



# TAYLOR WELLNESS AND RECREATION CENTER FEASIBILITY STUDY

AUGUST 2025









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# ACKNOWLEDGEMENTS

## TAYLOR WELLNESS AND RECREATION CENTER FEASIBILITY STUDY

City of Taylor, Texas

### TAYLOR CITY COUNCIL

Dwayne Ariola	Mayor
Kelly Cmerek	Mayor Pro Tem
Robert Garcia	
Gerald Anderson	
Shelly Cobb	

### EXECUTIVE STEERING COMMITTEE

Jim Buzan	
John Mathews	
Quincy Griffin	
John McDonald	
Julie Rydell	
Michele Glaze	
CITY OF TAYLOR STAFF	
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### CONSULTANT TEAM

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Steve Crocker	Director of Sport Swimming



## EXECUTIVE SUMMARY

The City of Taylor has embarked on a study to explore the need for a new Wellness & Recreation center, with generous funding provided by Samsung Austin Semiconductor LLC. This initiative started with the formation of a steering committee, comprising of representatives appointed by council members and included staff from the City Manager's Office and Parks and Recreation Department. The committee has played a pivotal role in guiding the study and ensuring that community engagement remains at the heart of the process.

Throughout the study, multiple public meetings were held to gather input from the community, ensuring that the project aligns with their needs and preferences. The key objectives of the study included identifying potential sites for a wellness & recreation center, understanding both national and local recreation trends, prioritizing community needs, and developing a comprehensive building program. Additionally, the study has focused on creating detailed project budget and operational cost models to ensure the financial feasibility of the proposed center.

Findings indicate strong community support for a wellness and recreation center, highlighting its potential positive impact on community health and well-being. Notably, 87% of respondents believe it is valuable for the City to offer such a facility. Proposed amenities include swimming pools, group exercise rooms, and cardio equipment areas, with programs ranging from group exercise and walking to special events, arts, and senior programs.

While some believe the facility should be self-supported, over 60% agree that the City should subsidize operations. The full wish-list of programs would result in a 112,000 SF facility costing up to \$85M; alternatively a phased approach with an initial 65,000 SF facility costing \$55.3M is also feasible. Operational subsidies ranging from 25% to 35% of the operating cost have been identified, with daily entrance fees for users between \$5 and \$7.



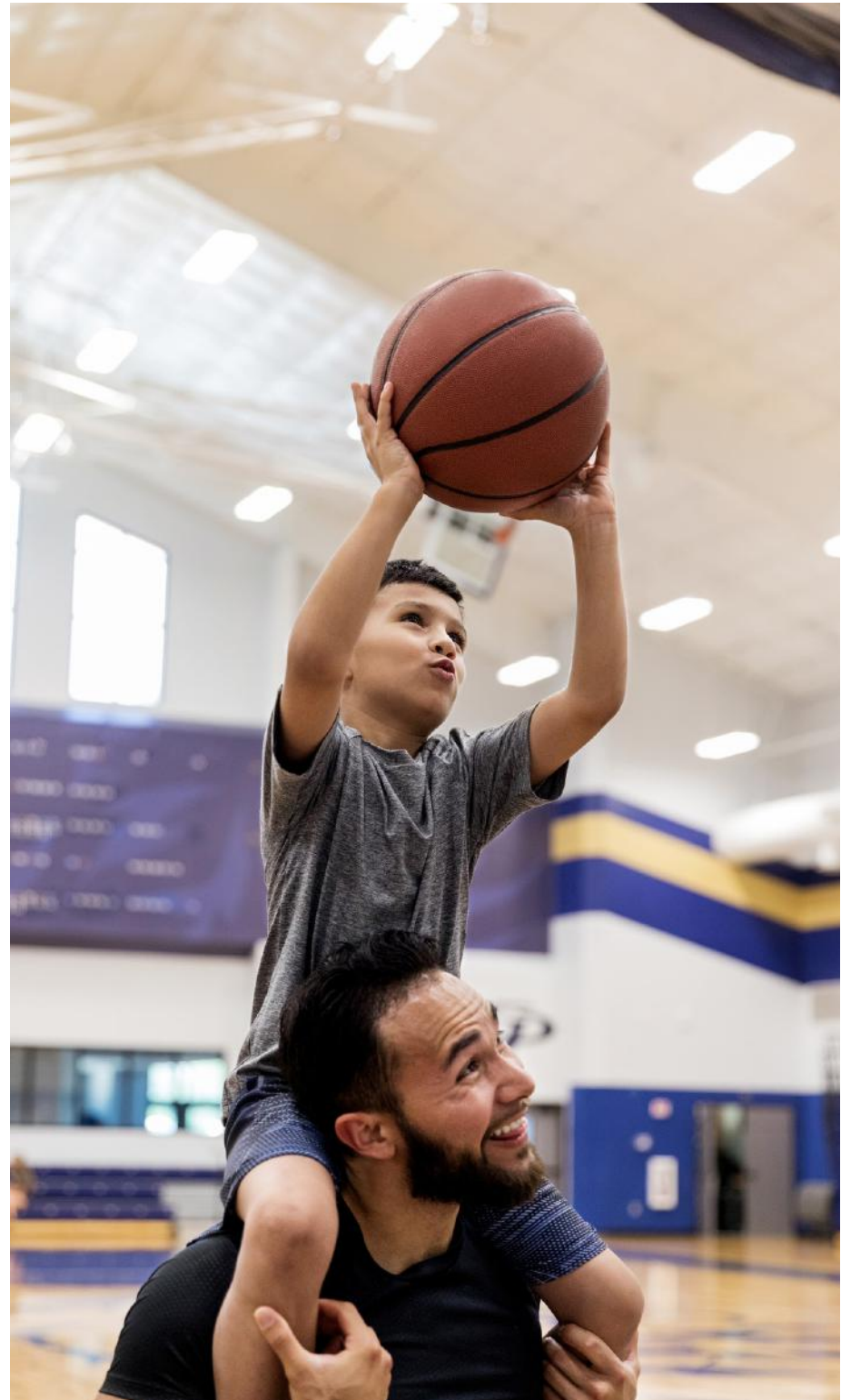


# INTRODUCTION

Taylor, Texas, has embarked on a collaborative process to study the feasibility of a new Wellness & Recreation center. This study investigated community demographics and the existing market for a public recreation and wellness facility. Potential sites for a new facility, ensuring a location convenient for and accessibly by all Taylor residents was studied.

An Executive Steering Committee, in collaboration with the consulting team, prioritized activities and programs to develop a comprehensive building program. Using this program, the consultants estimated the probable capital cost of the project, including the total project cost.

Based on the demographics, market findings, and building program, the consulting team developed a proforma and conceptual building plan. This feasibility study identifies the building's operating costs and the anticipated subsidy amount based on different admission price points.





# GOALS AND OBJECTIVES

The following goals and objectives for the feasibility study were agreed upon by the Executive Steering Committee and kept the study on task.

Goals and objectives were identified in three main areas: Market Analysis, Public Outreach & Community Engagement, and Professional Services. Each of these are define further as follows.

## Research and Market Analysis

- Evaluate current recreational facilities and programming in and around the City of Taylor
- Evaluate community and residents' needs and preferences for wellness and recreation.
- Identify potential partnership opportunities. (Capital, Naming, Operating)

## Public Outreach & Community Engagement

- Engage the community
- Identify and evaluate community needs for a future wellness & recreation center.
- Engagement to include, but not limited to:
  - Review of Envision Taylor Comprehensive Plan and 2020 Parks Master Plan, interviews with key City Staff/Elected Officials, Parks and Recreation Advisory board members, Community Wellness representatives, Taylor Independent School District Representatives, and other possible stakeholder groups.

## Professional Services

- Evaluate potential sites
- Determine concept options.
- Estimate/range of the total project cost.
- Operations analysis for a Community Wellness & Recreation Center, and potential revenue.
- Operations Partnerships Comparison and Benchmark Cities.
- A final report presented to the Parks and Recreation Advisory Board or Taylor City Council.



# PUBLIC INPUT AND COMMUNITY ENGAGEMENT

## Overview

The City of Taylor believes that public input is crucial for successful capital improvements, and the **Wellness and Recreation Center Feasibility Study** prioritized giving the community a strong voice. Through extensive outreach, including three public meetings and two surveys, the feasibility study team gathered valuable insights directly from residents. This clear and concise feedback empowered the Executive Steering Committee and the study team to understand and address the community's specific needs and desires for the potential wellness and recreation center. Below is a summary of what was heard, with all the details in the appendix.

## September 25, 2024 - Executive Steering Committee Workshop One

The Taylor City Council appointed an Executive Steering Committee to represent the public and guide the process. Thank you to the following Executive Steering Committee for their time and commitment to this feasibility study:

Jim Buzan

John Mathews

Quincy Griffin

John McDonald

Julie Rydell

Michele Glaze

The executive steering committee tasks were to create a vision for an exceptional indoor recreation center that embodies Taylor's values and character. To do this the Steering Committee represented community recreation needs and explored private-public partnerships. Over approximately six months, they offered advisory recommendations based on workshops and tours to recommend the conceptual plans, timeline for delivery, magnitude of total project costs for a unique wellness and recreation destination for all Taylor residents.

The **Executive Steering Committee's** initial step was to generate a comprehensive wish list of wellness and recreation activities, drawing on their understanding of community desires. This process was facilitated by the **BRS Card Game**, an exercise that helped the committee navigate a wide range of considerations. The outcome was a focused list of activities slated for further investigation, marking the crucial beginning of the facility program and providing a vital initial insight into community needs.



## PUBLIC INPUT AND COMMUNITY ENGAGEMENT (CONTINUED)

The Executive Steering Committee wish list, in order of priority, is as follows:

- 8,000 SF Fitness & Weights
- Child Watch
- 4,500 Recreation Activity Pool
- Aquatics Support
- Water Slide
- Collegiate or 2 High School Basketball Courts
- Wellness / Therapy / Fitness Testing Rooms
- 300 Person Community / Events Hall
- Party Room
- Elevated Walk/Jog Track
- 30-35 Person Aerobics/Dance Studio
- 15-20 Person Aerobics/Dance Studio
- Healthy Cooking Kitchen
- 80 Person Classroom
- Indoor Playground
- Esports Gaming Room
- Outdoor Patio / Gathering Space
- Medium Outdoor Spray Ground
- Maker Spaces (Combine with Wet Arts)
- Photovoltaic System
- Solar Hot Water System
- Certified LEED
- Administration
- Lobby & Support Spaces
- Locker Spaces
- Universal Changing Rooms
- Dry Sauna





# PUBLIC INPUT AND COMMUNITY ENGAGEMENT (CONTINUED)

September 25, 2024 - Public Meeting Number One

The first public meeting informed citizens about the Wellness and Recreation Center feasibility study process, and a presentation was made on the “trends of indoor recreation” in the United States, and particularly, Texas. The public was then asked to provide input by placing a limited number of stickers on the posters of various activities. The results in highest priority are as follows:

- Aquatics
- Gymnasiums
- Fitness
- Senior space
- Walk-Jog track
- Group Exercise
- Indoor Play
- Multi-Purpose Room
- Classrooms
- Arts & Crafts



## October 23rd and 24th - Executive Steering Committee Tours of Dallas/Fort Worth Recreation Centers

Committed to informed decision-making, the Executive Steering Committee took on the crucial task of educating themselves on current recreation center trends. They spent two days touring five facilities across Grapevine, Lewisville, Allen, Arlington, and Grand Prairie. These visits provided invaluable insights into contemporary recreation center design and community solutions, empowering the committee to challenge existing assumptions and identify new priorities for their project.



# PUBLIC INPUT AND COMMUNITY ENGAGEMENT (CONTINUED)

November 20, 2024 – Focus Groups, Workshop Two, and Public Meeting Number Two.

To ensure the proposed **Wellness and Recreation Center** truly meets the community's diverse needs, City staff and consultants held three focus group meetings. These sessions gathered valuable input from key community stakeholders, including:

- Taylor Chamber of Commerce staff
- Economic Development Committee staff
- Greater Taylor Foundation
- YMCA of Central Texas
- Taylor Boys & Girls Club
- Taylor Area Baseball and Softball
- Taylor Area Tennis Association
- Taylor Senior Representative
- A City-contracted fitness instructor

Every focus group attendee expressed strong support for a future **Taylor Wellness and Recreation Center**. Many participants highlighted the critical need for such a facility to attract new residents and retain existing ones, underscoring its importance for community growth and vitality.

## Input from Taylor Independent School District

A separate **focus group meeting** was held with the **Taylor Independent School District Superintendent** to gather valuable input on community needs.

The Superintendent highlighted a significant need for **safe, positive, and engaging after-school programs** for Taylor children and parents. These programs if held at the Wellness and Recreation Center would provide a beneficial environment for children once the school day ends.

While a future **six-lane swimming pool** may not be immediately viable for shared funding, it should remain a topic for future discussions to explore the feasibility of shared facilities and operations.



# PUBLIC INPUT AND COMMUNITY ENGAGEMENT (CONTINUED)

November 20, 2024 – Focus Groups, Workshop Two, and Public Meeting Number Two - (Continued)

The Consulting Team met with two private organizations: the **YMCA of Central Texas** and the **Taylor Boys and Girls Club**, both of whom expressed interest in managing the Taylor Wellness & Recreation Center.

Initially, both were considered potential operators, but it was later clarified that the Taylor Boys and Girls Club is more interested in participating in the facility's programs rather than operating the entire center.

To ensure a fair and consistent evaluation, it is recommended that proposals from private operators be based on the program outlined in this feasibility study.

This study already includes a proforma that assumes the City operates the Wellness & Recreation Center, which can serve as a baseline for comparison. Should the City decide to move forward with funding the project and wishes to compare private operator bids against a City-run operation, further dedicated discussions and negotiations will be necessary to develop a comprehensive City Operations Plan.

**Regardless of which option the City Council choose, they will need to address the following key points for any potential private operator:**

- **Fees and Charges** for Taylor Residents
- Required **Subsidies** for private operators
- **Future Capital Improvement Costs** (e.g., roof, HVAC replacements)
- **Scholarships** for underprivileged citizens
- **Proof of public money's value** to Taylor residents (e.g., open books, annual accounting of public funds)
- **Community Access** to the publicly funded building for City events and programs

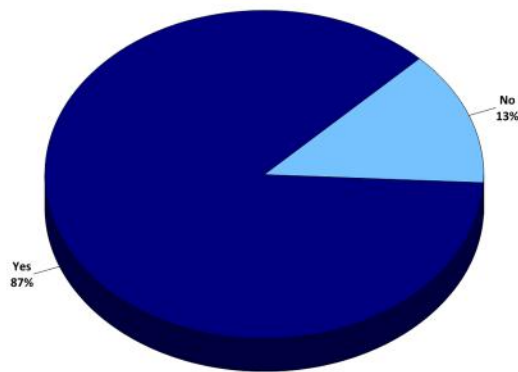


# PUBLIC INPUT AND COMMUNITY ENGAGEMENT (CONTINUED)

November 20, 2024 – Focus Groups, Workshop Two, and Public Meeting Number Two - (Continued)

During Workshop Two, the steering committee's objective was to refine the initial program "wish list" and establish a more focused building program. This process was significantly influenced by observations from DFW recreation center tours and comprehensive public feedback, notably the statistically valid survey results from the first public meeting. The steering committee thoroughly reviewed this survey data, and while the full results are provided in the appendix, several key highlights emerged:

City of Taylor Wellness and Recreation Center Survey  
**Q3. Do you believe it is valuable for the City of Taylor to offer a wellness/recreation center to the community as a whole?**  
by percentage of respondents (excluding "don't know")

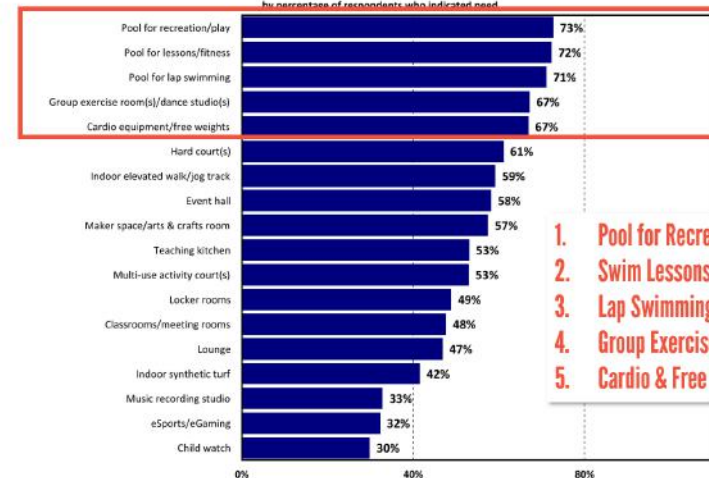


ETC Institute (2024)

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City of Taylor Wellness and Recreation Center Survey  
**Q5. Need for amenities.**

by percentage of respondents who indicated need



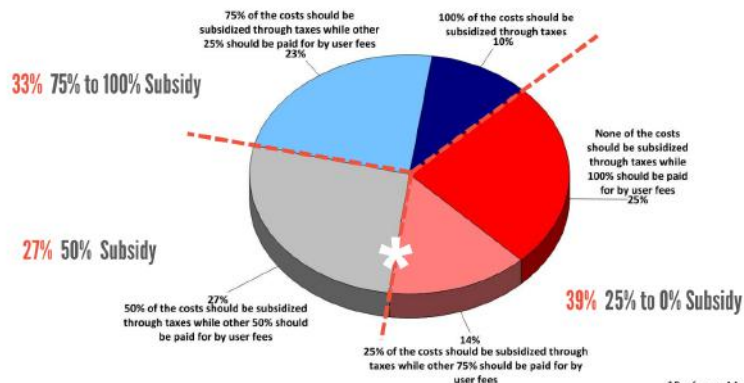
1. Pool for Recreation/Play
2. Swim Lessons & Fitness
3. Lap Swimming
4. Group Exercise
5. Cardio & Free Weights

ETC Institute (2024)

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City of Taylor Wellness and Recreation Center Survey  
**Q15. Which one statement below best describes your opinions on how the City of Taylor might subsidize a potential wellness/recreation center?**

by percentage of respondents (excluding "not provided")



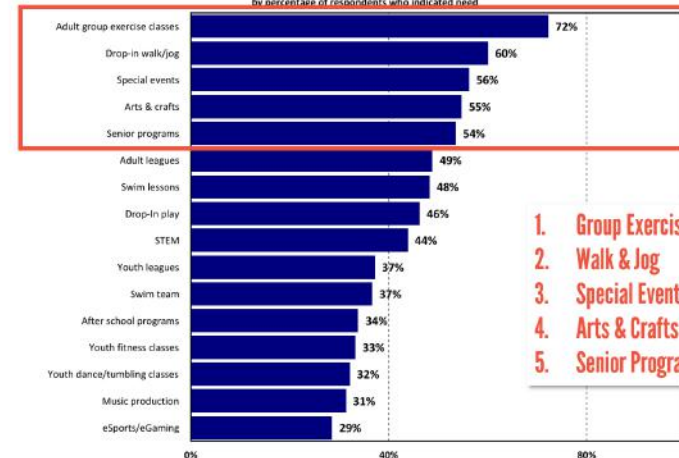
\*Proforma Model =25% Subsidy

ETC Institute (2024)

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City of Taylor Wellness and Recreation Center Survey  
**Q9. Need for programs/services.**

by percentage of respondents who indicated need



1. Group Exercise Classes
2. Walk & Jog
3. Special Events
4. Arts & Crafts
5. Senior Programs

ETC Institute (2024)

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# PUBLIC INPUT AND COMMUNITY ENGAGEMENT (CONTINUED)

November 20, 2024 – Focus Groups, Workshop Two, and Public Meeting Number Two - (Continued)

The public survey provided crucial insights to the **Executive Steering Committee**, revealing several key takeaways: First, there’s significant public support for developing a **TAYLOR Wellness and Recreation Center**. Second, the community’s desired wants and needs, by priority, are consistent with other public data collected. Finally, more than **60%** of the public believes a subsidy for the recreation center is justified. An independent online survey administered by the Parks and Recreation Department corroborated these results, reinforcing the committee’s confidence in accurately capturing public sentiment.

The feasibility team began to connect activities and spaces on each list to form a set of priorities synthesized into one list of wants and needs.

## RECOMMENDED PROGRAM LIST USING BEST PRACTICES BY PRIORITY (DRAFT)

- \*Fitness & Weights 8,000 SF
- \*Gymnasium - High School or 2 Mid. School
- \*Aerobics/Dance Studio 30-35 Person
- Aquatics Indoor 5,400 Leisure Pool W/ Slide
- \*Track Adventure/Hill Course Track or Grade Separated Classroom 80 Person (Could combine with Event Hall)
- Child Watch
- \*Aerobics/Dance Studio 15-20 Person
- Community / Events Hall 240 Person (3 classrooms plus stage classroom)
- Teaching/Healthy Cooking Kitchen/Catering Kitchen
- Arts/ Crafts/ Maker Space
- Esports Gaming Room

- Future Phase High Priority
- \*Aquatics Indoor Lap Pool?
  - Party Rooms 3 ?
  - Senior Adult Lounge?
  - Indoor Playground
  - Outdoor Patio/Gathering Space
  - Medium Outdoor Spray Ground 2,000
  - Dry Sauna
  - Photovoltaic System
  - LEED Certified?

- Future Phase Low Priority
- Outdoor Lap Pool
  - Games Room?
  - Wellness/Therapy/Testing Rooms?
  - Multiuse Activity Court
  - Multipurpose Room
  - Spa (Whirlpool) - 15 Person
  - Locker Rooms?
  - Indoor Synthetic Turf
  - Music Recording Studio
  - Spinning Studio 30-40 Person
  - Solar Hot Water System
  - Partner/Hospital Wellness Center?

\* = Top 5 Public Survey  
? = Should this be in the recommended program?

## TAYLOR WELLNESS AND RECREATION CENTER

### BRS Card Game Executive Steering Committee Wish List Results – In Priority Order

- Child Watch
- Indoor Playground
- 80 Person Classroom
- Esports Gaming Room
- Party Room
- Outdoor Patio/Gathering Space
- Maker Spaces (Combine with wet arts)
- 300 Person Community / Events Hall
- Healthy Cooking Kitchen
- Collegiate or 2 High School
- Elevated Walk/Jog Track
- Wellness / Therapy / Fitness Testing Rooms
- 8,000 Fitness & Weights
- 15-20 Person Aerobics/Dance Studio
- 30-35 Person Aerobics/Dance Studio
- Aquatics Support
- 4,500 Recreation Activity Pool
- Water Slide
- Dry Sauna (ILO therapy pool?)
- Medium Outdoor Spray Ground
- Photovoltaic System
- Solar Hot Water System
- Certified LEED

### Public Meeting – top 10 Dot-ocracy Results – In Priority Order

- Aquatics
- Gym
- Fitness
- Senior space
- Walk-Jog track
- Group Exercise
- Indoor Play
- Multi-Purpose Room
- Classrooms
- Arts & Crafts

### Public Survey –Results – In Priority Order

- Cardio equipment/free weights
- Indoor elevated walk/jog track
- Group exercise room(s)/dance studio(s)
- Pool for lessons/fitness
- Pool for lap swimming
- Gymnasiums (basketball, volleyball, pickleball, racquetball)
- Child watch
- Multi-use activity court(s)
- Pool for recreation/play
- Maker space/arts & crafts room
- Classrooms/meeting rooms
- Event hall
- Teaching kitchen
- Locker rooms
- Esports/eGaming
- Indoor synthetic turf
- Lounge
- Music recording studio



# PUBLIC INPUT AND COMMUNITY ENGAGEMENT (CONTINUED)

November 20, 2024 – Focus Groups, Workshop Two, and Public Meeting Number Two - (Continued)

## Community Feedback on Facility Needs

During Public Meeting #2, the city staff and consultants presented the initial draft of prioritized needs for the future facility to the community. The goal was to confirm if the committee had accurately captured the public's input.

Attendees were given two options to provide feedback:

- **Green sticky notes** were used to affirm agreement with the proposed activities and spaces, signifying “yes, you heard me right.” These were placed directly on posters detailing the plans.
- **Pink sticky notes** were provided for individuals who felt their needs or wants were not reflected in the draft, allowing them to leave comments indicating “no, this is not what I need or want in our facility.”





# PUBLIC INPUT AND COMMUNITY ENGAGEMENT (CONTINUED)

## Public Meeting #2 Feedback Summary

At Public Meeting #2, the public provided valuable feedback on the proposed facility priorities. **Sixty-six comments were positive**, offering clear guidance and affirming the direction of the project. The remaining **fifteen comments provided suggestions for improvement**, primarily focusing on the inclusion and development of Esports within the facility.

## WELLNESS AND RECREATION CENTER PUBLIC MEETING #2 LIKES AND DISLIKES

Taylor Public Meeting Workshop 2 Public Input	Like	Comments
*Track Grade Separated	9	More courts will make the track longer and less severe turns; Good use of space; need flat surface for balance issues; I love this walkway in court great use of space; Like; I love this!
*Fitness & Weights 8,000 SF	8	Need higher ceilings; Like floor plan; Need cardio; Like the openness; Love this!
*Gymnasium - High School or 2 Mid. School	8	Need Gym!; Option for turf?; Like more courts for free play and for league play; Like multipurpose; Need Gym; Quality surfaces; Love the multi-use space with walkway + multiple courts with glass viewing
*Adventure Track/Hill Course Track	8	Love!; Need joy trail; like the variation; Adventure Track is brilliant use of space + variety; I love this!; Yes,yes,yes!
Child Watch	8	Very cute and happy; Required for families; Yes- needed; This is needed, not just as an add on but for the benefit of caregiver mental health; Like!
Teaching/Healthy Cooking Kitchen/Catering Kitchen	6	Great for teaching the youth; Great for promoting nutrition classes
Aquatics Indoor 5,400 Leisure Pool W/ Slide	4	Love the design; Like the current channel
Arts/ Crafts/ Maker Space	4	3D Printing? Clay/Pottery?; Like; Like
*Aerobics/Dance Studio 15-20 Person	3	Need aerobics; Like this
Community / Events Hall 240 Person (3 classrooms plus stage classroom)	3	Make it multiuse; I like the flexibility and creative function of this space
Esports Gaming Room	3	Egames are incredibly important - huge community builders for Gen X thru ? Neurodivergent + young families; this makes sense for the future industry in Taylor
*Aerobics/Dance Studio 30-35 Person	2	Definitely needed; Like
Classroom 80 Person (Could combine with Event Hall)		
<b>Total Likes</b>	<b>66</b>	

Taylor Public Meeting Workshop 2 Public Input	Dislike	Comments
Esports Gaming Room	6	Game at home; Not top choice
Aquatics Indoor 5,400 Leisure Pool W/ Slide	3	Too Expensive, Indoor Slide could be added later; Concern of space where kids and seniors together- hard on seniors
Arts/ Crafts/ Maker Space	2	Combine with Child Watch Space
*Gymnasium - High School or 2 Mid. School	1	More courts needed
*Aerobics/Dance Studio 30-35 Person	1	Maybe too big
*Aerobics/Dance Studio 15-20 Person	1	
Community / Events Hall 240 Person (3 classrooms plus stage classroom)	1	Big meeting room at new Justice Center
*Fitness & Weights 8,000 SF	0	
*Track Grade Separated	0	
*Adventure Track/Hill Course Track	0	
Child Watch	0	
Classroom 80 Person (Could combine with Event Hall)	0	
Teaching/Healthy Cooking Kitchen/Catering Kitchen	0	
<b>Total Likes</b>	<b>15</b>	

\* Public Survey top 5 item



# PUBLIC INPUT AND COMMUNITY ENGAGEMENT (CONTINUED)

January 23, 2025 - Workshop Number Three

During Workshop 3, the Executive Steering Committee thoroughly reviewed key aspects of the proposed wellness and recreation center. This included evaluating the **recommended building program**, understanding the **magnitude of project costs**, establishing a **project completion schedule**, and setting **cost recovery goals** for the new facility's operations.

By the end of the meeting, a firm commitment was made to a final facility program. Two options were presented:

- **Full facility program:** An estimated total project budget of **\$85,800,000**.
- **Phased approach:** A smaller base budget of **\$55,300,000**.

All parties concurred on the proposed project schedule and the operational costs, which will be operated by the City of Taylor.

## MAGNITUDE OF COST FOR FULL PROGRAM

PROGRAM SPACE	NET SQ/FT	PROGRAM SPACE	NET SQ/FT
Administration (Includes Dept. Offices)	3,700	Fitness & Weights	8,500
Lobby and Support Spaces	3,530	Aerobics/Dance Studio (15-20 Person)	800
Locker Spaces	2,400	Aerobics/Dance Studio (30-35 Person)	2,000
Universal Changing Rooms (6)	1,220	Aquatics Support	740
Child Watch	1,060	Lap Pool (6-Lane if school is the partner)	8,190
Classroom (80 Person)	1,875	Recreation Activity Pool (5,400)	12,550
Esports Gaming Room	950	Water Slide	50
Party Room (3)	1,200	Spa (Whirlpool) - 15 Person	275
Senior Adult Lounge	1,520	Outdoor Spray Ground (Medium)	350
Outdoor Patio/Gathering Space	1,125	Photovoltaic System	
Maker Spaces (Arts & Crafts Room)	1,500	Solar Hot Water System	
Community / Events Hall (240 Person)	3,400	Certified LEED (Add 1%)	
Catering Kitchen	550		
Gyms (2) High School or (4) Middle School	25,670	<b>Total SQ/FT (Gross)</b>	<b>111,800</b>
Court/Turf (Small Multi Use Activity)	4,900		
Elevated Walk/Jog Track	3,740		
Adventure/Hill Course Track (5 Laps/Mi)	2,740		
		<b>CONSTRUCTION</b>	<b>\$65,200,000</b>
		(Includes cost escalation to midpoint of construction)	
		<b>SOFT COSTS</b>	<b>\$20,600,000</b>
		(A&E Design, Contingencies, FF&E, Permits, etc.)	
		<b>TOTAL PROJECT COST</b>	<b>\$85,800,000</b>

## POTENTIAL BASE PROGRAM

PROGRAM SPACE	NET SQ/FT	PROGRAM SPACE	NET SQ/FT
Administration (Includes Dept. Offices)	2,090	Fitness & Weights	8,500
Lobby and Support Spaces	3,530	Aerobics/Dance Studio (30-35 Person)	2,000
Locker Spaces	2,400	Aquatics Support	740
Universal Changing Rooms (6)	1,220	Recreation Activity Pool (5,400)	12,550
Child Watch	1,060	Water Slide	50
Classroom (80 Person)	1,875	Spa (Whirlpool) - 15 Person	275
Party Room (2)	800	Certified LEED (Add 1%)	
Senior Adult Lounge	1,520	<b>Total BASE SQ/FT (Gross)</b>	<b>64,800</b>
Outdoor Patio/Gathering Space	1,125		
Maker Spaces (Arts & Crafts Room)	1,500		
Gyms (1) High School or (2) Middle School	12,280		
Elevated Walk/Jog Track	3,740		
		<b>CONSTRUCTION</b>	<b>\$41,800,000</b>
		(Includes cost escalation to midpoint of construction)	
		<b>SOFT COSTS</b>	<b>\$13,500,000</b>
		(A&E Design, Contingencies, FF&E, Permits, etc.)	
		<b>TOTAL PROJECT COST</b>	<b>\$55,300,000</b>

Following this, the City Council requested the feasibility team to organize an additional public meeting. The purpose of this meeting is to confirm the recommended program's results and ensure strong public support for the project as proposed.



# PUBLIC INPUT AND COMMUNITY ENGAGEMENT (CONTINUED)

April 21, 2025 - Public Meeting Number 3 – Final Public Engagement

A comprehensive public presentation unveiled the Executive Steering Committee's recommendations for the proposed **Wellness and Recreation Center**. The presentation thoroughly summarized the development process and the committee's findings, and attendees were given comment cards to provide feedback.

The project received overwhelming public support, with nearly everyone present favoring its progression. Some concerns were raised regarding the potential impact on **Murphy Park**. There was also a suggestion to explore the development of a future community park, ensuring accessibility for all, similar to Murphy Park's walkability, bike-friendliness, and central location.

The meeting concluded on a positive note, with both the public and the Executive Steering Committee expressing confidence that the feasibility study successfully addressed key questions:

- What should the **Wellness and Recreation Center** be, based on community desires and needs?
- When could it be built?
- What could the cost be?
- How could the facility be operated?

With these crucial questions answered to the satisfaction of all involved, the project was placed on the **City Council Agenda** for consideration and adoption.





# PUBLIC INPUT AND COMMUNITY ENGAGEMENT (CONTINUED)

May 8, 2025 – City Council Presentation - Last Public Meeting

## City Council Advances Wellness and Recreation Center Project

The City Council received a comprehensive presentation from **City Staff** and the **Consulting Team**, outlining the **Wellness and Recreation Center feasibility study** and its recommendations.

After the presentation, the City Council deliberated on the project's future and unanimously agreed to move forward. The ultimate goal is to determine the Wellness & Recreation Center funding including potential partnerships.

To prepare for this, a **Bond Program Committee** could be formed in the Summer months of 2025. This committee will assess the potential impact of a bond program and consider all community needs. The City Council emphasized that the **Bond Committee** must submit its recommendations by **January 2026** in order that the City Council make the final decision to host a Bond Election for the State of Texas's filing deadline.



## Public Input and Engagement Summary

The public's voice was central to the **Wellness and Recreation Center** feasibility study. Through extensive engagement, including **public surveys, community meetings, focus groups, Executive Steering Committee workshops**, and a **City Council meeting**, the project was shaped to directly reflect the needs and desires of the **Taylor community**.



# PROPOSED DEVELOPMENTS AND IMPROVEMENTS

Experience indicates that sites for consideration need a minimum of 5-8 acres of buildable area to accommodate the building footprint, parking, drives, plazas, storm water retention, and landscaping. The team assessed all the publicly owned land parcels and then reviewed those larger than five acres in more detail. Two sites emerged as being of sufficient size to accommodate the proposed project: Murphy Park and Taylor Regional Park. Murphy Park is a beloved and historic park in the center of Taylor, bordering City Lake. The site includes many park improvements, including the outdoor Aquatic Center, a Picnic Pavilion, and multiple sports courts and other amenities. Murphy Park also includes numerous stately trees. The Regional Park is on the north edge of Taylor, adjacent to the Williamson County Fairgrounds. It includes two 5-plex baseball fields, three soccer fields, and outdoor basketball courts. The developable parcel is on the north, most distant edge of the site. Lacking other owned sites, the recommended site is in Murphy Park due to its central location within Taylor. This is not to say that other parcels could be explored as the project progresses.

Within Murphy Park the most open area is in the middle of the park and west of City Lake in the vicinity of the Picnic Pavilion. This area of the park has considerable topography. Sloping over 20 feet down to the lake. There is also an existing alley of trees along Sycamore Street, along with other mature species that we recommend be preserved where possible.





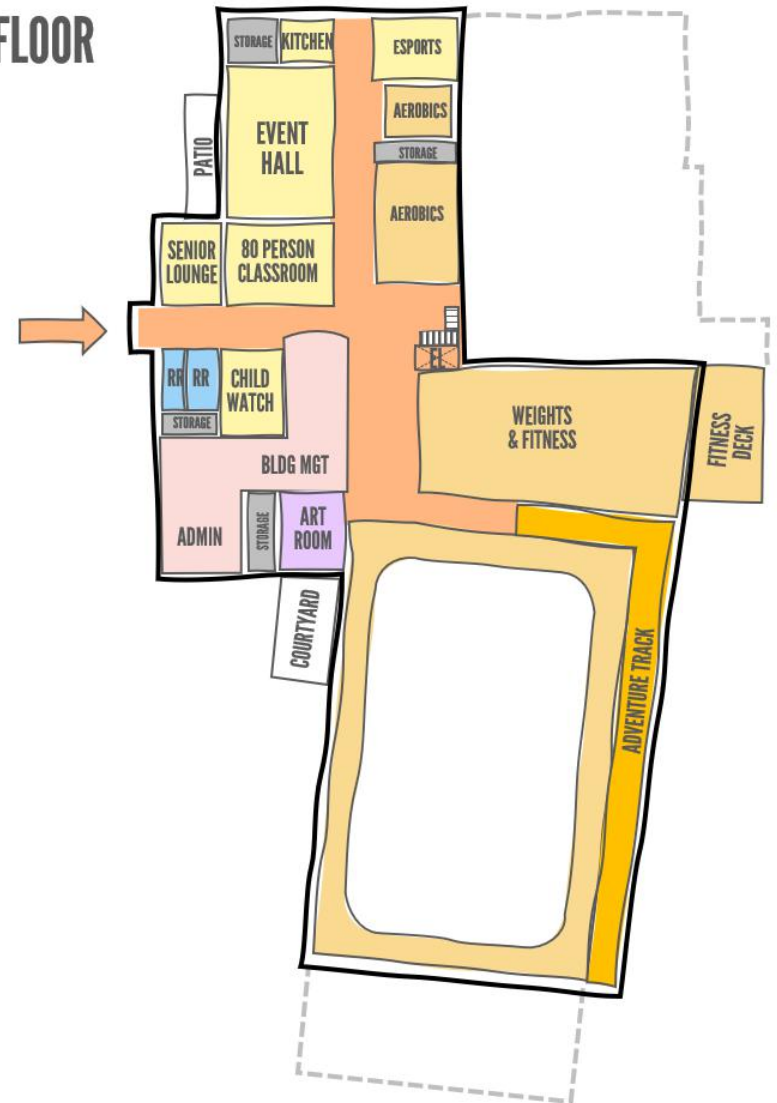
## PROPOSED DEVELOPMENTS AND IMPROVEMENTS (CONTINUED)

Public meetings and surveys showed strong support for a combination of community and athletic spaces. Community spaces included spaces for youth and seniors: classrooms for arts and crafts and esports; a general classroom; a senior lounge, and an events hall with associated catering kitchen. Athletic spaces prioritized aquatics and exercise space. Working with the Murphy Park hillside, an option evolved that placed community spaces—those in advance of the customer service desk—on an upper level to the west, while placing the athletic spaces, activities requiring a fee, beyond the desk and on a lower level. This is a common strategy that allows potential users to see the gamut of activities in the center and provides opportunities for views across the lake from the lobby. It also provides the opportunity for excellent supervision of remote portions of the building from a central staff location within a compact footprint.

Walking through the building, the public enters the lobby from the west, a two-story space with views of the fitness area, pools, and gym below. Directly beyond the front door is the customer service desk, beyond which are the activities requiring admission. A child watch room—short-term child care for facility users, along with public restrooms. Opposite this is a community wing with a senior lounge, 80-person classroom, event hall and kitchen, an esports classroom and two group exercise rooms for activities like spinning, aerobics, and yoga

Behind the customer service desk there will be a suite of offices for building and department staff. The adjacency is intentional to allow staff to swarm the desk during peak periods.

### UPPER FLOOR





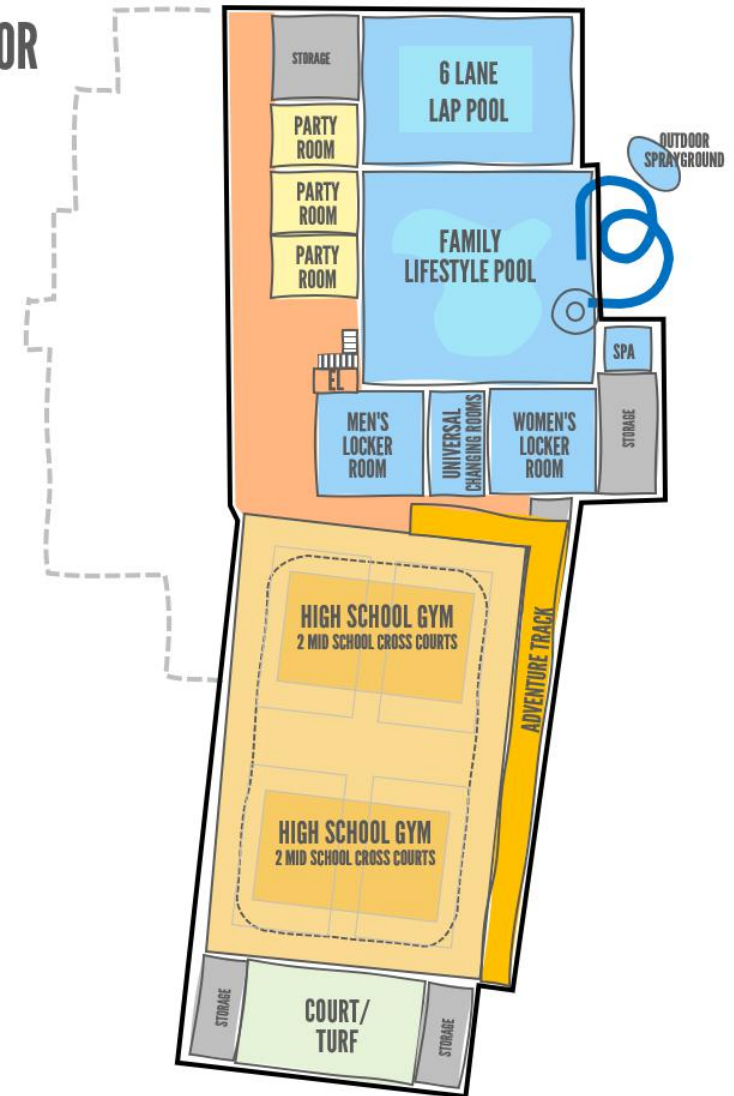
## PROPOSED DEVELOPMENTS AND IMPROVEMENTS (CONTINUED)

Beyond the customer service desk is a lounge where customers can linger between activities. This is a two-story space that also overlooks the pool and the stair to the lower level. Directly downstairs, you'll find the locker rooms—separate changing areas for men, women, and families—perfect for preparing for your swim. These locker rooms lead directly onto the pool deck with access to both a warm water leisure pool and a 6-lane lap pool. Leisure pools feature a variety of water depths from a zero-depth beach to shallow programming areas in 42" of water, all at a high 80-degree temperature. This pool can also feature a current channel, an area that can either be used for play while floating with the current or exercise and therapy while walking against the current. This pool area can also feature some warm water lap lanes that double as a program area, in addition to play structures and water sprays. In an adjacent room, there will be a 6-lane lap pool. This pool temperature is in the low 80-degree Fahrenheit range and intended for exercise, with a shallow depth of 42" and a deep end that will be 8 feet or more, depending upon the diving activities selected. This pool can be used for lap swim training and competition, and double as a program area for cool water group exercise programs.

Just off the leisure pool, three party rooms are proposed. These are flexible classrooms with casework, ideal for hosting birthday parties for youth, but can also serve as dry land classrooms for swim and safety training as well as general meeting rooms.

On the opposite side of the locker rooms there will be a gymnasium with a resilient wood floor striped for a variety of sports including basketball, volleyball and pickleball/badminton. Plans illustrate a room of sufficient size for two high-school courts or four middle-school cross courts. These can be subdivided by a ceiling-mounted net, allowing two or even four activities to occur without fear of an errant ball flying into another activity area. Adjacent to the gym there will be a smaller, high-volume space with a synthetic turf surface suitable for cross-training and sports like Futsal. It goes without saying that all athletic spaces and classrooms include adjacent storage space for furniture, fixtures and equipment.

### LOWER FLOOR



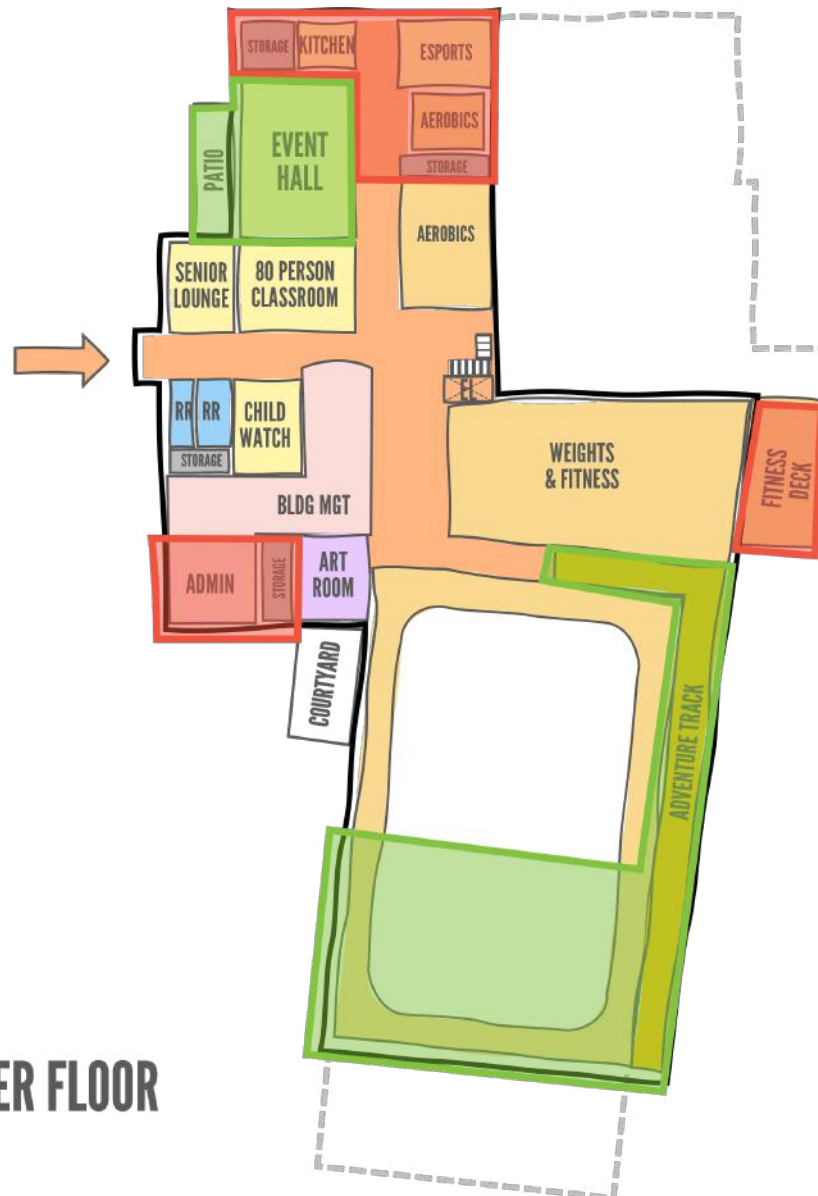


# PROPOSED DEVELOPMENTS AND IMPROVEMENTS (CONTINUED)

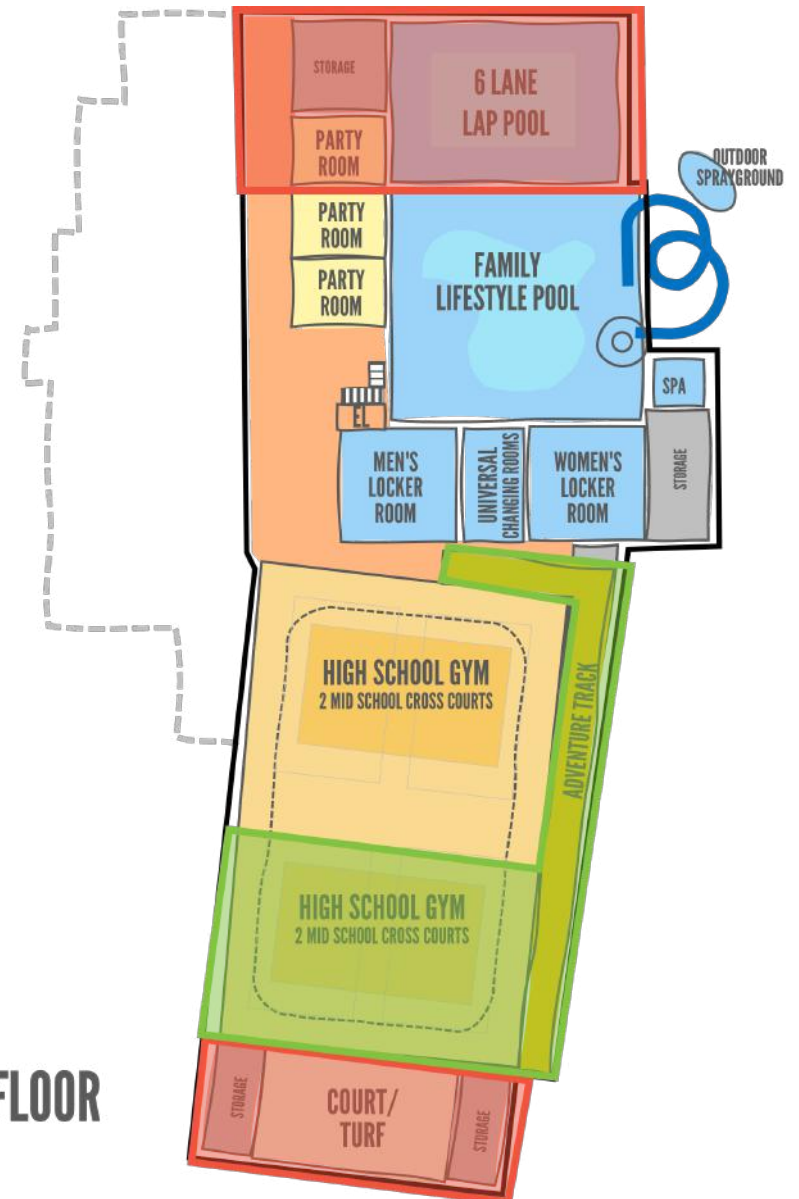
Potential Phases

- = CONSIDER ADD ALTERNATE BASE PHASE
- = FUTURE PHASE

UPPER FLOOR



LOWER FLOOR





# PROPOSED DEVELOPMENTS AND IMPROVEMENTS (CONTINUED)

CHILD WATCH



EVENTS HALL



ESPORTS



GROUP EXERCISE



GYMNASIUM



TURF/COURT



ADVENTURE TRACK



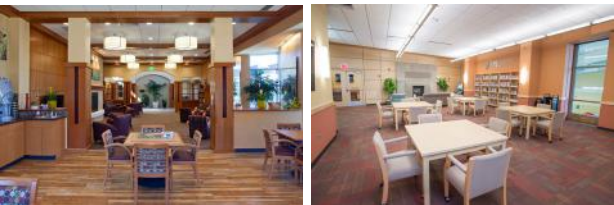
LAP POOL



FAMILY LIFESTYLE POOL



SENIOR LOUNGE



PARTY ROOM





# IMPLEMENTATION TIMELINE

Feasibility studies sometimes require assumptions to be made while more time is needed to answer questions on capital project funding methods, and funding timelines. For the purpose of this feasibility study, an assumption that the City of Taylor, a May 2026 General Obligation Bond Election would be called by City Council.

The City must file the election with the State of Texas three months prior to the election, therefore a decision to place the bond proposition on the ballot must be decided by the City Council by the end of January 2026. If the public decides this project is to be funded by General Obligation Bond through a popular vote majority, then the bonds would likely be sold in the three months following the election. During this time frame the City could request qualifications and proposals from qualified architecture firms, then select the design professionals by August 2026 to begin full design and bid documents. The Wellness and Recreation Center design is estimated to last one year, followed by two to three months of Construction Bidding. Once a contractor is selected, the construction is expected to begin August 2027 and take 20 months.

It is common for a City to occupy the newly constructed facility on month ahead of a grand opening to test all the systems, work through construction items to be completed, train new staff, and host a soft opening to “trouble shoot” operations of the facility. The Grand Opening is anticipated for April 2029.



**May 2026** PROJECT FUNDING - GENERAL OBLIGATION BOND

**June 2026** ARCHITECT SELECTION/ DESIGN BEGINS

**July 2027** BID

**August 2027** CONSTRUCTION BEGINS

**April 2029** CONSTRUCTION COMPLETE / GRAND OPENING



# IMPLEMENTATION CONSIDERATIONS

## OWNER ARCHITECT CONTRACTOR RELATIONSHIPS

BRS Architecture, has observed that the best construction outcomes are achieved through collaborative three-way partnerships. This model unites the owner (the City), the Contractor, and the architect, allowing them to collectively define and pursue shared goals for delivering a superior final product that benefits all stakeholders.

Instead of each party operating in silo fashion, this program helps the **City (Owner), Architect, and Contractor** work together as **one team** from start to finish on the construction project.

- **Early Teamwork:** Everyone meets early on to agree on what “success” looks like for the project. This means setting clear goals for budget, schedule, and quality. They also decide how they’ll talk to each other and solve problems.
- **Shared Plan:** They all help create the project schedule and budget, making sure it’s realistic and that everyone knows their part.
- **Open Communication:** They meet regularly to discuss progress, issues, and make decisions as a group. If there’s a problem on site, they work together to find solutions, not point fingers.
- **Learning Together:** After the project finishes, they review what went well and what could be better for future projects.

This team approach leads to **better projects**, fewer arguments, and helps everyone involved build strong working relationships.







# IMPLEMENTATION CONSIDERATIONS (CONTINUED)

## CONSTRUCTION COMPANY PROCUREMENT

Procuring a construction contractor means picking the right company to build the Taylor Wellness and Recreation Center project. There are three main ways to do this as recommended in this feasibility study, each with its own pros and cons:

### 1. Hard Bid (Design-Bid-Build)

This is the traditional method. First, Taylor will get the **entire project designed** down to every last detail. Then, Taylor will invite various contractors to submit sealed bids, and the **lowest price wins the job**.

- **Pros:** Simple, clear pricing upfront.
- **Cons:** Can be slow since design must be finished first; changes later can be costly. Taylor will have separate contracts for the designer and the builder, with the City as the go-between.

### 2. Competitive Sealed Proposal (CSP)

With CSP, Taylor could still get the project largely designed. However, when contractors submit proposals, the City will look beyond just the lowest price. The City could consider things like their **experience, qualifications, and how they plan to tackle the project**. Taylor will be looking for the **“best value”**, not just the cheapest option.

- **Pros:** Allows Taylor to pick a more qualified contractor, potentially leading to a smoother project.
- **Cons:** More complex evaluation process than a simple hard bid.



# IMPLEMENTATION CONSIDERATIONS (CONTINUED)

## CONSTRUCTION COMPANY PROCUREMENT - (Continued)

### 3. Construction Manager at Risk (CMAR)

This method brings a **construction manager on board very early**, often while the project is still being designed. The contractor acts as a consultant, helping refine the design to be more efficient and cost-effective. Once the design is ready, the contractor provides a **Guaranteed Maximum Price (GMP)**, meaning they commit not to exceed that cost. Then, they become the general contractor, overseeing all the construction.

- **Pros:** Early expert input saves money and time; the GMP gives the City cost certainty; a more collaborative process.
- **Cons:** The construction manager's fee is part of the cost; requires trust and good communication.

Choosing the right procurement method depends on the City of Taylor's ability to manage the project's complexity, based on the project budget, timeline, and how much risk the City is willing to take.

The construction company procurement should be considered by the City of Taylor for the many variables that could result in the recommended implementation timeline to be adjusted as necessary.







# COSTS, BUDGET AND FUNDING STRATEGIES

## Understanding Project Costs: Capital and Operations

The Taylor Wellness and Recreation Center project involves two primary types of costs: **Capital Costs** and **Operations Costs**.

### Capital Costs

Capital costs cover the development and construction of the Taylor Wellness and Recreation Center. These costs begin with the **facility program**, which defines all the indoor and outdoor spaces needed to meet public demand, as identified in the community engagement section of the feasibility study. The **full program** encompasses 28 distinct recreation and wellness areas, along with essential support spaces like storage, janitor closets, hallways, parking, and site improvements.

The full program, totaling **111,800 gross square feet**, represents the complete facility without any phased construction.

Capital costs are calculated using data from BRS Architecture's recent project history to estimate initial construction expenses. A multiplier is then applied to account for **soft costs**, which include professional design fees, furniture, fixtures, equipment, contingencies, and permits. Finally, a cost escalation multiplier is applied to the mid-point of construction. Based on these calculations, the **total project cost for the full 111,800 square foot program is \$85,800,000**.

Recognizing funding considerations, the Executive Steering Committee requested a **base program**. This is a reduced version of the full program, allowing for potential future expansion. The base program totals **64,800 square feet** with an estimated **total project cost of \$55,300,000**.

Details of the full program or the base program can be found in the Proposed Developments and Improvements section of this study.



# COSTS, BUDGET AND FUNDING STRATEGIES (CONTINUED)

## Operations Costs

Operations costs cover the ongoing expenses of running the Taylor Wellness and Recreation Center. As part of the feasibility process, the project team developed detailed operational plans for both the full facility program and base facility program.

These operational plans are developed based on several key factors: the local market, the client’s cost recovery goals, the team’s experience operating similar facilities, and industry’s best practices. It’s important to note that the team takes a conservative approach when projecting both revenues and expenditures. Should there be significant changes to the facility program or design, the City of Taylor should strongly consider updating these operational figures.

For this feasibility study, all calculations for operational expenses and revenue generation assume the [City of Taylor Parks and Recreation Department](#) will operate the facility.

Based on formulas, the City can expect to recover between 65% and 75% of the operational costs through market presence and projected market growth among Taylor residents. Non-residents of TAYLOR would pay a 25% higher rate for memberships and day fees.

	Daily Admission Fee Adult/ Youth/ Senior	Monthly Admission Fee Adult/ Youth /Senior	Average Annual Expenses	Average Annual Revenue	Average Annual Subsidy
~75% Cost Recovery	\$7/ \$7/ \$7	\$35/ \$20/ \$20	~\$1,872,000	~\$1,407,000	~\$465,000
~70% Cost Recovery	\$7/ \$6/ \$6	\$30/ \$18/ \$18	~\$1,842,000	~\$1,280,000	~\$562,000
~65% Cost Recovery	\$6/ \$5/ \$5	\$24/ \$12/ \$12	~\$1,839,000	~\$1,175,000	~\$664,000

The full report on Operations cost and Expenditures can be found in the index of this document.



# COSTS, BUDGET AND FUNDING STRATEGIES (CONTINUED)

## Understanding the Wellness and Recreation Center's Financial Model

### Budget Impact

The City of Taylor operates with an annual budget, known as the **General Fund**, to manage its revenues and expenses. This study assesses how much the General Fund will need to **subsidize** the proposed Wellness and Recreation Center to cover its annual operating costs.

To determine the necessary subsidy, this study first looked at potential fees and charges, considering Taylor residents' ability to pay. Taylor's economic demographics show that a significant portion of the population would struggle to afford access to the center if fees are too high. For example, 70% of students in the Taylor Independent School District participate in the subsidized lunch program, which indicates many residents may not be able to afford high fees for wellness and recreation programs. Membership and admission fees are the largest source of revenue of these charges. Therefore, keeping admission fees and other participation fees affordable will require a higher subsidy to cover operational costs.

### Why Subsidies are Necessary

Subsidies are common in communities that aim to provide inclusive services for all residents. Just like libraries, parks, swimming pools, and tennis courts, public recreation centers often require subsidies to operate and serve the widest possible audience. This study recommendations for the Wellness and Recreation Center's fees and charges prioritize affordability for all.

