaces that are the primary drawing card for the center. While both of these spaces need improvements, the basic amenities are serviceable.

- The weight/cardio equipment area is very small and inadequate for the demand and market.

- The club rooms serve as group exercise space as well as general classroom and meeting areas. Yet these rooms are small and not adequate to serve these needs.

- Support areas are not adequate to support the center.

- The presence of the ice rink results in a regional draw for the facility, while the pool and other features are primarily a neighborhood draw.

- The center has a decidedly older user profile due in part to the demographic characteristics of the market surrounding the center but also because of the limited fitness area, lack of general programming space, and the institutional look and feel of the center.

- Due to the lack of basic classroom and multi-purpose space, the level of programming is limited and tends to focus on the pool and ice arena.

- Mt. Vernon RECenter staff indicated the following new spaces are needed in the center:
    - Fitness space
    - Drop in child care
    - A second ice sheet
    - Individual showers in the locker rooms and more family change rooms
    - Multipurpose rooms are needed to expand the types of programs that are available in the center

<u>User Group and Community Input</u>

- The center is in a great location and has a great staff.

- The facility is well used and the ice rink and pool are strong draws. The weight/cardio area also receives good use.

- There are a number of concerns with the existing center:
    - Cleanliness is an issue
    - Locker rooms, restrooms, and team rooms need to be improved
    - The fitness area is not adequate for the demand
    - The building has poor air quality
    - Access to the building from the parking lot is a concern
    - There is not enough classroom space for basic recreation programming

- There are a number of specific additions to the center that are being requested:

  - Larger weight/cardio area
  - Larger group exercise room
  - Larger and improved locker rooms and restrooms including family change rooms
  - Improved team rooms for the ice rink with the addition of a female team room.
  - A separate leisure pool
  - An additional ice sheet
  - A babysitting room
  - A walking/jogging track

- The areas that individuals in both surveys indicated were the highest priority to add to the center included:
  - Fitness
  - Walking/jogging track
  - Aquatics

- A number of specific priorities for future programming were identified in both surveys.
  - Fitness
    - Alternative fitness programs
    - Cardio equipment
    - Group exercise classes
  - Aquatics
    - Learn to swim
    - Recreation swimming
    - Lap swimming
    - Water exercise classes
  - Ice
    - Learn to skate
    - Public skating
    - Hockey

- The top three areas where respondents to both surveys wanted to spend funding for improvements to the Mt. Vernon RECenter included:
  - Renovating the existing center
  - Expanding the fitness area
  - Expanding the indoor pool

Section II - Market Analysis

The market analysis portion of the feasibility study includes an examination of the demographic characteristics of the Mt. Vernon market area, a review of the rates of participation in sports and cultural arts activities as well as an analysis of other similar indoor providers of aquatics, ice, fitness and general recreation activities.

Demographics

The following is a summary of the basic demographic characteristics of the identified service areas along with recreation and leisure participation standards as produced by the National Sporting Goods Association (NSGA) and Sports & Fitness Industry Association (SFIA). Also included is participation information produced by the National Endowment of the Arts (NEA).

Service Areas: The existing Mt. Vernon RECenter has a market area that includes the following zip codes: 22303, 22306, 22307, 22308, 22309, 22310, 22314, and 22315. This area includes the southern portion of Fairfax County as well as a portion of Alexandria and has been identified as the Primary Service Area. In addition, since the center has an ice rink as well as a competitive oriented pool, there is a much larger Secondary Service Area that the facility may draw from at times. It is also possible that some users come from outside this secondary market.

Service areas can vary in size with the types of components that are included in a facility. A center with active elements (pool, weight cardiovascular equipment area, gym, track, etc.) will generally have a larger service area than a more passively oriented facility. Specialized facilities such as a sports field house, ice arena or large competitive aquatic venue will have even larger service areas that make them more of a regional destination.

Service areas can also be based upon a facility's proximity to major thoroughfares. Other factors impacting the use as it relates to driving distance are the presence of alternative service providers in the service area. Alternative service providers can have an impact upon membership, daily admissions and the associated utilization rates for programs and services.

Table A – Service Area Comparison Chart:

	Primary Service Area	Secondary Service Area
Population:		
2010 Census	179,146[1]	1,142,957[2]
2015 Estimate	187,686	1,188,601
2020 Estimate	199,265	1,258,725
Households:		
2010 Census	74,118	453,518
2015 Estimate	77,611	472,932
2020 Estimate	82,604	502,683
Families:		
2010 Census	44,135	270,886
2015 Estimate	45,560	279,229
2020 Estimate	47,972	294,068
Average Household Size:		
2010 Census	2.40	2.49
2015 Estimate	2.40	2.48
2020 Estimate	2.40	2.47
Ethnicity (2015 Estimate):		
Hispanic	19.3%	17.5%
Race (2015 Estimate):		
White	60.2%	51.5%
Black	18.1%	24.2%
American Indian	0.4%	0.4%
Asian	8.6%	12.4%
Pacific Islander	0.1%	0.1%
Other	8.2%	7.2%
Multiple	4.3%	4.2%
Median Age:		
2010 Census	37.7	36.0
2015 Estimate	38.8	37.0
2020 Estimate	39.3	37.7
Median Income:		
2015 Estimate	$100,718	$91,500
2020 Estimate	$107,739	$101,088

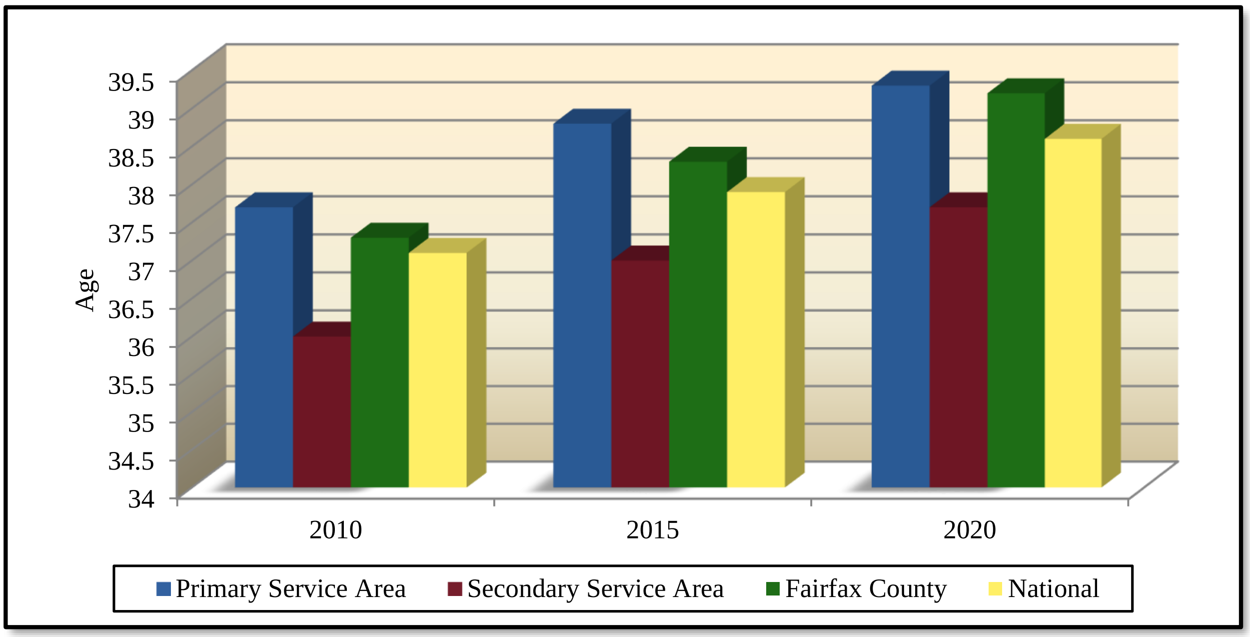
[1] From the 2000-2010 Census the Primary Service Area experienced an 11.3% growth in population.
[2] From the 2000-2010 Census the Secondary Service Area experienced a 7.8% growth in population.

Age and Income: The median age and household income levels are compared with the national number as both of these factors are primary determiners of participation in recreation activities. The lower the median age, the higher the participation rates are for most activities. The level of participation also increases as the median income level goes up.

Table B – Median Age:

	2010 Census	2015 Projection	2020 Projection
Primary Service Area	37.7	38.8	39.3
Secondary Service Area	36.0	37.0	37.7
Fairfax County	37.3	38.3	39.2
Nationally	37.1	37.9	38.6

Chart A – Median Age:



The median age in the Primary Service Area and Fairfax County are similar and are slightly greater than the National number, while the median age in the Secondary Service area is slightly lower than the National number. The median age in both the Primary & Secondary Service Areas point to the presence of families with children which are primary users of indoor recreation facilities.

Households with Children: The following chart provides the number of households and percentage of households in the Primary Service Area and the Secondary Service Area with children.

Table C – Households w/ Children

	Number of Households w/ Children	Percentage of Households w/ Children
Primary Service Area	21,813	29.4%
Secondary Service Area	137,244	30.3%

The information contained in Table-C further defines the median age that is reflected in each service areas and in Table-B.

Map A – Median Age by Census Block Group

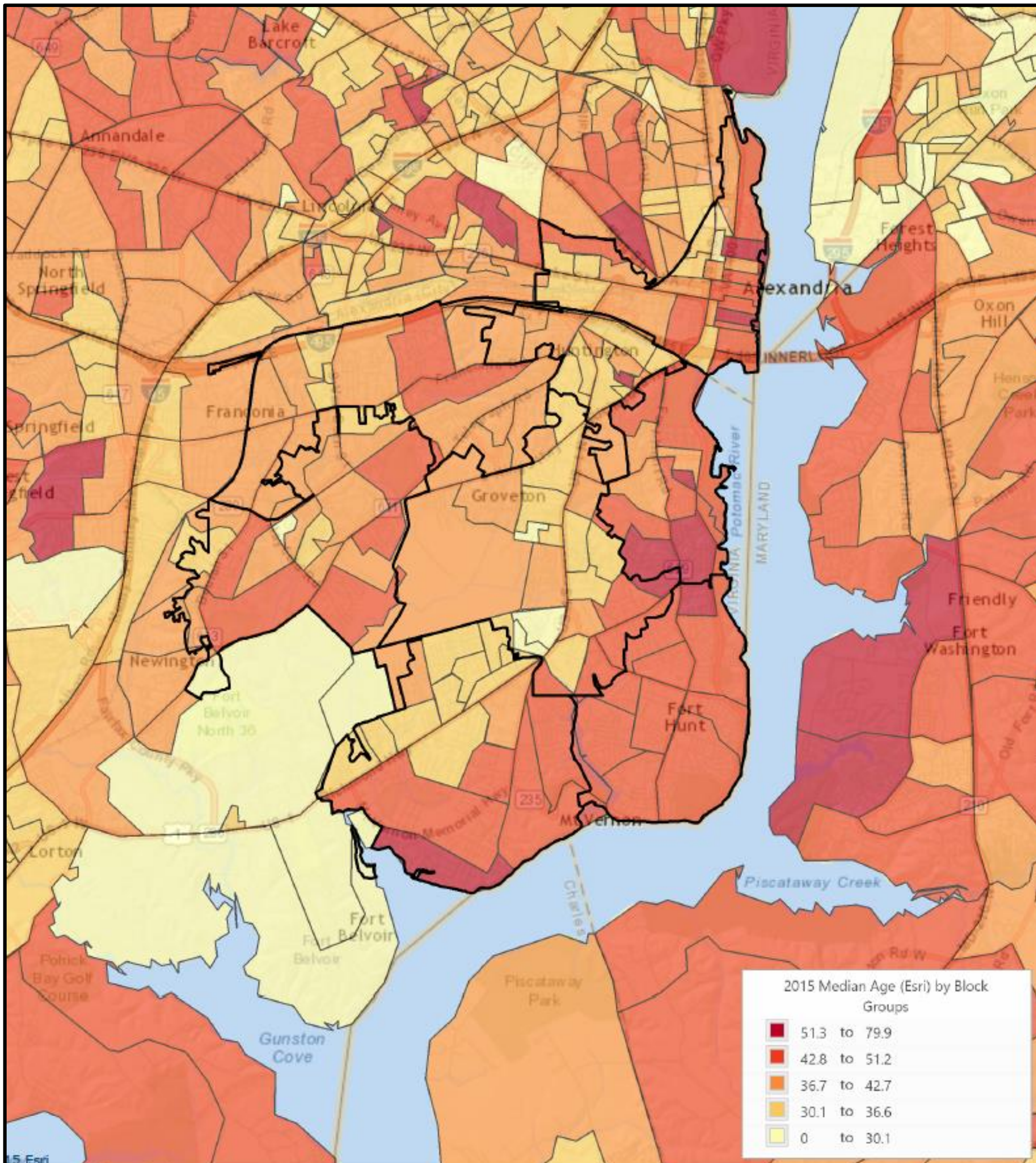
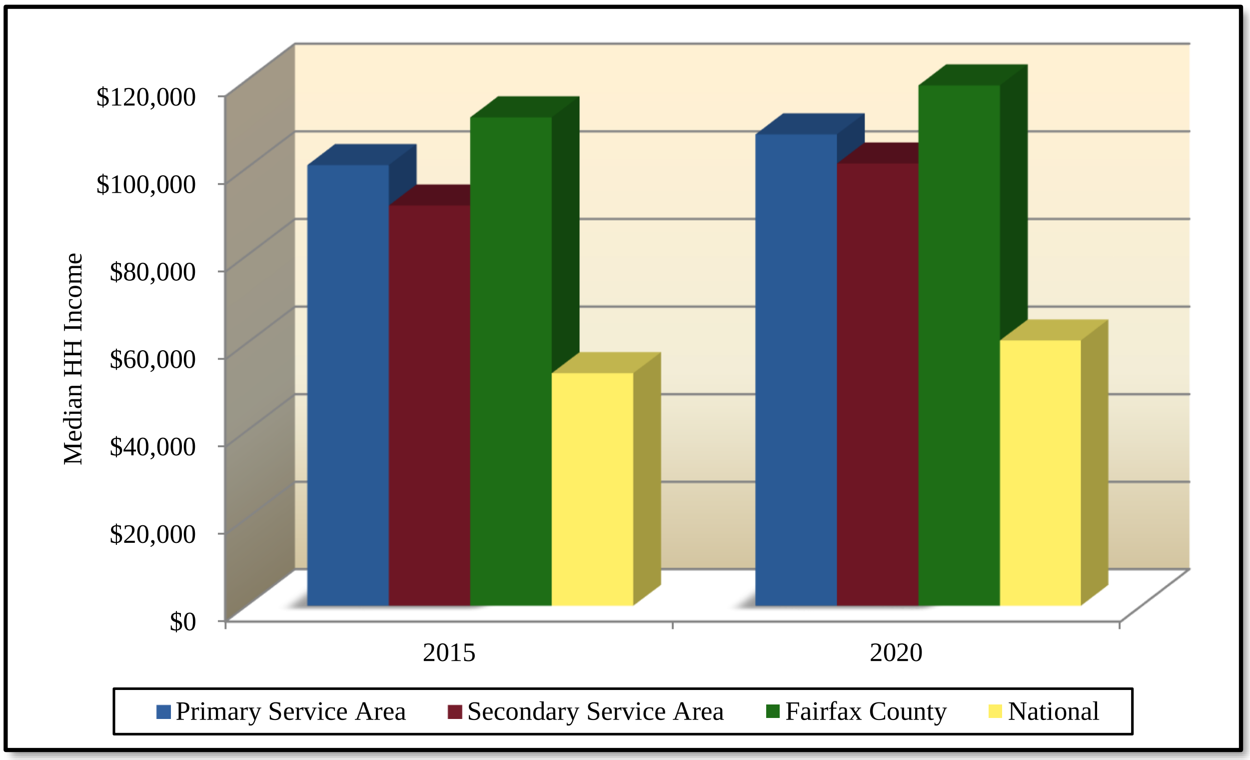


Table D – Median Household Income:

	2015 Projection	2020 Projection
Primary Service Area	$100,718	$107,739
Secondary Service Area	$91,500	$101,088
Fairfax County	$111,614	$118,911
Nationally	$53,217	$60,683

Chart B – Median Household Income:



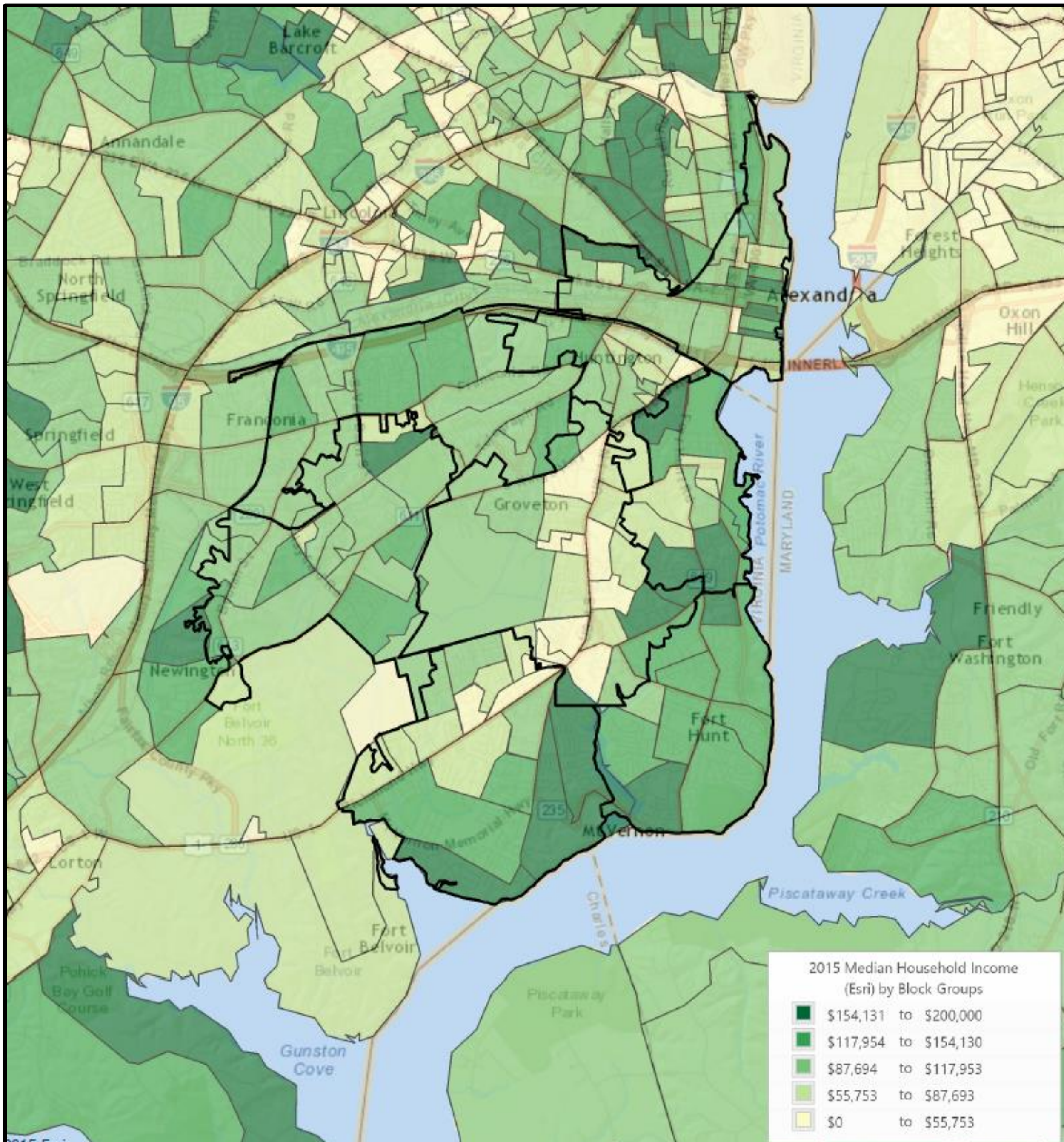
Based upon 2015 projections for median household income the following narrative can be provided for the service areas:

In the Primary Service Area the percentage of households with median income over $50,000 per year is 77.3% compared to 53.2% on a national level. Furthermore, the percentage of the households in the service area with median income less than $25,000 per year is 8.8% compared to a level of 23.1% nationally.

In the Secondary Service Area the percentage of households with median income over $50,000 per year is 74.7% compared to 53.2% on a national level. Furthermore, the percentage of the households in the service area with median income less than $25,000 per year is 10.6% compared to a level of 23.1% nationally.

The median household income in Fairfax County is higher than both service areas and the National number, while the median household income in the Primary Service Area and Secondary Service Area are significantly greater than the National number.

Map B – Median Household Income by Census Block Group



Household Budget Expenditures: In addition to taking a look at Median Age and Median Income, it is important to examine Household Budget Expenditures. In particular looking at housing information; shelter, utilities, fuel and public services along with entertainment & recreation can provide a snap shot into the cost of living and spending patterns in the service areas. The table below looks at that information and compares the service areas.

Table E – Household Budget Expenditures[3]:

Primary Service Area	SPI	Average Amount Spent	Percent
Housing	174	$37,431.95	30.9%
Shelter	*180*	*$29,547.49*	*24.4%*
Utilities, Fuel, Public Service	*156*	*$7,884.46*	*6.5%*
Entertainment & Recreation	166	$5,503.16	4.5%

Secondary Service Area	SPI	Average Amount Spent	Percent
Housing	163	$35,147.04	31.0%
Shelter	*168*	*$27,685.80*	*24.4%*
Utilities, Fuel, Public Service	*147*	*$7,461.25*	*6.6%*
Entertainment & Recreation	155	$5,127.78	4.5%

Fairfax County	SPI	Average Amount Spent	Percent
Housing	201	$43,167.42	30.5%
Shelter	*206*	*$33,963.35*	*24.0%*
Utilities, Fuel, Public Service	*182*	*$9,204.07*	*6.5%*
Entertainment & Recreation	197	$6,514.90	4.6%

SPI: Spending Potential Index as compared to the National number of 100.

Average Amount Spent: The average amount spent per household.

Percent: Percent of the total 100% of household expenditures.

Note: Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.

[3] Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2012 and 2018.

Chart C – Household Budget Expenditures Spending Potential Index:

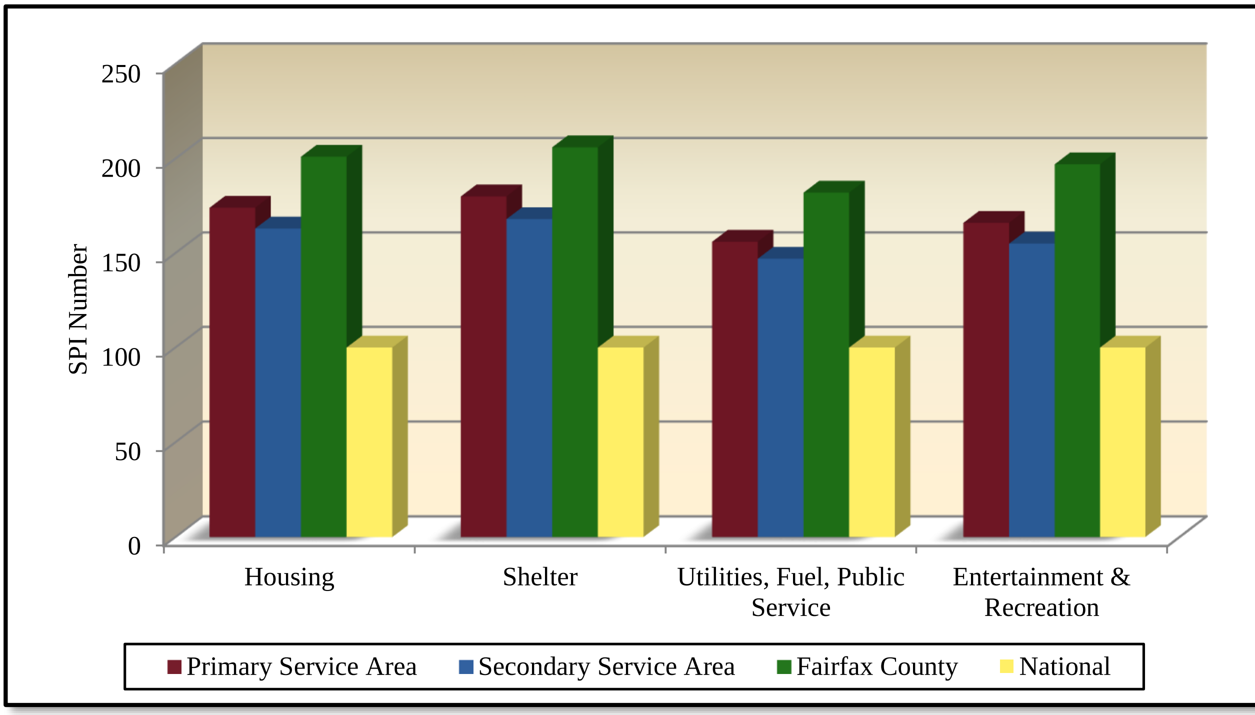


Chart C, illustrates the Household Budget Expenditures Spending Potential Index in the service areas. Similar to that of the median household income the SPI for both service areas is greater than the National number, while Fairfax County is higher than both the Primary and Secondary Service Aras. This represents a very high cost of living.

The total number of housing units in the Primary Service Area is 78,505 and 94.4% of those are occupied, or 74,118 housing units. Of the available units the bulk are for rent.

Recreation Expenditures Spending Potential Index: Finally, through information provided by ESRI, B*K is able to examine the overall propensity for households to spend dollars on recreation activities. The following comparisons are possible.

