

FEASIBILITY STUDY FOR A NEW MULTI-PURPOSE RECREATION CENTER

CSL

Perkins&Will

COMPLETED TO DATE

1. Local Demographic/Socioeconomic Analysis
2. Sports and Activity Participation Trends Review
3. Existing Facility Analysis
4. Comparable Facility Analysis
5. Stakeholder and Potential Facility User Outreach
6. Preliminary Building Program and Site Analysis

LOCAL MARKET CHARACTERISTICS

MARKET AREA



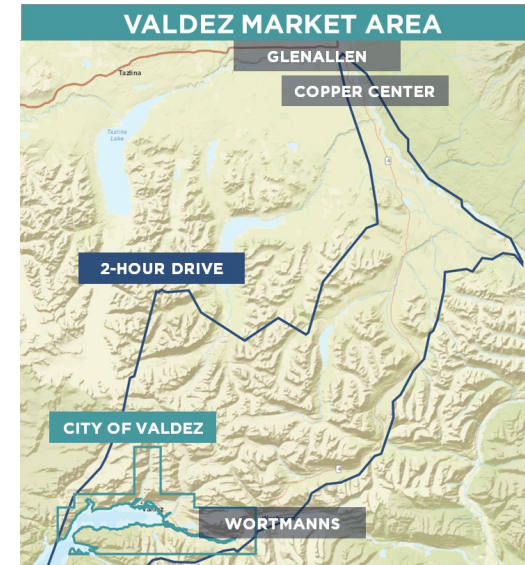
VALDEZ - PRIMARY MARKET

- Declining population
- Declining white-collar jobs
- High-income market (oil)
- Skews younger
- Significant seasonal shifts



5-HR DRIVE - SPORTS TOURISM

- State population accustomed to long drive times
- Connection to Anchorage can be disrupted by weather
- Limited air access
- Limited hotel inventory during peak seasons