Some Taylor residents have pointed to the YMCA of Central Texas as an example of a facility that achieves 100% cost recovery and have questioned why the City can't do the same. The key difference lies in their fee structures. The Hutto YMCA, for instance, charges nearly double the proposed fees for seniors, youth, and adults compared to what the City would charge if it operated the facility.

Based on these considerations, the recommended budget impact for the Wellness and Recreation Center is a **65% to 75% cost recovery**, meaning the General Fund would cover the remaining operational costs.



# COSTS, BUDGET AND FUNDING STRATEGIES (CONTINUED)

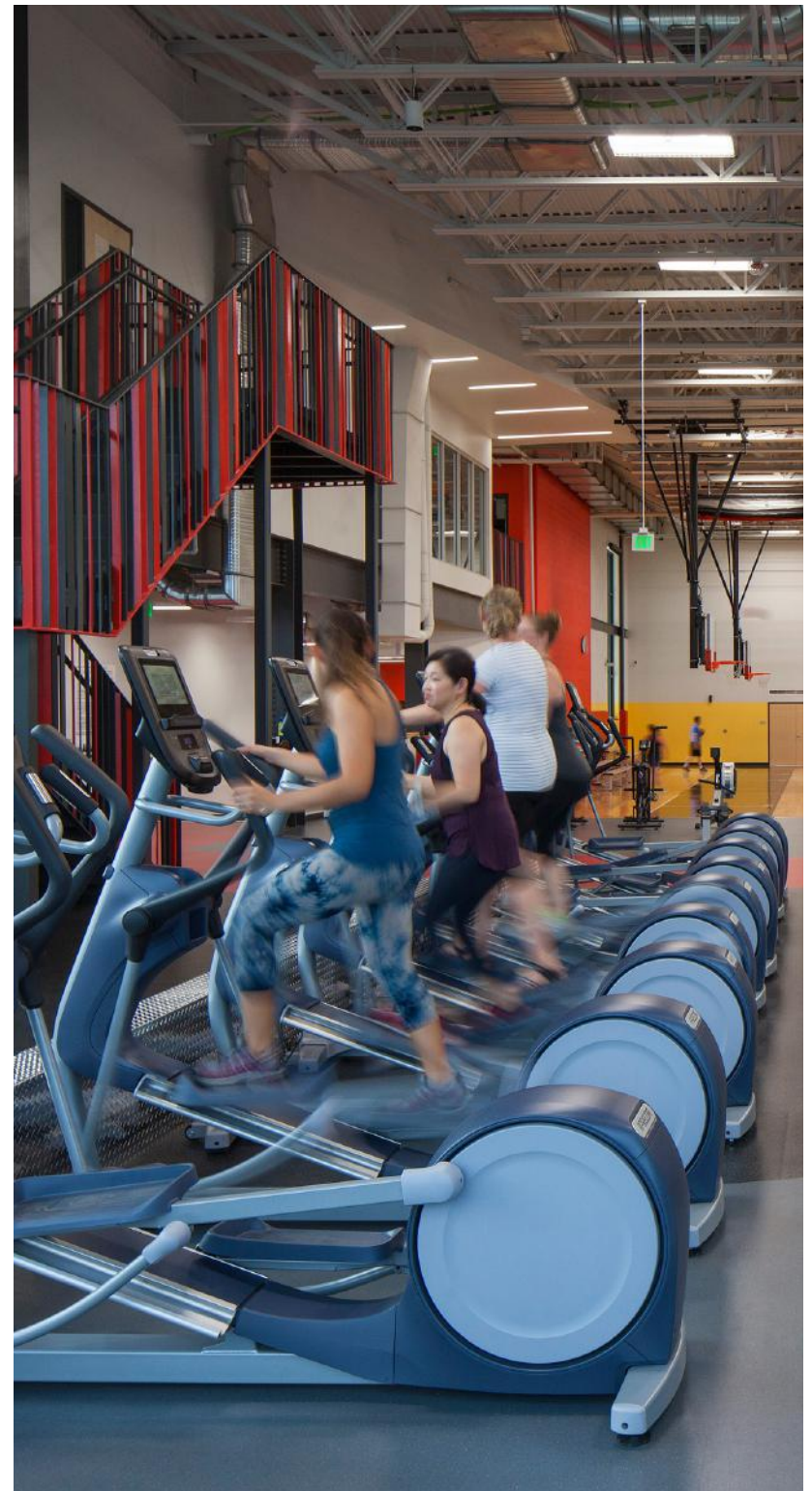
## Funding the Wellness and Recreation Center: A Look at Potential Capital Sources

The City Council is exploring several avenues to secure the necessary capital for the proposed Wellness and Recreation Center. A **general obligation bond** is a strong contender for funding. This approach would empower the public to directly decide whether to invest in the Wellness and Recreation Center, making it a community-supported priority for enhancing the quality of life in Taylor.

Beyond a general obligation bond, the city is also considering various **partnerships for capital funding or naming rights**. For instance, a large corporation with a vested interest in the Taylor community might recognize the value of investing in quality-of-life facilities. Research consistently shows that corporations benefit from employees who enjoy a high quality of life, as such investments often lead to improved **recruitment and employee retention**. Therefore, supporting the Wellness and Recreation Center could be a strategic move for a local business.

Additionally, collaborations with **other government agencies** are being explored. The Taylor Independent School District or Williamson County could be potential partners. For example, a six-lane pool within the center could significantly benefit the school district. In such a scenario, a partnership where capital and operating costs for the pool are shared would be a more efficient solution than each entity building a separate facility.

It's important to note that the city may opt for a **multi-pronged funding strategy**, combining several of these options as capital partners express interest.





# FREQUENTLY ASKED QUESTIONS

## Why the Murphy Park site?

Murphy Park was selected based on the central location and a potential buildable area sufficient for the building and parking. Public input indicated Murphy Park is everyone in Taylor's park and is the most accessible on foot, or bicycle for those who need alternate modes of transportation. Some existing amenities will need to be relocated, and this work is included in the proposed budget. Taylor's inventory of parks will certainly increase over time. Should a suitable, ten-acre or larger site become available to the City with good access to all residents, it is certainly possible to consider another site.

## Can the project be phased?

Absolutely! A smaller 64,800 gross square foot option is described as a possible first phase. Once built, this first phase can be added onto to build out the full 111,000 square foot project as the population and operations budget grows.

## How will the project be funded?

Generally, projects like this are funded by city general obligation bond programs approved by the voters. Capital funding may also be provided in partnerships by local businesses.

## How much will it cost to use the facility?

Business plans suggest a daily admission fee of between \$5 and \$6, depending upon the user (adult, youth or senior) and the operational objectives of the City.

## How long will it take for the project to be built?

Once funding is in place, it takes about a year to design a facility of this size and complexity, and between 15 and 24 months to construct. If Leaders move forward with minimal delay, it is possible the facility could be open in the spring of 2029.



# CONCLUSION

After a comprehensive 10-month process, the feasibility study for the Taylor Wellness and Recreation Center has delivered exciting insights into the community’s vision and the project’s path forward. The feasibility study team extends our sincere gratitude to Samsung Austin Semiconductor, LLC and Michelle Glaze for their full funding of this vital study.

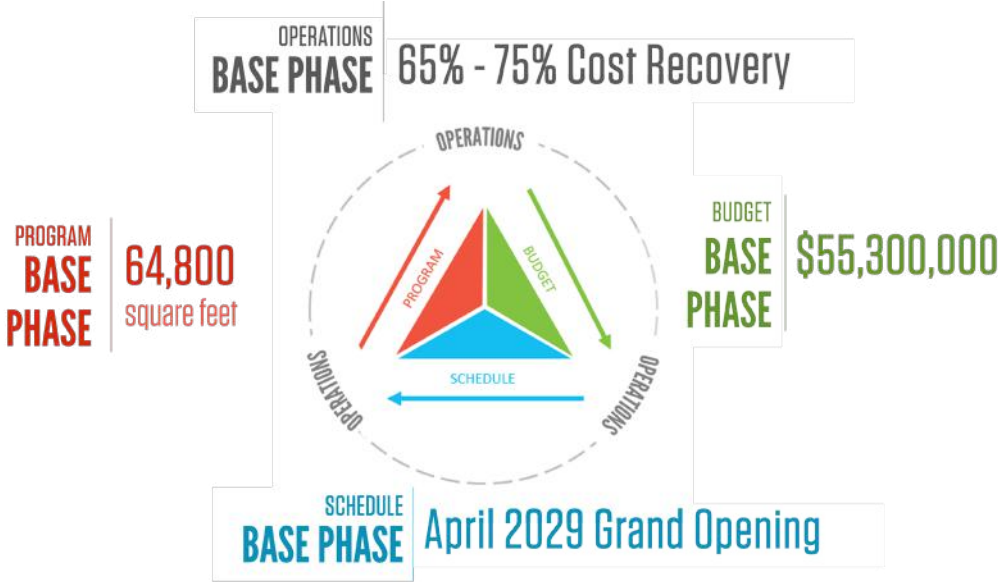
One of the study’s primary goals was to understand would Taylor citizens truly desire a wellness and recreation facility. The answer was resounding: **87% of our citizens expressed a strong desire for such a center, feeling it’s a well-deserved addition to the community.**

The study presented two compelling options for the facility’s scale: a **64,800 square foot base program** designed to provide essential spaces for exercise, community gathering, and fun, or an expanded **111,800 square foot facility**, with the final decision contingent on funding availability. Regardless of the chosen size, this project promises to be a significant asset to the City of Taylor.

Financially, the estimated total project cost for the base facility is **\$55,300,000**, while the full-size facility is estimated at **\$85,800,000**. Looking to the future, the study projects a grand opening in **Spring 2029**.

To ensure the center is accessible to everyone, the study outlined daily usage fees: **\$5 for senior citizens and youth** and **\$6 for adults**. Furthermore, the facility is projected to be fiscally responsible, aiming to **recover 65% to 75% of its operational costs**.

In summary, the Taylor Wellness and Recreation Center has robust market potential and strong citizen backing to proceed.





**Q1. Counting yourself, how many people in your household are...**

	Mean	Sum
number	2.8	1301
Under age 5	0.2	80
Ages 5-9	0.2	97
Ages 10-14	0.2	81
Ages 15-19	0.2	81
Ages 20-24	0.1	67
Ages 25-34	0.3	156
Ages 35-44	0.4	197
Ages 45-54	0.4	162
Ages 55-64	0.4	183
Ages 65-79	0.4	165
Ages 80+	0.1	32

**Q2. How important do you believe it is for the City of Taylor to offer a wellness/recreation center for the community?**

Q2. How important is it for City to offer a wellness/  
recreation center for the community

	Number	Percent
Very important	275	58.9 %
Important	99	21.2 %
Neutral	46	9.9 %
Not important	18	3.9 %
Not important at all	29	6.2 %
Total	467	100.0 %

**Q3. Do you believe it is valuable for the City of Taylor to offer a wellness/recreation center to the community as a whole?**

Q3. Is it valuable for City to offer a wellness/recreation  
center to the community

	Number	Percent
Yes	380	81.4 %
No	58	12.4 %
I don't know	29	6.2 %
Total	467	100.0 %

**WITHOUT DON'T KNOW****Q3. Do you believe it is valuable for the City of Taylor to offer a wellness/recreation center to the community as a whole? (without "don't know")**

Q3. Is it valuable for City to offer a wellness/recreation  
center to the community

	Number	Percent
Yes	380	86.8 %
No	58	13.2 %
Total	438	100.0 %



**Q3a. If "YES" to Question 3, please CHECK ALL of the items below that you would consider to be benefits of a wellness/recreation center.**

Q3a. What would you consider to be benefits of a wellness/recreation center	Number	Percent
Helps to attract new residents	186	48.9 %
Helps to reduce crime in my neighborhood & keep kids out of trouble	254	66.8 %
Improves my mental health & reduces stress	307	80.8 %
Improves my physical health & fitness	349	91.8 %
Increases my property value	119	31.3 %
Is age-friendly & accessible to all age groups	316	83.2 %
Makes Taylor a more desirable place to live	268	70.5 %
Positively impacts economic/business development	181	47.6 %
Provides jobs/professional development for youth	232	61.1 %
Provides positive social interactions for me (my household/family)	271	71.3 %
Provides volunteer opportunities for the community	199	52.4 %
Provides additional recreation activities for me (my household/family)	326	85.8 %
Total	3008	

**Q3b. If you indicated that you do not believe the City of Taylor offering a wellness/recreation center has value or if you don't know if it is valuable to offer a wellness/recreation center to the community as a whole, please CHECK ALL the reasons why.**

Q3b. Reasons why you do not believe City offering a wellness/recreation center has value	Number	Percent
I need more information before I can answer	26	29.9 %
I do not use or do not have a need for any wellness/recreation facilities	29	33.3 %
I believe City currently has sufficient wellness/recreation opportunities	27	31.0 %
I do not support any increase to taxes	62	71.3 %
Other	13	14.9 %
Total	157	

**Q3b-5. Other**

- City recreation facilities are a burden to taxpayers as you can never recover the cost of operation.
- DEPENDS ON HOW IT IS USED
- Fix the roads.
- I feel like the city should invest funds in our roads in the neighborhoods before a funding a project that is nice,
- I know our City Manager believes there are too many "green spaces " in Taylor. I disagree 100 percent.
- Spend the money on roads and infrastructure.
- Taxes were raised to repair roads that still has not been done
- The city is in enough debt already and need to pull the reins in on spending for the next couple of years.
- The city should invest in making the city roads, sidewalks, and paths walkable and bikeable rather than demanding everyone go to a single location (recreation center) to ride a stationary bike.



- The voters voted no twice. Stop trying to push this .
- There are many more important issues to address with our tax money.
- This is a private business sector, and those that want could pay out-of-pocket rather than adding tax to those who don't want it.
- Use what we already have

**Q4. Have you or other members of your household participated in any wellness/recreation programs offered by the City of Taylor during the past 12 months?**

Q4. Have your household members participated in any wellness/recreation programs	Number	Percent
Yes	178	38.1 %
No	289	61.9 %
Total	467	100.0 %

**Q4a. Approximately how many different recreation programs offered by the City of Taylor have you or members of your household participated in over the past 12 months?**

Q4a. How many different recreation programs have your household members participated in	Number	Percent
1 to 3 programs	140	78.7 %
4 to 6 programs	25	14.0 %
7 to 9 programs	4	2.2 %
10+ programs	9	5.1 %
Total	178	100.0 %

**Q4b. Please CHECK ALL the reasons why your household does not participate in recreation programs or does not participate more often.**

Q4b. Reasons why your household members do not participate in recreation programs or do not participate more often	Number	Percent
Programs are full	6	3.4 %
Fees are too high	21	11.8 %
Not interested	7	3.9 %
Facility too far from residence	8	4.5 %
Lack of quality facilities	38	21.3 %
Too busy	38	21.3 %
Lack of quality programs	29	16.3 %
Lack of transportation	8	4.5 %
Not aware what is offered	41	23.0 %
Poor customer service from staff	3	1.7 %
Program not offered	43	24.2 %
Program times are not convenient	61	34.3 %
Registration is difficult	4	2.2 %
Participate in programs from other providers	22	12.4 %
Lack of childcare	18	10.1 %
Cultural/language barriers	1	0.6 %
Other	6	3.4 %
Total	354	



#### Q4b-17. Other

- 2 of the people in my home have Autism
- Caretaker for spouse, therefore, no time for that.
- go to a gym so difficult to do more
- Have lived here for more than 5 years and am not aware of what is available. Would love info, i.e., programs, costs, locations etc.
- I am usually needing alone time
- I have every intention of going for programs, just always come up with some excuse. Self.
- I'm a swimmer but your pool is only open a few months out of the year and not indoor. Too inconsistent for my training.
- In the high Texas heat no desire to be outside in the middle of the day, but indoor facilities would help in this.
- ITS TYPICALLY OUTDOORS AND TOO HOT
- Just moved here 2 months ago. Missed opportunity
- Lack of senior care (I am the guardian of a parent with dementia.)
- MANY OTHER OPTIONS-TAKE A WALK-THE CITY HAS NO MONEY FOR THIS
- Mental health issues like anxiety, depression
- MORE HANDICAPPED PARKING NEEDED
- New to the area.
- Not aware of any wellness programs for my kids ages
- Nothing offered of interest to me.
- POOL AND WATER AEROBICS ARE SEASONAL; NO PICKLEBALL PROGRAM
- Recently had surgery so unable to participate
- Spent money for a bike lane on Mallard – very few people use it
- There are a multitude of commercial wellness facilities available at a very minimal cost to anyone, we DO NOT NEED a City sponsored facility.
- there are private enterprises that are much more efficient at running fitness centers. then letting city government waste millions of dollars! The city needs to concentrate on doing an adequate job managing ROAD repairs , police and fire department staffing.
- Waste of tax dollars.
- We don't know of any "wellness" center in Taylor. We are unclear of what the city is proposing with a wellness facility. Thriving diversity in business offerings (food, shopping, service, arts, sports, etc.) in our mind come together to be the 'wellness' backbone of the town. All creating a city that supports healthy and happy people to thrive. We would like to see specifics of what "wellness" means before we support funds allocated to such a project. Does this facility provide an educational element to teach people how to live healthy and thrive and in what way? Does it teach them to play outside rather be glued to their phones? Does it teach them that there are toxins in their food and how to make healthy food choices at school and in the store and at home? Is it a spa? Is it a hormone therapy clinic? Is it a gym? Will there be a pool? Will there be a dog park? We think keeping it silly will be key. No mental health 'therapy' only sports, activities, people moving their body and making friends.  
We would love to see a facility that supports people taking care of themselves and not relying on 'programs' where people come to be told how to live. Supporting a population of followers rather than doers. Build it and they will come.
- We go to YMCA. The city should take care of city business like staffing fire department ,the police, FIXING OUR ROADS!!!
- We moved here in late August and have not figured out what events are on offer yet



- Wellness recreation offers?
- WHAT ABOUT PEOPLE WHO LOVE THE NIGHTTIME
- When I'm off during the summer I would love morning classes- night time is too hard for me
- Would like there to be lunchtime classes (11-12 or 12-1), which are popular at the other gym I go to. Would also like to see more strength-based classes.



**Q5. Please indicate how well your needs for each of the programs/services listed below are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.**

(N=467)

	Fully met	Mostly met	Partly met	Not met	No need
Q5-1. Indoor elevated walk/jog track	4.7%	2.4%	5.1%	46.9%	40.9%
Q5-2. Cardio equipment/free weights	9.4%	4.3%	11.3%	41.8%	33.2%
Q5-3. Group exercise room(s)/dance studio(s)	6.4%	8.6%	16.1%	36.0%	33.0%
Q5-4. Child watch	2.8%	1.3%	2.1%	23.6%	70.2%
Q5-5. Hard court(s) (basketball, volleyball, pickleball, racquetball, etc.)	15.8%	12.0%	19.7%	13.5%	39.0%
Q5-6. Multi-use activity court(s)	6.9%	6.6%	16.1%	23.3%	47.1%
Q5-7. Indoor synthetic turf	2.8%	0.4%	2.8%	35.5%	58.5%
Q5-8. Classrooms/meeting rooms	3.9%	4.3%	11.3%	28.1%	52.5%
Q5-9. Pool for lap swimming	7.9%	8.1%	18.2%	36.8%	28.9%
Q5-10. Pool for recreation/play	10.3%	16.5%	24.6%	21.2%	27.4%
Q5-11. Pool for lessons/fitness	8.8%	10.3%	22.7%	30.4%	27.8%
Q5-12. Lounge	2.6%	2.4%	4.5%	37.3%	53.3%
Q5-13. eSports/eGaming	2.8%	0.9%	3.4%	25.1%	67.9%
Q5-14. Maker space/arts & crafts room	3.2%	2.6%	10.5%	41.1%	42.6%
Q5-15. Music recording studio	1.1%	0.4%	1.5%	29.8%	67.2%
Q5-16. Locker rooms	3.0%	2.1%	4.3%	39.4%	51.2%
Q5-17. Event hall	5.4%	4.1%	15.6%	33.0%	42.0%
Q5-18. Teaching kitchen	2.8%	1.1%	2.4%	46.7%	47.1%



**WITHOUT NO NEED**

**Q5. Please indicate how well your needs for each of the programs/services listed below are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")**

(N=467)

	Fully met	Mostly met	Partly met	Not met
Q5-1. Indoor elevated walk/jog track	8.0%	4.0%	8.7%	79.3%
Q5-2. Cardio equipment/free weights	14.1%	6.4%	17.0%	62.5%
Q5-3. Group exercise room(s)/dance studio(s)	9.6%	12.8%	24.0%	53.7%
Q5-4. Child watch	9.4%	4.3%	7.2%	79.1%
Q5-5. Hard court(s) (basketball, volleyball, pickleball, racquetball, etc.)	26.0%	19.6%	32.3%	22.1%
Q5-6. Multi-use activity court(s)	13.0%	12.6%	30.4%	44.1%
Q5-7. Indoor synthetic turf	6.7%	1.0%	6.7%	85.6%
Q5-8. Classrooms/meeting rooms	8.1%	9.0%	23.9%	59.0%
Q5-9. Pool for lap swimming	11.1%	11.4%	25.6%	51.8%
Q5-10. Pool for recreation/play	14.2%	22.7%	33.9%	29.2%
Q5-11. Pool for lessons/fitness	12.2%	14.2%	31.5%	42.1%
Q5-12. Lounge	5.5%	5.0%	9.6%	79.8%
Q5-13. eSports/eGaming	8.7%	2.7%	10.7%	78.0%
Q5-14. Maker space/arts & crafts room	5.6%	4.5%	18.3%	71.6%
Q5-15. Music recording studio	3.3%	1.3%	4.6%	90.8%
Q5-16. Locker rooms	6.1%	4.4%	8.8%	80.7%
Q5-17. Event hall	9.2%	7.0%	26.9%	56.8%
Q5-18. Teaching kitchen	5.3%	2.0%	4.5%	88.3%



**Q6. Which FOUR of the items listed in Question 5 do you think are MOST IMPORTANT to include in any potential wellness/recreation center developed by the City?**

Q6. Top choice	Number	Percent
Indoor elevated walk/jog track	85	18.2 %
Cardio equipment/free weights	55	11.8 %
Group exercise room(s)/dance studio(s)	46	9.9 %
Child watch	26	5.6 %
Hard court(s) (basketball, volleyball, pickleball, racquetball, etc. )	33	7.1 %
Multi-use activity court(s)	20	4.3 %
Indoor synthetic turf	2	0.4 %
Classrooms/meeting rooms	7	1.5 %
Pool for lap swimming	53	11.3 %
Pool for recreation/play	20	4.3 %
Pool for lessons/fitness	32	6.9 %
eSports/eGaming	5	1.1 %
Maker space/arts & crafts room	10	2.1 %
Music recording studio	1	0.2 %
Event hall	8	1.7 %
Teaching kitchen	7	1.5 %
None chosen	57	12.2 %
Total	467	100.0 %

**Q6. Which FOUR of the items listed in Question 5 do you think are MOST IMPORTANT to include in any potential wellness/recreation center developed by the City?**

Q6. 2nd choice	Number	Percent
Indoor elevated walk/jog track	40	8.6 %
Cardio equipment/free weights	61	13.1 %
Group exercise room(s)/dance studio(s)	60	12.8 %
Child watch	19	4.1 %
Hard court(s) (basketball, volleyball, pickleball, racquetball, etc. )	28	6.0 %
Multi-use activity court(s)	21	4.5 %
Indoor synthetic turf	4	0.9 %
Classrooms/meeting rooms	15	3.2 %
Pool for lap swimming	34	7.3 %
Pool for recreation/play	32	6.9 %
Pool for lessons/fitness	37	7.9 %
Lounge	7	1.5 %
eSports/eGaming	8	1.7 %
Maker space/arts & crafts room	10	2.1 %
Music recording studio	5	1.1 %
Event hall	11	2.4 %
Teaching kitchen	9	1.9 %
None chosen	66	14.1 %
Total	467	100.0 %



**Q6. Which FOUR of the items listed in Question 5 do you think are MOST IMPORTANT to include in any potential wellness/recreation center developed by the City?**

Q6. 3rd choice	Number	Percent
Indoor elevated walk/jog track	34	7.3 %
Cardio equipment/free weights	46	9.9 %
Group exercise room(s)/dance studio(s)	36	7.7 %
Child watch	26	5.6 %
Hard court(s) (basketball, volleyball, pickleball, racquetball, etc. )	30	6.4 %
Multi-use activity court(s)	18	3.9 %
Indoor synthetic turf	10	2.1 %
Classrooms/meeting rooms	17	3.6 %
Pool for lap swimming	30	6.4 %
Pool for recreation/play	15	3.2 %
Pool for lessons/fitness	37	7.9 %
Lounge	8	1.7 %
eSports/eGaming	6	1.3 %
Maker space/arts & crafts room	26	5.6 %
Music recording studio	4	0.9 %
Locker rooms	10	2.1 %
Event hall	19	4.1 %
Teaching kitchen	15	3.2 %
None chosen	80	17.1 %
Total	467	100.0 %

**Q6. Which FOUR of the items listed in Question 5 do you think are MOST IMPORTANT to include in any potential wellness/recreation center developed by the City?**

Q6. 4th choice	Number	Percent
Indoor elevated walk/jog track	27	5.8 %
Cardio equipment/free weights	42	9.0 %
Group exercise room(s)/dance studio(s)	39	8.4 %
Child watch	22	4.7 %
Hard court(s) (basketball, volleyball, pickleball, racquetball, etc. )	27	5.8 %
Multi-use activity court(s)	24	5.1 %
Indoor synthetic turf	8	1.7 %
Classrooms/meeting rooms	16	3.4 %
Pool for lap swimming	15	3.2 %
Pool for recreation/play	14	3.0 %
Pool for lessons/fitness	31	6.6 %
Lounge	7	1.5 %
eSports/eGaming	7	1.5 %
Maker space/arts & crafts room	26	5.6 %
Music recording studio	4	0.9 %
Locker rooms	19	4.1 %
Event hall	16	3.4 %
Teaching kitchen	23	4.9 %
None chosen	100	21.4 %
Total	467	100.0 %



**SUM OF TOP 4 CHOICES****Q6. Which FOUR of the items listed in Question 5 do you think are MOST IMPORTANT to include in any potential wellness/recreation center developed by the City? (top 4)**

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Indoor elevated walk/jog track	186	39.8 %
Cardio equipment/free weights	204	43.7 %
Group exercise room(s)/dance studio(s)	181	38.8 %
Child watch	93	19.9 %
Hard court(s) (basketball, volleyball, pickleball, racquetball, etc. )	118	25.3 %
Multi-use activity court(s)	83	17.8 %
Indoor synthetic turf	24	5.1 %
Classrooms/meeting rooms	55	11.8 %
Pool for lap swimming	132	28.3 %
Pool for recreation/play	81	17.3 %
Pool for lessons/fitness	137	29.3 %
Lounge	22	4.7 %
eSports/eGaming	26	5.6 %
Maker space/arts & crafts room	72	15.4 %
Music recording studio	14	3.0 %
Locker rooms	29	6.2 %
Event hall	54	11.6 %
Teaching kitchen	54	11.6 %
None chosen	57	12.2 %
Total	1622	

**Q7. How do you currently learn about the programs and services that are offered by the City of Taylor?**

<u>Q7. How do you currently learn about programs &amp; services offered by City</u>	<u>Number</u>	<u>Percent</u>
Newspaper	97	20.8 %
City or department website	124	26.6 %
Internet	134	28.7 %
Email blasts/newsletters	122	26.1 %
From friends & neighbors	141	30.2 %
Social media (Facebook, X/Twitter, etc.)	273	58.5 %
Conversations with City staff	25	5.4 %
Other	9	1.9 %
Total	925	

**Q7-8. Other:**

<u>Q7-8. Other</u>	<u>Number</u>	<u>Percent</u>
Radio	1	11.1 %
Calling the City	1	11.1 %
Monthly newspaper/flyer	1	11.1 %
By chance	1	11.1 %
School emails	1	11.1 %
Walking around	1	11.1 %
Flyer	1	11.1 %
City water bill with information leaflet	1	11.1 %
FAMILY	1	11.1 %
Total	9	100.0 %



**Q8. Which THREE of the sources of information listed in Question 7 do you MOST PREFER to use to get information about City programs and services?**

Q8. Top choice	Number	Percent
Newspaper	36	7.7 %
City or department website	61	13.1 %
Internet	38	8.1 %
Email blasts/newsletters	113	24.2 %
From friends & neighbors	11	2.4 %
Social media (Facebook, X/Twitter, etc.)	175	37.5 %
Conversations with City staff	2	0.4 %
Other	4	0.9 %
None chosen	27	5.8 %
Total	467	100.0 %

**Q8. Which THREE of the sources of information listed in Question 7 do you MOST PREFER to use to get information about City programs and services?**

Q8. 2nd choice	Number	Percent
Newspaper	29	6.2 %
City or department website	89	19.1 %
Internet	60	12.8 %
Email blasts/newsletters	88	18.8 %
From friends & neighbors	30	6.4 %
Social media (Facebook, X/Twitter, etc.)	118	25.3 %
Conversations with City staff	7	1.5 %
Other	3	0.6 %
None chosen	43	9.2 %
Total	467	100.0 %

**Q8. Which THREE of the sources of information listed in Question 7 do you MOST PREFER to use to get information about City programs and services?**

Q8. 3rd choice	Number	Percent
Newspaper	42	9.0 %
City or department website	92	19.7 %
Internet	58	12.4 %
Email blasts/newsletters	61	13.1 %
From friends & neighbors	56	12.0 %
Social media (Facebook, X/Twitter, etc.)	47	10.1 %
Conversations with City staff	11	2.4 %
Other	14	3.0 %
None chosen	86	18.4 %
Total	467	100.0 %



**SUM OF TOP 3 CHOICES**

**Q8. Which THREE of the sources of information listed in Question 7 do you MOST PREFER to use to get information about City programs and services? (top 3)**

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Newspaper	107	22.9 %
City or department website	242	51.8 %
Internet	156	33.4 %
Email blasts/newsletters	262	56.1 %
From friends & neighbors	97	20.8 %
Social media (Facebook, X/Twitter, etc.)	340	72.8 %
Conversations with City staff	20	4.3 %
Other	21	4.5 %
None chosen	27	5.8 %
Total	1272	



**Q9. Please indicate how well your needs for each of the programs/services listed below are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.**

(N=467)

	Fully met	Mostly met	Partly met	Not met	No need
Q9-1. Drop-In play (basketball, volleyball, pickleball, racquetball, etc.)	6.9%	5.6%	14.6%	19.1%	54.0%
Q9-2. Youth leagues	6.0%	6.2%	15.0%	9.9%	63.0%
Q9-3. Adult leagues	3.2%	1.7%	11.8%	32.1%	51.2%
Q9-4. Adult group exercise classes	6.2%	9.2%	25.1%	31.7%	27.8%
Q9-5. Youth fitness classes	3.2%	0.9%	5.8%	23.3%	66.8%
Q9-6. Youth dance/tumbling classes	3.6%	2.4%	7.5%	18.6%	67.9%
Q9-7. Drop-in walk/jog	6.0%	5.8%	11.8%	36.4%	40.0%
Q9-8. After school programs	3.2%	3.0%	10.9%	16.7%	66.2%
Q9-9. Arts & crafts	2.6%	1.5%	10.1%	40.5%	45.4%
Q9-10. eSports/eGaming	2.1%	0.9%	2.6%	22.9%	71.5%
Q9-11. Music production	1.5%	0.6%	2.4%	26.8%	68.7%
Q9-12. Swim team	2.1%	1.3%	3.2%	30.0%	63.4%
Q9-13. Swim lessons	4.1%	3.4%	14.1%	26.6%	51.8%
Q9-14. Senior programs	5.6%	3.6%	18.4%	25.9%	46.5%
Q9-15. Special events	4.3%	5.8%	20.8%	25.3%	43.9%
Q9-16. STEM (science, technology, engineering, & mathematics)	3.6%	0.4%	4.7%	35.1%	56.1%



**WITHOUT NO NEED**

**Q9. Please indicate how well your needs for each of the programs/services listed below are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")**

(N=467)

	Fully met	Mostly met	Partly met	Not met
Q9-1. Drop-In play (basketball, volleyball, pickleball, racquetball, etc.)	14.9%	12.1%	31.6%	41.4%
Q9-2. Youth leagues	16.2%	16.8%	40.5%	26.6%
Q9-3. Adult leagues	6.6%	3.5%	24.1%	65.8%
Q9-4. Adult group exercise classes	8.6%	12.8%	34.7%	43.9%
Q9-5. Youth fitness classes	9.7%	2.6%	17.4%	70.3%
Q9-6. Youth dance/tumbling classes	11.3%	7.3%	23.3%	58.0%
Q9-7. Drop-in walk/jog	10.0%	9.6%	19.6%	60.7%
Q9-8. After school programs	9.5%	8.9%	32.3%	49.4%
Q9-9. Arts & crafts	4.7%	2.7%	18.4%	74.1%
Q9-10. eSports/eGaming	7.5%	3.0%	9.0%	80.5%
Q9-11. Music production	4.8%	2.1%	7.5%	85.6%
Q9-12. Swim team	5.8%	3.5%	8.8%	81.9%
Q9-13. Swim lessons	8.4%	7.1%	29.3%	55.1%
Q9-14. Senior programs	10.4%	6.8%	34.4%	48.4%
Q9-15. Special events	7.6%	10.3%	37.0%	45.0%
Q9-16. STEM (science, technology, engineering, & mathematics)	8.3%	1.0%	10.7%	80.0%



**Q10. Which FOUR of the items listed in Question 9 do you think are MOST IMPORTANT to include in any potential wellness/recreation center developed by the City?**

Q10. Top choice	Number	Percent
Drop-In play (basketball, volleyball, pickleball, racquetball, etc.)	56	12.0 %
Youth leagues	44	9.4 %
Adult leagues	19	4.1 %
Adult group exercise classes	76	16.3 %
Youth fitness classes	7	1.5 %
Youth dance/tumbling classes	6	1.3 %
Drop-in walk/jog	31	6.6 %
After school programs	34	7.3 %
Arts & crafts	12	2.6 %
eSports/eGaming	2	0.4 %
Swim team	9	1.9 %
Swim lessons	15	3.2 %
Senior programs	41	8.8 %
Special events	3	0.6 %
STEM (science, technology, engineering, & mathematics)	30	6.4 %
None chosen	82	17.6 %
Total	467	100.0 %

**Q10. Which FOUR of the items listed in Question 9 do you think are MOST IMPORTANT to include in any potential wellness/recreation center developed by the City?**

Q10. 2nd choice	Number	Percent
Drop-In play (basketball, volleyball, pickleball, racquetball, etc.)	34	7.3 %
Youth leagues	30	6.4 %
Adult leagues	35	7.5 %
Adult group exercise classes	60	12.8 %
Youth fitness classes	22	4.7 %
Youth dance/tumbling classes	15	3.2 %
Drop-in walk/jog	46	9.9 %
After school programs	27	5.8 %
Arts & crafts	21	4.5 %
eSports/eGaming	6	1.3 %
Music production	1	0.2 %
Swim team	7	1.5 %
Swim lessons	20	4.3 %
Senior programs	35	7.5 %
Special events	4	0.9 %
STEM (science, technology, engineering, & mathematics)	16	3.4 %
None chosen	88	18.8 %
Total	467	100.0 %



**Q10. Which FOUR of the items listed in Question 9 do you think are MOST IMPORTANT to include in any potential wellness/recreation center developed by the City?**

Q10. 3rd choice	Number	Percent
Drop-In play (basketball, volleyball, pickleball, racquetball, etc.)	23	4.9 %
Youth leagues	23	4.9 %
Adult leagues	26	5.6 %
Adult group exercise classes	43	9.2 %
Youth fitness classes	26	5.6 %
Youth dance/tumbling classes	8	1.7 %
Drop-in walk/jog	30	6.4 %
After school programs	36	7.7 %
Arts & crafts	27	5.8 %
eSports/eGaming	13	2.8 %
Music production	5	1.1 %
Swim team	8	1.7 %
Swim lessons	28	6.0 %
Senior programs	36	7.7 %
Special events	19	4.1 %
STEM (science, technology, engineering, & mathematics)	14	3.0 %
None chosen	102	21.8 %
Total	467	100.0 %

**Q10. Which FOUR of the items listed in Question 9 do you think are MOST IMPORTANT to include in any potential wellness/recreation center developed by the City?**

Q10. 4th choice	Number	Percent
Drop-In play (basketball, volleyball, pickleball, racquetball, etc.)	23	4.9 %
Youth leagues	21	4.5 %
Adult leagues	20	4.3 %
Adult group exercise classes	35	7.5 %
Youth fitness classes	10	2.1 %
Youth dance/tumbling classes	13	2.8 %
Drop-in walk/jog	26	5.6 %
After school programs	30	6.4 %
Arts & crafts	33	7.1 %
eSports/eGaming	9	1.9 %
Music production	8	1.7 %
Swim team	10	2.1 %
Swim lessons	23	4.9 %
Senior programs	25	5.4 %
Special events	29	6.2 %
STEM (science, technology, engineering, & mathematics)	27	5.8 %
None chosen	125	26.8 %
Total	467	100.0 %



**SUM OF TOP 4 CHOICES**

**Q10. Which FOUR of the items listed in Question 9 do you think are MOST IMPORTANT to include in any potential wellness/recreation center developed by the City? (top 4)**

Q10. Top choice	Number	Percent
Drop-In play (basketball, volleyball, pickleball, racquetball, etc.)	136	29.1 %
Youth leagues	118	25.3 %
Adult leagues	100	21.4 %
Adult group exercise classes	214	45.8 %
Youth fitness classes	65	13.9 %
Youth dance/tumbling classes	42	9.0 %
Drop-in walk/jog	133	28.5 %
After school programs	127	27.2 %
Arts & crafts	93	19.9 %
eSports/eGaming	30	6.4 %
Music production	14	3.0 %
Swim team	34	7.3 %
Swim lessons	86	18.4 %
Senior programs	137	29.3 %
Special events	55	11.8 %
STEM (science, technology, engineering, & mathematics)	87	18.6 %
None chosen	82	17.6 %
Total	1553	

**Q11. Which of the following organizations are used by you and other members of your household for wellness/recreation needs?**

Q11. Organizations used by your household for wellness/recreation needs	Number	Percent
YMCA (in Hutto)	101	21.6 %
Private fitness clubs	157	33.6 %
Neighboring cities' recreation centers	61	13.1 %
Schools	53	11.3 %
HOA	22	4.7 %
Church	78	16.7 %
Other	59	12.6 %
None, do not use any organizations	153	32.8 %
Total	684	

**WITHOUT NONE**

**Q11. Which of the following organizations are used by you and other members of your household for wellness/recreation needs? (without "none")**

Q11. Organizations used by your household for wellness/recreation needs	Number	Percent
Private fitness clubs	157	50.0 %
YMCA (in Hutto)	101	32.2 %
Church	78	24.8 %
Neighboring cities' recreation centers	61	19.4 %
Other	59	18.8 %
Schools	53	16.9 %
HOA	22	7.0 %
Total	531	



### **Q11-7. Other**

- Bodi on demand
- Cheer Skillz
- Cheer Skillz
- Cheerskillz for gymnastics class
- City of Taylor Parks and Trails
- City Parks
- City programs
- City programs
- Clay Madden in Round Rock has a big indoor lap pool that I wish we had here!
- Dance lessons. Karate. Outdoor City courts
- Emler Swim School
- Eventbrite - to search for things to do in the area
- Follow Local Businesses on Facebook - Mother's Basement, Art Off Center
- Exercise pool at home. Exercise equipment at home
- Fitness center at place of employment (in Austin)
- FRIENDS PLACES
- Home
- I drive to Georgetown just for the gym.
- I have my one in home fitness studio; this is what I do for a living
- I have my own home gym. But want better access for yoga and meditation and swimming and walking in doors and better time frames
- I use what the city of Taylor already has - the pool and our parks, plus private organizations' classes if I want to take art, martial arts, or exercise classes.
- In home workout equipment. Peloton bike and weights. I walk in the park.
- Just walk on horrible sidewalks/streets.
- kids sports
- Library
- Library
- Library
- Local parks and walking trails
- Local yoga studios
- Memorial Field track
- MY INSURANCE CO
- Online classes providing by employer and Yoga studio
- Online Yoga classes, Biking and walking through Bull Ranch Park.
- Own or buy my own equipment.
- Parks
- PARKS AND REC CLASSES
- PFLUGERVILLE REC @ 4.50 A MONTH
- Pickleball courts, walking trail, track for jogging
- Private businesses that offer dance and tumbling classes
- Public parks
- Self-guided use of parks & equipment
- Taylor facilities
- Taylor fitness classes
- Taylor Parks & Recreation Adult Fitness Classes, Taylor Parks Walking Trails



- Taylor parks and rec adult fitness classes
- Taylor Public Library
- Tennis courts
- Turn Around Taylor A.A. And they need help keeping the doors open for our community
- Use city amenities, but no formal instruction, occasional city sponsored event
- walk my dog in the neighborhood - wish we had a dog park
- Walk on my own. Use courts by park
- Walking trails.
- Walking/running trail through Taylor
- We are a member of several clubs that meet to socialize, camp, hike and go to local parks and events. Activities are everywhere, if you just take the time to look and leave the house.
- We have to travel to round rock or cedar park to use an indoor volleyball court. Please set up a youth league for volleyball.
- We use the memorial field track and exercise equipment for walking/running and exercises. Having those items indoors would help during summer and winter!
- Work at Farm on ranch
- Work gym
- Yoga studio
- Yoga studio in town also has Pilates

**Q12. In a typical year, on average, how much money does your household spend, per month, on recreation, sports, fitness and wellness activities and services?**

Q12. How much money does your household spend per month on recreation, sports, fitness & wellness activities & services

	Number	Percent
\$25 or less	125	26.8 %
\$26-\$50	63	13.5 %
\$51-\$100	70	15.0 %
\$101-\$150	44	9.4 %
\$151-\$200	29	6.2 %
\$200+	85	18.2 %
Not provided	51	10.9 %
Total	467	100.0 %

**WITHOUT NOT PROVIDED**

**Q12. In a typical year, on average, how much money does your household spend, per month, on recreation, sports, fitness and wellness activities and services? (without "not provided")**

Q12. How much money does your household spend per month on recreation, sports, fitness & wellness activities & services

	Number	Percent
\$25 or less	125	30.0 %
\$26-\$50	63	15.1 %
\$51-\$100	70	16.8 %
\$101-\$150	44	10.6 %
\$151-\$200	29	7.0 %
\$200+	85	20.4 %
Total	416	100.0 %



**Q13. On average, how far are you willing to travel to participate in recreation, sports, fitness and wellness activities and services such as the ones that could be included in a new wellness/creation center?**

Q13. How far are you willing to travel to participate in recreation, sports, fitness & wellness activities & services	Number	Percent
Less than 5 minutes	45	9.6 %
5-9 minutes	117	25.1 %
10-14 minutes	143	30.6 %
15-19 minutes	62	13.3 %
20-24 minutes	31	6.6 %
25+ minutes	35	7.5 %
Not provided	34	7.3 %
Total	467	100.0 %

**WITHOUT NOT PROVIDED**

**Q13. On average, how far are you willing to travel to participate in recreation, sports, fitness and wellness activities and services such as the ones that could be included in a new wellness/creation center? (without "not provided")**

Q13. How far are you willing to travel to participate in recreation, sports, fitness & wellness activities & services	Number	Percent
Less than 5 minutes	45	10.4 %
5-9 minutes	117	27.0 %
10-14 minutes	143	33.0 %
15-19 minutes	62	14.3 %
20-24 minutes	31	7.2 %
25+ minutes	35	8.1 %
Total	433	100.0 %

**Q14. To offset operations costs, please select the THREE ways your household would prefer to pay to use a wellness/recreation center if it had the amenities, programs, and features you and members of your household indicated are most important to you.**

Q14. Top choice	Number	Percent
Daily admission fee	69	14.8 %
10-visit punch card (at reduced price)	66	14.1 %
Monthly (unlimited access for one month)	129	27.6 %
Yearly individual admission (unlimited 1-year access)	50	10.7 %
Yearly family admission (unlimited 1-year access)	90	19.3 %
None chosen	63	13.5 %
Total	467	100.0 %

**Q14. To offset operations costs, please select the THREE ways your household would prefer to pay to use a wellness/recreation center if it had the amenities, programs, and features you and members of your household indicated are most important to you.**

Q14. 2nd choice	Number	Percent
Daily admission fee	29	6.2 %
10-visit punch card (at reduced price)	98	21.0 %
Monthly (unlimited access for one month)	97	20.8 %
Yearly individual admission (unlimited 1-year access)	97	20.8 %
Yearly family admission (unlimited 1-year access)	63	13.5 %
None chosen	83	17.8 %
Total	467	100.0 %



**Q14. To offset operations costs, please select the THREE ways your household would prefer to pay to use a wellness/recreation center if it had the amenities, programs, and features you and members of your household indicated are most important to you.**

Q14. 3rd choice	Number	Percent
Daily admission fee	71	15.2 %
10-visit punch card (at reduced price)	73	15.6 %
Monthly (unlimited access for one month)	79	16.9 %
Yearly individual admission (unlimited 1-year access)	48	10.3 %
Yearly family admission (unlimited 1-year access)	75	16.1 %
None chosen	121	25.9 %
Total	467	100.0 %

**SUM OF TOP 3 CHOICES**

**Q14. To offset operations costs, please select the THREE ways your household would prefer to pay to use a wellness/recreation center if it had the amenities, programs, and features you and members of your household indicated are most important to you. (top 3)**

Q14. Top choice	Number	Percent
Daily admission fee	169	36.2 %
10-visit punch card (at reduced price)	237	50.7 %
Monthly (unlimited access for one month)	305	65.3 %
Yearly individual admission (unlimited 1-year access)	195	41.8 %
Yearly family admission (unlimited 1-year access)	228	48.8 %
None chosen	63	13.5 %
Total	1197	

**Q15. Wellness/recreation centers often require some type of financial subsidy from a City to offset costs related to operations (facility maintenance, staffing, utilities, etc.). Which ONE statement below best describes your opinions on how the City of Taylor might subsidize a potential wellness/recreation center?**

Q15. Which statement best describes your opinions on how City might subsidize a potential wellness/recreation center	Number	Percent
100% of the costs should be subsidized through taxes	45	9.6 %
75% of the costs should be subsidized through taxes while other 25% should be paid for by user fees	102	21.8 %
50% of the costs should be subsidized through taxes while other 50% should be paid for by user fees	117	25.1 %
25% of the costs should be subsidized through taxes while other 75% should be paid for by user fees	62	13.3 %
None of the costs should be subsidized through taxes while 100% should be paid for by user fees	110	23.6 %
Not provided	31	6.6 %
Total	467	100.0 %



**WITHOUT NOT PROVIDED**

**Q15. Wellness/recreation centers often require some type of financial subsidy from a City to offset costs related to operations (facility maintenance, staffing, utilities, etc.). Which ONE statement below best describes your opinions on how the City of Taylor might subsidize a potential wellness/recreation center? (without "not provided")**

Q15. Which statement best describes your opinions on how City might subsidize a potential wellness/recreation center

	Number	Percent
100% of the costs should be subsidized through taxes	45	10.3 %
75% of the costs should be subsidized through taxes while other 25% should be paid for by user fees	102	23.4 %
50% of the costs should be subsidized through taxes while other 50% should be paid for by user fees	117	26.8 %
25% of the costs should be subsidized through taxes while other 75% should be paid for by user fees	62	14.2 %
None of the costs should be subsidized through taxes while 100% should be paid for by user fees	110	25.2 %
Total	436	100.0 %

**Q16. To offset operations costs, what is the MAXIMUM AMOUNT your household would be willing to pay for a DAY PASS to a wellness/recreation center if it had the amenities, programs, and features you and members of your household indicated are most important to you?**

Q16. Maximum amount your household would be willing to pay for a day pass to a wellness/recreation center

	Number	Percent
\$11+ per day	21	4.5 %
\$10 per day	103	22.1 %
\$9 per day	9	1.9 %
\$8 per day	33	7.1 %
\$7 per day	48	10.3 %
Less than \$7 per day	215	46.0 %
Not provided	38	8.1 %
Total	467	100.0 %

**WITHOUT NOT PROVIDED**

**Q16. To offset operations costs, what is the MAXIMUM AMOUNT your household would be willing to pay for a DAY PASS to a wellness/recreation center if it had the amenities, programs, and features you and members of your household indicated are most important to you? (without "not provided")**

Q16. Maximum amount your household would be willing to pay for a day pass to a wellness/recreation center

	Number	Percent
\$11+ per day	21	4.9 %
\$10 per day	103	24.0 %
\$9 per day	9	2.1 %
\$8 per day	33	7.7 %
\$7 per day	48	11.2 %
Less than \$7 per day	215	50.1 %
Total	429	100.0 %



**Q16-6. What is the maximum amount you would pay?**

Q16-6. Maximum amount you would pay	Number	Percent
0	19	8.8 %
1	6	2.8 %
2	10	4.7 %
3	8	3.7 %
4	3	1.4 %
5	88	40.9 %
6+	43	20.0 %
Not provided	38	17.7 %
Total	215	100.0 %

**WITHOUT NOT PROVIDED****Q16-6. What is the maximum amount you would pay? (without "not provided")**

Q16-6. Maximum amount you would pay	Number	Percent
0	19	10.7 %
1	6	3.4 %
2	10	5.6 %
3	8	4.5 %
4	3	1.7 %
5	88	49.7 %
6+	43	24.3 %
Total	177	100.0 %

**Q17. To offset operations costs, what is the MAXIMUM AMOUNT you would be willing to pay for a MONTHLY MEMBERSHIP to a wellness/recreation center if it had the amenities, programs, and features you and members of your household indicated are most important to you?**

Q17. Maximum amount your household would be willing to pay for a monthly membership to a wellness/

recreation center	Number	Percent
\$80+ per month	18	3.9 %
\$70-79 per month	15	3.2 %
\$60-\$69 per month	22	4.7 %
\$50-\$59 per month	73	15.6 %
\$40-\$49 per month	76	16.3 %
Less than \$40 per month	218	46.7 %
Not provided	45	9.6 %
Total	467	100.0 %

**WITHOUT NOT PROVIDED****Q17. To offset operations costs, what is the MAXIMUM AMOUNT you would be willing to pay for a MONTHLY MEMBERSHIP to a wellness/recreation center if it had the amenities, programs, and features you and members of your household indicated are most important to you? (without "not provided")**

Q17. Maximum amount your household would be willing to pay for a monthly membership to a wellness/

recreation center	Number	Percent
\$80+ per month	18	4.3 %
\$70-79 per month	15	3.6 %
\$60-\$69 per month	22	5.2 %
\$50-\$59 per month	73	17.3 %
\$40-\$49 per month	76	18.0 %
Less than \$40 per month	218	51.7 %
Total	422	100.0 %



**Q17-6. What is the maximum amount you would pay?**

<u>Q17-6. Maximum amount you would pay</u>	<u>Number</u>	<u>Percent</u>
0-10	33	15.1 %
11-20	23	10.6 %
21-30	60	27.5 %
31+	55	25.2 %
Not provided	47	21.6 %
Total	218	100.0 %

**WITHOUT NOT PROVIDED****Q17-6. What is the maximum amount you would pay? (without "not provided")**

<u>Q17-6. Maximum amount you would pay</u>	<u>Number</u>	<u>Percent</u>
0-10	33	19.3 %
11-20	23	13.5 %
21-30	60	35.1 %
31+	55	32.2 %
Total	171	100.0 %

**Q18. Please provide any additional comments that you would like to share.**

- A dog park area about be added.
- A low cost recreation center is absolutely needed in the community. It should be centrally located, with low fees subsidized by taxpayers so the barriers to entry are low for all, and serving the needs of young families.
- Q18. Please provide any additional comments that you would like to share.
- A dog park area about be added.
- A low cost recreation center is absolutely needed in the community. It should be centrally located, with low fees subsidized by taxpayers so the barriers to entry are low for all, and serving the needs of young families.
- A rec center with gym equipment and childcare is hugely important to my family and something we often talk about being needed in Taylor.
- A wellness/rec center is a bad idea. We have crumbling streets, water, and wastewater infrastructure. Despite changing the council, it appears failure to prioritize spending appropriately still plagues this city.
- Accessibility and Affordability for all. No or very low fees.
- Advertising is necessary on an ongoing basis.
- Again, the City of Taylor is in too much debt and WE DO NOT NEED A WELLNESS CENTER.
- An additional street style skate park addition would benefit the community as well.
- An indoor pool would be amazing. Honestly any kind of recreational activity space for Taylor would be great.
- Any cost should be waited towards other uses rather than total community, but mostly total funding by sponsorship or companies recording tax abatements.
- Are the attendance numbers of activities offered now high enough to warrant building a new center? Will attendance rates increase with a new center? Just some questions to ponder.
- As a family of 5, we would be most interested in a family membership, that we could pay for annually.
- As a low income family it disappoints me to think accessing the recreation center would cost the community money at all, when there are many very wealthy residents who would likely have extremely easy access to these types of facilities and can cover the costs with no concern. I suppose there's not much that can be done about that, I can only hope this doesn't turn into an unwelcoming place to the low income residents and that there is actual attention and care put into the access of fitness and arts.
- Childcare and proximity is my biggest hurdle. YMCA Hutto is too far to go on a regular basis and other fitness facilities in town don't offer childcare during the day.



- Choosing the right company to help with infrastructure is a start. Make sure the center is located where the people with limited transportation live. Make it affordable for those with exorbitant mortgages and rent and larger families. Just because we may not make use of the facility doesn't mean it should be accessible and available to all other residents.
- Citizens that residence in Taylor shouldn't have to pay very large amounts for a facility being built by Taylor taxpayers dollars but people who live out of town should pay more since their taxes do not apply to the building. Make sure y'all build a big pool and have time slots so people can enjoy a nice exercise swim without getting bottlenecked.
- City Council has not spent earlier taxes as promised. They drive down North Street or Kimbro Street. Taxes were added for road improvements. What about water improvements?
- CITY LEADERS-PLEASE DO NOT PURSUE THIS ENDEAVOR. THERE IS NO MONEY FOR IT. YOU WILL JUST BE ADDING ANOTHER DRAIN ON TAXPAYERS-LET IT GO
- Community needs a true rec center at a first class level. The regional park is a great example of first class facility.
- Companies with huge tax breaks should pay for at least half the cost.
- Completely unnecessary, we have roads that look like something from a war zone, we have a shelter that needs ac/heat, we don't need a wellness center that will raise our taxes! Fix the PROBLEMS before you create a whole new one. I swear Taylor is ran by greedy morons.
- Could there be programs to help families who don't make as much gain access to the rec center?
- Currently, the lack of a proper swimming pool first thing in the morning is a major disappointment. I moved here two years ago and routinely have to drive into Barton Spring to swim in the early morning. Why can't the current pool at the park be open to the public early in the a.m. like Barton springs is?
- Depends on amenities and access. Nothing worse than signing up for something and then restricted use. The Y was awful about cutting services when they were here.
- Do something
- Family membership or individual???
- Fear being taxed out of our home. Give retirees a tax break. We have paid more than our fair share.
- Fees similar to Clay Madison - \$350 annual
- First let me say I'm glad that Taylor finally started organizing Audits sports for the adults here in Taylor but the sport that I would love to see started back up is pick-up Softball. There were always good turn outs at Robinson Park on Thursday nights when it was going on so that would be awesome if you guys started that back up again. Or I would even be willing to participate in Adult Flag Football if you guys were to start that up.
- Firstly, fix the roads. I think everyone would appreciate that more than a Rec Center because we use those every day. We don't need jogging tracks if we have proper sidewalks. We don't need any fields when we have parks. The only thing I believe that is missing is a facility with a nice pool for lessons and events. I'm also not a fan of an increase in taxes when I find that our taxes have not been, and will likely NEVER be, used efficiently. People appreciate small improvements that impact every day of life than big, specialized improvements that some will likely never use.
- FIX OUR ROADS!!!
- Fixing Taylor streets and drainage issues should be city's priority.
- For a monthly fee. 20 bucks most families have 4 so that would be 80 bucks a month per family
- For Taylor residents, I think taxes will have to pick up some of the cost as our we have many people with limited means.
- Georgetown TX has a great facility/gym. Use them as a model
- Get your priorities straight and take care of infrastructure first
- Go look at Georgetown's Recreation Center. They even offer a Billard Table!! Go Take Notes
- Government cannot replace everything at taxpayers' expense.



- Gym access should be free and accessible for all.
- Hard to quantify costs we would be able to pay. Depends on what is offered, what level of competence is offered, etc. Also, since we are seniors, you cannot lump us in with families when quantifying costs.
- Hello. These centers should be for the community as a whole, but helping/benefiting those on the lower economic scale, not a country club for rich old people. It should help kids stay busy in sports, science and so on. Ilobg tern benefit for the community as a whole.
- Homeschool friendly events and activities, classes and group discounts for membership pe classes etc. for homeschool groups
- "How often would the facilities be cleaned and maintained? Will there be bathrooms with non gender or gender neutral so boys are in the boys bathroom and women are with women.
- Will the instructors/ teachers be vetted with background checks!"
- I already pay \$10 a month for planet fitness next to my job. I wouldn't want to go much higher than that.
- I am a limited income senior and would like to see free programs for seniors
- I am supportive of a new recreation/ wellness center for the citizens of Taylor.
- I appreciate the city having the fitness classes but they are really sub par. The yoga and the Pilates classes specifically are not taught by someone who is well-versed in this type of instruction. Especially when it comes to safe and accessible fitness for all, the classes are not. The yoga needs to be "slow" or "gentle" and the Pilates needs to be taught by someone well-versed in this type of fitness. The adult masters swim class is great!
- I attempted to enter \$10 for daily fee, but was unable to enter two digits.
- I believe this a much needed facility for Taylor families
- I can see millions of dollars being spent while we are struggling with bills and buying basic necessities.
- I do lap swimming for exercise. I want access to an indoor lap pool located in Taylor that is open year round, 6-7 day per week, and until 9pm
- I do not think it is right to pay taxes for something you have no need for.
- I don't have a lot of interest in a wreck/wellness center. Probably wouldn't use it much, but I think many would, especially good for kids and the community overall.
- I DONT HAVE A 'REAL JOB' SO I'M CONFUSED-SHOULDN'T THIS STUFF BE FREE FOR THE PEOPLE?
- I don't know anything about how city budgeting works, so take my preferences for taxes vs. user fees with a grain of salt
- I GO TO ROUND ROCK BECAUSE OF THE PROGRAMS. REALLY WOULD LOVE AN INDOOR POOL
- I humbly would like to see an indoor pool for lap swimming.
- I like walking outdoors but it isn't safe anymore. I've been grabbed twice now while walking near Robinson park. There is nothing for teens. My 13-year-old has a great idea for a roller skating rink as part of an activity center.
- I never heard anyone asking for Valero or Samsung. And I haven't heard anyone asking for a rec center. Please don't waste our resources.
- I only want a pool year round. Would be nice into have a pool-only option for membership. I can get it at Clay Madden, the drive is the issue, then coordinate g when I'm that way so it's not an extra trip
- I really like the \$5 punch cards for fitness classes
- I think a recreation center should be free and available to all Taylor residents. However, that may be dreaming too big for tax revenue and partnerships. Affordable would be \$50 or less per household. I am looking forward to the future recreation center in our community!
- I think if Taylor needs anything it is not a recreation center at this time. We need to fix our current infrastructure before taxpayers are required to dole out more money. We need streets and antiquated sewer and water system before we think about recreation. I do think an events center is especially appropriate that isolated in a center part of the city. We need to spend money to clean up our current park before spending money on something new.



