

## RECORD OF PROCEEDINGS

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### MINUTES OF A SPECIAL MEETING OF THE BOARD OF DIRECTORS OF THE ROXBOROUGH VILLAGE METROPOLITAN DISTRICT

HELD

Thursday, August 6, 2020

A special meeting of the Board of Directors of the Roxborough Village Metropolitan District (referred to hereafter as the "Board") was convened on Thursday, August 6, 2020 at 6:00 p.m. via ZOOM. The meeting was open to the public.

#### **ATTENDANCE**

#### **In Attendance were Directors:**

Calvin Brown  
Debra Prysby  
Garry Cook  
Ephram Glass  
Ed Wagner

#### **Also in Attendance were:**

Anna Jones & Nic Carlson; CliftonLarsonAllen LLP  
Katie James, Esq.; Folkestad Fazekas Barrick & Patoile, P.C.  
Scott Barnett; Mulhern MRE Inc.  
Todd Wenskoski; Livable Cities Studio  
Mario Trescone; GTAnalytics  
Ben Kelly; Strategic Communications Consultant  
Kimberly Armitage; YMCA  
Rick Stanzyk; Evolution Builders

#### **CALL TO ORDER**

Director Brown called the meeting to order at 6:13 p.m.

#### **DECLARATION OF QUORUM/DIRECTOR QUALIFICATIONS/ DISCLOSURE MATTERS**

A quorum was declared present. No new conflicts were disclosed.

#### **APPROVE AGENDA**

Upon a motion duly made by Director Cook, seconded by Director Glass, and upon vote unanimously carried, the Board approved the agenda as presented.

#### **PUBLIC COMMENT and/or GUESTS**

No public comment.

#### **FEASIBILITY STUDY AND SPILLWAY / POND STUDY**

A. Roxborough Village Feasibility Study – Update and Discussion

## RECORD OF PROCEEDINGS

Mr. Trescone presented results from the community survey and feasibility study. Board Members' questions were answered by Mr. Trescone, Ms. Armitage and Mr. Stanzyk. Mr. Trescone's presentation slides are attached to these minutes as Exhibit A.

B. Spillway and Tadpole Pond Study

Mr. Wenskoski presented pricing models for spillway planning and improvements to the Board. Board members' questions were answered by Mr. Wenskoski and Mr. Barnett. The Board requested Mr. Barnett and Mr. Wenskoski bring back additional information regarding the shade structure and boulder materiality. They will follow-up at the next regular Board meeting scheduled for August 18, 2020.

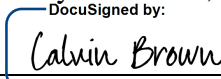
C. Other Items/ Miscellaneous

Mr. Wenskoski presented options for upgraded neighborhood playgrounds. The Board will discuss further action regarding playground updates at the next regular Board meeting scheduled for August 18, 2020.

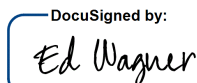
### ADJOURNMENT

Upon a motion duly made by Director Prysby, seconded by Director Cook and, upon vote unanimously carried, the Board adjourned the meeting at 8:23 p.m.

Respectfully submitted,

By:   
Calvin Brown, President

Attest:

By:   
Ed Wagner, Secretary

## RECORD OF PROCEEDINGS

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### EXHIBIT A

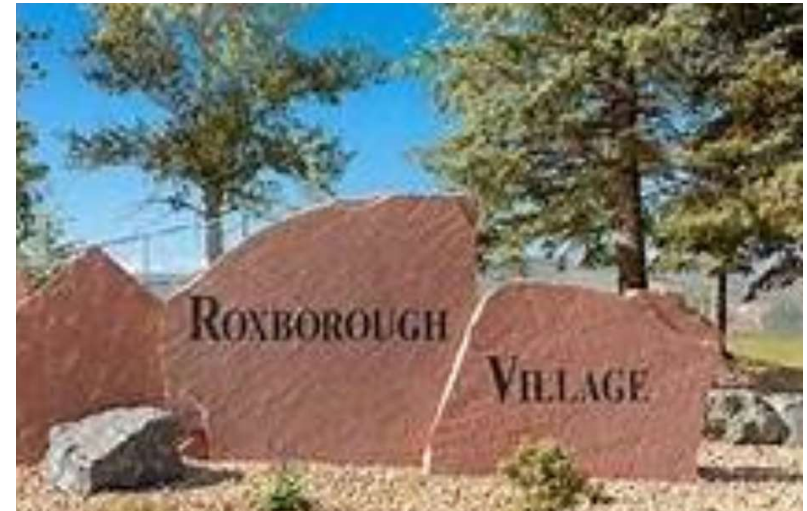
#### Site Feasibility Analysis Report of Findings



