

Mahomet Area Activity & Recreation Center

Feasibility Study

Executive Summary Report

September 2013



Prepared for:



Prepared by:



ACKNOWLEDGEMENTS



Village of Mahomet

503 E. Main Street
Mahomet, IL 61853

Mayor

Patrick Brown

Village Board of Trustees

Bruce Colravy
Vicki Cook
Andy Harpst
Donald Lynn
Bill Olinger
Sean Widener



Department of Parks and Recreation

206 South Elm
Mahomet, IL 61853

Parks and Recreation Board

Dan Waldinger, Director
Johanna Jewell, Administrative Assistant
Jack Ware, Athletics Coordinator
Dennis Mohr, Parks Maintenance



MAARC Steering Committee

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Brad Blumenshine	Kayte Holleman	Kim Scott
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Stephanie Denby	The Honorable Chapin Rose	Bob Mahrt
Robin Hall	Mary Vita Rosmarino	Mell Smigielski
Ryan Heiser	Lynn Schmit	Dan Waldinger

Residents of Mahomet

Special thank-you to the Open House participants

Feasibility Study Team

Williams Architects, 500 Park Blvd. Suite 800, Itasca, IL 60143
PROS Consulting, 201 S. Capitol Ave, Suite 505, Indianapolis, IN 46225
ETC Institute - Leisure Vision, 725 W. Frontier Circle, Olathe, KS 66061
Hitchcock Design Group, 221 W. Jefferson Avenue, Naperville, IL 60540





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Full Report

Refer to the Full Report for additional information and full-size drawings. This Executive Summary Report is as an overview of the feasibility study.

INTRODUCTION

Feasibility Study Background and Process

For years, residents of the Mahomet area have identified recreational needs which are not currently being met by any local organization. In August 2011, a group of concerned citizens formed the Mahomet Area Activity and Recreation Center (MAARC) committee to “determine the current and future recreational needs for the Mahomet Community. The intent is to clearly define the recreational program and facility priorities for the community; to open public dialog on the need to enhance recreational opportunities in the community; and to seek public support for the project(s) related to an indoor and/or outdoor Mahomet Area Activity and Recreation Center.” (MAARC Program Statement dated January 13, 2012).

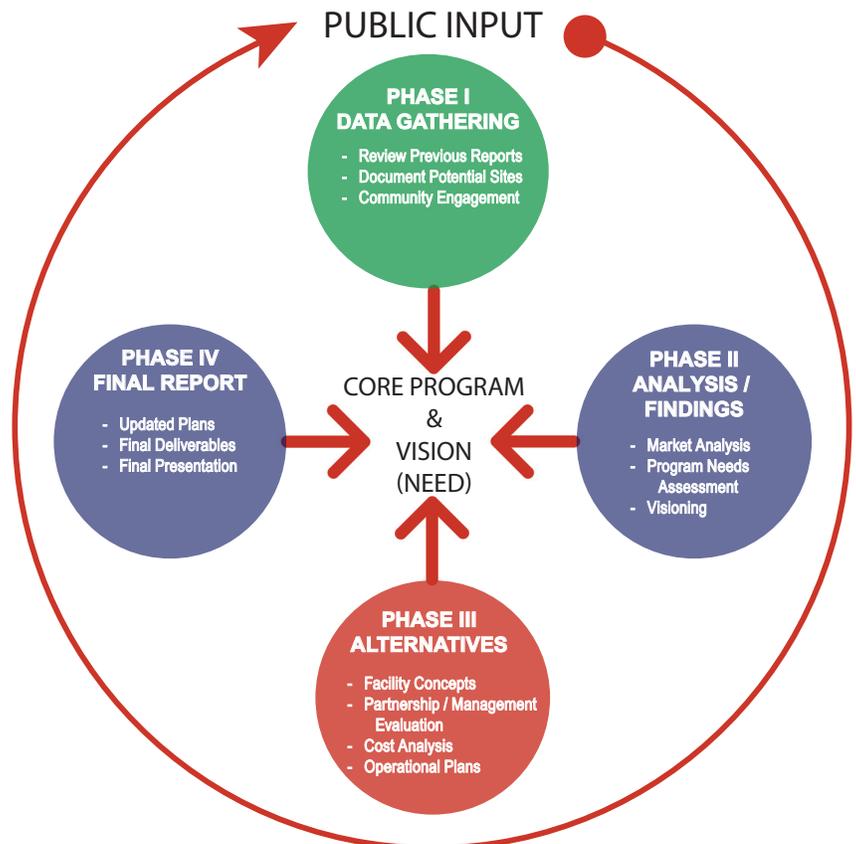
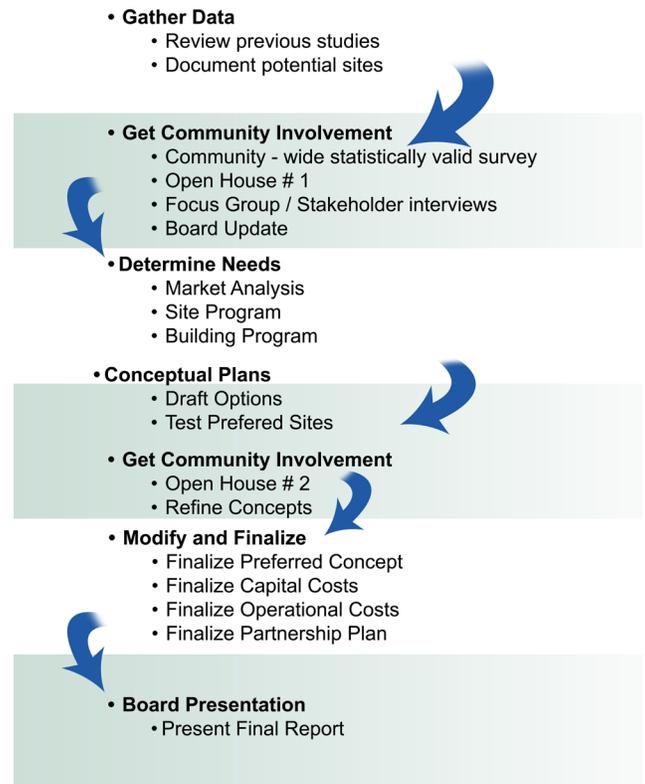
The MAARC committee, in conjunction with the Village of Mahomet Parks and Recreation Department (VOMPRD), decided to engage a team of professionals in the recreation market to perform a feasibility study, in order to quantify the needs and desires of Mahomet area residents for currently unprovided recreational opportunities and to facilitate the public input process necessary to determine whether and how these needs could be translated into a sustainable facility. Also, this study was conducted so that all key leaders and decision makers had complete clarity of the potential for financial sustainability of the facility.

In August 2012, the Williams team was selected to perform this study. The graphic at the right lists the steps included in the feasibility study process. The graphic under it expresses how the public was involved in each of the different phases of the project.

Project milestone dates:

- August 2011 - Formation of the MAARC committee.
- August 2012 - Selection of the Williams Team for the study.
- August 2012 - Project Kick-Off Meetings
- August 2012 - Focus Group interviews
- October - December 2012 - Statistically Valid Community Survey
- November 2012 - Public Open House #1 “Input”
- December 2012 - March 2013 - Facility Planning period
- April 2013- Public Open House #2 “Findings”
- May 2013- Recommendation of a Conceptual Plan
- June / July 2013 - Business Plan Documents
- August 2013 - Draft Reports
- September 2013 - Final Village Board Presentation
- September 2013 - Final Report

FEASIBILITY STUDY PROCESS





Feasibility Study Goals / Methodology

As discussed on the following pages, VOMPRD is the main provider of public community and recreational opportunities for the Mahomet community; it is therefore important to understand their mission statement and align project goals to this statement. The following statement was approved by the Village of Mahomet Parks and Recreation Committee, April 10, 2001.

“The mission of the Village of Mahomet Recreation Department is to improve the quality of life for all participants by meeting the needs of the community through the provision of safe, excellent recreational and leisure-time activities.”

Thus, VOMPRD must have access to adequate facilities in order to be able to support this mission statement. Likewise, the recommendations of this study must correspond to the mission statement, and provide the Village with a plan that meets current needs while being affordable, both for residents and VOMPRD.



Benefits of Public Recreation

As is true in many communities across the country, entertainment, leisure, parks, and recreation often all play a vital role in the economic vitality of a village. The ability to provide a commonality amongst all citizens – a communal gathering place, a celebratory platform, a social escape – plays an active role in community building and in creating a sense of community pride. The infusion of such spaces in conjunction with other valued services has been attributed with raising the quality of life factor as well as lowering crime rates, increasing property values, and encouraging an overall healthier and more vibrant community.

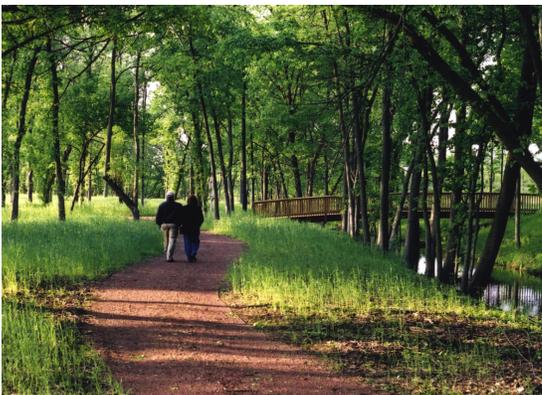
Recreational Trends

Numerous studies have found that Americans who recreate frequently are notably happier with their lives. According to Recreational Management, among active recreationists, (the one in five Americans who recreate at least twice weekly), 45% report “complete satisfaction” with their overall quality of life and 49% report being “fairly well” satisfied.



Over the past decade, two major generational categories have emerged as the trend setters in the recreational industry – Baby Boomers (born between 1946 and 1964) and Millennials (born between 1978 and 2003) account for the majority of all recreational participants in the U.S. These two generational segments have distinct differences in their preferences of an active lifestyle. Baby boomers have shed the image of the leisurely, sedentary lifestyle of generations past to pursue a more active form of “retirement”, which includes recreation. Many boomers connect outdoor experiences to personal growth while the Millennials seek the thrill.

Information released by American Sports Data, Inc.’s (ASD) 2007 Superstudy of Sports Participation reveals that most of the popular sport and recreational activities include swimming, walking, jogging, bicycling, and weight training. Most of these activities appeal to both young and old alike, can be done in most environments, can be enjoyed regardless of level of skill, and have minimal economic barriers to entry. These popular activities also have appeal because of the social aspect: people enjoy walking and biking together, and many can offer a degree of camaraderie.



Ultimately, the greatest growth of participation in recreational activities has occurred in activities that have low barriers to entry, can be undertaken within close proximity to home, and can be completed in a limited amount of time.

CURRENT STATE OF AFFAIRS

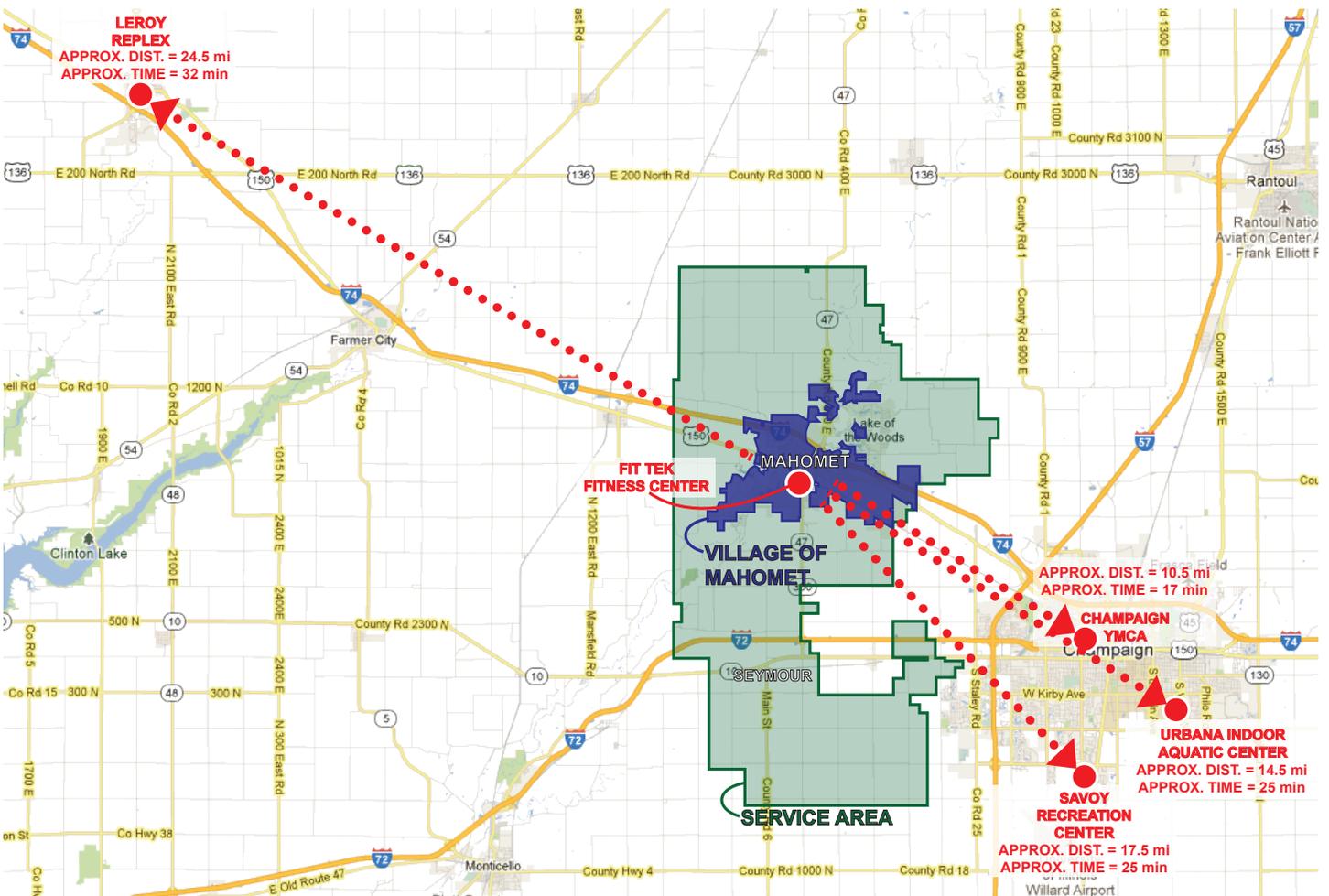
Current Providers of Public Recreational Opportunities

As documented in the MAARC Program Statement, "Recreation programs and facilities in the community are primarily provided by the Village of Mahomet Parks and Recreation Department (VOMPRD). Associated municipal governments, not-for-profit agencies, private sport organizations, and private entities further enhance the recreational programs and facilities available to Mahomet residents. The current population from the 2010 Census of the Village is 7,258, with the adjacent unincorporated subdivisions and rural residential developments within Mahomet Township adding approximately 4,136 residents to the immediate area. As the population of the area increases, new or expanded recreational programs and facilities are likely to be required in order to meet community needs."