- I think it would be great to have a place for students, especially intermediate and high school students, to go after school where everyone can feel welcome and safe. Somewhere that has something for everyone.
- I think Samsung funds that are directed to parks usage should be used to offset costs. They supposedly give an annual donation for such use.
- I think Taylor would benefit from this, however I think we have bigger issues to deal with. Us people are having a hard time out here surviving and can't afford anymore taxes. We need our tax money we currently pay to start fixing these roads. And not the roads coming into Taylor going to Samsung! We need our side streets fixed, our drainage fixed, waterlines etc. I will vote against any wellness center
- I think the city council should be defunded. they should only be allowed to have money for voter approved expenses!!! maybe we could get better than a failing grade on road repairs.
- I think we need a year round lap swimming / fitness class pool that is available during daytime hours without children present. it needs to be substantial size, unlike the lap pool in Hutto at the YMCA.
- I use a private fitness club, my insurance covers the cost. Something to think about for seniors.
- I workout at the YMCA in Hutto. I don't know if Taylor should operate this wellness center because I think you lack the competence. We should setup another YMCA but in Taylor.
- I would also like outdoor pull-up bars and dip stations to be added to the fitness equipment by the outdoor track.
- I would also like to add that an outdoors exercise equipment be placed around the park sporadically for those who just can't afford those fees and or just are outdoors people anyway. Austin TX has them at their parks. Thank you
- I would like to see a sauna/cold plunge/hot tub as a part of the facility.
- I would think there would be different monthly costs for individual vs family but I answered the monetary questions as an individual. I believe more community members would use it if it were low cost- or had assistance available to make it low cost/free for low income households.
- If city taxes are spent to pay for the facility, admission to it should be free for all residents who pay those taxes.
- If I'm paying more than a YMCA membership why not just go there ? You're adding the same things the YMCA has. So it just shouldn't be that expensive.
- If it's for the kids it should 100 be subsidized taxes. If it's for adults it should be 75% subsidized taxing and 25% purchase for daily tickets.
- If taxes covered 75%, fees for private league sports should cover the rest. Free access or scholarships are the only way to ensure that the center is accessible to everyone.
- If Taylor could attract a YMCA this would be best they have the knowledge and blueprint for these types of facilities. This would reduce the burden on Taylor tax payers and place the burden on the users that actually use the facilities.
- If they can find the money from what we are paying in taxes, OK, otherwise NO!
- If we get a rec center it needs to be extremely large. Taylor is growing and even if it seems a bit to big now we will all be happy once the growth really hits. Plus if the city is willing to bill the resident \$57 million for a new city hall there had better be the same energy going towards a rec center.
- If you build a pool please make it an eight lap lane regulation size, deep enough for starting blocks and deep enough to play water polo. A pool that can host swim meets will allow for a real team to be built and can generate revenue by holding swim meets.
- I'm a single mom of 4 young kids and I don't have a vehicle. Due to lack of affordable childcare within walking distance from me (downtown by the dps) I'm unable to work until my youngest starts school. Which means I also can't afford to get my kids in any kind of after-school sports or activities because they're either too expensive or the practices are too far away to walk. I would love to have some type of affordable rec center downtown, that offers youth sports or activities at no additional cost that I could put my kids in. Possibly one that offers childcare included with the membership so I could attend my other kids sports or



activities. Something like this would literally be life changing for a family like ours. Additionally I'd love to see some type of transportation system eventually in Taylor. I know myself and many other people who would benefit from it.

- I'm recently retired & on fixed income, so cost is limiting factor. Would like to have facilities similar to YMCA in Hutto
- Improve the roads before the rec center.
- In addition to a wellness center, a Target, hobby lobby, and more restaurants (not fast food) are needed
- Inclusive development of free outdoor activities around Taylor while encouraging walkable COMMUNITY and trails welcoming all neighborhoods with components from a spread out wellness COMMUNITY building towards a future central center
- Income based reduced membership fees would be a good idea especially for youth members and families
- "Isn't Samsung providing money to the city for this type of resource?"
- If you want equity in people using these services, you can't make cost an issue. I don't join YMCA because I'm not willing to spend that kind of money."
- It would be helpful if some of the mega corporations coming would give to the community through donating to the cost of running the center and reduce taxes and costs for the citizens. Many of us are struggling to survive month to month. A community recreation center could help our entire community (youth, adults, and the elderly).
- It would be nice if the rates were different per membership, example adult 25-61 45.00, 62+ 35.00/individual and 50.00/cpl, Family 2adults plus children 85.00 all monthly fees
- It would be wonderful for the city to look into federal grants and also increased business taxes to provide quality of life improvements such as this to their citizens who are already over taxed and under supported.
- It was my understanding? This came about that. We would try to get a corporation to pay for this. Please remember that years ago voters voted a wellness center down by a major majority. I just feel like tax dollars should be spent on infrastructure. Our streets are a disgrace in building an expensive recreation center. It's a slap in the face to people that have lived all their lives on these terrible streets. It screams to the residents and the voters. You don't care about us.
- I've observed that the most beneficial programs are provided by private entities. This usually means higher participation fees. Some funding/control by the city would help mitigate those higher fees.
- LOWER CITY TAXES; LOWER WATER BILLS, REPAIR STREETS THEN DO EXTRAS LIKE FITNESS-BUT NO ONE LISTENS
- MEMBERSHIP TIERS FOR USAGE AND FAMILY/INDIVIDUAL
- More bike paths and lanes would support more businesses (and tax revenue) all over the city. Event space, rec/phys, and games are, in a limited fashion, already centrally offered at OTH.
- More space for skateboarding. We have a great park but some street with ledges curbs and mellow quarter ramp for developing lip tricks
- Needs to be an indoor facility. In New Braunfels they have Das Rec which is an amazing facility. It is always packed by the community because it has everything the community needs. Indoor lap pool, indoor kid water playground, water slide, child care while you workout, indoor basketball courts, elevated track, free weights, weight machines, fitness classes, sport leagues. The housing developers in Taylor are including pools. I'm aware of one neighborhood pool. In Hutto developments they include pools. In Taylor we need top notch facilities so we don't continue to lose out on housing. The businesses are coming but the people aren't.
- Offer programs and services for children under 5
- Organized Senior programming and activities are sorely needed in Taylor.
- Our roads and infrastructure are horrible. Use our tax dollars for things that matter.
- Payment plans are too difficult to determine when I don't know what I'm paying for. Temple College held summer programs that were around \$250/week and were worth every penny



- People and Taylor have no money
- PICKLEBALL/FAD SPORTS AND E-SPORTS WOULD ATTRACT NEW RESIDENTS, STEM WOULD BE A SENSIBLE ENHANCEMENT TO SAMSUNG, POOLS WOULD BE GREAT FOR BEATING THE HEAT
- "Please go tour the Round Rock Sports Center. That is a great facility and is well kept and clean. You could easily make a track on the top floor so people can walk or jog. I also like the swim center at the Georgetown Rec Center.
- Please do not let YMCA run this. If the tax payers are paying for this then it needs to be City run!
- Our daughters deserve to have accessible volleyball courts!!"
- Private time for seniors is important to me
- Put 4th street back the way it was. Put 2nd street back too.
- San Marcos Recreational Center has tier residential pricing for all ages from youth to seniors. Here's the website to check out the pricing tiers: <https://secure.rec1.com/TX/san-marcos-tx/catalog>. Of course, non-residents do pay a higher fee to use the facilities including day passes. Ensure special pricing for veterans. There's even a payment plan for families. I think with the economic stratification of Taylor residents we need to make sure that all Taylor residents have access. Businesses and individuals should be asked to contribute to the community with any ongoing special event as needed if there's budget shortfall. Any surplus should be put into some escrow for next year planning purposes.
- SHOULD BE FREE OR REDUCED RATES IF YOU ARE A RESIDENT
- Single income does not allow extra. Would be nice to have a discount for seniors or single income person like me.
- Some of these items listed in your potential amenities offered are currently offered in town. FOR FREE! We have walking paths, we have a public pool, we have the old Taylor high that has event space, we have a lot of park space. Our thought is that the dollar could be stretched farther by improving the infrastructure we already have in those areas. We even have an abandoned put-put course too! All of these areas could use some real improvement. Erosion management in Murphy park, planting new trees along the pond, improving the unused or dilapidated areas. Fencing in an area for a FREE dog park. And as we mentioned before, the whole city will needs to be taken care of, not just a shiny new facility that we think will meet our needs we already have and are not using. We should spend money on restoring all of the neighborhood sidewalks, streets, and pedestrian areas so people can walk/bike/skateboard around town. Currently our streets are ridden with pot holes! The best answer again, is usually the most simple. I am suspicious of the extreme cost of construction for a commercial building that may only be as empty as the abandoned areas left unmaintained by the tax payer is not the best course of action. Like we teach our children, you don't get a new toy, unless you can prove to us that you take care of the things you already have. Let's be responsible.
- Strength training programs for adults would be beneficial , also access to personal training. Should be available to all. I do not want anyone to be excluded.
- Sure wish the City Council wouldn't have shot down the YMCA when we had one. It was a life saver for my family at the time. I haven't been comfortable anywhere since.
- Taylor NEEDS a community gym. These HT, anytime gyms just isn't cutting it. I have to travel all the way to Georgetown JUST for a GOOD gym. With all this money coming into this town, there has to be a change.
- Taylor needs better streets and lower water cost before a rec center.
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- Would want a fund available to subsidize individuals/families with limited funds. Scholarships/work availability for kids. Transportation from outlying areas so all could participate. Central location of facility is very important.
- You should consider family memberships
- YOU SHOULD LOOK AT PFLUGERVILLE REC AND HUTTO YMCA AND TAKE THE BEST OF EACH. THEY BOTH LACK OUTDOOR COURTS. ACCOUNT FOR FUTURE OUTDOOR BALLFIELDS IN LAND ACQUISITION A rec center with gym equipment and childcare is hugely important to my family and something we often talk about being needed in Taylor.
- A wellness/rec center is a bad idea. We have crumbling streets, water, and wastewater infrastructure. Despite changing the council, it appears failure to prioritize spending appropriately still plagues this city.
- Accessibility and Affordability for all. No or very low fees.
- Advertising is necessary on an ongoing basis.
- Again, the City of Taylor is in too much debt and WE DO NOT NEED A WELLNESS CENTER.



- An additional street style skate park addition would benefit the community as well.
- An indoor pool would be amazing. Honestly any kind of recreational activity space for Taylor would be great.
- Any cost should be waited towards other uses rather than total community, but mostly total funding by sponsorship or companies recording tax abatements.
- Are the attendance numbers of activities offered now high enough to warrant building a new center? Will attendance rates increase with a new center? Just some questions to ponder.
- As a family of 5, we would be most interested in a family membership, that we could pay for annually.
- As a low income family it disappoints me to think accessing the recreation center would cost the community money at all, when there are many very wealthy residents who would likely have extremely easy access to these types of facilities and can cover the costs with no concern. I suppose there's not much that can be done about that, I can only hope this doesn't turn into an unwelcoming place to the low income residents and that there is actual attention and care put into the access of fitness and arts.
- Childcare and proximity is my biggest hurdle. YMCA Hutto is too far to go on a regular basis and other fitness facilities in town don't offer childcare during the day.
- Choosing the right company to help with infrastructure is a start. Make sure the center is located where the people with limited transportation live. Make it affordable for those with exorbitant mortgages and rent and larger families. Just because we may not make use of the facility doesn't mean it should be accessible and available to all other residents.
- Citizens that residence in Taylor shouldn't have to pay very large amounts for a facility being built by Taylor taxpayers dollars but people who live out of town should pay more since their taxes do not apply to the building. Make sure y'all build a big pool and have time slots so people can enjoy a nice exercise swim without getting bottlenecked.
- City Council has not spent earlier taxes as promised. They drive down North Street or Kimbro Street. Taxes were added for road improvements. What about water improvements?
- CITY LEADERS-PLEASE DO NOT PURSUE THIS ENDEAVOR. THERE IS NO MONEY FOR IT. YOU WILL JUST BE ADDING ANOTHER DRAIN ON TAXPAYERS-LET IT GO
- Community needs a true rec center at a first class level. The regional park is a great example of first class facility.
- Companies with huge tax breaks should pay for at least half the cost.
- Completely unnecessary, we have roads that look like something from a war zone, we have a shelter that needs ac/heat, we don't need a wellness center that will raise our taxes! Fix the PROBLEMS before you create a whole new one. I swear Taylor is ran by greedy morons.
- Could there be programs to help families who don't make as much gain access to the rec center?
- Currently, the lack of a proper swimming pool first thing in the morning is a major disappointment. I moved here two years ago and routinely have to drive into Barton Spring to swim in the early morning. Why can't the current pool at the park be open to the public early in the a.m. like Barton springs is?
- Depends on amenities and access. Nothing worse than signing up for something and then restricted use. The Y was awful about cutting services when they were here.
- Do something
- Family membership or individual???
- Fear being taxed out of our home. Give retirees a tax break. We have paid more than our fair share.
- Fees similar to Clay Madison - \$350 annual
- First let me say I'm glad that Taylor finally started organizing Audits sports for the adults here in Taylor but the sport that I would love to see started back up is pick-up Softball. There were always good turn outs at Robinson Park on Thursday nights when it was going on so that would be awesome if you guys started that back up again. Or I would even be willing to participate in Adult Flag Football if you guys were to start that up.



- Firstly, fix the roads. I think everyone would appreciate that more than a Rec Center because we use those every day. We don't need jogging tracks if we have proper sidewalks. We don't need any fields when we have parks. The only thing I believe that is missing is a facility with a nice pool for lessons and events. I'm also not a fan of an increase in taxes when I find that our taxes have not been, and will likely NEVER be, used efficiently. People appreciate small improvements that impact every day of life than big, specialized improvements that some will likely never use.
- FIX OUR ROADS!!!
- Fixing Taylor streets and drainage issues should be city's priority.
- For a monthly fee. 20 bucks most families have 4 so that would be 80 bucks a month per family
- For Taylor residents, I think taxes will have to pick up some of the cost as our we have many people with limited means.
- Georgetown TX has a great facility/gym. Use them as a model
- Get your priorities straight and take care of infrastructure first
- Go look at Georgetown's Recreation Center. They even offer a Billard Table!! Go Take Notes
- Government cannot replace everything at taxpayers' expense.
- Gym access should be free and accessible for all.
- Hard to quantify costs we would be able to pay. Depends on what is offered, what level of competence is offered, etc. Also, since we are seniors, you cannot lump us in with families when quantifying costs.
- Hello. These centers should be for the community as a whole, but helping/benefiting those on the lower economic scale, not a country club for rich old people. It should help kids stay busy in sports, science and so on. Ilobg tern benefit for the community as a whole.
- Homeschool friendly events and activities, classes and group discounts for membership pe classes etc. for homeschool groups
- How often would the facilities be cleaned and maintained? Will there be bathrooms with non gender or gender neutral so boys are in the boys bathroom and women are with women.  
Will the instructors/ teachers be vetted with background checks!
- I already pay \$10 a month for planet fitness next to my job. I wouldn't want to go much higher than that.
- I am a limited income senior and would like to see free programs for seniors
- I am supportive of a new recreation/ wellness center for the citizens of Taylor.
- I appreciate the city having the fitness classes but they are really sub par. The yoga and the Pilates classes specifically are not taught by someone who is well-versed in this type of instruction. Especially when it comes to safe and accessible fitness for all, the classes are not. The yoga needs to be "slow" or "gentle" and the Pilates needs to be taught by someone well-versed in this type of fitness. The adult masters swim class is great!
- I attempted to enter \$10 for daily fee, but was unable to enter two digits.
- I believe this a much needed facility for Taylor families
- I can see millions of dollars being spent while we are struggling with bills and buying basic necessities.
- I do lap swimming for exercise. I want access to an indoor lap pool located in Taylor that is open year round, 6-7 day per week, and until 9pm
- I do not think it is right to pay taxes for something you have no need for.
- I don't have a lot of interest in a wreck/wellness center. Probably wouldn't use it much, but I think many would, especially good for kids and the community overall.
- I DONT HAVE A 'REAL JOB' SO I'M CONFUSED-SHOULDNT THIS STUFF BE FREE FOR THE PEOPLE?
- I don't know anything about how city budgeting works, so take my preferences for taxes vs. user fees with a grain of salt
- I GO TO ROUND ROCK BECAUSE OF THE PROGRAMS. REALLY WOULD LOVE AN INDOOR POOL
- I humbly would like to see an indoor pool for lap swimming.



- I like walking outdoors but it isn't safe anymore. I've been grabbed twice now while walking near Robinson park. There is nothing for teens. My 13-year-old has a great idea for a roller skating rink as part of an activity center.
- I never heard anyone asking for Valero or Samsung. And I haven't heard anyone asking for a rec center. Please don't waste our resources.
- I only want a pool year round. Would be nice into have a pool-only option for membership. I can get it at Clay Madden, the drive is the issue, then coordinate g when I'm that way so it's not an extra trip
- I really like the \$5 punch cards for fitness classes
- I think a recreation center should be free and available to all Taylor residents. However, that may be dreaming too big for tax revenue and partnerships. Affordable would be \$50 or less per household. I am looking forward to the future recreation center in our community!
- I think if Taylor needs anything it is not a recreation center at this time. We need to fix our current infrastructure before taxpayers are required to dole out more money. We need streets and antiquated sewer and water system before we think about recreation. I do think an events center is especially appropriate that isolated in a center part of the city. We need to spend money to clean up our current park before spending money on something new.
- I think it would be great to have a place for students, especially intermediate and high school students, to go after school where everyone can feel welcome and safe. Somewhere that has something for everyone.
- I think Samsung funds that are directed to parks usage should be used to offset costs. They supposedly give an annual donation for such use.
- I think Taylor would benefit from this, however I think we have bigger issues to deal with. Us people are having a hard time out here surviving and can't afford anymore taxes. We need our tax money we currently pay to start fixing these roads. And not the roads coming into Taylor going to Samsung! We need our side streets fixed, our drainage fixed, waterlines etc. I will vote against any wellness center
- I think the city council should be defunded. they should only be allowed to have money for voter approved expenses!!! maybe we could get better than a failing grade on road repairs.
- I think we need a year round lap swimming / fitness class pool that is available during daytime hours without children present. it needs to be substantial size, unlike the lap pool in Hutto at the YMCA.
- I use a private fitness club, my insurance covers the cost. Something to think about for seniors.
- I workout at the YMCA in Hutto. I don't know if Taylor should operate this wellness center because I think you lack the competence. We should setup another YMCA but in Taylor.
- I would also like outdoor pull-up bars and dip stations to be added to the fitness equipment by the outdoor track.
- I would also like to add that an outdoors exercise equipment be placed around the park sporadically for those who just can't afford those fees and or just are outdoors people anyway. Austin TX has them at their parks. Thank you
- I would like to see a sauna/cold plunge/hot tub as a part of the facility.
- I would think there would be different monthly costs for individual vs family but I answered the monetary questions as an individual. I believe more community members would use it if it were low cost- or had assistance available to make it low cost/free for low income households.
- If city taxes are spent to pay for the facility, admission to it should be free for all residents who pay those taxes.
- If I'm paying more than a YMCA membership why not just go there ? You're adding the same things the YMCA has. So it just shouldn't be that expensive.
- If it's for the kids it should 100 be subsidized taxes. If it's for adults it should be 75% subsidized taxing and 25% purchase for daily tickets.
- If taxes covered 75%, fees for private league sports should cover the rest. Free access or scholarships are the only way to ensure that the center is accessible to everyone.



- If Taylor could attract a YMCA this would be best they have the knowledge and blueprint for these types of facilities. This would reduce the burden on Taylor tax payers and place the burden on the users that actually use the facilities.
- If they can find the money from what we are paying in taxes, OK, otherwise NO!
- If we get a rec center it needs to be extremely large. Taylor is growing and even if it seems a bit to big now we will all be happy once the growth really hits. Plus if the city is willing to bill the resident \$57 million for a new city hall there had better be the same energy going towards a rec center.
- If you build a pool please make it an eight lap lane regulation size, deep enough for starting blocks and deep enough to play water polo. A pool that can host swim meets will allow for a real team to be built and can generate revenue by holding swim meets.
- I'm a single mom of 4 young kids and I don't have a vehicle. Due to lack of affordable childcare within walking distance from me (downtown by the dps) I'm unable to work until my youngest starts school. Which means I also can't afford to get my kids in any kind of after-school sports or activities because they're either too expensive or the practices are too far away to walk. I would love to have some type of affordable rec center downtown, that offers youth sports or activities at no additional cost that I could put my kids in. Possibly one that offers childcare included with the membership so I could attend my other kids sports or activities. Something like this would literally be life changing for a family like ours. Additionally I'd love to see some type of transportation system eventually in Taylor. I know myself and many other people who would benefit from it.
- I'm recently retired & on fixed income, so cost is limiting factor. Would like to have facilities similar to ymca in hutto
- Improve the roads before the rec center.
- In addition to a wellness center, a Target, hobby lobby, and more restaurants (not fast food) are needed
- Inclusively development of free outdoor activities around Taylor while encouraging walkable COMMUNITY and trails welcoming all neighborhoods with components from a spread out wellness COMMUNITY building towards a future central center
- Income based reduced membership fees would be a good idea especially for youth members and families
- Isn't Samsung providing money to the city for this type of resource?  
If you want equity in people using these services, you can't make cost an issue. I don't join YMCA because I'm not willing to spend that kind of money.
- It would be helpful if some of the mega corporations coming would give to the community through donating to the cost of running the center and reduce taxes and costs for the citizens. Many of us are struggling to survive month to month. A community recreation center could help our entire community (youth, adults, and the elderly).
- It would be nice if the rates were different per membership, example adult 25-61 45.00, 62+ 35.00/individual and 50.00/cpl, Family 2adults plus children 85.00 all monthly fees
- It would be wonderful for the city to look into federal grants and also increased business taxes to provide quality of life improvements such as this to their citizens who are already over taxed and under supported.
- It was my understanding? This came about that. We would try to get a corporation to pay for this. Please remember that years ago voters voted a wellness center down by a major majority. I just feel like tax dollars should be spent on infrastructure. Our streets are a disgrace in building an expensive recreation center. It's a slap in the face to people that have lived all their lives on these terrible streets. It screams to the residents and the voters. You don't care about us.
- I've observed that the most beneficial programs are provided by private entities. This usually means higher participation fees. Some funding/control by the city would help mitigate those higher fees.
- LOWER CITY TAXES; LOWER WATER BILLS, REPAIR STREETS THEN DO EXTRAS LIKE FITNESS-BUT NO ONE LISTENS
- MEMBERSHIP TIERS FOR USAGE AND FAMILY/INDIVIDUAL



- More bike paths and lanes would support more businesses (and tax revenue) all over the city. Event space, rec/phys, and games are, in a limited fashion, already centrally offered at OTH.
- More space for skateboarding. We have a great park but some street with ledges curbs and mellow quarter ramp for developing lip tricks
- Needs to be an indoor facility. In New Braunfels they has Das Rec which is an amazing facility. It is always packed by the community because it has everything the community needs. Indoor lap pool, indoor kid water playground, water slide, child care while you workout, indoor basketball courts, elevated track, free weights, weight machines, fitness classes, sport leagues. The housing developers in Taylor are including pools. I'm aware of one neighborhood pool. In Hutto developments they including pools. In Taylor we need top notch facilities so we don't continue to lose out on housing. The businesses are coming but the people aren't.
- Offer programs and services for children under 5
- Organized Senior programming and activities are sorely needed in Taylor.
- Our roads and infrastructure are horrible. Use our tax dollars for things that matter.
- Payment plans are too difficult to determine when I don't know what I'm paying for. Temple college held summer programs that were around \$250/week and were worth every penny
- People and Taylor have no money
- PICKLEBALL/FAD SPORTS AND E-SPORTS WOULD ATTRACT NEW RESIDENTS, STEM WOULD BE A SENSIBLE ENHANCEMENT TO SAMSUNG, POOLS WOULD BE GREAT FOR BEATING THE HEAT
- Please go tour the Round Rock Sports Center. That is a great facility and is well kept and clean. You could easily make a track on the top floor so people can walk or jog. I also like the swim center at the Georgetown Rec Center.  
Please do not let YMCA run this. If the tax payers are paying for this then it needs to be City run!  
Our daughters deserve to have accessible volleyball courts!!
- Private time for seniors is important to me
- Put 4th street back the way it was. Put 2nd street back too.
- San Marcos Recreational Center has tier residential pricing for all ages from youth to seniors. Here's the website to check out the pricing tiers: <https://secure.rec1.com/TX/san-marcos-tx/catalog>. Of course, non-residents do pay a higher fee to use the facilities including day passes. Ensure special pricing for veterans. There's even a payment plan for families. I think with the economic stratification of Taylor residents we need to make sure that all Taylor residents have access. Businesses and individuals should be asked to contribute to the community with any ongoing special event as needed if there's budget shortfall. Any surplus should be put into some escrow for next year planning purposes.
- SHOULD BE FREE OR REDUCED RATES IF YOU ARE A RESIDENT
- Single income does not allow extra. Would be nice to have a discount for seniors or single income person like me.



- Some of these items listed in your potential amenities offered are currently offered in town. FOR FREE! We have walking paths, we have a public pool, we have the old Taylor high that has event space, we have a lot of park space. Our thought is that the dollar could be stretched farther by improving the infrastructure we already have in those areas. We even have an abandoned put-put course too! All of these areas could use some real improvement. Erosion management in Murphy park, planting new trees along the pond, improving the unused or dilapidated areas. Fencing in an area for a FREE dog park. And as we mentioned before, the whole city will need to be taken care of, not just a shiny new facility that we think will meet our needs we already have and are not using. We should spend money on restoring all of the neighborhood sidewalks, streets, and pedestrian areas so people can walk/bike/skateboard around town. Currently our streets are ridden with pot holes! The best answer again, is usually the most simple. I am suspicious of the extreme cost of construction for a commercial building that may only be as empty as the abandoned areas left unmaintained by the tax payer is not the best course of action. Like we teach our children, you don't get a new toy, unless you can prove to us that you take care of the things you already have. Let's be responsible.
- Strength training programs for adults would be beneficial, also access to personal training. Should be available to all. I do not want anyone to be excluded.
- Sure wish the City Council wouldn't have shot down the YMCA when we had one. It was a life saver for my family at the time. I haven't been comfortable anywhere since.
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- would love to see more added to the running trails and lights for the Running trails. there is a big Running community here and I would love for Taylor to add onto that
- Would prefer having monthly family plan for 60\$ or less that covers me and my husband could have tiered family prices according to size of the family
- Would want a fund available to subsidize individuals/families with limited funds. Scholarships/work availability for kids. Transportation from outlying areas so all could participate. Central location of facility is very important.
- You should consider family memberships
- YOU SHOULD LOOK AT PFLUGERVILLE REC AND HUTTO YMCA AND TAKE THE BEST OF EACH. THEY BOTH LACK OUTDOOR COURTS. ACCOUNT FOR FUTURE OUTDOOR BALLFIELDS IN LAND ACQUISITION

#### **Q19. What is your age?**

<u>Q19. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	84	18.0 %
35-44	90	19.3 %
45-54	86	18.4 %
55-64	101	21.6 %
65+	100	21.4 %
<u>Not provided</u>	<u>6</u>	<u>1.3 %</u>
Total	467	100.0 %

#### **WITHOUT NOT PROVIDED**

#### **Q19. What is your age? (without "not provided")**

<u>Q19. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	84	18.2 %
35-44	90	19.5 %
45-54	86	18.7 %
55-64	101	21.9 %
65+	100	21.7 %
Total	461	100.0 %



**Q20. Approximately how many years have you lived in the City of Taylor?**

<u>Q20. How many years have you lived in City of Taylor</u>	<u>Number</u>	<u>Percent</u>
0-5	146	31.3 %
6-10	97	20.8 %
11-15	35	7.5 %
16-20	39	8.4 %
21-30	41	8.8 %
31+	96	20.6 %
Not provided	13	2.8 %
Total	467	100.0 %

**WITHOUT NOT PROVIDED****Q20. Approximately how many years have you lived in the City of Taylor? (without "not provided")**

<u>Q20. How many years have you lived in City of Taylor</u>	<u>Number</u>	<u>Percent</u>
0-5	146	32.2 %
6-10	97	21.4 %
11-15	35	7.7 %
16-20	39	8.6 %
21-30	41	9.0 %
31+	96	21.1 %
Total	454	100.0 %

**Q21. What is your total household income?**

<u>Q21. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	48	10.3 %
\$25K to \$49,999	72	15.4 %
\$50K to \$74,999	79	16.9 %
\$75K to \$99,999	54	11.6 %
\$100K to \$149,999	55	11.8 %
\$150K to \$199,999	50	10.7 %
\$200K+	38	8.1 %
Not provided	71	15.2 %
Total	467	100.0 %

**WITHOUT NOT PROVIDED****Q21. What is your total household income? (without "not provided")**

<u>Q21. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	48	12.1 %
\$25K to \$49,999	72	18.2 %
\$50K to \$74,999	79	19.9 %
\$75K to \$99,999	54	13.6 %
\$100K to \$149,999	55	13.9 %
\$150K to \$199,999	50	12.6 %
\$200K+	38	9.6 %
Total	396	100.0 %



## **Q22. What is your gender?**

<u>Q22. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	224	48.0 %
Female	234	50.1 %
Non-Binary	3	0.6 %
Not provided	6	1.3 %
Total	467	100.0 %

## **WITHOUT NOT PROVIDED**

## **Q22. What is your gender? (without "not provided")**

<u>Q22. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	224	48.6 %
Female	234	50.8 %
Non-Binary	3	0.7 %
Total	461	100.0 %





**TAYLOR, TEXAS**  
**WELLNESS AND RECREATION CENTER FEASIBILITY STUDY**  
**KICKOFF MEETING**  
AUGUST 15, 2024



1

**TAYLOR WELLNESS & RECREATION CENTER FEASIBILITY STUDY**  
**KICKOFF MEETING AGENDA – AUGUST 15, 2024**

**Team Introductions and Project History**

**Confirm** Feasibility Study Process & Schedule

**Consider** The City’s mission, vision, goals and objectives for the project

**Consider** Public outreach process and meeting dates

**Consider** Identify stakeholders, steering committees, interest groups, etc.

**Consider** Review market segment, demographic, and alternative provider analysis considerations

**Consider** Review National Trends and discuss project baseline program elements

**Consider** Discuss BRS Program Card Game Activity and participants

**Consider** Discuss Operational considerations & Cost Recovery Goals for the facility

**Consider** Total Project Budget process (Building, Site, Etc.)

**Consider** Discuss sites to be evaluated

**Consider** Discuss financing options and Objectives, Preliminary Partnering Opportunities/Outsourcing

**Request background information: Comp Plan, Master Plan, site surveys**

**Next Steps**

2

**INTRODUCTIONS**



**KEITH HAYES**  
PRINCIPAL-IN-CHARGE



**MICK MASSEY**  
PROJECT MANAGER



**SCOTT CARON**  
OPERATIONS



**BRANDON HAY**  
LAND DEVELOPMENT



**JEN GERBER**  
CONSULTING PRINCIPAL



**STEVE CROCKER**  
CONSULTING PRINCIPAL



3

**CONSIDER STAFF ADVISORY COMMITTEE**

**Jeffery Jenkins**, Deputy City Manager  
**Tyler Bybee**, Director of Parks and Recreation  
**Betsy Schultz**, Parks & Recreation Superintendent

ADDITIONAL SUPPORT AS NEEDED:  
PARC Staff  
**Daniel Seguin**, Communication Director  
Recreation Superintendent  
Recreation Coordinator  
???

4

**CONSIDER INDOOR RECREATION BACKGROUND**

- The need for an indoor recreation facility has been an identified community need as early as 2004.
- In 2010, the City of Taylor participated in a bond election to construct a recreation facility to be operated by the YMCA and the election failed.
- Taylor is in a period of rapid economic growth, and the demand for enhanced quality-of-life services is increasing.
- Staff believes that the need for this type of facility has grown exponentially since 2010 and recommends this study to reengage the community in this discussion.

5

**CONFIRM FEASIBILITY STUDY OBJECTIVES**

**OBJECTIVE:**

The primary goals will be as follows:

**RESEARCH AND MARKET ANALYSIS**

1. Evaluate current recreational facilities and programming in and around the City of Taylor.
2. Determine community and residents’ needs and preferences relative to the programs and associated amenities of a possible Center.
3. Assess partnership opportunities, including identification of collaborative partners in the public, private and not-for-profit sectors, and how such partnerships and program synergies/coordination and asset sharing may impact the funding, capital needs, and operations of a Center.

**PUBLIC OUTREACH & COMMUNITY ENGAGEMENT**

1. The consultants shall engage the community and conduct necessary research and analysis to identify and evaluate community needs for a future recreation center. Engagement to include, but not be limited to: review of Division Taylor Comprehensive Plan and 2020 Parks Master Plan, interviews with key City Staff/Elected Officials, Parks and Recreation Advisory board members, Community Wellness representatives, Taylor Independent School District representatives, and other possible stakeholder groups.

**PROFESSIONAL SERVICES**

1. Evaluate potential sites suitable for building a new center to accommodate existing and future programs and services.
2. Determine concept options regarding facility and program scope, size, features and amenities. Estimate/range of the total project cost for each concept option to include hard and soft costs, financing, site preparation, demolition, etc.
3. Operations analysis for a Community Recreation Center, including attendance projections by facility component, fee schedule, personnel staffing requirements, and costs and revenue sources.
4. Operations Partnership Comparison with Benchmark Cities.
5. A final report presented to the Parks and Recreation Advisory Board or Taylor City Council.

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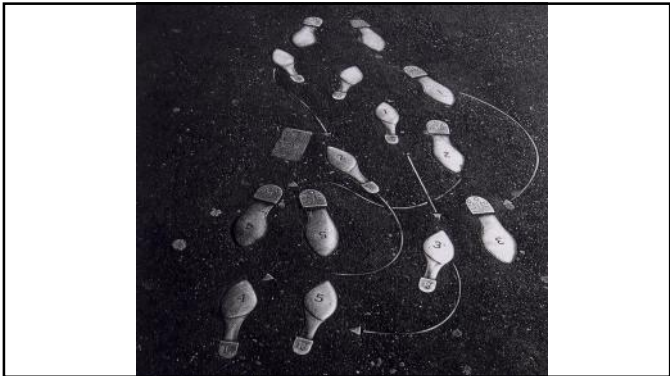
CONFIRM

FEASIBILITY PROCESS

A PROVEN PROCESS

TO GET THE BEST RESULTS!

7



8

THE RIGHT DECISIONS  
AT THE RIGHT TIME  
WITH THE RIGHT INFORMATION

CONSIDER.CONFIRM.COMMIT.

The first step is the "Consider" stage where we introduce the team to a decision point, be it a material choice or an alternative design approach.

At the next workshop we will discuss the issue in depth, having had some time to understand the implications of the decision and "Confirm" the decision.

The following meeting we would "Commit" to the decision. This allows the client and the community to have enough time to fully understand the issues, research and consider alternatives and finally commit to the decision.

9

COMMIT PROJECT PROCESS & COMMUNICATION PROTOCOLS

CONTRACT STATUS

ROLES & LINES OF COMMUNICATION

DECISION MAKERS

& APPROVAL PROCESS

10

COMMIT PROJECT PROCESS & COMMUNICATION PROTOCOLS

Taylor Wellness Recreation Center Feasibility Study

TWRC = TAYLOR WELLNESS RECREATION CENTER

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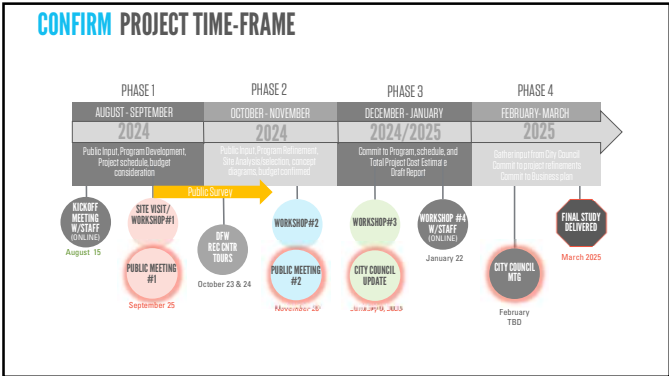
CONFIRM TIME FRAME FOR FEASIBILITY STUDY

PROJECT SCHEDULE

12

2





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**CONFIRM MEETING DATES & TIMES**

TAYLOR RECREATION CENTER FEASIBILITY STUDY MEETINGS			
Taylor Staff Team Only Kick-Off (Virtual)	Thursday	8/15/2024	9:00am – 12 Noon
Workshop #1 - Taylor Staff Team Meeting	Wednesday	09/25/2024	10:00am-11:00pm
Workshop #1 - Executive Steering Committee Meeting	Wednesday	09/25/2024	2:00pm– 5:00pm
Workshop #1 - Public Meeting 1/Launch Survey	Wednesday	09/25/2024	6:30-8:00PM
Tour of DFW Recreation Centers	Wednesday	10/23/2024 10/24/2024	All Day
Workshop #2 - Executive Steering Committee Meeting	Wednesday	11/20/2024	12 Noon – 3pm
Workshop #2 Public Meeting 2	Wednesday	11/20/2024	6:30-8:00PM
Workshop #3 - Executive Steering Committee	Thursday	01/09/2025	12 Noon – 3pm
Workshop #3 - City Council Update/Gather Input	Thursday	01/09/2025	6:00pm
Work Period #4 Check-in meeting with Taylor Staff Team only (Virtual)	Tuesday	01/22/2025	10:00am - Noon
Work Period #5 -City Council Presentation	TBD	TBD February	TBD
Final report delivered		End- March	

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**CONSIDER CITY MISSION, VISION, AND GOALS FOR THE PROJECT**

15

**WHAT ARE TAYLOR'S AIMS/GOALS FOR COMMUNITY ACTIVITY CENTER RECREATION CENTER?**

**POLITICAL**  
**TECHNICAL**  
**USER**

16

**COMMUNITY AIMS**  
**PROJECT AIMS**  
**PERFORMANCE AIMS**  
**PERCEPTION AIMS**

**POLITICAL**  
**TECHNICAL**  
**USER**

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**WHY AIMS**

**COMMUNITY AIMS**

- ACCESSIBILITY
- ECONOMIC DEVELOPMENT/RETENTION
- CULTURE OF WELL BEING
- DIFFERENTIATOR / AMENITY

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COMMUNITY AIMS

PROJECT AIMS

PERFORMANCE AIMS

PERCEPTION AIMS

POLITICAL

TECHNICAL

USER

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WHAT AIMS

PROJECT AIMS

- BUDGET
- SCHEDULE
- SUSTAINABILITY
- COMMUNICATION

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COMMUNITY AIMS

PROJECT AIMS

PERFORMANCE AIMS

PERCEPTION AIMS

POLITICAL

TECHNICAL

USER

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HOW AIMS

PERFORMANCE AIMS

- OPERATIONS
- PARTICIPATION
- UTILIZATION
- SUSTAINABILITY

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COMMUNITY AIMS

PROJECT AIMS

PERFORMANCE AIMS

PERCEPTION AIMS

POLITICAL

TECHNICAL

USER

23

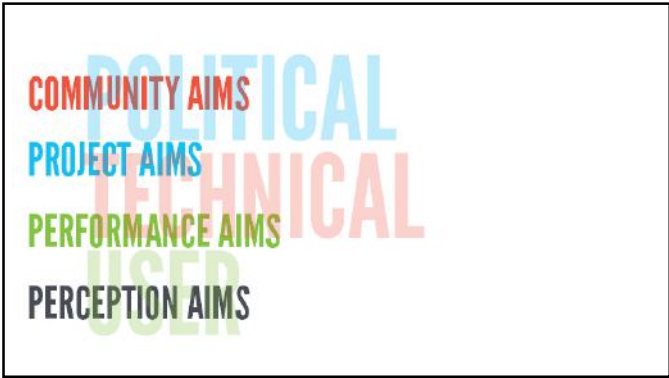
WHY AIMS

PERCEPTION AIMS

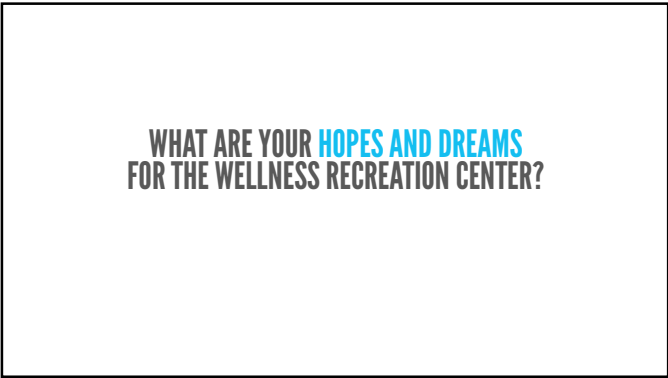
- IDENTITY CREATION | RE-CREATION
- INCLUSIVE, OPEN PROCESS
- BEYOND BASIC
- KEEPING UP WITH THE JONES

24





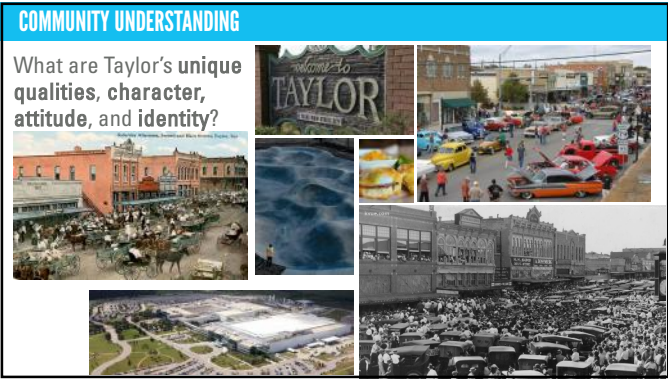
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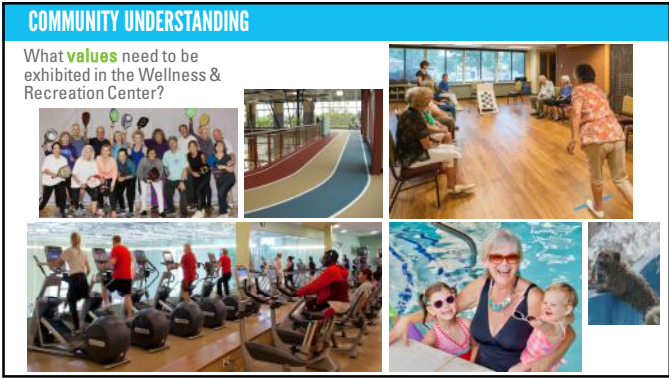
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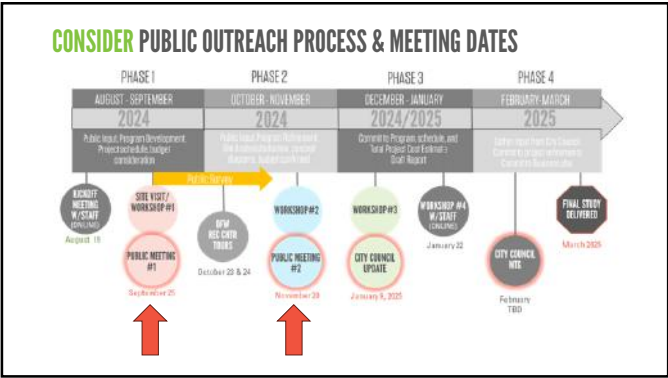
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### FACILITATE COMMUNITY OPEN HOUSE / PUBLIC MEETING

6:30pm to 8pm Tuesday, September 25, Public Meeting

- Facilitate community open house (program spaces/options)
- Present National Slide Tour of Recreation Center Spaces / Trends
- Play Dot-o-crazy and 5 Big Questions as participatory exercise for program spaces & site amenities
- Announce Public Survey
- Gather and collect results

31

### PEOPLE

### PLACE

### PACE

Who are the people of Taylor and how do they want to be perceived?

Where do people live, work and play? Tell us about landmarks of interest and places of pride.

What experiences are you looking for and what is your pace of life?

32

### FIVE IMPORTANT QUESTIONS

1

2

3

4

5

AWAY

HERE

WHY

BE

NOT BE

1.

2.

3.

4.

5.

HOW DO YOU DESCRIBE WHERE YOU LIVE WHEN YOU ARE **AWAY** FROM TAYLOR?

WHAT PLACES OR EVENTS MUST VISITORS EXPERIENCE WHEN THEY ARE **HERE** IN TAYLOR?

**WHY** DO YOU LIVE IN TAYLOR?

HOW DO YOU **WANT TO BE** PERCEIVED AS A COMMUNITY?

HOW DO YOU **NOT WANT TO BE** PERCEIVED AS A COMMUNITY?

33

### THE SURVEY SAYS!...

Taylor Parks and Recreation Department (PARD) Staff

- Gain insight through a **scientifically valid survey**
- ETC Staff will host** the survey
- Staff will advertise the survey** for residents' participation through the usual PARD avenues
- Harvest data from the survey**

BRS Architecture; Ballard\* King Group; ETC, Water Technologies, Inc.; Half

- Provide input** and examples of survey questions
- Refine the survey **based on best practices**
- Define goals** for the project

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### CONSIDER IDENTIFY STAKEHOLDERS, STEERING COMMITTEE MEMBERS, INTEREST GROUPS

35

### EXECUTIVE STEERING COMMITTEE ROLE

The Taylor Wellness and Recreation Center Feasibility Study Executive Steering Committee (the Steering Committee) to be comprised of Taylor citizens, community leaders, stakeholders and City staff.

The Steering Committee's role is to:

- Represent the community** indoor recreation wants and needs to **shape the building program** for **extraordinary experiences, wellness, fun, and learning**, and as a Taylor **destination for all people to gather and be together**.
- Consider **possibilities for private-public partnerships** in the project, which could benefit the Recreation Center.
- The Executive Steering Committee will **meet regularly in an advisory capacity** for **approximately four months, participate in workshops, attend tours** of contemporary recreation center design, and **make recommendations**.
- Recommendations will include **a unique solution for a wellness recreation center that represents Taylor values and character**.

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CONSIDER THE CITY OF TAYLOR EXECUTIVE STEERING COMMITTEE

ONE INTEGRATED TEAM

SUGGESTED EXECUTIVE STEERING COMMITTEE

▪ Mayor

▪ City Council Liaison to Parks and Recreation Board

▪ Park and Recreation Board Chair & Vice Chair

▪ Community Development Committee Member

▪ Potential Partners

- Hospital/Schools/Sports

▪ Citizens at Large

- Senior Advisors (LOLIT)
- Parents

▪ Special Interests (Stakeholders)

- Youth/Adult sports organizations

SUGGESTED STAFF SUPPORT

▪ City Manager's Office

▪ PARD Director & Assistants

▪ PARD Planners

▪ City Planning Department Rep.

▪ Capital Projects Representative

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CONSIDER POTENTIAL STAKEHOLDERS

▪ Silver Sneakers

▪ Senior Advisory Board

▪ Parks and Recreation Board

▪ Athletic Leagues

▪ School District

▪ YMCA of Central Texas

▪ Boys and Girls Club

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CONSIDER REVIEW MARKET SEGMENT, DEMOGRAPHIC, ALTERNATIVE PROVIDER CONSIDERATIONS

Ballard\*King report as following slides:

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Market Report

Green Boundary - Primary Service Area (City of Taylor)

Blue Boundary - Secondary Service Area (30-minute drive time from north and east)



40

Market Report

CITY OF TAYLOR

POPULATION

17,278

Median Household Income

\$67,973

Median Age

39.8

EDUCATION

13.5%

37.9%

29.7%

18.9%

BUSINESS

684

9,382

2020 Household by Income Group

Median Income

21.5%

17.8%

INCOME

\$67,973

\$33,779

\$220,581

2020 Household by Income Group

Median Income

21.5%

17.8%

41

Demographics

MEDIAN AGE

HH INCOME

2020

2024

2029

Primary Service Area

Secondary Service Area

State of Texas

National

2020

2024

2029

Primary Service Area

Secondary Service Area

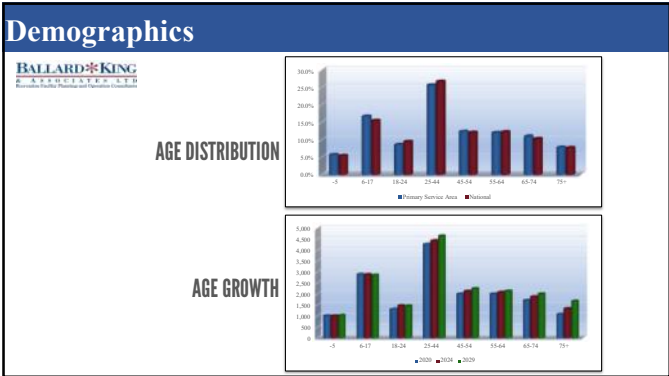
State of Texas

National

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43

Market Potential Index

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobic	1,022	7.6%	100
Basketball	731	5.5%	99
Bicycle Riding	1,325	9.9%	90
Exercise Walking	4,098	30.7%	94
Golf	996	7.5%	93
Pickleball	326	2.4%	98
Pilates	319	2.4%	87
Running/Jogging	1,178	8.8%	85
Soccer	482	3.6%	115
Swimming	1,904	14.3%	91
Table Tennis/Ping Pong	538	4.0%	106
Tennis	484	3.6%	96
Volleyball	383	2.9%	115
Weight Lifting	1,771	13.3%	89
Yoga	1,157	8.7%	86

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45

CONSIDER FACILITY USERS

MULTI-GENERATIONAL?

YOUTH?

ACTIVE ADULTS?