# **ROXBOROUGH VILLAGE METROPOLITAN COMMUNITY CENTER**

## **Site Feasibility Analysis Report of FINDINGS**

**August 6, 2020 Meeting**



**Prepared By:**

**Greater Than > Analytics™**  
**Business Intelligence Specialists**

**[www.greaterthananalytics.com](http://www.greaterthananalytics.com)**

**JULY 2020**

DRAFT

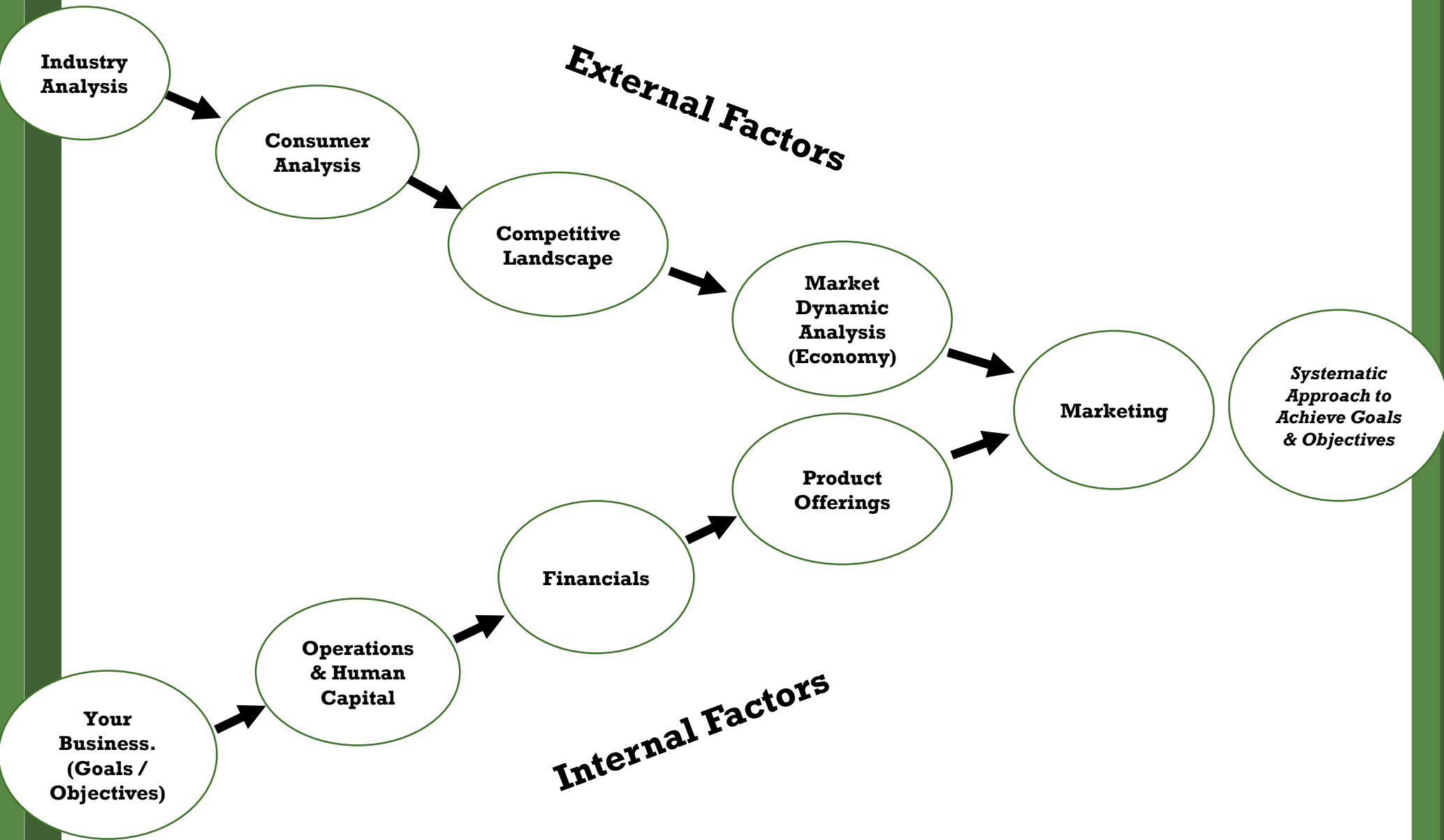




# PROCESS TO DISCOVERY



# PROCESS TO DISCOVERY...





# **METHODOLOGY**

## **RESEARCH AND ANALYSIS PARAMETERS**



# BACKGROUND / OBJECTIVES

## **Background:**

Evolution Builders commissioned Greater Than Analytics LLC to support their feasibility and design of a potential recreation community center located in the Roxborough Village Metropolitan Community by offering insights into the wants and needs of the community. A critical component of the analysis is to also assess the potential for additional membership units from the surrounding area to assist in funding the operating expenses associated in running a recreation center.

To support the design, feasibility and acceptance of a community center within this area, Greater Than Analytics LLC outlined a methodological approach that examines both the internal and external variables in a manner to identify both success and areas needed for improvement to support current growth, while a deeper understanding of the psychology of the market, identifying those unmet needs, or life desires to enhance the design and programmatic elements needed in the new facility to support long-term growth metrics.

## **Core Objectives:**

**Understand current market dynamics impacting current and potentially future membership growth positively or negatively.**

- ☐ Understand the programs, service and amenities the community and surrounding area want and need in a recreation health and wellness center.
- ☐ Understand the psychology of the market, examining variables related to relevancy and sustainability, which include but not limited to, awareness and perception factors, and communities wants and needs both personally and from a health and wellness organization.
- ☐ Understand the intersection of member rate affordability and value that will maximize new member acquisition
- ☐ Identify factors to produce an estimated proforma for managing and maintaining a community recreation center.



# SURVEYING RESIDENTS AND SURROUNDING AREA

## **External / Market Analysis:**

- ☐ *Surveyed Roxborough Village Metro Community*
- ☐ *Market Landscape Assessment including but not limited to:*
  - *Population Size / Growth Trends*
  - *Population by Core Y Age Groups: Youth, Families, Seniors*
  - *“Like Provider” Assessment*

### *Analytical Notes:*

- *Only one resident per household were survey to ensure data integrity and bias due to household size.*
- *Data analyzed at a 95 Confidence Level*

## **External / Market Analysis:**

- ☐ *Surrounding Community*
- ☐ *Market Landscape Assessment including but not limited to:*
  - *Population Size / Growth Trends*
  - *Population by Core Y Age Groups: Youth, Families, Seniors*
  - *“Like Provider” Assessment*

*Analytical Note: Data analyzed at a 95 Confidence Level*

**Analytical Note:** *As there are many factors that can impact an organizations performance, the information provided in this document is to serve as a guidelines to assist in the strategy planning process and it is important to note that modeling cannot predict the future nor account for all of these factors, therefore this document in no way states absolutes of outcome but merely outlines the probably of what might occur if certain conditions are present.*