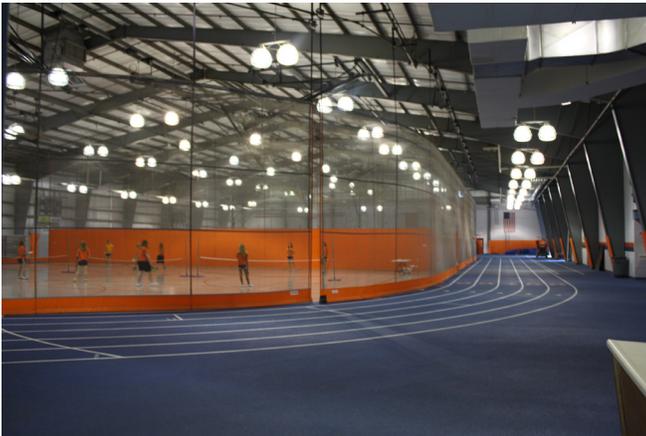
VOMPRD programs serve over 2,000 participants annually and are made possible by 250 volunteers. VOMPRD employs 2 full-time and 2 part-time staff year-round and over 100 part-time seasonal staff.

Community Program Participation:

As also documented in the same Program Statement, "The Parks and Recreation Department's programs serve both Village of Mahomet residents and nonresidents. **Approximately 30 to 40 percent of the Department's program participants reside outside of the Village corporate limits, with the majority being from within Mahomet Township.** Regardless of residency, the Department's program participation rates have increased steadily over the last decade. Private sport organizations, not-for-profits and private businesses also offer recreational opportunities that supplement VOMPRD programs and/or provide programs not currently offered by the Department." The Service Area Map below shows the Village of Mahomet and the actual service area, which has been identified as the Mahomet-Seymour School District boundary. This map is also helpful in realizing the distance current Village residents are traveling to participate in recreational activities which are not available within the service area.



CURRENT STATE OF AFFAIRS



Mahomet-Seymour School District Fieldhouse

Current Indoor Facilities for Public Recreational Opportunities

VOMPRD does not own any indoor facilities; all programs are held in facilities owned by others. The Community Center on Main Street is owned and operated by the Township, and the library has a meeting room that VOMPRD uses occasionally.

The current high school use allows for minimal public use, due to demand for student use. This facility has three full basketball courts, a perimeter track, weight room and aerobics room.

Main facilities used and programs currently offered by VOMPRD include:

Mahomet-Seymour School District Fieldhouse:

- Youth Basketball
- Adult Fitness

School District Gymnasiums

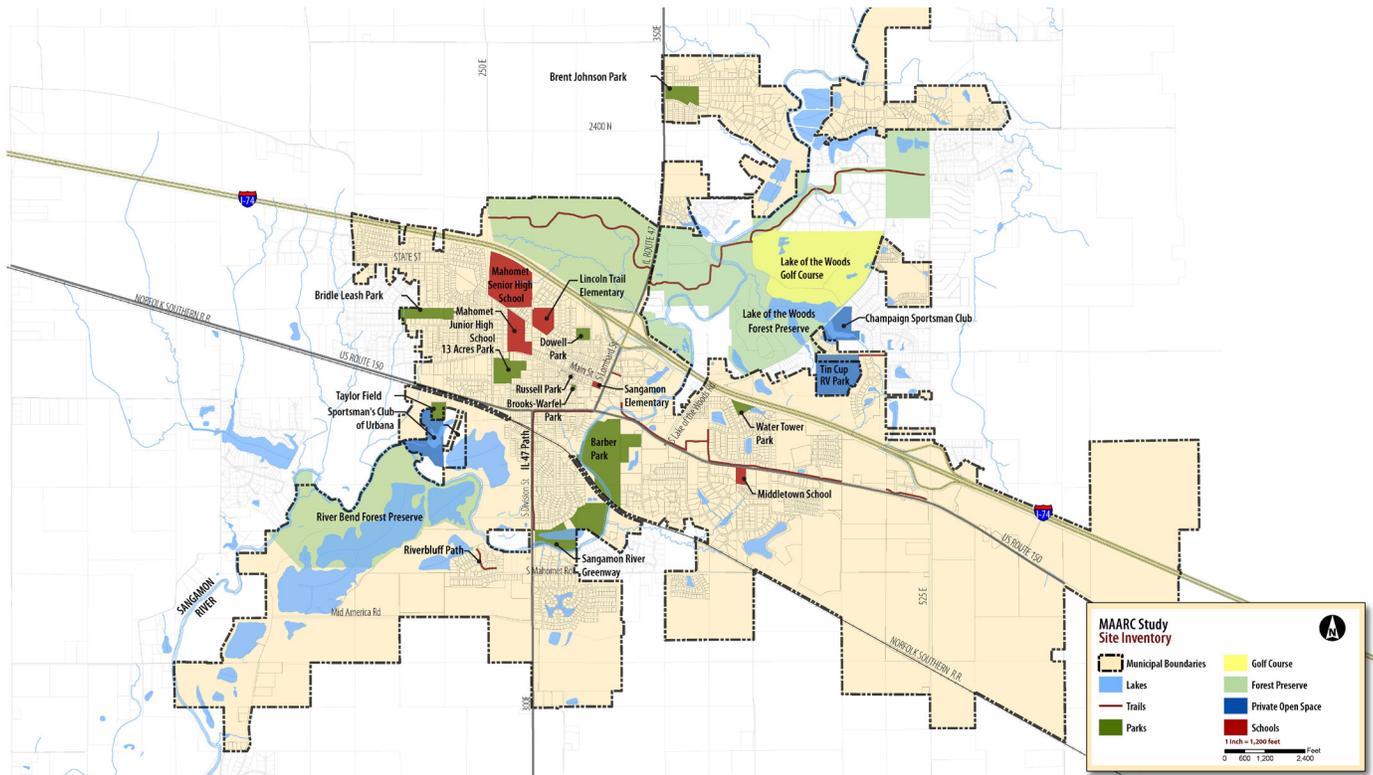
- Volleyball
- Basketball

Mahomet Community Center

- Children's Programs
- Fitness Boot Camp
- Yoga/Core/Stretching
- Other Programs



Mahomet Community Center



Village of Mahomet Inventory Map

CURRENT STATE OF AFFAIRS

Current Outdoor Facilities for Public Recreational Opportunities

The Mahomet community does not have either an indoor or an outdoor swimming pool because the lake at Lake of the Woods Forest Preserve had previously been open for swimming. Since the lake is no longer used for swimming, many residents use other area pools including Farmer City, Rantoul, Monticello and Champaign-Urbana. The Village of Leroy, which is approximately 20 minutes west of Mahomet, also has a pool.



The Village owns 9 parks and has agreements to use other outdoor facilities. Taylor Fields is privately owned, and therefore VOMPRD has chosen to not invest in improvements to these facilities. This site includes two ball diamonds, which are the only lighted fields in the community, and utilizes well water. There are also small tikes soccer field in the outfields. 13 Acres Park is owned by the School District, and VOMPRD maintains the fields. It has four small baseball fields. The junior high uses the east half of the site for baseball / soccer practice. Central Illinois Football League also uses the site for football. The School District has removed the tennis courts, which were the only tennis courts in the community.

This chart identifies outdoor facilities and activities available at each VOMPRD park:

	Baseball/Softball Field	Basketball Court	Concession Stand	Disc Golf	Green Space	Horseshoe Pits	Natural Area	Pavilion	Playground	Restroom - Seasonal	Shelter w/prt. kitchen - Rental	Soccer Field	Volleyball - Rental	Walking Path
1 13 Acres Park	X	X		X				X						
2 Barber Park		X		X		X	X		X	X	X			
3 Brent Johnson Park			X	X				X					X	
4 Bridle Leash Park	X	X	X		X			X	X			X	X	
5 Brooks/Warfel Park							X	X						
6 Dowell Park	X	X												
7 Police Department Park		X												
8 Russell Park (Redevelopment underway)														
9 Sangamon River Greenway				X		X								
10 Taylor Fields	X	X												
11 Water Tower Park				X										

- Owned/managed by the Village of Mahomet
- Owned by Mahomet/Seymour School District & cooperatively managed/maintained by MSSD & MPRD
- Privately owned by the Taylor Family & managed/maintained by MPRD

VOMPRD Outdoor Facilities and Activities

Other Natural Amenities

River Bend Forest Preserve is to the southwest and Lake of the Woods Forest Preserve is to the north of the community, and by their adjacency are wonderful, natural amenities for the Village of Mahomet. These properties along with the Sangamon River create a beautiful opportunity for a greenway through the community.

Demographics Analysis

The Demographic Analysis provides an understanding of the general populace of the Village of Mahomet. This analysis demonstrates the total population by specific age segment, race and ethnicity, and the economic status and disposable income characteristics of the residents through household income statistics. All future demographic projections are based on historical trends. Demographic data used for the analysis was obtained from Environmental Systems Research Institute, Inc. (ESRI). All data was acquired in 2012, and reflects actual numbers as reported in the 1990/2000 Census and demographic projections for 2010 and 2015 as estimated by ESRI. The current jurisdictional boundaries provided by the Village and School District were utilized for the demographic analysis, since that had been defined as the service area. The complete Demographic Analysis is included as a chapter in the Operational Plan in the Full Report.

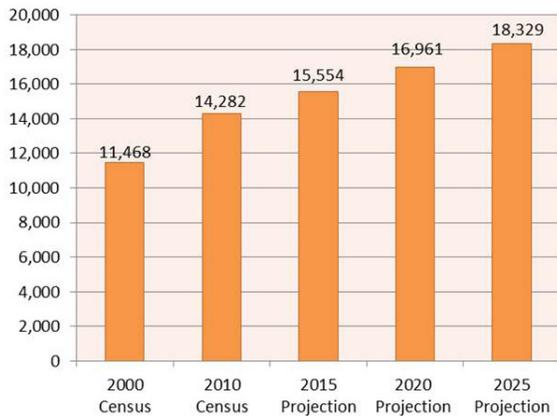
Notable Facts:

- The total population increased dramatically by approximately 25% in the last decade.
- A rapid aging trend is expected, with the 55+ population growing from 14.9% in 2000 to 26.0% by 2025.
- Limited diversity from a race/ethnicity standpoint.
- Rapid growth is projected in income levels.
- The household income significantly exceeds state and national averages.

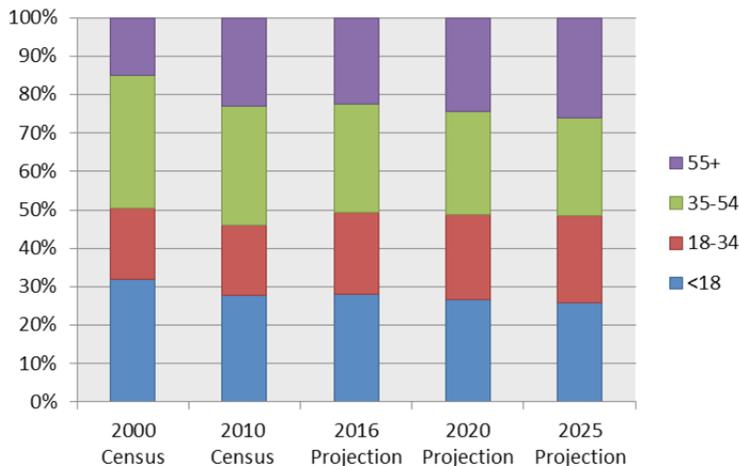
Key Findings:

A continued population growth translates into a projected increase for demand of all recreational services. Aging of the population (increase in 55+ population percentage) over time is expected. Aside from walking, among the most popular recreational activity in America among the mature demographic is water aerobics or 'aquarobics'. This can be attributed to the low impact "senior friendly" exercise that reduces the amount of stress on the body.

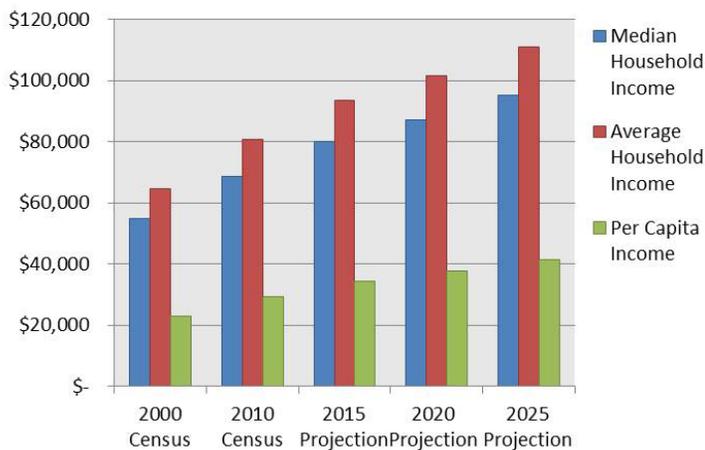
As the population of the area increases, new or expanded recreational programs and facilities are likely to be required in order to meet community needs. Overall, a balanced population distribution is anticipated, which would require youth-oriented, family-based and adult-centric aquatic programs and facility types. Although household income levels are above that of the national average, consideration should still be given to good quality but value-based offerings that the community and residents are willing and able to pay for than purely best-in-class services.



