

COLLEGE STATION RECREATION CENTER STUDY PHASE 1 FINDINGS

DRAFT

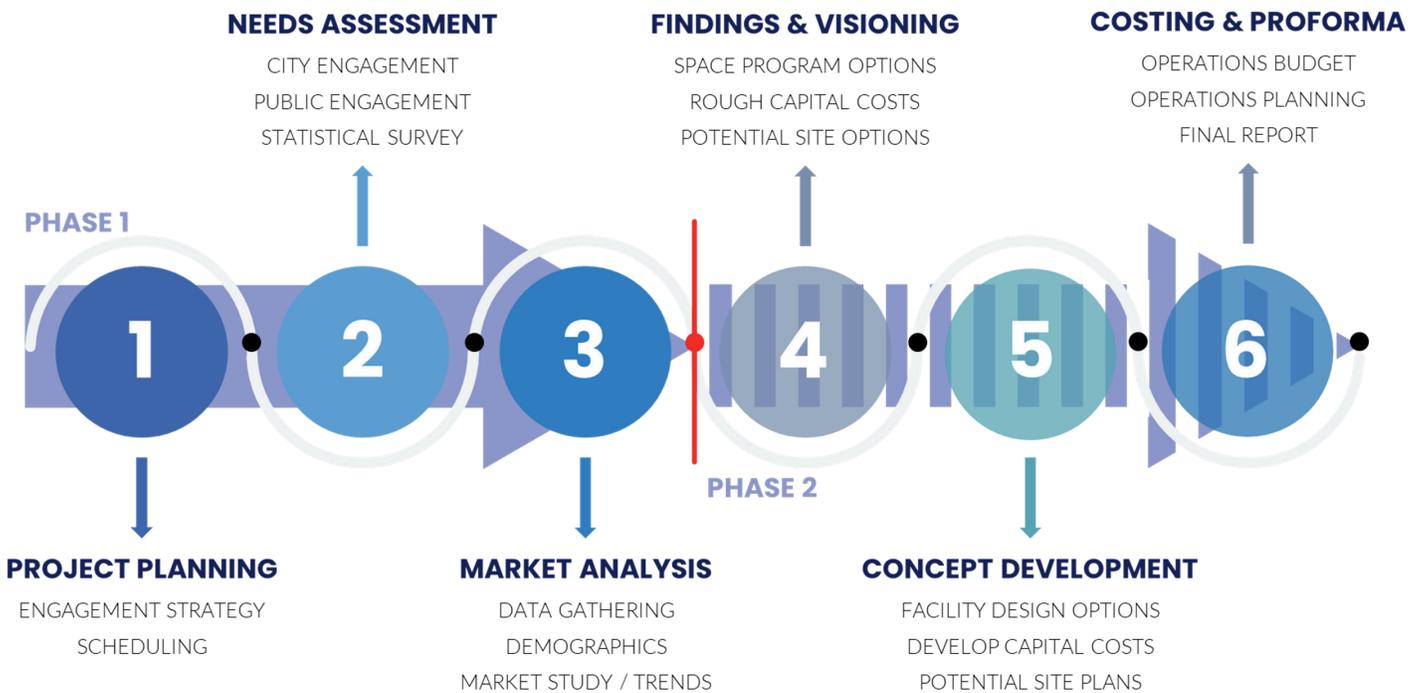
AUGUST 22, 2024



Introduction

Is a new community recreation center feasible in the City of College Station?

The consultant team conducted a market analysis to assess the viability of a community recreation center in College Station, TX. The analysis considers demand, competition, and benchmarks against similar communities to determine the need and potential users for the center.