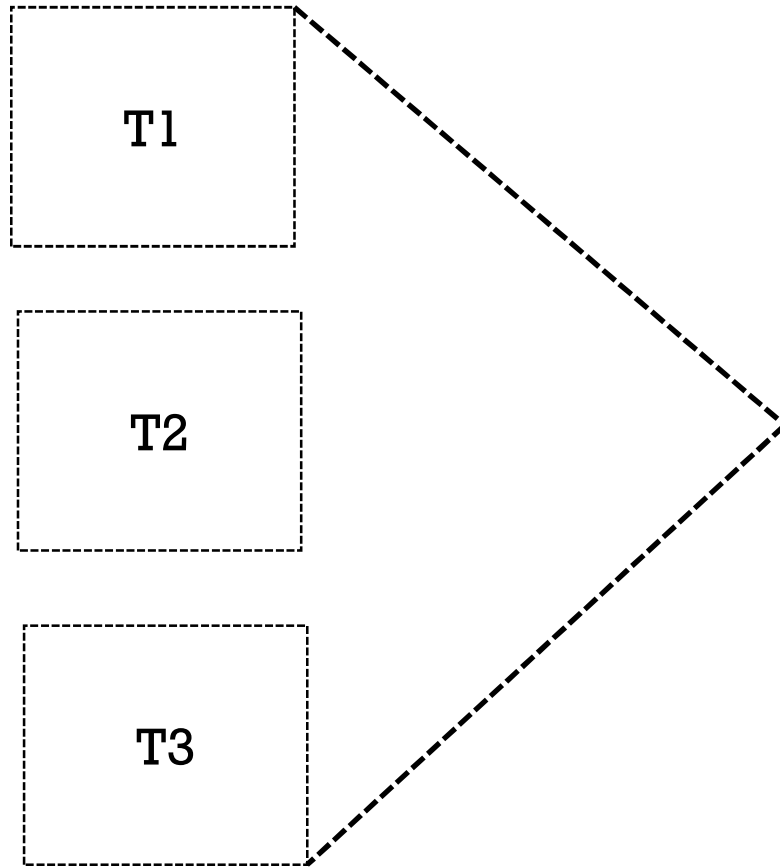
# METHODOLOGY

**Non-Roxborough Resident Respondents following the following sampling criteria to ensure data integrity and avoid response bias.**

**Sample screened to exclude:**

- Those Under 18 years of age
- Having a current Y Membership
- **Employed by any of the following areas**
  - Market Research / Advertising / Consulting Firm
  - Fitness, Gym or Health and Wellness Organization
  - Children, Youth Development, Before and After School or Preschool Operators
  - Non-Profit Organizations
  - Park and Recreation Department
- ☐ Online Methodology used to launch all surveys
- ☐ Survey Length / Time to Complete: 14 minutes to complete the survey
- ☐ Fielding Dates: June 11<sup>th</sup> – July 2, 2020
- ☐ Analysis was performed to ensure a 95% confidence level
- ☐ Additional analysis used to group factors based on statistical significance for additional insights.

## TIERING DATA SETS – VARIABLE PRIORITIZATION SETTING



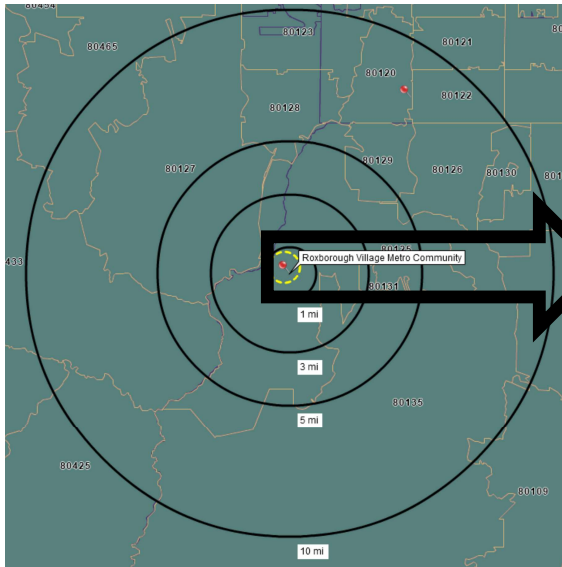
**In order to set priorities based on the wants and needs of the communities in which organizations operate, you must go beyond merely doing a percentage point ranking where appropriate. The T1 – T2 – T3 Tiering System groups attributes based on statistical sig. factors allowing for more strategic, informed decisions can be made.**



# **ROXBOROUGH COMMUNITY**



# ROXBOROUGH VILLAGE METROPOLITAN COMMUNITY



**The area within Roxborough Village Metro Community consists of:**

- 6,000 people or about 2,400 Households.
- 90% indicating likelihood to join / use the facility.

## **Demographic Profile: (based on demographics)**

- The area within a 1-Mile Radius of the community highlights the community has an anticipated growth projection of 6% and 7% respectively.
- More than half (53%) of the households have children under 18 years of age.

## **Population breakdown:**

- 11 and under: 25%
- 12 – 17: 9%
- 18 – 44: 25%
- 45 – 54: 14%
- 55 – 64: 7%
- 65+ : 4%