Table F – Recreation Expenditures Spending Potential Index[4]:

Primary Service Area	SPI	Average Spent
Fees for Participant Sports	179	$215.98
Fees for Recreational Lessons	197	$241.42
Social, Recreation, Club Membership	185	$317.93
Exercise Equipment/Game Tables	163	$124.88
Other Sports Equipment	150	$12.00

Secondary Service Area	SPI	Average Spent
Fees for Participant Sports	164	$197.92
Fees for Recreational Lessons	179	$219.72
Social, Recreation, Club Membership	170	$291.23
Exercise Equipment/Game Tables	149	$114.19
Other Sports Equipment	141	$11.23

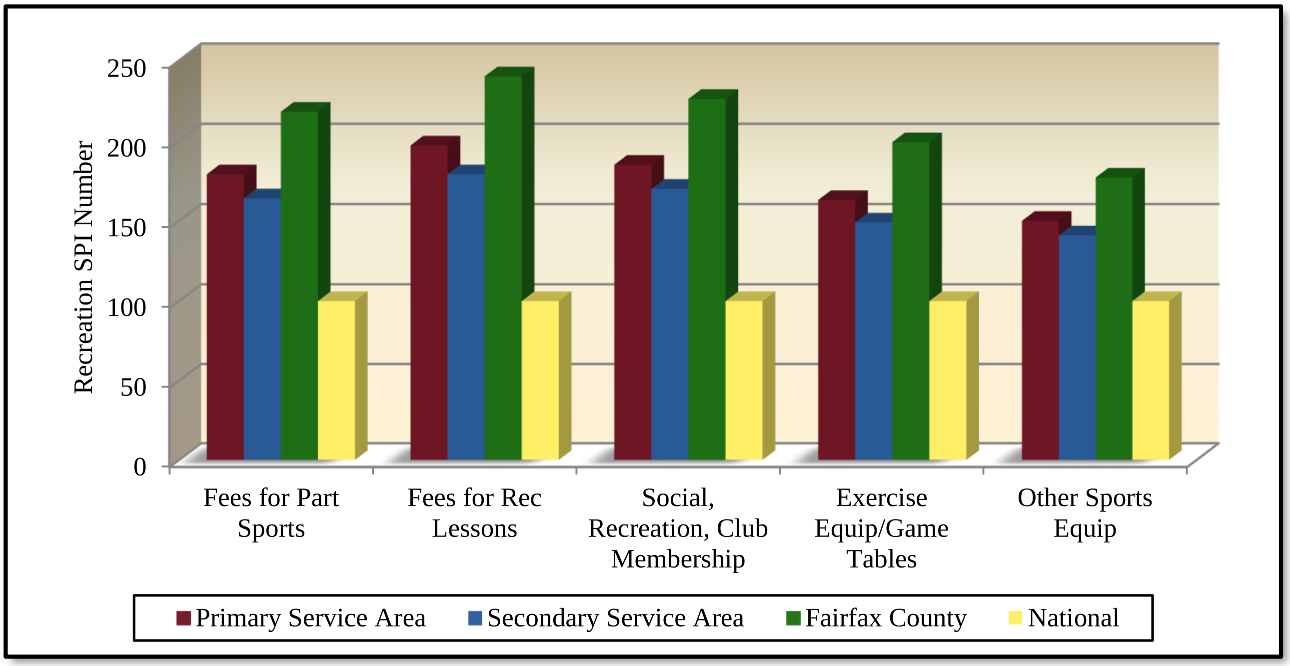
Fairfax County	SPI	Average Spent
Fees for Participant Sports	218	$263.18
Fees for Recreational Lessons	240	$295.22
Social, Recreation, Club Membership	226	$387.92
Exercise Equipment/Game Tables	199	$152.62
Other Sports Equipment	177	$14.15

Average Amount Spent: The average amount spent for the service or item in a year.

SPI: Spending potential index as compared to the national number of 100.

[4] Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

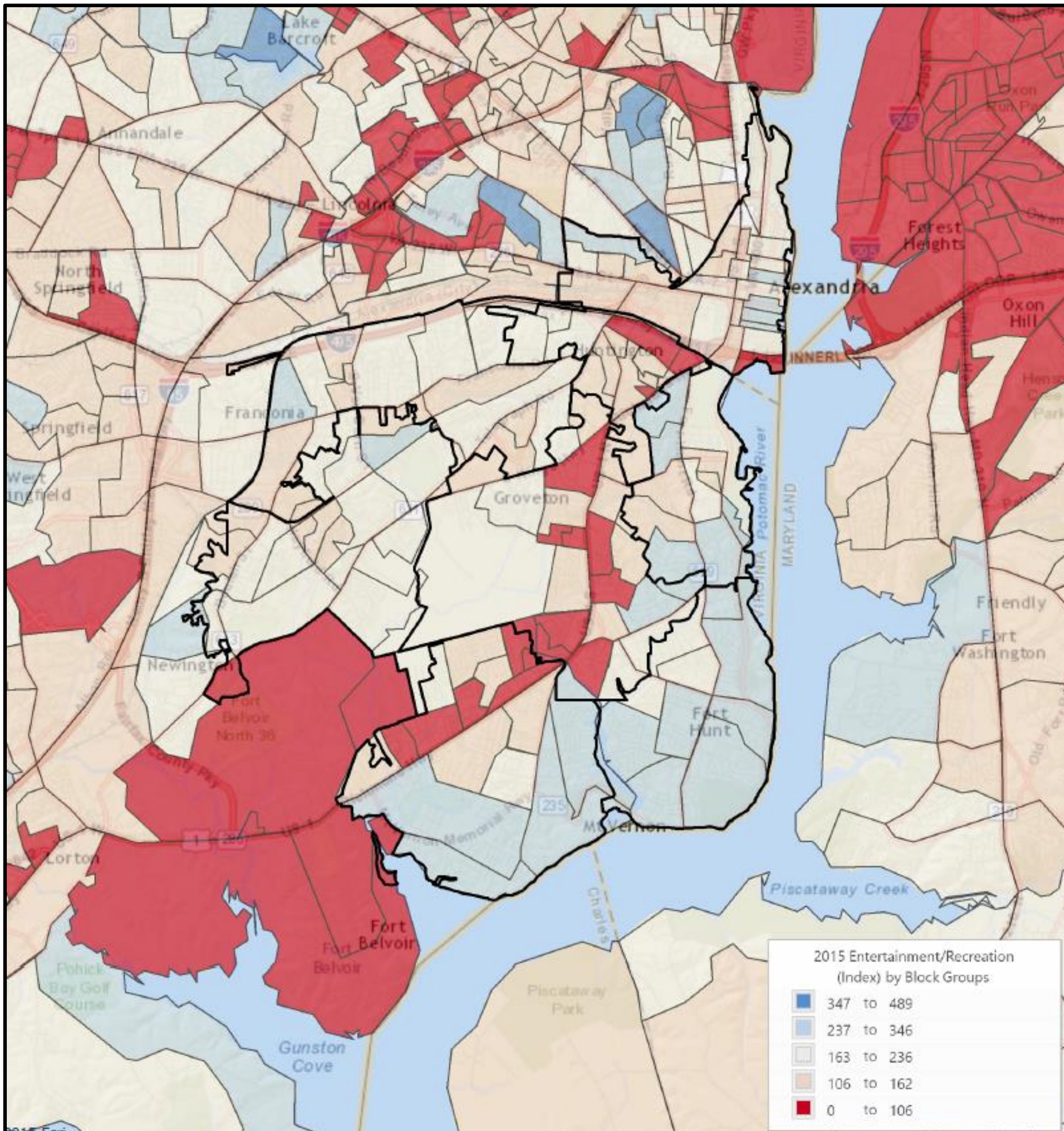
Chart D – Recreation Spending Potential Index:



The Spending Potential Index for Recreation is very similar to the Household Budgetary Spending. The SPI in Fairfax County is highest of all the areas while the SPI in the Primary Service Area and the Secondary Service Area are significantly greater than the national number.

It is also important to note that these dollars are currently being spent at existing recreation facilities and retailers.

Map C – Entertainment & Recreation Spending Potential Index by Census Block Group



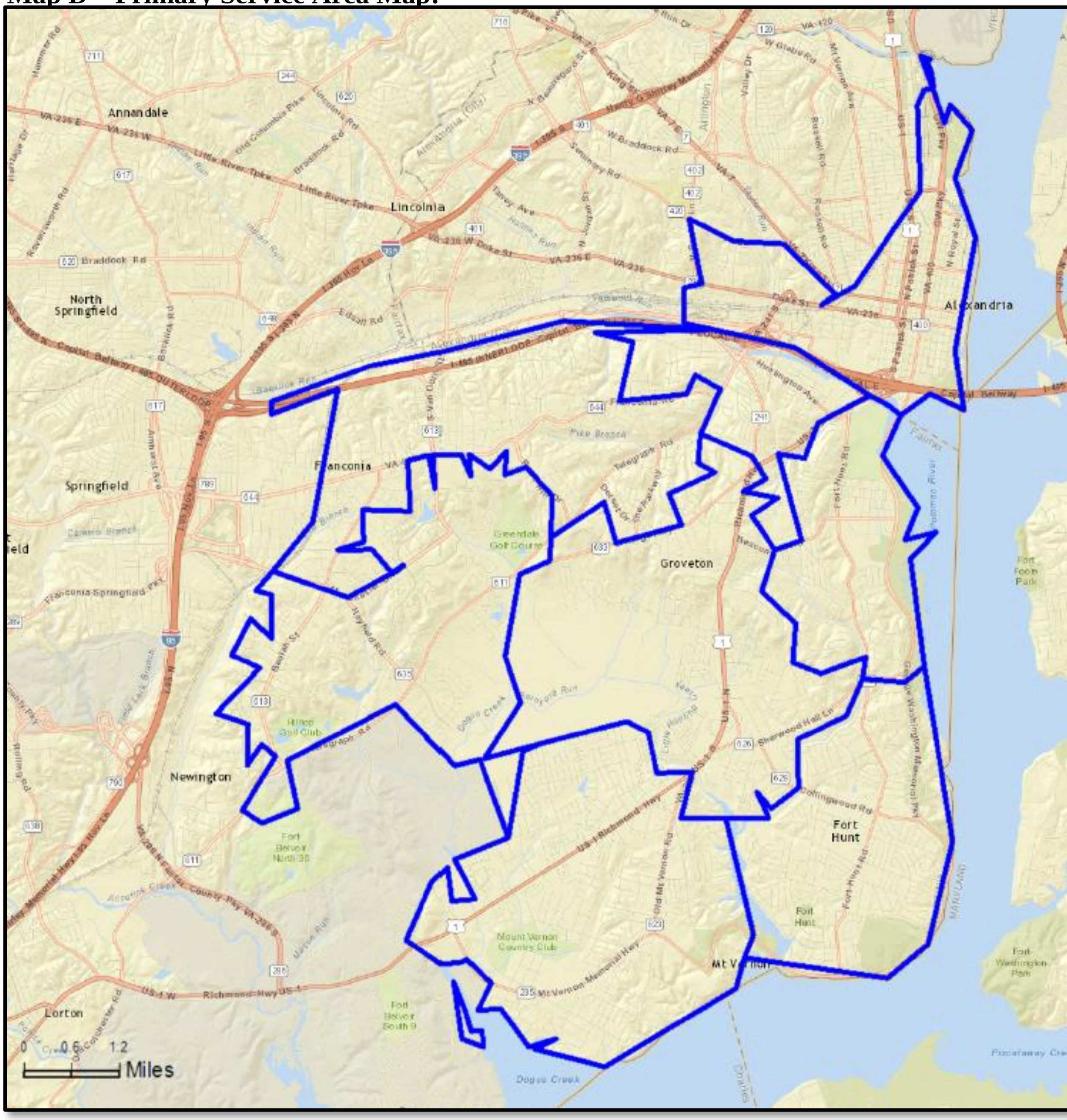
Service Area Analysis

Each of the identified service area's demographic characteristics is now analyzed individually.

Primary Service Area – The service area has been defined using the following zip codes; 22303, 22306, 22307, 22308, 22309, 22310, 22314, 22315.

Secondary Service Area – A larger Secondary Service Area includes an area south of I-66 in northern Virginia as well as a small portion of southern Maryland.

Map D – Primary Service Area Map:



Population Distribution by Age: Utilizing census information for the Primary Service Area, the following comparisons are possible.

Table G – 2015 Primary Service Area Age Distribution
(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
-5	11,979	6.4%	6.3%	+0.1%
5-17	29,828	15.8%	16.6%	-0.8%
18-24	13,642	7.3%	10.1%	-2.8%
25-44	55,992	29.9%	26.1%	+3.8%
45-54	27,773	14.8%	13.4%	+1.4%
55-64	24,302	12.9%	12.8%	+0.1%
65-74	14,957	8.0%	8.6%	-0.6%
75+	9,213	4.9%	6.2%	-1.3%

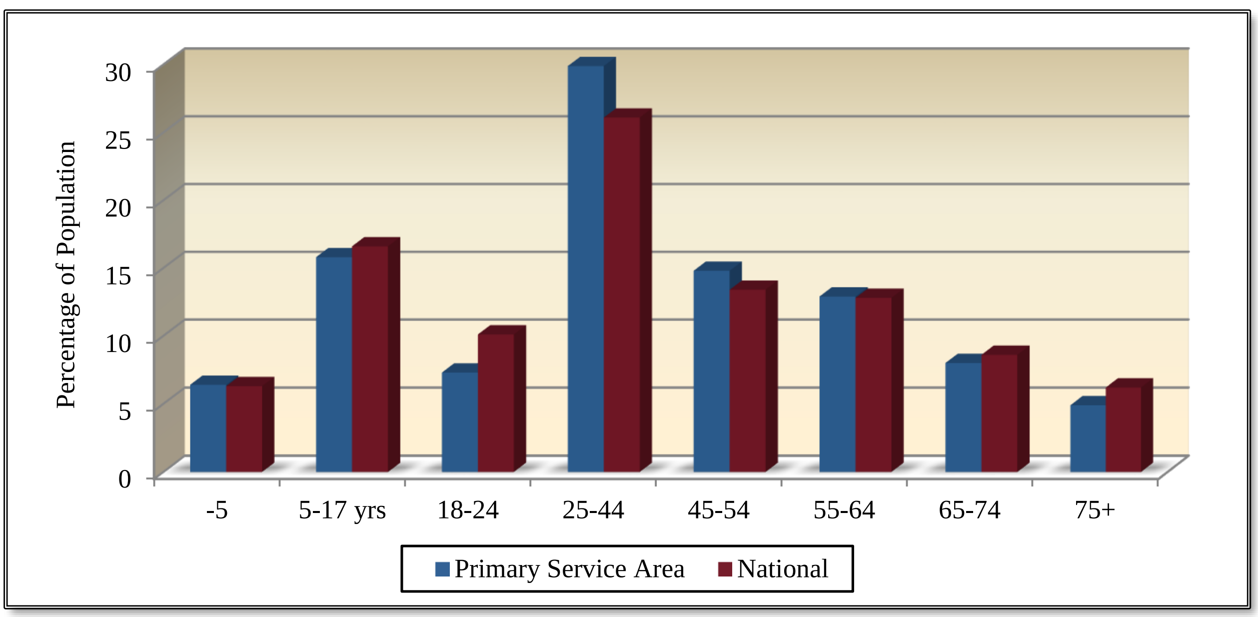
Population: 2015 census estimates in the different age groups in the Primary Service Area.

% of Total: Percentage of the Primary Service Area population in the age group.

National Population: Percentage of the national population in the age group.

Difference: Percentage difference between the Primary Service Area population and the national population.

Chart E – 2015 Primary Service Area Age Group Distribution



The demographic makeup of the Primary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with an equal or larger population in the -5, 25-44, 45-54 and 55-64 age groups and a smaller population in the 5-17, 18-24, 65-74 and 75+ age groups. The largest positive variance is in the 25-44 age group with +3.8%, while the greatest negative variance is in the 18-24 age group with -2.8%.

Population Distribution Comparison by Age: Utilizing census information from the Primary Service Area, the following comparisons are possible.

Table H – 2015 Primary Service Area Population Estimates
(U.S. Census Information and ESRI)

Ages	2010 Census	2015 Projection	2020 Projection	Percent Change	Percent Change Nat'l
-5	12,773	11,979	12,267	-4.0%	+0.3%
5-17	26,603	29,828	31,515	+18.5%	-0.7%
18-24	12,226	13,642	13,736	+12.4%	+1.7%
25-44	59,057	55,992	58,496	-0.9%	+7.1%
45-54	27,953	27,773	27,629	-1.2%	-9.7%
55-64	21,778	24,302	25,626	+17.7%	+17.4%
65-74	10,850	14,957	18,454	+70.1%	+50.1%
75+	7,912	9,213	11,542	+45.9%	+22.0%

Chart F – Primary Service Area Population Growth

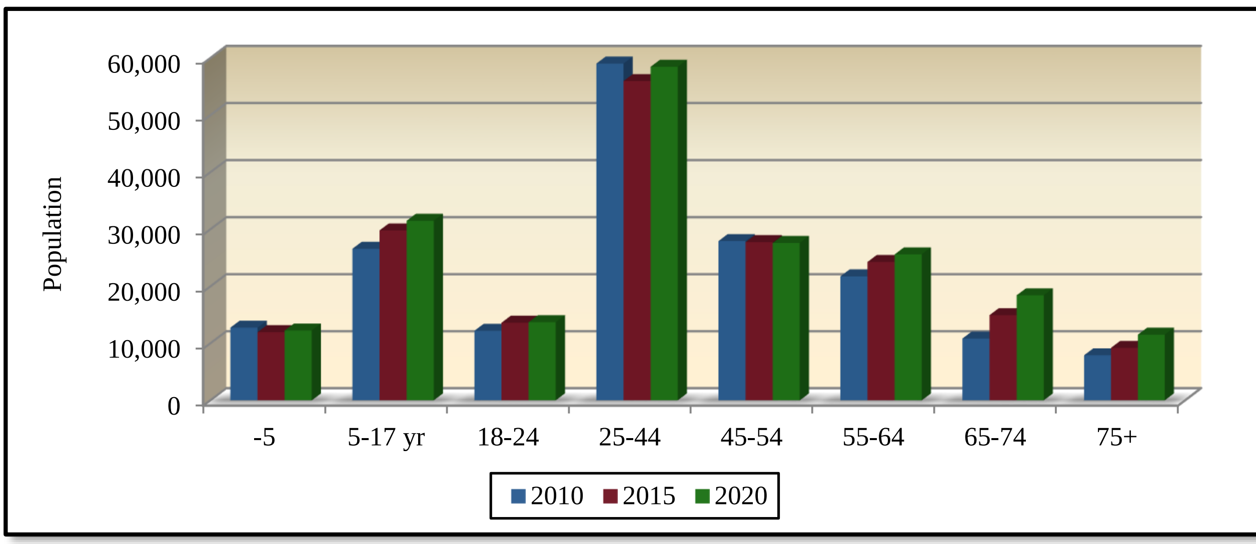


Table-H, illustrates the growth or decline in age group numbers from the 2010 census until the year 2020. It is projected that all of the age categories will see an increase in population except the -5, 25-44 and 45-54 age groups. It must be remembered that the population of the United States as a whole is aging and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Ethnicity and Race: Below is listed the distribution of the population by ethnicity and race for the Primary Service Area for 2015 population projections. Those numbers were developed from 2010 Census Data.

Table I – Primary Service Area Ethnic Population and Median Age 2015
(Source – U.S. Census Bureau and ESRI)

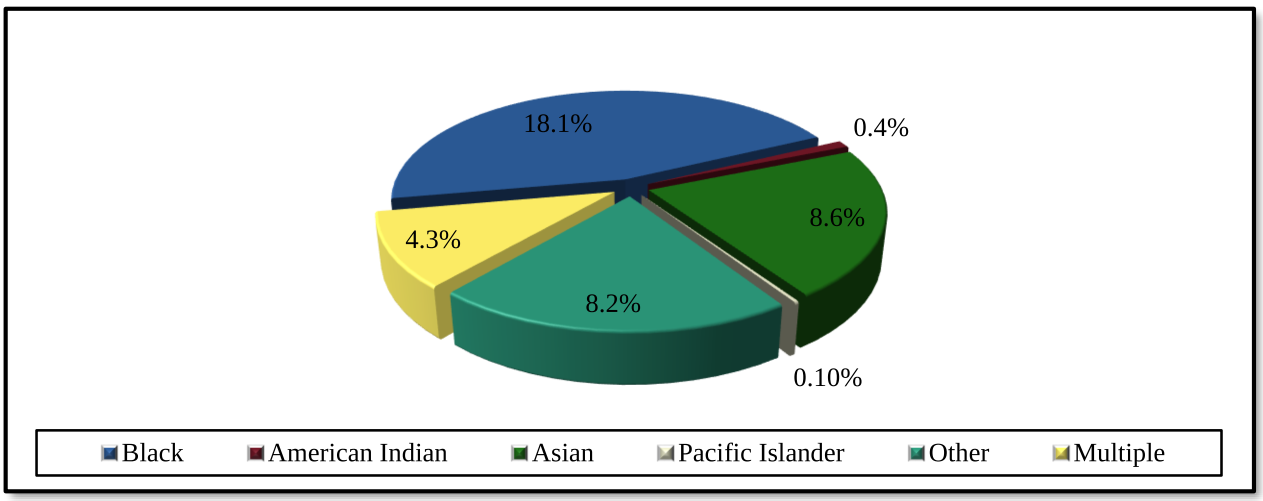
Ethnicity	Total Population	Median Age	% of Population	% of County Population
Hispanic	36,300	29.3	19.3%	17.1%

Table J – Primary Service Area Population by Race and Median Age 2015
(Source – U.S. Census Bureau and ESRI)

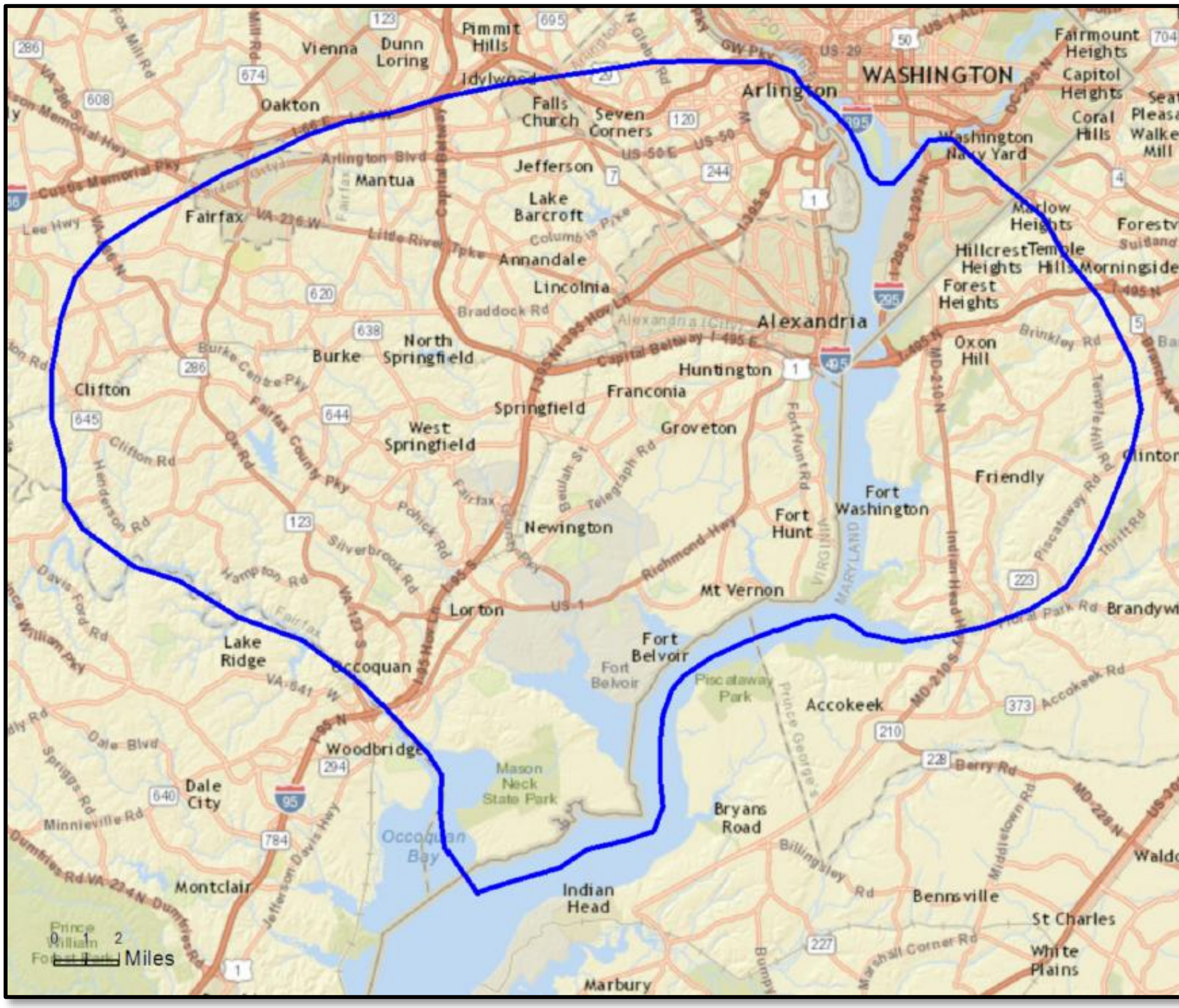
Race	Total Population	Median Age	% of Population	% of County Population
White	113,024	42.9	60.2%	59.5%
Black	33,997	36.7	18.1%	9.6%
American Indian	794	34.5	0.4%	0.4%
Asian	16,163	36.9	8.6%	19.2%
Pacific Islander	169	39.2	0.1%	0.1%
Other	15,475	28.2	8.2%	6.7%
Multiple	8,064	23.4	4.3%	4.6%

2015 Primary Service Area Total Population: 187,686 Residents

Chart G – 2015 Primary Service Area Non-White Population by Race



Map D – Secondary Service Area Map:



Population Distribution by Age: Utilizing census information for the Secondary Service Area, the following comparisons are possible.