46

THE POSSIBILITY

NATIONAL RECREATION CENTER TRENDS

47

FITNESS TRENDS

MAXIMIZE PARTICIPATION

48



VERSATILE, OPEN, LIGHT FILLED SPACES



49

FUNCTIONAL



50

FUNCTIONAL



51

COACHED FITNESS



52

ADDED VALUE



53

ON YOUR OWN SCHEDULE

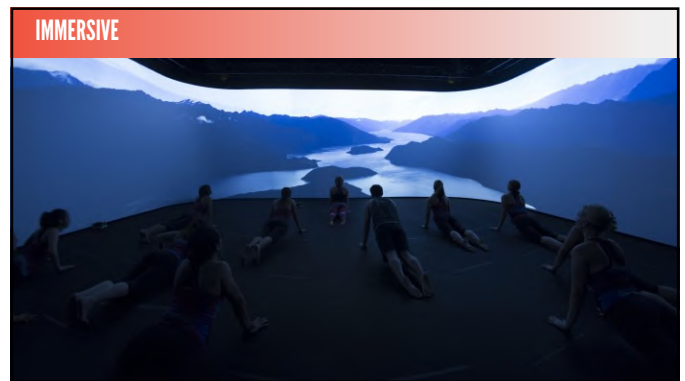


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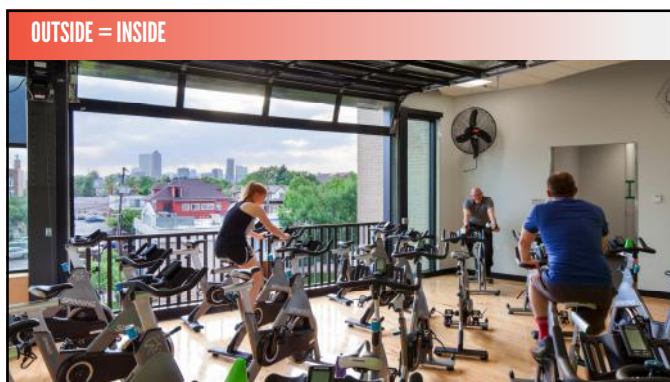




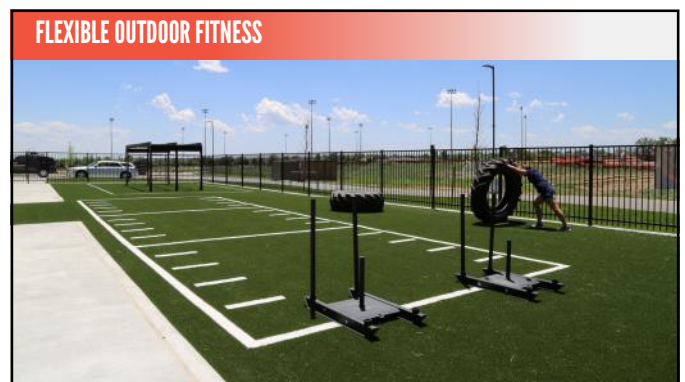
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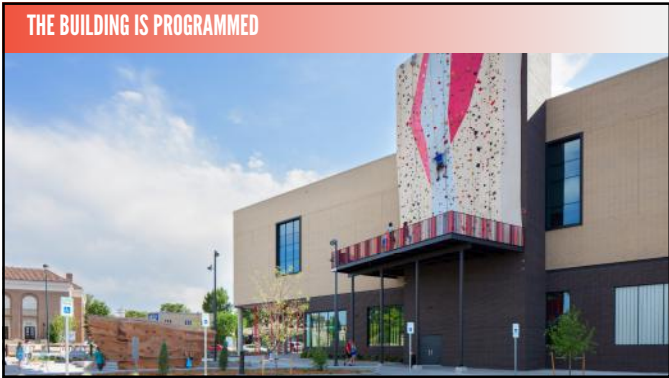


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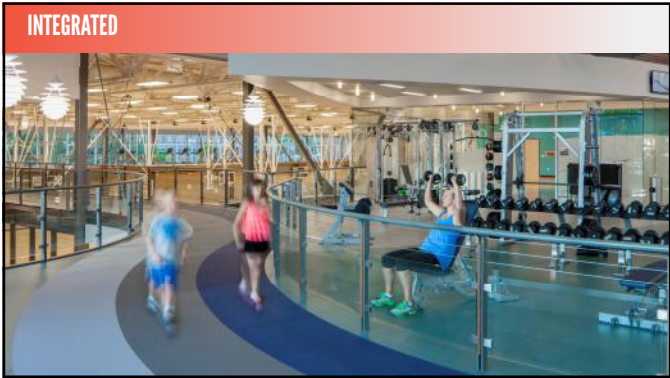


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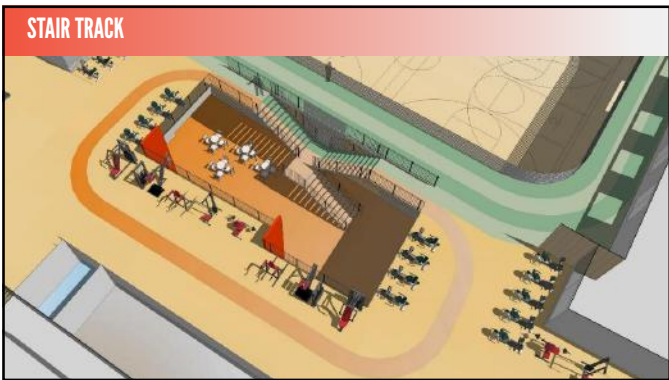




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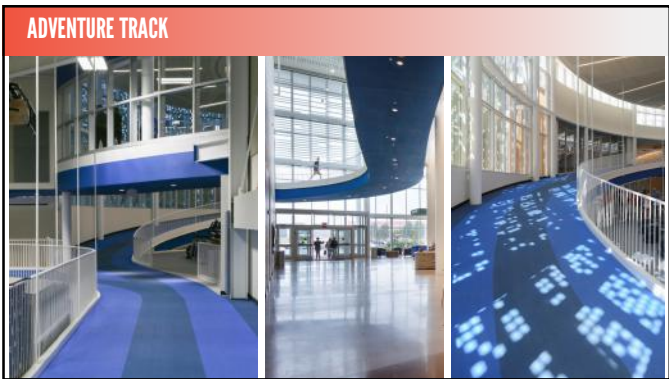
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# COMMUNITY TRENDS

MAXIMIZE PARTICIPATION



SOCIAL SPACES

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ACTIVITY HUB



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OPEN TO ALL



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GATHERING CHOICES



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GATHERING CHOICES



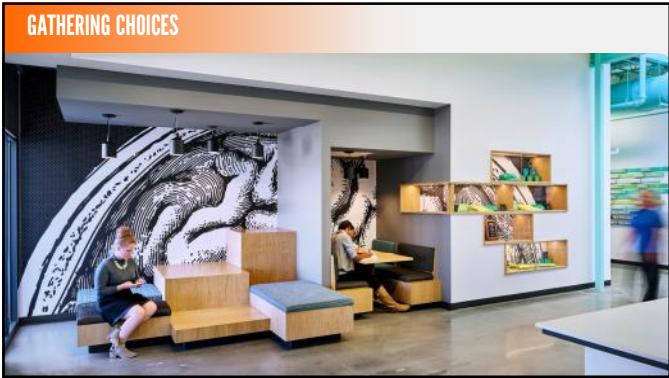
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GATHERING CHOICES



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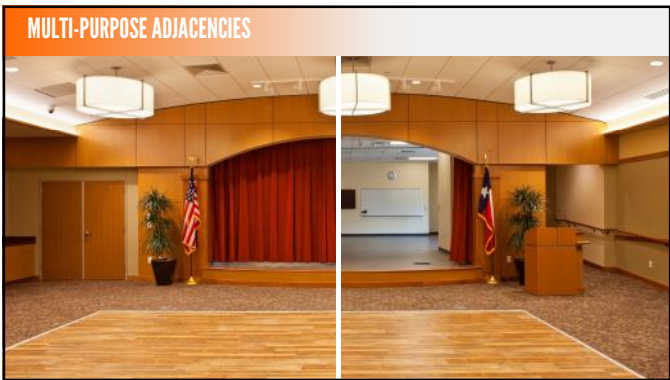
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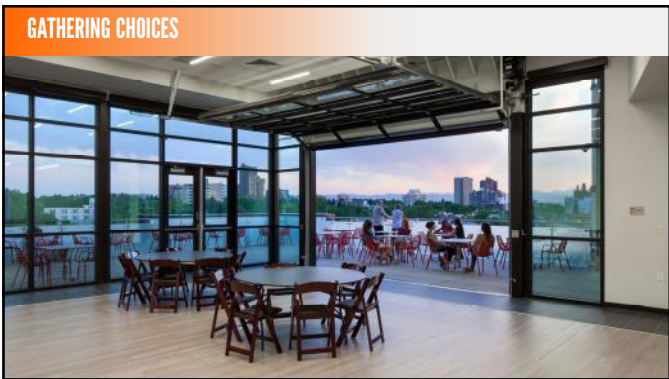
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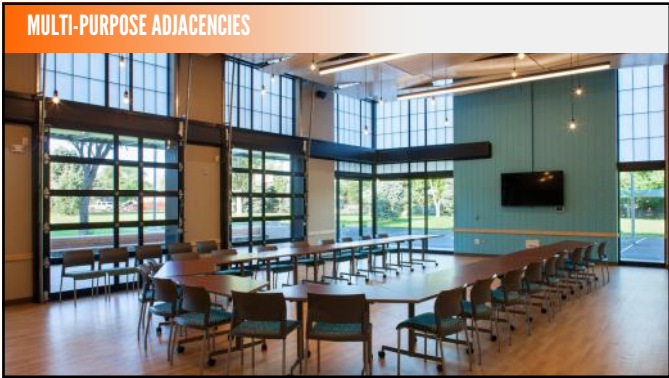


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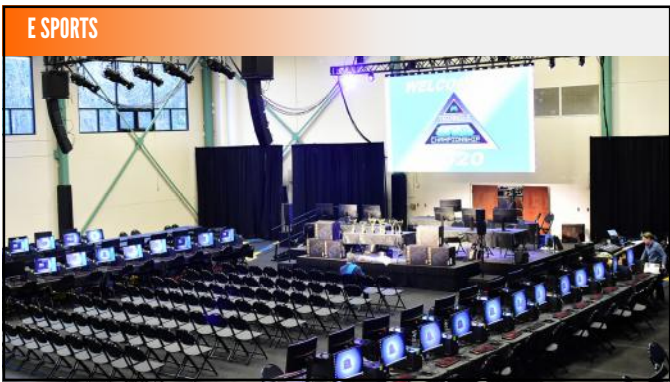
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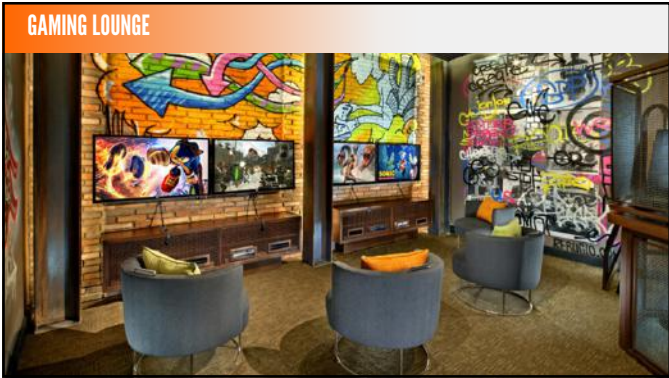
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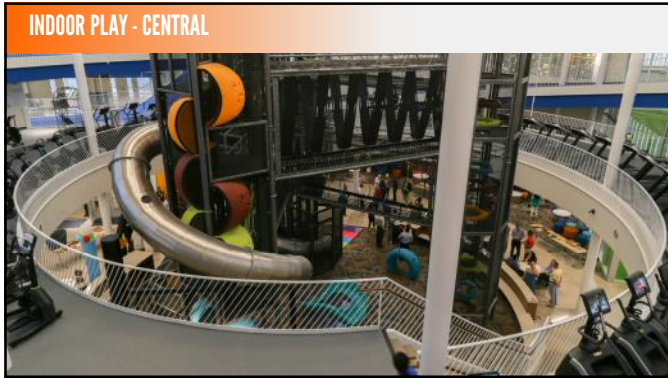


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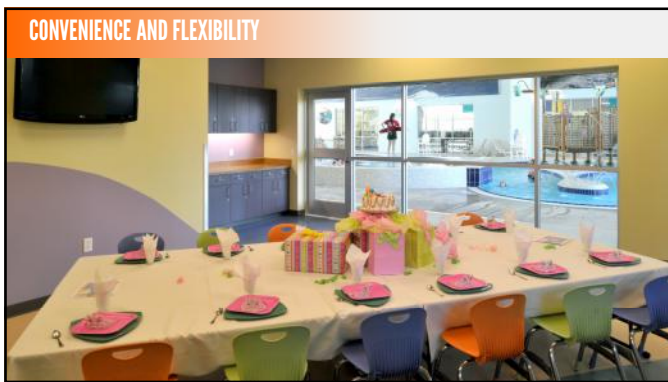




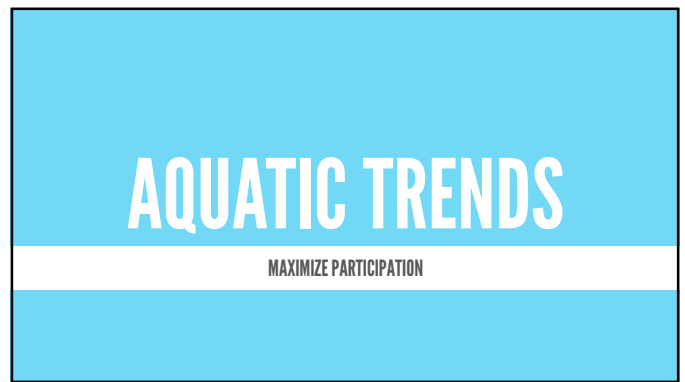
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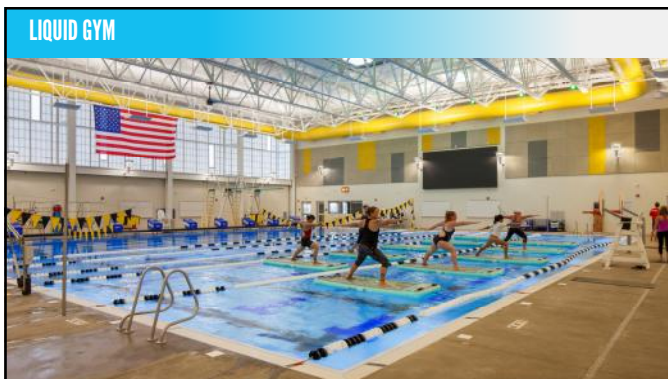
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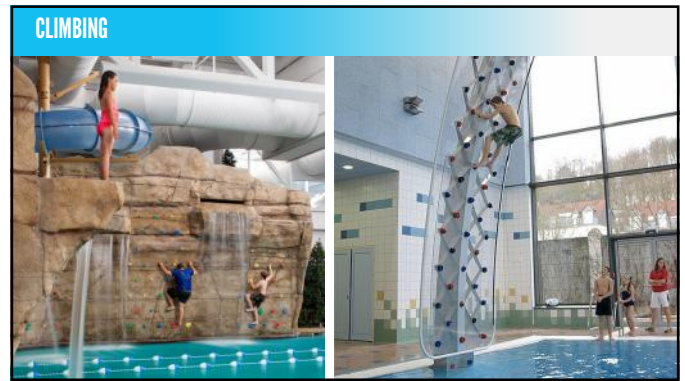


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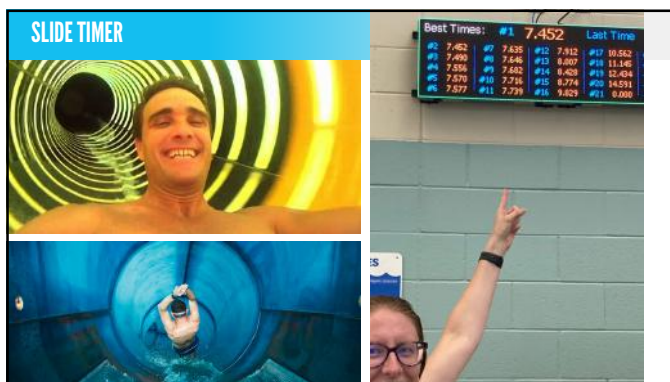




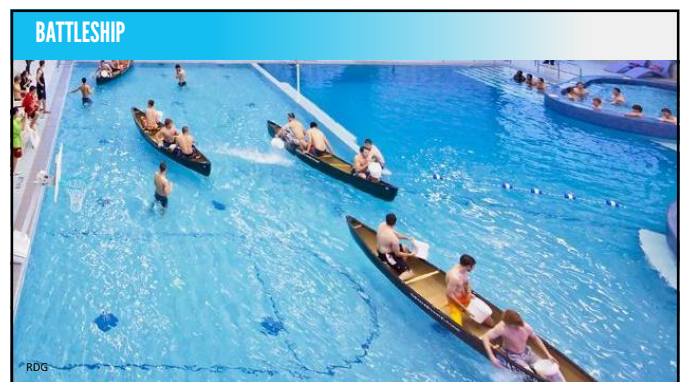
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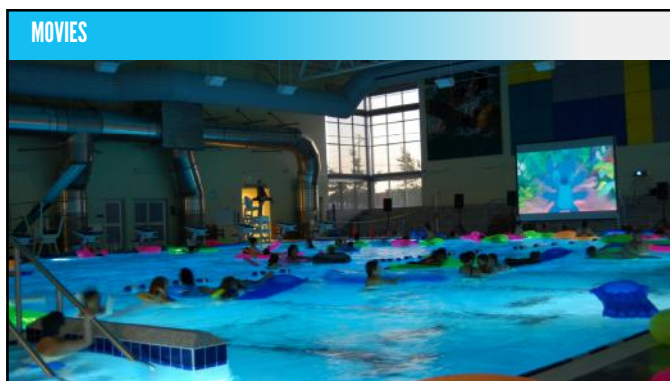
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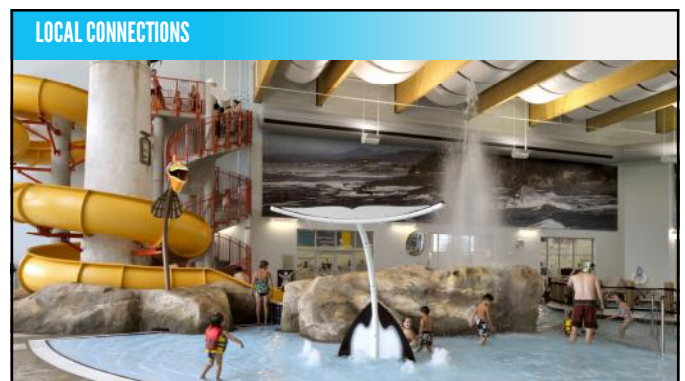
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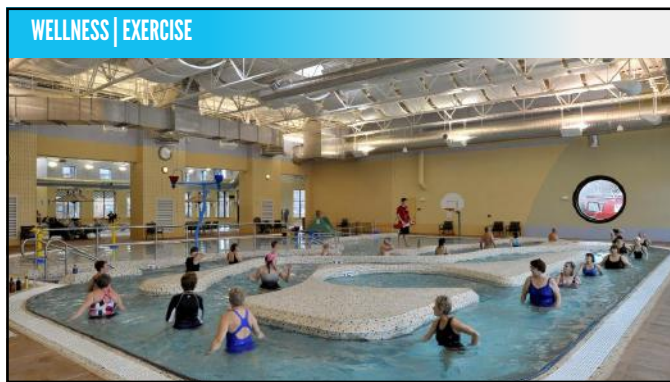




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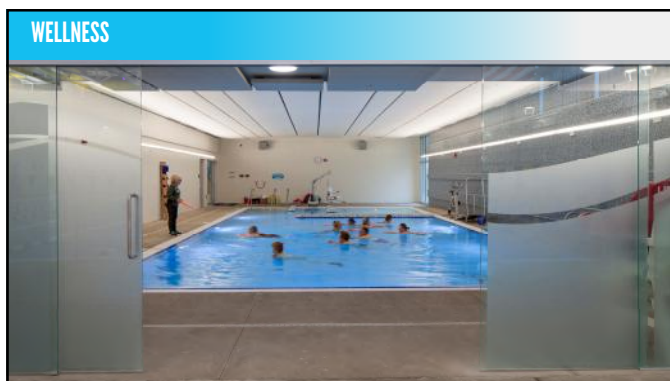
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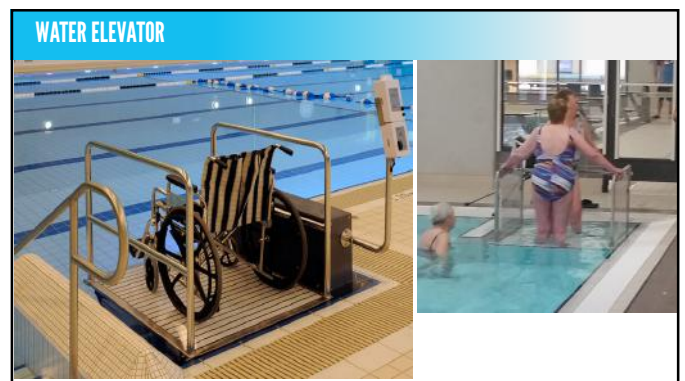
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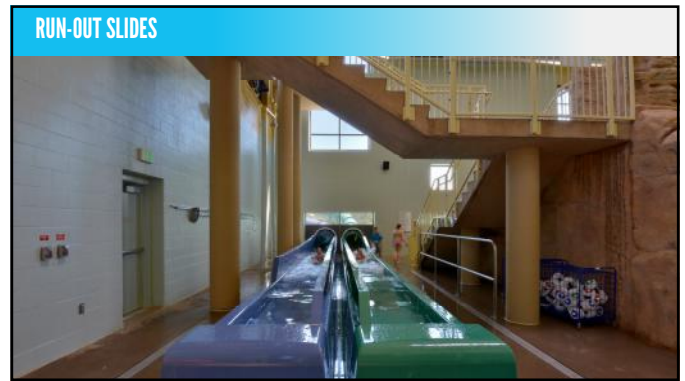


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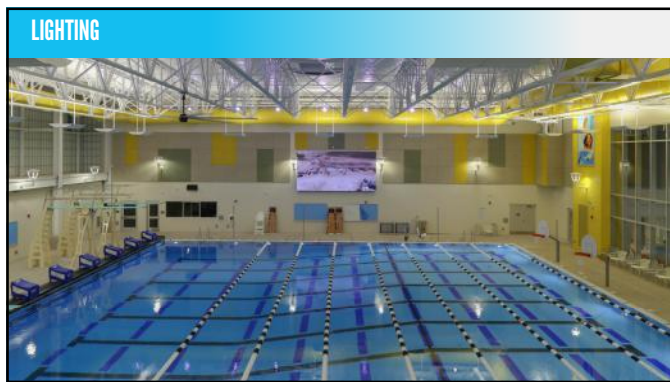




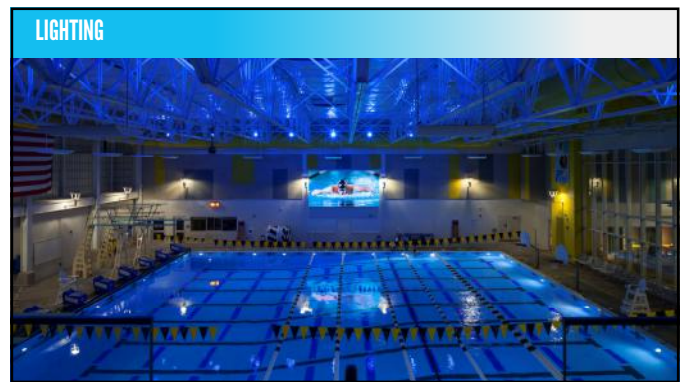
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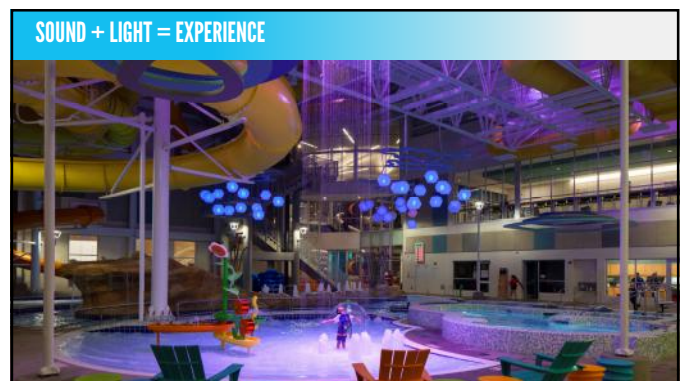
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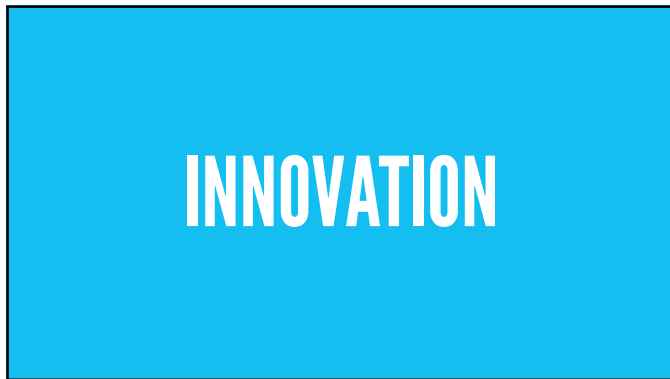


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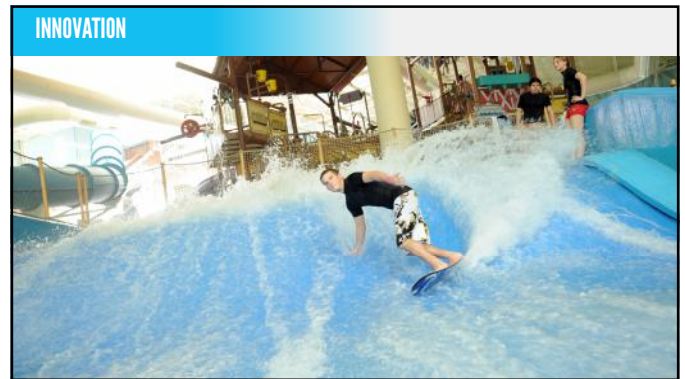


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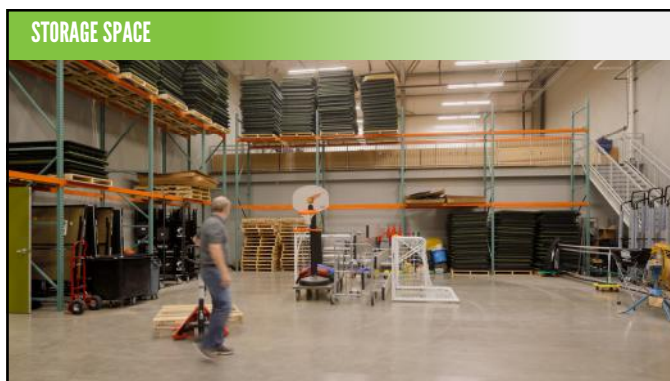
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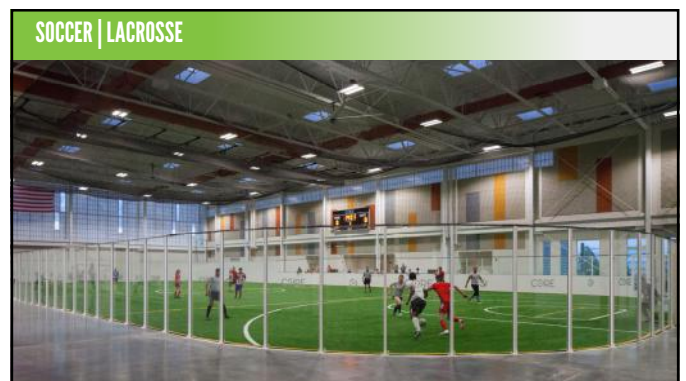
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A PLACE FOR CELEBRATIONS



139

A PLACE FOR MUSIC



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A PLACE FOR MUSIC



141

A PLACE FOR COMMUNITY FESTIVALS



142

A PLACE TO TRY NEW THINGS



143

A LANDMARK – A PLACE TO MEET & VISUAL WAYFINDING



144





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National Trends			
BALLARD* KING <small>2024-2025 Planning and Operations</small>	Increase in Participation		Percent Increase
	2014 Participation	2023 Participation	
Pickleball	1.7	6.4	276.5%
Table Tennis/Ping Pong	9.8	12.5	27.6%
Bicycle Riding	35.6	44.6	25.3%
Weightlifting	31.3	38.8	24.0%
Yoga	25.9	31.7	22.4%
Exercise Walking	96.3	113.9	18.3%
Volleyball	10.1	11.7	15.8%
Pilates	5.5	6.2	12.7%
Swimming	45.5	50.2	10.3%
Exercise w/ Equipment	53.1	58.2	9.6%
Running/Jogging	42.0	45.0	7.1%
Gymnastics	5.1	5.3	3.9%
Decrease in Participation		2014 Participation	2023 Participation
		2014 Participation	Percent Increase
Basketball	25.5	23.2	-9.0%
Cheerleading	3.5	3.1	-11.4%
Workout @ Club	34.1	29.6	-13.2%
Martial Arts/MMA	6.4	5.3	-17.2%

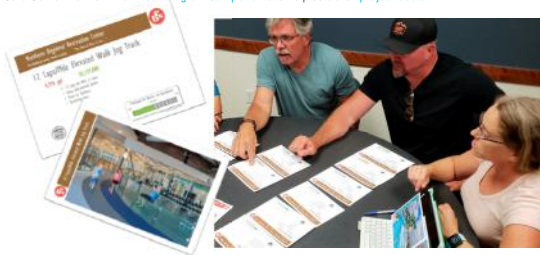
157

INDOOR RECREATION FINDINGS CENTRAL TEXAS BENCHMARK CITIES			
CURRENT LEVEL OF SERVICE		FUTURE LEVEL OF SERVICE	
Benchmark City 2021	Sq/Ft per Capita	Benchmark City 2026	Sq/Ft per Capita
Georgetown	0.86	*Georgetown	1.73
Cedar Park	0.70	Cedar Park	0.61
New Braunfels	0.96	New Braunfels	0.83
Round Rock	0.66	*Round Rock	1.86
Pflugerville	0.30	Pflugerville	1.03

158

CONSIDER BRS CARD GAME FOR ASSESSING WANTS AND NEEDS

Card Game informs "Wish List" Program Components to help establish project costs



159

CONSIDER DISCUSS OPERATIONAL CONSIDERATIONS & COST RECOVERY GOALS

Ballard\*King & BRS Slides as follows

160

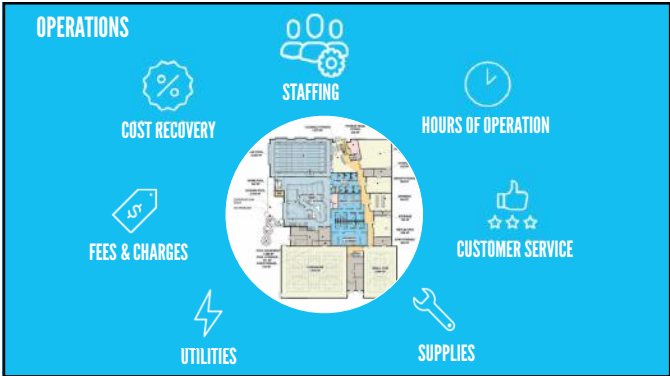
OPERATIONS

DOING THE MOST WITH THE LEAST

PERFORMANCE

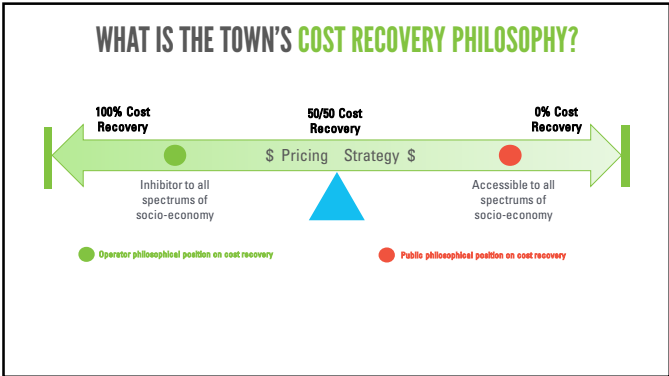
ACCOUNTABILITY

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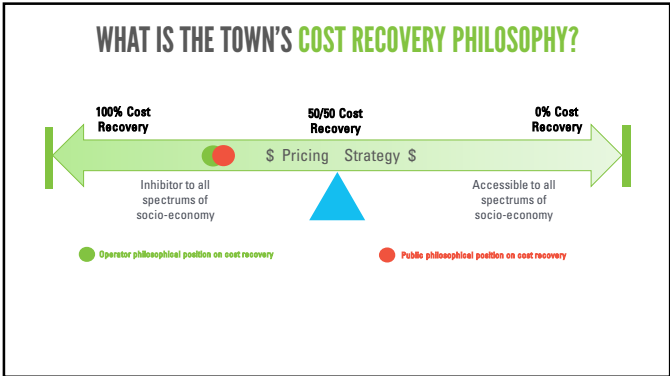


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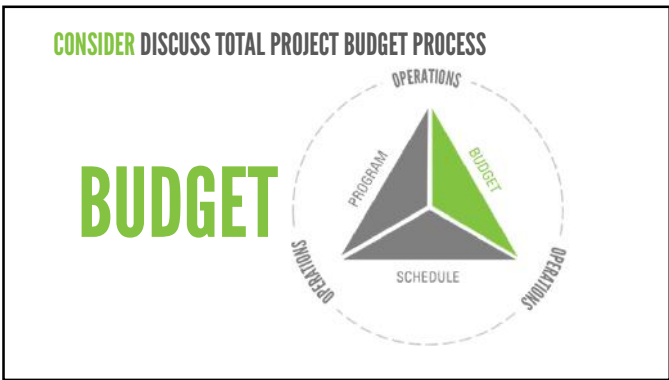




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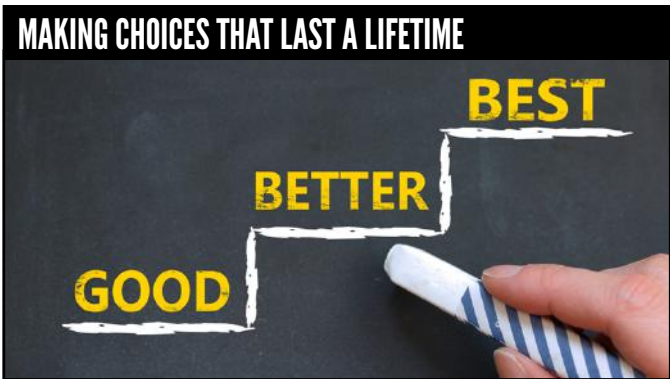
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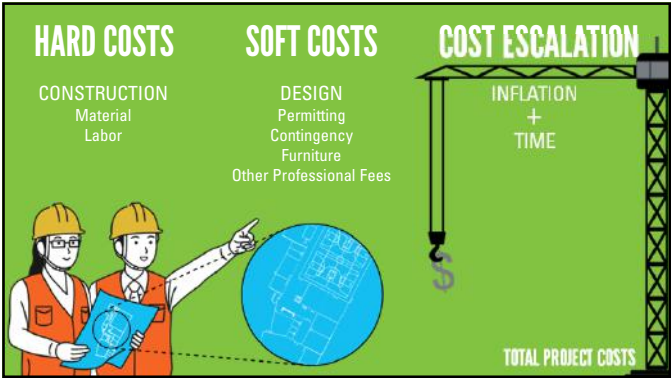


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CONSIDER PROJECT BUDGET

**BUDGETING TO A DESIGN**  
then  
**DESIGNING TO A BUDGET**

170

CONSIDER DISCUSS FINANCIAL OPTIONS AND OBJECTIVES/PRELIMINARY PARTNERING OPPORTUNITIES/OUTSOURCING

- Future Bond Program
- Schedule?
- Potential Partners
  - YMCA (operations)
  - Samsung (Capital, Naming)
  - School District (Capital)

171

CONSIDER DISCUSSING POTENTIAL SITES TO BE EVALUATED

Sites under consideration?

172

**TOUR TOUR TOUR**

DFW MetroPlex October 23 & 24, 2024

RECA CAMP April 8-10, 2025

173

**CONFIRM TOURS OF DFW RECREATION CENTERS**

DFW RECREATION CENTER TOURS OF 5 TO 6 RECREATION CENTERS OCTOBER 23 & 24:

1. Two days with a one-night stay
2. Mick Massey leading tours

**CONFIRM PROJECT TIME-FRAME**

PHASE 1	PHASE 2	PHASE 3	PHASE 4
AUGUST - SEPTEMBER 2024	OCTOBER - NOVEMBER 2024	DECEMBER 2024 - JANUARY 2025	FEBRUARY - MARCH 2025
Public Open House, Design Review, Preliminary Design	Design Review, Preliminary Design, Construction Start	Design Review, Preliminary Design, Construction Start	Design Review, Preliminary Design, Construction Start
Public Meeting #1 (September 25)	Public Meeting #2 (November 10)	Public Meeting #3 (January 15)	Public Meeting #4 (March 15)

174



REQUEST BACKGROUND INFORMATION & SITE SURVEYS

175

CONFIRM PROJECT DELIVERABLES

- Facilitate Workshops and Public Meetings
- Presentation to City Council
- Public Survey hosted by ETC staff, B\*K & BRS to make suggestions for content
- Report to include the following:
  - Recreation Center Recommendations:
    - Site plan diagram
      - One 2D graphic illustration of floor plan concept
    - Concept floor plans right-sized to maximize the building assets
  - High-level Total Project Cost opinion
    - Founded on probable construction cost based on historical data, then confirmed by a third-party estimator.
    - Include Soft Cost + Cost Escalation
  - Proforma for updated recreation center based on recently adopted cost recovery study, including estimated operational and maintenance costs.

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CONFIRM NEXT STEPS AND WORKSHOP 1 AGENDA

COMMITTEE WORKSHOP #1

SEPTEMBER 25, 2024,

2:00PM TO 5:00PM

Consider

Project mission, vision, goals, and objectives

Consider

Review Market & Demographic Research Findings, National Trends, Comparable Facilities Information

Consider

Play Programming Card Game; Identify program elements for consideration

Confirm

Discuss program/budget/schedule

FACILITATE COMMUNITY OPEN HOUSE #1

SEPTEMBER 25, 2024,

6:30PM TO 8:00PM

- Present a National Slide tour of recreation centers
- Solicit feedback to explore the community's feelings about their people, pace, and place

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QUESTIONS?

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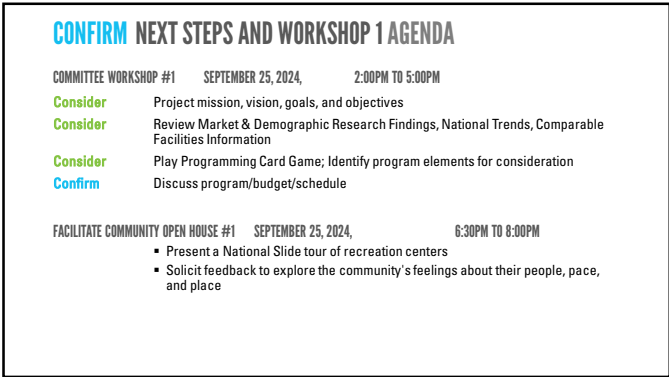




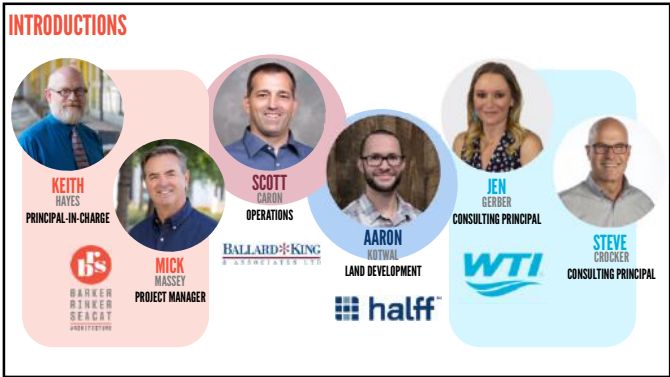
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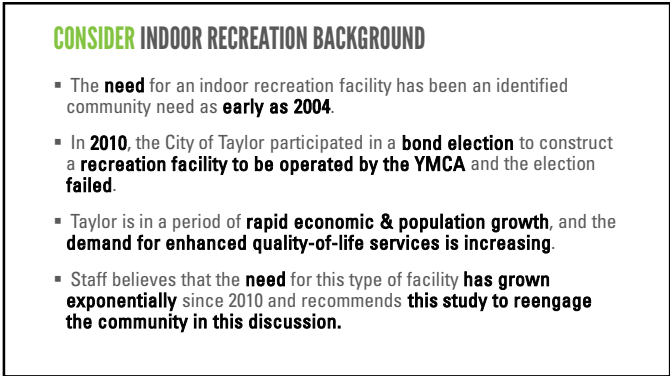
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5



6



CONFIRM

FEASIBILITY STUDY OBJECTIVES

OBJECTIVE:

The primary goals will be as follows:

RESEARCH AND MARKET ANALYSIS

1. Evaluate current recreational facilities and programming in and around the City of Taylor.

2. Evaluate community and residents' needs and preferences for wellness and recreation.

3. Identify potential partnership opportunities. (Capital, Naming, Operating)

PUBLIC OUTREACH & COMMUNITY ENGAGEMENT

1. Engage the community.

2. Identify and evaluate community needs for a future wellness & recreation center.

3. Engagement to include, but not be limited to:

1. Review of Emission Taylor Comprehensive Plan and 2020 Parks Master Plan, interviews with key City Staff/Elected Officials, Parks and Recreation Advisory board members, Community Wellness representatives, Taylor Independent School District representatives, and other possible stakeholder groups.

PROFESSIONAL SERVICES

1. Evaluate potential sites.

2. Determine concept options.

3. Estimate range of the total project cost.

4. Operations analysis for a Community Wellness & Recreation Center, and potential revenue.

5. Operations Partnerships Comparison with Benchmark Cities.

6. A final report presented to the Parks and Recreation Advisory Board or Taylor City Council.

7

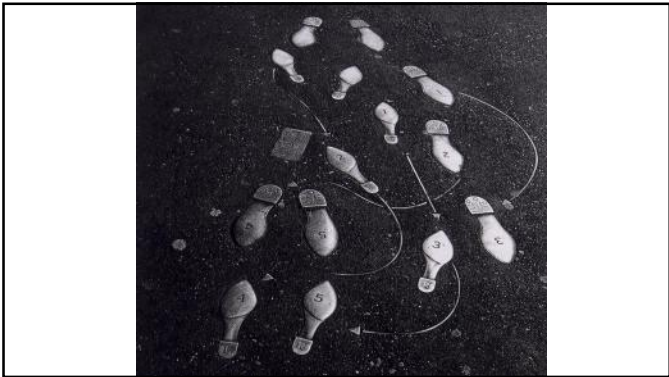
CONFIRM

FEASIBILITY PROCESS

A PROVEN PROCESS

TO GET THE BEST RESULTS!

8



9

THE RIGHT DECISIONS

AT THE RIGHT TIME

WITH THE RIGHT INFORMATION

CONSIDER.CONFIRM.COMMIT.®

The first step is the "Consider" stage where we introduce the team to a decision point, be it a material choice or an alternative design approach.

At the next workshop we will discuss the issue in depth, having had some time to understand the implications of the decision and "Confirm" the decision.

The following meeting we would "Commit" to the decision. This allows the client and the community to have enough time to fully understand the issues, research and consider alternatives and finally commit to the decision.

10

COMMIT

PROJECT PROCESS & COMMUNICATION PROTOCOLS

ROLES & LINES OF COMMUNICATION

DECISION MAKERS

& APPROVAL PROCESS

11

COMMIT

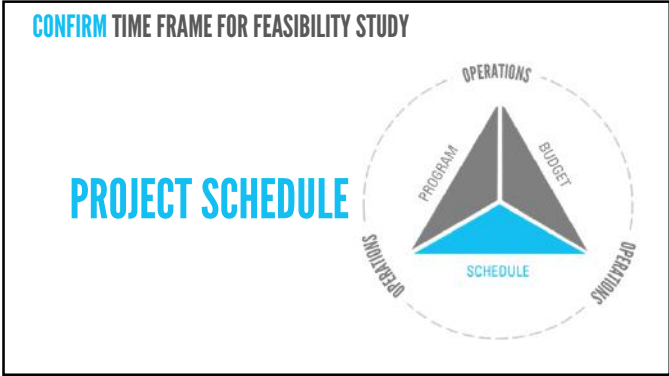
PROJECT PROCESS & COMMUNICATION PROTOCOLS

Taylor Wellness Recreation Center Feasibility Study

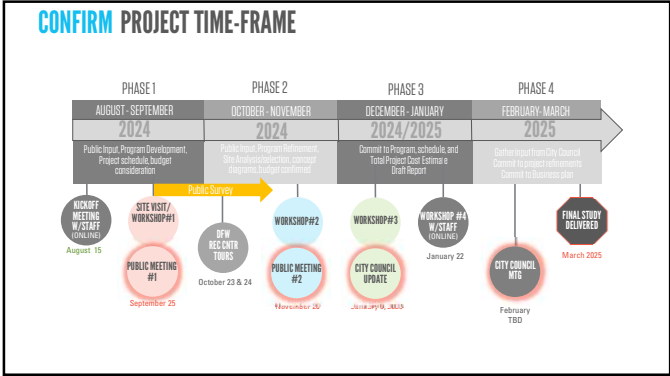
TaWRC = TAYLOR WELLNESS RECREATION CENTER

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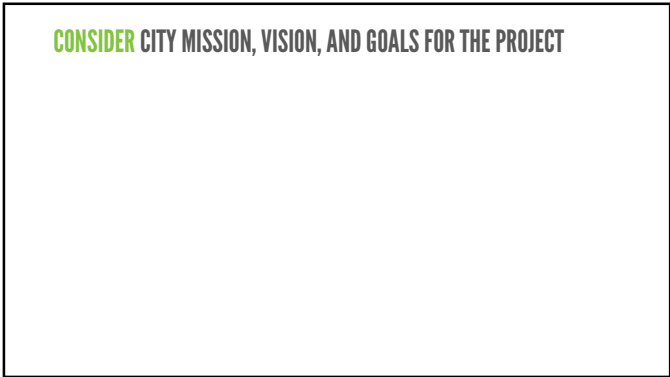


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CONFIRM MEETING DATES & TIMES

TAYLOR RECREATION CENTER FEASIBILITY STUDY MEETINGS			
Taylor Staff Team Only Kick-Off (Virtual)	Thursday	8/15/2024	9:00am – 12 Noon
Workshop #1 - Taylor Staff Team Meeting	Wednesday	08/28/2024	10:00am-11:00pm
Workshop #1 - Executive Steering Committee Meeting	Wednesday	08/28/2024	2:00pm – 5:00pm
Workshop #1 - Public Meeting 1/Launch Survey	Wednesday	08/28/2024	6:30-8:00PM
Tour of DFW Recreation Centers	Wednesday Thursday	10/23/2024 10/24/2024	All Day
Workshop #2 - Executive Steering Committee Meeting	Wednesday	11/20/2024	12 Noon – 3pm
Workshop #2 Public Meeting 2	Wednesday	11/20/2024	6:30-8:00PM
Workshop #3 - Executive Steering Committee	Thursday	01/09/2025	12 Noon – 3pm
Workshop #3 – City Council Update/Bather Input	Thursday	01/09/2025	6:00pm
Work Period #4 Check-in meeting with Taylor Staff Team only (Virtual)	Tuesday	01/22/2025	10:00am - Noon
Work Period #5 - City Council Presentation	TBD	TBD February	TBD
Final report delivered		End- March	

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17



18



WHY AIMS

COMMUNITY AIMS

ACCESSIBILITY

ECONOMIC DEVELOPMENT/RETENTION

CULTURE OF WELL BEING

DIFFERENTIATOR / AMENITY

19

COMMUNITY AIMS

PROJECT AIMS

PERFORMANCE AIMS

PERCEPTION AIMS

POLITICAL

TECHNICAL

USER

20

WHAT AIMS

PROJECT AIMS

BUDGET

SCHEDULE

SUSTAINABILITY

COMMUNICATION

21

COMMUNITY AIMS

PROJECT AIMS

PERFORMANCE AIMS

PERCEPTION AIMS

POLITICAL

TECHNICAL

USER

22

HOW AIMS

PERFORMANCE AIMS

OPERATIONS

PARTICIPATION

UTILIZATION

SUSTAINABILITY

23

COMMUNITY AIMS

PROJECT AIMS

PERFORMANCE AIMS

PERCEPTION AIMS

POLITICAL

TECHNICAL

USER

24



## PERCEPTION AIMS


## KEEPING UP WITH THE JONES

## PERCEPTION AIMS

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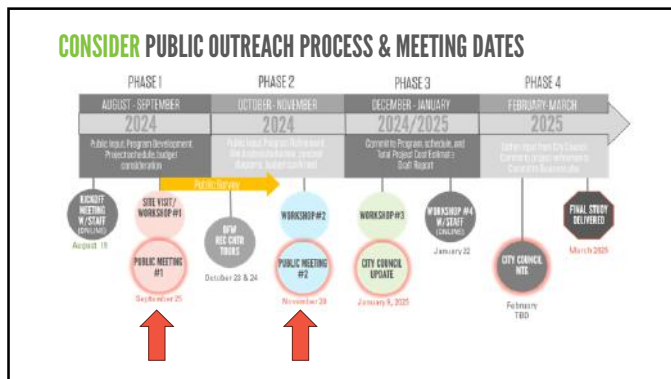
## WHAT ARE YOUR FEARS OR CONCERNS FOR THE WELLNESS RECREATION CENTER?

28



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## PEOPLE

Who are the people of Taylor and how do they want to be perceived?

## PLACE

Where do people live, work and play? Tell us about landmarks of interest and places of pride.

## PACE

What experiences are you looking for and what is your pace of life?

33

### FIVE IMPORTANT QUESTIONS

1

2

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AWAY
HERE
WHY
BE
NOT BE

- HOW DO YOU DESCRIBE WHERE YOU LIVE WHEN YOU ARE **AWAY** FROM TAYLOR?
- WHAT PLACES OR EVENTS MUST VISITORS EXPERIENCE WHEN THEY ARE **HERE** IN TAYLOR?
- WHY** DO YOU LIVE IN TAYLOR?
- HOW DO YOU **WANT TO BE** PERCEIVED AS A COMMUNITY?
- HOW DO YOU **NOT WANT TO BE** PERCEIVED AS A COMMUNITY?

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### THE SURVEY SAYS!...

Taylor Parks and Recreation Department (PARD) Staff

- Gain insight through a **scientifically valid survey**
- ETC Staff will host** the survey
- Staff will advertise the survey** for residents' participation through the usual PARD avenues
- Harvest data from the survey**

BRS Architecture; Ballard\* King Group; ETC, Water Technologies, Inc.; Half

- Provide input** and examples of survey questions
- Refine the survey **based on best practices**
- Define goals** for the project

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### CONSIDER IDENTIFY STAKEHOLDERS, STEERING COMMITTEE MEMBERS, INTEREST GROUPS

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EXECUTIVE STEERING COMMITTEE ROLE

The Taylor Wellness and Recreation Center Feasibility Study Executive Steering Committee (the Steering Committee) to be comprised of Taylor citizens, community leaders, stakeholders and City staff.

The Steering Committee's role is to:

- **Represent the community** indoor recreation wants and needs to **shape the building program** for extraordinary experiences, wellness, fun, and learning, and as a Taylor destination for all people to gather and be together.
- Consider **possibilities for private-public partnerships** in the project, which could benefit the Recreation Center.
- The Executive Steering Committee will **meet regularly in an advisory capacity** for approximately four months, **participate in workshops, attend tours** of contemporary recreation center design, and **make recommendations**.
- Recommendations will include **a unique solution for a wellness recreation center that represents Taylor values and character**.

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CONSIDER THE CITY OF TAYLOR EXECUTIVE STEERING COMMITTEE ONE INTEGRATED TEAM

SUGGESTED EXECUTIVE STEERING COMMITTEE

- **Mayor**
- **City Council Liaison** to Parks and Recreation Board
- **Park and Recreation Board** Chair & Vice Chair
- **Community Development Committee** Member
- **Potential Partners**
  - Hospital/Schools/Sports
- **Citizens at Large**
  - Senior Advisors (LOLIT)
  - Parents
- **Special Interests** (Stakeholders)
  - Youth/Adult sports organizations

SUGGESTED STAFF SUPPORT

- City Manager's Office
- PARD Director & Assistants
- PARD Planners
- City Planning Department Rep.
- Capital Projects Representative

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CONSIDER POTENTIAL STAKEHOLDERS

- Silver Sneakers
- Senior Advisory Board
- Parks and Recreation Board
- Athletic Leagues
- School District
- YMCA of Central Texas
- Boys and Girls Club

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CONSIDER REVIEW MARKET SEGMENT, DEMOGRAPHIC, ALTERNATIVE PROVIDER CONSIDERATIONS

Ballard\*King report as following slides:

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CONSIDER OUTSIDE AGENCIES AS POTENTIAL PARTNERS TO CONTRACT OPERATIONS OF THE FUTURE WELLNESS RECREATION CENTER

- Such as the YMCA of Central Texas

TBD

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CONSIDER OUTSIDE AGENCIES AS POTENTIAL PARTNERS FOR CONTRACT OPERATIONS

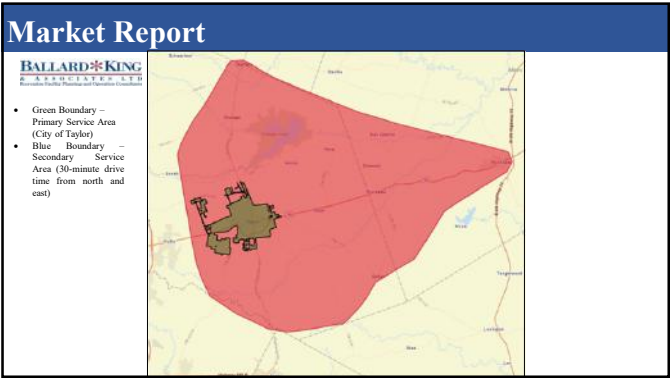
- Such as the YMCA of Central Texas

TBD = Operations To Be Determined

- Need to determine the community needs for facility programming
- Determine operations cost and potential revenue
- Need to study in-house operations or privatize operations
- Determine if Taylor residents are willing to pay third-party fees and charges

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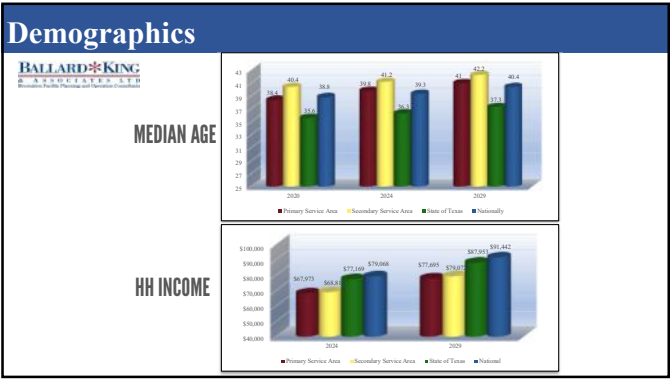




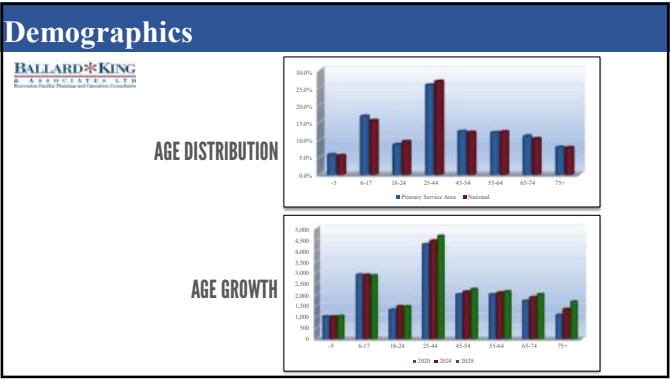
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### Market Potential Index

**BALLARD & KING ASSOCIATES, LTD.**  
Residential Real Estate Planning and Valuation Consultants

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobic	1,022	7.6%	100
Basketball	731	5.5%	99
Bicycle Riding	1,325	9.9%	90
Exercise Walking	4,098	30.7%	94
Golf	996	7.5%	93
Pickleball	326	2.4%	98
Pilates	319	2.4%	87
Running/Jogging	1,178	8.8%	85
Soccer	482	3.6%	115
Swimming	1,904	14.3%	91
Table Tennis/Ping Pong	538	4.0%	106
Tennis	484	3.6%	96
Volleyball	383	2.9%	115
Weight Lifting	1,771	13.3%	89
Yoga	1,157	8.7%	86

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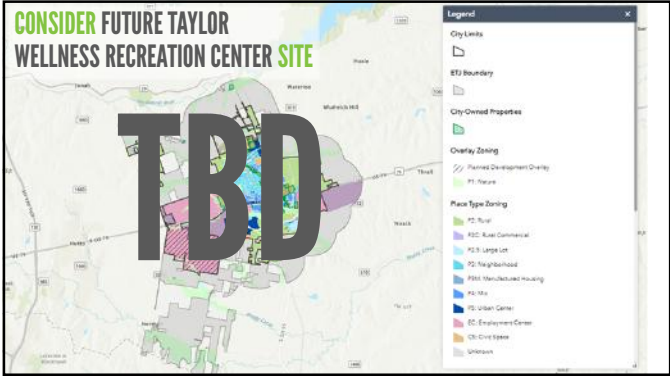


CONSIDER FACILITY USERS

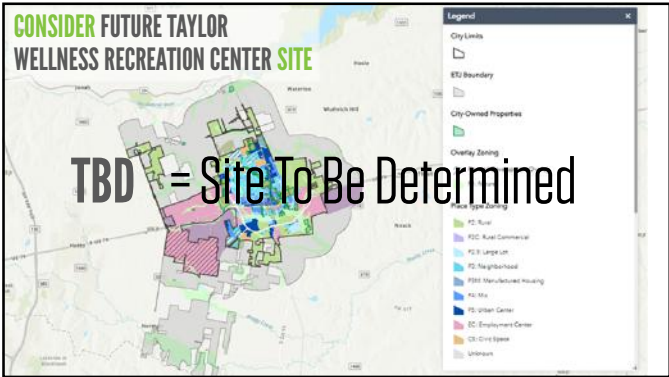
MULTI-GENERATIONAL?  
YOUTH?  
ACTIVE ADULTS?



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THE POSSIBILITY

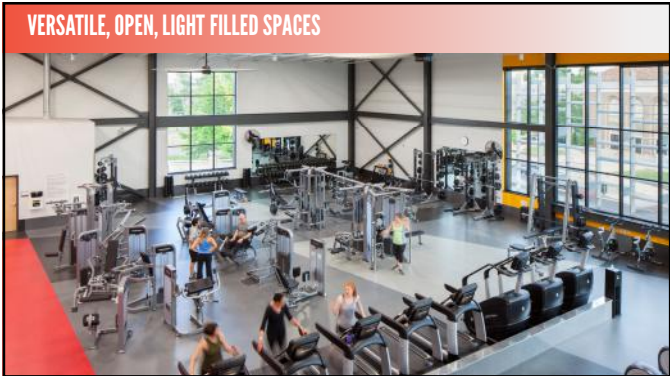
NATIONAL RECREATION CENTER TRENDS

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FITNESS TRENDS

MAXIMIZE PARTICIPATION

53



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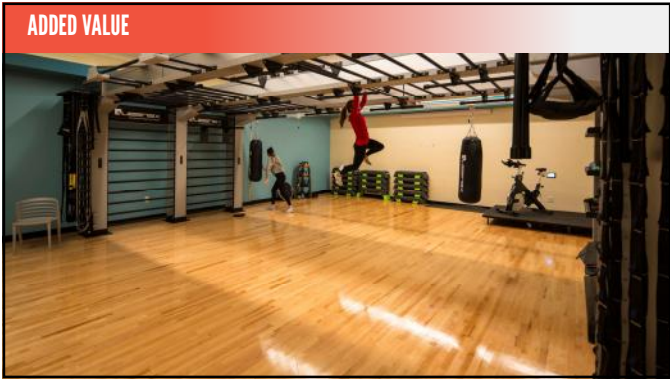
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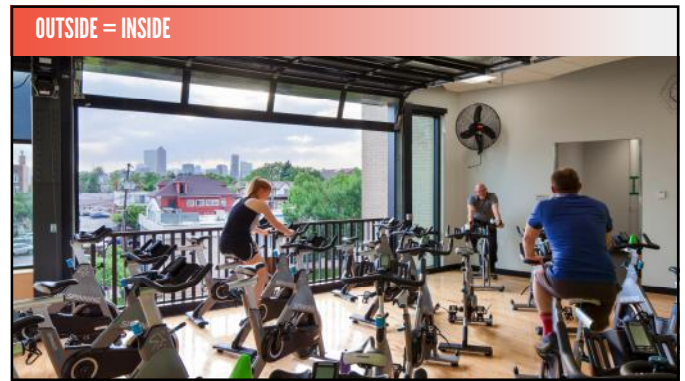


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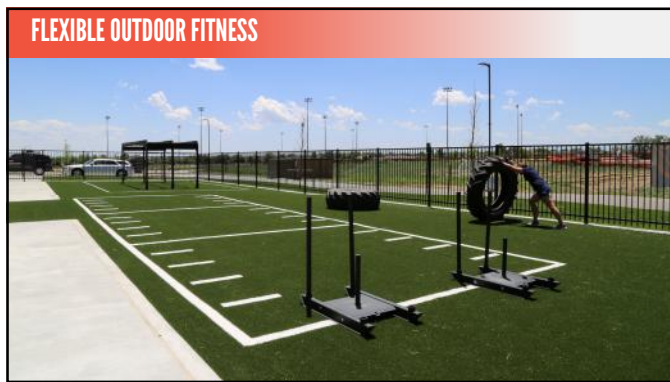




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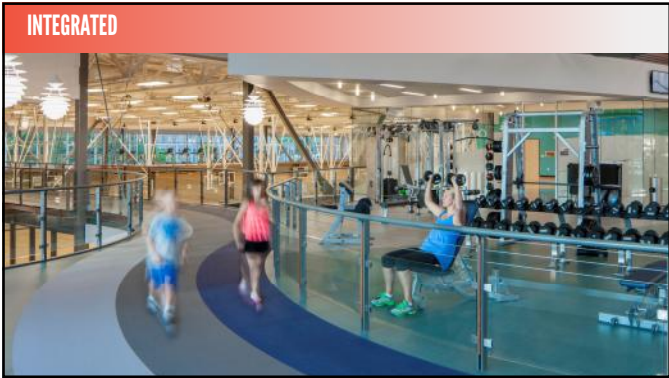


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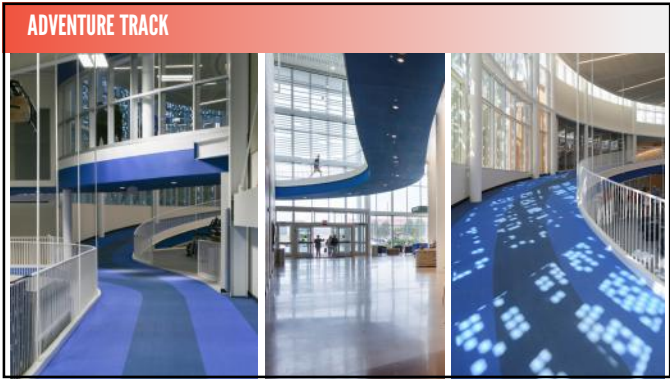
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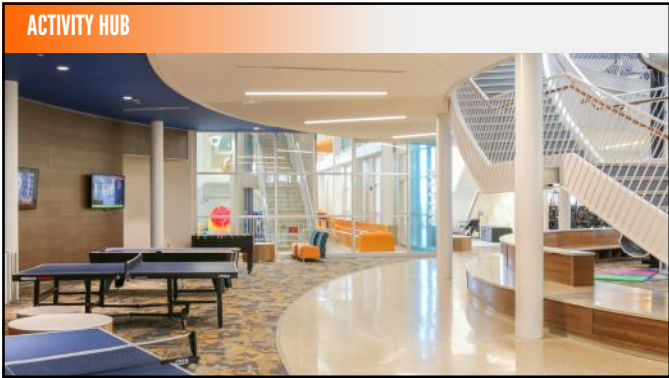


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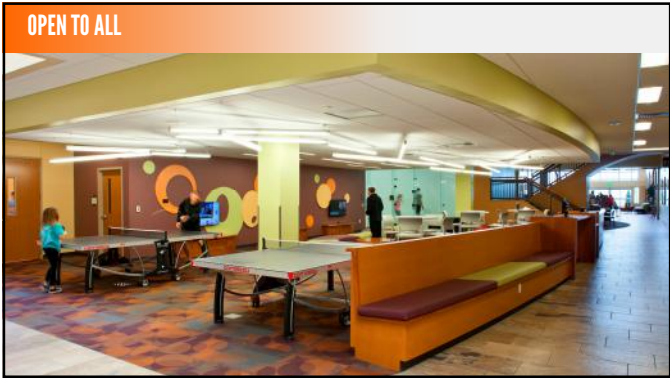


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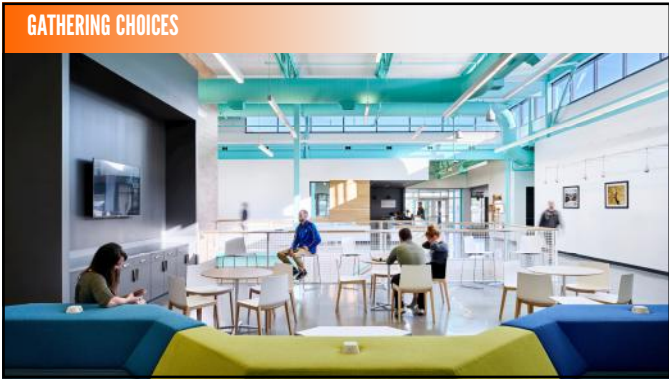




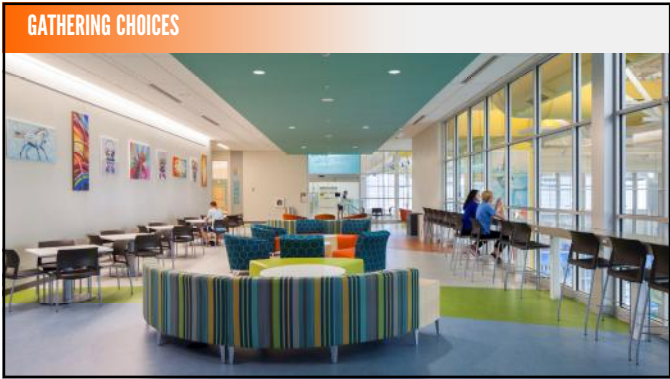
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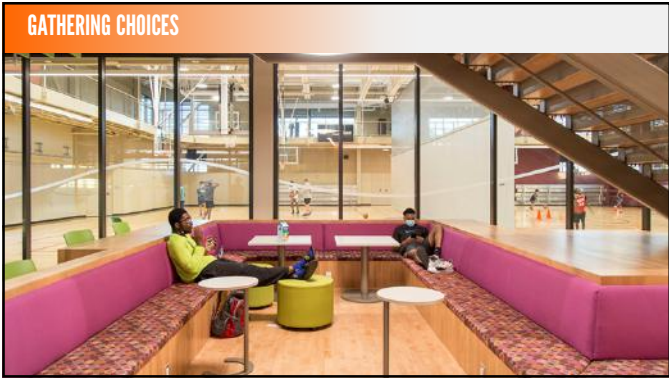
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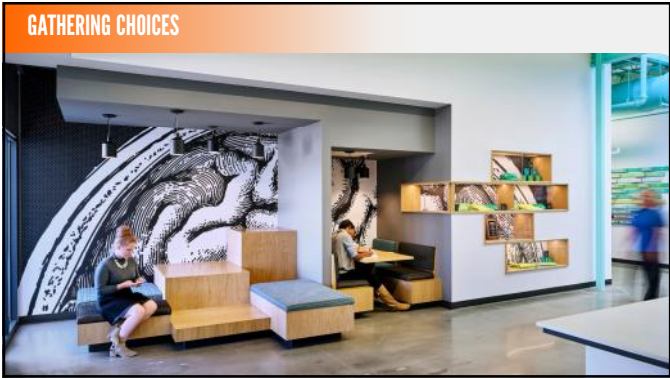
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ACTIVITY ROOMS