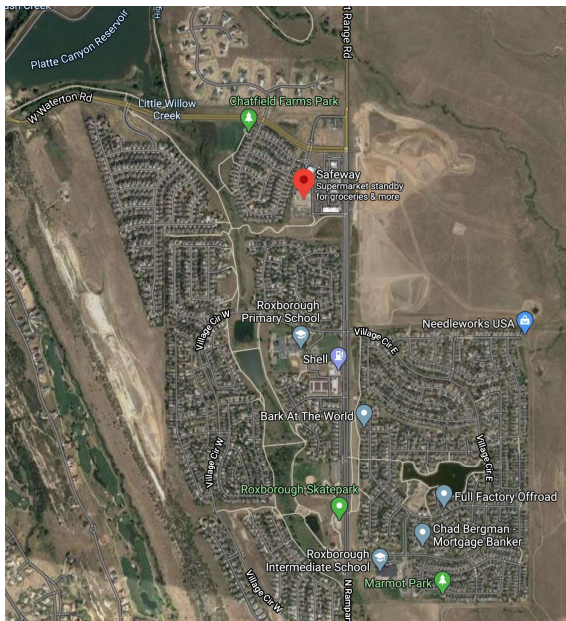
**Median Household Income:** \$104,630

- Poverty: 3%



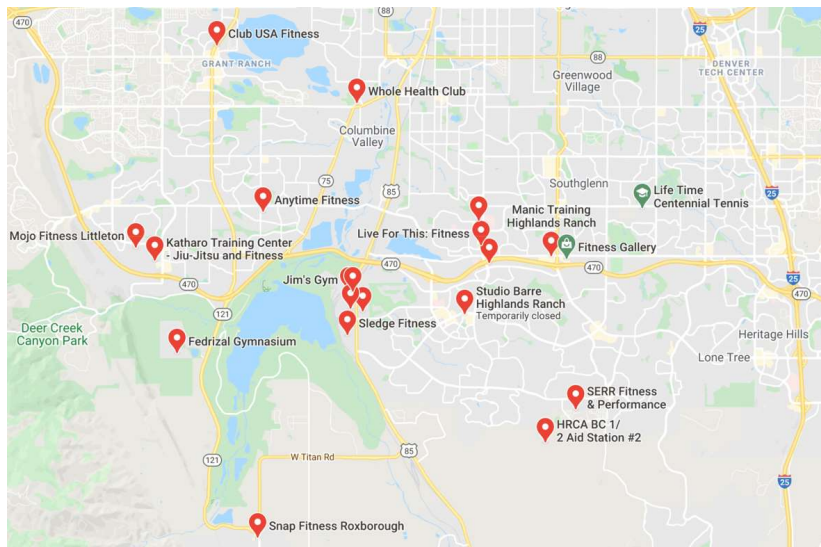
## **Unemployment: about 5%**

- 70% in workforce
- 59% commuting more than 30 minutes to work / 34% commute under 30 minutes.



# LIKE PROVIDERS / REASON FOR NOT JOINING

## Health and Wellness / Fitness Providers



***The children residing within this community are active with only 7% of respondents indicating that their children do not participate in any health and wellness activities stating none-close to home as a primary reason.***

### ***Activities children participate in:***

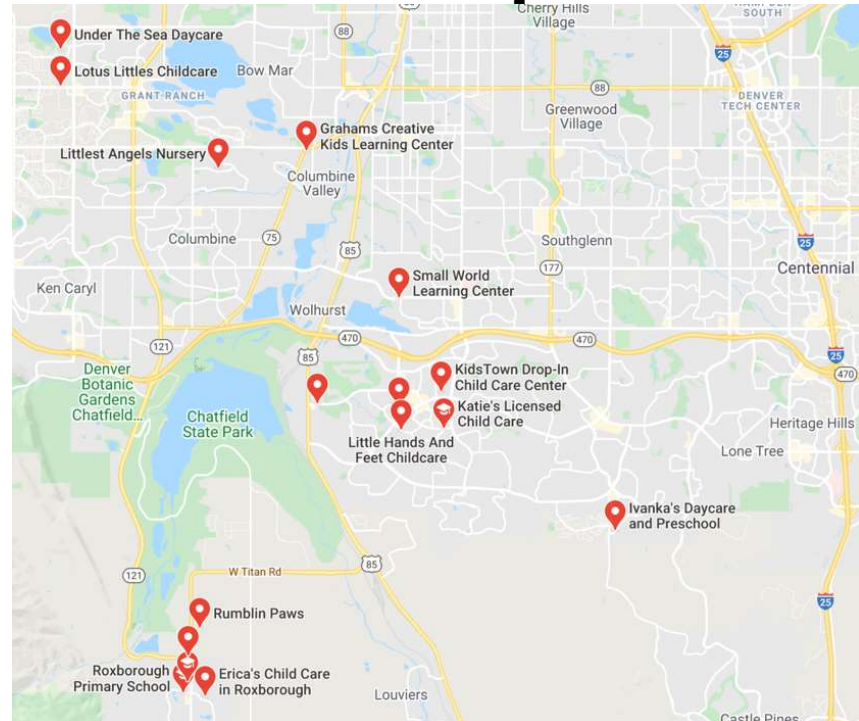
- ***Sports 60%***
- ***Music 31%***
- ***Swim 31%***
- ***Art Class 22%***
- ***Fitness 22%***
- ***Dance 20%***

***Many of these programs are done at the child's school.***

**Overall there are about nine to ten options for fitness and health activities within a 10-mile radius of the location, however almost 2/5 (38%) indicate not belonging to a health and wellness center stating the following reasons as to why:**

- ***No places close to my home (35%)***
- ***No time (11%)***
- ***Too expensive (8%)***

## Childcare / Youth Development Providers





## Health and Wellness organization (ROXBOROUGH VILLAGE)

Rank	Among Those with Memberships	Rox Village
1	Clean and well maintained	53%
2	Convenient (Close to Home)	41%
3	Indoor Pool	41%
4	Low Price (pay very little but do not need any extras)	40%
5	Up to Date Equipment	29%
6	Friendly / Engaging Staff	23%
7	Great Value (pay more - but you get more)	21%
8	Inclusive (Everyone Welcome)	21%
9	Outdoor Pool	18%
10	Other (Please specify)	18%