Table K – 2015 Secondary Service Area Age Distribution
(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
-5	72,301	6.0%	6.3%	-0.3%
5-17	181,513	15.3%	16.6%	-1.3%
18-24	102,391	8.6%	10.1%	-1.5%
25-44	376,394	31.7%	26.1%	+5.6%
45-54	164,439	13.8%	13.4%	+0.4%
55-64	146,633	12.3%	12.8%	-0.5%
65-74	90,435	7.6%	8.6%	-1.0%
75+	54,494	4.6%	6.2%	-1.6%

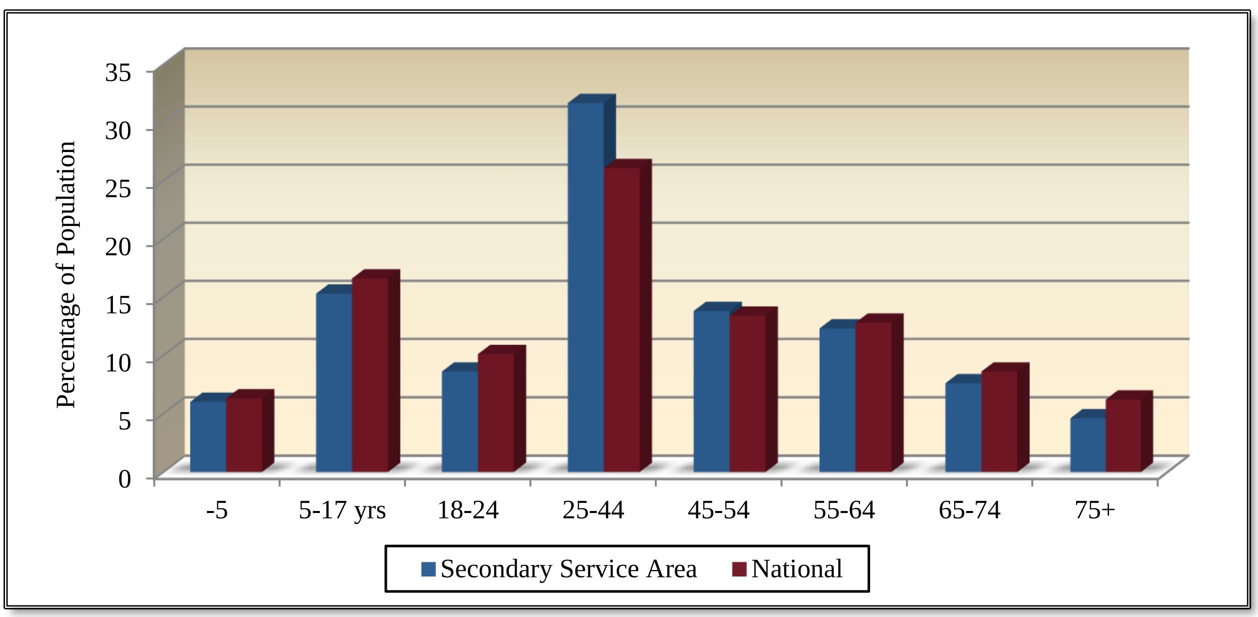
Population: 2015 census estimates in the different age groups in the Secondary Service Area.

% of Total: Percentage of the Secondary Service Area population in the age group.

National Population: Percentage of the national population in the age group.

Difference: Percentage difference between the Secondary Service Area population and the national population.

Chart H – 2015 Secondary Service Area Age Group Distribution



The demographic makeup of the Secondary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with an equal or larger population in the 25-44 and 45-54 age groups and a smaller population in the -5, 5-17, 18-24, 55-64, 65-74 and 75+ age groups. The largest positive variance is in the 25-44 age group with +5.6%, while the greatest negative variance is in the 75+ age group with -1.6%.

Population Distribution Comparison by Age: Utilizing census information from the Secondary Service Area, the following comparisons are possible.

Table L – 2015 Secondary Service Area Population Estimates
(U.S. Census Information and ESRI)

Ages	2010 Census	2015 Projection	2020 Projection	Percent Change	Percent Change Nat'l
-5	75,810	72,301	75,024	-1.0%	+0.3%
5-17	172,146	181,513	186,776	+8.5%	-0.7%
18-24	101,212	102,391	99,849	-1.3%	+1.7%
25-44	378,027	376,394	402,529	+6.5%	+7.1%
45-54	168,247	164,439	162,769	-3.3%	-9.7%
55-64	134,070	146,633	154,216	+15.0%	+17.4%
65-74	66,120	90,435	109,717	+65.9%	+50.1%
75+	47,322	54,494	67,845	+43.4%	+22.0%

Chart I – Secondary Service Area Population Growth

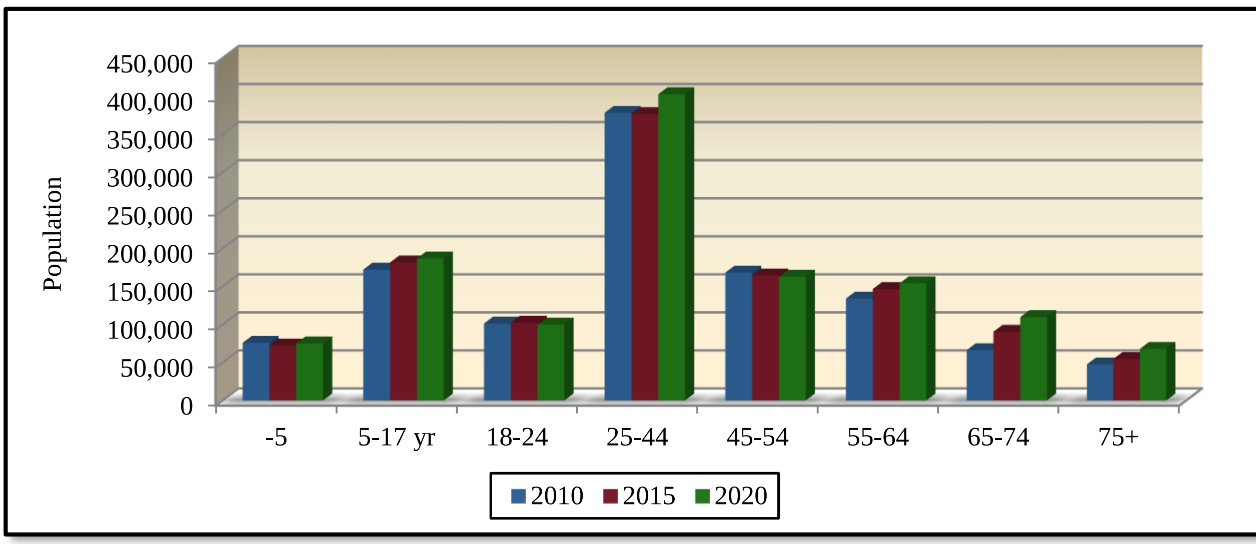


Table-L, illustrates the growth or decline in age group numbers from the 2010 census until the year 2020. It is projected that all of the age categories will see an increase in population except the -5, 18-24 and 45-54 age groups. It must be remembered that the population of the United States as a whole is aging and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Ethnicity and Race: Below is listed the distribution of the population by ethnicity and race for the Secondary Service Area for 2015 population projections. Those numbers were developed from 2010 Census Data.

Table M – Secondary Service Area Ethnic Population and Median Age 2015
(Source – U.S. Census Bureau and ESRI)

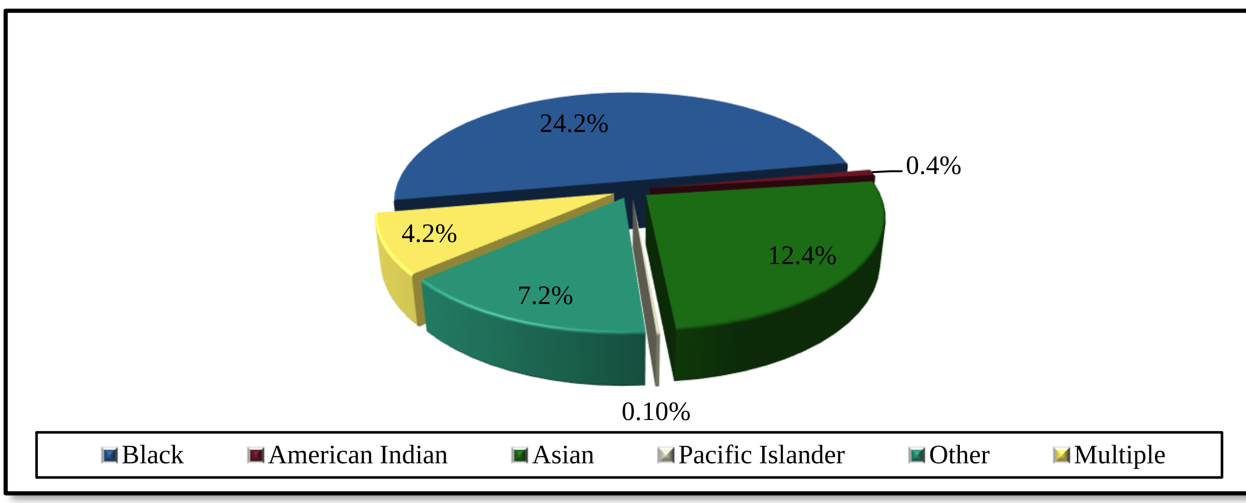
Ethnicity	Total Population	Median Age	% of Population	% of County Population
Hispanic	207,565	30.8	17.5%	17.1%

Table N – Secondary Service Area Population by Race and Median Age 2015
(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of County Population
White	612,195	40.1	51.5%	59.5%
Black	287,090	36.1	24.2%	9.6%
American Indian	5,036	34.2	0.4%	0.4%
Asian	147,640	36.9	12.4%	19.2%
Pacific Islander	1,019	36.5	0.1%	0.1%
Other	85,537	29.8	7.2%	6.7%
Multiple	50,085	25.1	4.2%	4.6%

2015 Secondary Service Area Total Population: 1,188,601 Residents

Chart J – 2015 Secondary Service Area Non-White Population by Race



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Tapestry Segmentation

Tapestry segmentation represents the 4th generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. While the demographic landscape of the U.S. has change significantly since the 2000 Census the tapestry segmentation has remained stable as neighborhoods have evolved.

The value of including this information for the Primary Service Area is that it allows the organization to better understand the consumers/constituents in their service areas and supply them with the right products and services.

The tapestry segmentation system classifies U.S. neighborhoods into 65 distinctive market segments. Neighborhoods are sorted by more than 60 attributes including; income, employment, home value, housing types, education, household composition, age and other key determinates of consumer behavior.

The following pages and tables outline the top 5 tapestry segments in each of the service areas and provides a brief description of each. This information combined with the key indicators and demographic analysis of each service area help further describe the markets that the Primary Service Area looks to serve with programs, services and special events.

For comparison purposes the following are the top 10 Tapestry segments, along with percentage in the United States:

1. Green Acres (6A)	3.2%
2. Southern Satellites (10A)	3.2%
3. Savvy Suburbanites (1D)	3.0%
4. Salt of the Earth (6B)	2.9%
5. Soccer Moms (4A)	2.8%
	15.1%
6. Middleburg (4C)	2.8%
7. Midlife Constants (5E)	2.5%
8. Comfortable Empty Nesters (5A)	2.5%
9. Heartland Communities (6F)	2.4%
10. Old and Newcomers (8F)	2.3%
	12.5%

Table O – Primary Service Area Tapestry Segment Comparison
(ESRI estimates)

	Primary Service Area		*Demographics*	
	Percent	Cumulative Percent	Median Age	Median HH Income
Enterprising Professionals (2D)	16.0%	16.0%	34.8	$77,000
Laptops & Lattes (3A)	16.0%	32.0%	36.9	$93,000
Top Tier (1A)	12.4%	44.4%	46.2	$157,000
Urban Chic (2A)	9.1%	53.5%	42.6	$98,000
Pleasantville (2B)	8.0%	61.5%	41.9	$85,000

Enterprising Professionals (2D) – These residents are well educated and climbing the ladder in science, technology, engineering and mathematics occupations. These residents are diverse with Asians making up over 1/5 of the population. This young market makes over one and one half times more income than the U.S. median. Almost half of the households are married couples, and 30% are single person households.

Laptops & Lattes (3A) – These residents are predominately single, well-educated professionals in business, finance, legal, computer and entertainment occupations. They are affluent and partial to city living, and its amenities. Neighborhoods are densely populated, primarily located in the cities or large metropolitan areas. This market includes a higher proportion of partner households. They are active and health conscious.

Top Tier (1A) – These residents typically earn 3x the U.S. household income. They are comprised of married couples without children or married couples with older children. Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts. Consumers select upscale fitness centers for their personal well-being.

Urban Chic (2A) – Residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couples families and about 30% are singles. This market is a bit older with a median age of almost 43 years. In their downtime they enjoy activities such as yoga, hiking and tennis.

Pleasantville (2B) – These neighborhoods are located in older suburban areas in the Northeast and secondarily in the West. Many couples have already transitioned to empty nesters; many are still home to adult children. Households composed of older married-couple families, more with children under 18 buy many with children over 18. Residents spend their spare time participating in a variety of sports or watching movies.

Table P – Secondary Service Area Tapestry Segment Comparison
(ESRI estimates)

	Secondary Service Area		*Demographics*	
	Percent	Cumulative Percent	Median Age	Median HH Income
Enterprising Professionals (2D)	11.1%	11.1%	34.8	$77,000
Metro Renters (3B)	11.0%	22.1%	31.8	$52,000
Laptops & Lattes (3A)	10.4%	32.5%	36.9	$93,000
Top Tier (1A)	9.7%	42.2%	46.2	$157,000
Pleasantville (2B)	9.1%	51.3%	41.9	$85,000

Enterprising Professionals (2D) – These residents are well educated and climbing the ladder in science, technology, engineering and mathematics occupations. These residents are diverse with Asians making up over 1/5 of the population. This young market makes over one and one half times more income than the U.S. median. Almost half of the households are married couples, and 30% are single person households.

Metro Renters (3B) – Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. Over half of all households are occupied by singles, resulting in the smallest average household size among the markets. Renters occupy close to 80% of all households. They participate in leisure activities including yoga and Pilates.

Laptops & Lattes (3A) – These residents are predominately single, well-educated professionals in business, finance, legal, computer and entertainment occupations. They are affluent and partial to city living, and its amenities. Neighborhoods are densely populated, primarily located in the cities or large metropolitan areas. This market includes a higher proportion of partner households. They are active and health conscious.

Top Tier (1A) – These residents typically earn 3x the U.S. household income. They are comprised of married couples without children or married couples with older children. Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts. Consumers select upscale fitness centers for their personal well-being.

Pleasantville (2B) – These neighborhoods are located in older suburban areas in the Northeast and secondarily in the West. Many couples have already transitioned to empty nesters; many are still home to adult children. Households composed of older married-couple families, more with children under 18 buy many with children over 18. Residents spend their spare time participating in a variety of sports or watching movies.

Demographic Summary:

The following summarizes the demographics of the two service areas.

- The demographic characteristics for both the Primary and Secondary Service Areas are very similar.
- Both service areas have large population bases that are expected to continue to grow in the next five years. Future growth is expected to be in 5-17 age and the 65+ age categories.
- The median age is close to the national numbers but the household size is smaller indicating slightly fewer households with children.
- While the predominate race is White, there is a significant African American and Asian population. There is also a substantial Hispanic population.
- The median household income level is very high but the cost of living is high as well.
- The rate of expenditure for recreation purposes is very high.

Sports Participation Numbers:

In addition to analyzing the demographic realities of the service areas, it is possible to project possible participation in recreation and sport activities.

Participation Numbers: On an annual basis the National Sporting Goods Association (NSGA) conducts an in-depth study and survey of how Americans spend their leisure time. This information provides the data necessary to overlay rate of participation onto the Primary Service Area to determine market potential.

B*K takes the national average and combines that with participation percentages of the Primary Service Area based upon age distribution, median income, region and National number. Those four percentages are then averaged together to create a unique participation percentage for the service area. This participation percentage when applied to the population of the Primary Service Area then provides an idea of the market potential for various activities.

Community Recreation Related Activities Participation: These activities are typical components of an active community recreation center.

Table Q – Recreation Activity Participation Rates for the Primary Service Area

Indoor Activities	Age	Income	Region	Nation	Average
Aerobics	15.7%	21.0%	13.9%	15.3%	16.5%
Basketball	8.0%	10.6%	7.5%	8.2%	8.6%
Boxing	1.2%	0.9%	0.8%	1.2%	1.0%
Cheerleading	1.2%	2.1%	1.5%	1.3%	1.5%
Exercise Walking	31.2%	43.3%	36.1%	36.2%	36.7%
Exercise w/ Equipment	19.3%	27.0%	18.3%	19.1%	20.9%
Gymnastics	1.8%	3.0%	1.6%	1.9%	2.1%
Hockey (ice)	1.1%	1.5%	0.8%	1.2%	1.2%
Ice/Figure Skating	2.4%	3.3%	1.6%	2.5%	2.5%
Martial Arts / MMA	2.2%	3.2%	2.4%	2.2%	2.5%
Running/Jogging	14.9%	21.9%	13.8%	14.9%	16.4%
Swimming	16.0%	21.4%	17.2%	15.9%	17.6%
Volleyball	3.4%	4.7%	2.8%	3.5%	3.6%
Weight Lifting	11.8%	15.5%	10.7%	11.8%	12.4%
Workout @ Clubs	12.4%	17.1%	12.1%	12.5%	13.5%
Wrestling	1.0%	1.0%	0.8%	1.0%	0.9%
Yoga	10.4%	13.1%	8.7%	10.1%	10.6%

	Age	Income	Region	Nation	Average
Did Not Participate	22.5%	18.5%	23.2%	22.6%	21.7%

Age: Participation based on individuals ages 7 & Up in the Primary Service Area.

Income: Participation based on the 2013 estimated median household income in the Primary Service Area.

Region: Participation based on regional statistics (South Atlantic).

National: Participation based on national statistics.

Average: Average of the four columns.

Anticipated Participation Numbers by Activity: Utilizing the average percentage from Table-Q above plus the 2010 census information and census estimates for 2015 and 2020 (over age 7) the following comparisons can be made.

Table R – Participation Rates Primary Service Area

Indoor Activity	Average	2010 Part.	2015 Part.	2020 Part.	Difference
Aerobics	16.5%	26,647	28,095	29,983	+3,336
Basketball	8.6%	13,858	14,611	15,592	+1,735
Boxing	1.0%	1,648	1,737	1,854	+206
Cheerleading	1.5%	2,468	2,603	2,777	+309
Exercise Walking	36.7%	59,383	62,610	66,816	+7,433
Exercise w/ Equipment	20.9%	33,859	35,699	38,098	+4,238
Gymnastics	2.1%	3,367	3,550	3,789	+422
Hockey (ice)	1.2%	1,876	1,978	2,111	+235
Ice/Figure Skating	2.5%	3,979	4,195	4,477	+498
Martial Arts / MMA	2.5%	4,025	4,244	4,529	+504
Running/Jogging	16.4%	26,479	27,918	29,794	+3,315
Swimming	17.6%	28,497	30,045	32,064	+3,567
Volleyball	3.6%	5,812	6,128	6,539	+728
Weight Lifting	12.4%	20,135	21,229	22,656	+2,520
Workout @ Clubs	13.5%	21,895	23,085	24,635	+2,741
Wrestling	0.9%	1,520	1,603	1,711	+190
Yoga	10.6%	17,097	18,026	19,237	+2,140

	Average	2010 Part.	2015 Part.	2020 Part.	Difference
Did Not Participate	21.7%	35,096	37,004	39,490	+4,393

Note: The estimated participation numbers indicated above are for activities that could take place in an active community recreation center. These numbers do not necessarily translate into attendance figures for various activities or programs. It should also be noted that the "Did Not Participate" statistics refers to all 55 activities outlined in the NSGA 2014 Survey Instrument.

Participation by Ethnicity and Race: Participation in sports activities is also tracked by ethnicity and race. The table below compares the overall rate of participation nationally with the rate for Hispanics and African Americans. Utilizing information provided by the National Sporting Goods Association's 2014 survey, the following comparisons are possible.

Table S – Comparison of National, African American and Hispanic Participation Rates

Indoor Activity	Primary Service Area	National Participation	African American Participation	Hispanic Participation
Aerobics	16.5%	15.3%	12.0%	15.4%
Basketball	8.6%	8.2%	11.9%	7.2%
Boxing	1.0%	1.2%	1.7%	2.7%
Cheerleading	1.5%	1.3%	1.4%	1.2%
Exercise Walking	36.7%	36.2%	23.6%	30.3%
Exercise w/ Equipment	20.9%	19.1%	12.2%	16.1%
Gymnastics	2.1%	1.9%	3.4%	2.4%
Hockey (ice)	1.2%	1.2%	0.6%	0.8%
Ice/Figure Skating	2.5%	2.5%	1.4%	3.1%
Martial Arts / MMA	2.5%	2.2%	1.7%	2.2%
Running/Jogging	16.4%	14.9%	10.3%	16.9%
Swimming	17.6%	15.9%	5.9%	12.0%
Volleyball	3.6%	3.5%	3.3%	3.4%
Weight Lifting	12.4%	11.8%	8.2%	12.3%
Workout @ Clubs	13.5%	12.5%	9.0%	12.0%
Wrestling	0.9%	1.0%	1.0%	1.9%
Yoga	10.6%	10.1%	6.5%	10.3%

	Primary Service Area	National Participation	African American Participation	Hispanic Participation
Did Not Participate	21.7%	22.6%	28.0%	24.3%

Primary Service Part: The unique participation percentage developed for the Primary Service Area.
National Rate: The national percentage of individuals who participate in the given activity.
African American Rate: The percentage of African Americans who participate in the given activity.
Hispanic Rate: The percentage of Hispanics who participate in the given activity.

There is a significant African American and Hispanic population in both the Primary and Secondary Service Area.

Summary of Sports Participation: The following chart summarizes participation in sports activities utilizing information from the 2014 National Sporting Goods Association survey.

Table T – Sports Participation Summary

Sport	Nat'l Rank[5]	Nat'l Participation (in millions)	Primary Service Area Rank	Primary Service Area Percentage Part.
Exercise Walking	1	104.3	1	36.7%
Exercising w/ Equipment	2	55.1	2	20.9%
Swimming	3	45.9	3	17.6%
Aerobic Exercising	4	44.2	4	16.5%
Running/Jogging	5	43.0	5	16.4%
Workout @ Club	8	35.9	6	13.5%
Weightlifting	11	34.0	8	12.4%
Yoga	13	29.2	9	10.6%
Basketball	14	23.7	10	8.6%
Volleyball	24	10.2	11	3.6%
Ice/Figure Skating	34	7.3	12	2.5%
Martial Arts / MMA	36	6.3	12	2.5%
Gymnastics	39	5.4	14	2.1%
Cheerleading	46	3.6	15	1.5%
Boxing	47	3.4	17	1.0%
Hockey (ice)	48	3.4	16	1.2%
Wrestling	50	2.9	18	0.9%

Nat'l Rank: Popularity of sport based on national survey.

Nat'l Participation: Percent of population that participate in this sport on national survey.

Primary Service Rank: The rank of the activity within the Primary Service Area.

Primary Service %: Ranking of activities based upon average from Table-Q.

[5] This rank is based upon the 54 activities reported on by NSGA in their 2014 survey instrument.

Market Potential Index: In addition to examining the participation numbers for various indoor activities through the NSGA 2014 Survey and the Spending Potential Index for Entertainment & Recreation, B*K can access information about Sports & Leisure Market Potential. The following information illustrates participation rates for adults in various activities in the Primary Service Area.