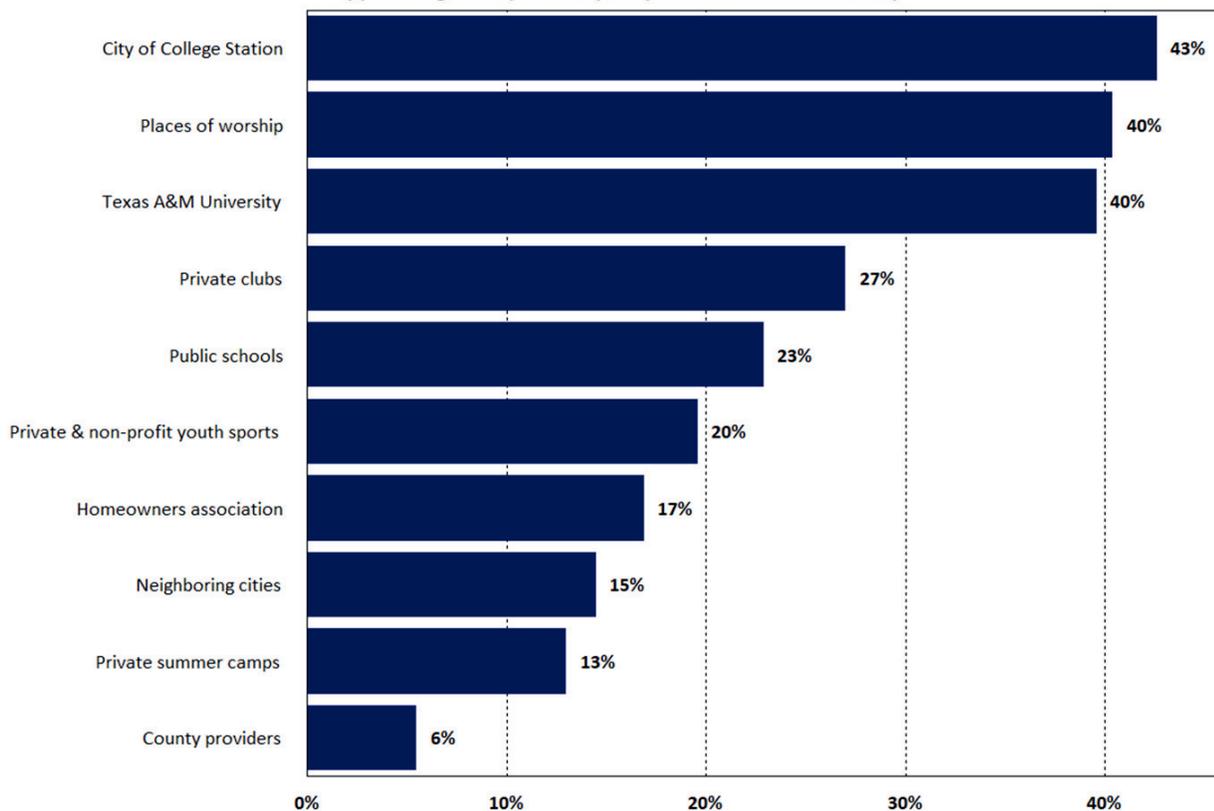


Survey Process

- Utilizes a random sampling and demographic data to ensure results are representative of the entire population.
- Surveys are distributed through mail and administered through multiple platforms.
- Standardized data is collected and analyzed to allow for benchmarking against other communities.

Q4. Please check all the organizations that you/your household have used for programs/activities in the past year.

by percentage of respondents (multiple selections could be made)