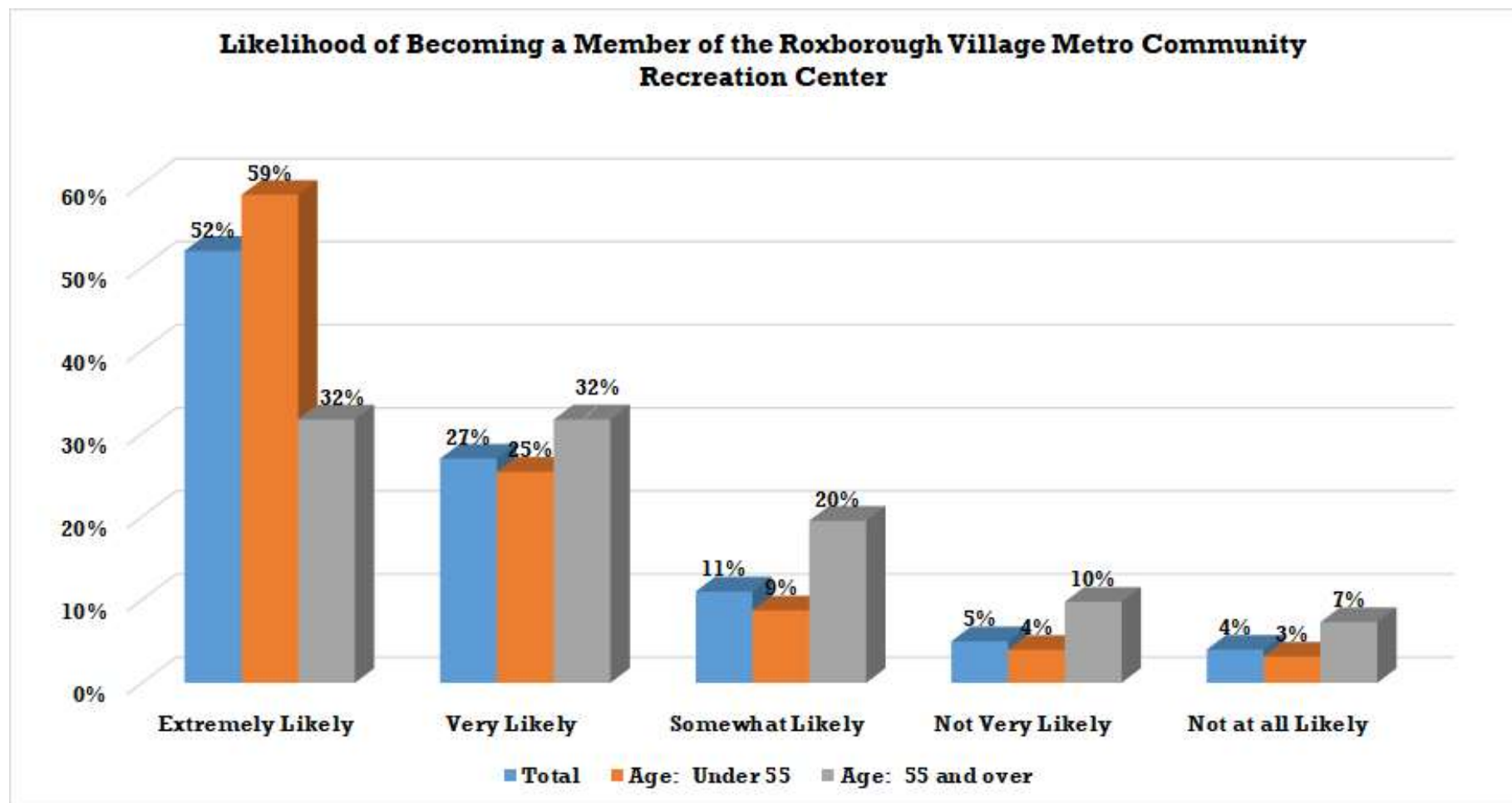
63% currently have a membership at a Health and Wellness / program facility

**Selling point for having a community center**

2/5 (41%) joined their current fitness center for an indoor pool – signifies the importance of having this amenity at the rec center

**Factors highlighting an opportunity for a FREE recreation center in their community with both standard and additional amenities to highlight it as a GREAT VALUE**

## LIKELIHOOD OF BECOMING A MEMBER (ROXBOROUGH VILLAGE METRO COMMUNITY RESIDENTS)



**Most residents are likely to becoming a member of the recreation center regardless of age.**





# **WANTS / NEEDS OF ROXBOROUGH COMMUNITY**

## **THE REASON BEHIND INTEREST**



# PROFILE OF THE ROXBOROUGH COMMUNITY

## ACTITIVES WANTING TO DO MORE AS A FAMILY

**T1**

**58%  
EXERCISE TOGETHER**



**T2**

- ☐ 44% - Spend time together playing games
- ☐ 39% - Eating together outside of the home
- ☐ 37% - Cooking together



**T3**

- ☐ 34% - Trivia / Family Game Night
- ☐ 28% - Eating together at home
- ☐ 27% - Movie at a theatre



- ☐ Although, exercise is a dominate activity families which they can do more of together, the non-physical activities, that allow people to stay connected is equally important and something to keep in mind when designing the rec center.

- ☐ Another insight that can be inferred beyond the space needed for these types of activities to take place, is the environment, the atmospheric feeling that the space produces. (i.e. warm, safe, comfortable, etc.)

## PRIORITIES IN LIFE (Roxborough Community)

Priorities in Life	Rox. Village	
Time with Family / Friends	68%	<b>T1</b>
Working On / Maintaining Health	60%	
Giving my children the best start in life	38%	<b>T2</b>
Job / Career	35%	
Travel – Experiencing Different Places / Culture	31%	
Taking time to slow down / time out for ME	20%	

Priorities in Life	Non-Rox Comm.	
Time with Family / Friends	60%	<b>T1</b>
Working On / Maintaining Health	53%	
Travel – Experiencing Different Places / Culture	40%	<b>T2</b>
Job / Career	30%	
Giving my children the best start in life	24%	
Taking time to slow down / time out for ME	21%	
Trying new things / Expanding my comfort zone	18%	

**KEY FACTOR IN SPACE UTILIZATION OUTSIDE HEALTH IS SPACE FOR CONNECTING WITH FAMILY AND FRIENDS**

**TRAVEL LIKE FOOD IS AN INDICATOR OF THE IMPORTANCE OF EXPERIENCE...**

**IN THESE PEOPLE'S LIVES**

# BARRIERS TO LIVING LIFE TO FULLEST POTENTIAL

(Roxborough Community)