Table U – Market Potential Index for Adult Participation in Activities

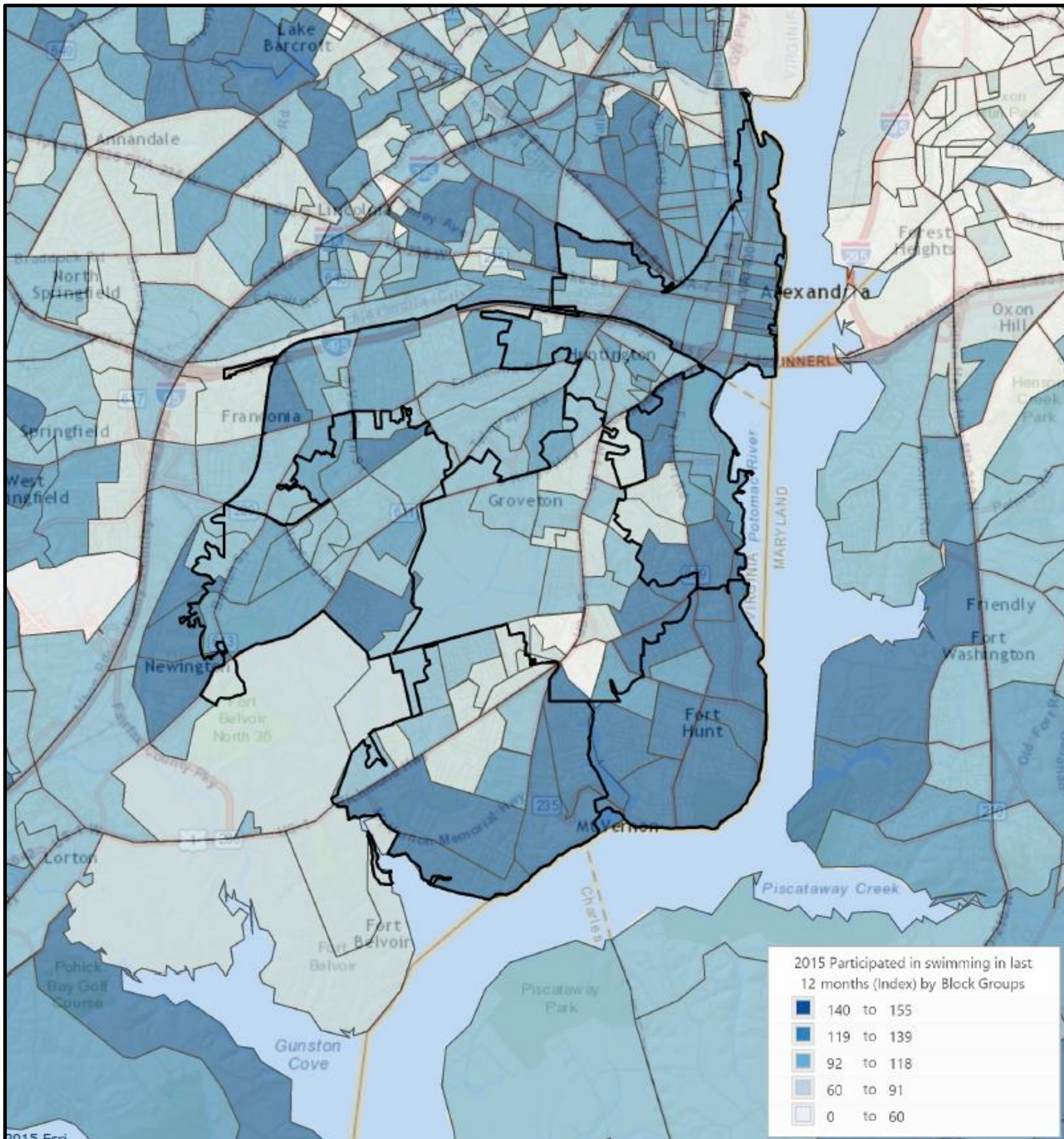
Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics	16,424	11.3%	126
Basketball	11,872	8.1%	98
Ice Skating	4,634	3.2%	124
Jogging/Running	26,060	17.9%	140
Pilates	5,908	4.0%	145
Swimming	26,529	18.2%	115
Volleyball	5,191	3.6%	100
Walking for Exercise	46,919	32.2%	115
Weight Lifting	19,299	13.2%	125
Yoga	16,341	11.2%	157

Expected # of Adults: Number of adults, 18 years of age and older, participating in the activity in the Primary Service Area.
Percent of Population: Percent of the service area that participates in the activity.
MPI: Market potential index as compared to the national number of 100.

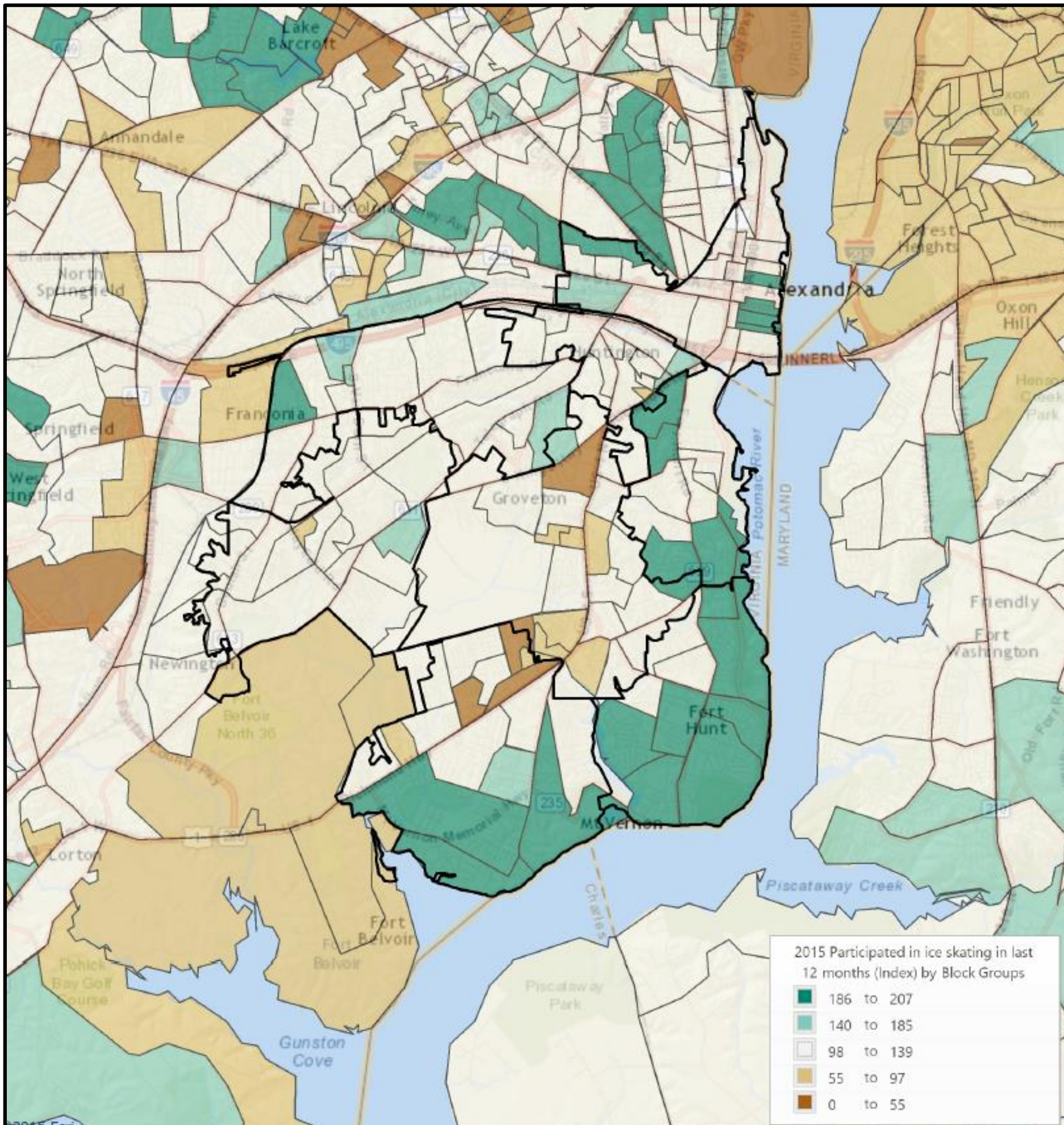
This table indicates that the overall propensity for adults to participate in the various activities listed is greater than the national number in 9 of 11 sports. This is a high rate of participation.

Swimming and Ice Skating Participation: The maps on the following pages indicate the rate of participation in swimming and ice activities in the Primary Service Area.

Map F – Market Potential Index for Adult Participation in Swimming by Census Block Group



Map G – Market Potential Index for Adult Participation in Ice Skating by Census Block Group



Sports Participation Trends: Below are listed a number of sports activities that would often take place in an indoor community recreation facility and the percentage of growth or decline that each has experienced nationally over the last 10 years (2004-2013).

Table V – National Sports Trends (in millions)

Sports that gained in popularity.

	2004 Participation	2013 Participation	Percent Change
Lacrosse[6]	1.2	2.8	133.3%
Running/Jogging	29.2	43.0	47.3%
Hockey (ice)	2.4	3.4	41.7%
Yoga[7]	20.7	29.2	41.1%
Gymnastics[8]	3.9	5.4	38.5%
Aerobic Exercising	33.7	44.2	31.2%
Exercise Walking	86.0	104.3	21.3%
Tennis	11.1	12.4	11.7%
Cheerleading	3.3	3.6	9.1%
Workout @ Club	34.7	35.9	3.5%
Exercising w/ Equipment	54.2	55.1	1.7%
Ice/Figure Skating[9]	6.7	7.3	1.4%

[6] Growth since 2007.
[7] Growth since 2007.
[8] Growth since 2009.
[9] Growth since 2013.

Sports that declined in popularity.

	2004 Participation	2013 Participation	Percent Change
Martial Arts / MMA[10]	6.4	6.3	-1.6%
Weight Lifting	35.5	34.0	-4.2%
Boxing[11]	3.8	3.4	-10.5%
Basketball	29.9	23.7	-20.7%
Swimming	58.0	45.9	-20.9%
Volleyball	13.2	10.2	-22.7%
Wrestling[12]	3.8	2.9	-23.7%

2014 Participation: The number of participants per year in the activity (in millions) in the United States.

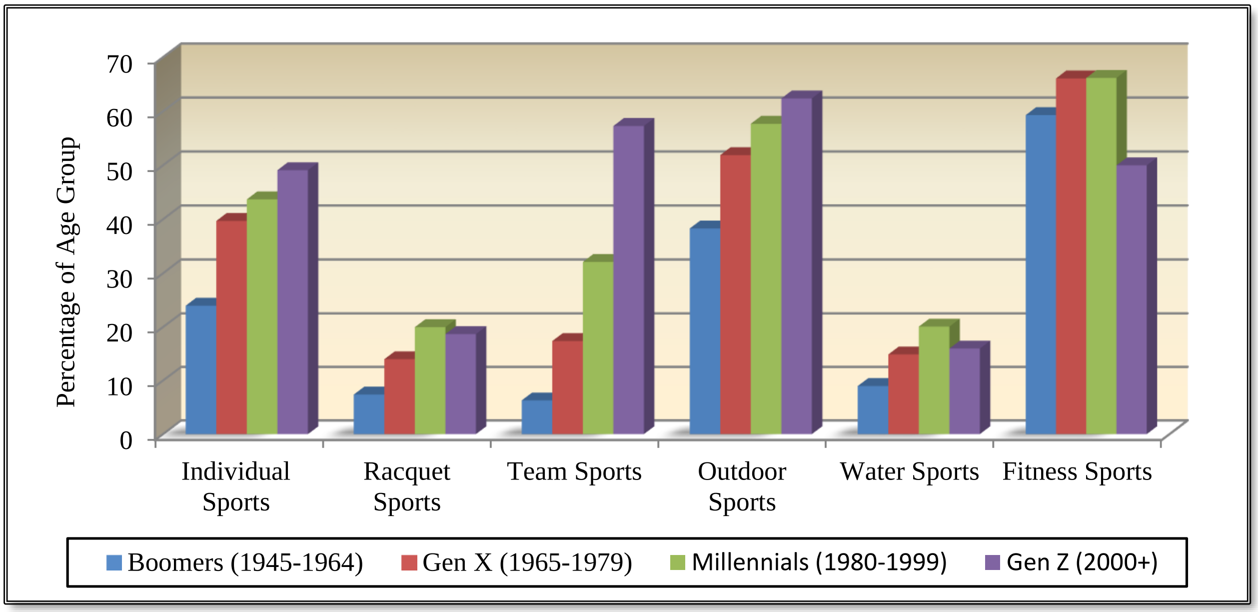
2005 Participation: The number of participants per year in the activity (in millions) in the United States.

Percent Change: The percent change in the level of participation from 2004 to 2013.

[10] Decline since 2013.
[11] Decline since 2013.
[12] Decline since 2006.

Sports & Fitness Industry Association: Another source of sports participation statistics is through the SFIA. The following table indicates the rate of participation in different sports activities by age generation.

Table W – SFIA Sports Activity Participation by Generation



SFIA Sports Activity Trends: The following is a list of sports trends for the last 5 years. This list includes some sports not available from NSGA. Green indicates sports that are growing in popularity while red indicates sports that are seeing a decline.

Table X – SFIA National Sports Activity Trends (in millions)

Sports that gained in popularity.

	2009 Participation	2014 Participation	Percent Change
Aerobics	12.8	19.7	+9.2%
Yoga	18.9	25.2	+6.0%
Running/Jogging	42.5	51.1	+3.9%
Ice Hockey	2.0	2.4	+3.8%
Gymnastics	4.0	4.6	+3.4%
Cheerleading	3.1	3.5	+2.5%
Aquatic Exercise	9.0	9.1	+0.5%
Walking for Fitness	110.9	112.6	+0.3%

Sports that declined in popularity.

	2009 Participation	2014 Participation	Percent Change
Ice Skating	11.0	10.6	-0.5%
Free Weights	26.6	25.6	-0.7%
Badminton	7.5	7.2	-0.7%
Soccer (Indoor)	4.8	4.5	-1.2%
Weight/Resistance Machine	39.1	35.8	-1.7%
Basketball	25.1	23.1	-1.7%
Martial Arts	6.6	5.4	-3.9%
Volleyball (Indoor)	7.7	6.3	-4.0%
Racquetball	4.8	3.6	-5.6%
Wrestling	3.1	1.9	-9.2%

Note: There are no 5 year statistics available for swimming as the sport was divided between Swimming for Fitness and Swimming on a Team in 2011. However both sports have seen positive increases in participation in the last 2 years (Swimming for Fitness 4.8% and Swimming on a Team 4.1%).

There are a great deal of similarities between the NSGA and SFIA statistics. Both show aerobics, yoga, running/jogging, ice hockey, gymnastics, cheerleading and walking increasing in popularity while weight lifting, basketball, martial arts, wrestling, and volleyball are declining.

Fitness Activity Trends: One of the major areas of focus in many recreation centers is fitness activities. The following table looks at the participation trends in these specific activities.

Table Y – SFIA Fitness Activity Trends (in millions)

Fitness activities that gained in popularity.

	2009 Participation	2014 Participation	Percent Change
Cardio Cross Trainer[13]	5.4	7.5	+37.8%
Barre	2.9	3.2	+10.3%
Stationary Cycling (Group)	6.8	8.4	+4.8%
Cardio Kickboxing	5.5	6.7	+4.4%
Elliptical Motion Trainer	25.9	28.0	+1.7%
Treadmill	50.4	50.2	+0%

Fitness activities that declined in popularity.

	2009 Participation	2014 Participation	Percent Change
Pilates	8.8	8.5	-0.5%
Stair Climbing Machine	13.7	13.2	-0.6%
Boot Camp/Cross Training[14]	7.7	6.8	-12.1%

[13] Statistics from 2013.
[14] Statistics are from 2011.

Non-Sport Participation Statistics: It is important to note that inclusion of non-sport activities is often a key aspect of a well-rounded community recreation center. While there is not an abundance of information available for participation in these types of activities as compared to sports, there are statistics that can be utilized to help determine the market for cultural arts activities and events.

There are many ways to measure a nation's cultural vitality. One way is to chart the public's involvement with arts events and other activities over time. The National Endowment for the Arts Survey of Public Participation in the Arts remains the largest periodic study of arts participation in the United States, and it is conducted in partnership with the U.S. Census Bureau. The large number of survey respondents – similar in make-up to the total U.S. adult population – permits a statistical snapshot of American's engagement with the arts by frequency and activity type. The survey has taken place five times since 1982, allowing researchers to compare the trends not only for the total adult population, but also for demographic subgroups.[15]

The participation numbers for these activities are national numbers.

[15] National Endowment for the Arts, *Arts Participation 2008 Highlights from a National Survey.*

Table Z – Percentage of U.S. Adult Population Attending Arts Performances: 1982-2008

					Rate of Change	
	1982	**1992**	**2002**	**2008**	**2002-2008**	**1982-2008**
Jazz	9.6%	10.6%	10.8%	7.8%	-28%	-19%
Classical Music	13.0%	12.5%	11.6%	9.3%	-20%	-29%
Opera	3.0%	3.3%	3.2%	2.1%	-34%	-30%
Musical Plays	18.6%	17.4%	17.1%	16.7%	-2%	-10%
Non-Musical Plays	11.9%	13.5%	12.3%	9.4%	-24%	-21%
Ballet	4.2%	4.7%	3.9%	2.9%	-26%	-31%

Smaller percentages of adults attended performing arts events than in previous years.

- Opera and jazz participation significantly decreased for the first time, with attendance rates falling below what they were in 1982.
- Classical music attendance continued to decline – at a 29% rate since 1982 – with the steepest drop occurring from 2002 to 2008
- Only musical play saw no statistically significant change in attendance since 2002.

Table AA – Percentage of U.S. Adult Population Attending Art Museums, Parks and Festivals: 1982-2008

					Rate of Change	
	1982	**1992**	**2002**	**2008**	**2002-2008**	**1982-2008**
Art Museums/Galleries	22.1%	26.7%	26.5%	22.7%	-14%	+3%
Parks/Historical Buildings	37.0%	34.5%	31.6%	24.9%	-21%	-33%
Craft/Visual Arts Festivals	39.0%	40.7%	33.4%	24.5%	-27%	-37%

Attendance for the most popular types of arts events – such as museums and craft fairs – also declined.

- After topping 26% in 1992 and 2002, the art museum attendance rate slipped to 23 percent in 2008 – comparable to the 1982 level.
- The proportion of the U.S. adults touring parks or historical buildings has diminished by one-third since 1982.

Table AB – Median Age of Arts Attendees: 1982-2008

					Rate of Change	
	1982	1992	2002	2008	2002-2008	1982-2008
U.S. Adults, Average	39	41	43	45	+2	+6
Jazz	29	37	43	46	+4	+17
Classical Music	40	44	47	49	+2	+9
Opera	43	44	47	48	+1	+5
Musicals	39	42	44	45	+1	+6
Non-Musical Plays	39	42	44	47	+3	+8
Ballet	37	40	44	46	+2	+9
Art Museums	36	39	44	43	-1	+7

Long-term trends suggest fundamental shifts in the relationship between age and arts attendance.

- Performing arts attendees are increasingly older than the average U.S. adult.
- Jazz concert-goers are no longer the youngest group of arts participants.
- Since 1982, young adult (18-24 year old) attendance rates have declined significantly for jazz, classical music, ballet, and non-musical plays.
- From 2002 to 2008, however, 45-54 year olds – historically a large component of arts audiences – showed the steepest declines in attendance for most arts events.

Table AC – Percentage of U.S. Adult Population Performing or Creating Art: 1992-2008

				Rate of Change	
	1992	**2002**	**2008**	**2002-2008**	**1982-2008**
Performing:					
Jazz	1.7%	1.3%	1.3%	+0.0%	-0.4%
Classical Music	4.2%	1.8%	3.0%	+1.2%	-1.2%
Opera	1.1%	0.7%	0.4%	-0.3%	-0.7%
Choir/Chorus	6.3%	4.8%	5.2%	+0.4%	-1.1%
Musical Plays	3.8%	2.4%	0.9%	-1.5%	-2.9%
Non-Musical Plays	1.6%	1.4%	0.8%	-0.6%	-0.8%
Dance	8.1%	4.3%	2.1%	-2.2%	-6.0%
Making:					
Painting/Drawing	9.6%	8.6%	9.0%	+0.4%	-0.6%
Pottery/Ceramics	8.4%	6.9%	6.0%	-0.9%	-2.4%
Weaving/Sewing	24.8%	16.0%	13.1%	-2.9%	-11.7%
Photography	11.6%	11.5%	14.7%	+3.2%	+3.1%
Creative Writing	7.4%	7.0%	6.9%	-0.1%	-0.5%

Adults generally are creating or performing at lower rates – despite opportunities for displaying their work line.

- Only photography increased from 1992 to 2008 – reflecting, perhaps, greater access through digital media.
- The proportion of U.S. adults doing creative writing has hovered around 7.0 percent.
- The rate of classical music performance slipped from 1992 to 2002 then grew over the next six years.
- The adult participation rate for weaving or sewing was almost twice as great in 1992 as in 2008. Yet this activity remains one of the most popular forms of art creation.

Table AD – Percentage of U.S. Adult Population Viewing or Listening to Art Broadcasts or Recordings, 2008 (online media included)

	Percentage	Millions of Adults
Jazz	14.2%	31.9
Classical Music	17.8%	40.0
Latin or Salsa Music	14.9%	33.5
Opera	4.9%	11.0
Musical Plays	7.9%	17.8
Non-Musical Plays	6.8%	15.3
Dance	8.0%	18.0
Programs about the visual arts	15.0%	33.7
Programs about books/writers	15.0%	33.7

As in previous years, more Americans view or listen to broadcasts and recordings of arts events than attend them live.

- The sole exception is live theater, which still attracts more adults than broadcasts or recordings of plays or musicals (online media included).
- Classical music broadcasts or recordings attract the greatest number of adult listeners, followed by Latin or salsa music.
- 33.7 million Americans listened to or watched programs or recordings about books.

Recreation Activity and Facility Trends: There continues to be very strong growth in the number of people participating in recreation and leisure activities. The Physical Activity Council in its 2013 study indicated that 33% of Americans (age 6 and older) are active to a healthy level. However, the study also indicated that 28% of Americans were inactive. It is estimated that one in five Americans over the age of six participates in some form of fitness related activity at least once a week. American Sports Data, Inc. reported that membership in U.S. health clubs has increased by 10.8% from 2009 to 2010, and memberships in health clubs reached an all-time high of 50.2 million in 2010. Statistics also indicate that approximately 12 out of every 100 people of the U.S. population (or 12%) belong to a health club. On the other side most public recreation centers attract between 20% and 30% of a market area (more than once) during the course of a year. All of this indicates the relative strength of a market for a community recreation facility. However, despite these increases the American population as a whole continues to lead a rather sedentary life with an average of 25% of people across the country reporting that they engage in no physical activity (according to The Center for Disease Control).

One of the areas of greatest participant growth over the last 15 years is in fitness related activities such as exercise with equipment, aerobic exercise, functional training, and group cycling. This is also the most volatile area of growth with specific interest areas soaring in popularity for a couple of years only to be replaced by a new activity for the coming years. Also showing particularly strong growth numbers are ice hockey and running/jogging while swimming participation remains consistently high despite recent drops in overall numbers.

Due to the increasing recreational demands there has been a shortage in most communities of the following spaces:

- Gymnasiums
- Pools (especially leisure pools)
- Weight/cardiovascular equipment areas
- Indoor running/walking tracks
- Meeting/multipurpose (general program) space
- Senior's program space
- Pre-school and youth space
- Teen use areas
- Fieldhouses

As a result, many communities have attempted to include these amenities in public community recreation centers. With the growth in youth sports and the high demand for school gyms, most communities are experiencing an acute lack of gymnasium space. Weight/cardiovascular space is also in high demand and provides a facility with the potential to generate significant revenues.

The success of most recreation departments is dependent on meeting the recreational needs of a variety of individuals. The fastest growing segment of society is the senior population and meeting the needs of this group is especially important now and will only grow more so in the coming years. Indoor walking tracks, exercise areas, pools and classroom spaces are important to this age group. Marketing to the younger more active senior (usually age 55-70) is paramount, as this age group has the free time available to participate in leisure activities, the desire to remain fit, and more importantly the disposable income to pay for such services.

Youth programming has always been a cornerstone for recreation services and will continue to be so with an increased emphasis on teen needs and providing a deterrent to juvenile crime. With a continuing increase in single parent households and two working parent families, the needs of school age children for before and after school child care continues to grow as does the need for preschool programming.

As more and more communities attempt to develop community recreation facilities the issues of competition with other providers in the market area have inevitably been raised. The loudest objections have come from the private health club market and their industry voice IHRSA. The private sector has vigorously contended that public facilities unfairly compete with them in the market and have spent considerable resources attempting to derail public projects. However, the reality is that in most markets where public community recreation centers have been built, the private sector has not been adversely affected and in fact in many cases has continued to grow. This is due in large part to the fact that public and private providers serve markedly different markets. One of the other issues of competition comes from the non-profit sector (primarily YMCA's but also JCC’s, and others), where the market is much closer to that of the public providers. While not as vociferous as the private providers, the non-profits have also often expressed concern over public community recreation centers. What has resulted from this is a strong growth in the number of partnerships that have occurred between the public and non-profit sector in an attempt to bring the best recreation amenities to a community.

Community Recreation Center Benchmarks: Based on market research conducted by Ballard*King & Associates at community recreation centers across the United States, the following represents the basic benchmarks.

- The majority of community recreation centers that are being built today are between 65,000 and 75,000 square feet. Most centers include three primary components A) A pool area usually with competitive and leisure amenities, B) Multipurpose gymnasium space, and C) Weight/cardiovascular equipment area. In addition, most centers also have group exercise rooms, drop-in childcare, and classroom and/or community spaces.

- For most centers to have an opportunity to cover all of their operating expenses with revenues, they must have a service population of at least 50,000 and an aggressive fee structure.

- Most centers that are between 65,000 and 75,000 square feet have an operating budget of between $1,750,000 and $2,500,000 annually. Nearly 65% of the operating costs are from personnel services, followed by approximately 25% for contractual services, 8% for commodities, and 2% for capital replacement.

- For centers that serve a more urban population and have a market driven fee structure, they should be able to recover 70% to 100% of operating expenses. For centers in more rural areas the recovery rate is generally 50% to 75%. Facilities that can consistently cover all of their operating expenses with revenues are relatively rare. The first true benchmark year of operation does not occur until the third full year of operation.

- The majority of centers of the size noted above average daily paid attendance of 800 to as much as 1,000 per day. These centers will also typically sell between 1,000 and 2,500 annual passes (depending on the fee structure and marketing program).