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MULTI-PURPOSE EVENTS



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MULTI-PURPOSE ADJACENCIES



81

GATHERING CHOICES



82

MULTI-PURPOSE PROGRAMS



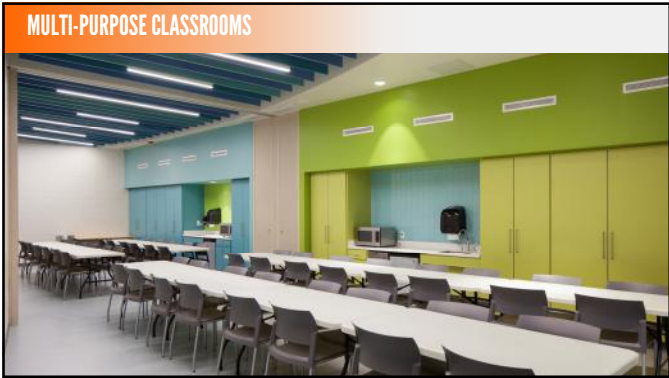
83

MULTI-PURPOSE ADJACENCIES



84

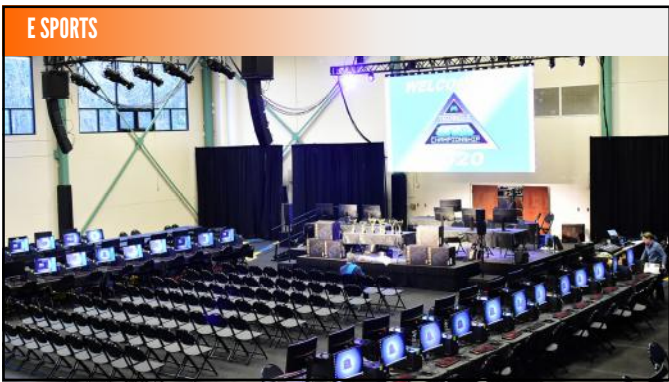




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# PARTY ROOMS

97

## CONVENIENCE AND FLEXIBILITY



98

# AQUATIC TRENDS

MAXIMIZE PARTICIPATION

99

## LIQUID GYM



100

## FUN & FITNESS



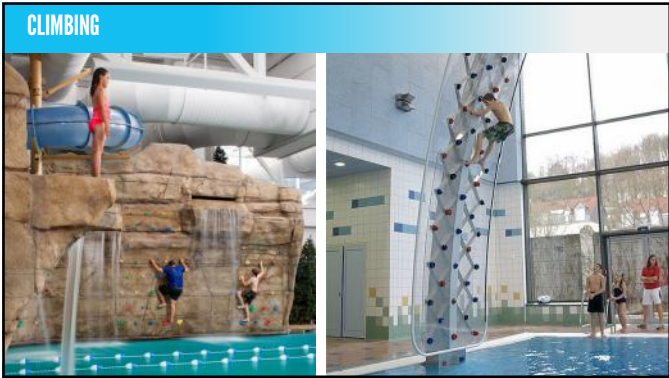
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## SLACKLINE



102

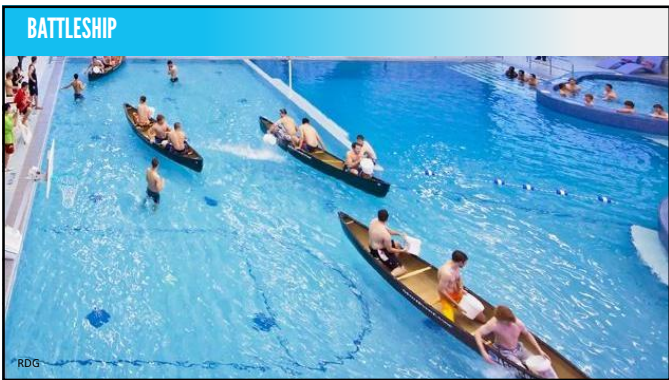




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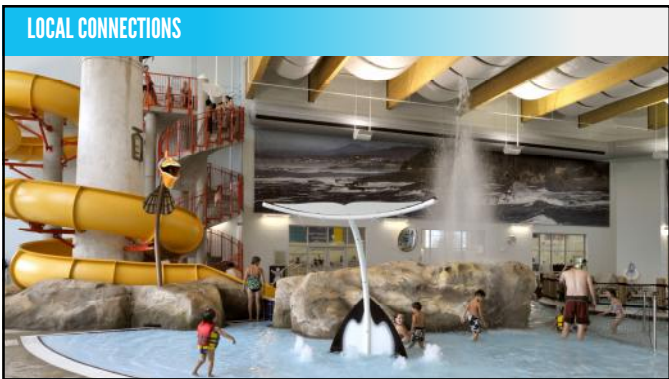
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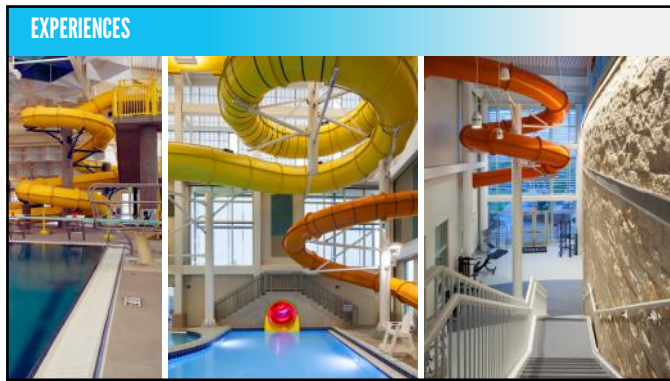


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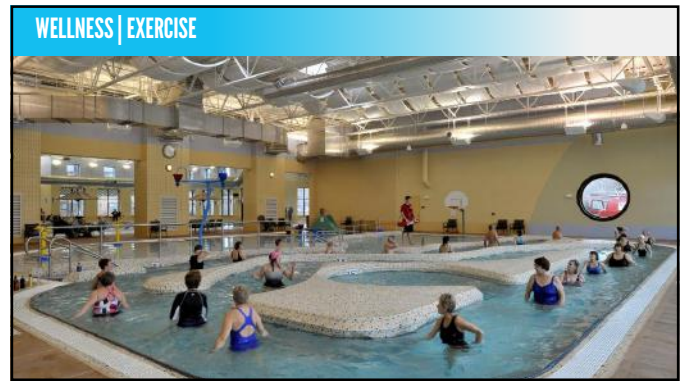


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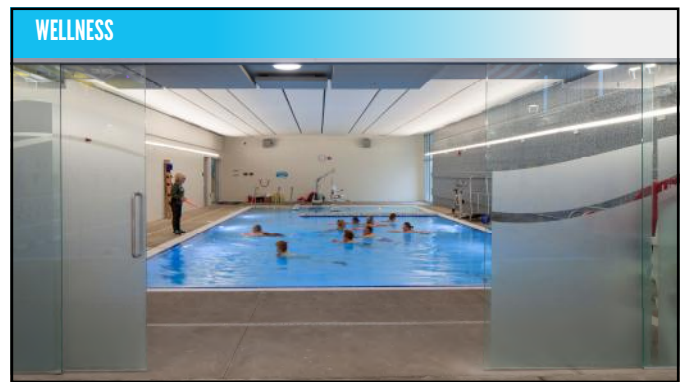
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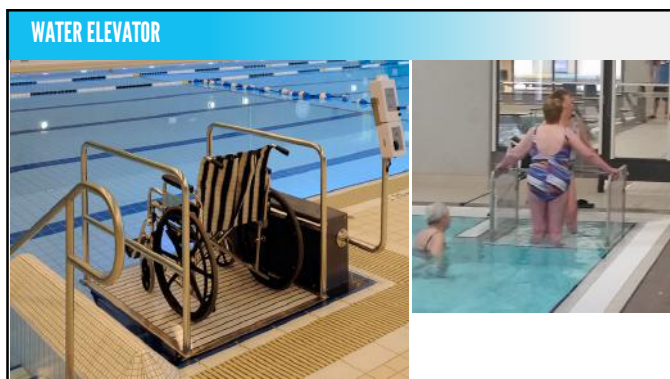
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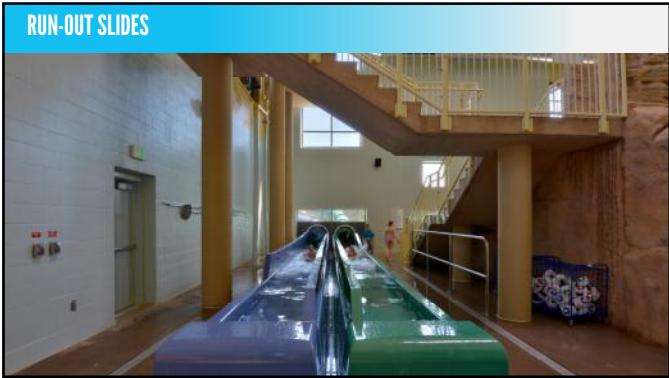


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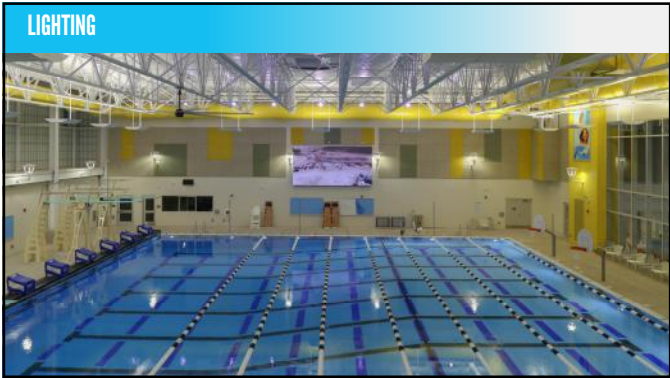


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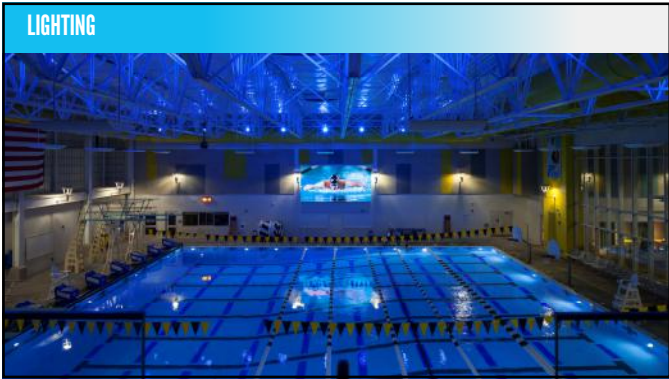




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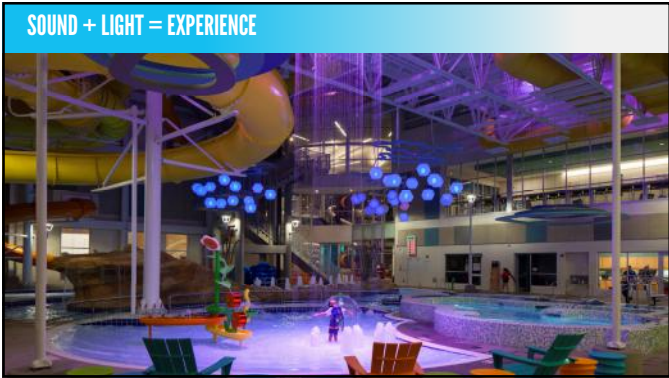
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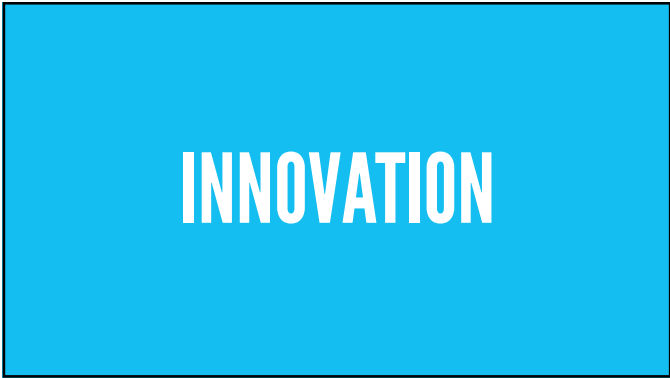
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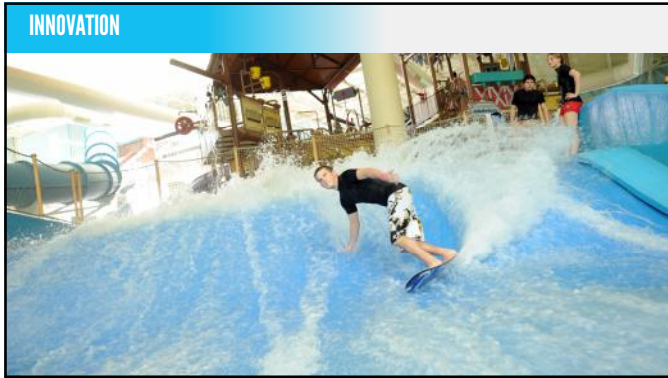


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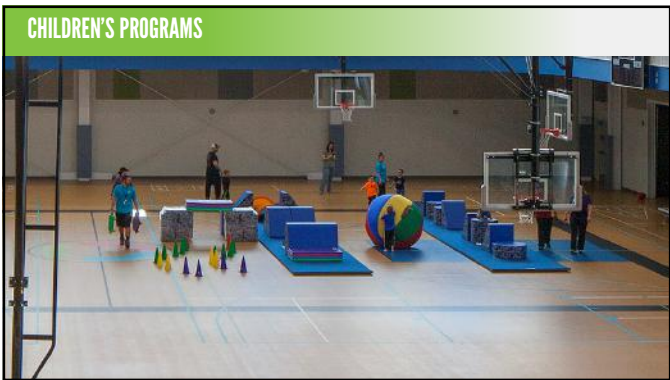
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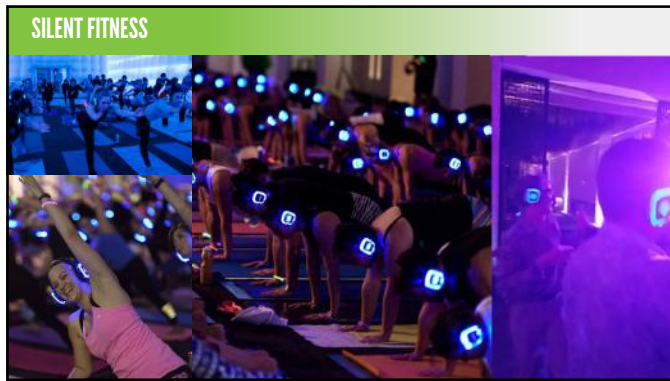


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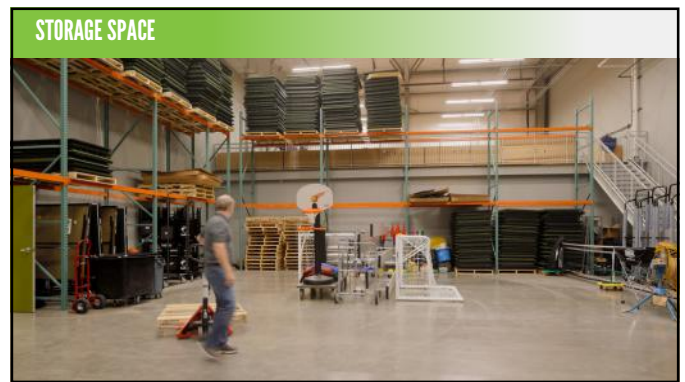
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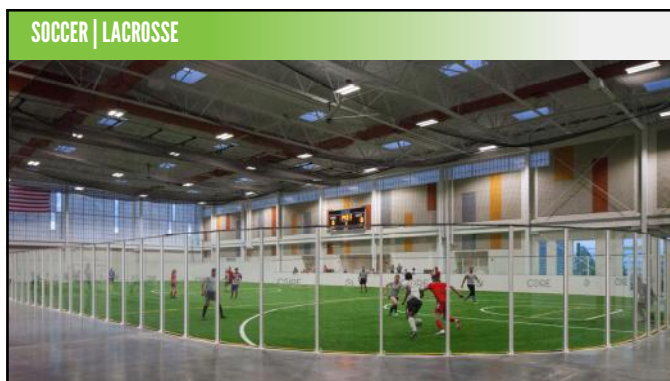
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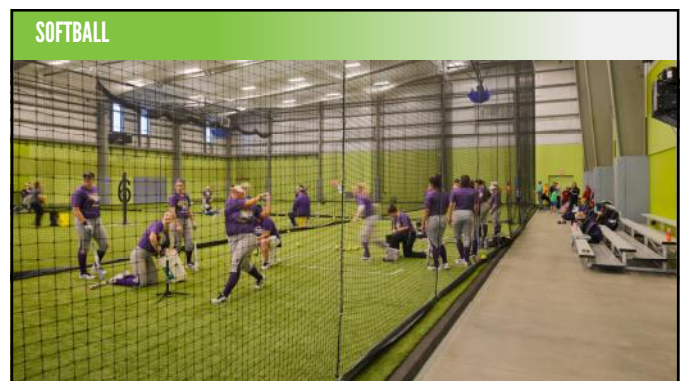
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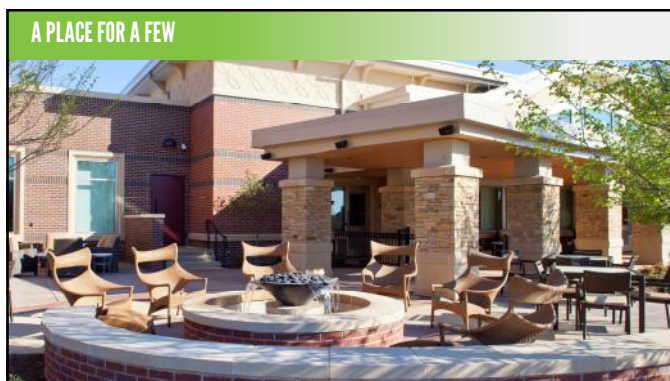
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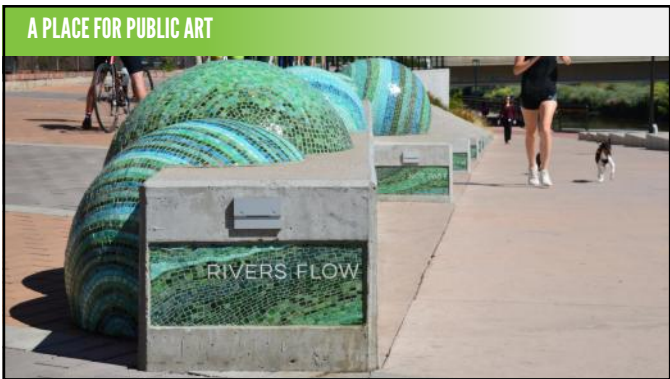
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National Trends			
BALLARD KING ASSOCIATES LTD.			
Increase in Participation	2014 Participation	2023 Participation	Percent Increase
Pickleball	1.7	6.4	276.5%
Table Tennis/Ping Pong	9.8	12.5	27.6%
Biycle Riding	35.6	44.6	25.3%
Weightlifting	31.3	38.8	24.0%
Yoga	25.9	31.7	22.4%
Exercise Walking	96.3	113.9	18.3%
Volleyball	10.1	11.7	15.8%
Pilates	5.5	6.2	12.7%
Swimming	45.5	50.2	10.3%
Exercise w/ Equipment	53.1	58.2	9.6%
Running/Jogging	42.0	45.0	7.1%
Gymnastics	5.1	5.3	3.9%
Decrease in Participation	2014 Participation	2023 Participation	Percent Increase
Basketball	25.5	23.2	-9.0%
Cheerleading	3.5	3.1	-11.4%
Workout @ Club	34.1	29.6	-13.2%
Martial Arts/MMA	6.4	5.3	-17.2%

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INDOOR RECREATION FINDINGS CENTRAL TEXAS BENCHMARK CITIES			
CURRENT LEVEL OF SERVICE		FUTURE LEVEL OF SERVICE	
Benchmark City 2021	Sq/Ft per Capita	Benchmark City 2026	Sq/Ft per Capita
Georgetown	0.86	*Georgetown	1.73
Cedar Park	0.70	Cedar Park	0.61
New Braunfels	0.96	New Braunfels	0.83
Round Rock	0.66	*Round Rock	1.86
Pflugerville	0.30	Pflugerville	1.03

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CONSIDER DISCUSS OPERATIONAL CONSIDERATIONS & COST RECOVERY GOALS

Ballard\*King & BRS Slides as follows

164

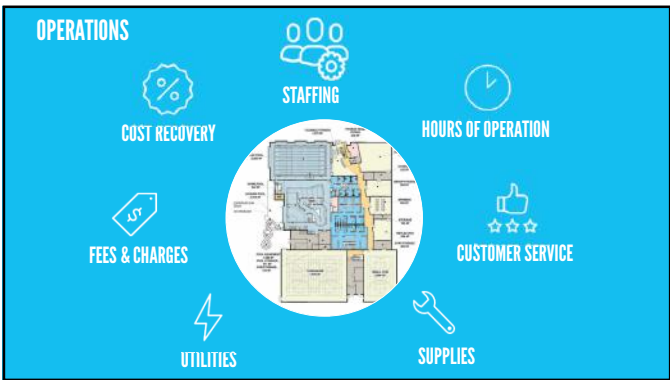
OPERATIONS

DOING THE MOST WITH THE LEAST

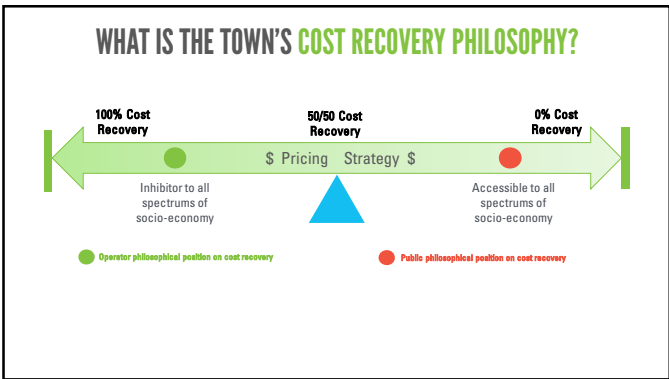
PERFORMANCE

ACCOUNTABILITY

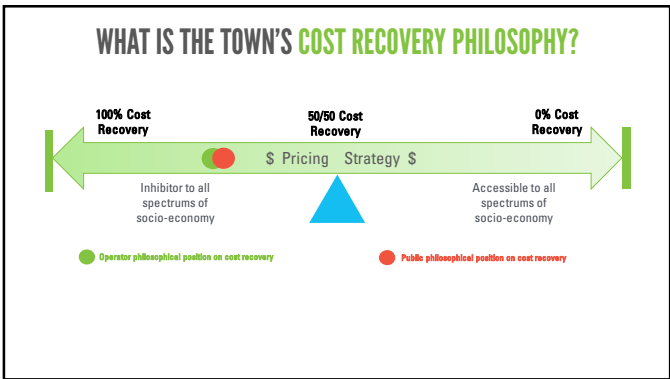
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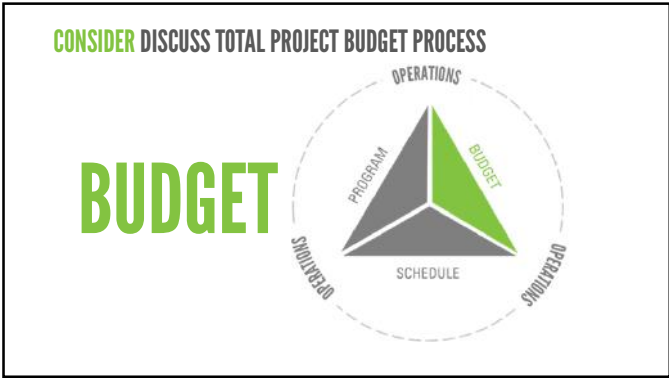


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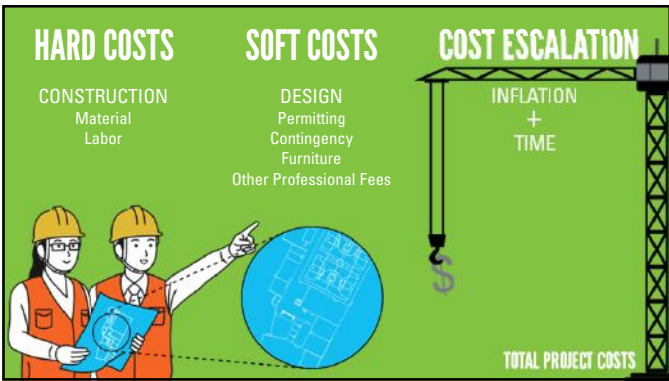
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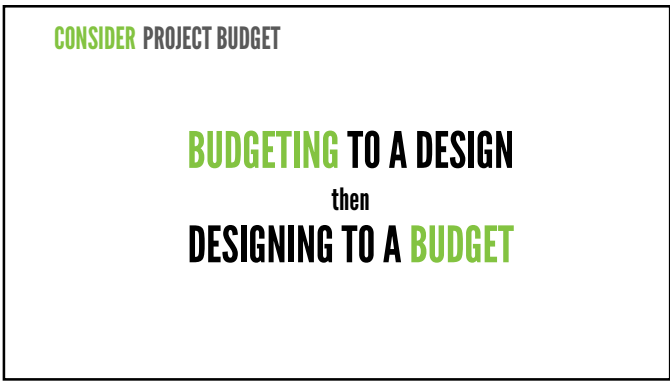
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- Future Bond Program
- Schedule?
- Potential Partners
  - YMCA (operations)
  - Samsung (Capital, Naming)
  - School District (Capital)

**PHASE 1**  
AUGUST 2024  
Kick-off meeting, workshop, public meeting

**PHASE 2**  
SEPTEMBER 2024  
Workshop, public meeting

**PHASE 3**  
OCTOBER 2024 - JANUARY 2025  
Workshop, city council, public meeting

**PHASE 4**  
FEBRUARY 2025 - MARCH 2025  
City council, public meeting

**Key Milestones:**

- August 2024: Kick-off meeting, workshop, public meeting
- September 2024: Public meeting
- October 2024: Public meeting, city council
- November 2024: Public meeting
- December 2024: City council
- January 2025: Public meeting, city council
- February 2025: City council
- March 2025: Public meeting



- **Facilitate Workshops and Public Meetings**
- **Presentation to City Council**
- **Public Survey hosted by ETC staff, B\*K & BRS to make suggestions for content**
- **Report to include the following:**
  - **Recreation Center Recommendations:**
    - **Site plan diagram**
      - **One 2D graphic illustration of floor plan concept**
    - **Concept floor plans right-sized to maximize the building assets**
  - **High-level Total Project Cost opinion**
    - **Founded on probable construction cost based on historical data, then confirmed by a third-party estimator.**
    - **Include Soft Cost + Cost Escalation**
  - **Proforma for updated recreation center based on recently adopted cost recovery study, including estimated operational and maintenance costs.**

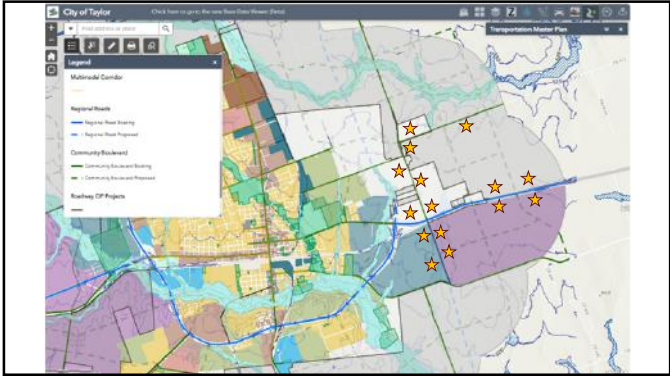
- Present a National Slide tour of recreation centers
- Solicit feedback to explore the community's feelings about their people, pace, and place

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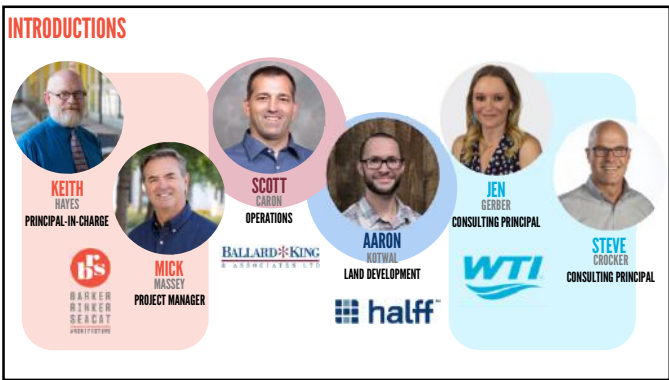




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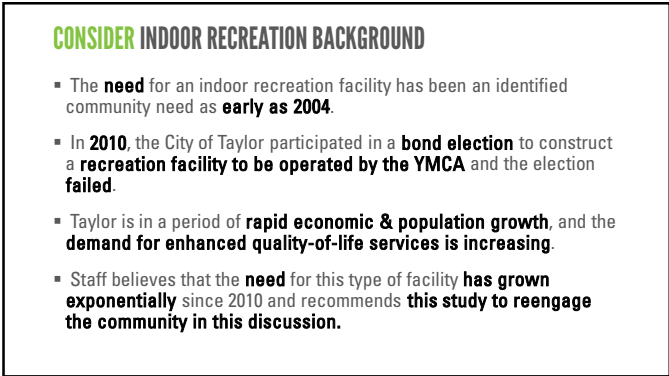
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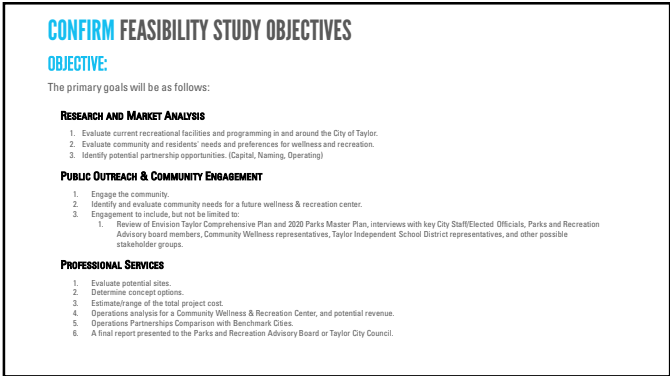
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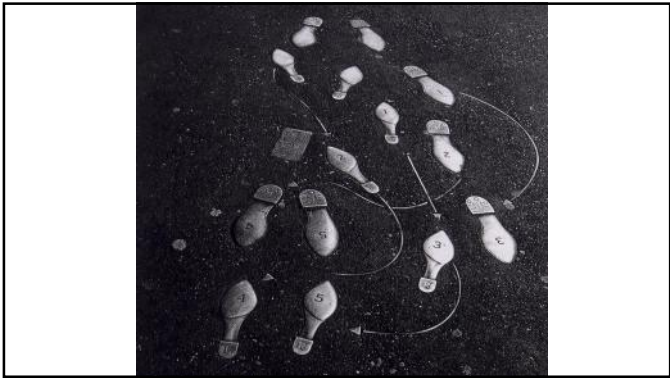


CONFIRM FEASIBILITY PROCESS

A PROVEN PROCESS

TO GET THE BEST RESULTS!

7



8

THE RIGHT DECISIONS

AT THE RIGHT TIME

WITH THE RIGHT INFORMATION

CONSIDER.CONFIRM.COMMIT.®

The first step is the “Consider” stage where we introduce the team to a decision point, be it a material choice or an alternative design approach.

At the next workshop we will discuss the issue in depth, having had some time to understand the implications of the decision and “Confirm” the decision.

The following meeting we would “Commit” to the decision. This allows the client and the community to have enough time to fully understand the issues, research and consider alternatives and finally commit to the decision.

9

CONFIRM TIME FRAME FOR FEASIBILITY STUDY

PROJECT SCHEDULE

10

CONFIRM PROJECT TIME-FRAME

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TAYLOR RECREATION CENTER FEASIBILITY STUDY MEETINGS			
Taylor Staff Team Only Kick-Off (Virtual)	Thursday	8/15/2024	9:00am – 12 Noon
Workshop #1 - Taylor Staff Team Meeting	Wednesday	09/25/2024	10:00am-11:00pm
Workshop #1 - Executive Steering Committee Meeting	Wednesday	09/25/2024	2:00pm– 5:00pm
Workshop #1 - Public Meeting 1/Launch Survey	Wednesday	09/25/2024	6:30-8:00PM
Tour of DPW Recreation Centers	Wednesday	10/23/2024	All Day
Workshop #2 - Executive Steering Committee Meeting	Wednesday	11/20/2024	12 Noon – 3pm
Workshop #2 Public Meeting 2	Wednesday	11/20/2024	6:30-8:00PM
Workshop #3 - Executive Steering Committee	Thursday	01/09/2025	12 Noon – 3pm
Workshop #3 – City Council Update/Gather input	Thursday	01/09/2025	6:00pm
Work Period #4 Check-in meeting with Taylor Staff Team only (Virtual)	Tuesday	01/22/2025	10:00am - Noon
Work Period #5 -City Council Presentation	TBD	TBD February	TBD
Final report delivered		End- March	

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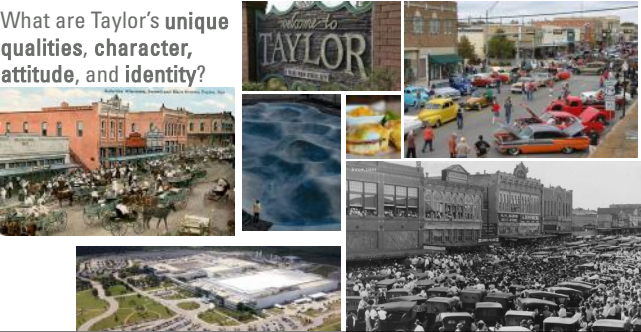


CONSIDER THE MISSION, VISION, AND GOALS OF THE WELLNESS & RECREATION CENTER

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COMMUNITY UNDERSTANDING

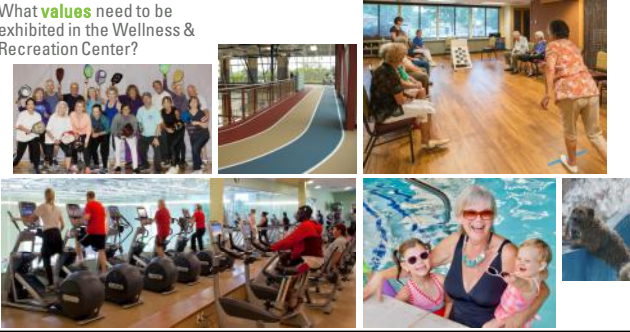
What are Taylor's unique qualities, character, attitude, and identity?



14

COMMUNITY UNDERSTANDING

What **values** need to be exhibited in the Wellness & Recreation Center?



15

PEOPLEPLACEPACE



Who are the people of Taylor and how do they want to be perceived?



Where do people live, work and play? Tell us about landmarks of interest and places of pride.



What experiences are you looking for and what is your pace of life?

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FIVE IMPORTANT QUESTIONS

1AWAY

2HERE

3WHY

4BE

5NOT BE

1. HOW DO YOU DESCRIBE WHERE YOU LIVE WHEN YOU ARE **AWAY** FROM TAYLOR?

2. WHAT PLACES OR EVENTS MUST VISITORS EXPERIENCE WHEN THEY ARE **HERE** IN TAYLOR?

3. **WHY** DO YOU LIVE IN TAYLOR?

4. HOW DO YOU WANT TO BE PERCEIVED AS A COMMUNITY?

5. HOW DO YOU NOT WANT TO BE PERCEIVED AS A COMMUNITY?


17

THE SURVEY SAYS!...

Taylor insight through:

- 1) Scientifically valid survey;
- 2) Internet-based survey

Taylor PARD will advertise the survey for residents through the usual PARD avenues



<https://taylorssurvey.org/>

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CONSIDER OUTSIDE AGENCIES AS POTENTIAL PARTNERS TO CONTRACT OPERATIONS OF THE FUTURE WELLNESS RECREATION CENTER

Such as:

- The YMCA of Central Texas
- Boys & Girls Club
- Private Sector Operators

TBD

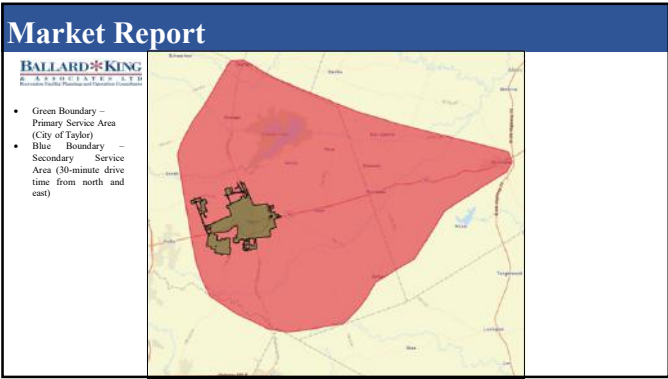
19

CONSIDER OUTSIDE AGENCIES AS POTENTIAL PARTNERS FOR CONTRACT OPERATIONS


TBD = Operations To Be Determined

- Need to determine the community needs for facility programming
- Determine operations cost and potential revenue
- Need to study in-house operations or privatize operations
- Determine if Taylor residents are willing to pay third-party fees and charges

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Market Potential Index				
	Adults participated in:	Expected Number of Adults	Percent of Population	MPI
	Aerobic	1,022	7.6%	100
	Basketball	731	5.5%	99
	Bicycle Riding	1,325	9.9%	90
	Exercise Walking	4,098	30.7%	94
	Golf	996	7.5%	93
	Pickleball	326	2.4%	98
	Pilates	319	2.4%	87
	Running/Jogging	1,178	8.8%	85
	Soccer	482	3.6%	115
	Swimming	1,904	14.3%	91
	Table Tennis/Ping Pong	538	4.0%	106
	Tennis	484	3.6%	96
	Volleyball	383	2.9%	115
	Weight Lifting	1,771	13.3%	89
	Yoga	1,157	8.7%	86

25

TAPESTRY SEGMENTS HOUSEHOLD INDEX FOR ENTERTAINMENT AND RECREATION		
100 is the U.S. Average Household Index		
5.2% Of the population can afford a better quality of life		
94.9% Of the population struggle for a better quality of life		
(51.8% of the population live below the 75 index)		
Source: Environmental Systems Research Institute		
TAPESTRY SEGMENT	PERCENT	HH INDEX
Middleburg (4C)	32.9%	93
Traditional Living (12B)	15.5%	62
Southwestern Families (7F)	9.8%	53
Hometown Heritage (8G)	8.8%	48
Heartland Communities (6F)	7.6%	73
Small Town Sincerity (12C)	7.3%	59
Green Acres (6A)	5.1%	116
Rustbelt Traditions (5D)	5.1%	78
Midlife Constants (5E)	5.0%	87
Down the Road (10D)	2.8%	65
Prairie Living (6D)	0.2%	99
Workday Drive (4A)	0.1%	132

26

TAYLOR, TX Population -20,000			ROUND ROCK, TX Population -126,297		
5.2% Of the population can afford a better quality of life	TAPESTRY SEGMENT	PERCENT	58.3% Of the population can afford a better quality of life	TAPESTRY SEGMENT	PERCENT
	Middleburg (4C)	32.9%		Up and Coming Families (1A)	27.6%
	Traditional Living (12B)	15.5%		Bright Young Professionals (8C)	25.5%
	Southwestern Families (7F)	9.8%		Boonburbs (1C)	17.8%
	Hometown Heritage (8G)	8.8%		Urban Edge Families (7C)	7.1%
	Heartland Communities (6F)	7.6%		Professional Pride (1B)	5.7%
	Small Town Sincerity (12C)	7.3%		Young and Restless (11B)	4.6%
	Green Acres (6A)	5.1%		Metro Fusion (11C)	3.1%
	Rustbelt Traditions (5D)	5.1%		Savvy Suburbanites (1D)	2.7%
	Midlife Constants (5E)	5.0%		Workday Drive (4A)	2.1%
	Down the Road (10D)	2.8%		Home Improvement (4B)	1.5%
	Prairie Living (6D)	0.2%		Comfortable Empty Nesters (5A)	1.5%
	Workday Drive (4A)	0.1%		Southern Satellites (10A)	1.2%
Source: Environmental Systems Research Institute					

27

TAYLOR, TX Population -20,000			ROUND ROCK, TX Population -126,297		
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	Midlife Constants (5E)	5.0%		Workday Drive (4A)	2.1%
	Down the Road (10D)	2.8%		Home Improvement (4B)	1.5%
	Prairie Living (6D)	0.2%		Comfortable Empty Nesters (5A)	1.5%
	Workday Drive (4A)	0.1%		Southern Satellites (10A)	1.2%
Source: Environmental Systems Research Institute					

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INDOOR RECREATION FINDINGS **CENTRAL TEXAS BENCHMARK CITIES**

### CURRENT LEVEL OF SERVICE

Benchmark City 2021	Sq/Ft per Capita
Georgetown	0.86
Cedar Park	0.70
New Braunfels	0.96
Round Rock	0.66
Pflugerville	0.30

### FUTURE LEVEL OF SERVICE

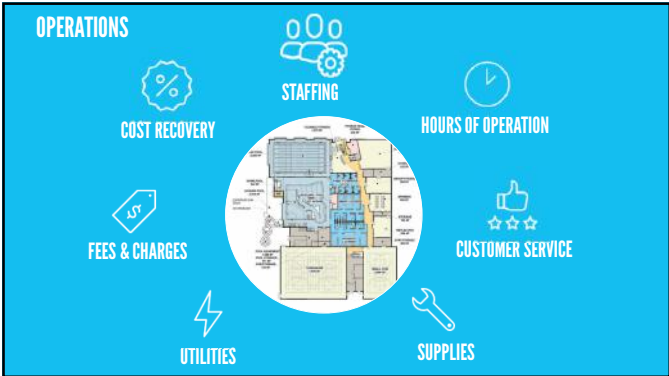
Benchmark City 2026	Sq/Ft per Capita
Georgetown	1.73
Cedar Park	1.01
New Braunfels	0.83
Round Rock	1.86
Pflugerville	1.03

29

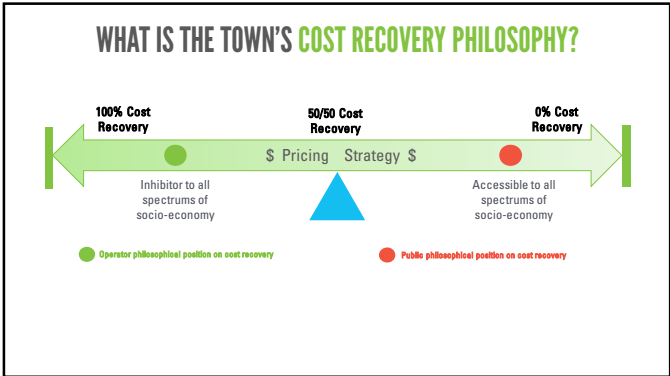
OPERATIONS	
DOING THE MOST WITH THE LEAST	
PERFORMANCE	
ACCOUNTABILITY	

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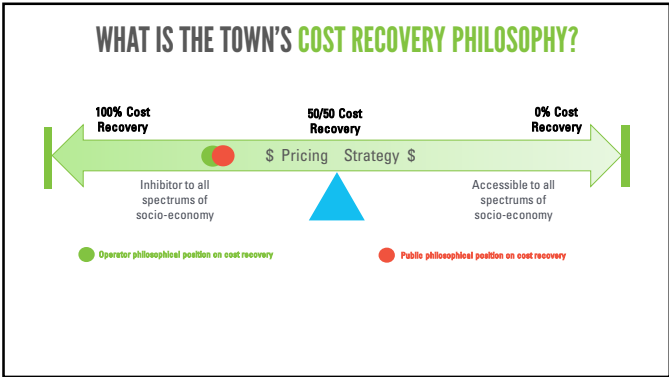




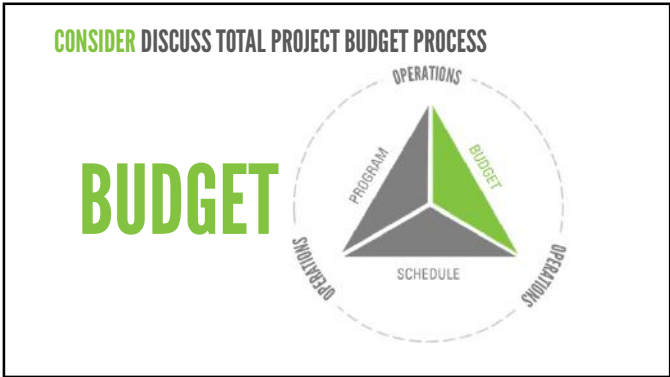
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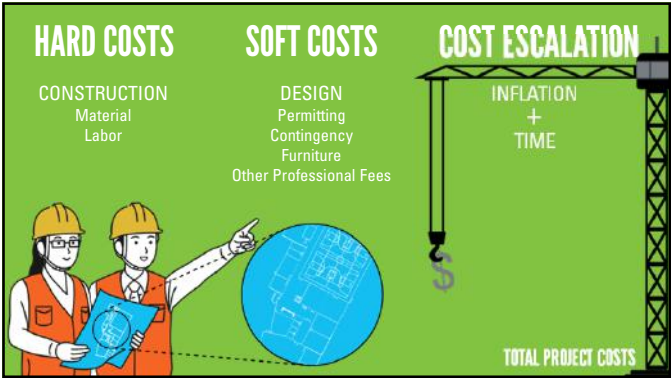


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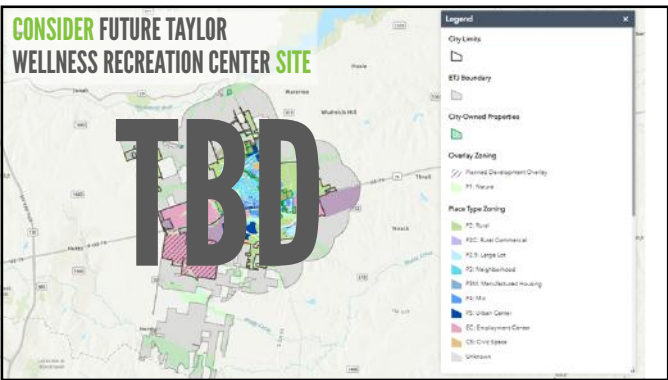
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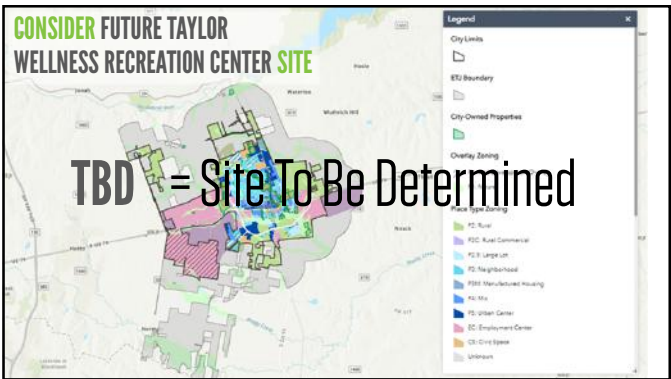
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# FITNESS TRENDS

MAXIMIZE PARTICIPATION

43

VERSATILE, OPEN, LIGHT FILLED SPACES



44

FUNCTIONAL



45

FUNCTIONAL



46

COACHED FITNESS



47

ADDED VALUE



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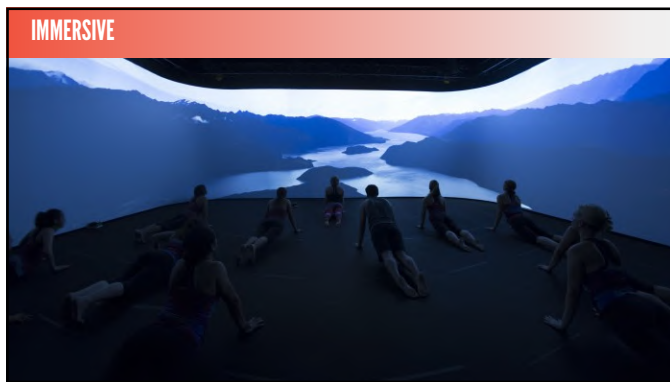




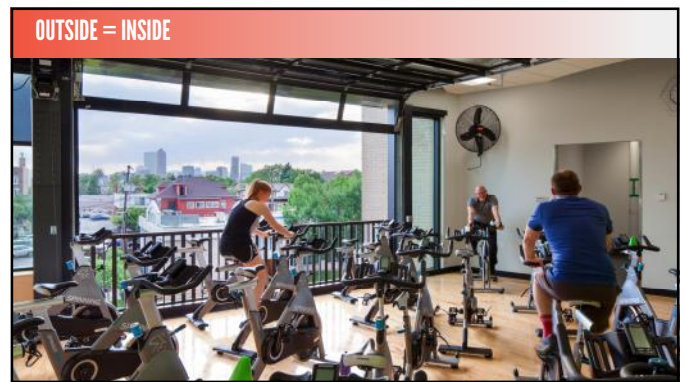
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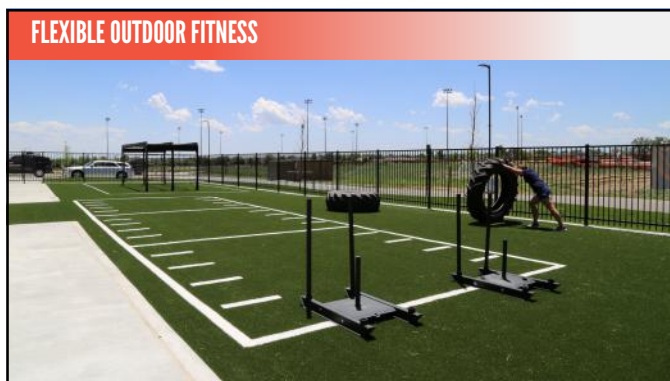
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54



FLEXIBLE OUTDOOR FITNESS



55

THE BUILDING IS PROGRAMMED



56

INTEGRATED

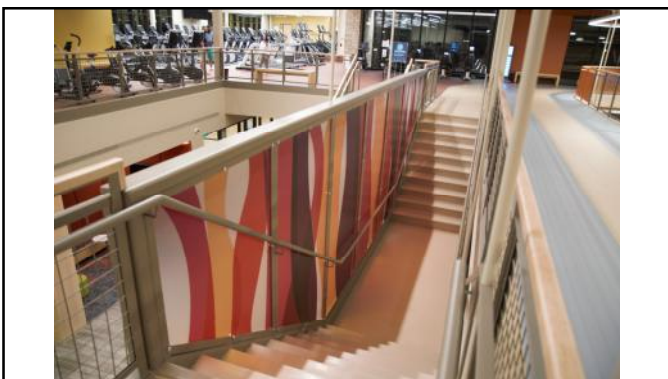


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STAIR TRACK



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ADVENTURE TRACK



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# COMMUNITY TRENDS

MAXIMIZE PARTICIPATION

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# SOCIAL SPACES

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## ACTIVITY HUB



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## OPEN TO ALL



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## GATHERING CHOICES



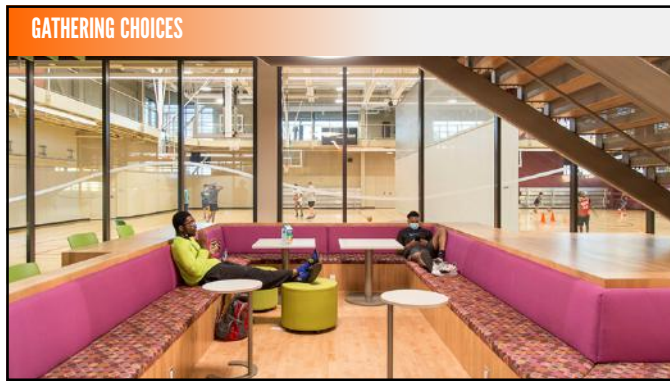
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## GATHERING CHOICES

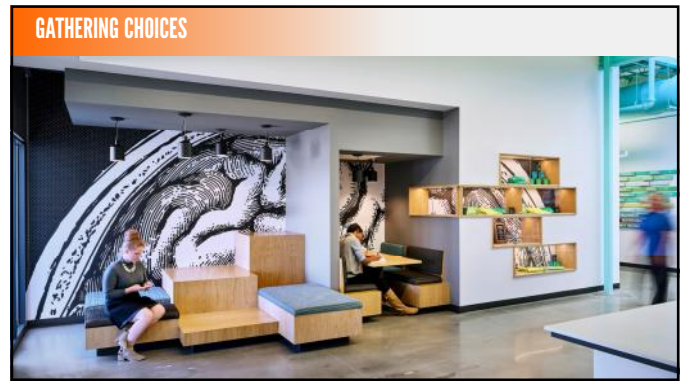


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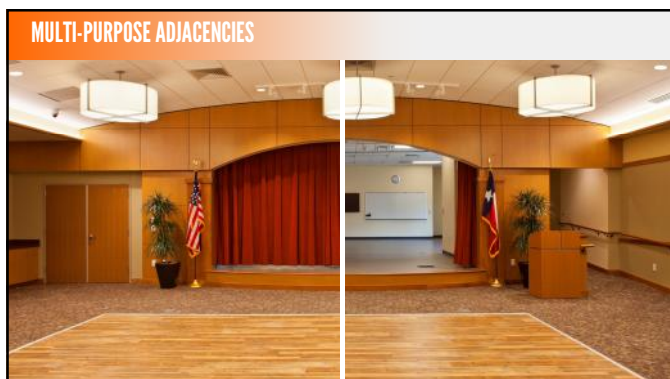
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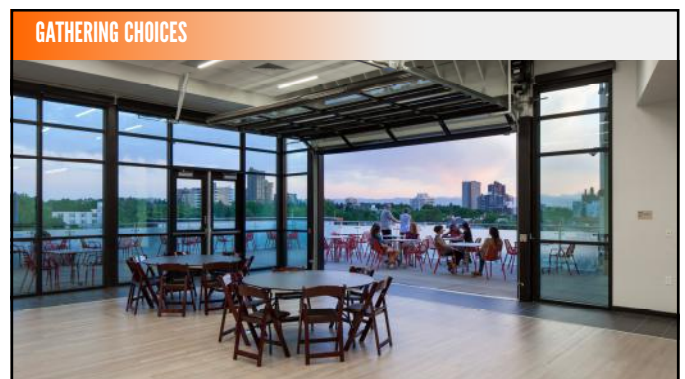
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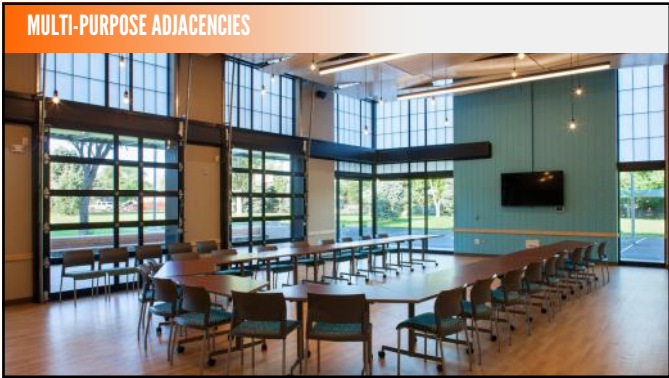


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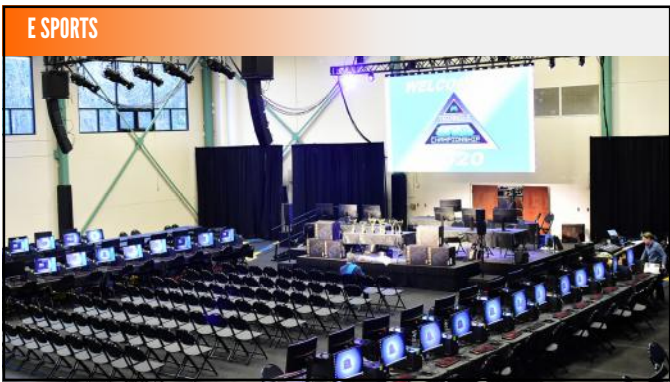
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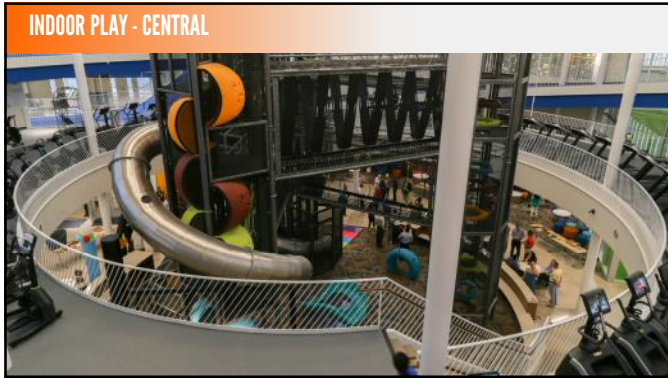


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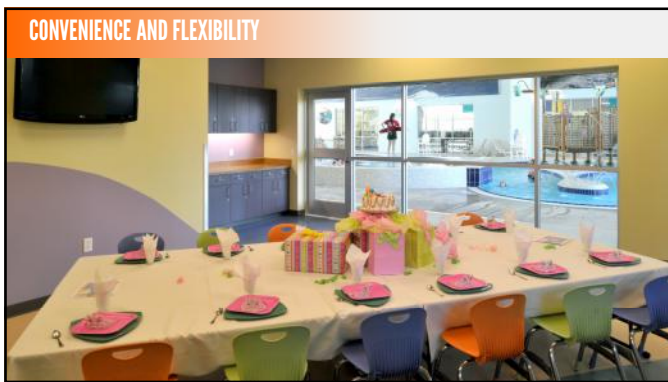