Barriers to Living Life to Fullest Potential	Rox. Village	
Not enough time	43%	<b>T1</b>
Stress	27%	
Access to affordable health and wellness / fitness centers	26%	<b>T2</b>
Lack of Money	25%	
Access to health and wellness / fitness centers	25%	
Family Too Busy (a lot of different activities)	21%	
I Work Long-Hours	20%	
Lack of Resources	13%	
Lack of Social connection	13%	
I am the barrier	11%	
All Alone	5%	
No One Supporting My Goals	3%	
My current health keeps me inactive	3%	
No Opportunities to give back	2%	
Other (Please specify)	4%	

## PUTTING FINDINGS INTO CONTEXT

**Having a full-resource in neighborhood  
– saves time running around**

**Exercise, Sports, Fun and Laughter  
Reduce Stress**

**Free to Residents**

**Large Fitness ctr.**

**Family Fun**

**24-Hr Access**

# NON-PHYSICAL ACTIVITIES

**Residences of Roxborough Village Metro Community show high interest in Non-Physical activity programs. Identifying those that score T1 and T2 based on statistical significance while achieving at least 20% of residence indicating interest we observe the following based on consumer group.**

**ADULT**  
(rating 20% or Greater)

**T1**

**Nutritional Cooking Classes, Art Classes**

**T2**

**Family Fun Night, Book Club, Trivia Game, Spanish Language, Travel Clubs, Music Classes**

**SENIOR**  
(rating 20% or Greater)

**T1**

**Art Classes, Card Game Club, Travel Clubs, Book Clubs, Computer Classes, Nutritional Cooking Classes**

**T2**

**Family Fun Nights, Spanish - Language**

**YOUTH**  
(rating 20% or Greater)

**T1**

**Art Classes, Music, Family Fun Night, Basic STEAM**

**T2**

**Ski Clubs, Nutritional Cooking Classes, Computer Classes, Drama Classes, Spanish – Language, Book Clubs**

# WILLING TO PAY FOR ACTIVITIES

**Among the residents the rates willing to pay is between \$50 - \$100 / month, which is in line with what those that belong to a fitness / health and wellness center on average pays per month (estimated to be \$90/mo.)**

## Member Type Desired (Roxborough Village Comm)

T1 ☐ Family 2 Adult = 47%

T2 ☐ T2 - Adult = 14%  
☐ T2 - 2 Adult no Dependents = 14%  
☐ T2 - Senior Couple = 9%  
☐ T2 - Household = 9%

*The 2 Adult Family is significantly more desired than any other membership type tested.*

**Among Roxborough Village residents that responded to the survey...**

☐ **Personal Training: 42% - 58% expressed interest**

☐ **Yoga: 43% - 50% expressed interest**

☐ **Pilates: 26% - 40% expressed interest**

**Note: HITT as a program 29% - 34% expressed interest**

## SPECIALTY ADD-ON'S AND PAYMENTMENT STRUCTURE DESIRED

Top Specialty Programs of Interest		<u>Payment Structure Preferred</u>
<input type="checkbox"/> Personal Training	→	\$10 per class / Pay as you go
<input type="checkbox"/> Yoga	→	All Payment structure of interest
<input type="checkbox"/> Pilates	→	\$10 / class pay as you go & \$30 / mo for 6 classes

## DISC (DISCRETIONARY INCOME SPEND COMPARISON)

**Index of  
> 110  
Priced Lower than  
Market**

**Index of  
90 - 110  
Priced on Par  
with Market**

**Index of  
< 90  
Priced on Higher  
than Market**

*Note: Rates Based  
on Littleton Branch*

### BASED ON A 20 MINUTE DRIVE TIME OF

#### Roxboroug Village Metropolitan Community

MEDIAN HH INCOME	MONTHLY DISCRETIONARY INCOME (AFTER TAXES)
\$90,345.00	\$5,343.44
<b>AVERAGE MEMBER RATE</b> (Excludes Young Adult')	<b>\$74</b>
<b>Health and Wellness DISC - Index</b>	<b>123</b>
<b>Discretionary Consumer Spending - Index</b> (Excludes Health and Wellness Membership)	<b>239</b>
<b>AVG. TOTAL MONTHLY LIVING EXPENSES:</b> (Food, Health, Shelter, Transportation Clothing)	<b>\$3,497</b>
<b>Non-Essentials / Choice Items:</b>	<b>Average Monthly Expense</b>
Alcoholic beverages	\$40
Going out to Eat	\$249
Entertainment	\$314
Personal care products & services	\$70
Reading	\$5
Education	\$166
Tobacco products & smoking supplies	\$35
Miscellaneous	\$58
Cash contributions	\$124
Personal insurance & pensions	\$695
Gym Membership	\$90
<b>Total Non-Living Expenses - Choice Items:</b>	<b>\$1,847</b>

**Based on the analysis the  
rates of the Littleton Branch  
should work well for this  
community with some minor  
adjustments to boost interest  
and enrollment.**

- ☐ Adult = \$49 (not \$50)
- ☐ Family = \$89 (not \$90)
- ☐ Young Adult = \$32 (not \$35)

#### Beneficial to Include:

- Senior Adult at \$46/mo.
- Household at \$92 / mo.  
(although not a huge demand  
today it may work nicely as a  
complimentary membership to  
accommodate changing  
economic times)





# **BEYOND THE ROXBOROUGH COMMUNITY**

Opportunity for Members Beyond the Immediate Area





# Demographics – 5-mile radius focus

(Non-Roxborough Village Metro Comm.)