Population Trends



Population by Age Segments



Household Income Characteristics

IDENTIFIED NEEDS

Both residents and Village staff in Mahomet have identified recreational needs in the community for some time. These needs have been documented in the 2004 Parks and Recreation Master Plan, Central Illinois Facilities Report, and the 2012 MAARC Program Statement. This study seeks to either validate or qualify these previously identified needs and prioritize them in terms of community benefit, in order to determine outdoor and indoor facility requirements.

Previously Identified Needs

MAARC identified the following needs in their Program Statement dated 13 January 2012:

Community Recreation Issues: Recreation Programs and facilities will be needed to meet current and future needs.

Service Area Population: The population of both the Village of Mahomet and School District should be considered when comparing existing facilities/parks/open space with NRPA standards and guidelines.

Park and Facility Ownership: “A significant number of VOMPRD programs are conducted at facilities not under municipal ownership and/or control. These primarily include 13 Acres Park, Mahomet-Seymour CUSD #3 Facilities, and Taylor Field. 13 Acres Park and Taylor Field provide a major portion of the baseball/softball facilities used by the Mahomet Community. In addition, the School District Facilities serve as the only source of indoor recreational space for the Community. Informal use agreements are in place, but these agreements do not provide adequate protection from a potential change of use of these facilities. With the uncertainty for long-term use of these facilities, the VOMPRD needs to protect these programs by either establishing long-term use agreements or by being more proactive at acquiring lands to support future program and facility needs.”

Competition for Space/Facilities: Use of Facilities under other’s ownership places the VOMPRD and private sport organizations in the position of competing for space/facilities with the primary users. Although the NRPA standards/guidelines indicate that the Village has adequate gym space through the use of school district facilities, there is often overlap of usage which limits access.

Demand for Indoor Facilities: The lack of indoor facilities is tremendous and should take precedence over any outdoor considerations in the near term. However, both indoor and outdoor facilities are needed.

Participation Levels versus Population: Using population figures for identifying acreage for parks and open space is fine, however participation (demand) should rather be used as a measure to determine need for additional facilities.

Land Acquisition: Land acquisition for indoor space should include room for compatible outdoor recreation uses identified as a high priority.



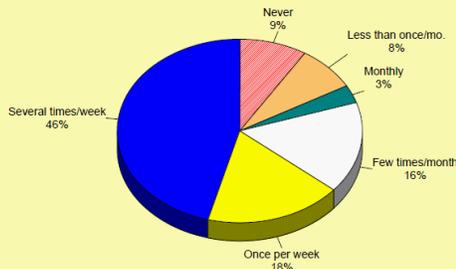
Stakeholder Input:
Early in the study process, stakeholders expressed the following observations and opinions:

- Do this right in terms of public process.
- Currently, the Village is dependent on other groups and organizations to facilitate their programming (i.e.: School District, Taylor Fields).
- Use of the Field House by public is improving; however, the public wants a facility that has community use as the first priority.
- Outdoor facilities are spread out across the community, which make them costly to operate.
- VOMPRD provides little subsidy for recreational programming.
- There is potential for public / private partnerships (i.e. sponsorships).
- A new facility could spur economic development; where this development occurs should be considered from a development perspective.
- Multi-generational is important.
- The local news editor has noticed that this is a very active community, as compared with other similarly sized communities.
- There is no public indoor or outdoor pool in Mahomet.

Conclusions:

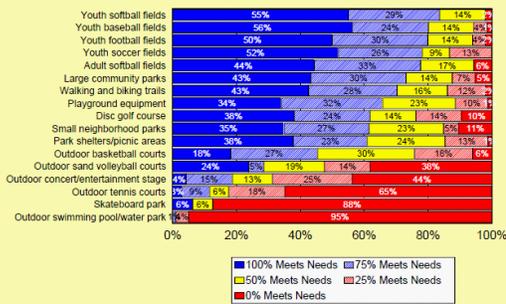
- There is a need for facilities dedicated to public recreation.
- There is a need for geographic consolidation of recreational programs and activities.
- VOMPRD subsidy levels for recreational programs should be reviewed.
- Providing programs such as outdoor swimming and birthday parties in Mahomet would help the local Mahomet economy.
- Any new facility should be multi-faceted and multi-generational and include space for compatible outdoor recreation uses as well.

Q10. How Often Households Would Visit a New Indoor Community Center
by percentage of respondents



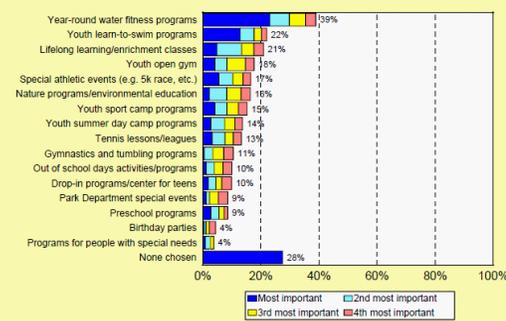
Source: Leisure Vision/ETC Institute (November 2012)

Q12a. How Recreational Facilities Meet the Needs of Households
by percentage of respondents



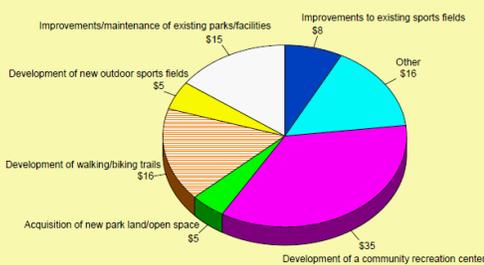
Source: Leisure Vision/ETC Institute (November 2012)

Q15. FOUR Programs/Activities That Are Most Important to Households
by percentage of respondents who have a need for programs/activities



Source: Leisure Vision/ETC Institute (November 2012)

Q17. How Respondents Would Allocate an Additional \$100 Among Categories of Parks and Recreation Funding



Source: Leisure Vision/ETC Institute (November 2012)

Public Input

The public input process included collecting both quantitative and qualitative data. Quantitative data was determined through the administration of a statistically-valid community survey. These survey results carry a high level of confidence, as noted below, and can be used as a basis for many types of analysis. Qualitative data was collected through stakeholder input and public open houses. This input is highly valuable in determining community needs, desires and opinions.

Community Interest and Opinion Survey

Overview of the Methodology

Leisure Vision conducted a Citizen Survey in October of 2012. The purpose of the statistically valid survey was to help determine community needs and desires to assist the Village of Mahomet in preparing for the future in the development of programs, services and facilities.

Leisure Vision worked extensively with Village of Mahomet officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system. The survey was administered by mail and phone. The goal was to obtain a total of at least 250 completed surveys. This goal was far exceeded, with 568 surveys having been completed. The level of confidence is 95% with a margin of error of +/-4.1%. The results were documented in the December 2012 Community Interest and Opinion Survey Findings Report, which is included in the Full Report.

Key Survey Findings Summary:

- 55% of all respondent households have not used any indoor recreation, sports, aquatics and cultural facilities in the past 12 months.
- Only 43% indicate that existing Indoor Facilities meet the needs of households.
- Aquatics, Classes and Open Gym were the most important programs / activities for the households.
- Outdoor swimming pool / waterpark was the highest unmet need for the households.
- Lack of program or facility was the single largest reason for lack of participation.
- Respondents chose to make the single largest allocation (35% of the total) towards the Development of a Community / Recreation Center.
- Almost 2/3 (64%) of all respondents indicated they would visit a new indoor community center at least once a week or more.
- Indoor running / walking track, weight room / cardiovascular equipment area and lap lanes for exercise swimming were the three features most likely to be used in the new community center.
- Almost 60% of households indicated a willingness to pay more than \$300 / year for an annual family pass to the Community Center.

Community Interest and Opinion Survey Executive Summary:

- **ALL Village of Mahomet Parks Households Have Visited Over the Past 12 Months:** Forty percent (40%) of households indicated they visited Barber Park over the past 12 months. Other Village of Mahomet parks visited include: 13 Acres Park (40%), Taylor Fields (32%), Bridle Leash Park (30%), and Brent Johnson Park (16%).
- **Parks and Recreation Facilities Households Have Used:** Fifty-eight percent (58%) of households indicated they used walking paths. Other facilities households have used include: playgrounds (36%), youth soccer fields (29%), and youth baseball fields (25%).

IDENTIFIED NEEDS

- **Condition of Parks and Recreation Facilities:** Ninety-three percent (93%) of households indicated the condition of walking paths was either excellent (44%) or good (49%). Other facilities with similar ratings include: playgrounds (39% “excellent”, 48% “good”), 9-hole golf course (33% “excellent”, 58% “good”), and youth soccer fields (31% “excellent”, 51% “good”).
- **Physical Condition of ALL Village of Mahomet Parks Visited:** Eighty-four percent (84%) of households indicated the physical condition of all Village of Mahomet parks visited was either excellent (23%) or good (61%). Of the remaining households, 13% indicated the condition of the parks was fair and 3% gave them a poor rating.
- **ALL Indoor Recreation, Sports, Aquatics and Cultural Facilities Households Have Used Over the Past 12 Months:** Of the 45% of households that indicated they used indoor recreation, sports, aquatics and cultural facilities over the past 12 months, 19% used the Urbana Indoor Aquatic Center. Other facilities used include: Champaign YMCA (18%), Fit Tek Fitness Center (18%), Savoy Recreation Center (6%), and Leroy Replex (4%).
- **How Well Indoor Facilities Meet the Needs of Households:** Of the 45% of households that used indoor facilities, 43% of them indicated those facilities met all of their needs. Fifty-one percent (51%) of households indicated that indoor facilities met some of their needs, while the remaining 6% did not have their needs met by the indoor facilities they used.
- **How Often Households Would Use Potential Features of a New Community Center:** Fifty-six percent (56%) of households indicated they would use an indoor running/walking track at a new community center at least once per month. Other potential features with similar usage include: weight room/cardiovascular equipment area (54%), lap lanes for exercise swimming (48%), indoor water slides/children’s spray features (41%), and aerobics/fitness/dance space (39%).
- **THREE Features Households Would Most Likely Use in the New Community Center:** Based on the sum of their top three choices, the features households would most likely use in the new community center include: indoor running/walking track (49%), weight room/cardiovascular equipment area (36%), lap lanes for exercise swimming (27%), and indoor water slides/children’s spray features (26%).
- **Importance of Serving Various Groups at an Indoor Community Center:** Seventy-three percent (73%) of households indicated it is very important to serve families at an indoor community center. Other groups with similar importance levels include: youth (68%), teenagers (61%), senior adults (50%) and adults (49%).
- **Maximum Amount Households Would Pay for an ANNUAL FAMILY Pass to the Community Center:** Nearly half (49%) of households would pay \$300 or more per year for an annual family pass to a community center. Of the remaining households, 41% would pay less than \$300 per year, and 10% would not be willing to pay for an annual family pass.
- **Maximum Amount Households Would Pay for an ANNUAL ADULT Pass to the Community Center:** Thirty percent (30%) of households would pay \$250 or more per year for an annual adult pass to a community center. Of the remaining households, 62% would pay less than \$250 per year, and 8% would not be willing to pay for an annual adult pass.
- **Maximum Amount Households Would Pay for a DAILY ADULT Pass to the Community Center:** Sixty-one percent (61%) of households would pay \$4 or more per day for a daily adult pass to a community center. Of the remaining households, 32% would pay \$3 or less per day, and 7% would not be willing to pay for a daily adult pass.
- **Maximum Amount Households Would Pay for a DAILY CHILD Pass to the Community Center:** Fifty-five percent (55%) of households would pay \$3 or more per day for a daily child pass to a community center. Of the remaining households, 30% would pay \$2 or less per day, and 15% would not be willing to pay for a daily child pass.
- **How Often Households Would Visit a New Indoor Community Center:** Nearly half (46%) of households indicated they would visit a new indoor community center several times per week. Of the remaining households, 18% would visit once per week, 16% would visit a few times per month, 3% would visit monthly, 8% would Village of Mahomet Community Survey visit less than once per month, and 9% would never visit a new indoor community center.

- **How Respondents Indicated the Cost for Operating a New Indoor Community Center Should be Paid For:** Forty-six percent (46%) of households indicated the cost for operating a new indoor community center should be paid for through a majority of user fees and the remaining through taxes. Other methods for paying the operating cost are as follows: 100% through fees (24%), a majority through taxes and the remaining through user fees (19%), and 100% through taxes (2%). The remaining 9% of households indicated they do not know how the cost for operating a new indoor community center should be paid for.
- **ALL Recreational Facilities Households Have a Need For:** Seventy-seven percent (77%) of households indicated the need for walking and biking trails, while 60% of households have a need for an outdoor swimming pool/water park. Other recreational facilities for which households have a need include: large community parks (51%), small neighborhood parks (51%), park shelters/picnic areas (49%), playground equipment (39%), and outdoor concert/entertainment stage (34%).
- **How Recreational Facilities Meet the Needs of Households:** Eighty-four percent (84%) of households indicated that youth softball fields meet their needs by 75% or more. Other recreational facilities with similar met needs include: youth baseball fields (80%), youth football fields (80%), youth soccer fields (78%), adult softball fields (77%), large community parks (73%), and walking and biking trails (71%).
- **FOUR Facilities Households Would Use Most Often:** Based on the sum of their top four choices, the recreational facilities households would use most often include: walking and biking trails (64%), outdoor swimming pool/water park (58%), small neighborhood parks (31%), large community parks (26%), and playground equipment (20%).
- **ALL Programs/Activities Households Have a Need For.** Forty-nine percent (49%) of households indicated the need for year-round water fitness programs, while 35% have a need for lifelong learning/enrichment classes. Other programs and activities for which households have a need include: special athletic events (e.g. 5k race, etc.) (31%), nature programs/environmental education (31%), youth open gym (31%), youth learn-to-swim programs (29%), and youth sport camp programs (27%).
- **How Programs/Activities Meet the Needs of Households.** Forty-six percent (46%) of households indicated that Park Department special events meet their needs by 75% or more. Other programs and activities with similar met needs include: special athletic events (e.g. 5k race, etc.) (39%), preschool programs (21%), gymnastics and tumbling programs (19%), and nature programs/environmental education (18%).
- **FOUR Programs/Activities That Are Most Important to Households:** Based on the sum of their top four choices, the programs and activities that are most important to households include: year-round water fitness programs (39%), youth learn-to-swim programs (22%), lifelong learning/enrichment classes (21%), youth open gym (18%), and special athletic events (17%).
- **ALL Reasons That Prevent Households From Using Village of Mahomet Parks, Recreation and Sports Facilities or Programs More Often:** Forty-eight percent (48%) of households indicated they did not use Mahomet parks, recreation and sports facilities or programs more often due to a program/facility not being offered. Other reasons preventing more frequent usage include: use of facilities of other agencies/towns (23%), facilities do not meet needs (22%), lack of quality programs (14%), and not knowing locations of facilities (13%).
- **How Respondents Would Allocate an Additional \$100 Among Categories of Parks and Recreation Funding:** Respondents indicated they would allocate \$35 to the development of a new recreation center. The remaining allocations include: development of walking/biking trails (\$16), improvements/maintenance of existing parks/facilities (\$15), improvements to existing sports fields (\$8), development of new outdoor sports fields (\$5), acquisition of new park land/open space (\$5), and “other” (\$16).
- **Overall Value Received from the Village of Mahomet Parks and Recreation Department:** Forty-eight percent (48%) of households indicated they are either very satisfied (14%) or somewhat satisfied (34%) with the overall value they receive from the Village of Mahomet Parks and Recreation Department. Thirty-six percent (36%) indicated they are neutral, 10% are somewhat dissatisfied and 6% are very dissatisfied.