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## PARTY ROOMS

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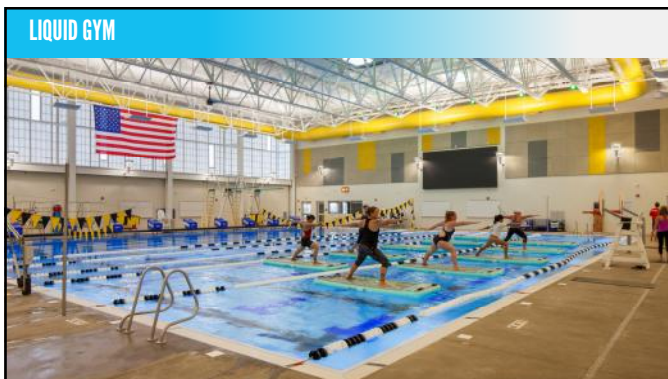


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## AQUATIC TRENDS

MAXIMIZE PARTICIPATION

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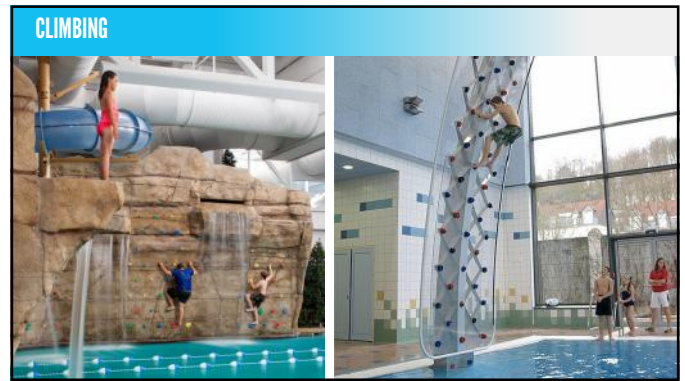


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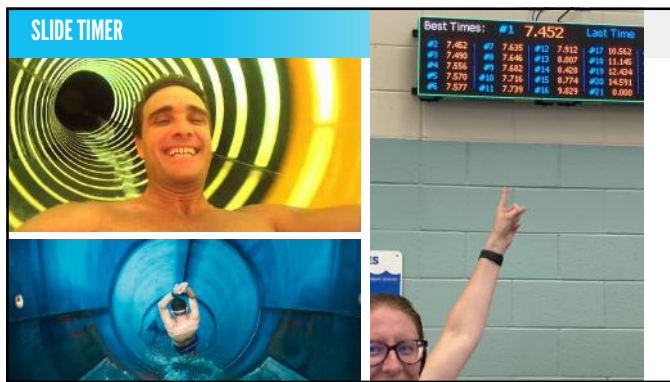




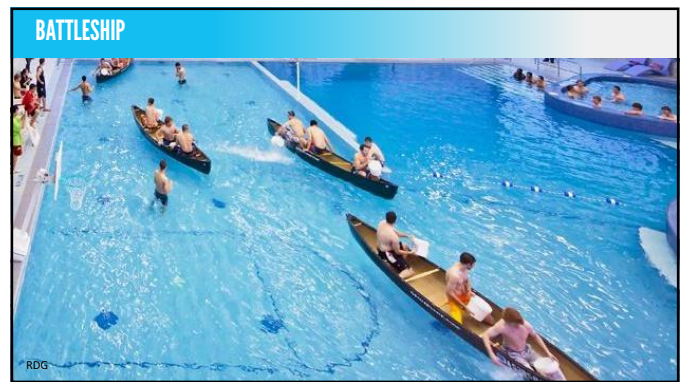
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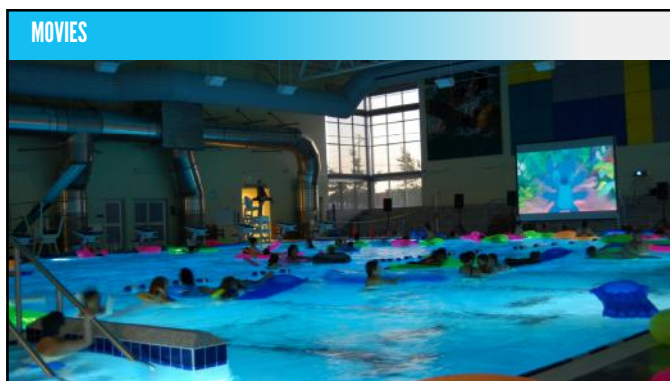
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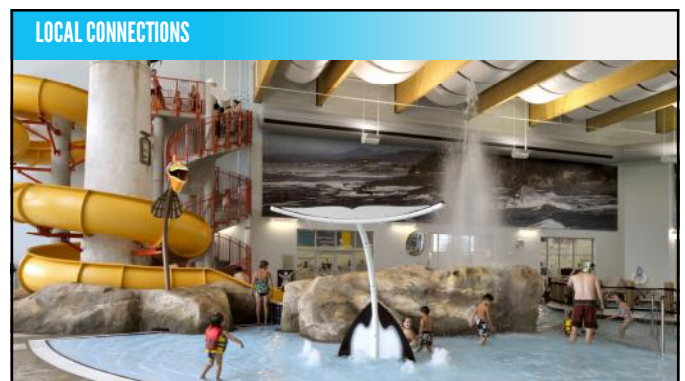
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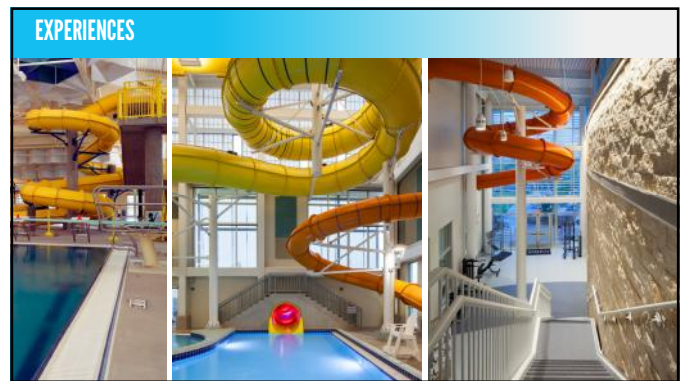


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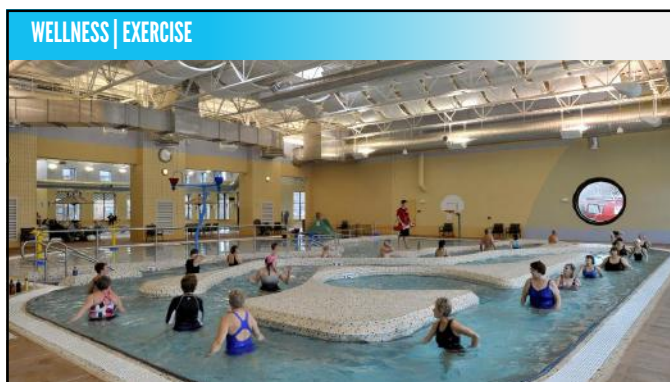




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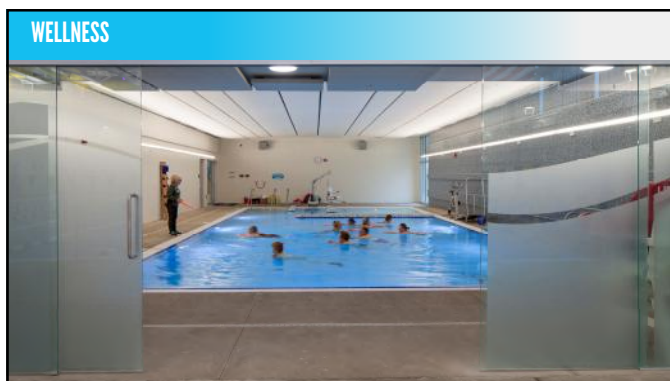
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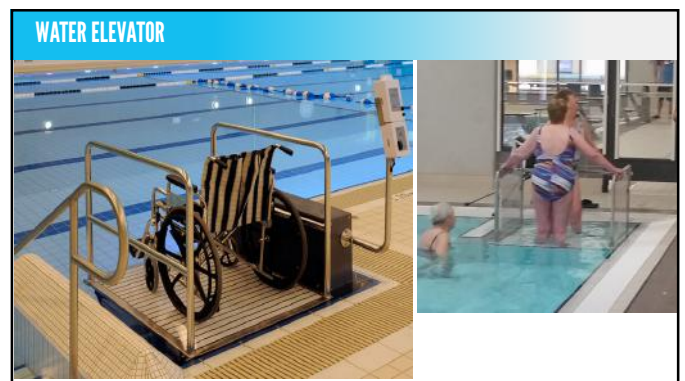
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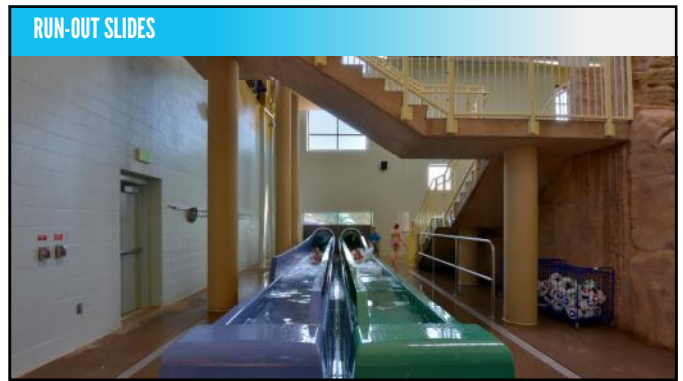


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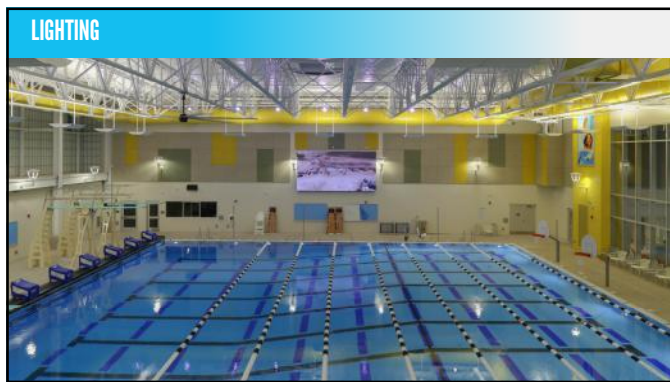




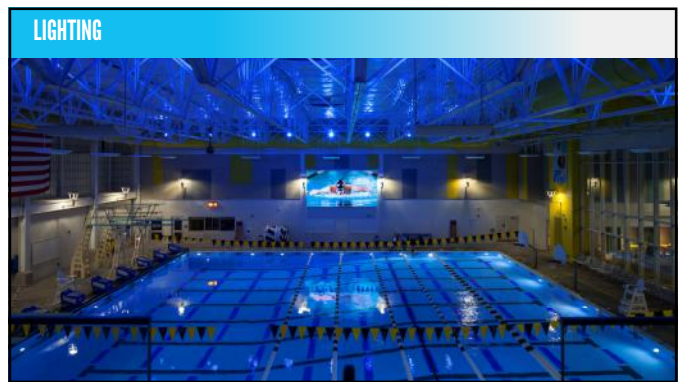
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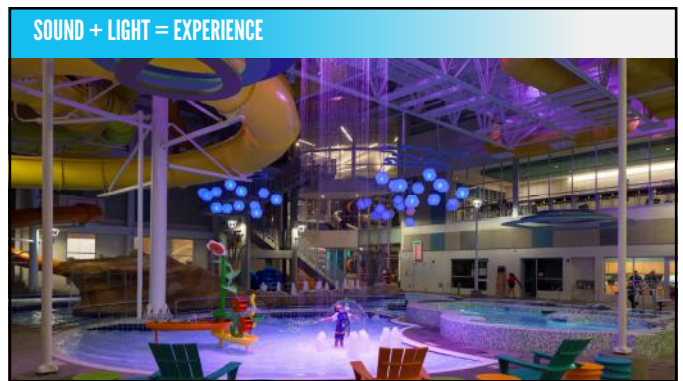
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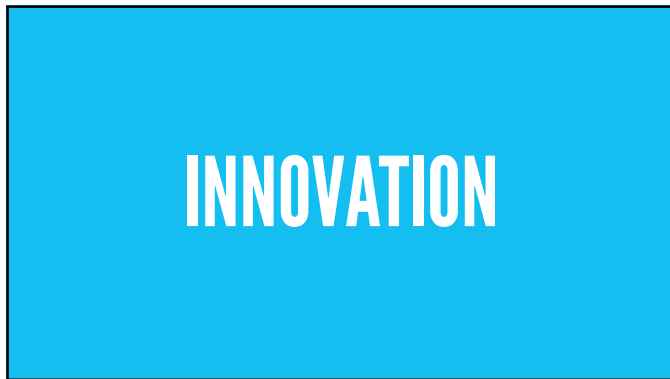


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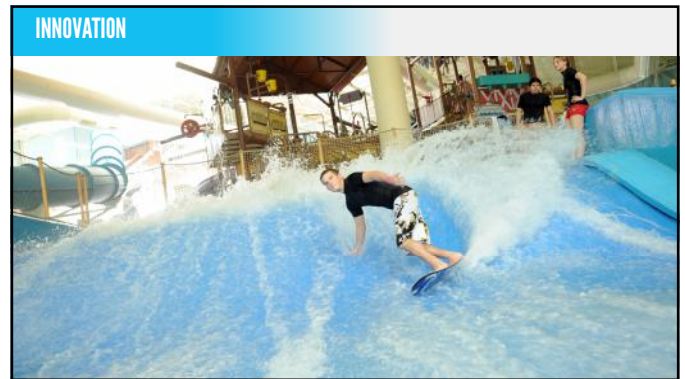


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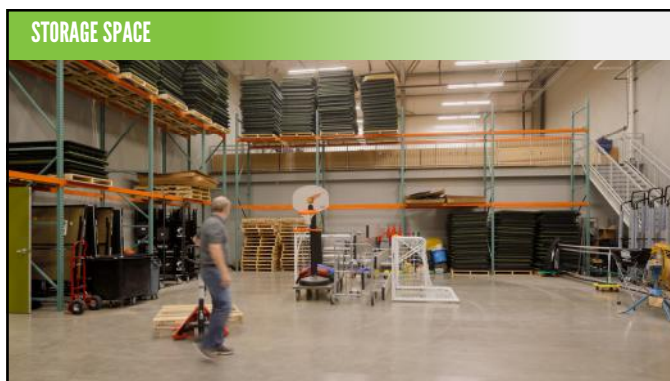
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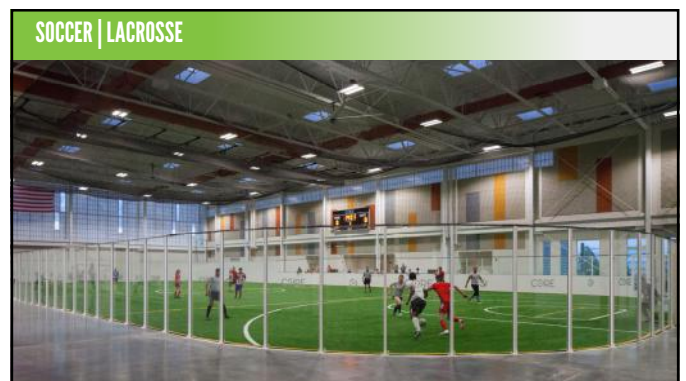
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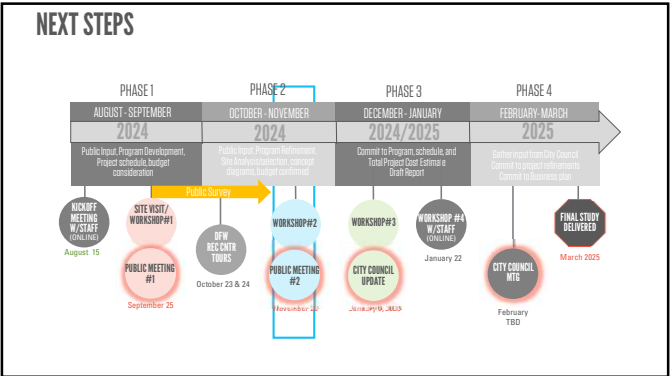




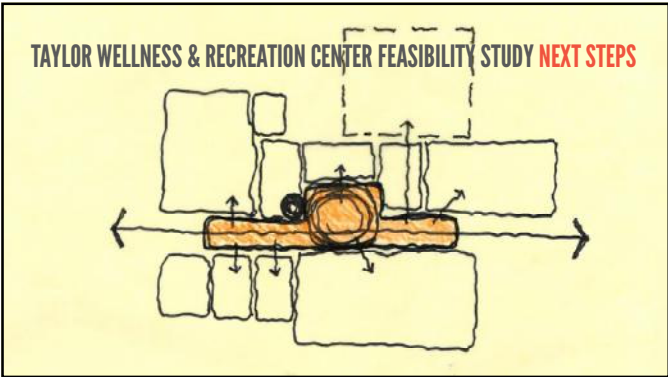


National Trends			
BALLARD-KING 2024 Public Meeting and Report			
Increase in Participation	2014 Participation	2023 Participation	Percent Increase
Pickleball	1.7	6.4	276.5%
Table Tennis/Ping Pong	9.8	12.5	27.6%
Bicycle Riding	35.6	44.6	25.3%
Weightlifting	31.3	38.8	24.0%
Yoga	25.9	31.7	22.4%
Exercise Walking	96.3	113.9	18.3%
Volleyball	10.1	11.7	15.8%
Pilates	5.5	6.2	12.7%
Swimming	45.5	50.2	10.3%
Exercise w/ Equipment	53.1	58.2	9.6%
Running/Jogging	42.0	45.0	7.1%
Gymnastics	5.1	5.3	3.9%
Decrease in Participation	2014 Participation	2023 Participation	Percent Increase
Basketball	25.5	23.2	-9.0%
Cheerleading	3.5	3.1	-11.4%
Workout @ Club	34.1	29.6	-13.2%
Martial Arts/MMA	6.4	5.3	-17.2%

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**TAYLOR WELLNESS & RECREATION CENTER FEASIBILITY STUDY NEXT STEPS**

**COMMUNITY OPEN HOUSE #2** NOVEMBER 20, 2024, 6:30PM TO 8:00PM

- Present **public feedback/data/survey results**
- Present **public feedback on people, place & pace**
- Present **preliminary building program and project budget**
- Present **preliminary concept diagrams**
- Collect comments, questions

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**LET'S GET YOUR INPUT!!**

- Dot-ocracy
- 5 big questions
- Thank you for coming to the Taylor Wellness & Recreation Center Feasibility Public Meeting #1!

Selected Equipment

Circuit Training

Free

Functional Fitness

149





TAYLOR, TEXAS

WELLNESS AND RECREATION CENTER FEASIBILITY STUDY

WORKSHOP TWO MEETING

NOVEMBER 20, 2024



1

TAYLOR WELLNESS & RECREATION CENTER FEASIBILITY STUDY WORKSHOP TWO

EXECUTIVE STEERING COMMITTEE WORKSHOP #2    NOVEMBER 20, 2024,    12 NOON – 3PM


Team Introductions, Feasibility Study Process & History

- Confirm** Present Public Open House #1 Data/Results
- Confirm** DFW Recreation Center Tours Observations
- Confirm** Project building program Findings of Preliminary Project Budget (target)
- Confirm** Capital and/or Partnership opportunities from focus group meetings, discussion
- Consider** Site test fit/relationship diagrams
- Consider** "Not in My Lane" An Examination of the Impact of Community Recreation Centers on Macro Fitness Market Supply and Fitness Membership Participation Patterns
- Confirm** Schedule


Next Steps

2


INTRODUCTIONS




**KEITH HAYES**  
PRINCIPAL-IN-CHARGE




**MICK MASSEY**  
PROJECT MANAGER




**SCOTT CARON**  
OPERATIONS






**AARON ROTHMAN**  
LAND DEVELOPMENT



**JEN GERBER**  
CONSULTING PRINCIPAL



**STEVE CROCKER**  
CONSULTING PRINCIPAL



3

THE CITY OF TAYLOR EXECUTIVE STEERING COMMITTEE

ONE INTEGRATED TEAM

EXECUTIVE STEERING COMMITTEE

- Jim Buzan
- John Mathews
- Quincy Griffin
- John McDonald
- Julie Rydell
- Michele Glaze

STAFF SUPPORT

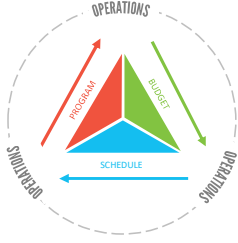
- Jeffery Jenkins, Deputy City Manager
- Tyler Rydell, Director Parks and Recreation
- Betsy Schult, Parks & Recreation Superintendent
- Daniel Segalla, Communication Director
- Lisa Buzan, Administrative Assistant

4

COMMIT FEASIBILITY PROCESS

A PROVEN PROCESS


TO GET THE BEST RESULTS!



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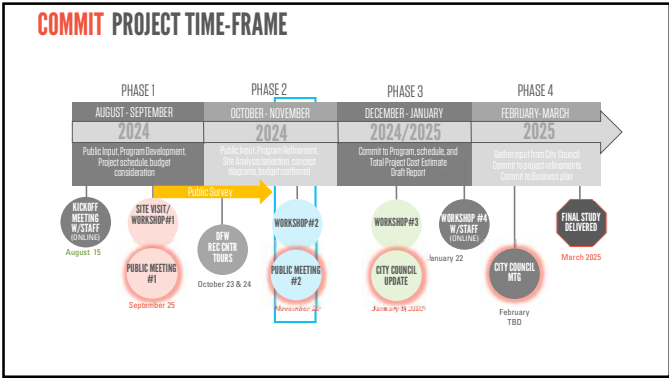
COMMIT TIME FRAME FOR FEASIBILITY STUDY

PROJECT SCHEDULE



6





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**COMMIT MEETING DATES & TIMES**

TAYLOR RECREATION CENTER FEASIBILITY STUDY MEETINGS			
Taylor Staff Team Only Kick-Off (Virtual)	Thursday	8/15/2024	9:00am – 12 Noon
Workshop #1 - Taylor Staff Team Meeting	Wednesday	09/25/2024	10:00am-11:00pm
Workshop #1 - Executive Steering Committee Meeting	Wednesday	09/25/2024	2:00pm– 5:00pm
Workshop #1 - Public Meeting 1/Launch Survey	Wednesday	09/25/2024	6:30-8:00PM
Tour of DFW Recreation Centers	Wednesday	10/23/2024 10/24/2024	All Day
Workshop #2 - Executive Steering Committee Meeting	Wednesday	11/20/2024	12 Noon – 3pm
Workshop #2 Public Meeting 2	Wednesday	11/20/2024	6:30-8:00PM
Workshop #3 - Executive Steering Committee	Thursday	01/09/2025	12 Noon – 3pm
Workshop #3 - City Council Update/Gather Input	Thursday	01/09/2025	8:00pm
Work Period #4 Check-in meeting with Taylor Staff Team only (Virtual)	Tuesday	01/22/2025	10:00am - Noon
Work Period #5 - City Council Presentation	TBD	TBD February	TBD
Final report delivered		End- March	

8

**FACILITATE COMMUNITY OPEN HOUSE / PUBLIC MEETING**  
6:30pm to 8pm Wednesday, November 20, Public Meeting

- Present Public Feedback Data/Survey Results
- Present Public Input People, Place & Pace
- Present Preliminary Building Program and Project Budget
- Collect Public Input
- Next Steps

9

**CONFIRM THE MISSION, VISION, AND GOALS OF THE WELLNESS & RECREATION CENTER**

10

**WHAT ARE YOUR HOPES AND DREAMS FOR THE WELLNESS & RECREATION CENTER?**

11

**WHAT ARE YOUR HOPES AND DREAMS FOR THE WELLNESS & RECREATION CENTER?**

- a. Accessible, cool indoor space, central location
- b. Uniquely Taylor
- c. Community building, addressing multi-generational needs
- d. A facility that is aimed at improving wellness
- e. An inspiring facility for the City of Taylor
- f. Informational at its core - help in all realms of the community
- g. Partnership opportunities are explored
- h. More than an English-speaking facility
- i. Safe restrooms for patrons
- j. Holistic wellness facility
- k. Education-focused - built into the operations model of the facility
- l. Affordable
- m. Location that is central to the City
- n. Use of existing facilities/locations needs to be explored
- o. Happy place for Taylor residents
- p. Safety is important to me and my family
- q. Open 24/7
- r. Access to childcare
- s. A Multi-generational facility - not just for kids but also for adults and Seniors
- t. Dreaming of a recreation center affordable to all
- u. Different from other cities facilities...a crown jewel!
- v. A facility that addresses needs:
  - i. Intergenerational
  - ii. Wellness - 10% diabetes/ obesity/ cardiovascular health
- w. Distributing and informing about health - statistics, better wellness
- x. A Community Center, a resource for the community
  - i. Helping those that need the help
- y. Healthy community focused on information and education
- z. An affordable option for Taylor residents:
  - i. Physically accessible for residents' fitness & recreation
  - ii. Economically accessible - fees and charges that residents can afford.
- aa. A fun/vibrant/happy place
- bb. Adults need a facility as well as kids, and it needs to be safe
- cc. A facility that welcomes partnerships among multiple institutions and organizations
- dd. Biggest value, most benefit

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WHAT ARE YOUR **FEARS OR CONCERNS** FOR THE WELLNESS & RECREATION CENTER?

13

What are your **fears or concerns** for the wellness & recreation Center?

a. The new facility location will not be accessible

b. The new facility will not be affordable to most residents

c. Fear not getting the facility right for Taylor: we need to do the best we can do

d. Fear that budget drives decisions that lead to underbuilding or it is obsolete when it opens

i. Allowing budget to dictate design

e. Fear the building will not be flexible in its usage

f. Schedule and budget—don't want to resurface the pool two years after completion

g. Fear parking will be overdone and not right-sized

h. Concerned about accessible location and configuration not meeting Taylor's needs

i. Concerned about ...not being able to overcome the noise (opposition is the vocal minority)

j. Concerned about lack of programming

k. Fear there will be a lack of safety

l. Concerned about the quality of the facility due to tight budget

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COMMIT

FEASIBILITY STUDY OBJECTIVES

OBJECTIVE:

The primary goals will be as follows:

RESEARCH AND MARKET ANALYSIS

1. Evaluate current recreational facilities and programming in and around the City of Taylor.

2. Evaluate community and residents' needs and preferences for wellness and recreation.

3. Identify potential partnership opportunities. (Capital, Naming, Operating)

PUBLIC OUTREACH & COMMUNITY ENGAGEMENT

1. Engage the community.

2. Identify and evaluate community needs for a future wellness & recreation center.

3. Engagement to include, but not be limited to:

i. Review of Envision Taylor Comprehensive Plan and 2030 Parks Master Plan, interviews with key City Staff/Elected Officials, Parks and Recreation Advisory board members, Community Wellness representatives, Taylor Independent School District representatives, and other possible stakeholder groups.

PROFESSIONAL SERVICES

1. Evaluate potential sites.

2. Determine concept options.

3. Estimate range of the total project cost.

4. Operations analysis for a Community Wellness & Recreation Center, and potential revenue.

5. Operations Partnerships Comparison with Benchmark Cities.

6. A final report presented to the Parks and Recreation Advisory Board or Taylor City Council.


15

CONFIRM

Present Public Open House #1 & Survey Data/Results


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PEOPLE




Who are the people of Taylor and how do they want to be perceived?

PLACE



Where do people live, work and play? Tell us about landmarks of interest and places of pride.

PACE



What experiences are you looking for and what is your pace of life?

17

FIVE IMPORTANT QUESTIONS

1

AWAY

2

HERE

3

WHY

4

BE

5

NOT BE

1. HOW DO YOU DESCRIBE WHERE YOU LIVE WHEN YOU ARE **AWAY** FROM TAYLOR?

2. WHAT PLACES OR EVENTS MUST VISITORS EXPERIENCE WHEN THEY ARE **HERE** IN TAYLOR?

3. **WHY** DO YOU LIVE IN TAYLOR?

4. HOW DO YOU WANT TO BE PERCEIVED AS A COMMUNITY?

5. HOW DO YOU NOT WANT TO BE PERCEIVED AS A COMMUNITY?

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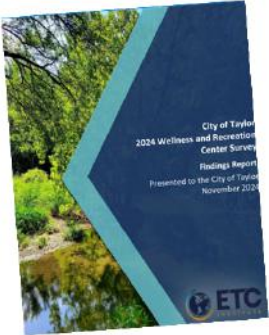
CITY OF TAYLOR

2024 WELLNESS & RECREATION CENTER SURVEY

▪ The survey aimed to collect a minimum of 400 completed responses

▪ The target was surpassed with 467 completed surveys collected.

▪ Precision of at least +/-4.47% at the 95% level of confidence.



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WELLNESS & RECREATION CENTER SURVEY HIGHLIGHTS

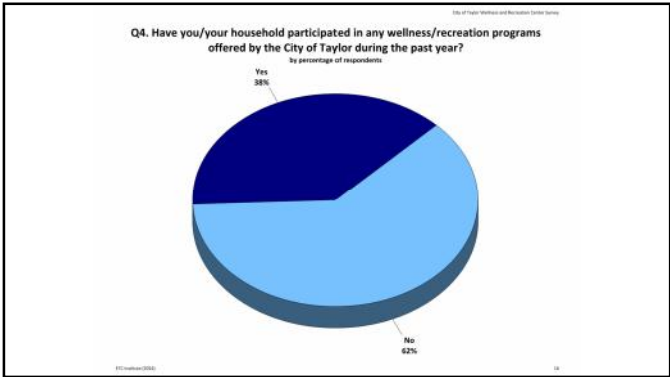
“Eighty-seven percent (87%) indicated that it is valuable for the City to offer a wellness/recreation center to the community as a whole.”

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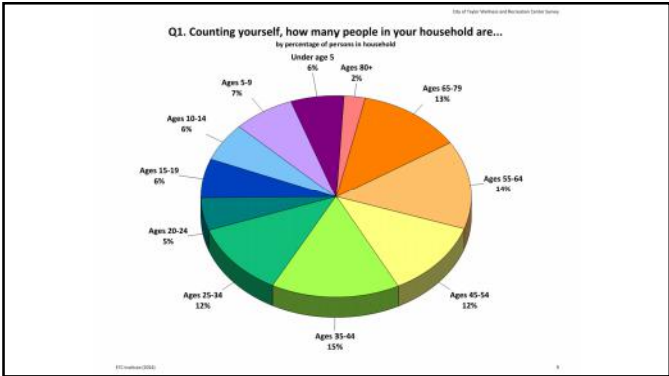
WELLNESS & RECREATION CENTER SURVEY HIGHLIGHTS

“Eighty-seven percent (87%) indicated that it is valuable for the City to offer a wellness/recreation center to the community as a whole.”

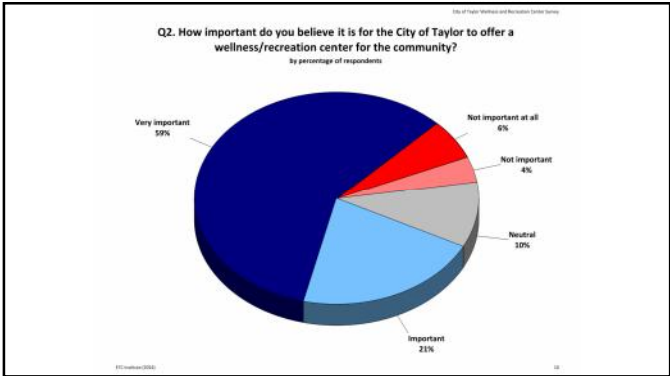
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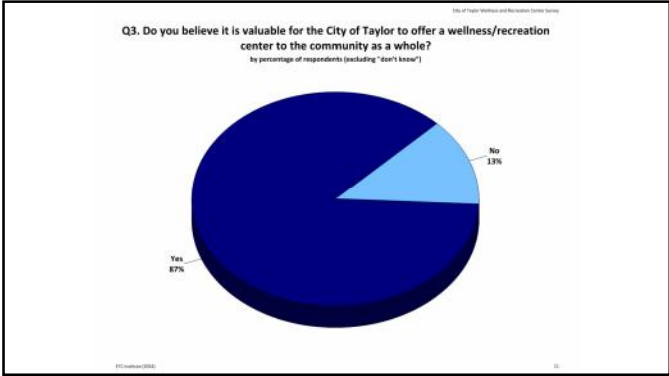


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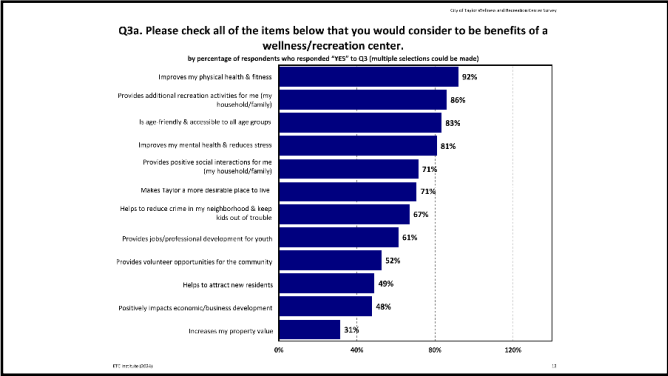


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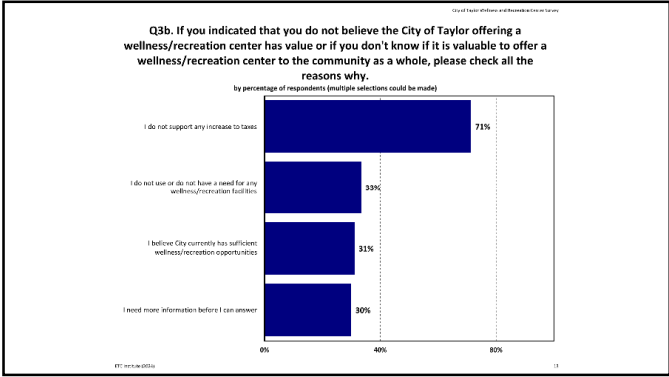




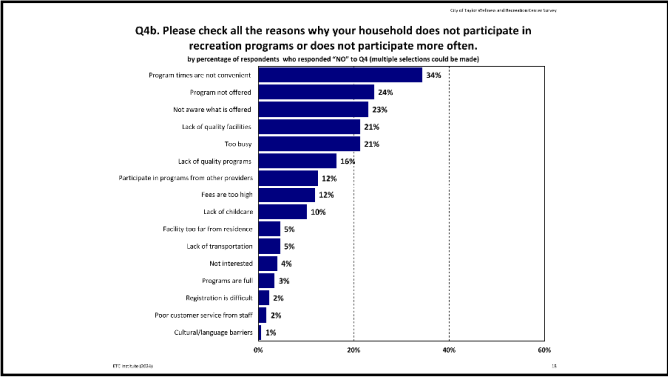
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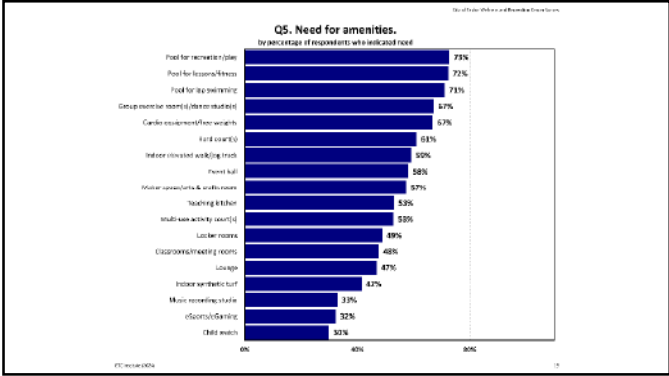
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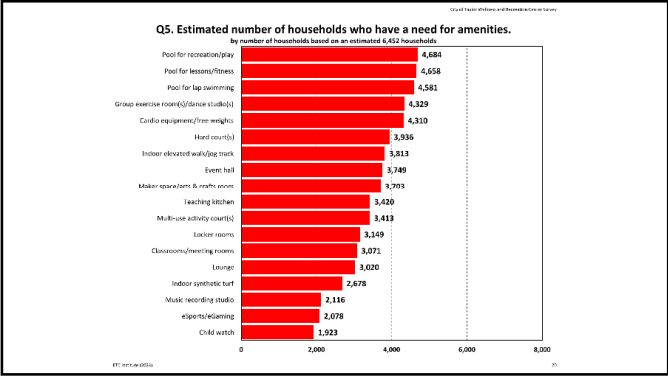
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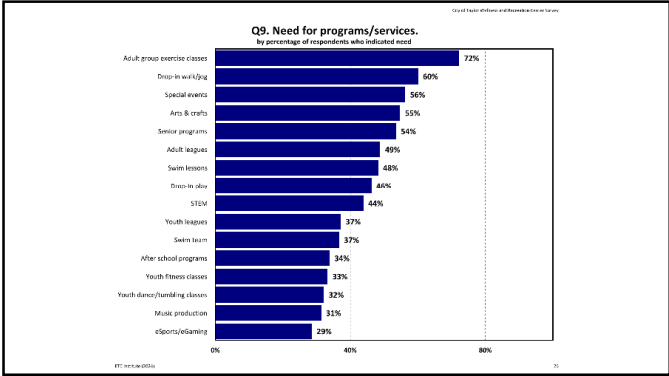


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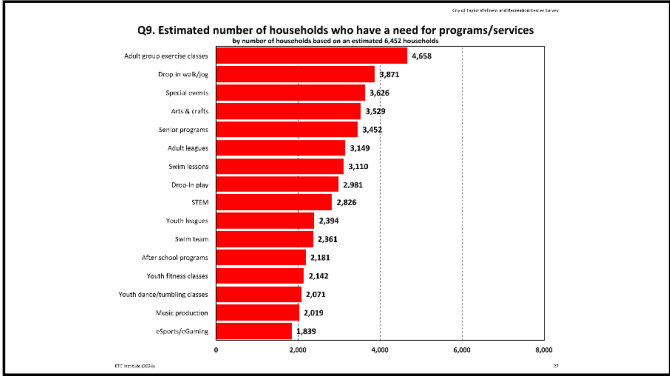


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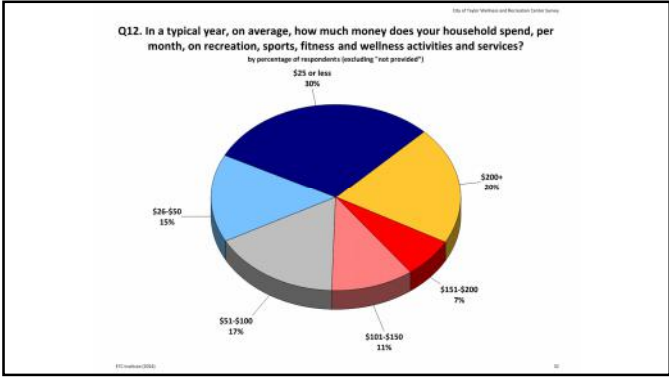




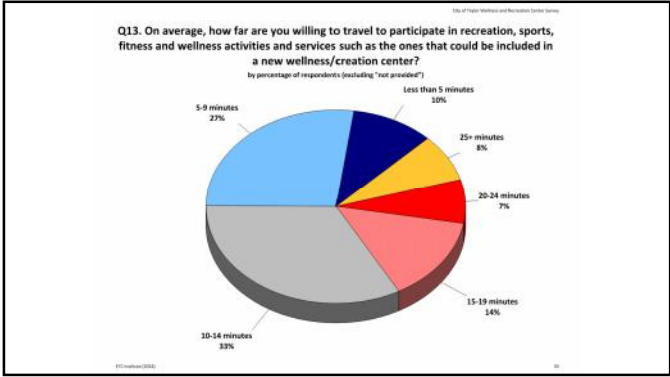
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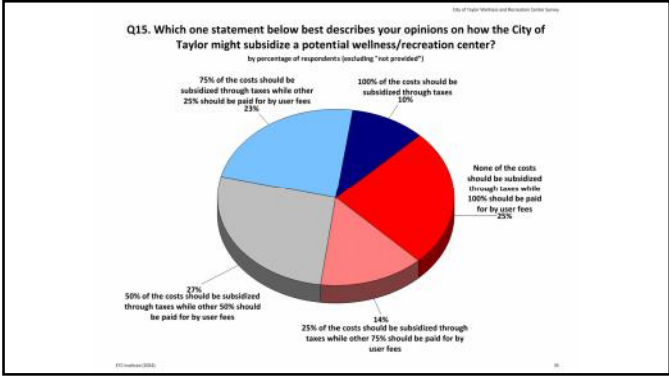
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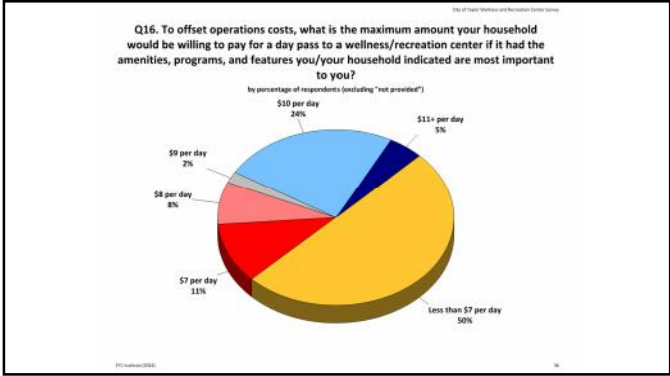
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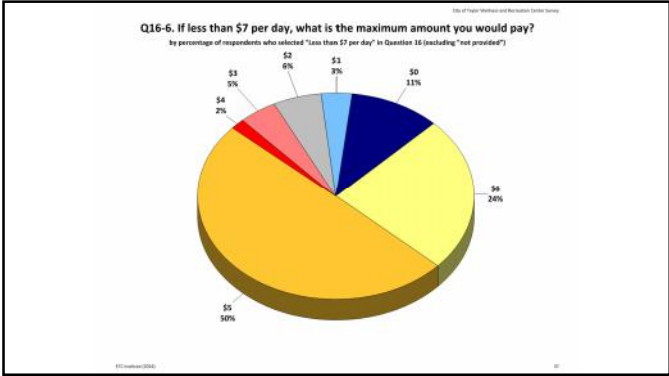


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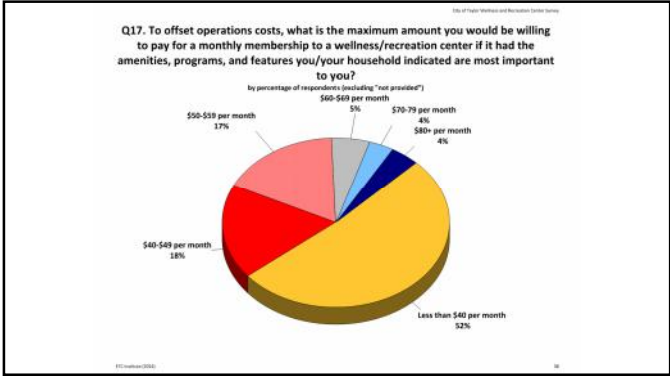


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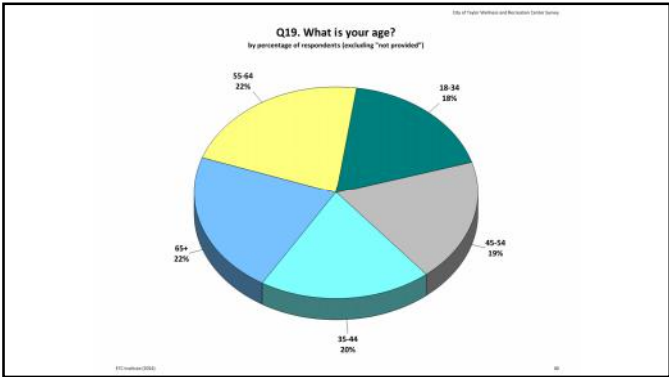




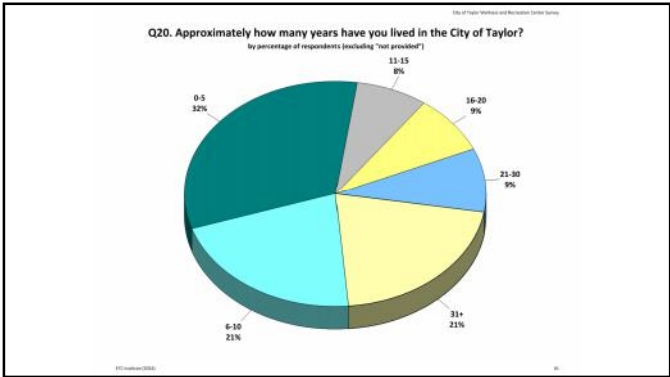
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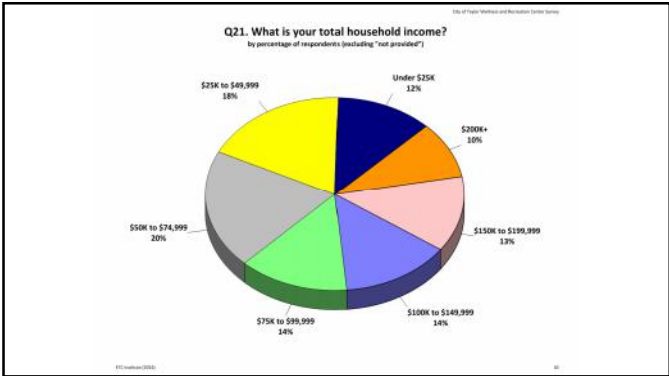
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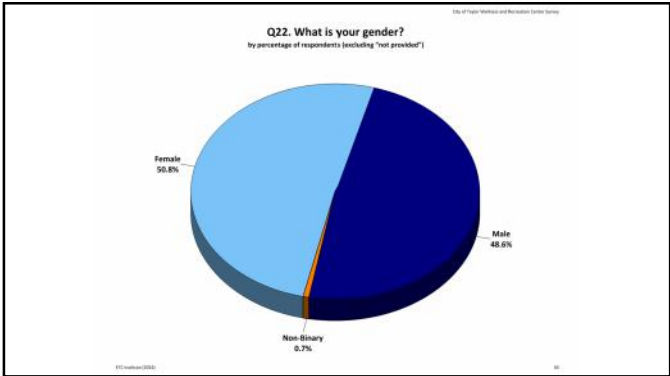
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CONFIRM

DFW Recreation Center Tours  
Observations

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CITY OF TAYLOR DFW RECREATION CENTER TOURS

“I don't know what I want,  
I want what I know” - Craig Bouck

“A lot of times people don't know what they want until  
you show them” - Steve Jobs

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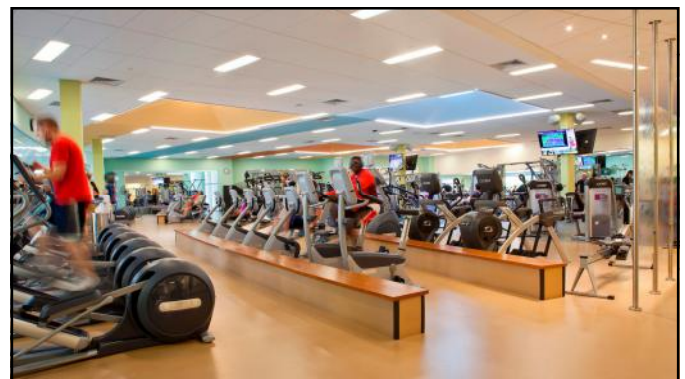
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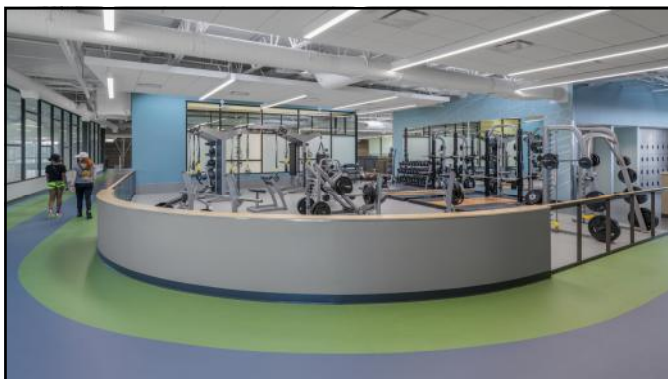
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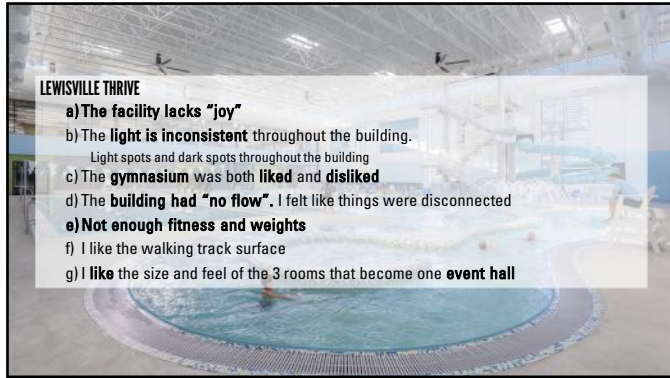


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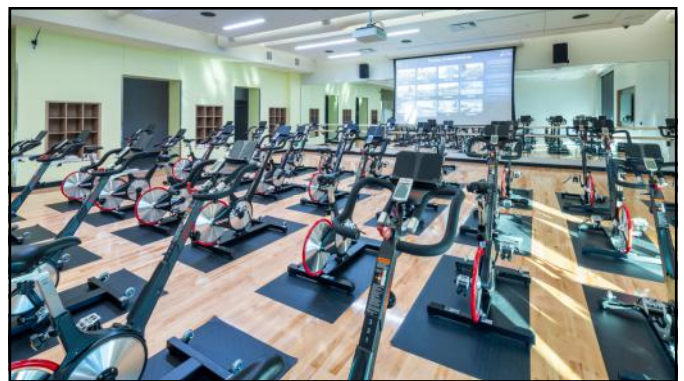
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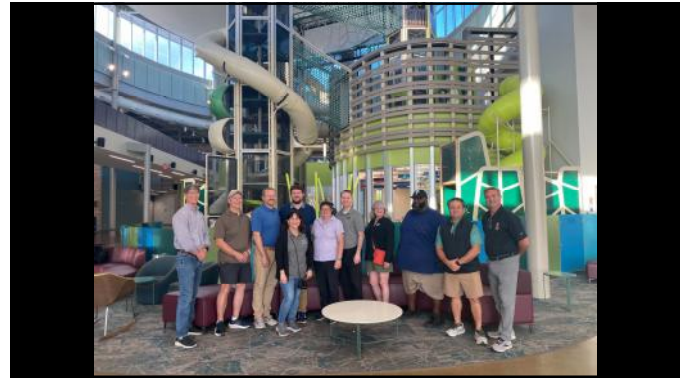


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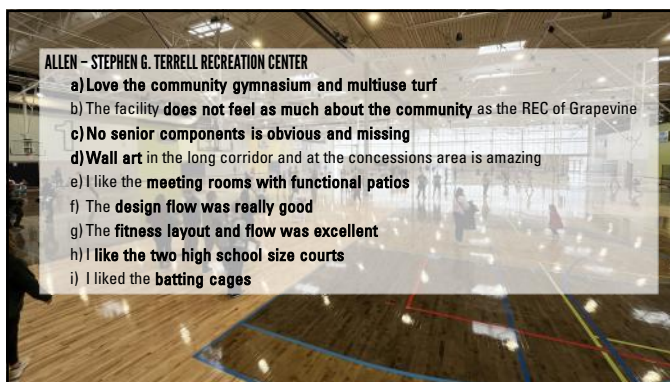




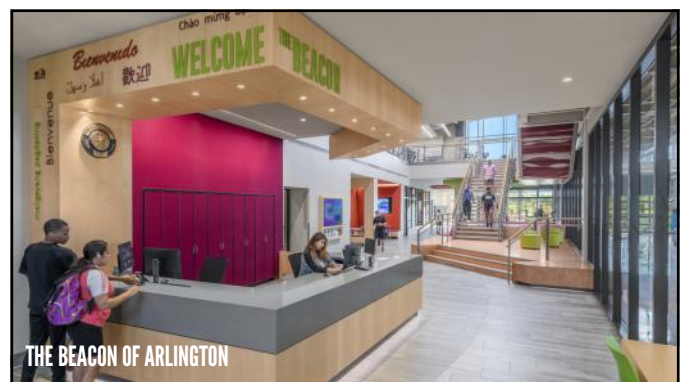
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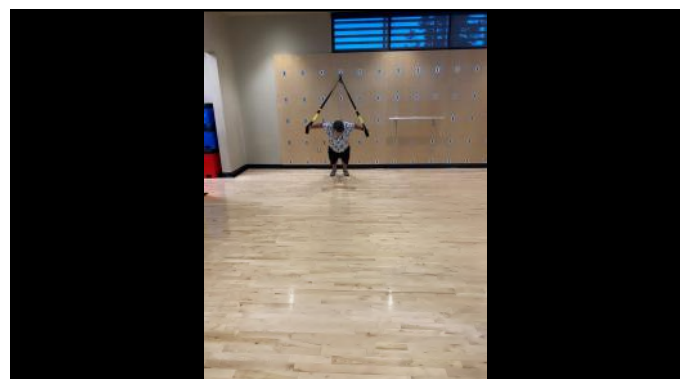
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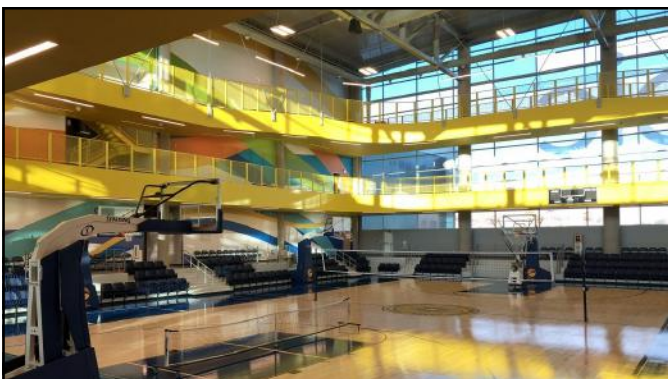
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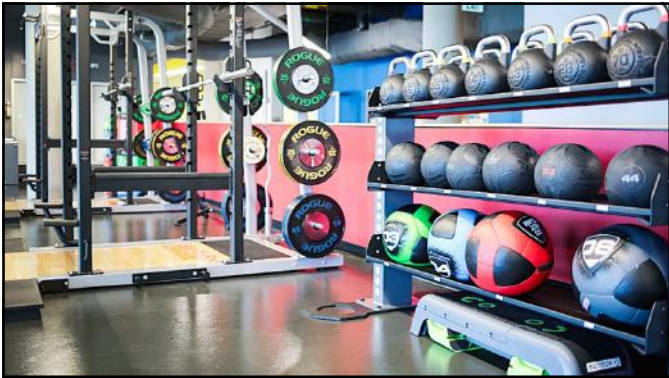


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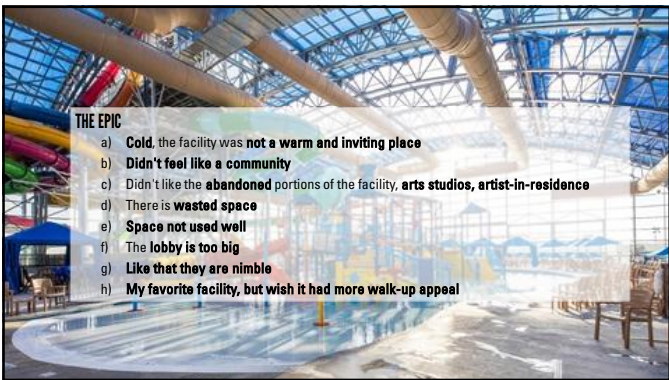




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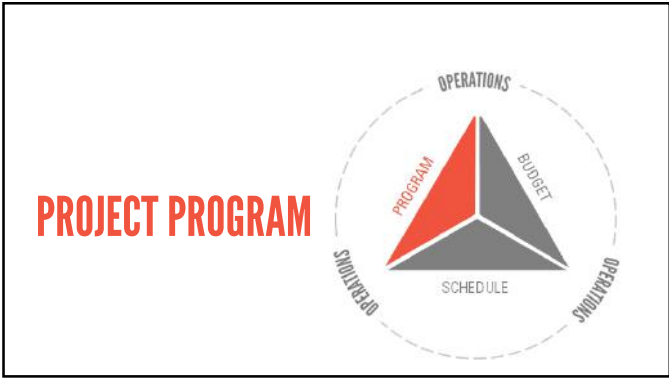
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**DFW RECREATION CENTER TOURS DISCUSSION**

Taylor Wellness and Recreation Center Program thoughts after the DFW Recreation Center Tours:

- The investment in time and funding to tour the DFW Recreation centers was well worth it
- Taylor Wellness and Recreation Center needs to be practical
- Efficiency is important to the design
- The design needs to be based on community ... the Taylor facility needs to touch all the community
- The facility does not need to be located on FM 973
- Don't cut off the rest of the City with the Railroad

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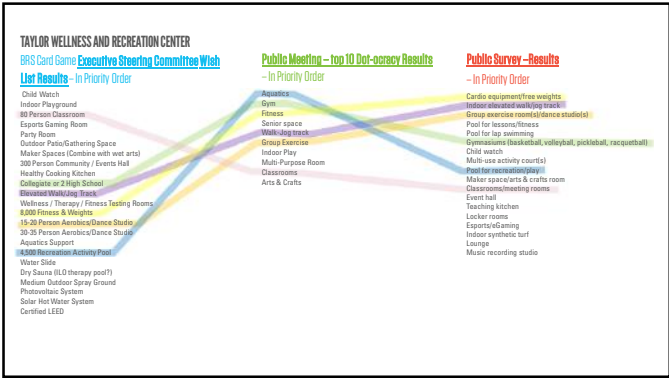
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**CONFIRM**

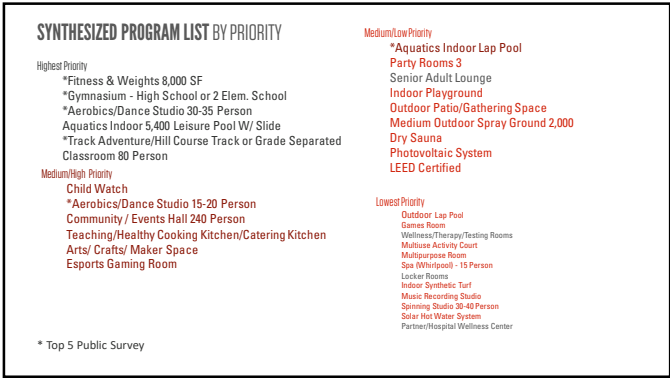
Project Recommended Building Program  
Preliminary Project Budget (target)

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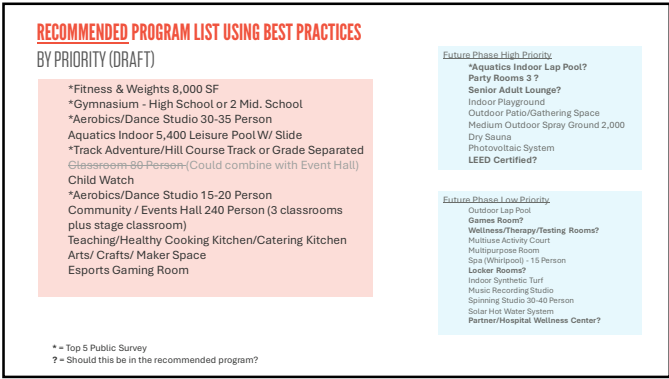