Popoulation	1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Mile Radius
2010	7,325	9,460	24,809	278,099
2019	9,003	11,575	29,862	319,798
2024	9,499	12,216	31,443	333,663
Pop. Growth (2019/2010)	23%	22%	20%	15%
Pop. Growth (2024/2019)	6%	6%	5%	4%

Household Population	1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Mile Radius
2010	2,422	3,261	8,252	105,415
2019	3,008	4,030	10,040	122,411
2024	3,208	4,299	10,688	128,927
HH Pop. Growth (2019/2010)	24%	24%	22%	16%
HH Pop. Growth (2024/2019)	7%	7%	6%	5%

Family Dynamics	1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Mile Radius
Married w/ Children under 18	46%	41%	44%	31%
Single Parent w/ Children under 18	7%	6%	6%	7%
Non-Family w/ Children under 18	0%	0%	0%	0%
Married w/o Children under 18	29%	36%	34%	32%

Age	1 Mile Radius	3 Mile Radius	5 Mile Radius	10 Mile Radius
Median Age	32.9	36.4	37	39.1
Aged 0 to 5 Years	13%	11%	10%	8%
Aged 6 to 11 Years	12%	11%	11%	9%
Aged 12 to 17 Years	9%	8%	11%	10%
Aged 18 to 24 Years	4%	4%	5%	6%
Aged 25 to 34 Years	16%	13%	10%	11%
Aged 35 to 44 Years	21%	19%	19%	16%
Aged 45 to 54 Years	14%	16%	19%	18%
Aged 55 to 64 Years	7%	11%	10%	13%
Aged 65 to 74 Years	3%	5%	4%	6%
Aged 75 to 84 Years	1%	1%	1%	3%
Aged 85 Years and Older	0%	0%	0%	1%

1) Examining the overall size and growth of the market are critical first steps in determining the viability / feasibility of demand before surveying the market.

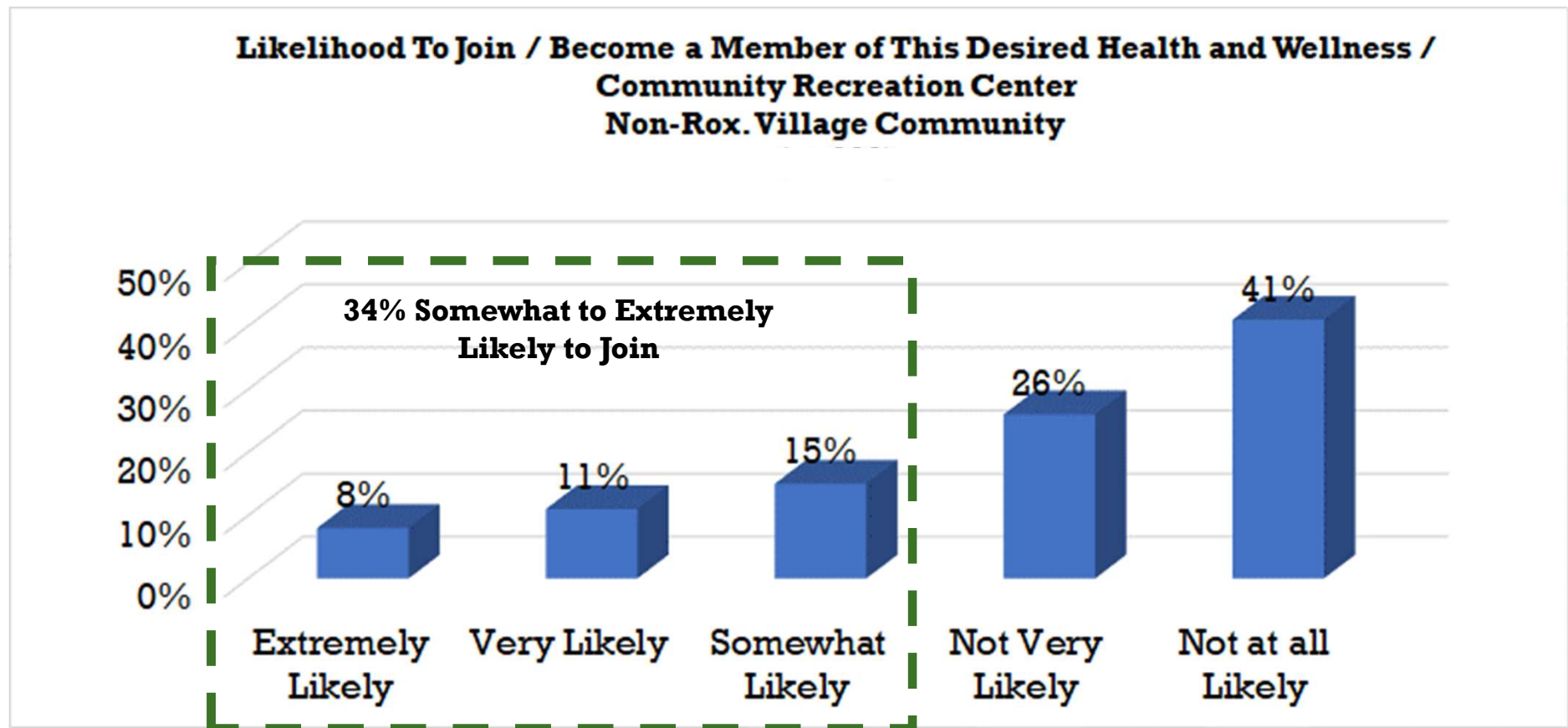
- Overall population and household size and growth is higher than the minimum 3% needed for sustainability.
- The household size is a primary variable to estimate growth, highlighting

2) Half the households surrounding the community have children under the age 18, further emphasizing the need for youth related activities. (note: a core strength of the Y program area)

Overall the age distribution highlights demographics that are aligned with the Y's target audience.