- It is common for most centers to have a three-tiered fee structure that offers daily, extended visit (usually punch cards) passes, and annual passes. In urban areas it is common to have resident and non-resident fees. Non-resident rates can cost 25% to 50% higher than the resident rate and are usually a topic of discussion amongst elected officials. Daily rates for residents average between $5.00 and $10.00 for adults, $4.00 and $6.00 for youth and the same for seniors. Annual rates for residents average between $300 and $500 for adults, and $200 and $300 for youth and seniors. Family annual passes tend to be heavily discounted and run between $600 and $1,200.

- Most centers are open an average of 105 hours a week, with weekday hours being 5:00 am to 10:00 pm, Saturdays 8:00 am to 8:00 pm and Sundays from noon to 8:00 pm. There is now a trend to open earlier on Sundays as well. Often hours are shorter during the summer months.

Note: These statistics vary by regions of the country.

Community Recreation Center Market Orientation: Based on the demographic makeup of the Primary Service Area and the trends in indoor recreation amenities, there are specific market areas that need to be addressed with such community facilities. These include:

General:

1. Drop-in recreation activities - Critical to the basic operation of any community recreation center is the availability of the facility for drop-in use by the general public. This requires components that support drop-in use and the careful scheduling of programs and activities to ensure that they do not dominate the center and exclude the drop-in user. The sale of annual passes and daily admissions, potential strong revenue sources for a center, requires a priority for drop-in use.

2. Instructional programming - The other major component of a community recreation center's operation is a full slate of programs in a variety of disciplines. The center should provide instruction for a broad based group of users in a number of program areas. The primary emphasis should be on teaching basic skills with a secondary concern for specialized or advanced instruction.

3. Special events - There should be a market for special events including kid's birthday parties, community organization functions, sports tournaments and other special activities. The development of this market will aid significantly in the generation of additional revenues and these events can often be planned for before or after regular operating hours or during slow use times of the year. Care should be taken to ensure that special events do not adversely impact the everyday operations of the center.

4. Community rentals - Another aspect of a center's operation is providing space for rentals by civic groups or organizations as well as the general public. Gyms and multi-purpose rooms can be used as a large community gathering space and can host a variety of events from seminars, parties, receptions, arts and crafts sales and other events. It is important that a well-defined rental fee package is developed and the fee schedule followed closely. Rentals should not be done at the expense of drop-in use or programming in the center.

5. Social welfare programs – An emerging area for many centers is the use of space for social service activities and programs. Special population activities, teen and senior assistance programs, childcare and other similar uses are now common in many facilities.

Specific market segments include:

1. Families - Within most markets family orientated activities are essential. The ability to have family members of different ages participate in a variety of activities together or individually, is the challenge.

2. Pre-school children - The needs of pre-school age children need to be met with a variety of activities and programs designed for their use. From drop-in childcare to specialized pre-school classes, a number of such programs can be developed. Interactive programming involving parents and toddlers can also be beneficial. It is significant that this market usually is active during the mid-morning time frame, providing an important clientele to the facility during an otherwise slow period of the day. For parents with small children who wish to participate in their own activities, babysitting services are often necessary during the morning and early evening time slots.

3. School age youth - Recreation programming has tended to concentrate on this market segment and this age group should be emphasized at a center as well. This group requires a wide variety of programs and activities that are available after school, during the summer, or during weekend hours. Instructional programs and competitive sports programs are especially popular, as well as drop-in use of the facility.

4. Teens - A major focus of many community recreation center projects is on meeting the needs of teenagers in the community. There is a great debate among recreation providers throughout the country on how to best provide recreation programming for this age group. Some believe that dedicated teen space is required to meet their needs while others find that it is the activities and approach that is more important. Serving the needs of this age group will often require the use of many areas of the center at certain "teen" times of use.

5. Seniors - As the population of the United States and the market area continues to age, continuing to meet the needs of the senior population will be essential. As has been noted, a more active and physically oriented senior is now demanding services to ensure their continued health. Social programs as well as weight training and cardiovascular conditioning have proven to be popular with this age group. Again, the fact that this market segment will usually utilize a facility during the slower use times of early to mid-day also is appealing. Providing services for this age group should be more of a function of time than space.

6. Business/corporate - This market has a variety of needs from fitness/wellness and instruction, to recreation and social. The more amenities and services that can be offered at one location the more appeal there is to this market segment. The business community should be surveyed to determine their specific needs and expectations.

7. Special needs population - This is a secondary market, but with the A.D.A. requirements and the existence of a number of recreation components, the amenities will be present to develop programs for this population segment. Association with health care providers and/or other social service agencies will be necessary to fully reach this market.

8. Special interest groups - This is a market that needs to be explored to determine the use potential from a variety of groups. These could include school functions, social service organizations and adult and youth sports teams. While the needs of these groups can be great, their demands on a center can often be incompatible with the overall mission of the facility. Care must be taken to ensure that special interest groups are not allowed to dictate use patterns for the center.

Two of the major areas of focus for the current Mt. Vernon RECenter is aquatics and ice activities. The following is an assessment of trends in both of these areas.

Aquatic Participation Trends: Swimming is one of the most popular sports and leisure activities, meaning that there is a significant market for aquatic pursuits. Approximately 17.6% of the population in the Primary Service Area participates in aquatic activities. This is a significant segment of the population.

Despite the recent emphasis on recreational swimming the more traditional aspects of aquatics (including swim teams, instruction and aqua fitness) remain as an important part of most aquatic centers. The life safety issues associated with teaching children how to swim is a critical concern in most communities and competitive swim team programs through USA Swimming, high schools, masters, and other community based organizations continue to be important. Aqua fitness, from aqua exercise to lap swimming, has enjoyed strong growth during the last ten years with the realization of the benefits of water-based exercise.

A competitive pool allows for a variety of aquatic activities to take place simultaneously and can handle aqua exercise classes, learn to swim programs as well competitive swim training and meets (short course and possibly long course). In communities where there are a number of competitive swim programs, utilizing a pool with 8 lanes or more is usually important. A competitive pool that is designed for hosting meets will allow a community to build a more regional or even national identity as a site for competitive swimming. However, it should be realized that regional and national swim meets are difficult to obtain on a regular basis, take a considerable amount of time, effort and money to run; can be disruptive to the regular user groups and can be financial losers for the facility itself. On the other side such events can provide a strong economic stimulus to the overall community.

Competitive diving is an activity that is often found in connection with competitive swimming. Most high school and regional diving competition centers on the 1 meter board with some 3 meter events (non-high school). The competitive diving market, unlike swimming, is usually very small (usually 10% to 20% the size of the competitive swim market) and has been decreasing steadily over the last ten years or more. As a result, many states have or are considering the elimination of diving as a part of high school swimming. Diving programs have been more viable in markets with larger populations and where there are coaches with strong diving reputations. Moving from springboard diving to platform (5 meter and 10 meter, and sometimes 3 and 7.5 meters), the market for divers drops even more while the cost of construction with deeper pool depths and higher dive towers becomes significantly larger. Platform diving is usually only a competitive event in regional and national diving competitions. As a result the need for inclusion of diving platforms in a competitive aquatic facility needs to be carefully studied to determine the true economic feasibility of such an amenity.

There are a couple of other aquatic sports that are often competing for pool time at competitive aquatic centers. However their competition base and number of participants is relatively small. Water polo is a sport that continues to be reasonably popular and uses a space of 25 yards or meters by 45-66 feet wide (the basic size of an 8 lane, 25 yard pool). However a minimum depth of 6 foot 6 inches is required which is often difficult to find in more community based facilities. Synchronized swimming also utilizes aquatic facilities for their sport and they also require deeper water of 7-8 feet. This also makes the use of some community pools difficult.

Without doubt the hottest trend in aquatics is the leisure pool concept. This idea of incorporating slides, lazy rivers (or current channels), fountains, zero depth entry and other water features into a pool's design has proved to be extremely popular for the recreational user. The age of the conventional pool in most recreational settings has greatly diminished. Leisure pools appeal to the younger kids (who are the largest segment of the population that swims) and to families. These types of facilities are able to attract and draw larger crowds and people tend to come from a further distance and stay longer to utilize such pools. This all translates into the potential to sell more admissions and increase revenues. It is estimated conservatively that a leisure pool can generate up to 30% more revenue than a comparable conventional pool and the cost of operation while being higher, has been offset through increased revenues. Of note is the fact that patrons seem willing to pay a higher user fee with this type of pool that is in a park like setting than a conventional aquatics facility.

Another trend that is growing more popular in the aquatic's field is the development of a raised temperature therapy pool for relaxation, socialization, and rehabilitation. This has been effective in bringing in swimmers who are looking for a different experience and non-swimmers who want the advantages of warm water in a different setting. The development of natural landscapes have enhanced this type of amenity and created a pleasant atmosphere for adult socialization.

The multi-function indoor aquatic center concept of delivering aquatics services continues to grow in acceptance with the idea of providing for a variety of aquatics activities and programs in an open design setting that features a lot of natural light, interactive play features and access to an outdoor sun deck. The placing of traditional instructional/competitive pools, with shallow depth/interactive leisure pools and therapy water, in the same facility has been well received in the market. This idea has proven to be financially successful by centralizing pool operations for recreation service providers and through increased generation of revenues from patrons willing to pay for an aquatics experience that is new and exciting. Indoor aquatic centers have been instrumental in developing a true family appeal for community-based facilities. The keys to success for this type of center revolve around the concept of intergenerational use in a quality facility that has an exciting and vibrant feel in an outdoor like atmosphere.

Also changing is the orientation of aquatic centers from stand-alone facilities that only have aquatic features to more of a full-service recreation center that has fitness, sports and community based amenities. This change has allowed for a better rate of cost recovery and stronger rates of use of the aquatic portion of the facility as well as the other "dry side" amenities.

Aquatic Facilities Market Orientation: Based on the market information, the existing pools, and typical aquatic needs within a community, there are specific market areas that need to be addressed with any aquatic facility. These include:

1. Leisure/recreation aquatic activities - This includes a variety of activities found at leisure pools with zero depth entry, warm water, play apparatus, slides, seating areas and deck space. These are often combined with other non-aquatic areas such as concessions and birthday party or other group event areas.

2. Instructional programming - The primary emphasis is on teaching swimming and lifesaving skills to many different age groups. These activities have traditionally taken place in more conventional pool configurations but should not be confined to just these spaces. Reasonably warm water, shallow depth with deeper water (4 ft. or more), and open expanses of water are necessary for instructional activities. Easy pool access, a viewing area for parents, and deck space for instructors is also crucial.

3. Fitness programming - These types of activities continue to grow in popularity among a large segment of the population. From aqua exercise classes, to lap swimming times, these programs take place in more traditional settings that have lap lanes and large open expanses of water available at a 3 1/2 to 5 ft. depth.

4. Therapy – A growing market segment for many aquatic centers is the use of warm, shallow water for therapy and rehabilitation purposes. Many of these services are offered by medically based organizations that partner with the center for this purpose.

5. Competitive swimming/diving - Swim team competition and training for youth, adults and seniors requires a traditional 6 to 10 lane pool with a 1 and/or 3 meter diving boards at a length of 25 yards or 50 meters. Ideally, the pool depth should be no less than 4 ft. deep (7 is preferred). Spectator seating and deck space for staging meets is necessary. This market usually has strong demands for competitive pool space and time during prime times of center use.

6. Specialized uses – Activities such as water polo and synchronized swimming can also take place in competitive pool areas as long as the pool is deep enough (7 ft. minimum) and the pool area is large enough. However these are activities that have small participant numbers and require relatively large pool areas. As a result it may be difficult to meet the needs of specialized uses on a regular basis.

7. Social/relaxation - The appeal of using an aquatics area for relaxation has become a primary focus of many aquatic facilities. This concept has been very effective in drawing non-swimmers to aquatic facilities and expanding the market beyond the traditional swimming boundaries. The use of natural landscapes and creative pool designs that integrate the social elements with swimming activities has been most effective in reaching this market segment.

8. Special events/rentals - There is a market for special events including kids birthday parties, corporate events, community organization functions, and general rentals to outside groups. The development of this market will aid in the generation of additional revenues and these events/rentals can often be planned for after or before regular hours or during slow use times. It is important that special events or rentals not adversely affect daily operations or overall center use.

Specific market segments include:

1. Families - Within this market, an orientation towards family activities is essential. The ability to have family members of different ages participate in a fun and vibrant facility is essential.

2. Pre-school children - The needs of pre-school age children need to be met with very shallow or zero depth water which is warm and has play apparatus designed for their use. Interactive programming involving parents and toddlers can also be conducted in more traditional aquatic areas as well.

3. School age youth - A major focus of most pools is to meet the needs of this age group from recreational swimming to competitive aquatics. The leisure components such as slides, fountains, lazy rivers and zero depth will help to bring these individuals to the pool on a regular basis for drop-in recreational swimming. The lap lanes provide the opportunity and space necessary for instructional programs and aquatic team use.

4. Teens - Another aspect of many pools is meeting the needs of the teenage population. Serving the needs of this age group will require leisure pool amenities that will keep their interest (slides) as well as the designation of certain “teen” times of use.

5. Adults – This age group has a variety of needs from aquatic exercise classes to lap swimming, triathlon training and competitive swimming through the master’s program.

6. Seniors - As the population of the United States and the market area continues to age, meeting the needs of an older senior population will be essential. A more active and physically oriented senior is now demanding services to ensure their continued health. Aqua exercise, lap swimming, therapeutic conditioning and even learn to swim classes have proven to be popular with this age group.

7. Special needs population - This is a secondary market, but with the A.D.A. requirements and the existence of shallow warm water and other components, the amenities are present to develop programs for this population segment. Association with a hospital and other therapeutic and social service agencies will be necessary to reach this market.

8. Special interest groups - These include swim teams (and other aquatic teams), school district teams, day care centers and social service organizations. While the needs of these groups can be great, their demands on an aquatics center can often be incompatible with the overall mission of the facility. Care must be taken to ensure that special interest groups are not allowed to dictate use patterns for the center.

With the proper pools and strong utilization of the aquatics area, it is possible to meet most of the varied market orientations as outlined above.

Ice Participation Trends: The rate of participation in ice related activities (primarily hockey and figure skating) have always been relatively low especially when compared to other sports such as swimming and exercising with equipment. It is estimated that 2.5% of the population (over age 7) participates in ice/figure skating and 1.2% in hockey in the Primary Service Area. Traditionally participation in ice activities has varied considerably with periods of strong growth followed by little to no growth or even the loss of participants. Due to the relatively small market and variance in the rate of participation, changes can show up quickly in most facilities. With this in mind it must be recognized that an indoor ice rink will need to be considered a regional facility that must draw users from well outside of a primary market area for most other recreation amenities. This makes an ice rink somewhat dependent on the non-resident user for success.

Most ice rinks are known as either a hockey or figure skating rink. It is generally difficult to serve both markets adequately and generally the youth/adult hockey market is the largest and most financially lucrative. However, rinks must also allow time for public skating, learn to skate programs and other specialty uses such as broomball, curling or even short track speed skating.

Rinks can also have a focus on simply selling ice time to other organizations (usually youth hockey and/or a figure skating club). However, long term, most rinks are more financially stable when they emphasize the development of their own programs that concentrate on the local market. The greater the reliance on this market, the more immediate control there will be over the long term direction of the rink. A commitment to this operational philosophy often requires several years to fully develop local programs and a realization that in the interim, revenues may not be as large as those derived from catering to a specific special interest group's immediate needs. The development of a comprehensive marketing plan with a goal of achieving a local orientation will be essential if this approach is taken.

The local market orientation should include:

1. Public skating sessions - It is important that there is a substantial commitment to providing public skating sessions on a weekly basis to serve the local population. There should be public sessions scheduled at same basic times of early afternoon to early evening several times during the week (winter season). Session times and hours should be adjusted to ensure optimum participation and revenues. A strong commitment to public skating will help to build interest in other programs such as figure skating and hockey.

2. Learn to skate - The development of a strong learn to skate program will feed participants into both the figure skating and hockey program. This lesson program should be a strong revenue producer for the rink if it is properly scheduled and promoted.

3. Hockey program - There will need to be an in-house youth hockey league developed or an independent organization designated to provide a hockey program for the rink. Self-operating programs usually prove to be profitable as the return on program costs nets a higher rate than what can be obtained through ice rentals. This program should focus on in-house leagues as well as developmental programs. Travel teams and other elite programs should also receive attention but not to the detriment of the in-house programs and activities. In-house programs should be a natural feeder to the travel teams. The development of fall, spring and even summer leagues need to be strongly pursued as well. Adult hockey leagues, youth hockey tournaments, clinics, summer camps and other programs will also need to receive attention. A stronger market is also developing for women's hockey in some areas and this demand will need to be factored into the rink's program offerings.

4. Figure skating - The development of a figure skating club (either in-house or by an independent organization) is important. This will require the hiring of competent instructors and coaches including a director of skating. Group lessons, private lessons, clinics and camps will need to be developed and promoted. The establishment of a strong figure skating program will be critical to year round operation of the rink. Several ice shows and skating competitions, with a local orientation, should be offered over the course of the year. These programs often serve as a motivator to help maintain skating interest and prolong and expand revenue generation.

5. Speed skating - Depending on the rink's layout and size, short track speed skating programs can be initiated. This could include a program for adults as well as kids and will probably require the affiliation with an existing club or organization in the area to get the program started. It should be realized that the cost for the rink pads is expensive and will take some time to recoup through a short track speed skating program.

6. School district activities - Providing ice time to the high school hockey program (at market rates) will be important as well as exploring the possibility of developing physical education programs for local schools. This could expand the use of the rink during the slower mid-day time periods during the school year.

7. Ice time rentals - After the needs of the in-house programs and activities have been satisfied, open rentals to any individuals, groups and organizations need to been strongly encouraged. These rentals should be at the established hourly rates for the rink. The goal of the rentals should be to sell the fringe hours of late night, early morning and daytime weekday usage.

8. Other programs - Activities such as broomball, synchronized skating or even curling can be utilized to fill in the open times in the facility's schedule particularly during the startup times of early fall and late spring.

9. Special interest groups – Community groups (including home school groups) could possibly make use of the ice rink for a variety of functions and training. The rink's use by such groups should be during non-prime time hours and not done at the expense of any in-house programs or activities. These groups should also be expected to pay the going rate for rink use.

10. Dry floor/off season activities - If the rink is only going to be a seasonal operation then the development of alternative non-ice uses will be critical to the financial health of the facility. The first priority should be to establish complimentary uses such as inline hockey leagues, indoor soccer or other similar pursuits. If there is still additional time available then the use of floor space for concerts, fairs, trade shows and exhibits and other recreational activities needs to be pursued. However the building should be an ice facility first and foremost and dry floor uses and other non-ice activities should not be conducted to the detriment of the ice rink and its programs.

Indoor Recreation Providers in the Market Area: There are a number of facilities in the Primary and Secondary Service Area that are supplying recreation, fitness, and sports activities. The following is a brief review of each of the major providers in the area.

Public

There are a significant number of public recreation centers that have an impact on the Mt. Vernon RECenter market including two Fairfax County Park Authority centers.

Lee District RECenter – Located within much the same market area as Mt. Vernon RECenter, this facility features a 50 meter indoor pool, fitness center, large gym with on-grade track, 4 pre-school rooms, arts & crafts room, group exercise room, multi-purpose room, soft play area, small gymnastics area, and 3 racquetball courts. This is a large center that has more to offer than Mt. Vernon (with the exception of the ice rink).

George Washington RECenter – This FCPA facility is the closest in proximity to Mt. Vernon RECenter. While this facility is primarily an indoor aquatic center, it does have a few pieces of fitness equipment in the lobby and a small meeting room off of the pool deck.

The other major public provider in the market is the City of Alexandria. The City has three facilities, two located in Old Town and the other near TC Williams High School.

Charles Houston Recreation Center – This is a smaller center located in Old Town that has a gymnasium, fitness area, dance studio, outdoor pool, soft play room, boxing ring, arts & crafts room, meeting rooms and other amenities.

Nannie J. Lee Recreation Center - The center has a gym, multi-purpose room, arts & crafts room, game room, dance studio, and other features.

Chinquapin Park Recreation Center & Aquatics Facility – While the main feature of this center is the large competitive pool area, there are also a number of other amenities including a soft play room, small fitness room, 4 racquetball courts and meeting rooms.

These public facilities are the main "competition" for the Mt. Vernon RECenter and it is significant that two of these centers are part of the Fairfax County Park Authority system.

Private

Besides the public facilities noted above, there are an extensive number of private clubs in the area. This includes the following major facilities:

Gold's Gym – This is large, full service fitness center with a significant weight/cardio area, several group exercise rooms, an indoor lap pool and other amenities. The facility was recently expanded.

Snap Fitness – This small store front weight/cardio fitness center is located in the shopping center just across the street from Mt. Vernon RECenter.

Curves – This women's specialty fitness center is located in the same shopping center as Snap Fitness.

Planet Fitness – Located just blocks from Mt. Vernon RECenter, this is an inexpensive weight/cardio equipment center.

Sport & Health – This is a higher end fitness center located in Old Town Alexandria. It is part of a larger chain of clubs in the area.

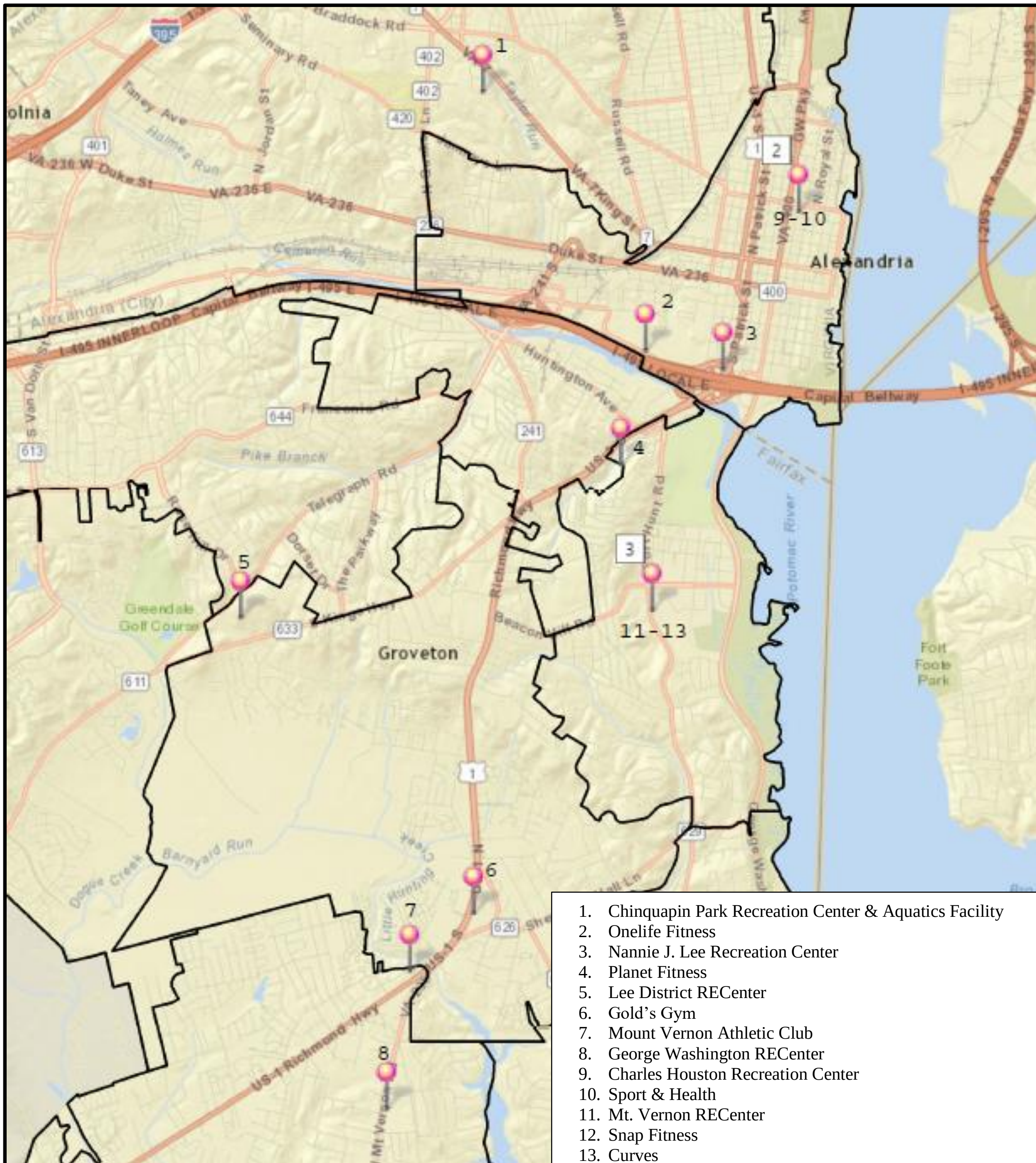
Mount Vernon Athletic Club – The club has a large fitness area, group exercise rooms, 5 indoor tennis courts, a racquetball court, and a spa.

Onelife Fitness – This club has a strong commitment to weight cardio space as well as a functional training area, group cycling studio and small gymnasium. It is located just south of Old Town Alexandria and is in close proximity to Mt. Vernon RECenter.

Charles Houston Recreation Center

Onelife Fitness

Map H – Indoor Recreation Service Providers in the Market Area



Indoor Aquatic Facilities Inventory: There are a number of indoor aquatic facilities that currently serve the greater Mt. Vernon RECenter market area.