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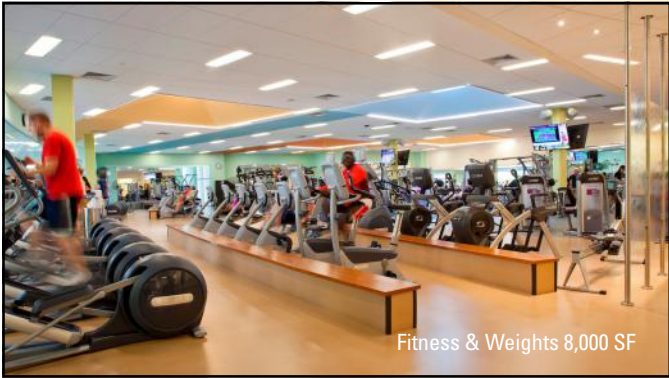
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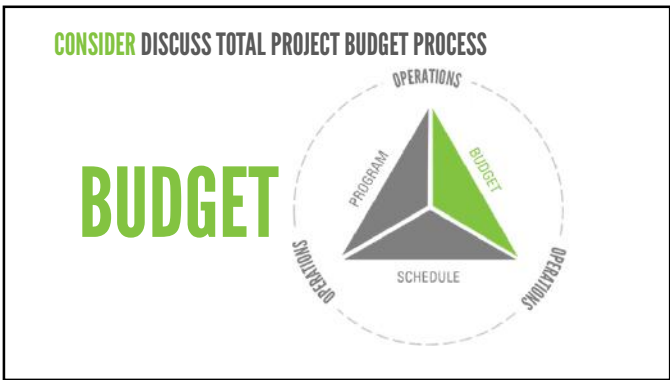
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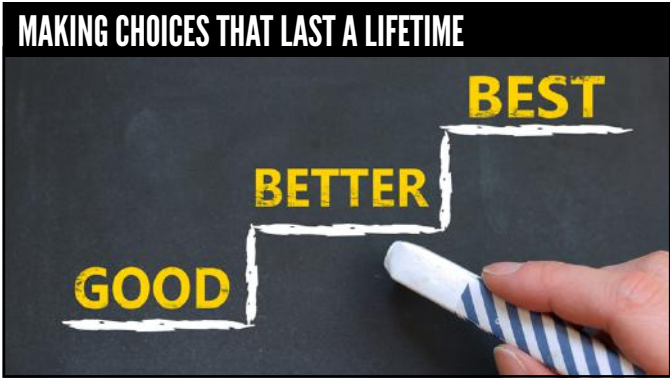
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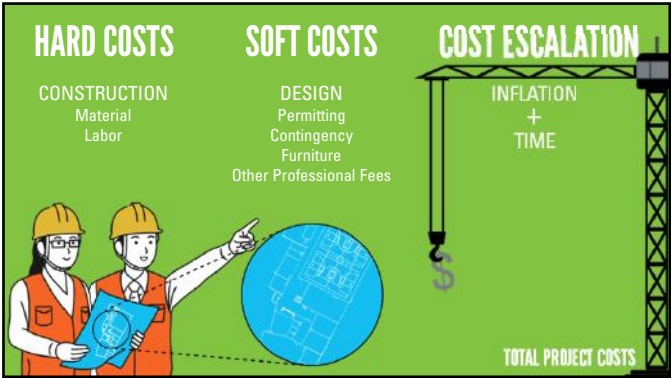


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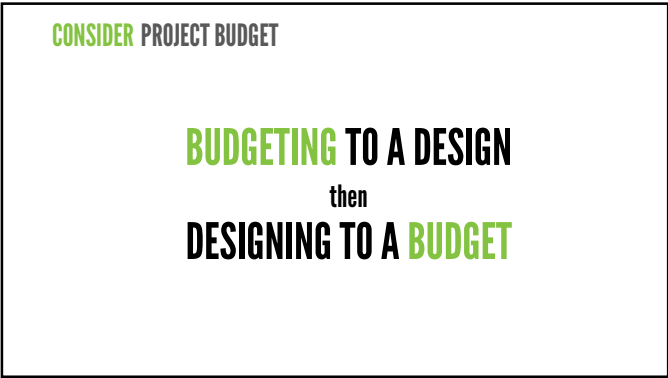


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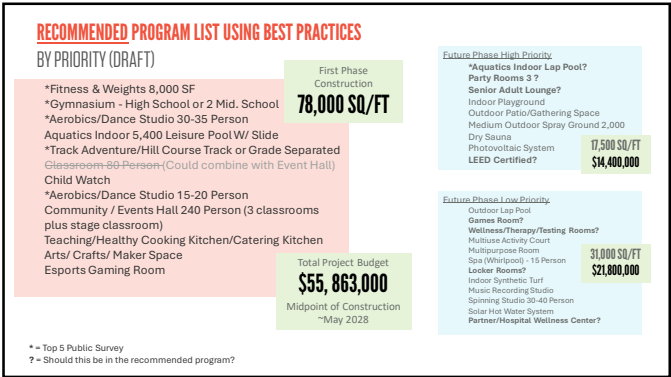




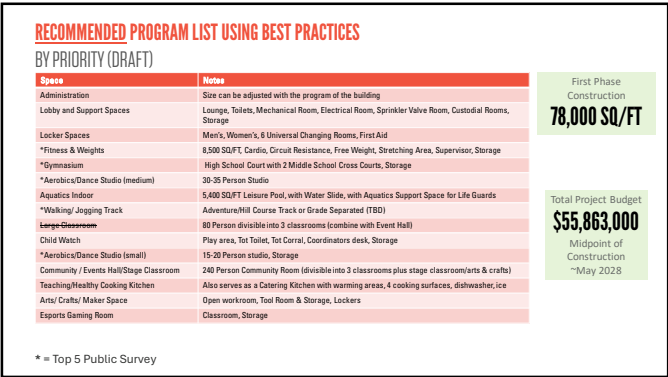
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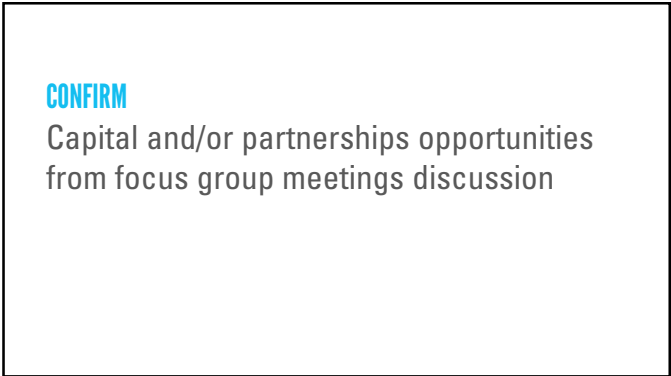
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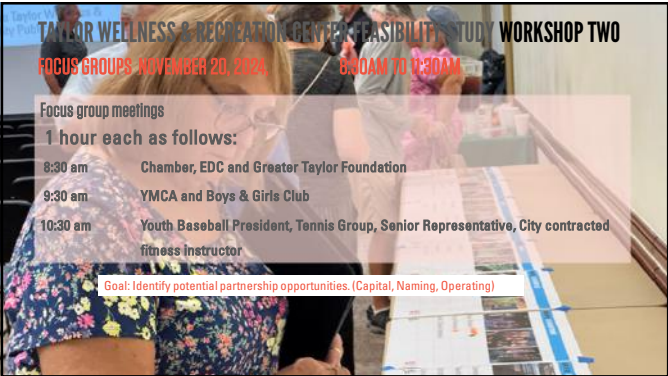
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CONSIDER OUTSIDE AGENCIES AS POTENTIAL PARTNERS FOR CONTRACT OPERATIONS

TBD = Operations To Be Determined

▪ Need to determine the community needs for facility programming

▪ Determine operations cost and potential revenue

▪ Need to study in-house operations or privatize operations

▪ Determine if Taylor residents are willing to pay third-party fees and charges

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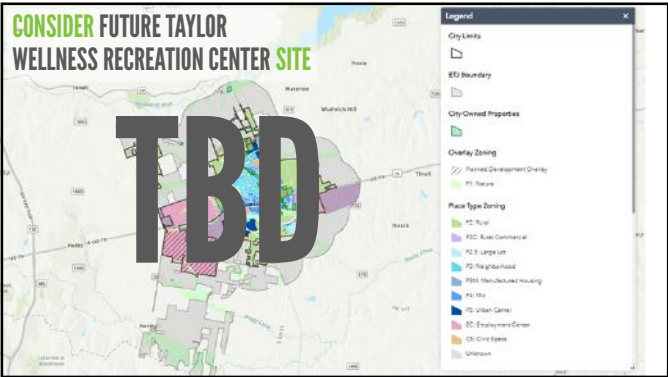
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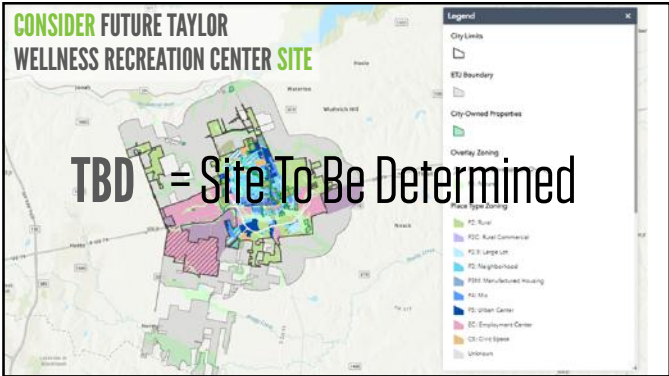
CONSIDER

Site test fit/relationship diagrams

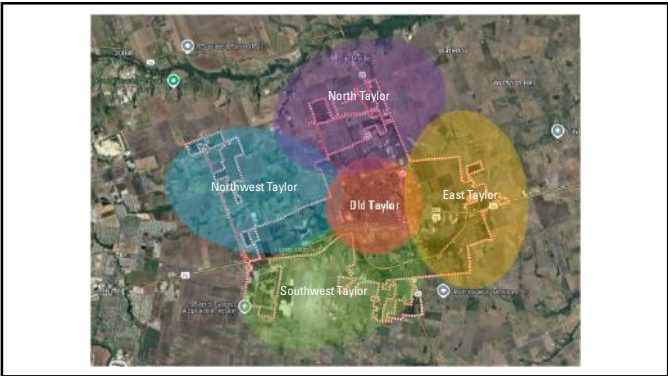
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CONSIDER

### “Not in My Lane”

An Examination of the Impact of Community Recreation Centers on Macro Fitness Market Supply and Fitness Membership Participation Patterns

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ACKNOWLEDGEMENTS



AN EXAMINATION OF THE IMPACT OF COMMUNITY RECREATION CENTERS ON MACRO FITNESS MARKET SUPPLY AND FITNESS MEMBERSHIP PARTICIPATION PATTERNS

UNIVERSITY OF NORTH TEXAS  
RECREATION RESEARCH/PROJECT LAB

- JOSEPH T. WALKER, PhD
- ZACHARY BELDON, PhD

CONTRIBUTIONS:




Project funding and recreation center resource coordination



Project funding

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University of North Texas  
Recreation Research/Project Lab

- Joseph T. Walker, PhD
- Zachary Beldon, PhD

### PILOT STUDY INTRODUCTION

An Examination of the Impact of Community Recreation Centers on Macro Fitness Market Supply and Fitness Membership Participation Patterns

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**HYPOTHESIS OR PROBLEM**

*“All across America heated discussions in public forums where a City wants to build a public recreation center with a fitness component gains momentum, then the fitness industry shows up in strong force with a legal team saying no, no, no! You’re going to compete against us!”*


**THIS STUDY LOOKS AT THIS PROBLEM AT THE MACRO LEVEL TO DETERMINE IF THERE IS, OR HAS BEEN AN IMPACT, TO THE FITNESS INDUSTRY ACCORDING TO THE DATA**

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### PILOT STUDY METHODS

An Examination of the Impact of Community Recreation Centers on Macro Fitness Market Supply and Fitness Membership Participation Patterns

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**EXAMINING THE MACRO-MARKET SUPPLY**

**9** communities with different population sizes were selected and visited to collect data on:

- Total number of fitness memberships
- Operations & programs offered

**ACROSS 4 STATES**

**152 PUBLIC & PRIVATE CENTERS**

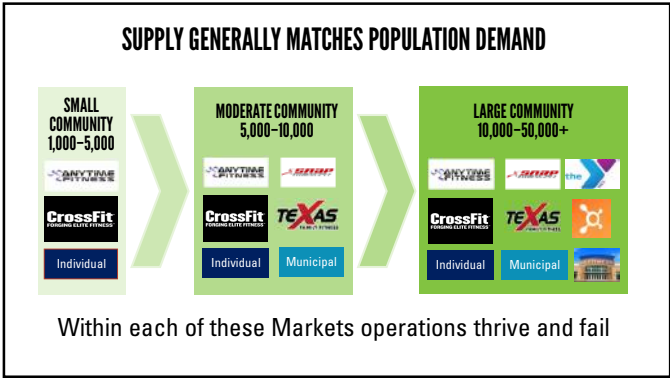
**JANUARY 2020 THROUGH DECEMBER 2020**

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**EXAMINING MARKET SUPPLY**

**HYPOTHESIS #3** Communities with Municipal Recreation Centers that provide Fitness as part of the scope of services will have **data** of greater overall fitness membership rates

**HYPOTHESIS #4** Communities with Municipal Recreation Centers that provide Fitness as part of the scope of services will have a diverse scope of other fitness operation in addition to what is provided by the Municipal Recreation Centers

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**RICHARDSON, TEXAS**



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**INTRODUCE A PUBLIC RECREATION CENTER INTO THE MARKET**  
**WHAT HAPPENS?**

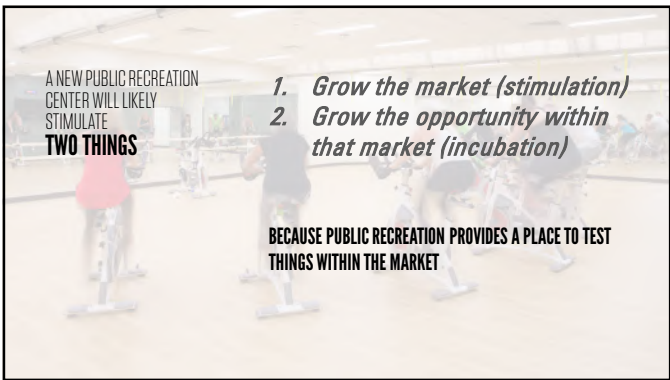
*"When a community rec center comes into the market, data shows the market actually grows."*

**THERE IS A MARKET STIMULATION IMPACT**

NORMAL MARKET OF **18 TO 20%**  
INCREASE TO **20 AND 25%** WITH PUBLIC CENTER PRESENT

**PUBLIC RECREATION CENTERS GROW THE MARKET**

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A NEW PUBLIC RECREATION CENTER WILL LIKELY STIMULATE

**TWO THINGS**

1. *Grow the market (stimulation)*
2. *Grow the opportunity within that market (incubation)*

**BECAUSE PUBLIC RECREATION PROVIDES A PLACE TO TEST THINGS WITHIN THE MARKET**

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**PUBLIC RECREATION CENTERS ARE INCUBATORS**

*"As a private sector provider, I will try a product within a Community Recreation Center that I can't afford to do on my own as an outreach instructional program"* - small franchise owner (group fitness)

*"If it works really well, I will grow out of the scope of space the city can provide me"* - small franchise owner (strength training)

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**PUBLIC RECREATION CENTERS ARE INCUBATORS**

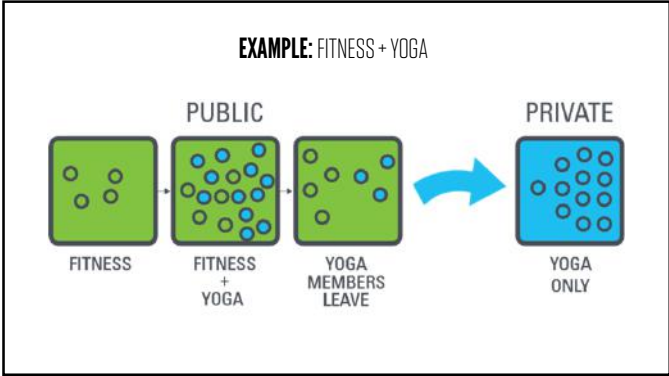
*"I can go private because I built a client base"* - small boutique owner

This is **INCUBATION**:

Where someone finds a new service; finds a way to make it work; finds a way to make it function on its own; and then walks away from the parent company and becomes its own service

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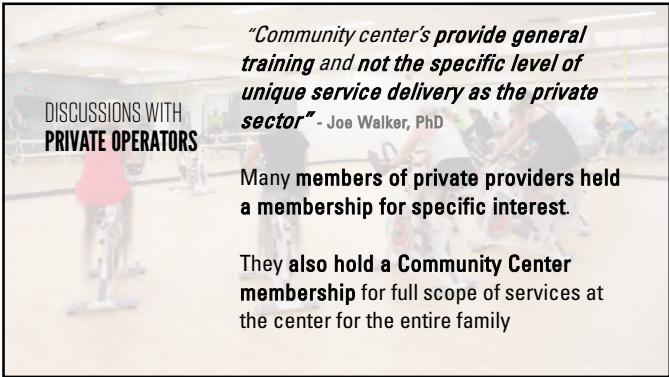




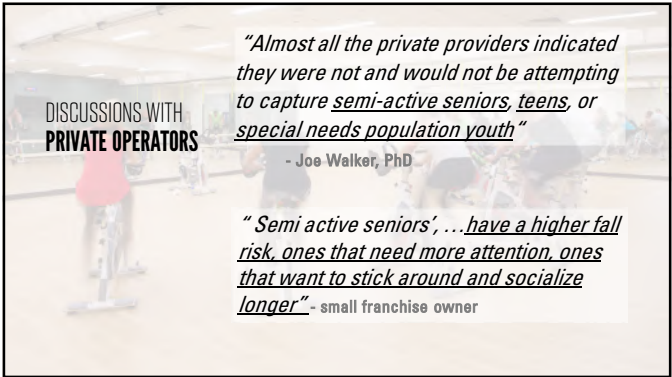
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THE DISTINCTION IS:

**A COMMUNITY CENTER WILL HAVE SOME FITNESS**

**VS.**

**A FITNESS CENTER WILL HAVE NO COMMUNITY**

The Private sector does not want to be the "Community Center"...they want you to come in, workout, and leave" - Joe Walker, PhD

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OWNERS AND MANAGERS OF PRIVATE FACILITIES

What did they think?

*"My kid plays in the local recreation sports league, if they really like it, and want higher competition, I will switch over to a select program. Similarly, the public recreation center grows my business"* - small franchise

Private operators fear if they... *"allow kids in at a certain level, parents will drop them off and leave them ...and they definitely don't want that"* - small boutique owner

*"They applaud the Community Recreation Centers for taking on the responsibility of youth programs and providing that opportunity"* - Joe Walker, PhD

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OWNERS AND MANAGERS OF PRIVATE FACILITIES

What did they think?

*The Private sector does not want to be the "Community Center"...they want you to come in, workout, and leave"* - Joe Walker, PhD

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PILOT STUDY

APPLICATION AND PRACTICE

An Examination of the Impact of Community Recreation Centers on Macro Fitness Market Supply and Fitness Membership Participation Patterns

141

PILOT STUDY SUMMARY

THE POPULATION OF A GIVEN CITY

THE FITNESS MARKET WITH PUBLIC FAMILY RECREATION & FITNESS CENTER

THE FITNESS MARKET WITHOUT A CITY FAMILY RECREATION AND FITNESS CENTER

24 HOURS JOYTIME FITNESS SNAP

A COMMUNITY FAMILY RECREATION AND FITNESS CENTER GENERALLY INCREASES THE TOTAL FITNESS MEMBERSHIP AND FITNESS PARTICIPATION WITHIN THE POPULATION (MARKET STIMULATION)

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PILOT STUDY SUMMARY

**STIMULATION**

Overall market demand increases when a greater portion of the market is captured by a community center.

What's happening is, low interested participants will become members due to cost effective services provided, thus stimulating the market.

They get used to being a member of something!

**INCUBATION**

Community Centers are a great place to experiment with new products.

Existing suppliers adapt as they must to any new product in the market.

Over time, the market is stimulated by community centers incubating new services or products provided.

Private sector providers will take these new products and improve upon them many times through boutique services

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PILOT STUDY SUMMARY

**MARKET GROWTH**

The private sector market grows when the previous low interested consumer, now member, seeks greater intensity or specialization beyond the community center's capability.

The pilot study findings indicate that community centers **FUNCTION AS ECONOMIC STIMULATORS** and **INCUBATORS**, **THUS GROWING THE MARKET**

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PILOT STUDY  
SUMMARY

The pilot study findings indicate that community centers  
**FUNCTION AS ECONOMIC STIMULATORS** and **INCUBATORS**,  
thus **GROWING THE MARKET**

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**“COMMUNITY RECREATION DOES NOT DRIVE OUT PRIVATE  
BUSINESS. IT CHANGES THE CULTURE  
AND PROMOTES A LIFESTYLE OF FITNESS.”**

-MAYOR COBB, HOBBS, NEW MEXICO

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REMINDER – WORKSHOP 3

JANUARY 9, 2024:

PHASE 1  
AUGUST - SEPTEMBER  
2024  
Public Input, Program Development,  
Project Selection, Budget  
Consideration

PHASE 2  
OCTOBER - NOVEMBER  
2024  
Public Input, Program Refinement  
(Site Analysis, Feasibility, Concept  
Development, Budget Refinement)

PHASE 3  
DECEMBER - JANUARY  
2024/2025  
Commit to Program, Schedule, and  
Task Forces/Task Groups  
(Draft Report)

PHASE 4  
FEBRUARY - MARCH  
2025  
Public Input from City Council  
Commit to project implementation  
Contract for facilities plan

LIBRARY  
MEETING  
W/STAFF  
COMPLETION  
August 15

SITE VISIT/  
WORKSHOP #1  
September 25

PUBLIC MEETING  
#1  
September 25

PHASE 2  
PUBLIC MEETING  
#2  
November 20

PHASE 3  
WORKSHOP #3  
January 22

PHASE 4  
CITY COUNCIL  
MTG  
February TBD

FINAL STUDY  
DELIVERED  
March 2025

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CONFIRM: NEXT STEPS AND WORKSHOP 3- AGENDA

COMMITTEE WORKSHOP #3  
NOVEMBER 20, 2024,  
12:00PM TO 3:00PM

Commit

Confirm

Commit

Confirm

Consider

Commit

Consider

Confirm

Review DRAFT Report

Concept Floor Plans

Site Plan/Land Purchase Options

Findings of the Detailed Probable Cost Estimate

Capital and/or operational partnerships

Operational expense and revenue model

Design Threads

Base Report Graphics

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QUESTIONS?

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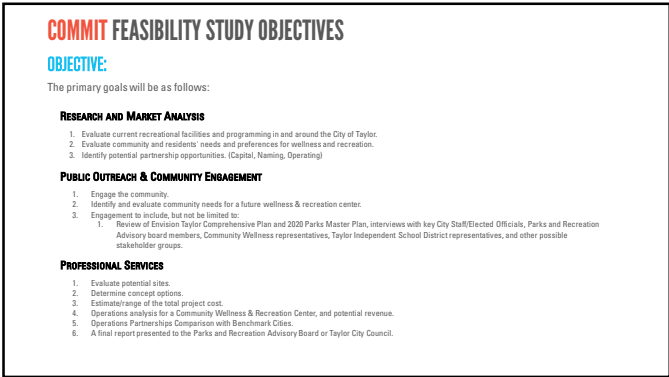




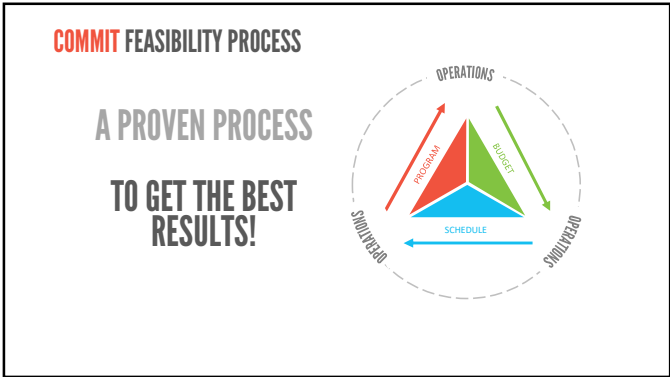
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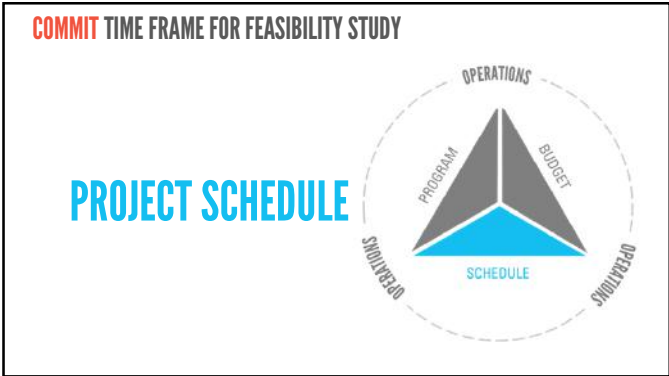
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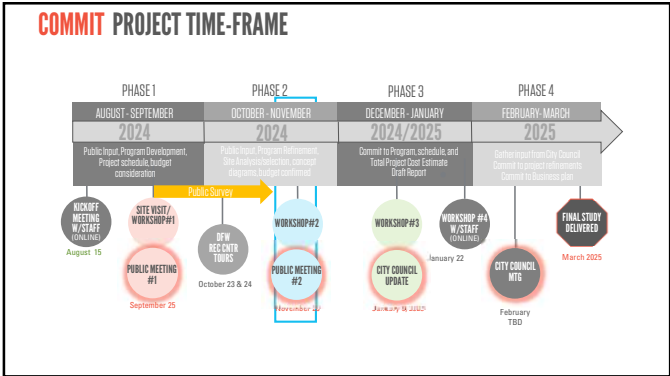
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TAYLOR WELLNESS & RECREATION CENTER FEASIBILITY STUDY WORKSHOP TWO

FOCUS GROUPS: NOVEMBER 20, 2024

8:30AM TO 12:30AM

Focus group meetings

1 hour each as follows:

8:30 am

Chamber, EDC and Greater Taylor Foundation

9:30 am

YMCA and Boys & Girls Club

10:30 am

Youth Baseball President, Tennis Group, Senior Representative, City contracted fitness instructor

Goal: Identify potential partnership opportunities. (Capital, Naming, Operating)

7

CONFIRM

Present Public Open House #1 & Survey Data/Results

8

PEOPLE

PLACE

PACE



Who are the people of Taylor and how do they want to be perceived?



Where do people live, work and play? Tell us about landmarks of interest and places of pride.



What experiences are you looking for and what is your pace of life?

9

FIVE IMPORTANT QUESTIONS

1

2

3

4

5

AWAY

HERE

WHY

BE

NOT BE

1. HOW DO YOU DESCRIBE WHERE YOU LIVE WHEN YOU ARE **AWAY** FROM TAYLOR?

2. WHAT PLACES OR EVENTS MUST VISITORS EXPERIENCE WHEN THEY ARE **HERE** IN TAYLOR?

3. **WHY** DO YOU LIVE IN TAYLOR?

4. HOW DO YOU **WANT TO BE** PERCEIVED AS A COMMUNITY?

5. HOW DO YOU **NOT WANT TO BE** PERCEIVED AS A COMMUNITY?

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HOW DO YOU DESCRIBE WHERE YOU LIVE WHEN YOU ARE **AWAY** FROM TAYLOR?

Small Community/Town	13
Friendly/Nice/Welcoming	8
Walkable	2
A Real Town not a suburb	2
Accessible(!!) can walk or bike to downtown, HEB, School, Walmart, Parks, and Old Taylor High. Sidewalks and bike lanes	2
Unique	2
Clean Community	
Neighbors helping neighbors	
Progressive Town	
Cute - Fun Town	
Rail Road Town	
Beautiful Parks and homes	
Close to Austin	
Great Downtown	
Nice People	
Samsung	
Learning how to grow	
Open	
I visit family with Community	
Pools and events	
Kinda 'dumpy	
Safe	
A town had a great history but is struggling	
Forward thinking	
Amazing	
Parks and Trails	
Inclusive	
Artsy	
Family Oriented	
Easy	
Hometown vibe	
Lots of amenities	

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WHAT PLACES OR EVENTS MUST VISITORS EXPERIENCE WHEN THEY ARE **HERE** IN TAYLOR?

Old Taylor High	12
Downtown Shops and Boutiques	7
BBQ	5
Car Show	4
Black Sparrow Music Parlor	4
Trails/Biking around town	3
Murphy Park	3
Parks	3
Plowmans	
Art on the Trail	
Fun Community	
Community Events	
Farmers Market	
Howard Heritage Square	
Mom & Pop Restaurants	
2nd Street Station Restaurant	
Start at one end of town and make your way around	
Live Music	
Vintage Mall	
Duck Ponds	
Davis Grocery	
Flake Bakery	
Curio Mvosa	
Samsung	

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WHY DO YOU LIVE IN TAYLOR?	Sense Community/caring	7
	Small Town	5
	Great place to raise kids	2
	Bedroom Community	2
	Culture/old back	2
	Grandkids/Family	3
	People/friendly	3
	Historic	3
	Accessible/ can walk or bike to downtown, HEB, School, Walmart, Parks, Old Taylor High, Sidewalks and bike lanes	4
	Affordability	4
	Safety	4
	Love it here	
	Charm	
	Large Town Amenities	
	Samsung	
	Away from Austin	
	I grew up here	
	Open and accepting	
	Inclusive	
	Accepting	
	Love of animals	
	I'm a CBO that invests heavily	
	Architecture	
	Parks	
	Variety of residents	
	My neighbors	

13

HOW DO YOU WANT TO BE PERCEIVED AS A COMMUNITY?	Inclusive	7
	Friendly	6
	Accessible/easy to get around	3
	Welcoming	3
	Fiscally responsible	2
	Forward thinking	2
	Health and wellbeing values	2
	Vibrant	2
	Progressive	2
	Clean	
	Safe	
	Affordability	
	A place for everyone	
	Inviting	
	Accepting	
	Activities/options for all abilities	
	Diversity	
	Active	
	Strong	
	Prosperous	
	Fun	
	Citizen participating	
	United	
	Thoughtful	
	Concerned	
	Small Town	
	Community	
	Updated/New	
	Innovative	
	Neighborhood	

14

HOW DO YOU NOT WANT TO BE PERCEIVED AS A COMMUNITY?	Divisive/divided	5
	Out dated	3
	Bigoted/Elitist	3
	Exclusive	2
	Unaccepting	2
	Segregated	2
	Close minded	2
	Boring	2
	Old Fashioned	
	Nothing to do	
	Small minded	
	Un-willing to spend money for what we need	
	Bedroom Community	
	Homophobic	
	Racist	
	Stoey old farts afraid of change	
	Irresponsible	
	Selfish	
	Backward	
	Nothing for school aged children	
	Not open	
	Inactive	
	Un-welcoming	
	Too stuffy	
	Regressive	
	Shabby	
	Unfriendly	
	Unhappy people	

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THE SURVEY SAYS!...

Taylor insight through:

1) Scientifically valid survey;

2) Internet-based survey

Taylor PARD advertised the survey for residents through the usual PARD avenues

467 RESIDENTS RESPONSE!

For the Statistically valid survey

INTERNET SURVEY ONGOING

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CITY OF TAYLOR  
2024 WELLNESS & RECREATION CENTER SURVEY

The survey aimed to collect a minimum of 400 completed responses

The target was surpassed with 467 completed surveys collected.

Precision of at least +/-4.47% at the 95% level of confidence.

City of Taylor  
2024 Wellness and Recreation  
Center Survey  
Findings Report  
Presented to the City of Taylor  
November 2024

ETC

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WELLNESS & RECREATION CENTER SURVEY HIGHLIGHTS

"Eighty-seven percent (87%) indicated that it is valuable for the City to offer a wellness/recreation center to the community as a whole."

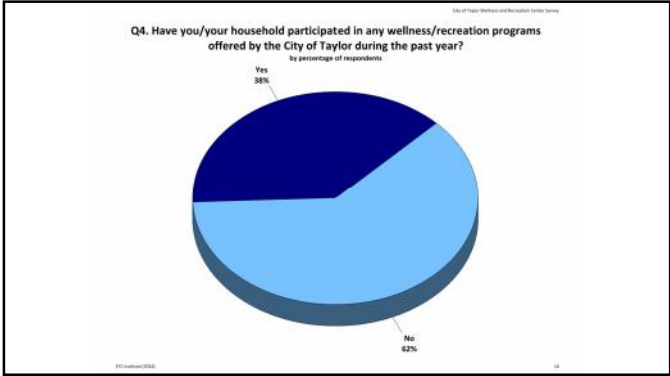
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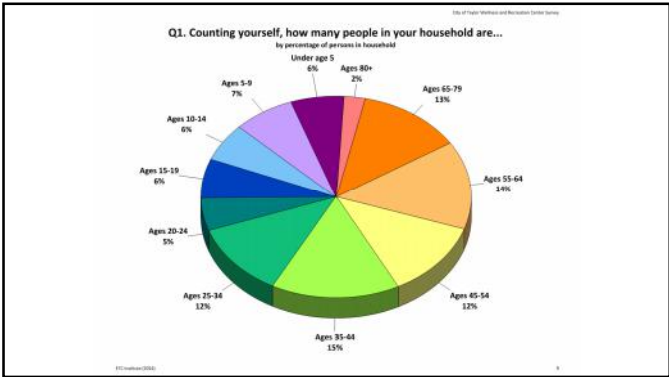
WELLNESS & RECREATION CENTER SURVEY HIGHLIGHTS

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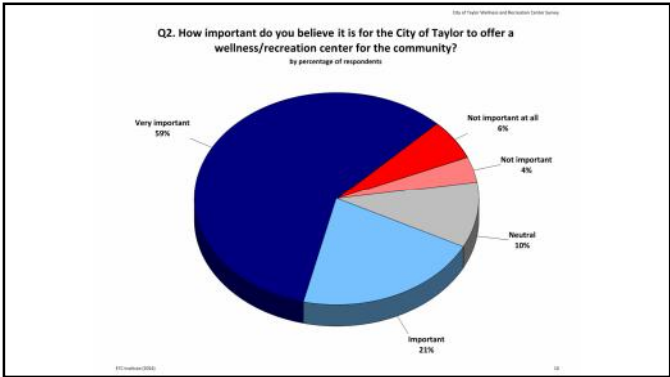
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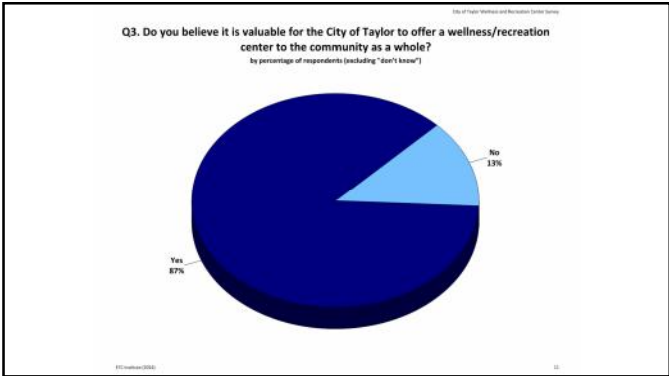
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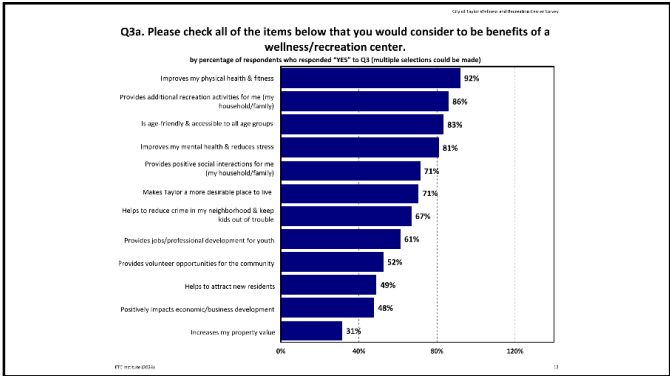
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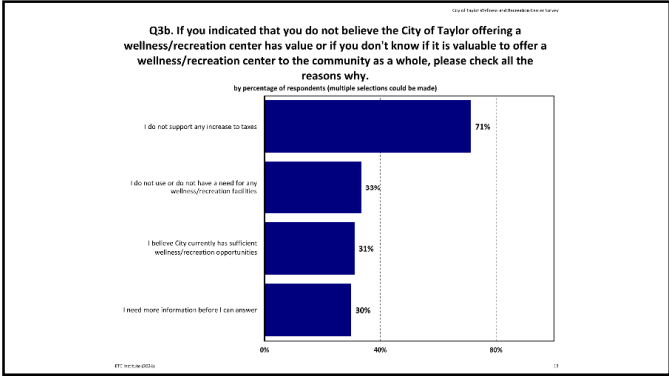


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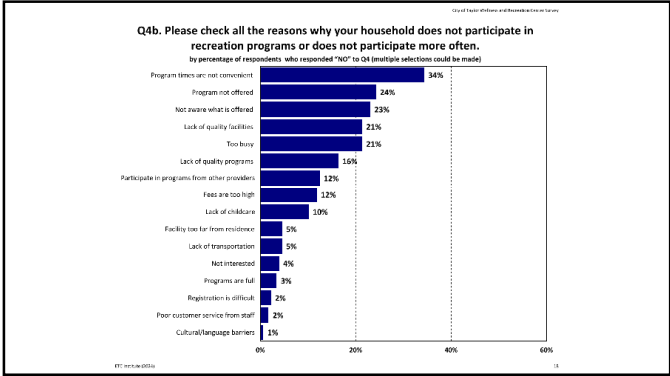


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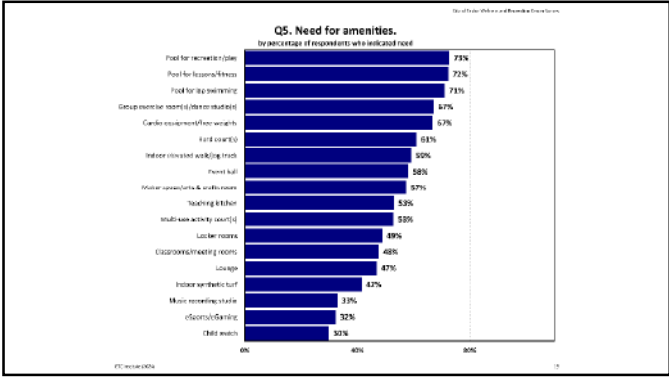




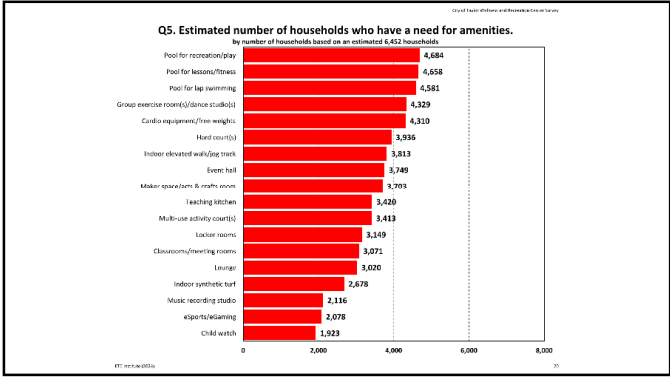
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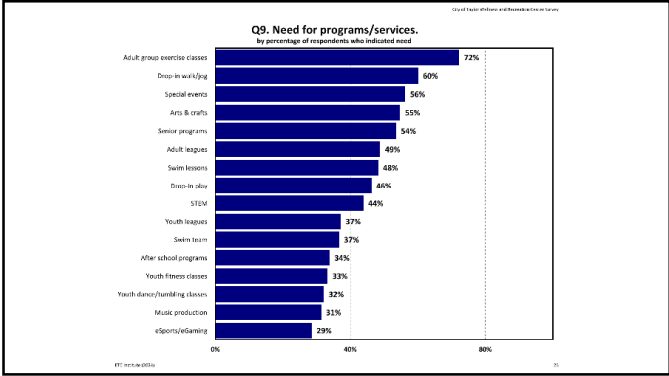
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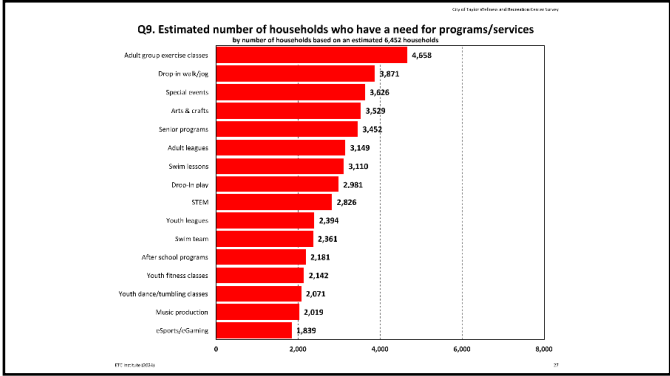
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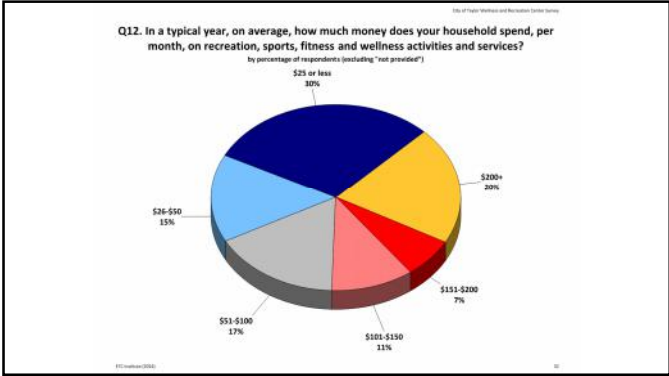


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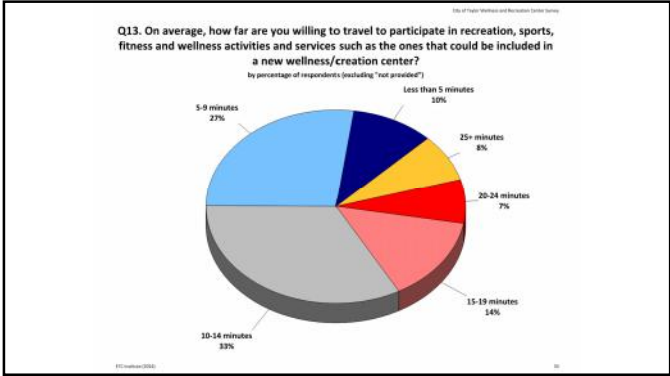


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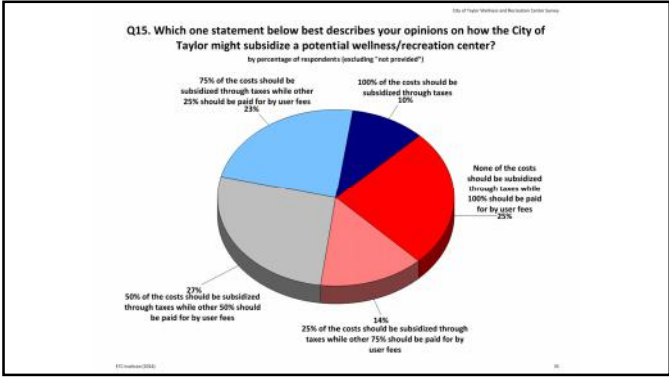




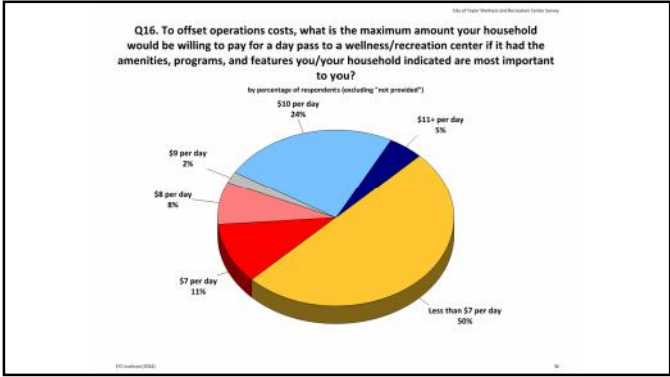
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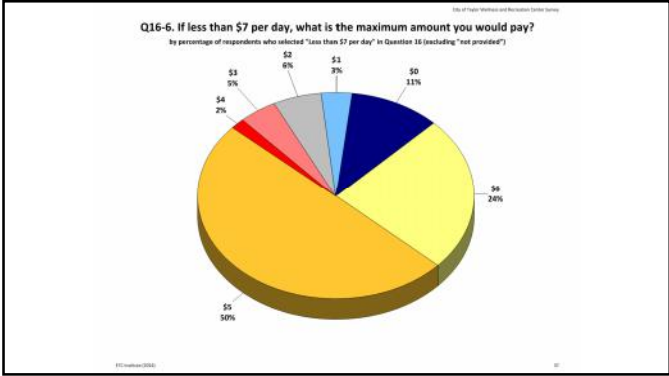
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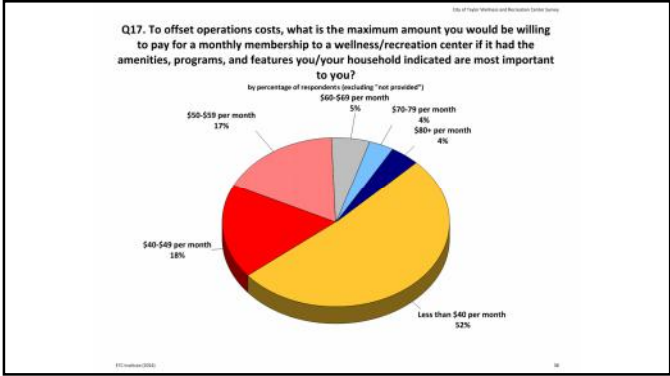
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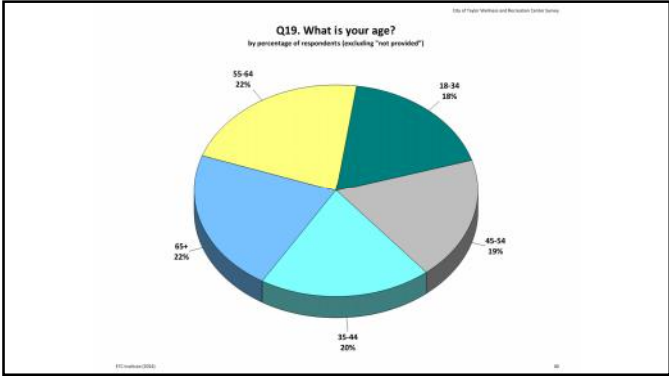


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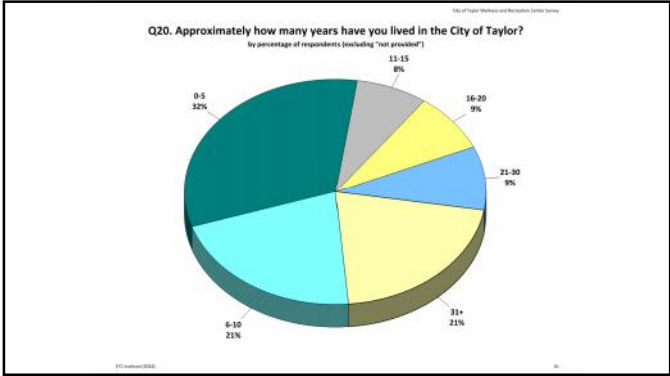


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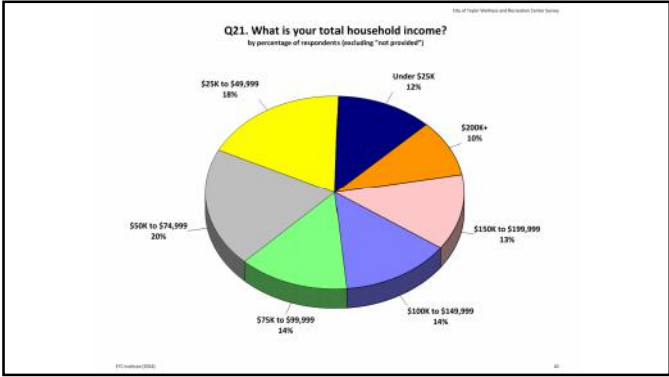




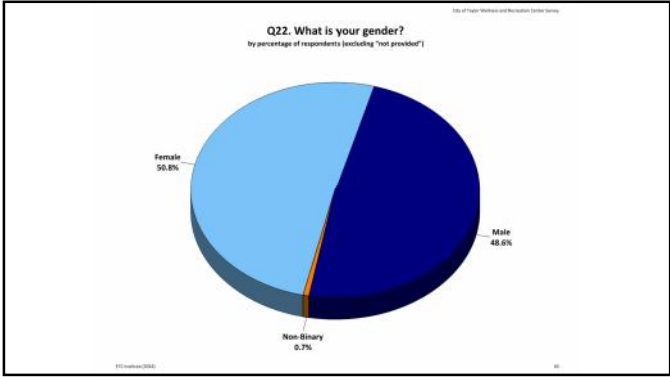
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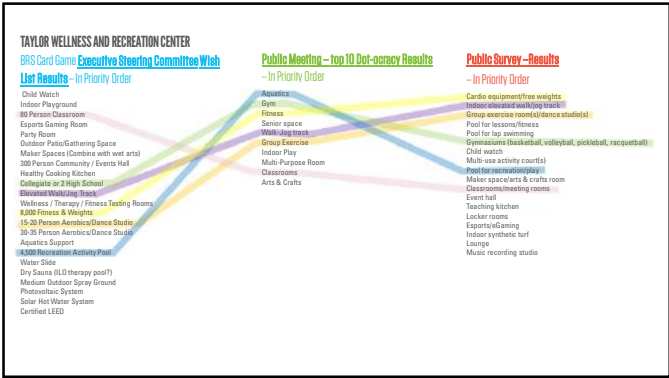


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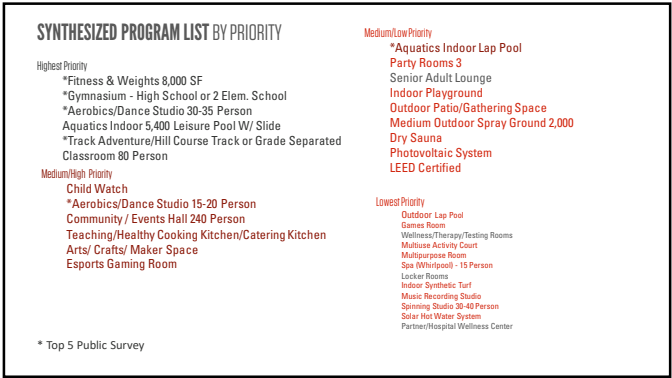
**CONFIRM**  
Project Recommended Building Program  
Preliminary Project Budget (target)

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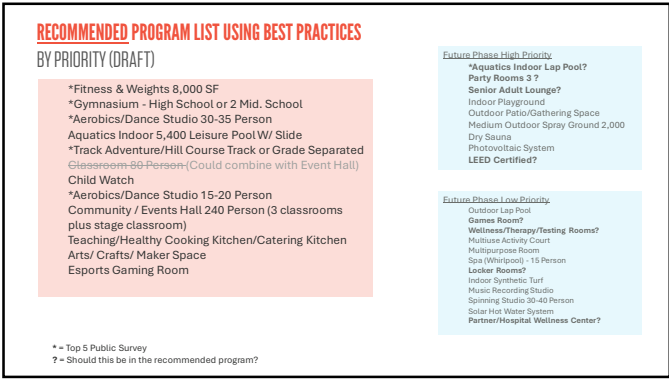




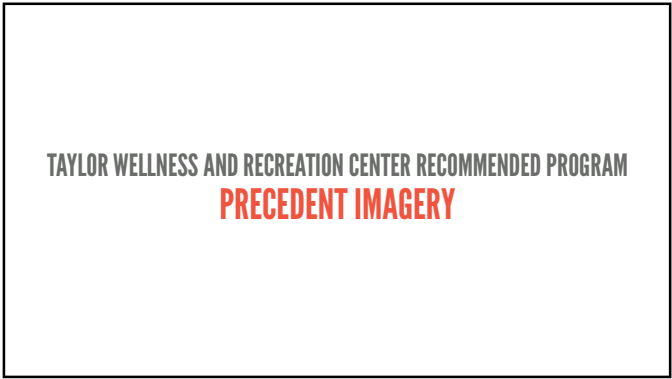
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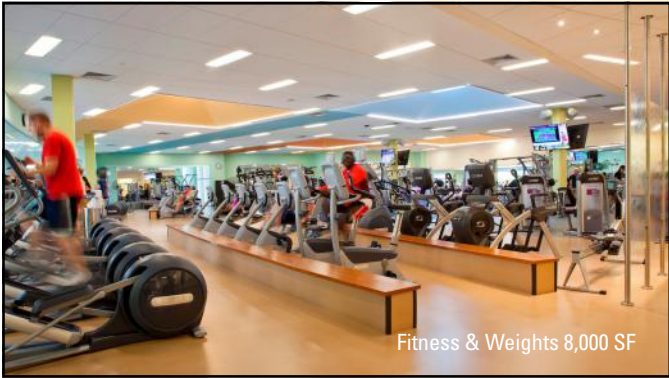
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Teaching/Healthy Cooking  
Kitchen/Catering Kitchen

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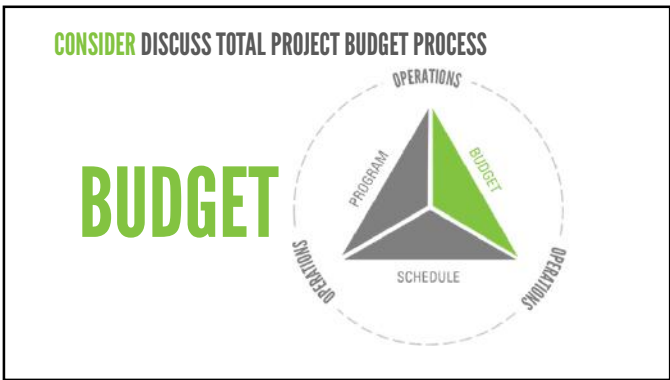
Arts/ Crafts/ Maker Space

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Esports Gaming Room

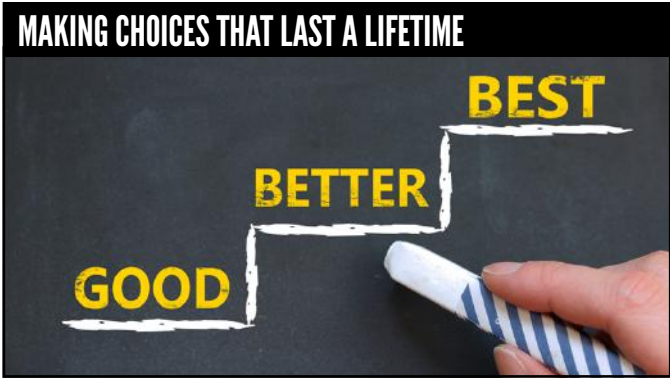
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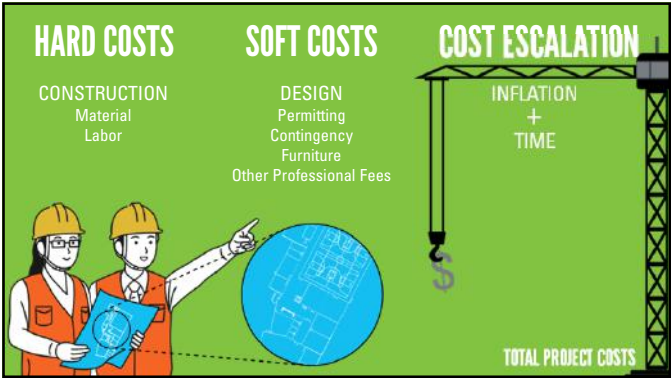


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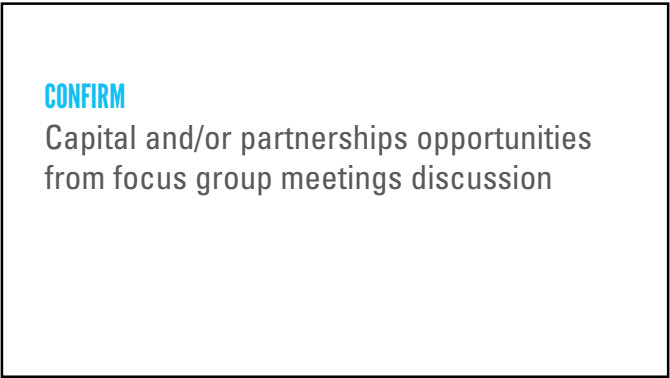


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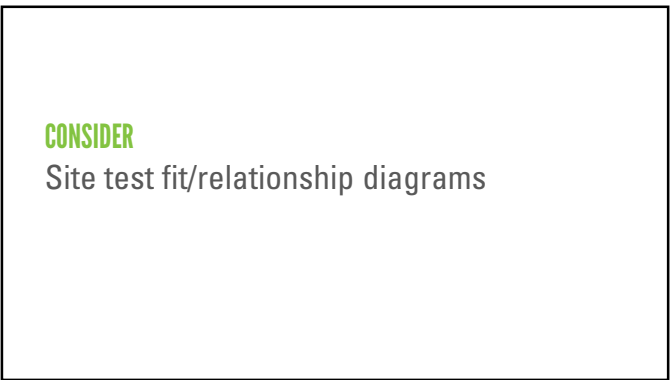
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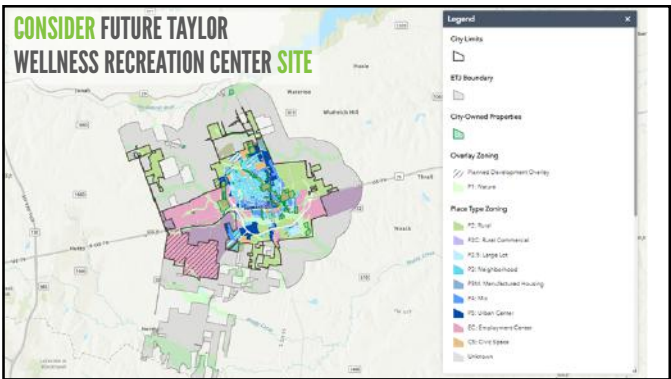
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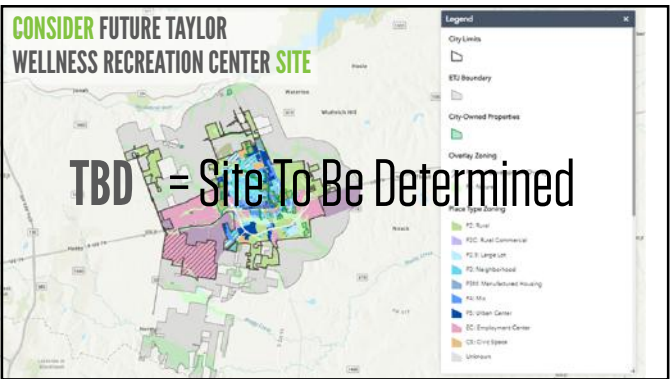
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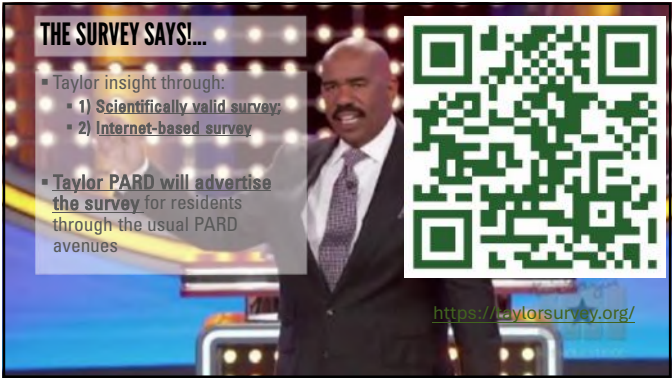


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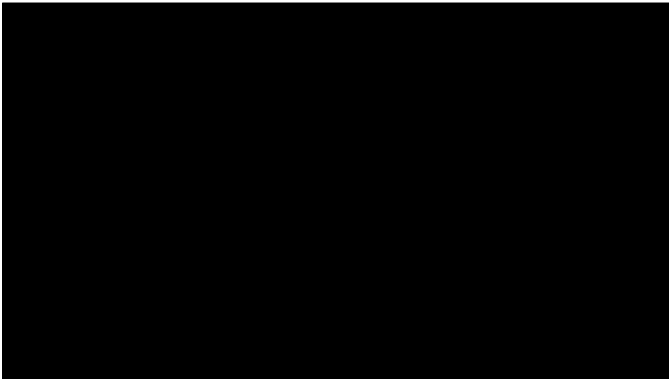




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**HYPOTHESIS  
OR PROBLEM**

*"All across America heated discussions in public forums where a City wants to build a public recreation center with a fitness component gains momentum, then the fitness industry shows up in strong force with a legal team saying no, no, no! You're going to compete against us!"*

**THIS STUDY LOOKS AT THIS PROBLEM AT THE MACRO LEVEL TO DETERMINE IF THERE IS, OR HAS BEEN AN IMPACT, TO THE FITNESS INDUSTRY ACCORDING TO THE DATA**

73

**PILOT STUDY  
METHODS**

An Examination of the Impact of Community Recreation Centers on Macro Fitness Market Supply and Fitness Membership Participation Patterns

74

**EXAMINING THE  
MACRO-MARKET  
SUPPLY**

**9** communities with different population sizes were selected and visited to collect data on:

- Total number of fitness memberships
- Operations & programs offered

**ACROSS 4 STATES**

**152 PUBLIC & PRIVATE CENTERS**

**JANUARY 2020 THROUGH DECEMBER 2020**

75

**PILOT STUDY  
RESULTS**

An Examination of the Impact of Community Recreation Centers on Macro Fitness Market Supply and Fitness Membership Participation Patterns

76

**SUPPLY GENERALLY MATCHES POPULATION DEMAND**

**SMALL COMMUNITY**  
1,000-5,000

**CrossFit**  
Individual

**MODERATE COMMUNITY**  
5,000-10,000

**CrossFit**  
Individual

**TEXAS**  
Municipal

**LARGE COMMUNITY**  
10,000-50,000+

**CrossFit**  
Individual

**TEXAS**  
Municipal

Within each of these Markets operations thrive and fail

77

**THE FITNESS  
MARKET REMAINS  
COMPETITIVE**

*With or without a public Community Recreation Center the fitness market suppliers will compete and some will thrive and sell while others will fail and end operations*

78





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84



A NEW PUBLIC RECREATION CENTER WILL LIKELY STIMULATE TWO THINGS

1. *Grow the market (stimulation)*
2. *Grow the opportunity within that market (incubation)*

BECAUSE PUBLIC RECREATION PROVIDES A PLACE TO TEST THINGS WITHIN THE MARKET

85

PUBLIC RECREATION CENTERS ARE INCUBATORS

*"As a private sector provider, I will try a product within a Community Recreation Center that I can't afford to do on my own as an outreach instructional program"* - small franchise owner (group fitness)

*"If it works really well, I will grow out of the scope of space the city can provide me"* - small franchise owner (strength training)

86

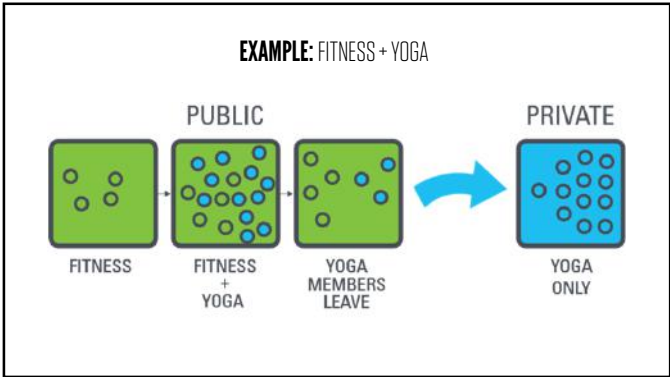
PUBLIC RECREATION CENTERS ARE INCUBATORS

*"I can go private because I built a client base"* - small boutique owner

This is **INCUBATION**:

Where someone finds a new service; finds a way to make it work; finds a way to make it function on its own; and then walks away from the parent company and becomes its own service

87



88

DISCUSSIONS WITH PRIVATE OPERATORS

*"The private owners recognized that there was direct competition for some services" (yoga, personal training, and general membership)* - Joe Walker, PhD

*"Many of their customers held their membership specifically because they wanted to be detached from the family environment (public recreation)"* - small franchise owner

89

DISCUSSIONS WITH PRIVATE OPERATORS

*"Community center's provide general training and not the specific level of unique service delivery as the private sector"* - Joe Walker, PhD

Many members of private providers held a membership for specific interest.

