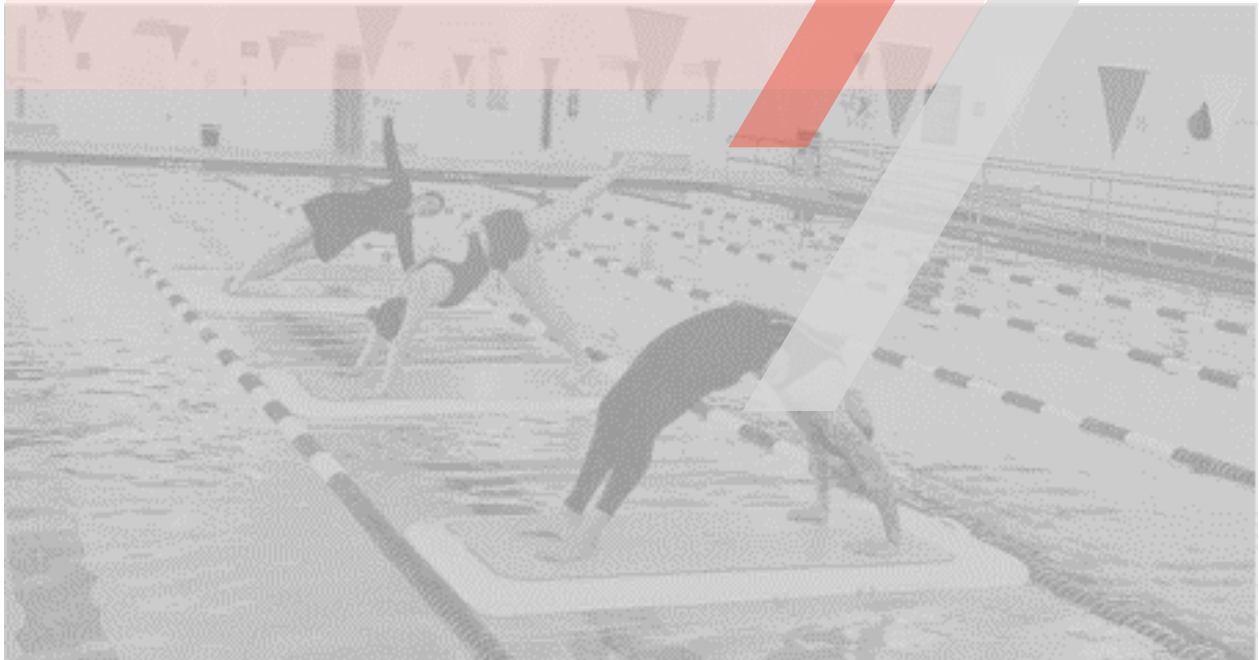




CITY OF ROUND ROCK
INDOOR RECREATION
NEEDS ANALYSIS
EXECUTIVE SUMMARY



NOVEMBER 2021



Round Rock Indoor Recreation Needs Assessment

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OVERVIEW

Indoor Recreation Needs Analysis Executive Summary

The purpose of this needs analysis is to determine the necessities of indoor recreation space for the City of Round Rock that balances level of service goals with renovation and expansion possibilities of the existing Clay Madsen Recreation Center and identifies needs for a potential new City of Round Rock recreation center.

To accomplish this, an evaluation of Clay Madsen Recreation Center for function and recreation program effectiveness was conducted which identified opportunities for recreation space renovation and expansion.

The Round Rock community's indoor recreation needs were quantified and understood through multiple community outreach efforts leading to recommendations for Clay Madsen Recreation Center improvements and a potential new recreation facility to be located in Old Settlers Park. Ideas were evaluated by a Round Rock citizens executive steering committee and balanced with recreation industry best practices.

An operations analysis of the proposed recommendations provided financial perspective of operation cost and revenue potential which influenced the final recommendations for a financially sustainable approach to the indoor recreation improvements.