IDENTIFIED NEEDS

Open House #1 - Input

November 15, 2012 in the Village of Mahomet Board Room
25 Comment Cards were completed. Open House boards and a summary of the input received is included in the Full Report.

General Community Input Received at Open House 1:

VOMPRD staff do a great job of providing a variety of quality programs at affordable prices and managing limited resources. The community needs a central location for indoor recreational programs, and desires additional / consolidated ball fields.

Top Potential Outdoor Spaces and Programs:

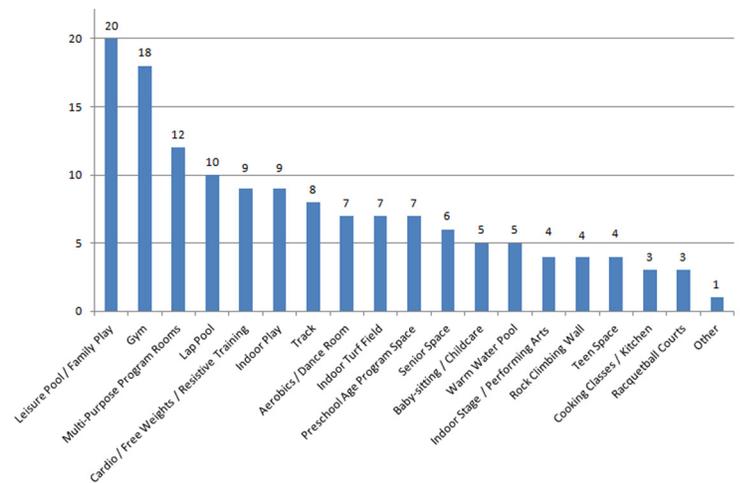
- Grass Turf Fields
- Softball Fields
- Tennis Courts
- Basketball Courts
- Outdoor Pool
- Baseball Fields

Top Potential Indoor Spaces and Programs:

- Leisure Pool
- Gym
- Multi-Purpose Rooms
- Lap Pool
- Fitness
- Indoor Play



Open House 1



Open House 1 Input : Top Potential Indoor Spaces and Programs

Open House # 2 - Findings

24 April 2013 in the Community Center
13 Comment Card were completed. Open House boards and a summary of the input received is included in the Full Report.

General Comments and Questions:

A theme throughout the comments was that building something is better than doing nothing, as respondents encouraged the Village to address the recreational and aquatic needs of the community. Several commented that if the entire program could not be afforded now, portions of the facility be planned now and constructed later. General program and childcare spaces were listed as lesser priorities to active recreation. Some respondents expressed a desire to not overlap program offerings such as weight lifting with the local fitness provider FitTek. Aquatic proponents included specific comments regarding a desired depth for lap swimming and diving boards.

Other respondents were interested in the location of a potential facility and how the project would be funded.

Comments regarding Indoor vs. Outdoor Aquatics:

Thirty-one percent of respondents strongly recommended including an indoor pool. However, the majority of respondents recognized that both capital and operational costs would pose a challenge to building and operating an indoor pool. Several of these respondents expressed an interest in indoor aquatics, but urged the Village to make an affordable and sustainable choice.



Open House 2

Village of Mahomet Facility/Amenity Priority Rankings	
	Overall Ranking
Outdoor Swimming Pool / Water Park	1
Walking / Biking Trails	2
Small Neighborhood Parks	3
Large Community Parks	4
Outdoor Tennis Courts	5
Outdoor Concert / Entertainment Stage	6
Playground Equipment	7
Park Shelters / Picnic Areas	8
Outdoor Basketball Courts	9
Youth Soccer Fields	10
Disc Golf Course	11
Outdoor Sand Volleyball Courts	12
Youth Baseball Fields	13
Skateboard Parks	14
Youth Football Fields	15
Youth Softball Fields	16
Adult Softball Fields	17

Village of Mahomet Program Priority Rankings	
	Overall Ranking
Year Round Water Fitness Programs	1
Youth Learn to Swim Programs	2
Lifelong Learning / Enrichment Classes	3
Youth Open Gym	4
Nature Programs / Environmental Education	5
Tennis Lessons / Leagues	6
Special Athletic Events (e.g. 5k race etc.)	7
Youth Summer Day Camp Programs	8
Youth Sport Camp Programs	9
Drop-in Programs / Center for Teens	10
Out of School Days Activities / Programs	11
Gymnastics and Tumbling Programs	12
Preschool Programs	13
Birthday Parties	14
Park Department Special Events (e.g. Egg Hunt)	15
Programs for People with Special Needs	16

Village of Mahomet Community Center Features Most Likely to be Used	
	Overall Ranking
Indoor running / walking track	1
Weight Room / Cardiovascular Equipment Area	2
Lap lanes for exercise swimming	3
Indoor water slides / children's spray features	4
Warm water area for therapeutic purposes	5
Multipurpose Courts for Basketball, Volleyball	6
Area of swim lessons	7
Aerobis / Fitness / Dance Space	8
Space for Active Senior Adults	9
25 yard competition pool	10
Indoor tennis courts	11
Indoor soccer / lacrosse fields	12
Multipurpose Space for Classes / Meetings / Parties	13
Arts and Crafts Rooms	14
Batting cages	15
Preschool age programming space	16
Rock climbing wall	17
Conference and Banquet Space	18
Indoor stage / performing arts	19
Space for Gymnastics / Cheerleading practice	20

Conclusion of Public Input Regarding Facility and Program Needs

Having received the aforementioned public input in the various forms, including MAARC statements and meetings, stakeholder interviews, public input meetings, statistically valid survey results and Village staff input, the next step in the feasibility study process was to evaluate this information and draw conclusions regarding community-wide needs and priorities. From the input, it was clear that the community's vision for the Center was to provide a multi-use and multi-generational experience to the residents in the Village of Mahomet and School District boundaries as well to non-residents from neighboring communities. These needs were determined in the form of priority rankings.

Priority Rankings

The purpose of the Facility and Program Priority Rankings is to provide a prioritized list of facility / amenity needs and recreation program needs for the community served by VOMPRD. This rankings model evaluated both quantitative and qualitative data. Quantitative data includes the statistically valid Community Survey. Qualitative data includes resident feedback. A weighted scoring system was used to determine the priorities for parks and recreation facilities / amenities and recreation programs. This scoring system considers the following:

Community Survey

- Unmet needs for facilities and recreation programs – This is used as a factor from the total number of households mentioning whether they have a need for a facility / program and the extent to which their need for facilities and recreation programs has been met. Weighted value of 3 (30% of total score).
- Importance ranking for facilities – This is used as a factor from the importance allocated to a facility or program by the community. Each respondent was asked to identify the top four most important facilities and recreation programs. Weighted value of 3 (30% of total score).

Consultant Evaluation

- Factor derived from the consultant's evaluation of program and facility priority based on survey results, demographics, trends and overall community input. Weighted value of 4 (40% of total score).

These weighted scores were then summed to provide an overall score and priority ranking for the system as a whole. The results of the priority ranking were tabulated into three categories: High Priority (top third), Medium Priority (middle third), and Low Priority (bottom third).

Facility Amenities: as seen in the top chart to the right, Outdoor Swimming Pool / Water Park, Walking / Biking trails, Small Neighborhood Parks, Large Community Parks and Outdoor Tennis Courts ranked as the top five priorities for Facility Amenities for the community.

Program Priorities: Year Round Water Fitness Programs, Youth Learn to Swim Programs and Lifelong Learning / Enrichment Classes, Youth Open Gym and Nature Programs / Environmental Education comprised the top five priorities for the community.

Community Center Features Most Likely to Use: Primary types of features were indoor walking / running track, weight room and cardiovascular equipment area and indoor aquatics features. These were followed by multipurpose sports courts and aerobics, fitness and dance space.

Additional information is available included in the Full Report.

CONCEPTUAL DESIGN

Core Programs

Core programs are the essential program areas that the VOMPRD should offer in a new facility, based on survey findings and the priority rankings developed during the planning process. Core programs are those that fulfill a large number but not necessarily all of the following criterion:

- Program has been provided for a long period of time and/or is expected by the community
- Program consumes a large portion (5% or greater) of the total budget
- Program is offered at multiple times during the year
- Program has wide demographic appeal
- Program has a tiered level of skill development available within the program's offerings
- Full-time staff is responsible for the program planning
- Facilities are designed specifically to support the program
- Program has high partnering capability
- Program has high participant benefit and economic impact that creates a strong return on investment
- Program requires high levels of customer interface
- Facility controls a significant percentage (20% or greater) of the local market

The core program for a new facility is based on the defined market and resulting components illustrated in the concept design. Core programs and the associated potential activities that are conducive to the market and conceptualized in the facility are:

Adult programs, including mature/active adults:

- Adult Sports: Recreational basketball leagues, basketball tournaments, volleyball leagues, dodge ball leagues, soccer.
- Adult Health/Wellness/Fitness: Dry-side based – self-directed cardiovascular and fitness training, personal training, aerobics/step/strike/etc., free weights, pilates, yoga, spin, healthy living and nutrition classes, walking clubs, boot camps, mom & tot health and fitness, martial arts etc.
- Adult Aquatics: Learn to swim classes in the form of group swim lessons, water aerobics, deep water fitness, water exercise, individual lessons and lap swimming.
- Adult Dance: Ballroom, Swing, Salsa, Belly, Tap, Ballet.

Youth programs:

- Youth Sports: Recreational basketball leagues, basketball and wrestling tournaments, volleyball leagues, soccer leagues, kickball, dodgeball, Me and Mini-Me Tennis.
- Youth Health/Wellness/Fitness: Dry-side based – self-directed cardiovascular and fitness training, personal training, healthy living and nutrition classes, themed boot camps, tumbling, Tae Kwon Do.
- Youth Aquatics: Learn to swim group swim lessons, youth fitness, and family recreation open swimming, birthday parties.
- Youth Camps: Spring break camp, summer break camp, winter break camp, sports camps, travel camps.
- Enrichment Programs.
- Rentals: Birthday parties, multipurpose room rentals, gymnasium rentals, and pool rentals.
- Special Activities: Community events, Art shows, Mother/Son, Daddy/Daughter Events, High School Lockdowns, Holiday Events.

Additional information is available included in the Operational Plan in the Full Report.



Adult Sports



Adult Aquatics



Rentals



Youth Sports



Gymnasium / Track



General Program



Group Exercise



Indoor Play



Outdoor Pool

Building Space Program

The core program activities were gathered and synthesized into a Building Space Program that could accommodate the program needs in accord with the vision statement and design criteria/principles. This building space program was developed through an iterative process with VOMPRD staff and the consulting team. An indoor pool was included in the initial building space program, but was removed after Open House #2 due to the input received at that time. The complete Building Space Program is included in the Full Report. The key spaces are as follows:

Gymnasium (13,600 SF)

- Basketball / Volleyball / Badminton / Tennis
- Batting Cages
- Event Space / Sports Exhibition
- Gymnastics
- Open Gym

Track (4,700 SF)

- Walking / Jogging / Running

General Program (3,680 SF)

- Multi-Purpose Rooms with Kitchenette
- Arts / Crafts / Cultural Arts
- Hospitality / Banquet / Conference
- Life-long Learning / Enrichment Classes
- Rental: Parties / Meetings / Gatherings
- Special Needs Programs
- Nature Programs
- Nutritional Programs
- Summer Camp / School Out Day

Exercise & Group Exercise (5,400 SF)

- Aerobics
- Zumba / Boot Camp / Yoga / Spin
- Cardio / Free Weights / Resistive Training
- Stretching

Indoor Play (1,060 SF)

- Baby-sitting / Childcare / Indoor Play
- Party Rental

Administration (1,500 SF)

- Control Desk
- Staff Offices / Central Administration

Support

- Lobby / Circulation
- Storage
- Mechanical
- Toilet Rooms / Locker Rooms

Outdoor Pool

- Lap Swimming / Swim Lessons / Water Safety / Water Exercise
- Leisure / Play
- Major Outdoor Aquatics Components include:
 - Lap Pool
 - Zero-depth entry pool
 - Play Features
 - Slide

CONCEPTUAL DESIGN

Vision Statement / Design Criteria

The facility should aim to be fully accessible to the multi-generational spectrum of residents; providing a broad range of innovative fitness, aquatic, recreational and life-skill programs and events. It will offer good quality service offerings while seeking to balance the revenue generation requirements to ensure long-term financial sustainability of the facility.