Needs Assessment

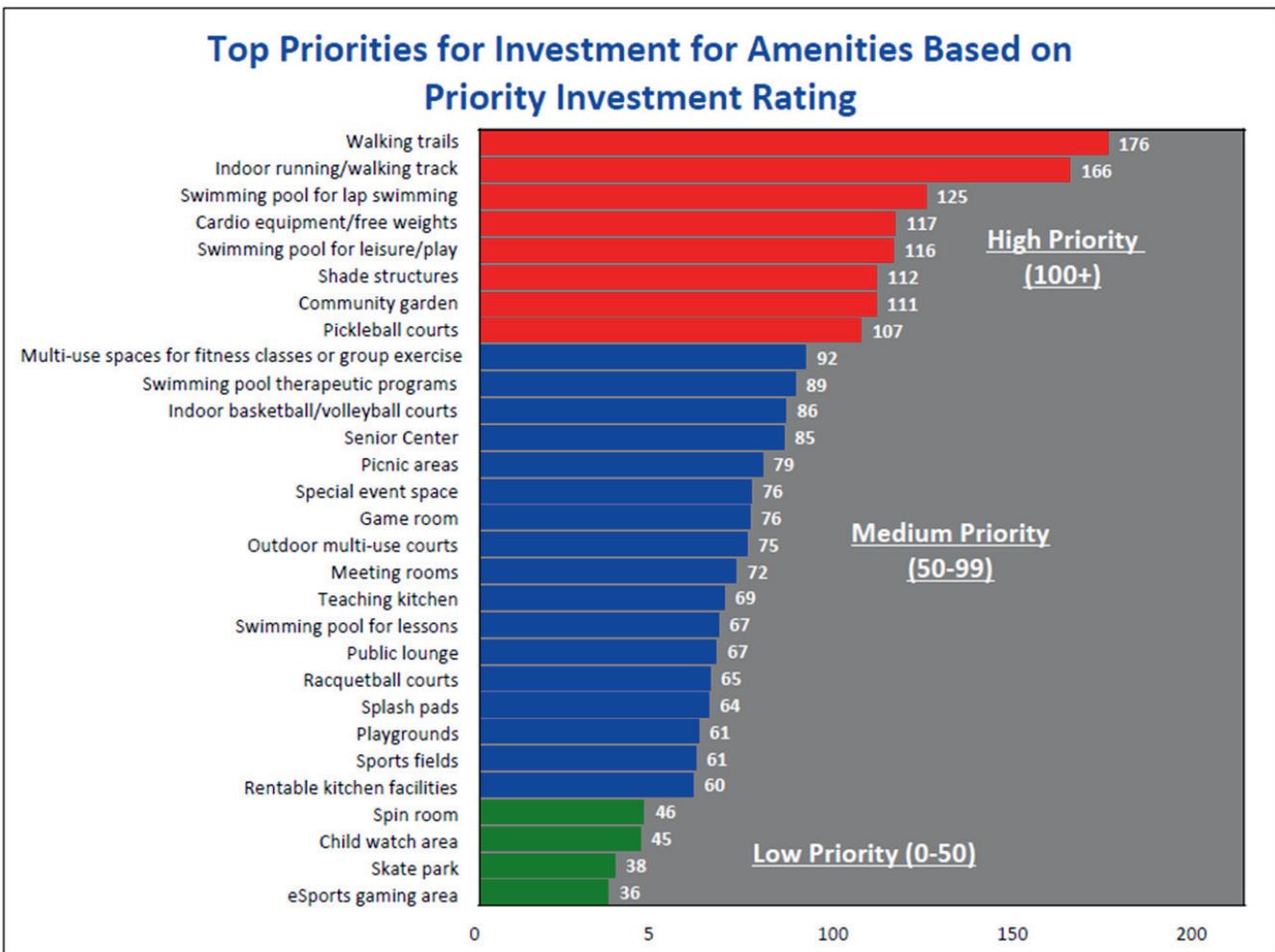


High Priority Indoor Amenities

- Indoor running/walking track
- Swimming pool for lap swimming
- Cardio equipment/free weights
- Swimming pool for leisure/play
- Pickleball courts

Medium Priority Indoor Amenities

- Multi-use spaces for fitness spaces or group exercise
- Swimming pool therapeutic programs
- Indoor basketball/volleyball courts
- Senior Center
- Special event space
- Game room
- Meeting rooms
- Teaching kitchen
- Swimming pool for lessons