THE PROCESS



*The City of Round Rock hired Barker Rinker Seacat Architecture (BRS) to partner with the Parks and Recreation Team. A process of examining **recreation programs** and **architectural programs** to determine a **total project budget** for both Clay Madsen Recreation Center renovation and expansion as well as a new recreation facility based on **future capital funding initiatives**. To balance the financial sustainability an **operations proforma** was included.*

Round Rock Indoor Recreation Needs Assessment

NEEDS ANALYSIS STAGES & PLANNING SCHEDULE

BRS was hired in May 2021 for the 7 month needs analysis.



INSIGHTS AND DISCOVERY



Public Engagement was conducted by the Parks and Recreation Team over several weeks.

3 FORMAL OPEN HOUSES

13 informal open houses throughout the City

5 FOCUS GROUP MEETINGS

Online survey = 5,024 individuals viewing the project information and 1,903 people participating in the survey, which resulted in 38,920 responses and 851 comments

SOCIAL MEDIA REACHED 52,517 PEOPLE WITH 270 POSITIVE INTERACTIONS

INSIGHTS AND DISCOVERY PUBLIC ENGAGEMENT AND INPUT SUMMARY

- **Indoor water options** are highly desired amenities, specifically additional lap lanes.
- **Flexible use spaces, fluidity between spaces, and spaces that compliment each other** are highly desired.
- Many parents are still working from home, so the **future of afterschool care is still in flux.**
- There is a **need for a track and field** facility.
- **Technology** should be included in any future designs wherever appropriate.
- **Therapy pools and recovery spaces** are highly desired and should be considered in any future plans.
- There was a large range of times that **respondents saw themselves utilizing the recreation center.**
- **Flexible or extended hours** should be explored to provide service to a larger range of users.

“The Executive Steering Committee observed that the existing Clay Madsen Recreation Center is aging and needs to be considered for renovations to help balance the systemwide needs of indoor recreation.”

“Fear that a new second Round Rock Recreation Center could overwhelm the existing Clay Madsen Recreation Center if not planned properly to balance programs at both facilities.”

Round Rock Indoor Recreation Needs Assessment

INSIGHTS AND DISCOVERY LEVEL OF SERVICE BENCHMARK COMPARISON

To compare level of service of the Round Rock indoor recreation system, BRS compared the existing total square footage of existing indoor recreation facilities to benchmark cities.

*Benchmark data found that the Round Rock current level of service is **0.66 SF** per capita as compared to an average **1.11 SF level of service** of all the benchmark cities. This indicates that Round Rock is currently providing a below average level of service when compared to benchmark cities.*

CURRENT INDOOR RECREATION LEVEL OF SERVICE

Benchmark City 2021	Total Sq/Ft Public Indoor Recreation Opportunities (RC, CC, SC, AqC)	ESRI Population 2021	Sq/Ft per Capita
Allen	95,756	110,145	0.87
Cedar Park	54,000	77,381	0.70
Georgetown	67,900	78,415	0.86
Round Rock	83,000	125,007	0.66
Grapevine	130,000	53,317	2.44