The following are some of the key design criteria and principles that were used to develop the facility concepts:

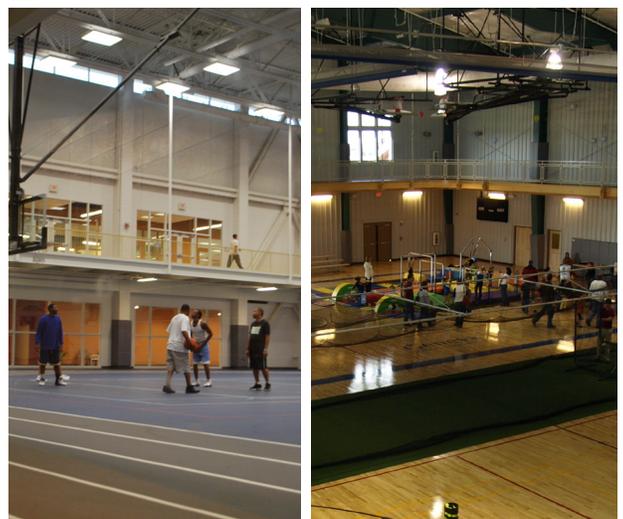
- **Make it Sustainable:** The facility should be built and operated as a financially and environmentally sustainable facility, serving as a role model for the community with an ultimate eye on sustainable design implementation that is financially prudent and drives down the cost of operations. Although LEED certification is one method of demonstrating the “green design” of the facility, the building does not necessarily have to go through the process of becoming LEED certified in order to be an environmentally-conscious facility. The LEED checklist can be used as a guide to making sure the facility is designed for maximum sustainability allowed by the project budget. Sustainability should be sought as a comprehensive approach to site design, energy consumption, water efficiency, material and resources use and indoor air quality.
- **Make it Accessible to the Broad Community:** The facility should be multi-generational, serving diverse age groups of users. The facility should be universally accessible and built to accommodate the full spectrum of Mahomet community users, regardless of age, disabilities, fitness levels and socio economic status. The facility will have wide age segment appeal based on the amenities available which will include fitness and aquatic learning spaces, cardio and weight training areas, fitness studios, gymnasiums, child care space, an indoor walking and jogging track, multipurpose activity rooms, locker facilities, kitchen and catering space, staff office areas and supporting spaces. No space will be designated to a particular special interest group but all spaces will be able to accommodate needs of various special interests in the same space.
- **Make it Expandable:** The design considers future expansion opportunities to allow for a phased development depending on availability of financial resources and to support growth and changes that are likely to occur down the road.
 - **Maximize Year Round Use:** The facility must be programmed to provide and promote activities throughout the year. By allowing core programs to drive facility design and hiring experienced programmers, the facility will be able to serve a consistent level of new and existing users who see the facility as part of their daily lives with the goal of creating lifelong positive recreational experiences.
 - **Sustainable Maintenance:** The facility should be built with long term low maintenance and durable materials. VOMPRD should consider incorporating endowments into the capital improvement plan to assure enhanced long-term maintenance and upkeep of the facility.
 - **Keep it Flexible:** The facility design factors in the desire to offer multi-use and inter changeable spaces to capitalize on emerging trends and changing needs as well as to support year round use. Thus, adequate storage spaces have also been included, to allow for switching in and out of various program offerings.



Sustainability



Accessibility

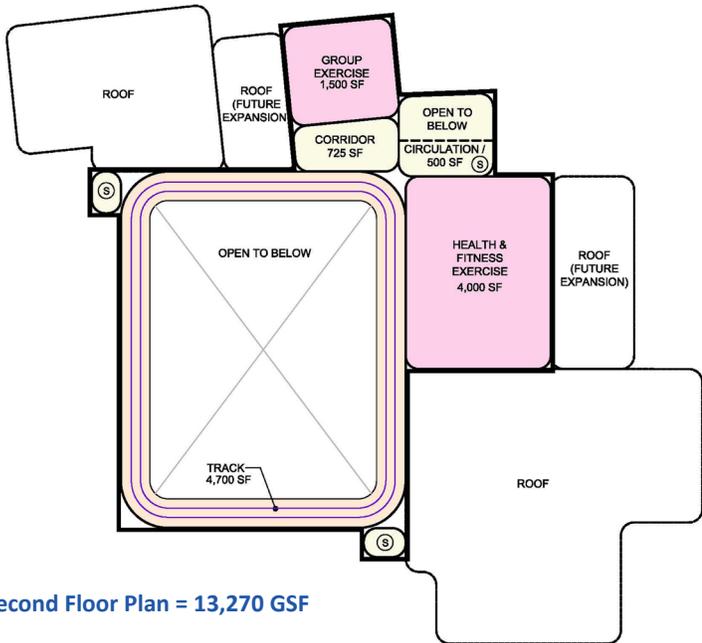


Flexibility

Design Alternatives

Two alternative schemes were prepared in response to the question of the best way to address the need for aquatic spaces in the community. One concept was for an indoor community recreation facility with an indoor pool and an outdoor pool, and the other alternative included an indoor community recreation facility with only an outdoor pool. These plans were presented to the public at Open House #2 for feedback, which was used to narrow the options to a single plan. The plan shown below, for a Community Recreation Center with an Indoor and Outdoor Pool was seen as a beneficial but financially infeasible option. The option shown on the next page was preferred by the majority of attendees, who noted that it balanced the need for aquatics with the desire for affordability. However, the indoor pool component should still be considered as a beneficial potential partnership opportunity with the hospital and/or School District. This kind of partnership would guarantee a higher level of use, which is important to consider for spaces such as natatoriums, which are costly to build and maintain.

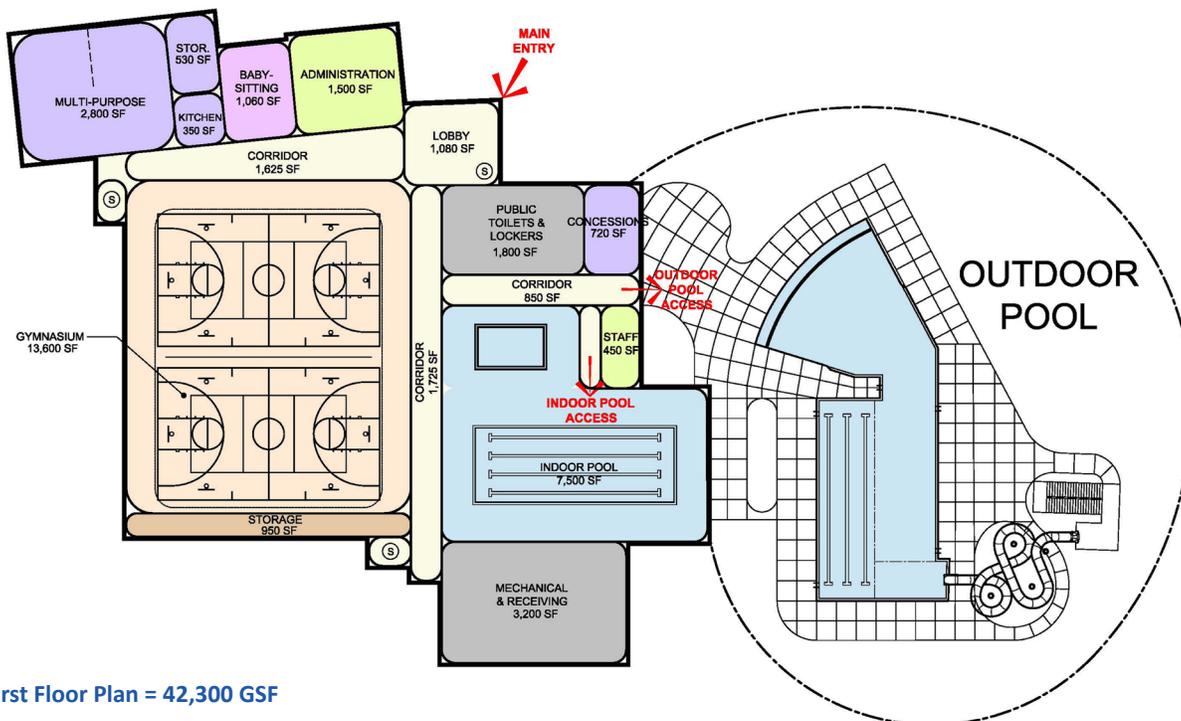
Conceptual Indoor Facility with Indoor and Outdoor Aquatics



Building Summary

- First Floor = 42,300 GSF
- Second Floor = 13,270 GSF
- Total = 55,000 GSF

Second Floor Plan = 13,270 GSF



First Floor Plan = 42,300 GSF

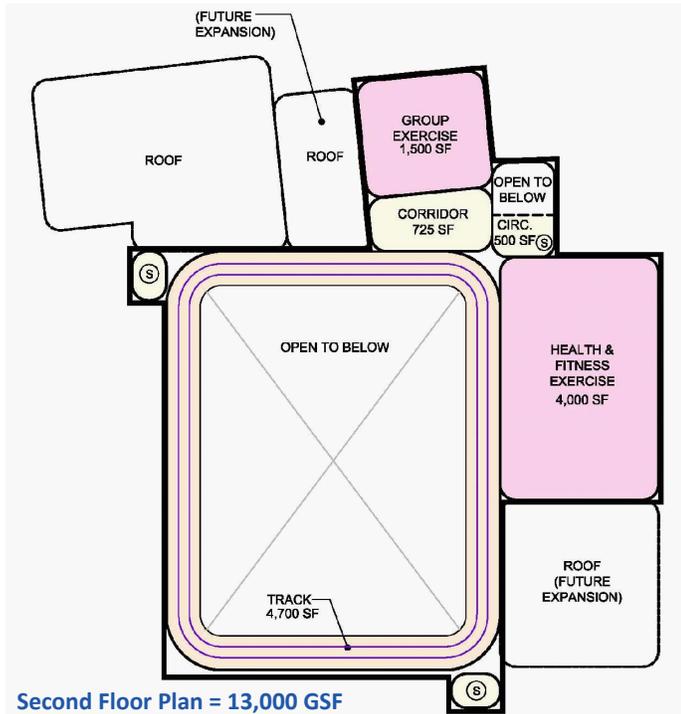
CONCEPTUAL DESIGN

Preferred Conceptual Plan

In this plan, facility users share a common point of entry from the parking lot, and pass by a single control desk. Besides the gymnasium, the primary spaces on the lower level are for passive activities. Multi-Purpose space is flexible, to allow for a wide variety of programs and

functions, from classy receptions to messy art classes. For the sake of building efficiency and reducing costs, toilet and locker rooms are shared between the gymnasium, health/exercise rooms, and outdoor pool. The concessions, staff area and mechanical spaces support the outdoor pool instead of requiring a stand-alone bathhouse.

Conceptual Indoor Facility with Outdoor Aquatics



Second Floor Plan = 13,000 GSF

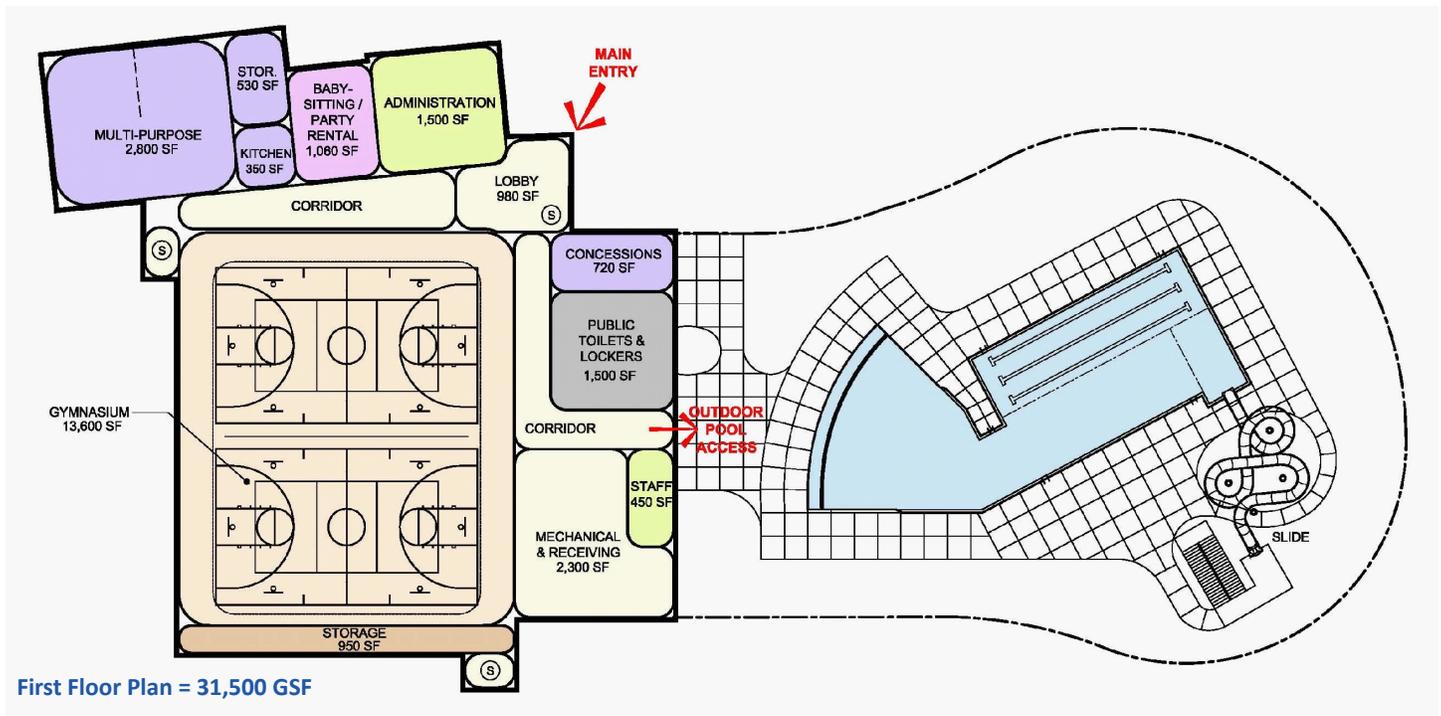
The upper level houses the active recreational components of health and exercise. The roof over portions of the lower level can be structured to allow for the potential future expansion on that level. The facility should be built with sustainable materials and strategies as outlined in the design criteria, and utilize as much natural daylight as possible.