SPORTS PARTICIPATION TRENDS

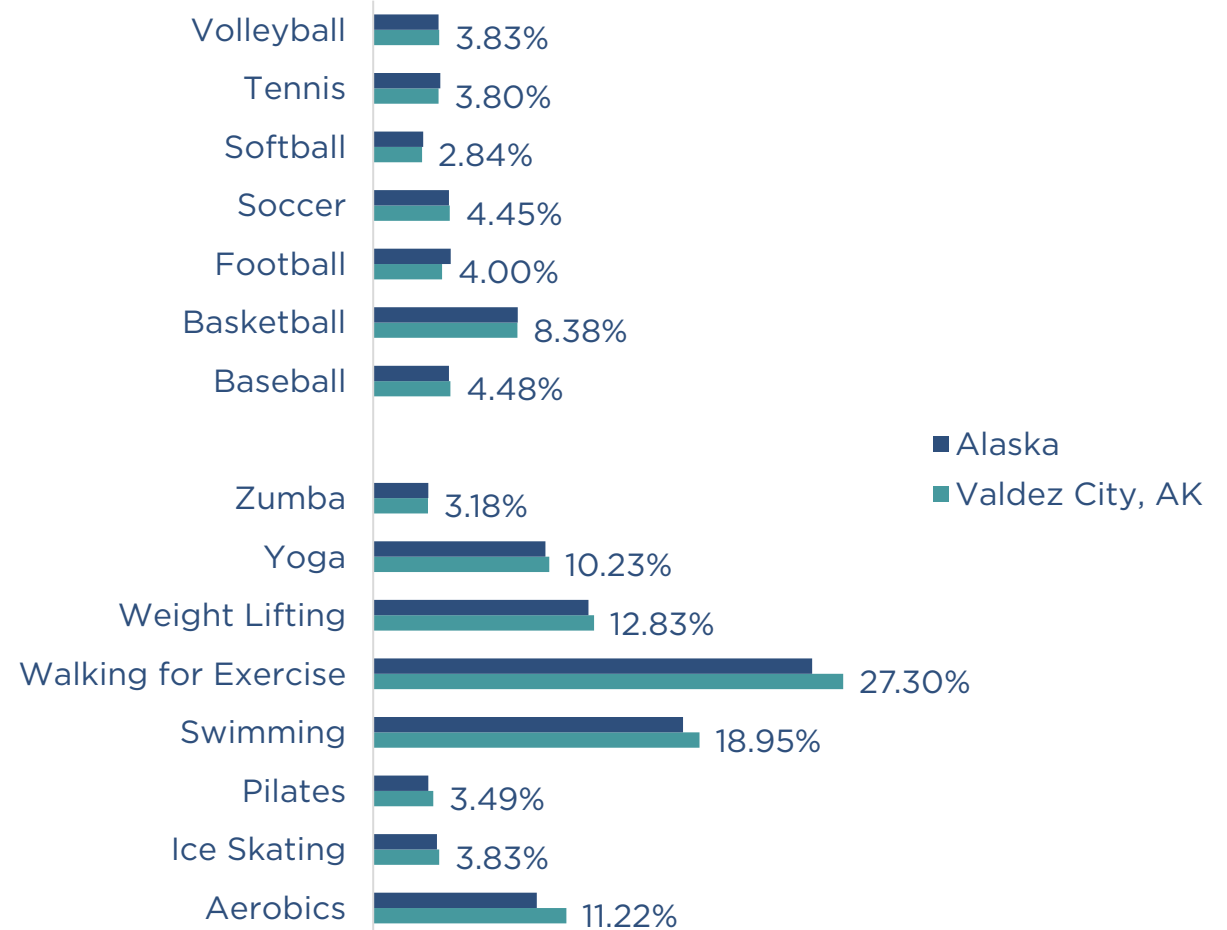
ACTIVITY PARTICIPATION RATES

- Similar participation in court sports such as basketball and volleyball between 2016 and 2019
- Quickly growing use of rock wall and participation in pickleball
- Notably above average participation in swimming, aerobics, and walking for exercise
- New space would enable
 - More convenient activity times
 - Growth of existing programs
 - Development of new programs and activities

TEAM SPORTS

FITNESS AND RECREATION

VALDEZ AND ALASKA ACTIVITY PARTICIPATION RATES



Source: Esri Business Analyst; Valdez Parks and Recreation Master Plan, 2021.
Note: Regional index for pickleball is unavailable.

EXISTING FACILITY ANALYSIS

NEEDS ASSESSMENT

- Three gymnasiums and pool accommodate needs of many groups
- Space needed by pickleball and youth volleyball
- Added space would benefit homeschool programs, adult rec leagues, fitness classes, event organizers, and youth basketball
- One or more new courts would also help accommodate more regional events

| ACTIVITY | NEEDS MET? |
|--------------------------|------------|
| School Activities | |
| Homeschool Activities | |
| Adult Recreation Leagues | |
| Yoga and Fitness Classes | |
| Open Gym | |
| Music | |
| Arts/Crafts | |
| Groups/Gatherings | |
| Youth Basketball | |
| Youth Volleyball | |
| Youth Wrestling | |
| Dance/Cheer | |
| Pickleball | |
| Rockwall/Climbing | |
| Swim | |
| Water Aerobics | |
| Archery | |

- Fully Accommodated
- Somewhat Accommodated
- Poorly Accommodated

EXISTING FACILITY MAP



| Facility | Features |
|-------------------------------------|---|
| 1 Valdez High School | Sport Court / Aquatics Center / Archery Range |
| 2 Gilson Middle School | Sport Court & Climbing Wall |
| 3 Ike Woodman Recreation Center | Multi-Purpose Rooms |
| 4 Hermon Hutchens Elementary School | Sport Court & Wall Ball |
| 5 Valdez Consortium Library | Multi-Purpose Rooms |
| 6 Valdez Convention & Civic Center | Conventions/Banquets/Meetings |
| 7 Health & Fitness Center | Fitness Classes and Exercise Equipment |

Source: Stakeholder interviews, Parks and Recreation Department, Google Maps, 2021.

STAKEHOLDER FEEDBACK

NEEDS AND OPPORTUNITIES ACROSS AGE GROUPS

- **Youth Needs** – daytime and afterschool space for those 12 and younger
- **Senior Needs** – access to low impact activities, especially during winter
- **Opportunity for Adults** – more convenient times for adult programming
- **Cross Generation Center** – public gathering space for young and old
- **Mental Health and Wellbeing** – an indoor wintertime activity center
- **Town Square** – people need a de facto place to congregate
- **Tribe Involvement** – naming rights, public art, and program opportunities

65+

Low impact
rec and
social
activities

23-64

New and more
accessible rec
programming

12U

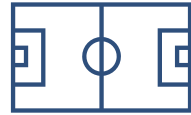
Daycare and
afterschool
needs

STAKEHOLDER FEEDBACK

FACILITY WISHLIST - PRIMARY ITEMS



Walking Track



Multipurpose Court



Social Lounge



Fitness Room
(low equipment)