Average level of service 1.11

FUTURE INDOOR RECREATION LEVEL OF SERVICE

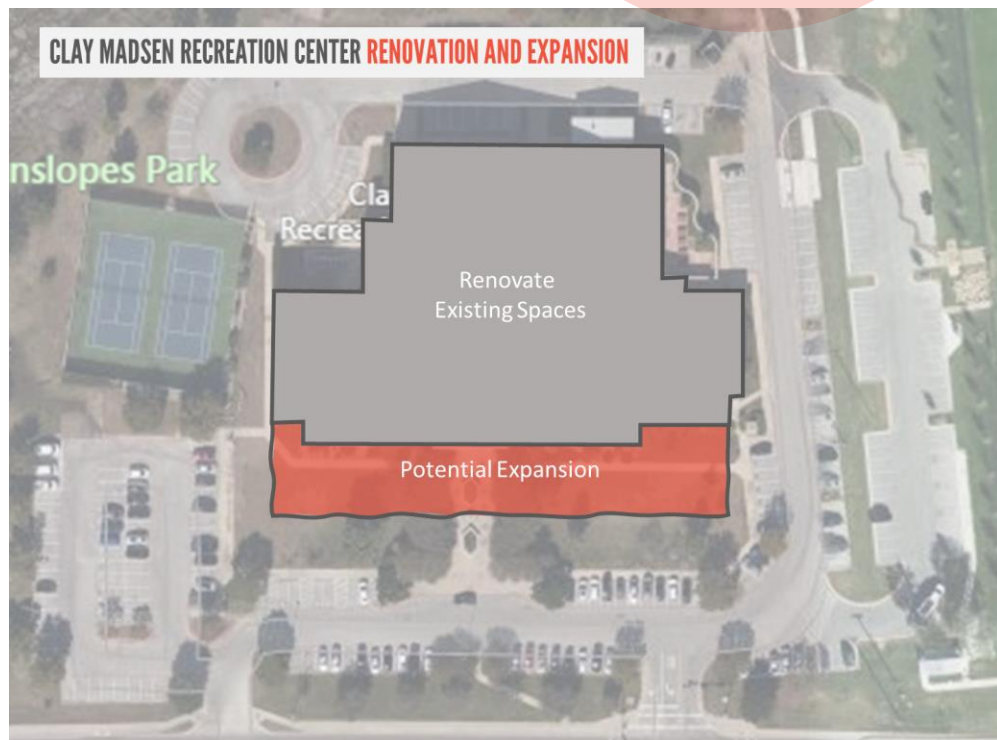
Benchmark City 2026	*Planned or Proposed Total Sq/Ft Public Indoor Recreation Opportunities (RC, CC, SC, AqC)	ESRI Population 2026	Sq/Ft per Capita
*Allen	244,750	123,322	1.98
Cedar Park	54,000	89,234	0.60
*Georgetown	77,900	91,094	0.85
*Round Rock	183,000	141,613	1.29
Grapevine	130,000	57,950	2.24

Average level of service 1.39

*However, each of these benchmark cities is experiencing unprecedented population growth. Many of which are planning future recreation facilities or building new indoor recreation facilities to meet their growth demand making the **new level of service increase in the next 5 years to 1.39 Sq/Ft per Capita.***

ROUND ROCK INDOOR RECREATION RECOMMENDATIONS

Clay Madsen Recreation Center built in 2000 is structurally sound and currently utilized to capacity, therefore, it is a candidate for renovation and expansion. The site is limited due to existing park improvements, however potential expansion across the front of the facility can add improved programs and provide a fresh facelift to the building.



TOP PRIORITIES BASED ON PUBLIC INPUT + STEERING COMMITTEE INPUT + INDUSTRY BEST PRACTICES

Locker Rooms Renovation, add Family Changing Rooms
Weight Room Expansion & Open Fitness Area
Gymnasium additional court space
Educational Wing – Afterschool / Summer Camp Activities
Additional Parking

Round Rock Indoor Recreation Needs Assessment

ROUND ROCK INDOOR RECREATION RECOMMENDATIONS

A second recreation center is recommended to grow the Round Rock indoor recreation level of service to 1.29 square feet per capita.

This recommendation is largely based on public input; however, as the executive steering committee learned, the National average is 1 square foot per capita, with Round Rock being behind in level of service, a new goal of 1.25 square feet or higher was recommended.

Old Settlers Park is the ideal location for a second recreation center due to its proximity to most residents within a 15-minute drive of the park and the proximity to new residential growth within the area. Available park land with infrastructure present, such as available utilities, will reduce the development costs. Additionally, the existing road network can support the ingress and egress for the new recreation center. Synergy with nearby Rock'n River Aquatic Park and associated athletic fields provide ample opportunity for efficiency in shared parking and direct access.



TOP PRIORITIES BASED ON PUBLIC INPUT + STEERING COMMITTEE INPUT + INDUSTRY BEST PRACTICES

- Multi Activity Court
- Warm & Cold-Water Therapy Rooms
- Multipurpose Field
- Child Watch
- Open Fitness Area
- Indoor Aquatics Room
- Open Air, Covered, Multi Activity Courts
- Bouldering Area
- Outdoor Track
- Group Fitness Room
- Open Air, Covered, Fitness Areas
- Outdoor Multi-purpose Fields
- Cafe
- Camp Room / Education Room