Locating the Outdoor Pool adjacent to the facility allows for the efficiency of staff in operating and maintaining both facilities, as well as for families wishing to use both facilities. Initial planning could allow for future expansion to include an indoor pool or other components.

These plans are included in the Full Report.

Building Summary

- First Floor = 31,500 GSF
- Second Floor = 13,000 GSF
- Total = 44,500 GSF



First Floor Plan = 31,500 GSF

Capital Cost Analysis

	Building With Indoor Pool 55,000 GSF	Building Without Indoor Pool 44,500 SF
Building Cost	\$ 11,800,000 to \$ 12,100,000	\$ 8,800,000 to \$ 9,300,000
Outdoor Pool	\$ 2,200,000 to \$ 2,500,000	\$ 2,200,000 to \$ 2,500,000
Sub-Total Construction Cost	\$14,000,000 to \$14,600,000	\$11,000,000 to \$11,800,000
Miscellaneous Costs	\$ 3,800,000 to \$ 4,300,000	\$ 3,000,000 to \$ 3,500,000
TOTAL PROJECT COSTS	\$17,800,000 to \$18,900,000	\$14,000,000 to \$15,300,000

Notes:

1. Building and Pool costs include limited site development costs. Actual site costs will vary depending on final location.
2. No land acquisition costs are included.
3. Costs are for 2013 construction season. Add 4% escalation per year.
4. Miscellaneous costs include design and construction contingencies, architectural and engineering fees, furnishings and equipment, permits, surveys, construction testing and other related costs.

Refer to the Full Report for additional information regarding anticipated Capital Costs.

Building Cost Analysis

Facility capital costs were calculated based on a database of information of construction costs of each type of program space. Due to the volatility of the construction market over the last few years, the construction costs of similar, recently constructed facilities was researched in order to validate projected costs for this facility. The selected facilities vary in location, programs, spaces, level of finishes, total square footage, and cost. Analyzing the cost per square foot for these facilities, in light of their differences, aided in validating the anticipated cost for the proposed facility concepts. These comparisons were presented to the public at Open House #2.

CHAMPAIGN YMCA



YEAR BID: **2011**
 TOTAL SQUARE FOOTAGE: **75,000**
 CONSTRUCTION COST: **\$ 16,000,000**
 COST PER SF: **\$ 213**

FOUNTAIN VIEW RECREATION CENTER



YEAR BID: **2012**
 TOTAL SQUARE FOOTAGE: **87,800**
 CONSTRUCTION COST: **\$ 18,600,000**
 COST PER SF: **\$ 212**



CONCEPTUAL DESIGN

LANGENDORF COMMUNITY CENTER



YEAR BID: 2009
 TOTAL SQUARE FOOTAGE: 54,700
 CONSTRUCTION COST: \$ 10,117,000
 COST PER SF: \$ 185



STEVENS ON PARK RECREATION CENTER



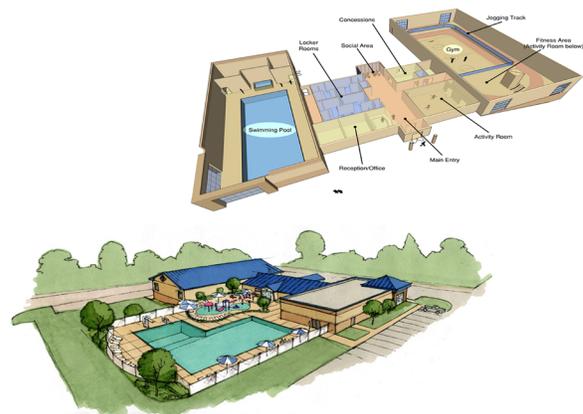
YEAR BID: 2012
 TOTAL SQUARE FOOTAGE: 33,000 NEW + 4,000 EXISTING
 CONSTRUCTION COST: \$ 6,100,000 (NEW ONLY)
 COST PER SF: \$ 185 (NEW ONLY)



LEROY REPLEX



YEAR BID: 2008
 TOTAL SQUARE FOOTAGE: 27,000
 CONSTRUCTION COST: \$ 4,000,000
 OUTDOOR POOL COST: \$ 1,000,000
 COST PER SF: \$ 148 (BUILDING ONLY)



Center Operating Hours Assumptions:

- **Typical hours are assumed to be:**
 - Monday – Friday – 5:00AM to 10:00PM
 - Saturday – Sunday - 6:00AM to 6:00PM
- **Holidays during which the Center will be closed are:**
 - New Year’s Day
 - Easter
 - Thanksgiving Day
 - Christmas Day
- **Holidays during which the Center will have reduced operating hours are:**
 - New Year’s Eve – 5:00AM to 12:00PM/noon.
 - Thanksgiving – 5:00AM to 12:00PM.
 - Day After Thanksgiving – 6:00AM to 12:00PM/noon.
 - Christmas Eve – 5:30AM to 12:00PM/noon.



Pricing Structure:

- Daily Passes (single admission, non-aquatics) – \$5.50 resident, and \$7.00 NR
- Daily Passes (single admission, only aquatics) – \$7.00 resident, and \$9.00 NR
- Daily Passes (single admission, all inclusive) – \$10.00 resident and \$13.00 NR
- Initiation fee – Equal to 2 months of membership fee for that category
- Monthly Membership, Single – \$25.00, and \$30.00 NR
- Monthly Membership, Couple – \$35.00 and \$45.00 NR
- Monthly Membership, Family - \$50.00 and \$65.00 NR

Rental Costs:

- Gymnasium – \$125.00 per hour
- Pool Rental Partial – (2-hours) at \$350.00 per rental
- Pool Rental Full – (3-hours) at \$500.00 per rental
- Kitchen Rentals – 2 hour min. rental at \$35.00 per hour
- Multi-purpose Room – (2-3 hours) at \$150 / event

Operational Cost Analysis

Today more than ever, operational dollars are strained and becoming increasingly more difficult to generate. Financial performance must be strategically attained through responsible revenue generation from visitation, facility usage, and programs sufficient to support operational expenses at a responsible ratio with any other realistic forms of financial support available.

Three core strategies for sustainable operations have been identified, as follows:

- **Objective Analysis** – feasibility and business planning must be founded in an objective approach that demonstrates to all interested and affected parties that the final outcome is based on good data, sound analysis, and valid assumptions.
- **Market Focus** – careful consideration of the market position has to be first and foremost; a broad focus will identify all potential opportunities within the market place desired by the community. This market focus should consider the available resources of the area along with ongoing initiatives, which include both core program areas and strategic programming. Core program areas as defined by the market should be continuously complemented with new programs and services offered in the building. All programming is strategically developed to support expressed need and operational success for a new Community Recreation Center.
- **Financial Sustainability** – as conceptualized facilities transition into development they must be operated and maintained in a fiscally responsible manner or their initial success wanes.

Operations and Financial Plan

The initial development of the feasibility and business plan study focused on developing a clear set of assumptions. The end product focuses on determining operating costs and revenue streams of the Center; this included developing an operational budget and a pricing strategy to best meet the outcomes desired while accounting for market factors. It was the intent of the business plan to not undercut existing local facilities with pricing levels that would create unfair competition from the public sector.

The operating expenditure is projected to exceed the operating revenues into the future. The revenues over the expenditures are not sufficient to fund the capital construction costs of the center at current participation levels assumed. The cost recovery rate is projected to be 82% in Year 1 and increased to over 93% by Year 6 based on the fulfillment of the variables outlined in the earlier sections of this plan.

A financial plan including a pro forma and support schedules were created to project the financial ramifications resulting from the recommended program and pricing recommended for the Center. Operating in a competitive market requires flexibility and an entrepreneurial approach by all management and staff as it pertains to all facets of the facility’s operations. The pricing structure was compared to that of similar facilities for validation purposes. Refer to the Full Report for the Market Competitors information and additional information regarding the Operational Plan.

CONCEPTUAL DESIGN

Funding and Revenue Strategies

New, sustainable funding sources are available for funding the capital costs of a new community recreation center, so that VOMPRD can continue to provide quality-based, affordable programs. The following are some of the funding sources that are available and used by many other public agencies throughout the United States. These sources need to be committed on a long-term basis to assure a continuing income stream. The extent of support from each of these sources will be finalized upon discussions with the Village leadership and staff. The following is an abbreviated list of funding opportunities; refer to the Full Report for the complete Funding and Revenue Strategies analysis.



General Funding Sources

- **General Fund:** Derived from property taxes and other municipal income sources.
- **General Obligation Bond:** A municipal bond secured by the taxing and borrowing power of the municipality.
- **Bond Referendum:** Voter approval is required for this type of bond measure.
- **Governmental Funding Programs:** A variety of funding sources are available from federal and state government for transportation, water, green space, and sustainability projects. For example, the Land and Water Conservation Fund provides funds to state and local governments to acquire, develop, and improve outdoor recreation areas. Federal Community Development Block Grant (CDBG) funds can be used in part to support green space-related improvements. Transportation enhancement funds available through SAFETELU, the current federal transportation bill, can be used for trail and related green space development. AmeriCorps grants can be used to fund support for park maintenance. Federal Housing Grants can be used to develop recreation related facilities to support social needs of housing residents. Also, the federal government oversees the Energy Efficiency and Conservation Block Grants which assist with reducing energy usage.

Dedicated Funding Sources

- **Park Impact Fees:** Fees attached to the cost of new residential development.
- **Cash-in-Lieu of Open Space Requirement:** Allow cash contribution to substitute for a land requirement.
- **Tax Allocation District:** Issuance of tax-exempt bonds to pay front-end infrastructure and eligible development costs.
- **Dedicated Sales Tax:** A funding tool for capital improvements.
- **Facility Authority:** Used by park and recreation agencies to improve a specific park or develop a specific improvement such as a stadium, large recreation center, large aquatic center, or sports venue for competitive events. Repayment of bonds to fund the project usually comes from sales taxes.
- **Improvement District:** Allow for special assessments on property owners to support acquisition, development, and/or maintenance costs.
- **Real Estate Transfer Fee:** Municipality retains a percentage of the value of the property (typically one-half percent) at the time of sale.
- **Revolving Fund:** A dedicated fund to be used for various purposes.
- **Storm water Utility Fee:** Also referred to as a Surface Water Management Fee, this funding source is derived from fees on property owners based on measures such as the amount of impervious surfacing.
- **System Development Charges:** (SDCs) are one-time fees assessed on new development to cover a portion of the cost of providing specific types of public infrastructure required as a result of this development.

External Funding Sources

- **Capital Improvement Fee:** Added to the admission fee of a recreation facility to help pay back the cost of developing the facility.
- **Naming Rights:** Sold for new buildings or renovation of existing buildings and parks for the development costs associated with the improvement.
- **Maintenance Endowment Fund:** Dedicated exclusively for parks maintenance, funded by a percentage of user fees from programs, events, and rentals.
- **Gift Catalogue:** Amenities the public can purchase and donate to help fund park development.
- **Corporate Sponsorships:** Corporations invest in the development or enhancement of new or existing facilities. Corporations can also underwrite a portion or all of the costs of an event, program, or activity based on their name being associated with the service.
- **Partnerships:** Joint development funding sources or operational funding sources between two separate agencies, such as two government entities, a non-profit and a public agency, or a private business and a public agency. Two partners jointly develop revenue producing park and recreation facilities and share risk, operational costs, responsibilities and asset management, based on the strengths and weaknesses of each partner. Refer to the next section for additional information regarding specific partnership opportunities.
- **Foundations / Gifts:** Tax-exempt, non-profit organizations with private donations in promotion of specific causes, activities, or issues.

- **Private Donations:** Funds, land, facilities, recreation equipment, art or in-kind services.
- **Friends Association:** Raise money typically for a single focus purpose that could include a recreational facility or program that will better the community as a whole and their special interest.
- **Irrevocable Remainder Trusts:** Individuals choose to leave a portion of their wealth to an agency in a trust fund that allows the fund to grow over a period of time, and then becomes available for the agency to use a portion of the interest to support specific park and recreation facilities or programs as designated by the trustee.
- **Volunteerism:** Indirect revenue source; individuals donate time to assist the department in providing a product or service, thus reducing the Department's cost.
- **Special Fundraisers:** Typically held on an annual basis to help cover specific programs and/or capital projects.

Recreation Service Fees

- **Recreation Fees/Charges:** Contribute towards operating expenses.
- **Pouring Rights:** Private soft drink companies execute agreements for exclusive pouring rights within park facilities.
- **Permits (Special Use Permits):** Allow individuals to use specific park property for financial gain.
- **Reservations:** For specific public property for a set amount of time.
- **Equipment Rental:** Such as tables, chairs, tents, stages, bicycles, roller blades, etc. that are used for recreation purposes.

Grants

- **IDNR Park And Recreational Facility Construction (PARC) Grant Program:** Created by Public Act 096-0820 effective November 18, 2009 provide grants to be disbursed by the DNR to eligible local governments for park and recreation unit construction projects in Illinois.
- **Finish Line Youth Foundation:** Provides funding and assistance for education, sports and exercise.
- **Make a Splash:** The USA Swimming Foundation offers scholarships for learn to swim providers through their Local Partner Program.
- **General Mills Foundation:** Specifically geared towards programming related to nutrition and fitness.
- **Women's Sport Foundation:** GoGirlGo campaign.

Land Trust

Many systems have developed land trusts to help secure and fund the cost for acquiring land that needs to be preserved and protected for greenway purposes. This could be a good source to look to for the acquisition of future lands.