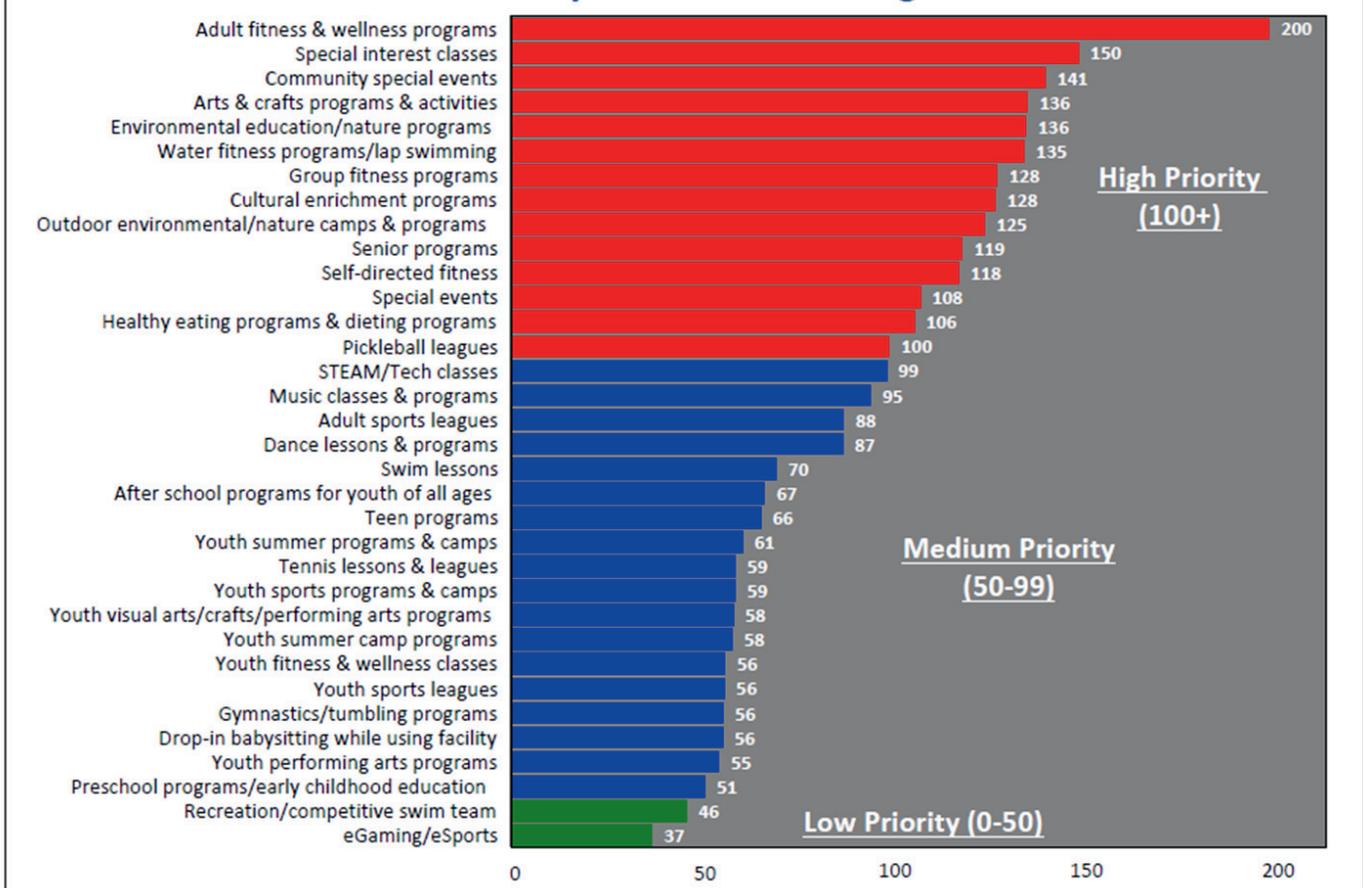


Needs Assessment

High Priority Programs

1. **Adult fitness and wellness programs**
2. **Special interest classes**
3. **Community special events**
4. **Arts and crafts programs and activities**
5. **Environmental education/nature programs**
6. Water fitness programs/lap swimming
7. Group fitness programs
8. Cultural enrichment programs
9. Outdoor environmental/nature camps and programs
10. Senior programs
11. Self-directed fitness
12. Special events
13. Healthy eating programs and dieting programs
14. Pickleball leagues