Public

As noted above, there are two Fairfax County Park Authority RECenters that have significant indoor aquatic facilities.

Lee District RECenter – The center features a 50 meter pool with two 1 meter and two 3 meter diving boards. The center serves as the home pool for four high schools as well as other swim teams. There is also a large whirlpool located next to the competitive pool.

George Washington RECenter – The center has an 8 lane by 25 yard pool with two 1 meter diving boards. There is also a small zero depth pool and a whirlpool. Mt. Vernon High School swims at this center.

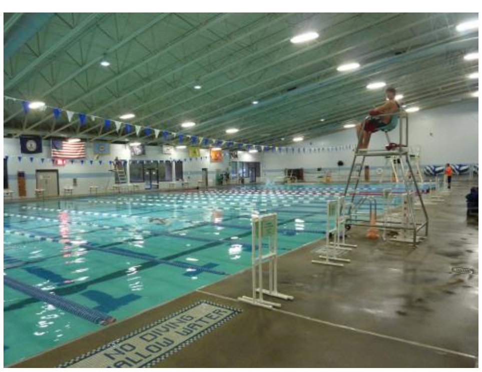
In addition to these facilities FCPA has the *Martin Luther King Park Pool*, which is a very small outdoor pool that is located in relatively close to Mt. Vernon RECenter, but it serves a very different market.

Beyond these two indoor public pools, the other major provider is the City of Alexandria.

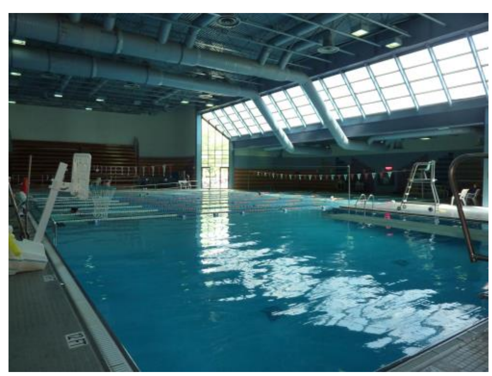
Chinquapin Park Recreation Center & Aquatics Facility – As has been noted, the main feature of this center is the large competitive pool area (8 lane x 25 meter). There are also plans to add a 50 meter pool to this center. This will add significant capacity for competitive swimming to the Mt. Vernon market area.

The City of Alexandria has an outdoor pool with lap lanes and recreational amenities at the Charles Houston Recreation Center.

Lee District RECenter



Chinquapin Park Recreation & Aquatics Facility



Private

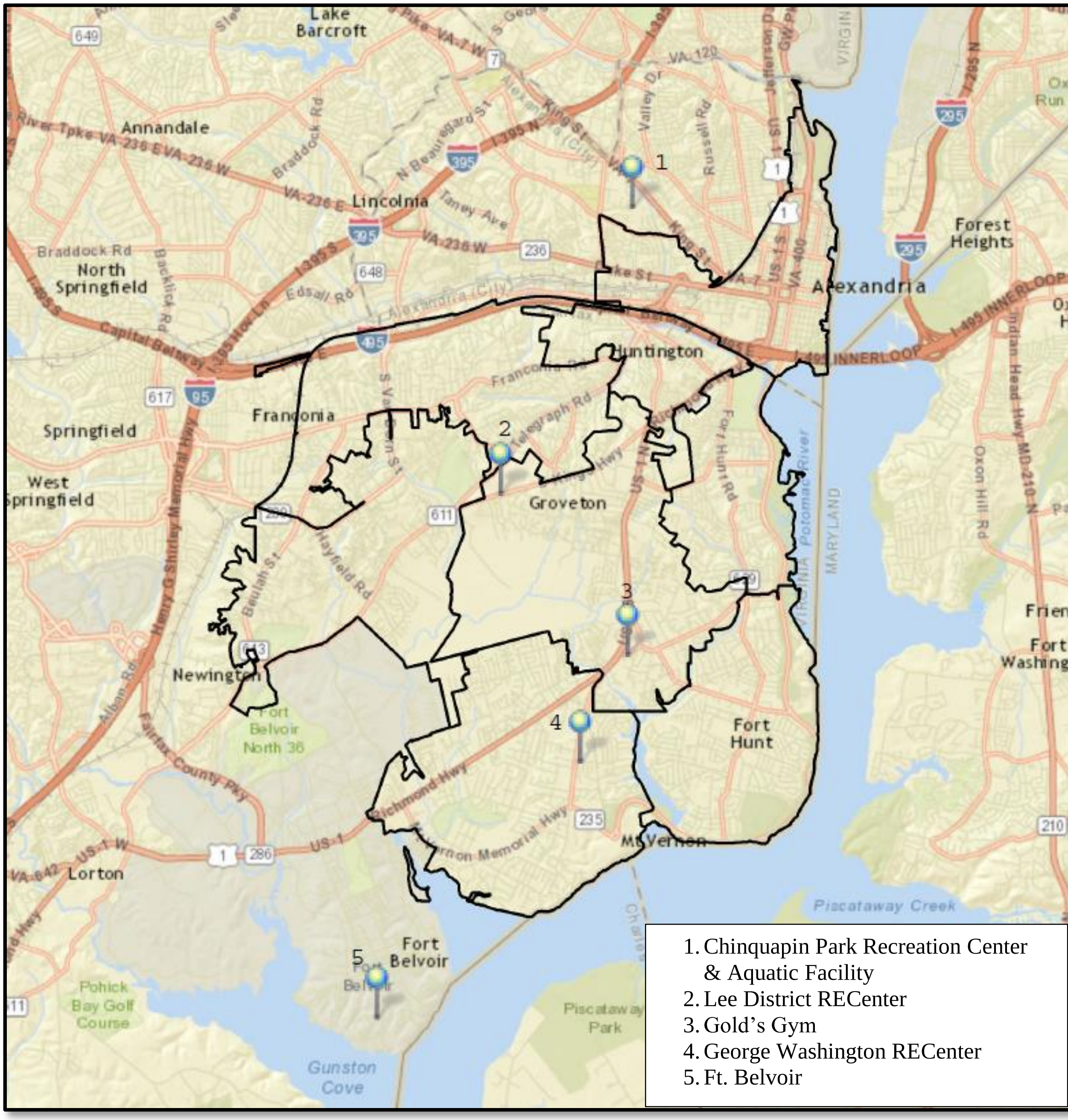
There are a few private providers of indoor and outdoor aquatic facilities in the market area.

Gold's Gym – The center recently added a 4 lane lap pool to the facility. This is a salt water pool that serves lap swimmers, water exercise classes and learn to swim programs.

Ft. Belvoir – This 6 lane pool is located on the army base and has limited programming and access to the general public.

There are also a number of outdoor swim clubs (such as the Mansion House Yacht Club, Hollin Hills, etc.) that provide seasonal recreational swimming opportunities and also support summer swim teams.

Map I – Indoor Aquatic Facilities in the Market Area



Indoor Ice Rink Inventory: There are a number of indoor ice rinks in the Secondary Service Area. Some of the rinks are publically own and others are privately operated. These are all full service ice facilities.

Public

Tucker Road Ice Rink – Located just across the Potomac River from Mt. Vernon RECenter in Fort Washington, Maryland, the single sheet rink is owned by Prince Georges County.

Cabin John Ice Rink – This three sheet rink is located in Rockville, Maryland and owned by Montgomery County Parks. They have an Olympic, NHL and studio rink. This facility is the one of the furthest from Mt. Vernon RECenter.

Fort Dupont Ice Arena – Located in the District of Columbia, this single sheet rink (NHL sized) is operated by the non-profit Friends of Fort Dupont Ice Arena. There has been some discussion about adding a second rink in the future.

Prince William Ice Center

Kettler Capitals Iceplex

Private

Prince William Ice Center – This double sheet ice rink is located to the south of Mt. Vernon RECenter in Woodbridge. One sheet is Olympic sized and the other NHL.

Kettler Capitals Iceplex – This is a double rink complex located in Arlington that is owned and operated by the Washington Capitals.

Fairfax Ice Arena – Located in the City of Fairfax, this is a single sheet center that has a strong focus on figure skating.

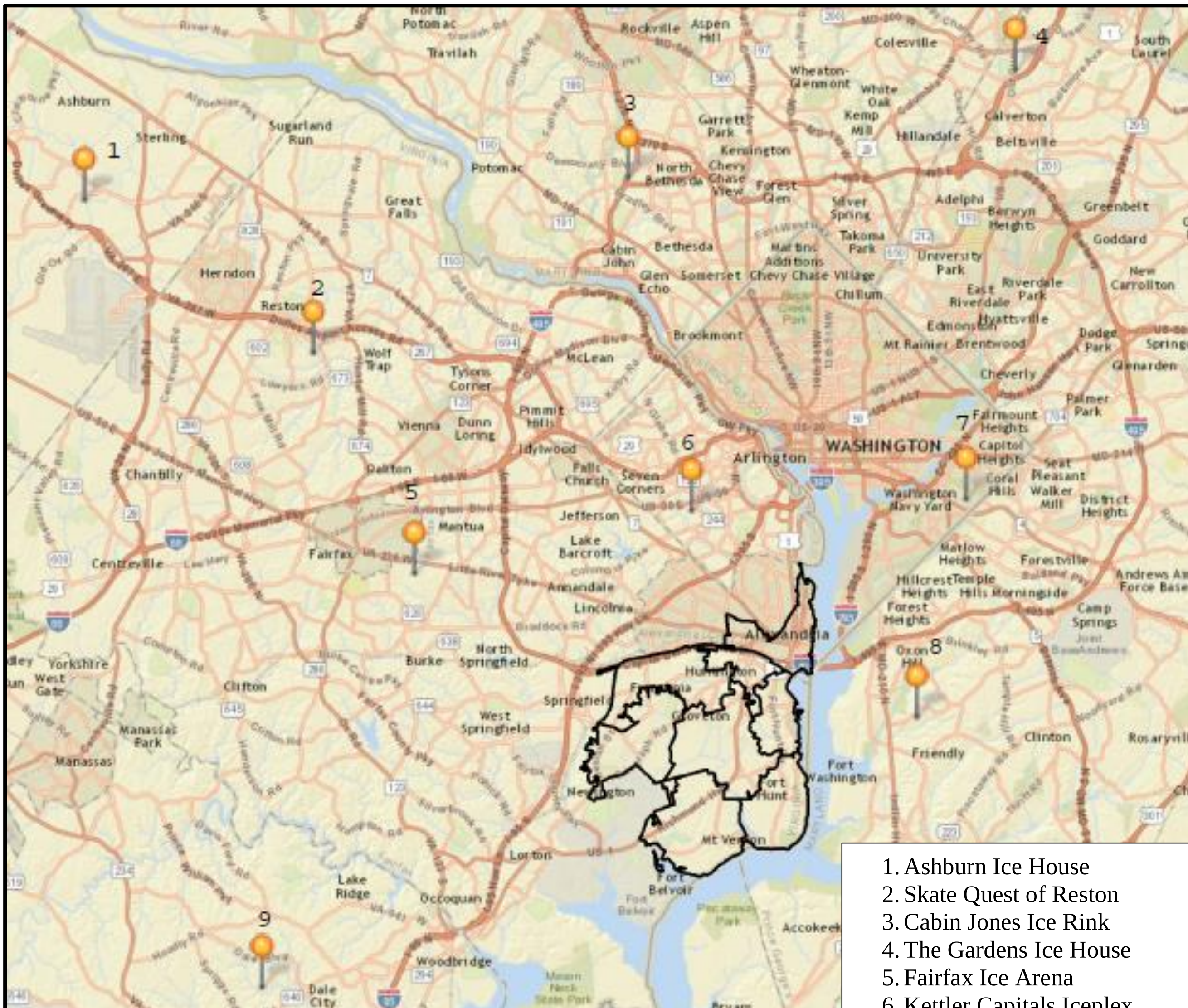
Skate Quest of Reston – This facility has two ice sheets. The facility is located to the north in Reston.

The Gardens Ice House – Located in Laurel, Maryland, this is a three ice sheet (two NHL sized) facility with an outdoor mini rink. This rink is located the furthest distance from Mt. Vernon RECenter.

Ashburn Ice House – This rink has two sheets and is located to the north and west of Mt. Vernon RECenter. It is a considerable distance away.

This is a representative listing of indoor recreation, aquatic and ice rinks in the greater Mt. Vernon RECenter market area and is not meant to be a total accounting of all service providers. There may be other facilities located in outside the area that have an impact on the market as well.

Map J – Indoor Ice Rink Facilities in the Market Area



1. Ashburn Ice House
2. Skate Quest of Reston
3. Cabin Jones Ice Rink
4. The Gardens Ice House
5. Fairfax Ice Arena
6. Kettler Capitals Iceplex
7. Ft. Dupont Ice Arena
8. Tucker Road Ice Rink
9. Prince William Ice Center

Other Indoor Recreation, Aquatic and Ice Facility Providers Conclusion: Due in large part to the big population base in the Primary Service Area, there are a significant number of other indoor recreation providers. The greatest concern has to be the presence of two other FCPA centers in the relative same market as the Mt. Vernon RECenter. It will be critical that any expansion to the center not compete directly with the amenities at these two facilities. This is particularly true for competitive aquatics which is a major focus at both the Lee District and George Washington RECenters. The other major provider is the City of Alexandria which has a major competitive aquatic center at Chinquapin Park Recreation Center & Aquatics Center. If the City adds a 50 meter pool to the facility, this will add tremendous additional capacity for competitive aquatic needs.

While there are also a number of private health clubs in the area that provide fitness and sports amenities, these facilities serve very different market needs than a public center. As a result their impact on the market is much less. It is also significant that there are no non-profit providers (YMCA, JCC, etc.) within the Mt. Vernon RECenter Primary Service Area.

The other major amenity that could be expanded at the Mt. Vernon RECenter is the ice rink. There are really four rinks (5 ice sheets) in the immediate market and another four (10 sheets) in the outlying area. Determining the need and demand for a second ice sheet at Mt. Vernon will be paramount considering the presence of the other providers. However, based on interviews with four rink operators (Tucker Road, Kettler, Prince William, and Cabin John) there were strong indications that the ice market is still underserved and there was enough demand for a second ice sheet at Mt. Vernon RECenter, but probably as a seasonal rink only. The location of the Mt. Vernon RECenter rink is a plus and should help in filling ice time.

After analyzing these other existing providers, there is a market for the Mt. Vernon RECenter with a greater emphasis on basic indoor recreation amenities such as fitness, classroom and multi-purpose space, as well as recreationally oriented aquatics. However, the market for competitive aquatics appears to be largely taken care of with other facilities and the demand for this element is limited. The market for an additional ice sheet as a seasonal operation is there.

Market Conclusion:

Below are listed some of the market opportunities and challenges that exist with this project.

Opportunities

- The primary Service Area has a large population base to draw from for a renovated or expanded Mt. Vernon RECenter.

- The demographic characteristics of Primary Service Area indicate households with high income levels and disposable income for recreation purposes. These characteristics result in greater participation in recreation activities.

- The Secondary Service Area also has a very large population base to support a more comprehensive recreation center.

- The population will continue to grow at a steady pace. There will also be strong growth in the 5-17 age group, who are the primary participants in most recreation activities.

- The center has a great location to attract users from the greater Alexandria area and beyond.

- Despite the existing providers, there is still a market for additional fitness and general recreation activity spaces as well as a seasonal second sheet of ice.

Challenges

- The Primary Service Area has fewer households with children which has a negative impact on participation in most recreation activities.

- There will be large growth in the senior population in the coming years and the rate of participation in active recreational pursuits is lower with this age group.

- There are a significant number of other indoor recreation, fitness aquatic and ice centers in the greater Alexandria area. There are two Fairfax County Park Authority facilities in the market that have a similar market focus.

- There is a very constrained market for an expanded or new competitive oriented pool.

- There are site limitations for any significant expansion of the existing center.

- Any addition will need to be operationally viable and meet the cost recovery goals of the park authority.

Section III - Operations Review

The Mt. Vernon RECenter is a unique facility in the Fairfax County Park Authority's inventory of recreation centers as it is the only center that has an indoor ice rink as an amenity. The center also contains a 25 meter indoor pool with a zero depth entry area as well as a small fitness center and a number of club rooms that support a variety of activities. The center is in a great geographic location which makes it relatively easy to serve not only the local market but also a broader market for competitive swimming and especially ice.

The center is well run and it meets the operational requirements of the FCPA that requires the facility to cover its cost of operation through revenue generated by the center. Operational revenues come primarily from the ice rink and the pool.

The operational and budget statistics for the last two fiscal years are shown below.

	FY 14	FY 15
Visitations	206,413	199,366
Revenue	$2,782,632	$2,733,029
Expenses	$2,282,670	$2,345,175
Cost Recovery	121.9%	116.5%

Despite an overall cost recovery rate that is above 100%, the Mt. Vernon RECenter was ranked fifth out of nine FCPA recreation centers in the rate of cost recovery in fiscal year 2015. In addition, its revenue per square foot was eighth out of all centers in the County.

Considering the fact that both the Lee District and the George Washington RECenters are in close proximity to Mt. Vernon, one of the challenges with any expansion of the center is ensuring that there is no adverse financial impact on either facility. Since George Washington has the lowest cost recovery level of any FCPA center and their only real amenity is a pool, this impacts the type of aquatic center expansion that may be considered for Mt. Vernon. While Lee is a much more comprehensive center, it does feature a 50 meter competitive pool, a large gym and track, as well as classroom space and a significant fitness area.

The financial performance of the Mt. Vernon RECenter is impacted by a number of facility shortcomings. These include:

- Considering its age, the center is relatively well maintained but it is aging and there are basic improvements to building operating systems that are needed to keep it functioning in an efficient and effective manner.

- The center with its white exterior and lack of windows along Belle View Boulevard, looks more like an industrial warehouse than a recreation center. It has no real curb appeal from the street and no visuals to draw people in.

- The main entrance to the center is actually on the back side of the building and is located at the bottom of a long flight of stairs from the main parking area. This has a negative impact on access and results in users utilizing the library's parking next door that is at the same grade as the entrance.

- The interior of the center has a very institutional feel with limited visuals to the main activity components of the building (ice and aquatics). The main lobby area has been constricted by the need to expand the fitness center beyond the small room that is designated for this purpose.

- The main amenities of the center - the pool and ice rink - are very functional spaces that are the primary drawing card for the center. While both of these spaces need improvements, the basic amenities are serviceable.

- The weight/cardio equipment area is very small and inadequate for the demand and market.

- The club rooms serve as group exercise space as well as general classroom and meeting areas. Yet these rooms are small and not adequate to serve these needs.

- Support areas are not adequate to support the center. This includes:
    - Aquatic locker rooms – the locker rooms are very utilitarian, small and do not have individual showers.
    - Family change rooms – there is only one family change room available.
    - Team rooms for the ice rink – the team rooms are in a poor location and there is not a locker room for females or officials.
    - Restrooms in the ice area – these restrooms also serve as change rooms for figure skaters and do not meet this need.
    - Storage – there is inadequate storage in virtually all areas of the building.
    - Office space – the office areas are not adequate for the staff that operates and programs the building.

Specific operational challenges include:

- The presence of the ice rink results in a regional draw for the facility, while the pool and other features are primarily a neighborhood draw.

- The center has a decidedly older user profile due in part to the demographic characteristics of the market surrounding the center but also because of the limited fitness area, lack of general programming space, and the institutional look and feel of the center. The ice rink does attract a large number of youth as does the pool (primarily swim lesson and swim team use).

- Due to the lack of basic classroom and multi-purpose space, the level of programming is limited and tends to focus on the pool and ice arena.

As part of the process of understanding the operation of the Mt. Vernon RECenter as well as determining future needs, a focus group meeting was held with the staff at the center. Key findings from this meeting included:

- Current facility concerns:
  - Office space – need for more space for staff and the office area should back-up to the front desk.
  - Building control – it is very difficult to control access to many areas of the building. There are not good visuals into the active use areas of the center.
  - Storage – there is a definite lack of storage space in the building.
  - Steps to entry – the many steps to enter or leave the building are a major concern.
  - Drive up to the parking area – the road is too narrow.
  - Lobby – the space is being taken up by the fitness equipment and the ceiling is too high.
  - Air quality/control – the air quality in the building is not good and it is very difficult to control temperature in different areas of the center.
  - Club/camp rooms – all of these rooms are too small and are not easily accessible.
  - Fitness – there are 90 classes offered a week with very limited space available.
  - Ice rink – the air quality and energy efficiency is poor. There are not enough team rooms to support female players and the current ones are not well positioned. The office area is too small.

- The following new spaces are needed in the center:
  - Fitness space is the number one concern.
    - Group exercise rooms - larger rooms than are currently available.
    - Personal training, spin class room and functional training areas.
    - Weight/cardio area that includes plate loaded machines, cardio, and free weights.
  - Drop in child care is needed to support an expanded fitness area.
  - A second ice sheet is a priority.
    - There is enough demand to support a second NHL sized rink for a seasonal operation (8-9 months) at minimum.

    - Need 8 team rooms per rink plus an official's room.
    - There needs to be additional space around the rink for seating and event use.
    - The new rink could support youth hockey, figure skating plus new activities like curling and synchro.
  - The pool area has a number of needs
    - Individual showers in the locker rooms.
    - More family changing rooms that have direct access to the pool.
    - Rentable space outdoors.
    - Indoor splash pad.
    - More deck space.
  - Multipurpose rooms are needed to expand the types of programs that are available in the center.
    - Do not want to be known as just an ice, pool and fitness center.
  - Other important spaces include.
    - Climbing wall.
    - Indoor tennis.
    - Indoor playground.
    - Emergency generator.
  - Amenities that are not needed.
    - Gymnasium.
    - Kitchen for the multipurpose rooms.

Section IV - User Group and Community Input

To gain additional information for the possible renovation and or expansion of the Mt. Vernon RECenter, a series of user group meetings were held as well as an on-line user survey. Besides these efforts, a couple of community meetings were conducted and a statistically valid survey of random residents in the center's market area was completed.

User Group Meetings

On September 21, 2015, three input sessions were held with key contract user groups of the Mt. Vernon RECenter. In preparation for these meetings the larger user groups were sent a survey that asked for information about their organization, how and when they used the center, and other facilities that they utilize in the area.

For the sessions themselves, a series of questions regarding their use of the center and future needs were asked. The following is a summary of each of these sessions.

Ice Skating Instructors

This session was attended by four of the skating instructors that teach both group and private lessons at the rink.

- Besides teaching classes at Mt. Vernon RECenter, several have taught at other rinks in the area. They were all aware of other rinks in the region that draw some users from the area. This includes:
  - Ashburn – 2 sheets
  - Laurel - 2 sheets
  - Reston
  - Kettler – 2 sheets
  - Cabin John – 2 sheets plus a pond, they have a large program
  - Prince William – 2 sheets
  - Fairfax
- Concerns with the existing ice rink at the center included:
  - There are too many demands on the ice rink.
  - The rink has good ice and they have a consistent schedule for use.
  - There is really only an hour and fifteen minutes for lessons in the afternoon and no weekend ice time is available.
  - Many of the public sessions have 250 or more skaters and there is no place for lessons to occur during this time.
  - There is limited time available during the summer due to all the hockey camps.

- There is not enough space and time for off-ice training. This summer a number of instructors were using the church next door or the dance school across the street for this purpose.
- Other coaches would come and teach here but there is simply not enough time available.
- Due to the time demands on the rink there cannot even be a true "home" youth hockey program.

- Future needs:
  - There is strong demand for a 2^{nd} sheet of ice. Olympic or NHL sized is fine but an Olympic sized rink is better for figure skating. A second sheet plus a studio rink would be even better.
  - Better space for off-ice training. This needs to be a large room area with a high ceiling that can be used for dance or exercise. There also needs to be a stretching and weight training area. Having a hockey treadmill in this area would be great.
  - There needs to be larger restrooms next to the rink with a changing area (no showers are needed).
  - With two ice sheets, one should be designated for figure skating (harder ice) and one for hockey and public skating (softer ice).
  - There should be a snack bar that is contracted out for operation.
  - A pro-shop operation could be supported.
  - The existing warming room is fine for one rink but may need to be larger for two sheets.
  - Drop-in child care for center users is really needed.

<u>Swimming User Groups</u>

This session was attended by three individuals who represented Alexandria Masters.

- The center has a great location that is not too far from D.C. and Old Town Alexandria.

- The Alexandria Masters Swim Team swims at Mt. Vernon, Lee and George Washington pools. Additional lane time is currently available at Lee. They use Lee for long course training during the summer.

- They use the center in the morning and evening hours and used to have a lunchtime program. They cannot accept any additional members for the morning or evening practice times as all of their designated lanes are full.

- Nation's Capital Swim Club (NCAP) use the pool in the early morning hours and they take up a number of lanes which limits Alexandria Masters use.

- Concerns with the existing pool included:
  - Not enough lane time is available in the morning and evening to meet their needs.
  - They often have more than 8 swimmers per lane.
  - Air quality is poor

- Future needs:
  - A 50 meter pool with a bulkhead.
  - Improved locker rooms with individual showers. Also there needs to be more family change rooms. These also need to be accessible directly from the pool deck.
  - Having an on-deck shower would be beneficial as well as another drinking fountain. The locker rooms should have suit dryers.
  - There needs to be a team storage area and an office for swim coaches.
  - Add a wet classroom/party room/meet room.
  - Include a dryland exercise area. They would like it on the pool deck rather than in a separate fitness area. However, they do not want to pay more for the use of this type of space.
  - Better access to the building. Most team members try to use the library's parking lot as it is closer and easier than the main parking lot.
  - There needs to be drop-in babysitting available.