Round Rock Indoor Recreation Needs Assessment

TOTAL PROJECT BUDGET

Clay Madsen Recreation Center Renovation & Expansion	Cost
Infrastructure Improvements	\$5M
Renovation / Expansion	\$15M
*Total Project Budget	\$20M

Second Recreation Center	Cost
Phase one – including 72,000 SF Adjacent Outdoor Facilities	\$70M
Future Phases as listed in public survey and steering committee	TBD
*Total Project Budget	\$70M

Clay Madsen Recreation Center	**Industry Average Cost per Square Foot
Renovation with no aquatics	\$ 270 to \$ 290
Renovation with aquatics	\$ 340 to \$ 360

New Round Rock Second Recreation Center	**Industry Average Cost per Square Foot
New Construction with no aquatics	\$ 390 to \$ 410
New Construction with aquatics	\$ 580 to \$ 600
Pre-engineered structure with outdoor track improvements	\$ 290 to \$ 310

* Total Project Budget includes hard costs, soft costs, and cost escalation as provided by Round Rock PARD

** Square foot cost includes hard costs, soft cost, and cost escalation

Round Rock Indoor Recreation Needs Assessment

OPERATIONS AND PROFORMA

Operation cost of public facilities as well as revenue potential can influence the program to meet the proforma goals of an agency. Round Rock Parks and Recreation Department is skilled in such business practices and calculated the following data.

OPERATIONS PROFORMA SUMMARY

Total Operating Expense Projection	\$3.2 million
Total Revenue Projection	\$1.8 million
Projected Cost Recovery	56%

**The proforma is based on conservative expense (high) and revenue (low) projections.*

PROPOSED MEMBERSHIP RATE MODEL

Rate Type	North Austin Market Low Rate	North Austin Market High Rate	North Austin Market Average Rate	Current Rate for Clay Madsen Rec Center	Proposed Rate for 2 nd Rec Center
Family	\$300	\$864	\$504	\$310	\$405
Couple	\$245	\$788	\$440	\$245	\$320
Adult	\$150	\$454	\$263	\$150	\$195
Senior	\$45	\$324	\$174	\$85	\$115
Youth	\$75	\$277	\$155	\$85	\$115

**All membership rates shown are Annual (1-Year) Memberships. Rates were used as part of the Revenue Projections in the Proforma.*

Round Rock Indoor Recreation Needs Assessment

SUMMARY & CONCLUSION

The Clay Madsen renovation and expansion and the new Round Rock Recreation Center projects will provide much needed indoor and outdoor recreation amenities to the residents of Round Rock for current and future generations for year-round enjoyment and wellness.

The programs offered in the conceptual design plans were created as placeholders based on community outreach and leave room for future decisions regarding program and size of each project. This flexibility is important as these projects are long range in scope. Flexibility is paramount to provide Round Rock citizens' facilities they desire now and into the future.

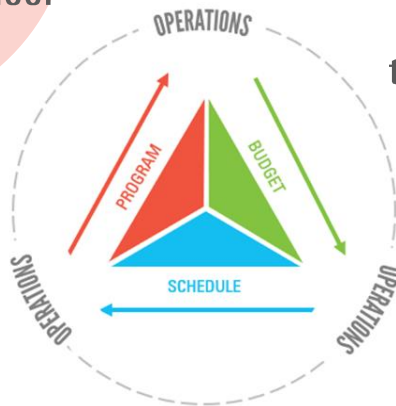
Gratitude is extended to the Executive Steering Committee advisory group for their hours of dedication providing guidance and focused attention to this needs analysis.

In conclusion, the Round Rock Indoor Recreation Needs Analysis finds the following:

The Old Settlers park **PROJECT SITE** can support a **NEW RECREATION CENTER** and **CLAY MADSEN RECREATION CENTER** is capable for **RENOVATION & EXPANSION** to balance the system of indoor recreation

TOTAL PROJECT COST
\$70M Recommended for the **NEW RECREATION CENTER**
\$20M Recommended for the **CLAY MADSEN RECREATION CENTER RENOVATION AND EXPANSION**

The market can support the recommendations with a **56%** **COST RECOVERY BUSINESS MODEL**



Assumed **BOND PROGRAM**
TBD