Top Priorities for Investment for Programs Based on Priority Investment Rating



Engagement Findings



Key Themes

- Residents desire a family-oriented facility that services all ages.
- Identified strengths include youth programs, sports leagues, and senior facilities.
- Noted weaknesses are the absence of an indoor pool, insufficient indoor recreational facilities, and low staffing levels.
- Many open house attendees emphasized the need for pickleball courts, year-round indoor lap and leisure pools, and gymnasiums/fitness areas.

Public Engagement

7 Focus Groups

40 Attendees

2 Public Open Houses

39 Participants

Staff Engagement

11 Discovery Sessions

30 City Leaders and Staff

Current Facilities



The City of College Station's Parks and Recreation Department is an award-winning agency, offering extensive recreational programs, events, parks, and facilities.

56 Developed Parks

2 Splash Pads

2 Outdoor Pools

INDOOR FACILITIES



Lincoln Recreation Center

- Two gymnasiums
- Game Room
- Fitness Room
- Multipurpose rooms
- Splash pad
- 13,000 ft. pavilion



Southwood Community Center

- 4,700 square-foot facility
- meeting/party room
- Access to amenities in Brian Bachmann Community Park



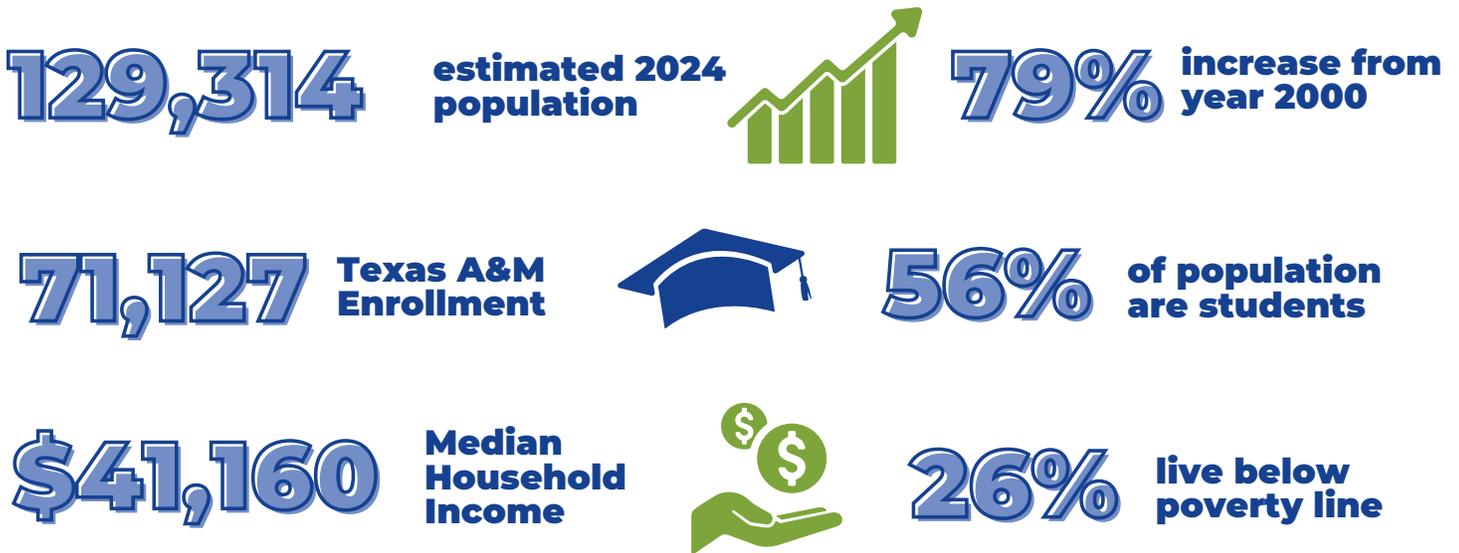
Bob and Wanda Meyer Senior & Community Center