Hockey User Groups

This session was attended by five individuals who represented Mt. Vernon Seniors Hockey Club, Potomac Senior Hockey, Northern Virginia Hockey Club (NOVA Ice Dogs), and Special Olympics.

- The location of the center and rink is great and convenient for all the user groups.

- The Mt. Vernon Seniors Hockey Club has been using the ice rink at the center since it opened. They have been relatively stable in their numbers and do not need any additional ice time.

- Special Olympics have also been a long time user of the rink on Saturday afternoons but they also do not have a demand for more ice time.

- The Potomac Senior Hockey program is also not looking for any additional ice time beyond their present Thursday evening time slot.

- The Ice Dogs are the largest user group at the rink but cannot get enough time for all their needs so they also use the Ft. Dupont Ice Arena, Gardens Ice House, Tucker Road Ice

Arena, Ice World, and Cabin John Ice Arena. It was also reported that there could be a new 2 sheet ice rink being built in Springfield and there has been some talk of Ft. Dupont adding an additional sheet.

- The Ice Dogs estimate that over 90% of their participants are from Fairfax County and they would like to make Mt. Vernon RECenter their "home" rink. They have had to turn a few kids away in the younger age divisions who cannot travel to the other rinks.

- If another sheet of ice was added to the center then the Ice Dogs would use it from 6pm to 10pm weekdays and all day Saturday and Sunday from August to May. They would also be willing to sign a letter of intent stating their commitment to purchase the additional ice time.

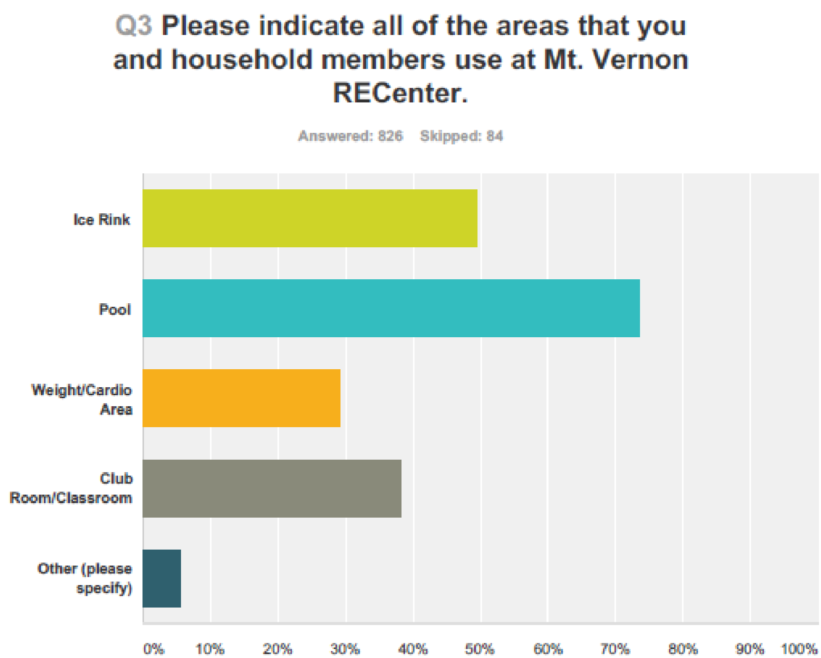
- With more ice time available, more high schools in the area might be willing to add club hockey programs.

- Concerns with the existing rink included:
  - The team rooms are in a bad location where everyone enters the rink after hours.
  - The team rooms should each have their own showers.
  - The ice system itself is old and needs to be upgraded.
  - The rink needs a new sound system.
  - The seating area needs to be upgraded and replaced.
  - There is a need for a back-up generator to keep ice if power is lost.
  - Having a storage area for the different user groups would be a big help.
  - A fifth team room for females is needed along with a referee room.
  - The roof continues to leak and the rubber flooring near the entrance to the locker rooms need to be replaced.
  - The center needs Wi-Fi.

- Future needs:
  - There is a strong need for a second sheet of ice. It could be either Olympic or NHL sized. The greatest demand is from mid-August to early May. Without a second sheet there cannot be any growth in any ice programs.
  - Add a pro-shop. The local hockey store has closed.
  - Snack bar rather than vending.
  - Skate sharpening capabilities.
  - Game room for the kids.
  - Workout or training room plus a space for functional training.
  - Additional team locker rooms.

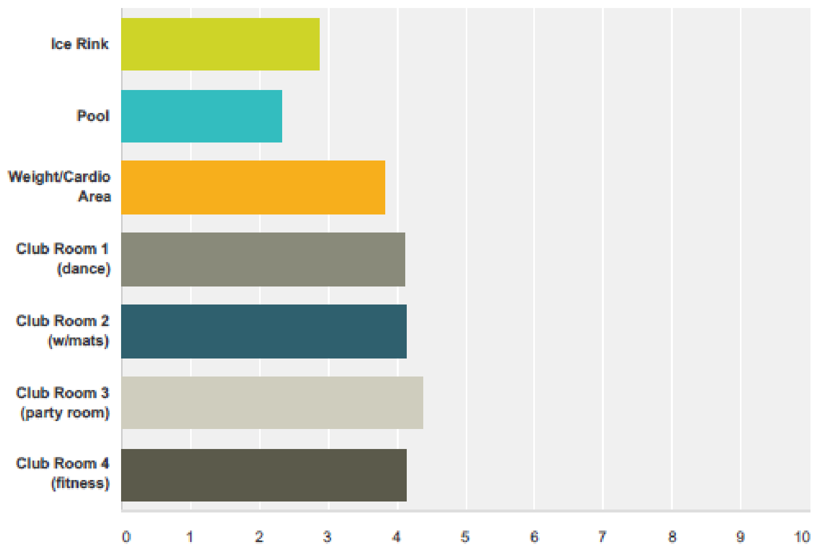
On-Line User Survey

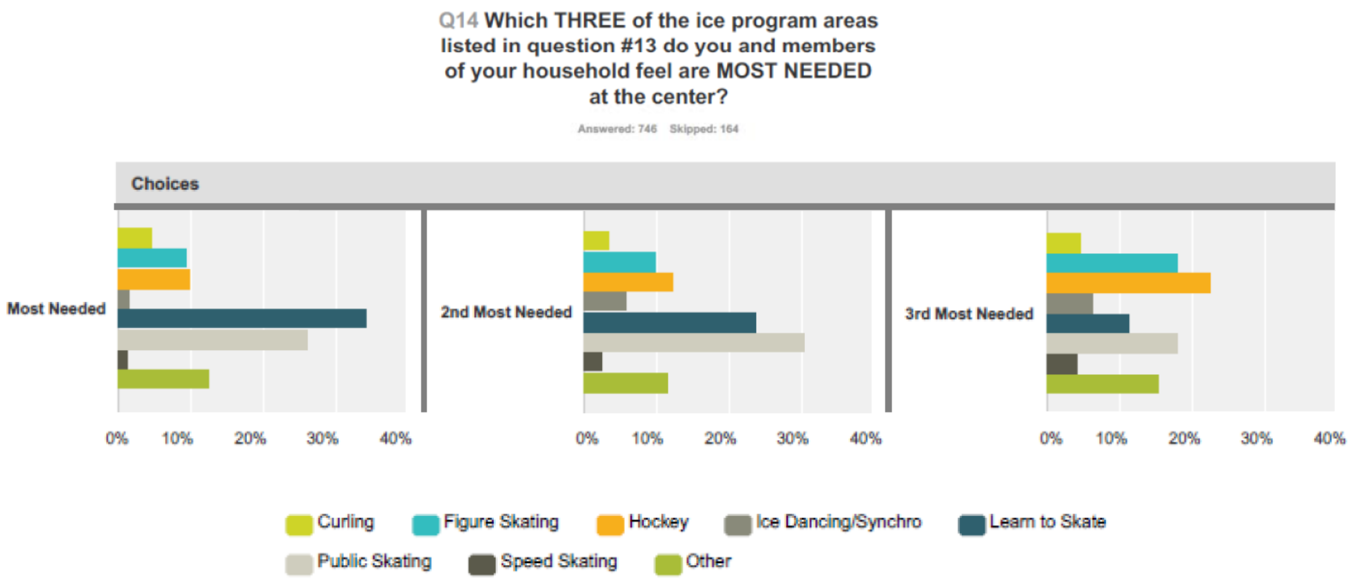
From mid-August to mid-September, 2015, an on-line survey for users of the Mt. Vernon RECenter was conducted. This survey was specifically designed for people that are current users of the center but it is not statistically valid since the specific audience was not controlled. There were a total of 724 surveys completed and the following are the highlights of the findings.



Q7 How would you and your household rate your satisfaction with the following components of Mt. Vernon RECenter?

Answered: 788 Skipped: 122

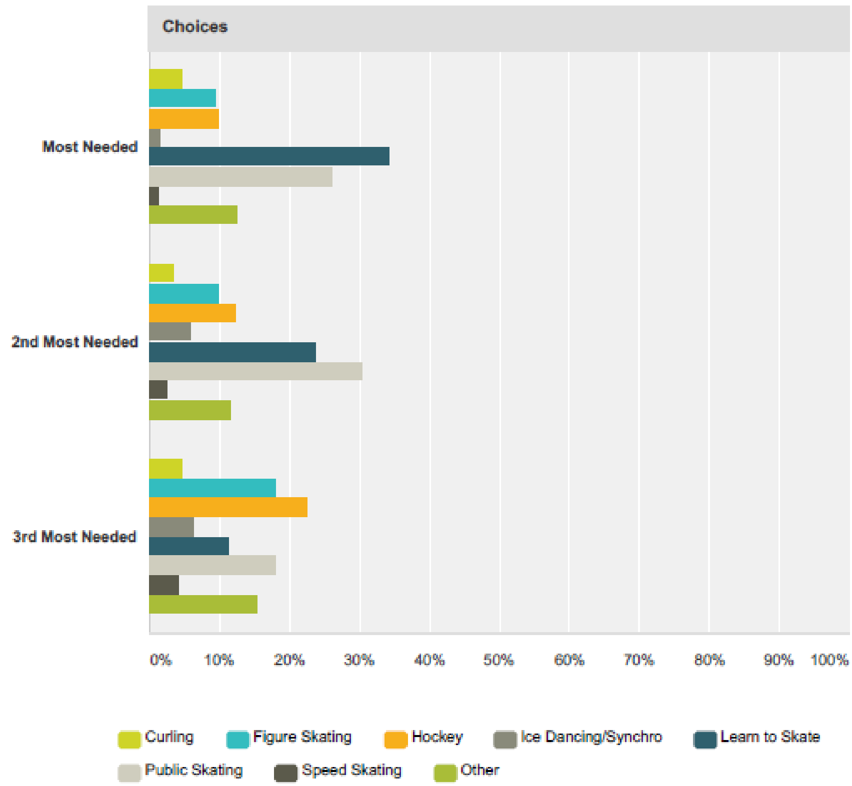


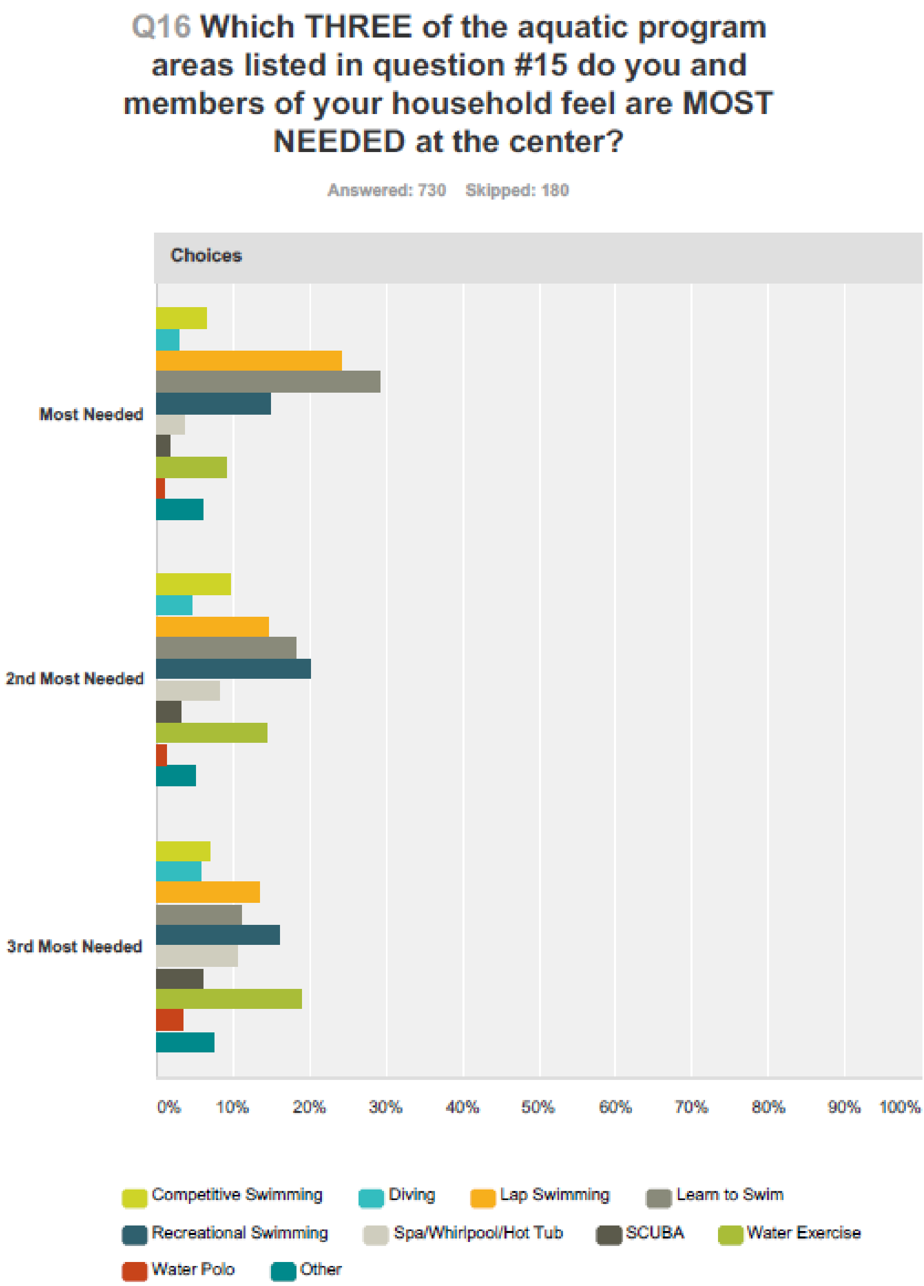


Q14 Which THREE of the ice program areas listed in question #13 do you and members of your household feel are MOST NEEDED at the center?
Answered: 746 Skipped: 164
Choices
Most Needed
2nd Most Needed
3rd Most Needed
0%
10%
20%
30%
40%
Curling
Figure Skating
Hockey
Ice Dancing/Synchro
Learn to Skate
Public Skating
Speed Skating
Other

Q14 Which THREE of the ice program areas listed in question #13 do you and members of your household feel are MOST NEEDED at the center?

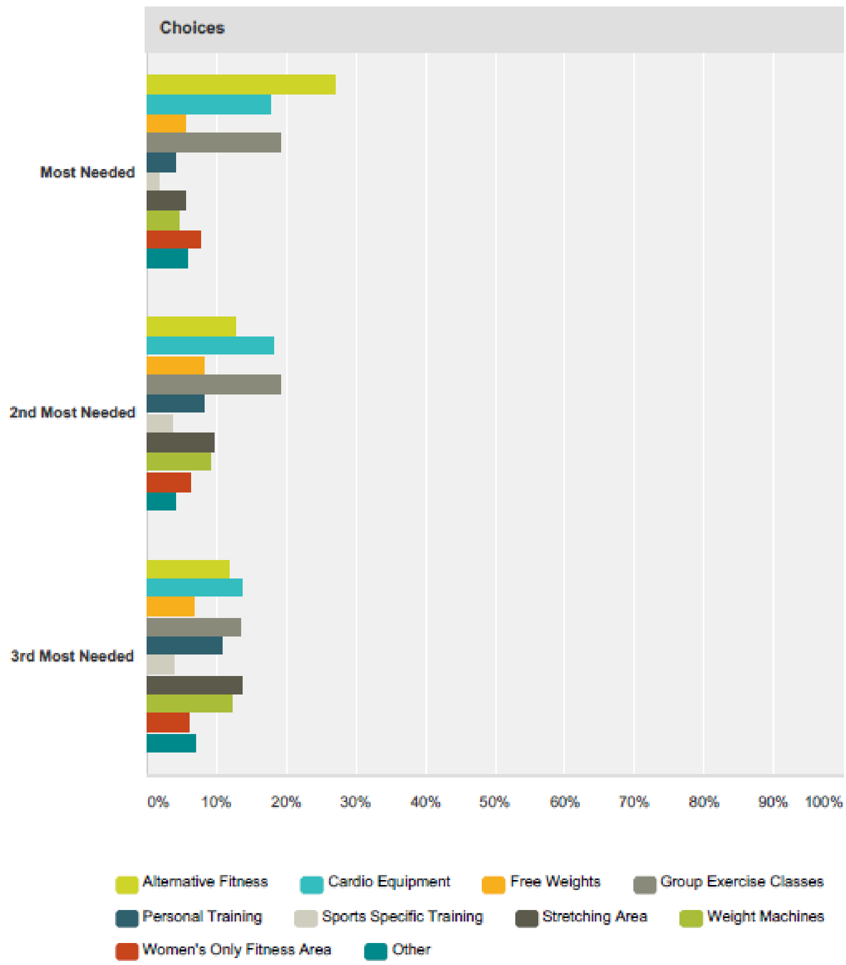
Answered: 746 Skipped: 164

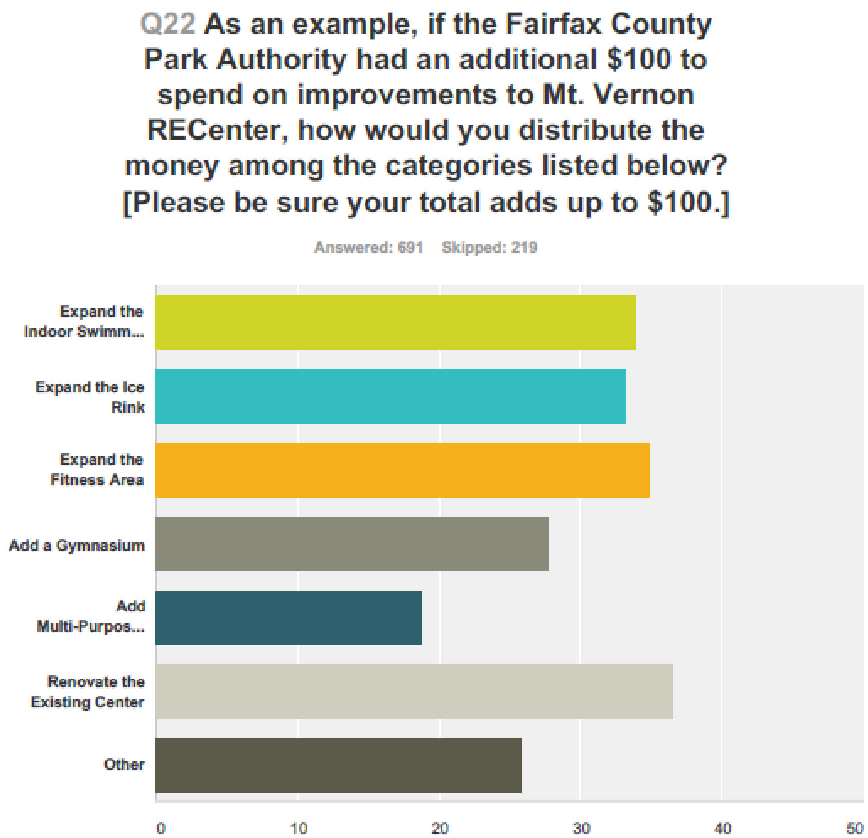



Q16 Which THREE of the aquatic program areas listed in question #15 do you and members of your household feel are MOST NEEDED at the center?
Answered: 730 Skipped: 180
Choices
Most Needed
2nd Most Needed
3rd Most Needed
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Competitive Swimming
Diving
Lap Swimming
Learn to Swim
Recreational Swimming
Spa/Whirlpool/Hot Tub
SCUBA
Water Exercise
Water Polo
Other

Q18 Which THREE of the fitness program areas listed in question #17 do you and members of your household feel are MOST NEEDED at the center?

Answered: 718 Skipped: 192

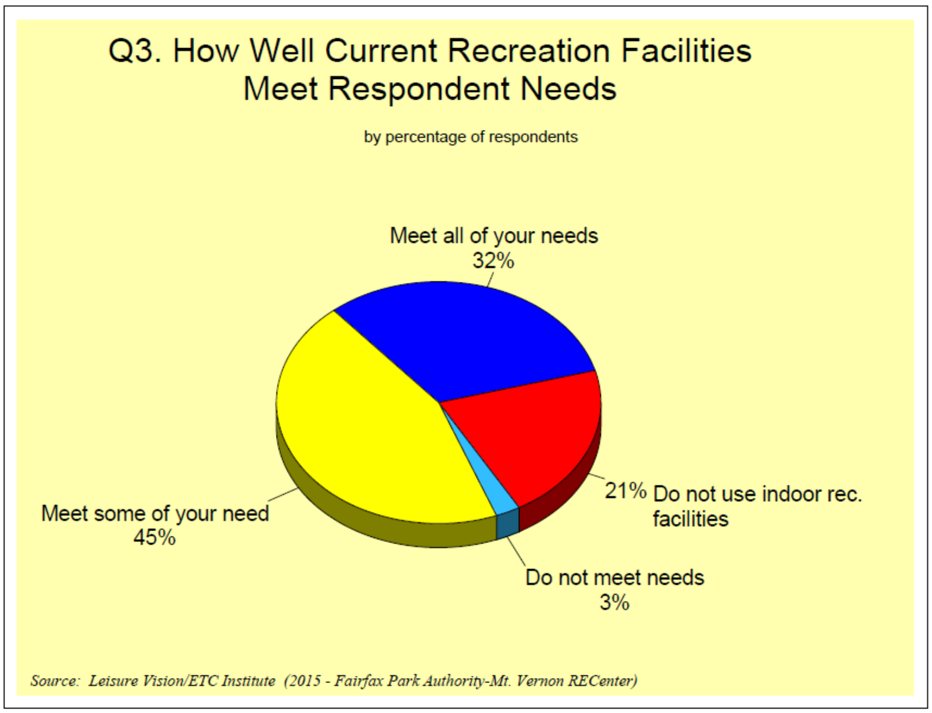


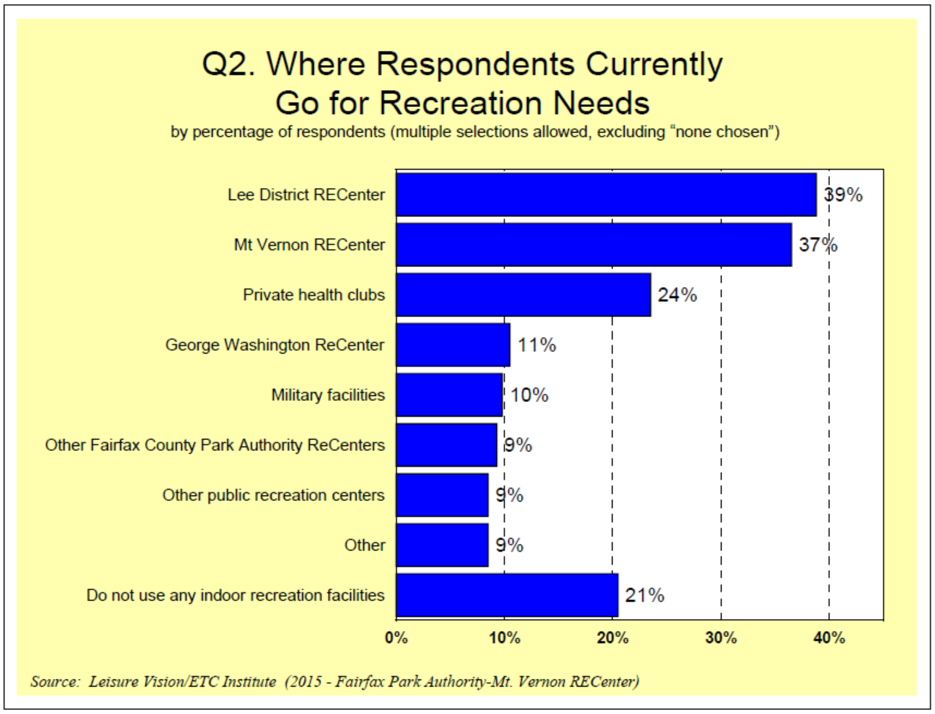


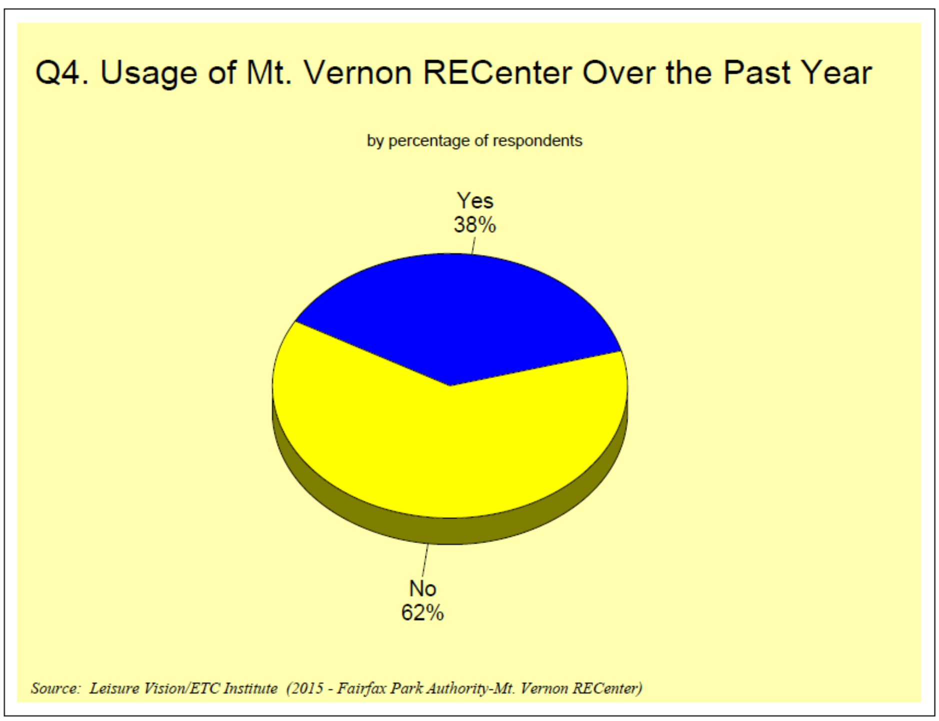
Q22 As an example, if the Fairfax County Park Authority had an additional $100 to spend on improvements to Mt. Vernon RECenter, how would you distribute the money among the categories listed below? [Please be sure your total adds up to $100.]
Answered: 691 Skipped: 219
Expand the Indoor Swimm...
Expand the Ice Rink
Expand the Fitness Area
Add a Gymnasium
Add Multi-Purpos...
Renovate the Existing Center
Other
0
10
20
30
40
50