Franchises And Licenses

- **Catering Permits / Services:** Caterers work in the park system on a permit basis in exchange for a fee or a percentage of sales.
- **Concession Management:** From retail sales or soft goods, hard goods, or consumable items.
- **Private Concessionaires:** Contract with a private business to provide and operate desirable recreational activities financed, constructed and operated by the private sector, with additional compensation paid to the agency.

Advertising Sales

This revenue source is for the sale of tasteful and appropriate advertising on park and recreation related items such as in the agency's program guide, on scoreboards, dasher boards and other visible products or services that are consumable or permanent that exposes the product or service to many people.

Bond Scenarios

Two potential debt service scenarios were calculated, based on an estimated capital cost of approximately \$15.7 million (facility plus land acquisition costs) at 3% for a period of 20 years. Based on a mean household value of \$180,000:

- **Scenario 1** – With only Village of Mahomet households (3,010 households in total), the mean (average) household would be paying an additional \$19.16 monthly.
- **Scenario 2** – With Township households (5000 households in total), the mean (average) household would be paying an additional \$11.54 monthly.

Partnership Analysis

Partnerships are a significant opportunity by which VOMPRD could either create a steady revenue base or use to secure funding towards capital costs. Examples of successful partnerships for other Park and Recreation Department facilities in the country include hospitals, wellness centers, physical therapists, school districts, library districts and private corporations. Partnering organizations can either sign a long-term contract to rent shared space in a facility, or they can pay the capital costs to own dedicated space within the facility. One key advantage for the facility ownership in having a leasing partner is being able to plan on a reliable, consistent form of revenue each month.

Potential initial partnerships which VOMPRD should consider include Carle or Christie Hospital and the Mahomet Seymour School District. A partnership with the School District or hospital could potentially be formed to provide the indoor pool component.

SITE ANALYSIS AND DESIGN

Site Analysis and Criteria

The site selection process for this new community recreation center started with an inventory of the community and identified existing amenities such as forest preserves, lakes, waterways, golf courses, public buildings, schools, parks, major roadways, etc. Based on the anticipated availability for acquisition and development, fifteen sites were identified as potential candidates for the facility, as shown in the map below and as identified in the Site Analysis Matrix in the section to follow.

Many factors go into the selection of a site for a facility of this type. Most communities have zoning plans, which give guidelines for locating residential, commercial and industrial buildings. Community centers, like other public buildings, have a different set of criteria which must be assessed before a site is selected. Although a potential site may have some positive features and some negative features, we have found it useful to create a matrix in order to better weigh the advantages and disadvantages of each site. Factors such as price and availability will weigh heavily into a decision to select a final property, but should not be used as the only criteria.

It is important to consider adjacent land uses, and consider whether and to what extent the existing neighboring buildings and sites will affect a new facility. For instance, sites located next to the forest preserves received a higher ranking since that is a compatible land use.

Roadway access is important, as to not cause undue traffic and stress on existing neighborhood streets. It is preferable to locate a community recreation center on an arterial road, which allows for large volumes of traffic and provides easy access to the entire community. This also makes the facility more visible to the community, which promotes awareness of the

Site Analysis Criteria:

Market Context

- Availability
- Valuation (cost)

Site Adjacencies

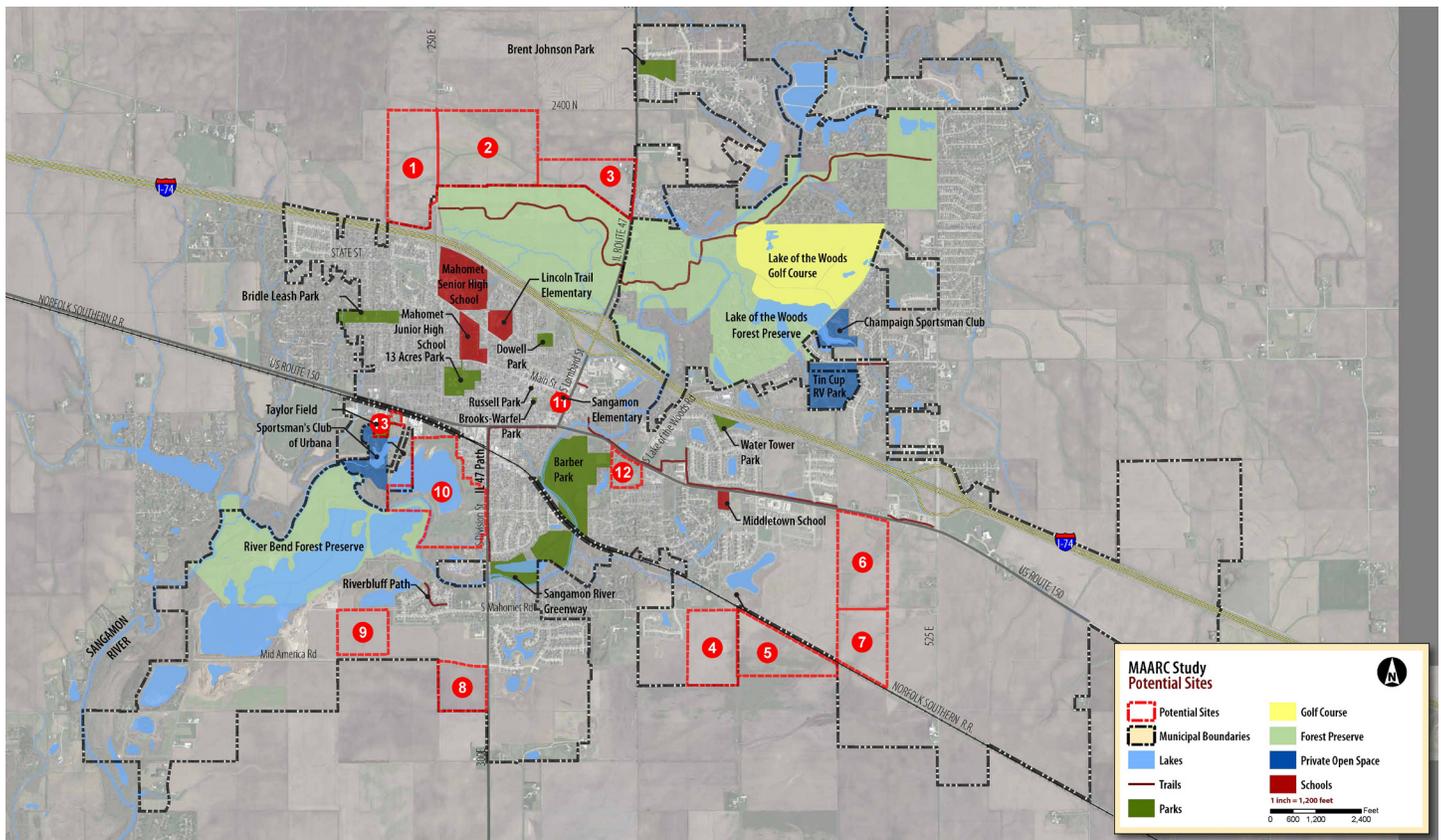
- Complementary land-uses

Infrastructure

- Roadway access
- Pathway / trail access
- Signalization
- Traffic
- Water and sewer (availability and distance)
- Stormwater d/retention

Site Characteristics

- Topography
- Wetlands and floodplain issues
- Soils
- Natural features
- Supports outdoor recreational
- Visual aesthetic
- Size and shape



Mahomet Community Inventory

SITE ANALYSIS AND DESIGN

Site Analysis Criteria (continued):

Business Model Marketing

- Resident access
- Non-resident access
- Passerby visibility and frequency

Sustainability

- Adaptive reuse opportunities
- Suburban infill opportunities

Community Impact

- Proximity to growth
- Proximity to civic/school/park/library
- Pollution (noise, lighting)
- Loss of Alternative Development



facility and the available services and amenities. Traffic signal locations should be considered, to allow for safe access into and out of the facility entrance. At the same time, it is preferable to locate this facility close to residential neighborhoods, to promote walking or biking as an option for some Mahomet residents. Another factor to consider is potentially locating the community recreation center close to existing trails to allow connections to these trails. Existing utility locations should be considered, as costs can be considerable to extend water, sanitary sewer, electrical and gas service to remote locations.

Site size and features are important to consider as well. Even if a site is large enough and the right shape to accommodate the building, parking, outdoor pool and any other outdoor program spaces, it must also be large enough to accommodate the required stormwater detention without disturbing any existing wetland areas. Also, soils must be reviewed to ensure their suitability for construction. Topography must be reviewed to ensure the site does not require undue excavation, and that new construction will not be in the way of a drainage pattern or require the alteration of normal drainage patterns. However, the selection of a site that contains interesting natural features, such as areas of mature trees, reduces the amount of landscaping that may be desired.

These different considerations were articulated in a list of criteria (in green box), which was established as a means by which each site could be evaluated.

Each of these criteria was then used in a matrix (shown below), which evaluated the various sites according to each criteria. A score of 0 meant it did not meet the criteria, and 3 meant that it met the criteria very well. Each of the individual scores were totaled for each site. The three sites with the highest point totals were selected as candidates for further study. At the time the study was conducted, information on Market Context was not available on all sites. Therefore, all sites received a score of 3 for the two criteria: "Availability" and "Valuation", which effectively neutralized the category.

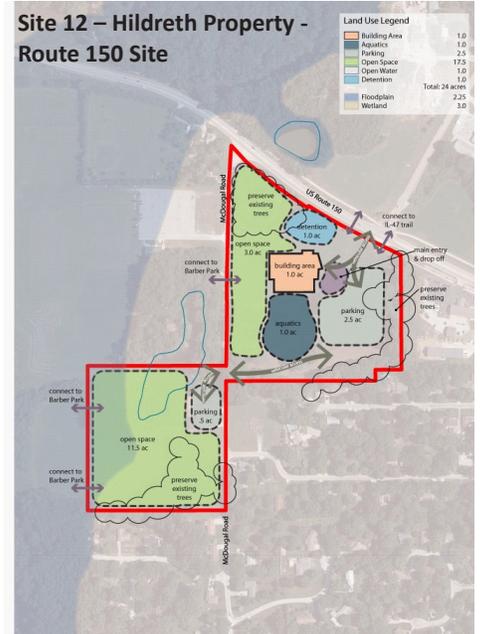
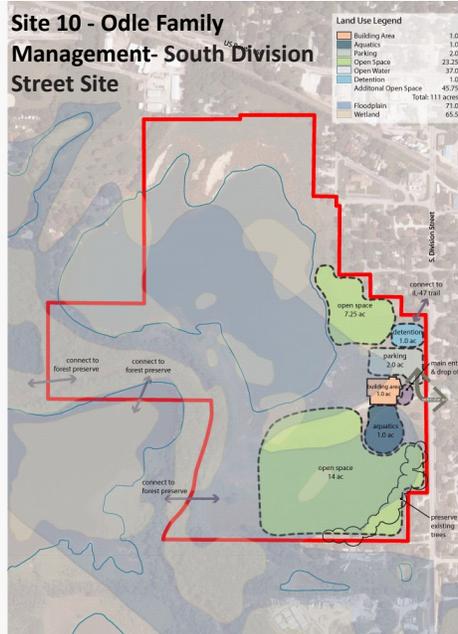
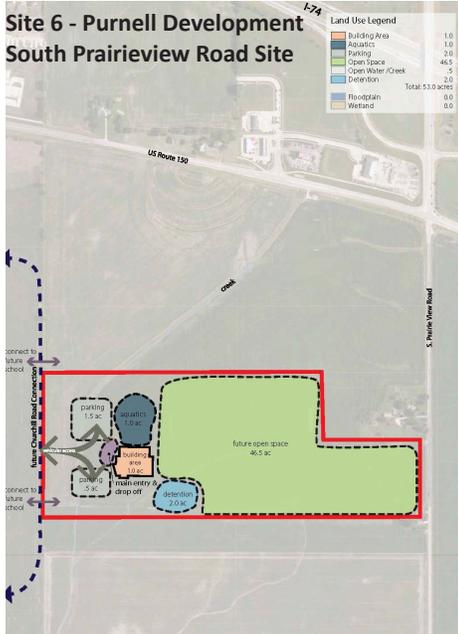
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
	Trinkle / Castor - Crowley Road Site	Siegman - Crowley Road Site	Siegman - IL 47 North Site	Mahomet Land Holdings - South Mahomet Road Site	Herrot - CR 425 East Site	Purnell Development - South Prairieview Road Site	Atkins - Churchill Road R.O.W. Extension Site	MASG - Mid America Road / IL 47 Site	MASG - Mid American Road Site	Odle Family Management - South Division Street Site	Sangamon Elementary School Site	Route 150 / Barber Park Site	Route 150 / Taylor Field Site	Route 150 / Lake of the Woods Road Site	Route 150 / I-74 Site
	86.2 Acres	119 Acres	53.9 Acres	60 Acres	61.5 Acres	123.9 Acres	36.2 Acres	36.19 Acres	36 Acres	99.74 Acres	3.05 Acres	14.35 Acres	6.86 Acres	16.98 Acres	33.55 Acres
Score Key															
1: Not ideal															
2: Average															
3: Ideal															
Site Analysis Criteria															
A. Market Context															
1	Availability	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2	Valuation (\$/SF or AC)	3	3	3	3	3	3	3	3	3	3	3	3	3	3
B. Site Adjacencies															
3	Complimentary land-uses	3	3	3	2	2	3	3	2	2	3	3	2	3	3
C. Infrastructure															
4	Roadway access	1	1	3	2	2	3	3	3	3	2	3	2	3	3
5	Pathway / trail access	3	3	3	1	1	1	2	2	2	2	3	2	3	1
6	Signalization	1	1	1	1	1	3	3	1	1	2	3	1	2	2
7	Traffic	1	1	3	3	3	3	3	3	3	2	3	3	3	3
8	Water & sewer (avail & distance)	1	1	2	3	3	3	3	3	3	3	3	3	3	3
9	Stormwater d/retention	3	3	3	3	3	3	3	3	3	3	3	2	2	3
D. Site Characteristics															
10	Topography	2	2	2	3	3	2	2	2	2	3	3	2	3	3
11	Wetlands & floodplain issues	2	2	2	3	3	2	2	2	1	3	3	3	1	2
12	Soils	2	2	2	2	2	2	2	2	2	2	2	2	2	2
13	Natural features	2	2	2	1	1	2	2	2	3	1	2	2	2	1
14	Supports outdoor recreational	3	3	2	3	2	3	3	3	3	1	2	2	1	3
15	Visual aesthetic	2	3	3	2	2	2	2	2	3	2	3	3	1	2
16	Size and shape	3	3	2	3	2	3	3	3	2	1	2	3	1	3
E. Business Model Marketability															
17	Resident access	2	2	3	3	3	3	3	3	3	3	3	3	3	3
18	Non-resident access	1	1	3	1	1	3	3	2	2	3	3	2	3	3
19	Passerby visibility and frequency	3	1	3	1	1	3	2	2	3	3	3	2	3	3
F. Sustainability															
20	Adaptive reuse opportunities	1	1	1	1	1	1	1	1	3	3	2	2	3	1
21	Suburban infill opportunity	1	1	2	2	2	2	1	1	3	3	3	3	3	3
G. Community Impact															
22	Proximity to growth	1	1	2	3	3	3	2	2	1	2	1	1	1	3
23	Proximity to civic/school/park/library	3	2	1	3	3	2	1	1	3	3	3	3	3	3
24	Pollution (noise, lighting)	3	3	3	2	3	3	3	3	2	3	1	3	1	3
25	Loss of Alternative Development	3	3	2	2	2	2	2	2	3	1	2	3	3	1
Total Score															
53															
51															
59															
56															
55															
64															
61															
56															
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65															
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58															
58															
63															
Average Score															
2.12															
2.04															
2.36															
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Sangamon Elementary School Site															
Route 150 / Barber Park Site															
Route 150 / Taylor Field Site															
Route 150 / Lake of the Woods Road Site															
Route 150 / I-74 Site															