- Space for seniors to socialize
- Active and passive activities
- 3 multipurpose rooms
- Arts and crafts room

Fast Facts

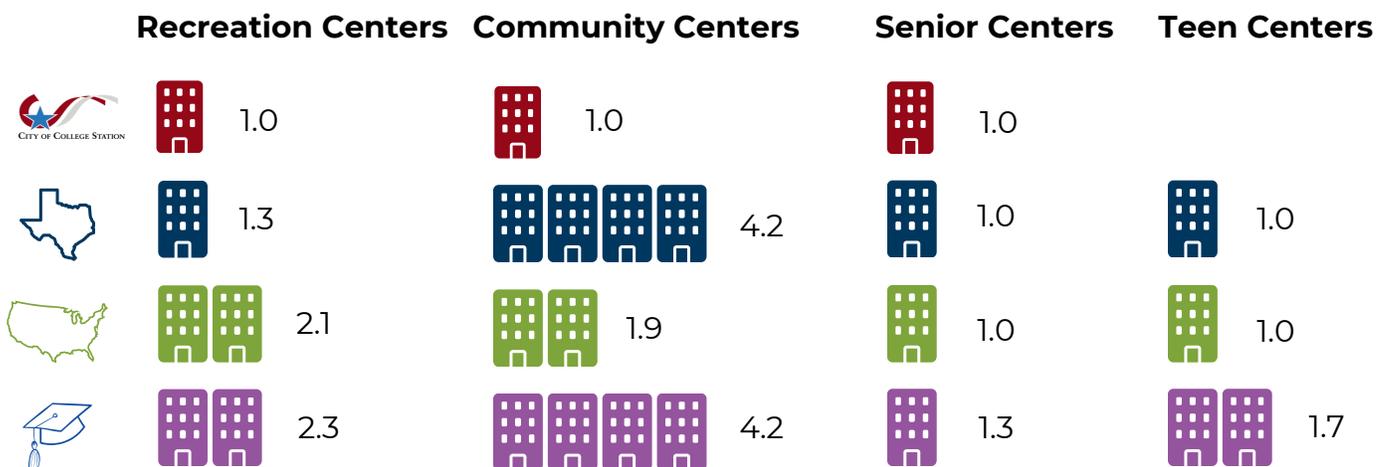


The City of College Station is home to Texas A&M University. The collegiate presence is evident in the demographic data – impacting the overall population, median age, household income, and many other factors.



Benchmarking Review

Texas and the similar benchmarked college communities' median of 4.2 community centers suggests that the City of College Station provides fewer community or recreation centers than benchmarked parks and recreation agencies.



