



BASIC SERVICES STATEMENT

Valdez Multi-Use Recreation Center Study

The project team of Conventions, Sports & Leisure International (“CSL”) and Perkins & Will (“PW”) will conduct a comprehensive scope of service to determine the local and regional feasibility of the proposed Multi-Use Recreation Center in Valdez. In the initial project phase, our team will conduct a kick-off meeting in Valdez to identify the goals and objectives of project stakeholders, as well as meet with a variety of local organizations, community leaders, elected officials, potential partners, and other relevant personnel to obtain valuable information to guide in the performance of the study. Following the kick-off meeting, our research and analysis will focus on a review of existing recreation programming and facilities, evaluation of the demographic and socioeconomic characteristics of the local and regional market, assessment of trends in the recreation and sports industries, analysis of the physical, operational, financial and funding characteristics of comparable recreation centers located in similar-sized markets, and interviews with a variety of potential facility user groups.

The research and analysis conducted in the initial project phase will serve as the basis to implement a multi-faceted community engagement process that will include a variety of one-on-one interviews and public forums (virtual and/or in-person) to further engage the local and regional community regarding existing and potential recreation offerings. Information gathered as part of this phase will serve as the basis in estimating annual programming and utilization for the proposed facility, as well as recommend a market-supportable building program. Annual utilization and building program elements will be combined with a detailed site identification analysis to produce a conceptual facility plan to maximize the user experience, operational efficiencies, revenue potential, and return on investment. Detailed operating revenue and expense projections will be developed to provide a clear picture of short- and long-term financial commitments related to the proposed facility.