Site Analysis Matrix

SITE ANALYSIS AND DESIGN

Site Planning

The three sites with the highest scores in the Site Analysis Matrix were further studied to define potential development viability for the proposed use. These were #6 Purnell Development South Prairieview Road Site, #10 Odle Family Management - South Division Street Site, and #12 Hildreth Property - Route 150 Site. The site diagrams below show how general site characteristics and potential facility placement.

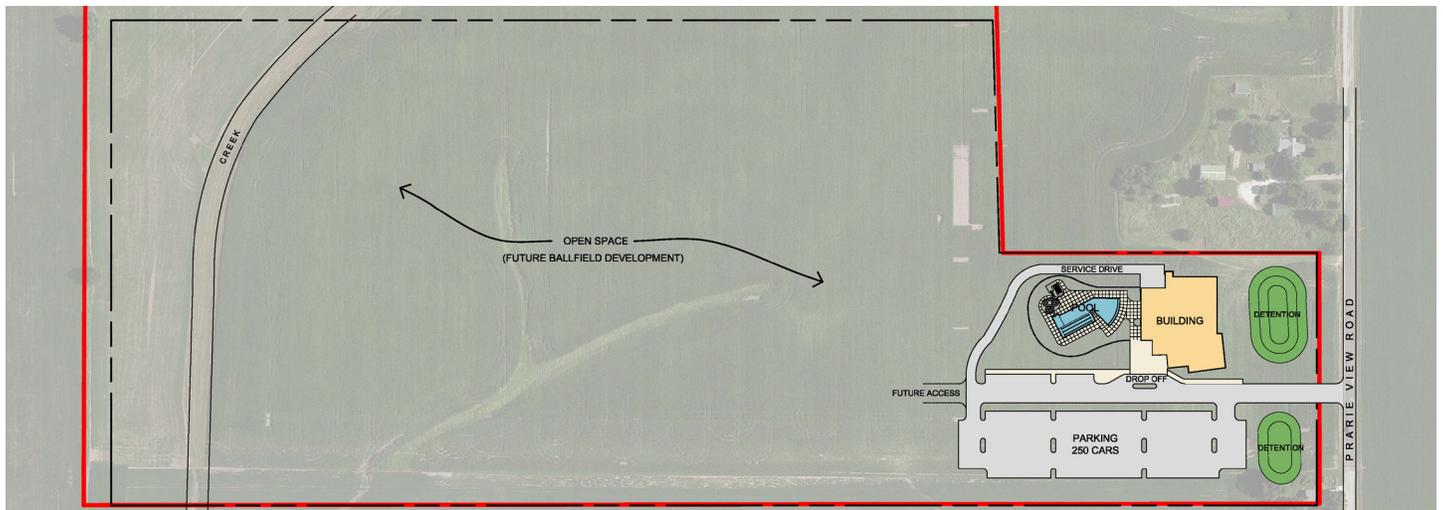


Site Diagrams

Conceptual Site Plans

The Conceptual Site Plans shown here add a level of detail to the Site Diagrams, and were used to better determine the potential improvements and related costs for developing each of these three potential sites. Site development costs will vary depending on location, but are generally similar. Municipal water and sanitary sewer services are available to each site. Further analysis will be necessary to determine specific requirements once the final site and facility improvements are defined. Site improvement costs, for initial improvements, are anticipated in facility capital costs.

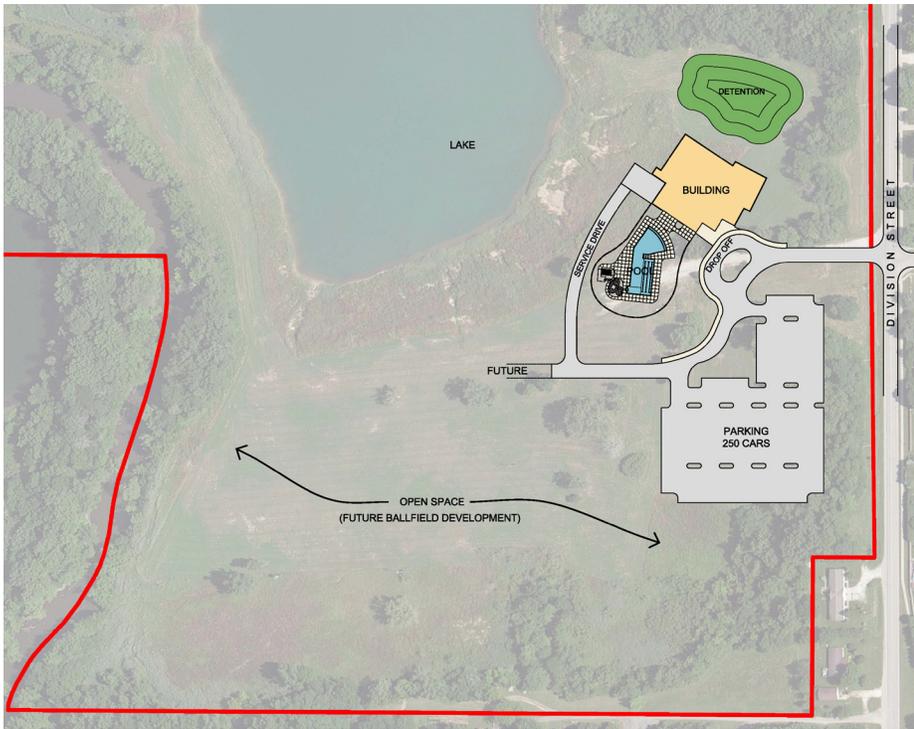
As shown below, sites #6 and #10 both allow for the future expansion of outdoor recreational facilities, such as ball fields. While site #12 does not have adequate open space to provide for future ballfields, it is adjacent to Barber Park, which has land for future ballfield expansion. Consolidating outdoor recreational opportunities adjacent to an indoor facility would create an even more logistically efficient scenario for operations and users. Currently, VOMPRD is investing significant monies into Barber Park to address the outdoor recreation needs.



Site 6 - Purnell Development

Site 6 - Purnell Development

Site 6 is approximately 123 acres, of which the southern 50 acres are available for purchase/development. The site is located east of the downtown along the west side of Prarieview Road just south of Route 150. Vehicular access to the site would work well off Prarieview. The property is adjacent to a parcel of land to the west that is owned by the school district. Future Village plans identify a new roadway (Churchill Road extension) that could provide access from that direction and thus allow connectivity to the school property. The land is currently zoned as Residential Suburban. It has a relatively flat topography, with draining to the west towards the existing creek. Water and sanitary service are available along the east side of Prarieview Road. The site is currently agriculture with limited vegetation. The placement of the Community Recreation Center/Outdoor Pool development allows for future expansion of outdoor recreational amenities to the west.



Site 10 - Odle Family Management

Site 10 is just under 100 acres, and is located on the west side of South Division Street just south of Route 150. Vehicular access to the site off Division Street is good. The property has a lake on the north end of the site and is adjacent to the County Forest Preserve to the west. The land is currently zoned as Conservation, with the large portion of the site within the 100-year floodplain draining to the north and west towards the lake. Water and sanitary service is available east of Division Street near the intersection of Peacock Drive. Sanitary service would have to be extended along Peacock approximately 300 feet west, and it is likely that a forcemain lift station would be required to extend service to the property. The existing vegetation and lake provide for passive outdoor recreation opportunities. The existing on-site wetlands and floodplain may provide constraints for future amenities; however, land appears to be available for outdoor active recreational uses, including connectivity to the Sangamon River Greenway.

Site 10 - Odle Family Management



Site 12 - Hildreth Property

Site 12 is slightly over 14 acres and is located at the southeast intersection of Route 150 and McDougal Road. Village Plans identify the extension of Lake of the Woods Road through the site to connect with McDougal. Access from Route 150 to McDougal would then be closed. The property is currently zoned Residential multi-family, Commercial and Residential Suburban. Water service is available along the east side of McDougal. The nearest sanitary service is located 200 feet east of the southwest corner of the property. The site is relatively flat with a highpoint in the northwest corner. Wetlands and floodplain considerations are not present on the site. Existing vegetation includes various clusters of shade trees, which can provide opportunities for natural landscape buffering. Although this property is small by comparison to the other two sites and would not support outdoor active recreational uses, it has the distinct advantage of having Barber Park immediately west of McDougal Road. Barber Park has additional land available for ballfield development and has connectivity to the Sangamon River Greenway.

These plans are included in the Full Report.

Site 12 - Hildreth Property

CONCLUSION

Summary

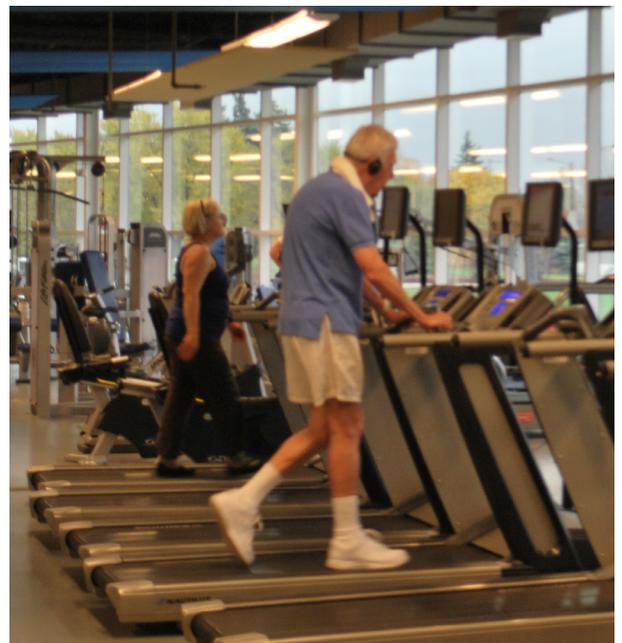
Currently, residents of the Mahomet area have limited opportunities for indoor, multi-generational recreation, and most of the ones that do exist lie outside of the preferred driving distance. The programs offered by the Village are held at various facilities (not owned by the Village) throughout the community, which is inefficient and difficult for families with members involved in multiple activities. By creating a new multi-generational community recreation center, families will have affordable opportunities to meet their recreational and lifelong learning needs in one location.

Based on community input gathered through statistically-valid community survey results, stakeholder input, Village staff input, public open house responses and consultant evaluation, the recommended solution to meeting these needs is to construct a 44,500 SF indoor community recreation center with an adjacent outdoor pool on a site with the capacity to later add outdoor program areas. The capital construction cost for the facility and related sitework has been estimated to be between \$11 and \$11.8 million dollars with a total project cost estimated between \$14.0 million and \$15.3 million dollars. Funding sources including bonds, grants, donations, partnerships will need to be explored further to determine the best approach to meeting the capital costs. The facility as a whole is expected to perform well from an operational perspective, recovering between 82% and 93% of its operating expenses during the first 6 years. Although a site has not been selected, three preferred sites have been identified as the best suited for a new facility.

The facility described in this plan has been designed to provide for both current and future recreational needs of Mahomet area residents, and should be considered as a benefit in attracting prospective residents. It will play an important role in ensuring that Mahomet remains a vibrant community where residents love to live and recreate.

Next Steps

- Village Board approval of the Feasibility Study
- Funding procurement
- Architectural / Engineering design
- Construction
- Open to the Public



**MAARC
Feasibility Study**
Full Report
September 2013



Full Report:

- Section 1: Community Interest and Opinion Survey Summary Report and Charts
- Section 2: Open House #1 - Boards, Comment Card & Input Summary
- Section 3: Open House #2 - Boards, Comment Card & Input Summary
- Section 4: Priority Rankings Report
- Section 5: Building Space Program
- Section 6: Conceptual Design Presentation Boards & Cost Estimate
- Section 7: Operational Analysis, Detailed ProForma and Market Competitors
- Section 8: Funding Opportunities
- Section 9: Site Analysis

Full Report Appendix:

- Appendix 1: Project Directory
- Appendix 2: Project Schedule Meeting Matrix
- Appendix 3: Minutes of Meetings
- Appendix 4A: Board Update Presentation
- Appendix 4B: Steering Committee Update Presentation
- Appendix 4C: Steering Committee Update Presentation
- Appendix 4D: Final Board Presentation
- Appendix 5: Community Interest and Opinion Survey Data