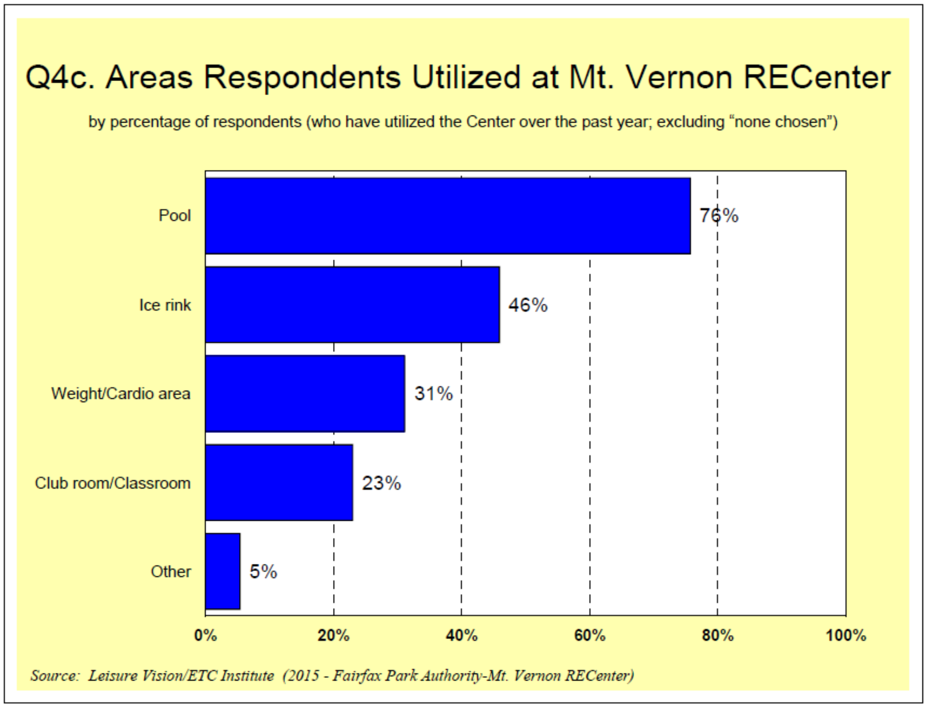
Community Survey

During the month of September and early October, 2015, ETC Institute administered a statistically valid survey by mail and phone to a random sample of residents who live within the primary service area of the Mt. Vernon RECenter. This survey was designed to gain responses from people in general regardless if they had visited the center or not. A random sample of 4,000 respondents were given the opportunity to respond to the survey and 400 completed the survey. The overall results of the 400 responses have a precision rate of at least +/-5% margin of error at a 95% confidence level. The following are the highlights of the findings.

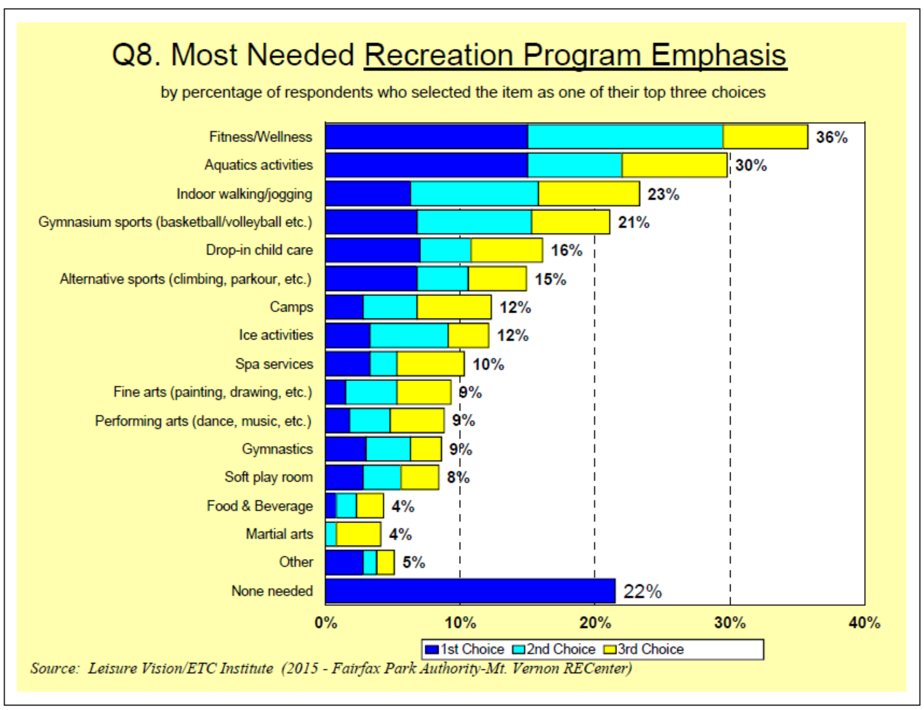



Q2. Where Respondents Currently Go for Recreation Needs
by percentage of respondents (multiple selections allowed, excluding "none chosen")
Lee District RECenter
39%
Mt Vernon RECenter
37%
Private health clubs
24%
George Washington ReCenter
11%
Military facilities
10%
Other Fairfax County Park Authority ReCenters
9%
Other public recreation centers
9%
Other
9%
Do not use any indoor recreation facilities
21%
0%
10%
20%
30%
40%
Source: Leisure Vision/ETC Institute (2015 - Fairfax Park Authority-Mt. Vernon RECenter)

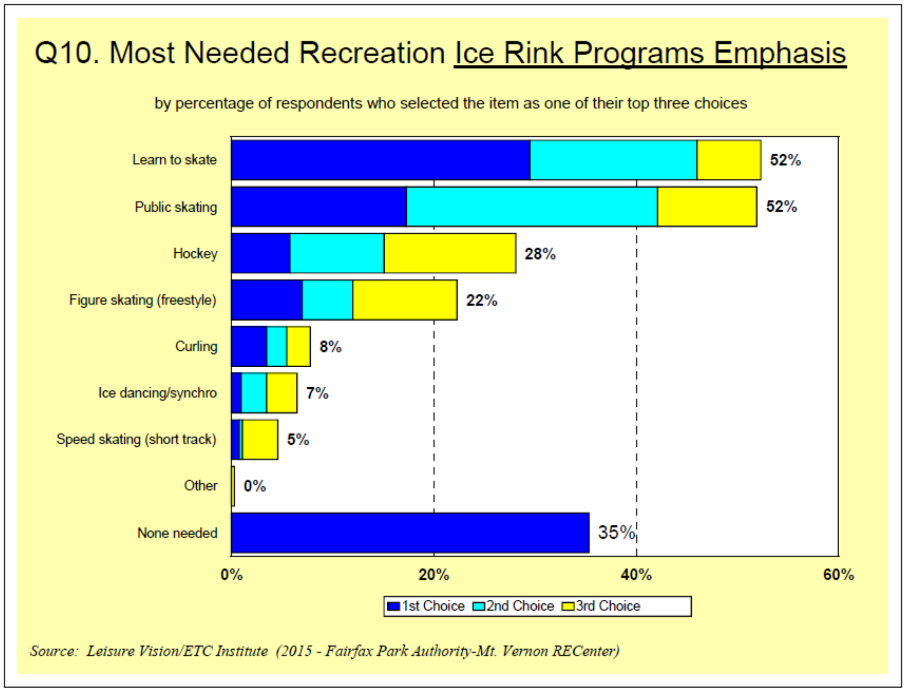

Q4. Usage of Mt. Vernon RECenter Over the Past Year
by percentage of respondents
Yes
38%
No
62%
Source: Leisure Vision/ETC Institute (2015 - Fairfax Park Authority-Mt. Vernon RECenter)



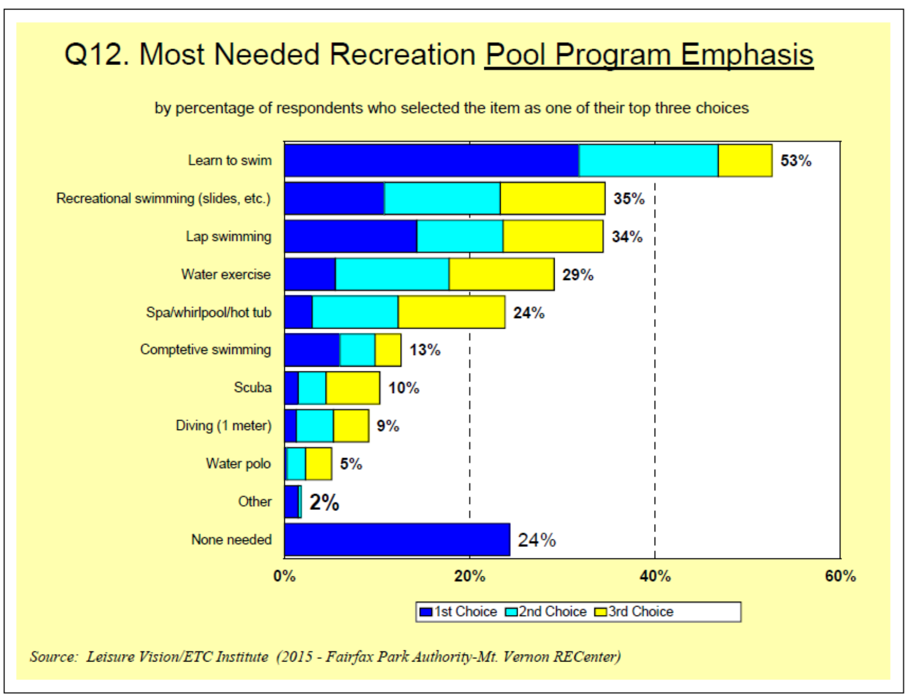
Q4c. Areas Respondents Utilized at Mt. Vernon RECenter
by percentage of respondents (who have utilized the Center over the past year; excluding "none chosen")
Pool
76%
Ice rink
46%
Weight/Cardio area
31%
Club room/Classroom
23%
Other
5%
0%
20%
40%
60%
80%
100%
Source: Leisure Vision/ETC Institute (2015 - Fairfax Park Authority-Mt. Vernon RECenter)



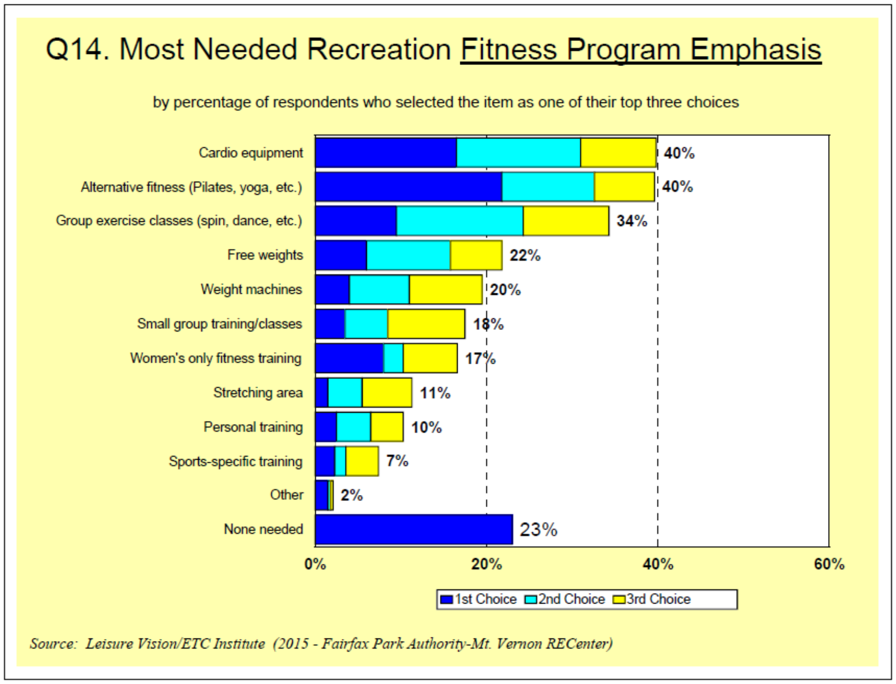
Q8. Most Needed Recreation Program Emphasis
by percentage of respondents who selected the item as one of their top three choices
Fitness/Wellness
36%
Aquatics activities
30%
Indoor walking/jogging
23%
Gymnasium sports (basketball/volleyball etc.)
21%
Drop-in child care
16%
Alternative sports (climbing, parkour, etc.)
15%
Camps
12%
Ice activities
12%
Spa services
10%
Fine arts (painting, drawing, etc.)
9%
Performing arts (dance, music, etc.)
9%
Gymnastics
9%
Soft play room
8%
Food & Beverage
4%
Martial arts
4%
Other
5%
None needed
22%
0%
10%
20%
30%
40%
1st Choice
2nd Choice
3rd Choice
Source: Leisure Vision/ETC Institute (2015 - Fairfax Park Authority-Mt. Vernon RECenter)

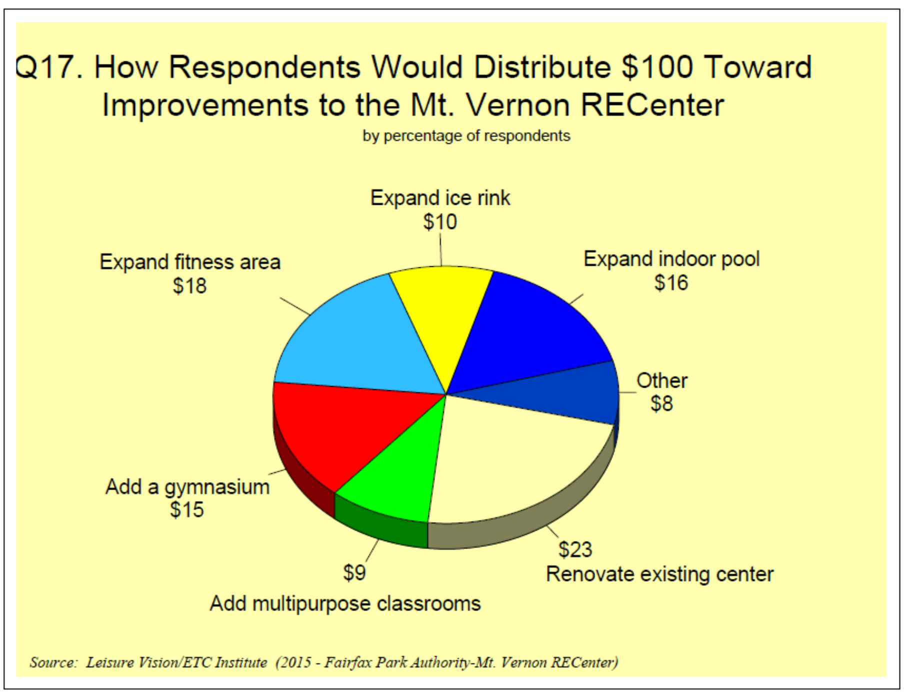


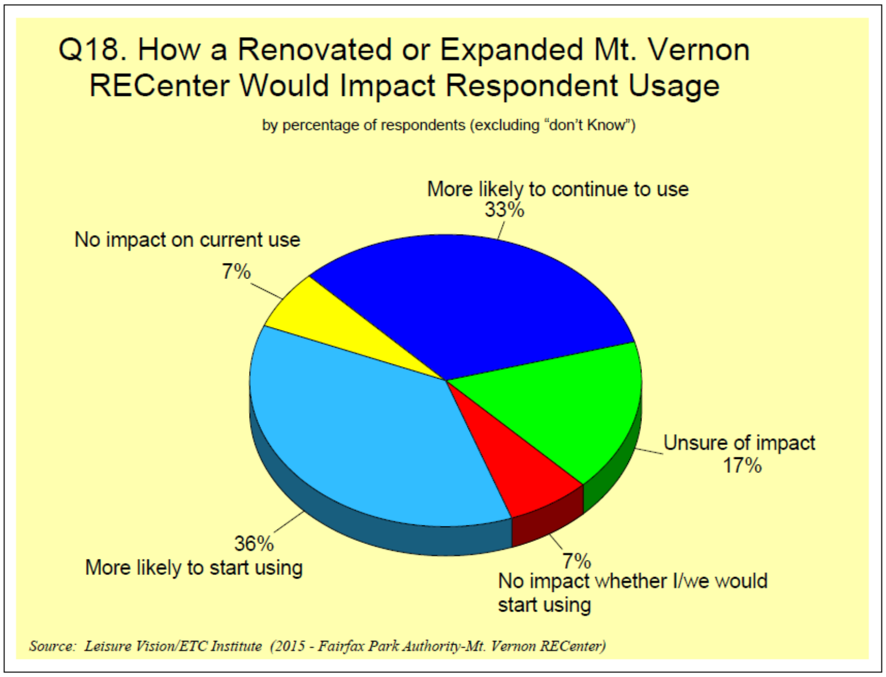
Q10. Most Needed Recreation Ice Rink Programs Emphasis
by percentage of respondents who selected the item as one of their top three choices
Learn to skate
52%
Public skating
52%
Hockey
28%
Figure skating (freestyle)
22%
Curling
8%
Ice dancing/synchro
7%
Speed skating (short track)
5%
Other
0%
None needed
35%
0%
20%
40%
60%
1st Choice
2nd Choice
3rd Choice
Source: Leisure Vision/ETC Institute (2015 - Fairfax Park Authority-Mt. Vernon RECenter)



Q12. Most Needed Recreation Pool Program Emphasis
by percentage of respondents who selected the item as one of their top three choices
Learn to swim
53%
Recreational swimming (slides, etc.)
35%
Lap swimming
34%
Water exercise
29%
Spa/whirlpool/hot tub
24%
Comptetive swimming
13%
Scuba
10%
Diving (1 meter)
9%
Water polo
5%
Other
2%
None needed
24%
0%
20%
40%
60%
1st Choice
2nd Choice
3rd Choice
Source: Leisure Vision/ETC Institute (2015 - Fairfax Park Authority-Mt. Vernon RECenter)


Q14. Most Needed Recreation Fitness Program Emphasis
by percentage of respondents who selected the item as one of their top three choices
Cardio equipment 40%
Alternative fitness (Pilates, yoga, etc.) 40%
Group exercise classes (spin, dance, etc.) 34%
Free weights 22%
Weight machines 20%
Small group training/classes 18%
Women's only fitness training 17%
Stretching area 11%
Personal training 10%
Sports-specific training 7%
Other 2%
None needed 23%
0% 20% 40% 60%
1st Choice 2nd Choice 3rd Choice
Source: Leisure Vision/ETC Institute (2015 - Fairfax Park Authority-Mt. Vernon RECenter)


Q17. How Respondents Would Distribute $100 Toward Improvements to the Mt. Vernon RECenter
by percentage of respondents
Expand ice rink $10
Expand indoor pool $16
Other $8
$23 Renovate existing center
$9 Add multipurpose classrooms
Add a gymnasium $15
Expand fitness area $18
Source: Leisure Vision/ETC Institute (2015 - Fairfax Park Authority-Mt. Vernon RECenter)



Q18. How a Renovated or Expanded Mt. Vernon RECenter Would Impact Respondent Usage
by percentage of respondents (excluding "don't Know")
More likely to continue to use
33%
Unsure of impact
17%
7%
No impact whether I/we would start using
36%
More likely to start using
No impact on current use
7%
Source: Leisure Vision/ETC Institute (2015 - Fairfax Park Authority-Mt. Vernon RECenter)

General Community and User Meetings

Two general community and user meetings were held at the Mt. Vernon RECenter to provide updates on the project as well as gather input regarding attendees needs and with the center.

The first meeting was held on September 20, 2015. The summary of this meeting is noted below.

- The majority of general users are pass holders who visit the center 3-6 times per week. The primary reason for using the center include:
  - Swimming activities
  - Ice activities
  - Fitness activities

- The main reasons that users are satisfied with the center include:
  - Great staff and location
  - Strong sense of community
  - The ice sheet is among the best in the region

- The reasons that users are dissatisfied with the center include:
  - Limited area of the building and spaces
  - Not enough space for fitness equipment, equipment is old and not enough pieces
  - Overcrowded spaces
  - Locker rooms are too small
  - HVAC issues
  - Center is not clean
  - Lack of separation between the lap pool and leisure pool
  - Not enough lap lanes
  - One ice sheet is not enough
  - Website is not updated on a regular basis
  - Upper parking lot is under utilized
  - Access to the building from the parking lot is difficult and there is a lack of a drop-off area.

- The desires for future improvement included:
  - Cleaner building
  - Larger facility
  - Improved HVAC
  - More and larger family locker rooms
  - Larger regular locker rooms with private showers
  - Improved restrooms

- Separate women's team room for hockey
- Another NHL sized ice rink
- Larger weight/cardio space
- Larger rooms for group fitness classes
- Functional training space
- Space for spinning and rowing classes
- Rooms for skate fitness classes
- Better day lighting in the pool
- Separate pools for lap/competition, leisure and therapy
- Indoor track
- Café
- Improved access from the parking lots and a drop off lane
- Outdoor sports courts

- Other facilities that users were visiting included:
    - Lee District RECenter
    - George Washington RECenter
    - Providence, Cub Run, and Audrey Moore RECenters
    - Tucker Road, Prince William, Kettler, Ashburn, Fairfax, Cabin John and Wheaton ice rinks

- There were mixed responses regarding the willingness to pay increased fees for use of an improved center.

The second meeting was held on October 18, 2015. The primary purpose of this meeting was to report on the findings of the feasibility study up to this point. This included a review of the market analysis information, a report on the findings from the user survey as well as the statistically valid survey, and a summary of the contract user group meetings. The following is the summary of this meeting.

- Many questions were asked in regards to what new programs/activities would be provided in an improved Mt. Vernon REC based upon the analysis completed thus far.
    - The Project Team explained that this is the very thing they will now be evaluating. FCPA also emphasized that the effort to establish a facility development plan will be critical as FCPA wants to avoid detracting business from their other facilities in the same service areas as Mt. Vernon REC, such as Lee District RECenter and George Washington RECenter.
    - FCPA also responded that whatever improvements are proposed will need to be economically feasible to ultimately be considered.

- There was some discussion as to how the building renovation/expansion will be funded.

- FCPA Director of Planning and Development, David Bowden, explained that a Mt. Vernon REC building expansion/renovation will be funded through a bond. FCPA is focused on submitting for Mt. Vernon REC improvements during the winter 2016 bond cycle. Revenues generated by the Facility would not go towards funding a building renovation/expansion.

Key Findings from the User Group and Community Input Process

- The center is in a great location and has a great staff.

- The facility is well used and the ice rink and pool are strong draws. The weight/cardio area also receives good use.

- There are a number of concerns with the existing center:
  - Cleanliness is an issue
  - Locker rooms, restrooms, and team rooms need to be improved
  - The fitness area is not adequate for the demand
  - The building has poor air quality
  - Access to the building from the parking lot is a concern
  - There is not enough classroom space for basic recreation programming

- There are a number of specific additions to the center that are being requested:
  - Larger weight/cardio area
  - Larger group exercise room
  - Larger and improved locker rooms and restrooms including family change rooms
  - Improved team rooms for the ice rink with the addition of a female team room.
  - A separate leisure pool
  - An additional ice sheet
  - A babysitting room
  - A walk/jog track

- The areas that individuals in both surveys indicated were the highest priority to add to the center included:
  - Fitness
  - Walking/jogging track
  - Aquatics

- A number of specific priorities for future programming were identified in both surveys.
  - Fitness

        - Alternative fitness programs
        - Cardio equipment
        - Group exercise classes
    - Aquatics
        - Learn to swim
        - Recreation swimming
        - Lap swimming
        - Water exercise classes
    - Ice
        - Learn to skate
        - Public skating
        - Hockey

- The top three areas where respondents to both surveys wanted to spend funding for improvements to the Mt. Vernon RECenter included:
    - Renovating the existing center
    - Expanding the fitness area
    - Expanding the indoor pool