Similar Providers

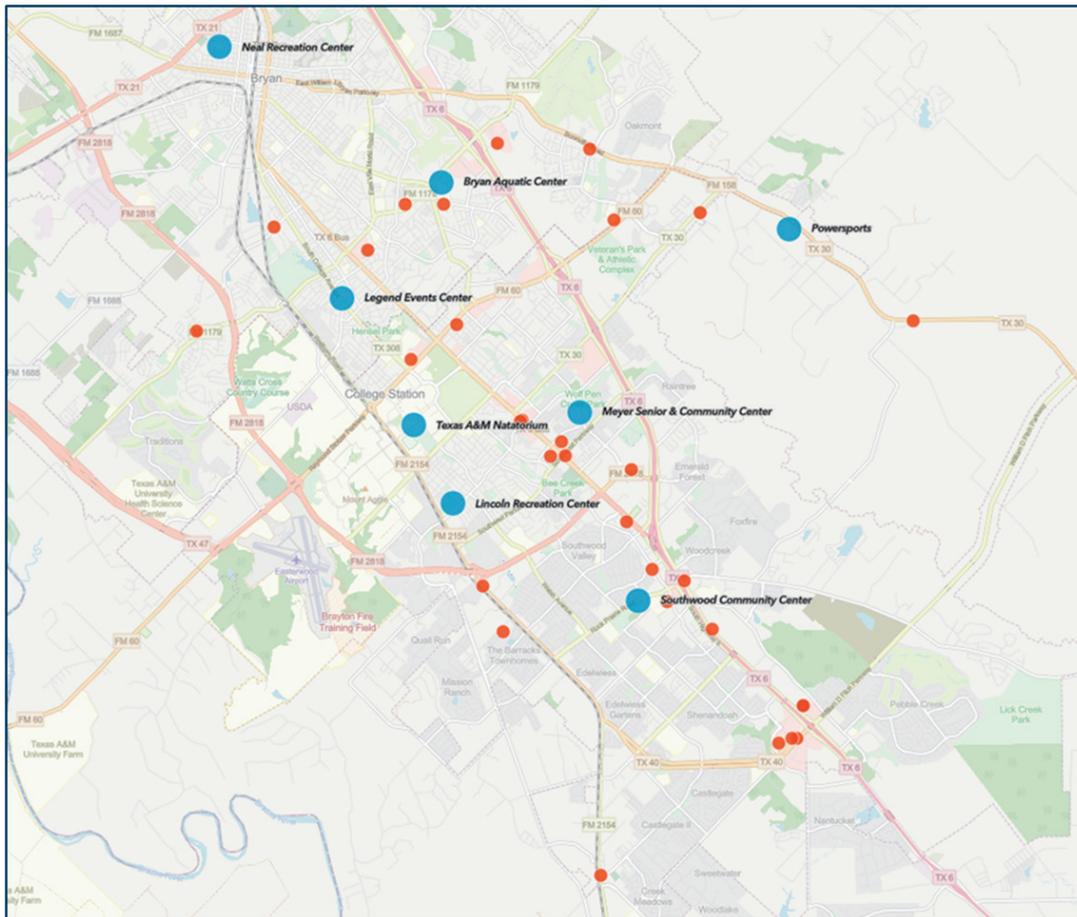
To be competitive and fill market gaps, a new center might focus on offering unique or underserved services, or alternatively, look for synergies with niche facilities to offer a range of programs.

30+ niche providers in the area

8+ multi-service similar facilities

- Legends Event Center
- Lincoln Recreation Center*
- Meyer Senior and Community Center*
- Neal Recreation Center
- Powersports
- Southwood Community Center*
- Texas A&M Student Recreation Center