Child Care



Multipurpose/
"Messy" Room



FACILITY WISHLIST - SECONDARY ITEMS



Indoor Turf



Health Messaging



Parks & Rec
Offices



Gaming Space



Indoor/Outdoor Capabilities



Bouldering



Tribe-Inspired Public Art

COMPARABLE FACILITY ANALYSIS

OVERVIEW OF COMPARABLE REC CENTERS

- Summarizing data on attendance/utilization, memberships, admission pricing, financial operations
- Will be used as part of financial modeling analysis for rec center development options

| | Facility | City/State | Ground Square Footage | Pool | Basketball Courts | Group Exercise Studios | Meeting/ Party Rooms |
|------------------------------|---------------------------------------|-------------------|-----------------------|----------|-------------------|------------------------|----------------------|
| Alaskan Micro Centers | Craig City Gym | Craig, AK | 9,200 | N/A | 1 | N/A | Locker Room |
| | Bidarki Recreation Center | Cordova, AK | 10,000 | 25-yard | 1 | In Gym | N/A |
| | South Peninsula Athletic & Rec Center | Homer, AK | 11,750 | N/A | 1 | N/A | N/A |
| | Petersburg Recreation Center | Petersburg, AK | 20,900 | N/A | 1 | 1 | 1 Party |
| | Kenai Recreation Center | Kenai, AK | 21,500 | N/A | 1 | 2 | 1 Teen |
| National Boutique Centers | Reunion Recreation Center | Commerce City, CO | 21,500 | Outdoor | 1 | 1 | N/A |
| | GreenValley Recreation Center | Denver, CO | 36,500 | N/A | 2 | 1 | N/A |
| | Whitlock Recreation Center | Lakewood, CO | 40,500 | Therapy | 3 | 1 | 1 Meeting |
| | Uintah District Community Center | Vernal, UT | 45,000 | 25-yard | 2 | 1 | 3 Party Rooms |
| | The Wave Aquatic & Fitness Center | Whitefish, MT | 60,000 | 25-yard | 1 | 3 | 2 Party Rooms |
| | Gladstone Community Center | Gladstone, MO | 65,000 | 25-yard | 2 | 2 | 4,000 SF Banquet |
| National Destination Centers | Menard Sports & Event Center | Wasilla, AK | 94,000 | N/A | 1 ¹ | N/A | 3 Meeting |
| | West River Community Center | Dickinson, ND | 130,000 | 25-yard | 4 | 3 | 4 Meeting |
| | Campbell County Recreation Center | Gillette, WY | 170,000 | 25-yard | 3 | 3 | 2 Meeting |
| | Williston Area Recreation Center | Williston, ND | 200,000 | 50-meter | 4 | 2 | 6 Meeting/Party |
| AVERAGE | | | 62,400 | | 2 | 2 | |

¹ - basketball court often used as turf playing field.
Source: facility management, industry publications, 2021.

BUILDING PROGRAM

PRELIMINARY OPTIONS



1. Micro Rec Center or Dome

10,000 to 25,000 square feet

Pro's:

- Low capital cost (<\$10 million)
- Limited operational costs

Con's:

- Limited opportunities for casual gathering space
- More difficult to accommodate concurrent activities
- Low-level finish



2. Basic Rec Center

25,000 to 40,000 square feet

Pro's:

- Would likely offer space to accommodate identified needs
- Positioned to accommodate growth in population

Con's:

- Cost - \$25 million or more



3. Destination Rec Center

Over 40,000 square feet

Pro's:

- Positioned to accommodate growth in population
- Flexibility to host tournaments and significant concurrent activity

Con's:

- Cost - \$50 million or more
- Demand not identified to sufficiently utilize venue

SITE ANALYSIS

- | | |
|---|-----------------------------|
| 1 | 802 W Egan/Industrial Park |
| 2 | Playground and Courts |
| 3 | Park strip at Pioneer Park |
| 4 | Dog Park & Community Garden |
| 5 | DOT Property |
| 6 | Ball Field and Snow Lot |
| 7 | Airport/Commercial Site |

Owner

Private

City

City

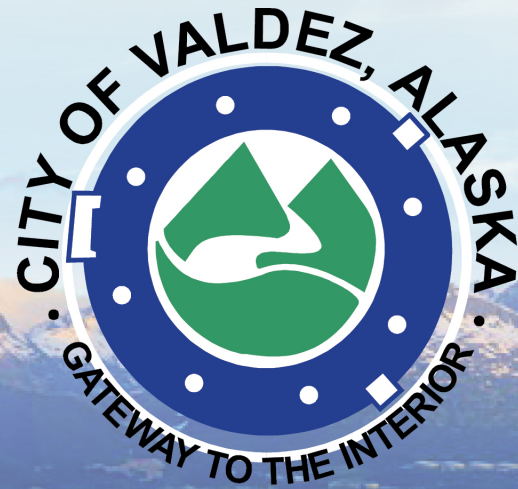
City

State

City

Private





THE BUILD-A-CENTER WORKSHOP

CSL

Perkins&Will