- Age 11 and Under (21%) – min. 12%
- Age 35 – 54 (48%) – min. 40%
- Age 65- 74 (4%) – min 6% (just under the minimum we seek)

## LIKELIHOOD TO JOIN THIS DESIRED IN H&W FACILITY (NON-ROXOROUGH COMMUNITY)



**Important to note that it is difficult for most consumers to conceptualize what a new product will be...we need to touch and feel it, needs to be tangible, anything 25% or great in a combined rating of somewhat to extremely likely to join is generally considered a good indicator of market demand potential.**

# BEYOND ROXBOROUGH VILLAGE – ACTIVITIES WANTING TO DO MORE AS A FAMILY

Activities Wish Can Do More As Family	Non-Rox Comm.	
Eating together outside of the home	45%	<b>T1</b>
Eating together at home	37%	
Exercise together	35%	<b>T2</b>
Spend time together playing games	35%	
Cooking together	32%	
At-home movie night	29%	
Movie at a theatre	29%	
Trivia / Game Night	23%	<b>T3</b>
Watch TV together	23%	
Go to church	18%	
Grocery shopping	18%	
Retail shopping	9%	
Work on homework	9%	
None of the above	17%	

**Like Roxborough Village, the surrounding area desires spending time together socializing with family and friends with food being a key conduit.**

**Playing games, cooking and watching movies highlight priorities on par with exercising and physical activities.**

## NON-PHYSICAL PROGRAMS (NON-ROXBOROUGH COMMUNITY)

**Overall, the households outside of the Roxborough Village Community are not as interested in sports and recreation activities, however there is interest in Non-Physical programming.**

**T1 – Non-Physical Classes where at least 20% or greater of the community would like to see offered.**

### Adult

- ☐ Nutritional Cooking Classes
- ☐ Travel Clubs
- ☐ Trivia Games
- ☐ Book Clubs
- ☐ Family Fun Nights



### Senior

- ☐ Computer Classes
- ☐ Nutritional Cooking Classes
- ☐ Travel Clubs
- ☐ Card Game Clubs
- ☐ Trivia Games
- ☐ Family fun nights
- ☐ Book Clubs
- ☐ Language - Spanish



### Youth

- ☐ Family Fun Night
- ☐ Computer Classes
- ☐ Music Classes
- ☐ Art Classes
- ☐ Basic STEAM classes





# **GROWTH OPPORTUNITY**

**AREA SURROUNDING ROXBOROUGH  
VILLAGE COMMUNITY CENTER**

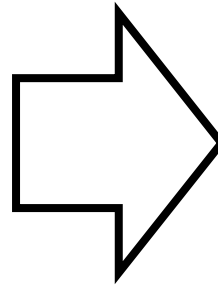




# ESTIMATED PROJECTIONS – WITHIN AND BEYOND THE ROXBOROUGH VILLAGE METRO COMMUNITY

If the rec / community center usage is isolated to those residing within the community the square footage needed to accommodate the estimated demand of 2,400 households with the programs and serviced desired is about ...

**37.8K to 43.2K sq. ft.**



Based on the demand for an entity that offers both physical (fitness) and non-physical program offerings the market potential is about 900 - 1,100 additional units.

**NOTE:** Property value of homes increase by an average of 10%, when within a quarter mile of a planned, park and recreation center system.

*Study done by University of Washington.*

**Rox Village + Surrounding Community**

*Acquisition of these additional 900 - 1,100 units largely based on the Rec / Community Center's ability to be more than a fitness / activity center but offer those non-physical activities strongly desired*

**Total EST. Member Units = 3,000 to 3,260 member units**

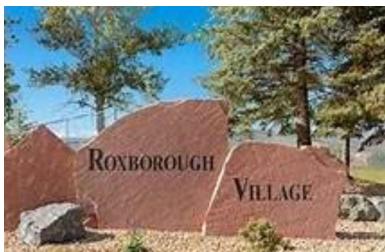


**Estimated Size of Facility = 57K – 61K sq. ft.**

**Estimated member revenue based on unit projections (900-1,100) from the surrounding community and an average rate of \$62/mo. (adjusted based research and DISC-Index assessment) to be between \$669K - \$818K/yr. Additional revenue can be earned through specialty programs and activities offered.**



# SUMMARY & INSIGHTS



# SUMMARY / INSIGHTS:

## Key Findings / Insights:

### ❑ Demographics within and around the Roxborough Village Metro Community make it an ideal setting for a recreation / community center:

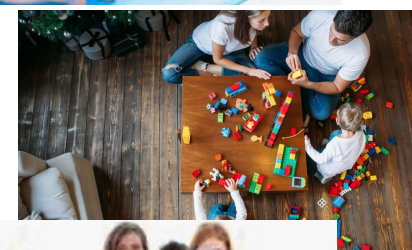
#### ➤ Solid Total and Household Population Factors

- Growth projections at 6% ( min. 3%)
- Strong Youth Population 21% (min. 12%)
- Strong family population
- Solid Senior Population



### ❑ Unmet need in the Market

- Wants and Needs Extend beyond Fitness
- Majority of the population either belong to a Gym/Fitness Center and / or see health / exercise as a priority in life. Among those that done: **No places close to my home (35%), No time (11%), Too expensive (8%)**
- However there is a strong need for connections as well and spending time with family and friends participating in non-physical activities and space for organic connections to occur.



### ❑ Interest levels of joining a place that offers both fitness (physical) and non-physical activities, is 90% among Roxborough Village residents and above minimum threshold for estimating demand for the surrounding community.



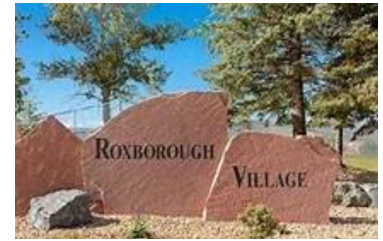
# SUMMARY / INSIGHTS:

## Closing:

In closing, there is sufficient evidence that the Roxborough Village Metro community desires a community recreation center to be built within their neighborhood. There is also sufficient interest with the surrounding community to join and use such a recreation center that offers an abundant of physical and non-physical programming with an indoor pool option being at the top of the list among amenities offers along with 24-Hr access and sufficient parking as key preferences.

Expanding the usage to those outside of the community will bring in about \$669K - \$818K of additional revenue per year solely from membership dues, with additional revenue to be earned through other fee-based programming and services offered.

To attract awareness to this new recreation option in the area, marketing will be a critical component to not only generate awareness but to highlight that it offers more than merely exercise or fitness related activities a key need in the community itself.





# THANK YOU



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