*City of College Station facility

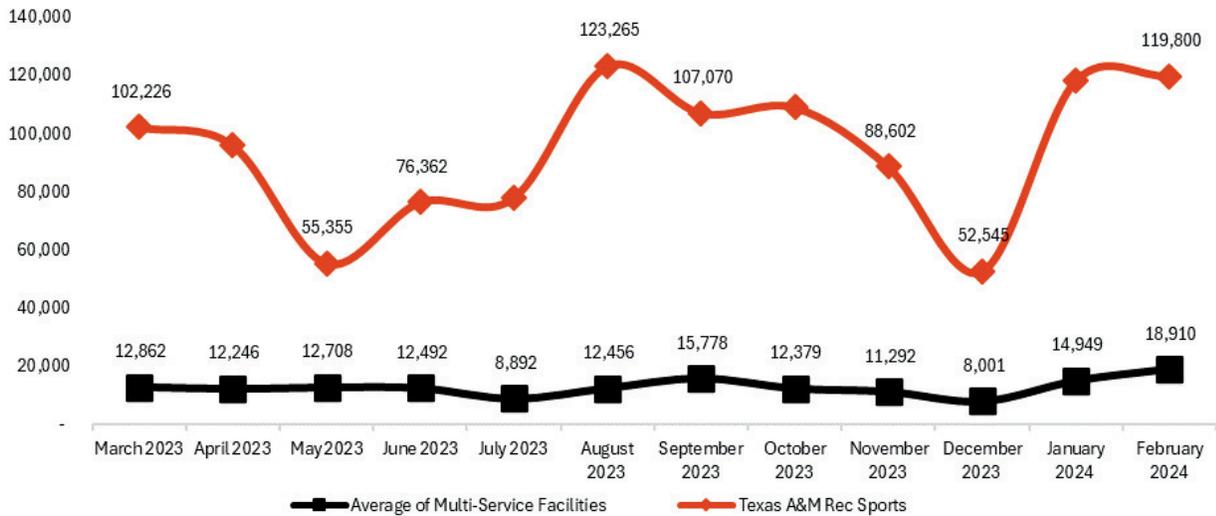


● Niche facility ● Multi-service similar facility

Visitation Data



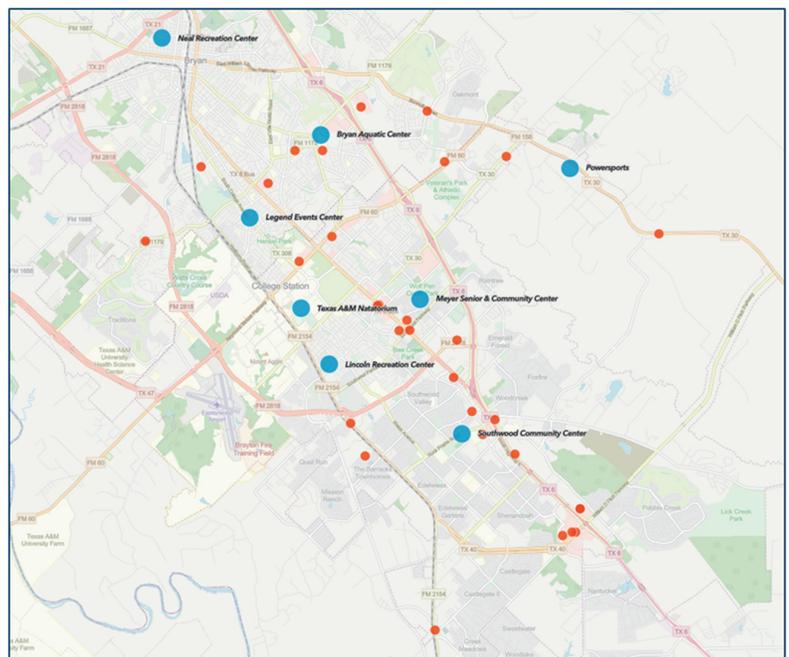
- There is significant use of facilities at the University year-round, with typical school year peaks and valleys.
- Other multi-service facilities in the area show a more consistent level of visitation and demonstrate a significantly lower average visitation.



Travel Distance

This can help to understand the target market for consideration of new facility in Phase 2 site selection.

Average travel distance to other facilities
 30% travel under three miles
 65% travel between 3-10 miles



Summary

The College Station community needs more indoor recreation opportunities.

Top needs related to indoor spaces:

- Multi purpose/family oriented
- Walking track
- Swimming pools
- City-operated

College Station offers fewer facilities than benchmarked communities.

- College Station's Parks and Recreation Department offers **very limited indoor recreational opportunities.**
- As the community grows, City-provided **indoor facilities could expand service offerings** to meet increased demand.

Texas A&M recreation facilities are student-focused and are not widely used by public.

- **Annual Visits:** Estimated 1.2 million visits to the Texas A&M Rec Sports facility annually.
- **Target Demographic:** A significant portion of the target demographic is well-served.
- **Membership Usage:** Does not offer non-affiliate memberships; not widely used by the general public.