They also hold a Community Center membership for full scope of services at the center for the entire family

90



DISCUSSIONS WITH  
PRIVATE OPERATORS

*"Almost all the private providers indicated they were not and would not be attempting to capture semi-active seniors, teens, or special needs population youth"*

- Joe Walker, PhD

*"Semi active seniors', ...have a higher fall risk, ones that need more attention, ones that want to stick around and socialize longer"* - small franchise owner

91

THE DISTINCTION IS:

**A COMMUNITY CENTER WILL HAVE SOME FITNESS**

**VS.**

**A FITNESS CENTER WILL HAVE NO COMMUNITY**

The Private sector does not want to be the "Community Center"...they want you to come in, workout, and leave" - Joe Walker, PhD

92

OWNERS AND  
MANAGERS OF PRIVATE  
FACILITIES

What did they tell you?

*"I fought the rec center and it ended up helping me make a better business that's easier to run"* - small boutique owner

*"We are going down the same highway as the City Recreation Center. What we have learned is that they're not in our lane because what we do is very specialized, very specific, with a small group of people, ...so we don't see the threat..."*

*... "In fact, we gain business because when someone's needs outgrow what the City can provide, they switch over to us"* - mid level franchise

93

OWNERS AND  
MANAGERS OF PRIVATE  
FACILITIES

What did they tell you?

*"My kid plays in the local recreation sports league, if they really like it, and want higher competition, I will **switch over to a select program**. Similarly, **the public recreation center grows my business**"* - small franchise

Private operators fear if they... *"allow kids in at a certain level, parents will drop them off and leave them ...and they definitely don't want that"* - small boutique owner

*"They applaud the Community Recreation Centers for taking on the responsibility of youth programs and providing that opportunity"* - Joe Walker, PhD

94

OWNERS AND  
MANAGERS OF PRIVATE  
FACILITIES

What did they tell you?

*The Private sector does not want to be the "Community Center"...they want you to come in, workout, and leave"* - Joe Walker, PhD

95

PILOT STUDY

**APPLICATION AND PRACTICE**

An Examination of the Impact of Community Recreation Centers on Macro Fitness Market Supply and Fitness Membership Participation Patterns

96



PILOT STUDY SUMMARY

THE POPULATION OF A GIVEN CITY

THE FITNESS MARKET WITH PUBLIC FAMILY RECREATION & FITNESS CENTER

THE FITNESS MARKET WITHOUT A CITY FAMILY RECREATION AND FITNESS CENTER



A COMMUNITY FAMILY RECREATION AND FITNESS CENTER GENERALLY INCREASES THE TOTAL FITNESS MEMBERSHIP AND FITNESS PARTICIPATION WITHIN THE POPULATION (MARKET STIMULATION)

97

PILOT STUDY SUMMARY

STIMULATION

Overall market demand increases when a greater portion of the market is captured by a community center.

What's happening is, low interested participants will become members due to cost effective services provided, thus stimulating the market.

They get used to being a member of something!

INCUBATION

Community Centers are a great place to experiment with new products.

Existing suppliers adapt as they must to any new product in the market.

Over time, the market is stimulated by community centers incubating new services or products provided.

Private sector providers will take these new products and improve upon them many times through boutique services

98

PILOT STUDY SUMMARY

MARKET GROWTH

The private sector market grows when the previous low interested consumer, now member, seeks greater intensity or specialization beyond the community center's capability.

The pilot study findings indicate that community centers **FUNCTION AS ECONOMIC STIMULATORS and INCUBATORS, THUS GROWING THE MARKET**

99

PILOT STUDY SUMMARY

The pilot study findings indicate that community centers **FUNCTION AS ECONOMIC STIMULATORS and INCUBATORS, thus GROWING THE MARKET**

100

"COMMUNITY RECREATION DOES NOT DRIVE OUT PRIVATE BUSINESS. IT CHANGES THE CULTURE AND PROMOTES A LIFESTYLE OF FITNESS."

-MAYOR COBB, HOBBS, NEW MEXICO

101

REMINDER – WORKSHOP 3

JANUARY 9, 2025:

PHASE 1	PHASE 2	PHASE 3	PHASE 4
AUGUST - SEPTEMBER 2024	OCTOBER - NOVEMBER 2024	DECEMBER - JANUARY 2024/2025	FEBRUARY - MARCH 2025
Public Input, Program Development, Project selection, location consideration	Public Input, Program Refinement, Plan development, challenge responses, budget development	Consent to Program, cost table, and Total Project Cost Estimate Draft Report	Letter to Board from City Council, approved to proceed and implement, Contract the selected vendor
Public Meeting #1 September 15	Public Meeting #2 November 20	City Council Update January 9, 2025	City Council Mtg February TBD

102



CONFIRM: NEXT STEPS AND WORKSHOP 3- AGENDA

COMMITTEE WORKSHOP #3

NOVEMBER 20, 2024,

12:00PM TO 3:00PM

Commit

Confirm

Commit

Confirm

Consider

Commit

Consider

Confirm

Review DRAFT Report

Concept Floor Plans

Site Plan/Land Purchase Options

Findings of the Detailed Probable Cost Estimate

Capital and/or operational partnerships

Operational expense and revenue model

Design Threads

Base Report Graphics

103

QUESTIONS?

104





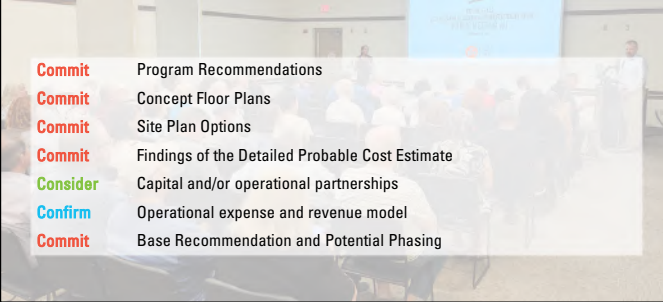
TAYLOR, TEXAS  
WELLNESS AND RECREATION CENTER FEASIBILITY STUDY  
WORKSHOP THREE MEETING  
JANUARY 23, 2025



1

TAYLOR WELLNESS & RECREATION CENTER FEASIBILITY STUDY WORKSHOP THREE

EXECUTIVE STEERING COMMITTEE WORKSHOP #3    JANUARY 23, 2025    12 NOON – 3PM



- Commit Program Recommendations
- Commit Concept Floor Plans
- Commit Site Plan Options
- Commit Findings of the Detailed Probable Cost Estimate
- Consider Capital and/or operational partnerships
- Confirm Operational expense and revenue model
- Commit Base Recommendation and Potential Phasing

2

COMMIT FEASIBILITY PROCESS

A PROVEN PROCESS


TO GET THE BEST RESULTS!



3

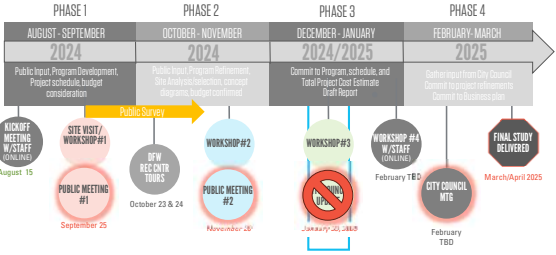
COMMIT TIME FRAME FOR FEASIBILITY STUDY

PROJECT SCHEDULE



4

FEASIBILITY STUDY TIME-FRAME



5

COMMIT MEETING DATES & TIMES

TAYLOR RECREATION CENTER FEASIBILITY STUDY MEETINGS

Taylor Staff Team Only Kick-Off (Virtual)	Thursday	8/15/2024	9:00am – 12 Noon
Workshop #1 - Taylor Staff Team Meeting	Wednesday	09/25/2024	10:00am-11:00pm
Workshop #1 - Executive Steering Committee Meeting	Wednesday	09/25/2024	2:00pm– 5:00pm
Workshop #1 - Public Meeting 1/Launch Survey	Wednesday	09/25/2024	6:30-8:00PM
Tour of DPW Recreation Centers	Wednesday	10/23/2024	All Day
Workshop #2 - Executive Steering Committee Meeting	Wednesday	11/20/2024	12 Noon – 3pm
Workshop #2 Public Meeting 2	Wednesday	11/20/2024	6:30-8:00PM
Workshop #3 - Executive Steering Committee	Thursday	01/23/2025	12 Noon – 3pm
Workshop #3 – City Council Update/Gather input	Thursday	01/23/2025	6:00pm
Work Period #4 Check-in meeting with Taylor Staff Team only (Virtual)	Tuesday	TBD	10:00am - Noon
Work Period #5 - City Council Presentation	TBD	TBD February	TBD
Final report delivered		March/April	

6



COMMIT

THE MISSION AND GOALS OF THE WELLNESS & RECREATION CENTER

7

COMMIT

FEASIBILITY STUDY OBJECTIVES

GOALS:

The primary goals will be as follows:

RESEARCH AND MARKET ANALYSIS

1. Evaluate current recreational facilities and programming in and around the City of Taylor.

2. Evaluate community and residents' needs and preferences for wellness and recreation.

3. Identify potential partnership opportunities. (Capital, Naming, Operating)

PUBLIC OUTREACH & COMMUNITY ENGAGEMENT

1. Engage the community.

2. Identify and evaluate community needs for a future wellness & recreation center.

3. Engagement to include, but not be limited to:

a. Review of Envision Taylor Comprehensive Plan and 2020 Parks Master Plan, interviews with key City Staff/Elected Officials, Parks and Recreation Advisory board members, Community Wellness representatives, Taylor Independent School District representatives, and other possible stakeholder groups.

PROFESSIONAL SERVICES

1. Evaluate potential sites.

2. Determine concept options.

3. Estimate/range of the total project cost.

4. Operations analysis for a Community Wellness & Recreation Center, and potential revenue.

5. Operations Partnership Comparison with Benchmark Cities.

6. A final report presented to the Parks and Recreation Advisory Board or Taylor City Council.

8

COMMIT

FEASIBILITY STUDY MISSION STATEMENT

Our mission is to **provide a comprehensive evaluation and strategic framework** to enhance the **City of Taylor's indoor recreational facilities and programming**. Through local **research, market analysis, and community engagement**, we will assess **current and future wellness and recreation needs**, identify **potential partnerships**, and **propose sustainable, innovative solutions** for a future wellness and recreation center.

Our collaborative efforts will **involve key community stakeholders, city officials, and local organizations**, ensuring that residents' voices guide the development of a **vibrant, accessible, and dynamic facility** that promotes **recreation, health, and well-being for all**.

We are committed to **delivering a detailed, data-driven plan** that includes **site selection** criteria, **concept options**, **magnitude of cost estimates**, and **operational strategies**, ensuring that the project **aligns with the community's vision and needs**.

9

COMMIT

Public Input & Survey Data Results

10

THE SURVEY SAYS!...

Taylor insight through:

1) Scientifically valid survey;

2) Internet-based survey

Taylor PARD advertised the survey for residents through the usual PARD avenues

467 RESIDENTS RESPONSE!

For the Statistically valid survey

INTERNET SURVEY CONFIRMS OUTCOME

11

CITY OF TAYLOR

2024 WELLNESS & RECREATION CENTER SURVEY

The survey aimed to collect a minimum of 400 completed responses

The target was surpassed with 467 completed surveys collected.

Precision of at least +/-4.47% at the 95% level of confidence.

City of Taylor

2024 Wellness and Recreation Center Survey

Findings Report

Presented to the City of Taylor

November 2024

ETC

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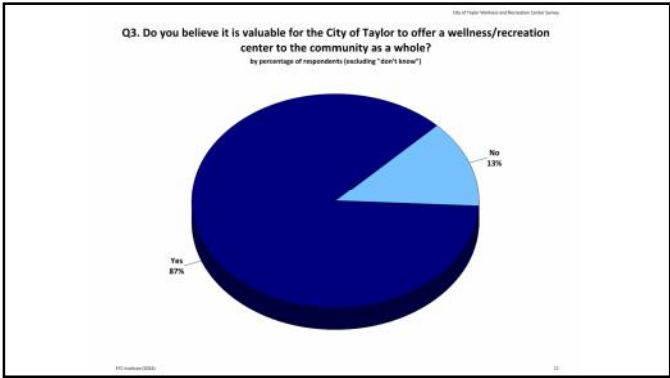


WELLNESS & RECREATION CENTER

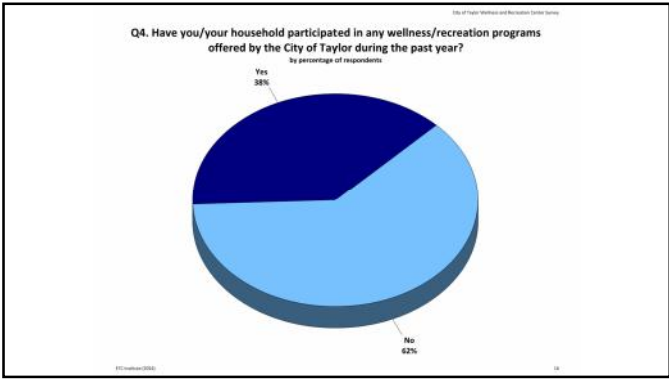
SURVEY HIGHLIGHTS

“Eighty-seven percent (87%) indicated that it is valuable for the City to offer a wellness/recreation center to the community as a whole.”

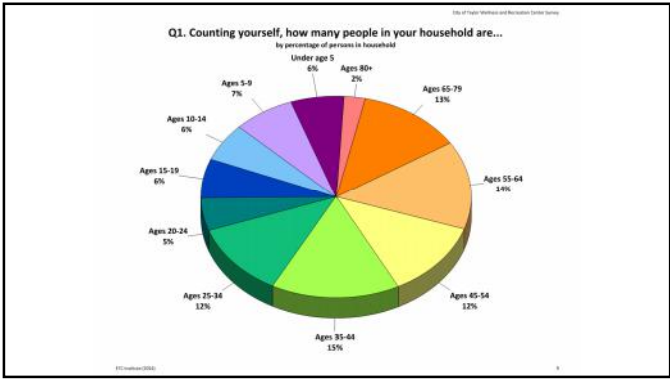
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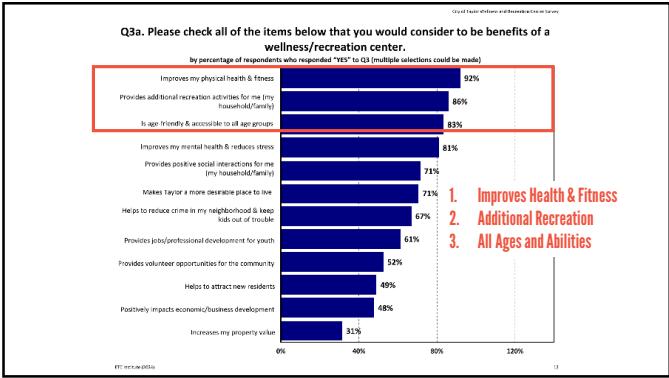
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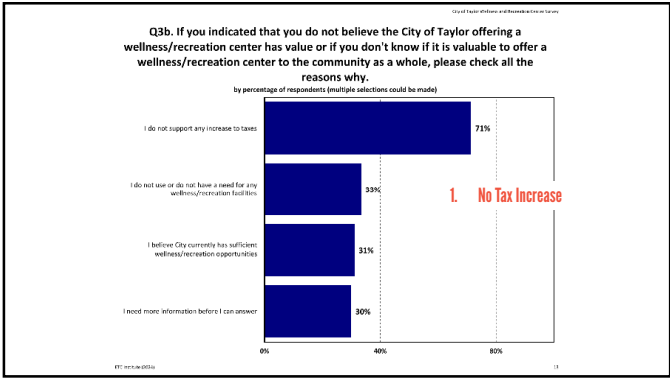
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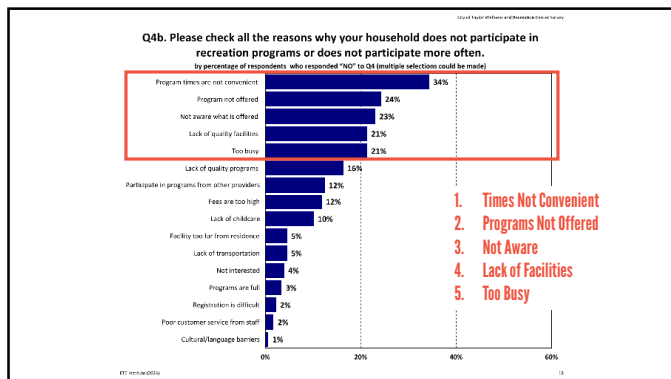


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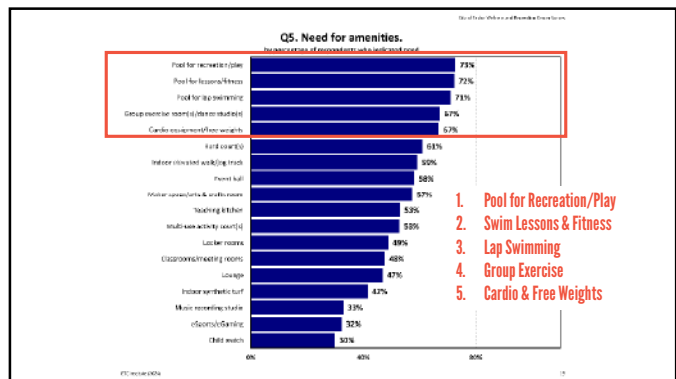


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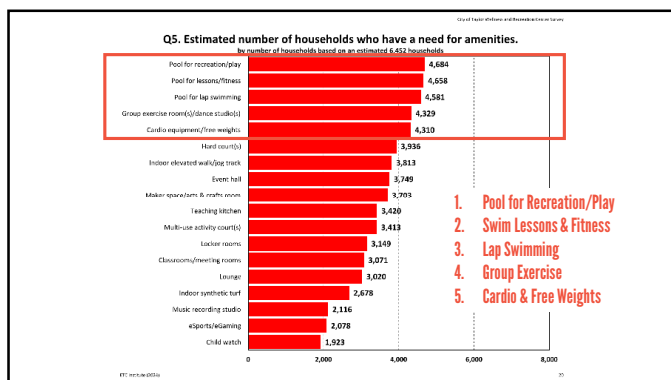




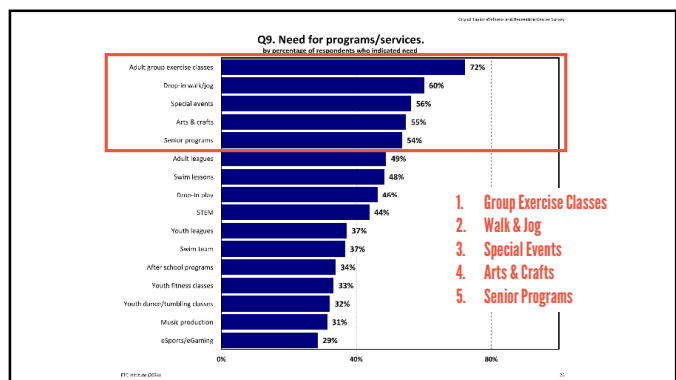
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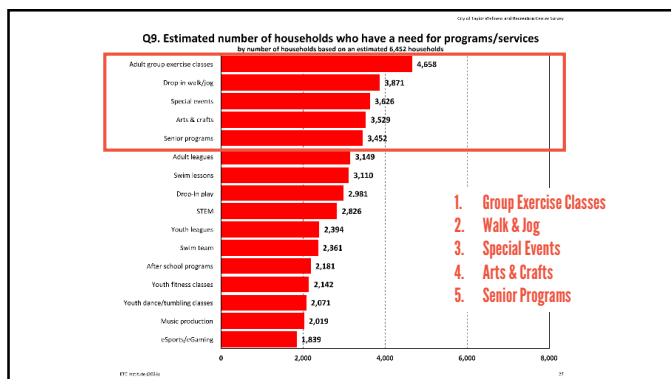
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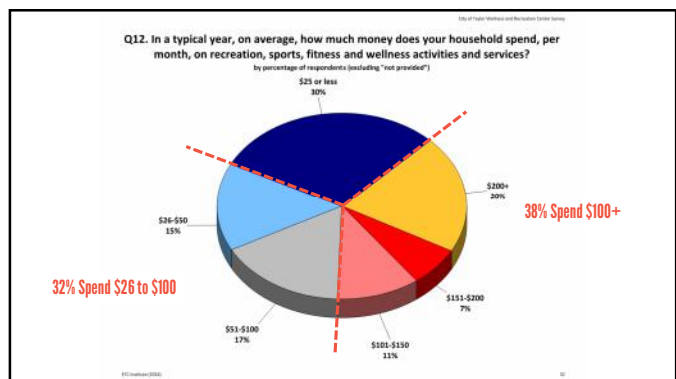
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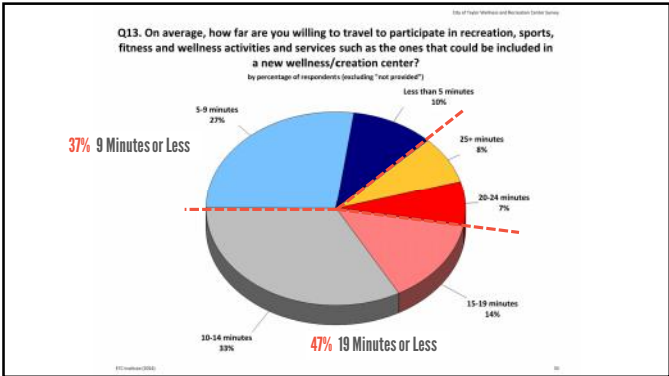


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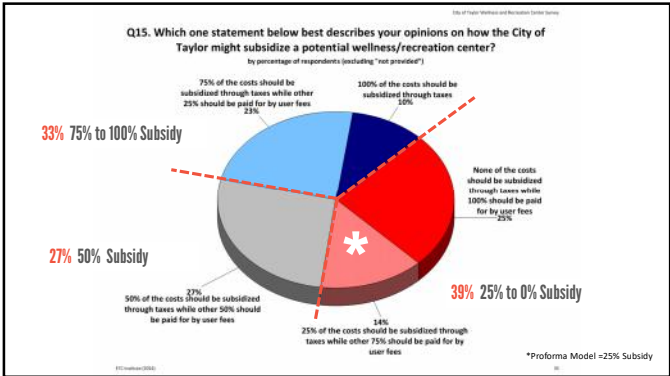


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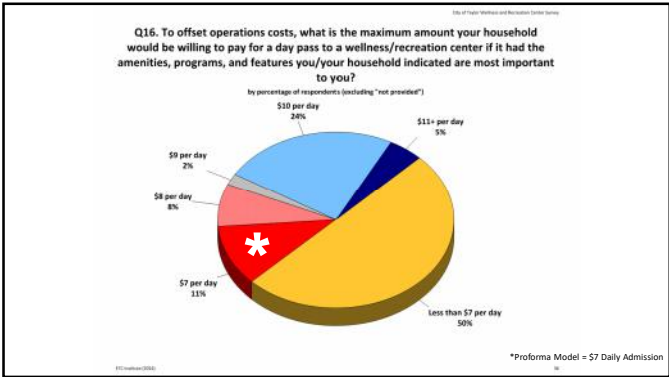




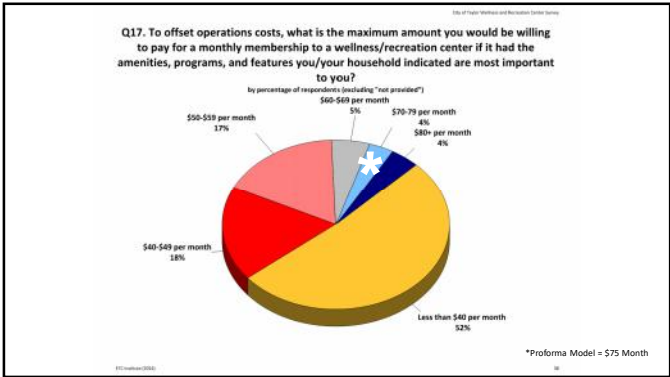
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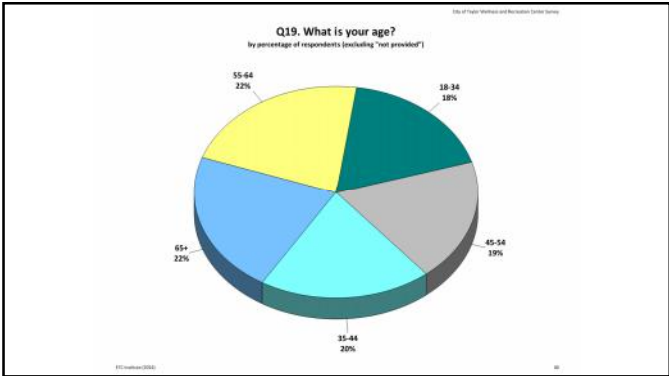
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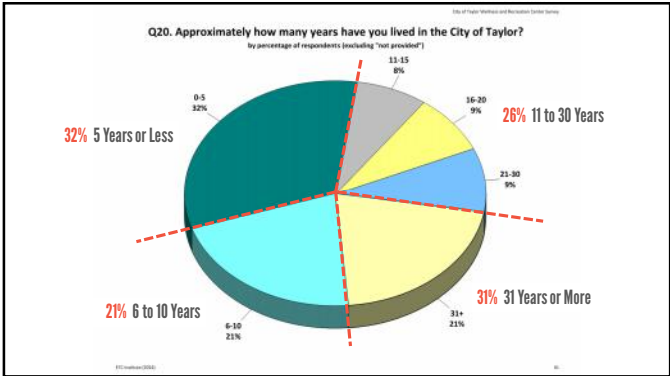
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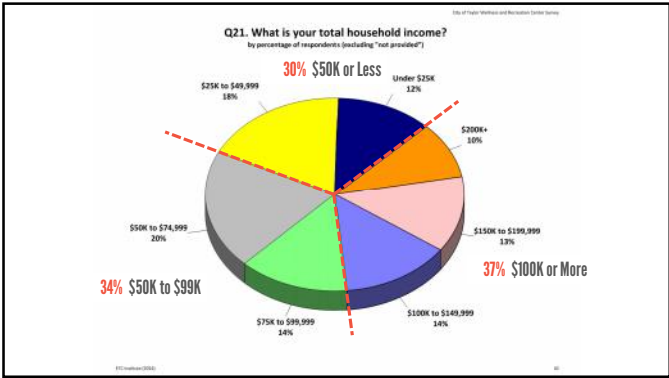


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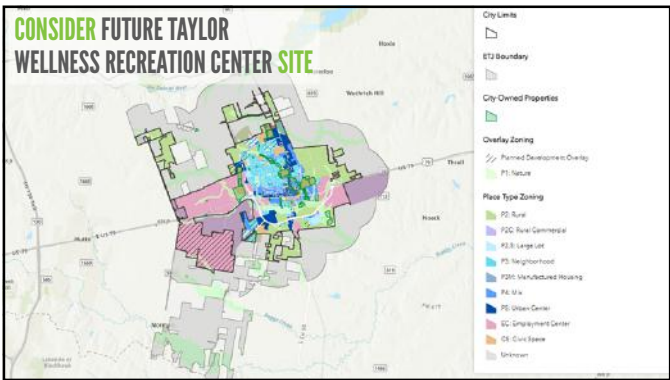
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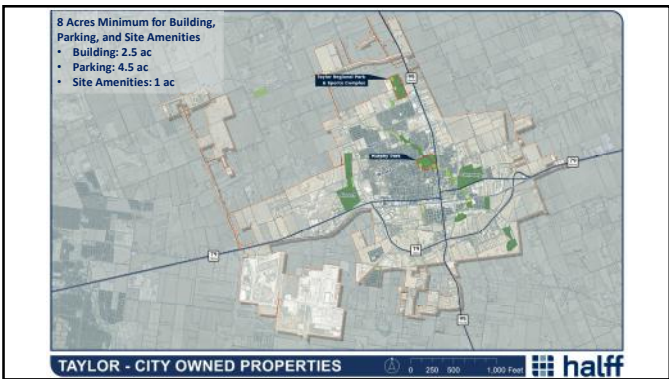
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**CONSIDER**  
Future Wellness and Recreation Center  
**SITE EXPLORATION**

33



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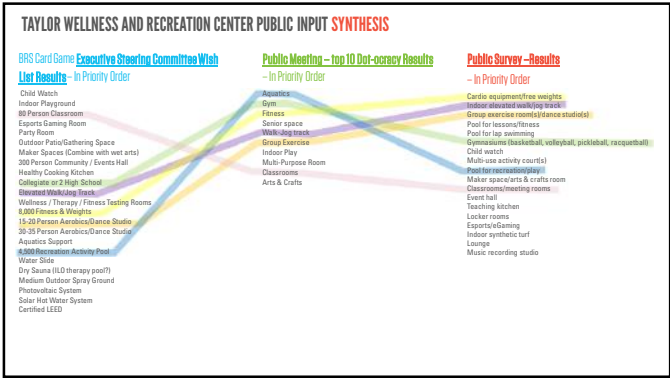
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NOVEMBER 20 RECOMMENDED PROGRAM INCLUDES BEST PRACTICES

BY PRIORITY

**Wellness and Recreation Center**

- \*Fitness & Weights 8,000 SF
- \*Gymnasium - High School or 2 Mid. School
- \*Aerobics/Dance Studio 30-35 Person
- Aquatics Indoor 5,400 Leisure Pool W/ Slide
- \*Track Adventure/Hill Course Track or Grade Separated Classroom 80 Person (Could combine with Event Hall)
- Child Watch
- \*Aerobics/Dance Studio 15-20 Person
- Community / Events Hall 240 Person (3 classrooms plus stage classroom)
- Teaching/Healthy Cooking Kitchen/Catering Kitchen
- Arts/ Crafts/ Maker Space
- Esports Gaming Room

**Future Phase High Priority**

- \*Aquatics Indoor Lap Pool
- Party Room 3
- Senior Adult Lounge
- Indoor Playground
- Outdoor Patio/Gathering Space
- Medium Outdoor Spray Ground 2,000
- Dry Sauna
- Photovoltaic System
- LEED Certified

**Future Phase Low Priority**

- Outdoor Lap Pool
- Gymnasium
- Wellness/Therapy/Testing Rooms
- Multiuse Activity Court
- Multi-purpose Room
- Spa (Whirlpool) - 15 Person
- Music Recording Studio
- Spinning Studio 30-40 Person
- Solar Hot Water System
- Partner/Hospital Wellness Center

\* = Top 5 Public Survey  
? = Should this be in the recommended program?

45



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WELLNESS AND RECREATION CENTER PUBLIC MEETING #2 LIKES AND DISLIKES

Taylor Public Meeting Workshop 2 Public Input	Like	Comments
*Track/Grade Separated	9	More courts will make the track longer and less severe turns. Good use of space, need flat surface for balance issues. Use the landscaping to create great use of space. Like, love that!
*Fitness & Weights 8,000 SF	8	Need higher ceilings. Like floor plan. Need cardio. Like the openness. Love that!
*Gymnasium - High School or 2 Mid. School	8	Need gym. Open for turf. Use more courts for the gym and for league play. Use multi-purpose. Need gym. Quality surfaces. Love the multi-use space with making - multiple courts with glass viewing level. Need gym turf. Use the variation. Aerobics / Track is brilliant use of space - variety / love that! Yes, yes, yes!
*Adventure Track/Hill Course Track	8	Many cute and happy. Respectful for families. Yes - needed. This is needed, not just an add on but for the benefit of our younger mental health. Like!
Child Watch	8	
Teaching/Healthy Cooking Kitchen/Catering Kitchen	6	Great for teaching the youth. Great for promoting nutrition classes
Aquatics Indoor 5,400 Leisure Pool W/ Slide	4	Love the design. Like the current channel
Arts/ Crafts/ Maker Space	4	30 Printing Clay/Pottery / Like, like
Aerobics/Dance Studio 15-20 Person	3	Need services. Like this
Community / Events Hall 240 Person (3 classrooms plus stage classroom)	3	Make it multi-use / like the flexibility and creative function of this space
Esports Gaming Room	3	Esports are incredibly important - huge community building for Gen Z & Gen Y. Need development - young families, this makes sense for the future industry in Taylor
*Aerobics/Dance Studio 30-35 Person	2	Definitely needed. Like
Classroom 80 Person (Could combine with Event Hall)	2	
Total Likes	66	

Taylor Public Meeting Workshop 2 Public Input	Dislike	Comments
Esports Gaming Room	8	Esports are boring. Not top priority
Aquatics Indoor 5,400 Leisure Pool W/ Slide	3	Too expensive. Indoor Slide could be added later. Concern of space where kids and seniors together - hard on seniors
Arts/ Crafts/ Maker Space	2	Combine with Child Watch Space
*Gymnasium - High School or 2 Mid. School	1	More courts needed
*Aerobics/Dance Studio 30-35 Person	1	Maybe too big
*Aerobics/Dance Studio 15-20 Person	1	
*Fitness & Weights 8,000 SF	0	Big meeting room at new Justice Center
*Adventure Track/Hill Course Track	0	
Child Watch	0	
Classroom 80 Person (Could combine with Event Hall)	0	
Teaching/Healthy Cooking Kitchen/Catering Kitchen	0	
Total Dislikes	15	

\* Public Survey top 5 item

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RECOMMENDED PROGRAM

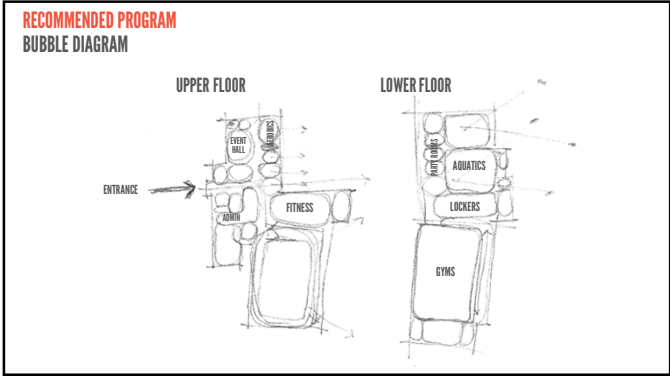
PROGRAM SPACE	NET SQFT	PROGRAM SPACE	NET SQFT
Administration (Includes Dept. Offices)	3,708	Elevated Walk/Jog Track	3,492
Lobby and Support Spaces	3,528	Adventure/Hill Course Track (5 Laps/Mi)	2,346
Locker Spaces	4,000	Fitness & Weights	8,500
Universal Changing Rooms (6)	1,215	Aerobics/Dance Studio (15-20 Person)	800
Child Watch	1,060	Aerobics/Dance Studio (30-35 Person)	2,000
Classroom (80 Person)	1,875	Aquatics Support	740
Esports Gaming Room	950	Lap Pool (6-Lane if school is the partner)	8,193
Party Room (3)	1,200	Recreation Activity Pool (5,400)	12,550
Senior Adult Lounge	1,520	Water Slide	51
Outdoor Patio/Gathering Space	1,125	Spa (Whirlpool) - 15 Person	275
Maker Spaces (Arts & Crafts Room)	1,500	Outdoor Spray Ground (Medium)	350
Community / Events Hall (240 Person)	3,400	Photovoltaic System	
Catering Kitchen	550	Solar Hot Water System	
Gyms (2) High School or (4) Middle School	25,672	Certified LEED (Add 1%)	
Court/Turf (Small Multi Use Activity)	4,900		
		Total SQ/FT (Gross)	111,800

48

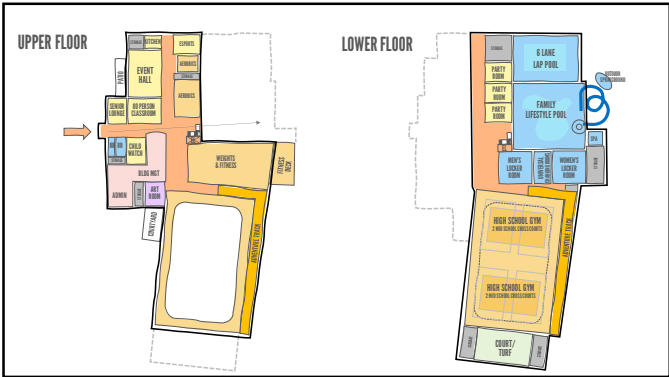




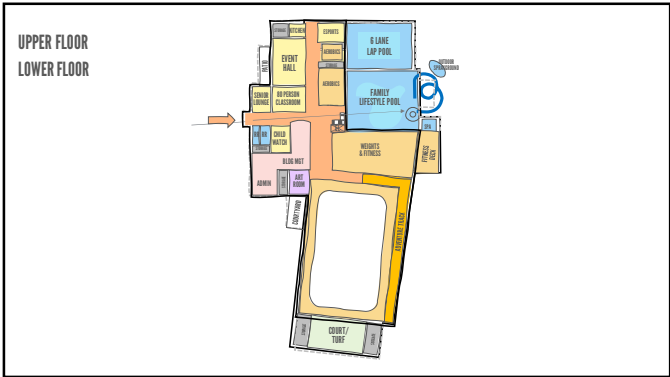
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Fitness & Weights 8,000 SF

57



High School Gymnasium  
with Two Middle School Cross Courts

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Aerobics/Dance Studio 30-35 Person

59



Senior Lounge

60





Aquatics Indoor 5,400sf Leisure Pool  
With a Slide

61



Adventure Walk Jog Track

62



Child Watch

63



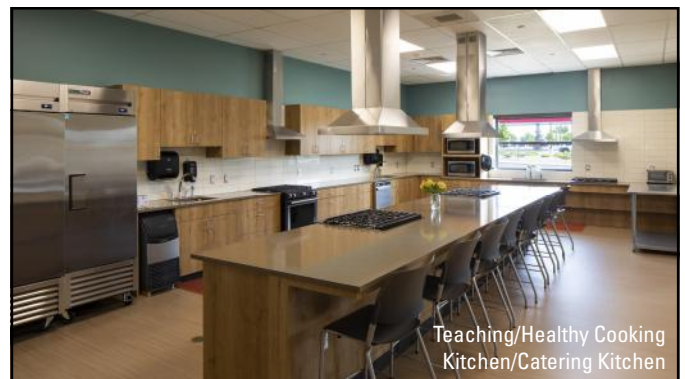
Aerobics/Dance Studio 15-20 Person

64



Community / Events Hall 240 Person  
(3 classrooms plus 1 stage classroom)

65



Teaching/Healthy Cooking  
Kitchen/Catering Kitchen

66





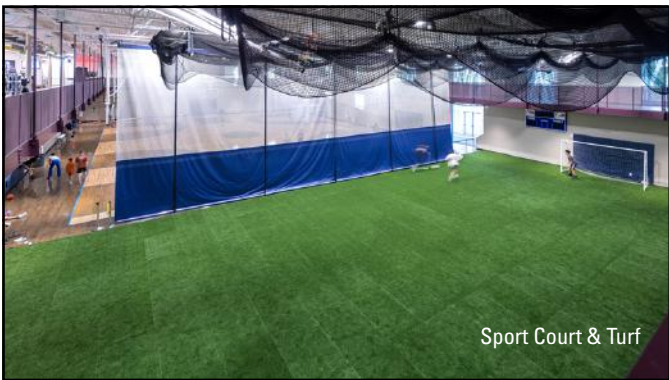
Arts/ Crafts/ Maker Space

67



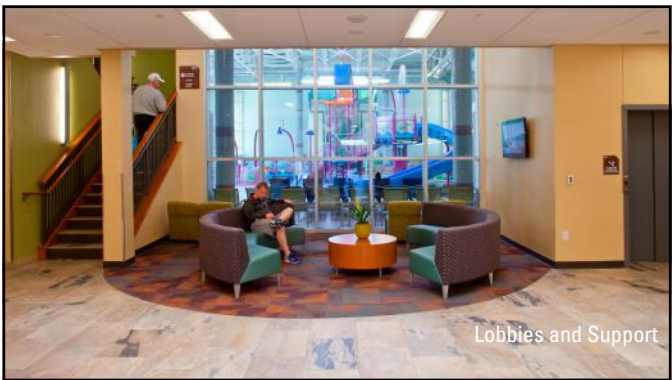
Esports Gaming Room

68



Sport Court & Turf

69



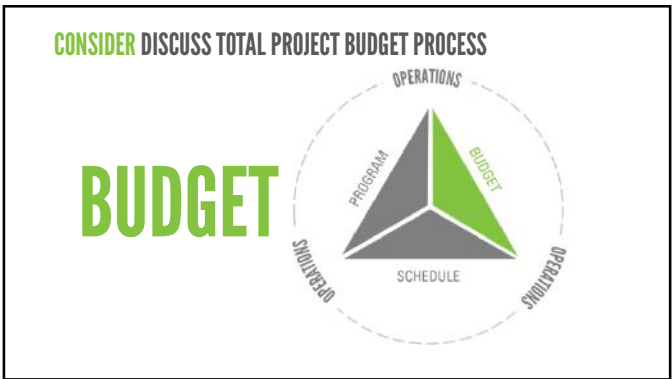
Lobbies and Support

70



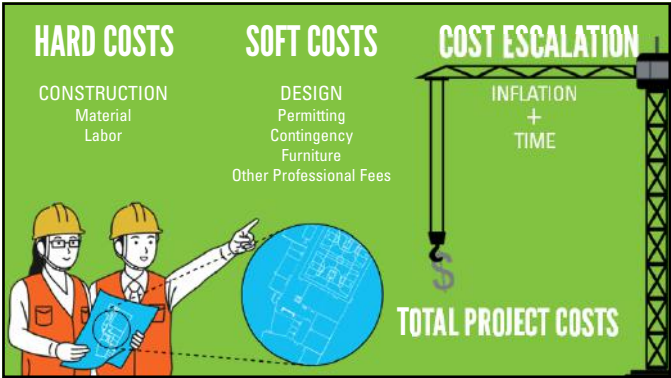
Outdoor Fitness Deck

71

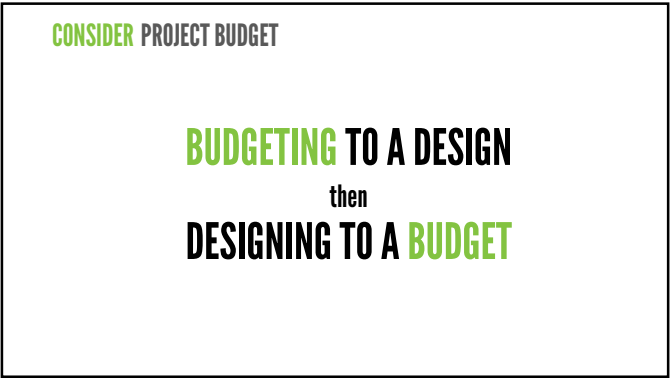


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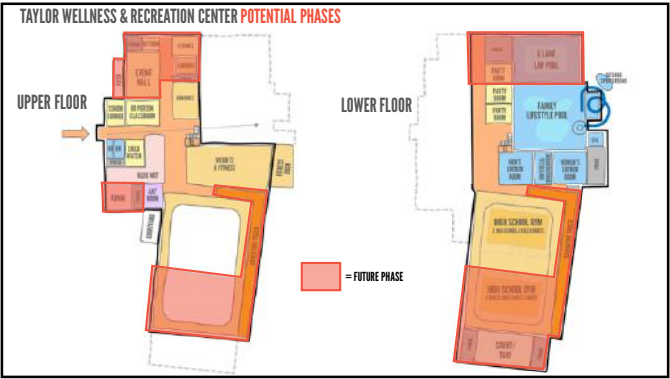
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MAGNITUDE OF COST FOR FULL PROGRAM			
PROGRAM SPACE	NET SQ/FT	PROGRAM SPACE	NET SQ/FT
Administration (Includes Dept. Offices)	3,700	Fitness & Weights	8,500
Lobby and Support Spaces	3,530	Aerobics/Dance Studio (15-20 Person)	800
Locker Spaces	2,400	Aerobics/Dance Studio (30-35 Person)	2,000
Universal Changing Rooms (6)	1,220	Aquatics Support	740
Child Watch	1,060	Lap Pool (6-Lane if school is the partner)	8,190
Classroom (80 Person)	1,875	Recreation Activity Pool (5,400)	12,550
Esports Gaming Room	950	Water Slide	50
Party Room (3)	1,200	Spa (Whirlpool) - 15 Person	275
Senior Adult Lounge	1,520	Outdoor Spray Ground (Medium)	350
Outdoor Patio/Gathering Space	1,125	Photovoltaic System	
Maker Spaces (Arts & Crafts Room)	1,500	Solar Hot Water System	
Community/ Events Hall (240 Person)	3,400	Certified LEED (Add 1%)	
Catering Kitchen	550		
Gyms (2) High School or (4) Middle School	25,670	<b>Total SQ/FT (Gross)</b>	<b>111,800</b>
Court/Turf (Small Multi Use Activity)	4,900	<b>CONSTRUCTION</b>	<b>\$85,200,000</b>
Elevated Walk/Jog Track	3,740	(Includes cost escalation to midpoint of construction)	
Adventure/Hill Course Track (5 Laps/Mi)	2,740	<b>SOFT COSTS</b>	<b>\$20,600,000</b>
		(A&E Design, Contingencies, FF&E, Permits, etc.)	
		<b>TOTAL PROJECT COST</b>	<b>\$85,800,000</b>

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POTENTIAL BASE PROGRAM			
PROGRAM SPACE	NET SQ/FT	PROGRAM SPACE	NET SQ/FT
Administration (Includes Dept. Offices)	2,090	Fitness & Weights	8,500
Lobby and Support Spaces	3,530	Aerobics/Dance Studio (30-35 Person)	2,000
Locker Spaces	2,400	Aquatics Support	740
Universal Changing Rooms (6)	1,220	Recreation Activity Pool (5,400)	12,550
Child Watch	1,060	Water Slide	50
Classroom (80 Person)	1,875	Spa (Whirlpool) - 15 Person	275
Party Room (2)	800	Certified LEED (Add 1%)	
Senior Adult Lounge	1,520		
Outdoor Patio/Gathering Space	1,125	<b>Total BASE SQ/FT (Gross)</b>	<b>64,800</b>
Maker Spaces (Arts & Crafts Room)	1,500	<b>CONSTRUCTION</b>	<b>\$41,800,000</b>
Gyms (1) High School or (2) Middle School	12,280	(Includes cost escalation to midpoint of construction)	
Elevated Walk/Jog Track	3,740	<b>SOFT COSTS</b>	<b>\$13,500,000</b>
		(A&E Design, Contingencies, FF&E, Permits, etc.)	
		<b>TOTAL PROJECT COST</b>	<b>\$55,300,000</b>

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POTENTIAL FUTURE PHASE PROGRAM			
PROGRAM SPACE	NET SQ/FT	PROGRAM SPACE	NET SQ/FT
Administration (Includes Dept. Offices)	1,910	Lap Pool (6-Lane if school is the partner)	8,190
Lobby and Support Spaces	500	Outdoor Spray Ground (Medium)	350
Esports Gaming Room	950	Photovoltaic System	
Party Room (1)	400	Solar Hot Water System	
Outdoor Patio/Gathering Space	1,125	Certified LEED (Add 1%)	
Community/ Events Hall (240 Person)	3,400		
Catering Kitchen	550	<b>Total Future Phase SQ/FT (Gross)</b>	<b>46,800</b>
Gyms (1) High School or (2) Middle School	12,280	<b>CONSTRUCTION</b>	<b>\$23,500,000</b>
Court/Turf (Small Multi Use Activity)	4,900	(Includes cost escalation to midpoint of construction)	
Elevated Walk/Jog Track	3,740	<b>SOFT COSTS</b>	<b>\$7,100,000</b>
Adventure/Hill Course Track (5 Laps/Mi)	2,740	(A&E Design, Contingencies, FF&E, Permits, etc.)	
Aerobics/Dance Studio (15-20 Person)	800	<b>TOTAL PROJECT COST</b>	<b>\$30,600,000</b>

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PFLUGERVILLE & GEORGETOWN

Pflugerville \$85M

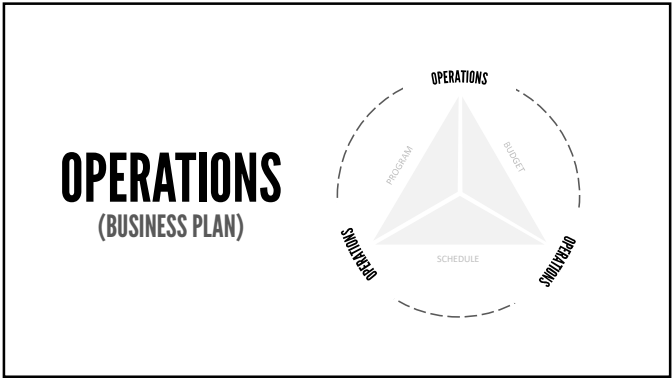
- Full recreation center with aquatics in Downtown East.

Georgetown \$43M

- Renovation and expansion of existing recreation center.




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TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS



- Utilize best practices associated with recreation center operations
- Built off demographic and comparative data
- Conservative approach

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TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS




Assumptions

- Based on concept plan
  - Final plan and design could impact part-time staff
- First year of operation in 2029 or later
- City of Taylor would be the operator
  - Private operators could bid on operations if leadership allows
- Presence of other providers will remain the same
- Facility does not pay for water/sewer
- No allocations or chargebacks (HR, AR/AP, IT, Admin)
- Debt service and depreciation is not factored
- Annual funding of capital/equipment replacement account

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TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS




Hours of Operation

- Mon – Fri 5:30AM – 9:00PM
- Sat 8:00AM – 7:00PM
- Sun Noon – 7:00PM
- Weekend hours reduced during summer
- 95.5 hours per week

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TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS



Full-Time Staff

- Facility Manager
- Admin Support
- Aquatics Manager
- Recreation Coordinator
- Fitness Coordinator
- Maintenance Foreman
- Maintenance Tech
- Custodial (4)

Part-Time Staff

- Building Supervisor
- Lead Front Desk
- Front Desk
- Head Lifeguard
- Lifeguard
- Building Attendant
- Fitness Attendant
- Lead Child Watch
- Child Watch

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## TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS



### Expenses

- Personnel
  - FT & PT salaries, benefits
- Commodities
  - Supplies, chemicals, materials
- Contractual
  - Utilities, contract services, communications, advertising, training,

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## ADMISSION/MEMBERSHIP



Membership	Monthly Rate	Daily Admission	Rate
Youth/Student	\$20.00	Under 3	Free
Adult	\$35.00	Youth (3-18)	\$7.00
Household	\$75.00	Adult (19-59)	\$7.00
Senior	\$20.00	Senior (60+)	\$7.00
Senior + 1	\$30.00		

- Non-resident 25% greater
- 12.2% of households
- 9.5% of population

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## TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS



### Revenue

- Programs
  - Aquatics, fitness, recreation
- Rentals
  - Gym, rooms, pool
  - Birthday parties
- Other
  - Sponsorship
  - Vending, resale

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## TAYLOR WELLNESS AND RECREATION CENTER 5-YEAR COMPARISON – FULL FACILITY PLAN



	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	\$2,363,198	\$2,410,462	\$2,482,775	\$2,557,259	\$2,633,976
Revenue	\$1,547,926	\$1,640,801	\$1,722,841	\$1,774,527	\$1,827,762
	(\$815,272)	(\$769,660)	(\$759,934)	(\$782,732)	(\$806,214)
Cost Recovery w/ Replacement	65.5%	68.1%	69.4%	69.4%	69.4%
Cost Recovery w/o Replacement	67.1%	69.7%	71.0%	70.9%	70.9%
Replacement (Cumulative)	\$54,800	\$109,600	\$164,400	\$219,200	\$274,000

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## TAYLOR WELLNESS AND RECREATION CENTER EXPENSE VS. REVENUE – FULL FACILITY PLAN



Expenses		Revenue	
Personnel	\$1,545,607	Adm./Member	\$1,006,028
Commodities	\$145,373	Programs	\$236,824
Contractual	\$617,418	Rentals/Other	\$305,074
Replacement	\$54,800		
<b>Total</b>	<b>\$2,363,198</b>	<b>Total</b>	<b>\$1,547,926</b>

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## TAYLOR WELLNESS AND RECREATION CENTER 5-YEAR COMPARISON – BASE FACILITY PLAN



	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	\$1,777,415	\$1,812,964	\$1,867,353	\$1,923,373	\$1,981,074
Revenue	\$1,245,766	\$1,345,427	\$1,439,607	\$1,482,796	\$1,527,280
	(\$531,649)	(\$467,536)	(\$427,745)	(\$440,578)	(\$453,795)
Cost Recovery w/ Replacement	70.1%	74.2%	77.1%	77.1%	77.1%
Cost Recovery w/o Replacement	71.4%	75.6%	78.5%	78.4%	78.4%
Replacement (Cumulative)	\$32,500	\$65,000	\$97,500	\$130,000	\$162,500

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TAYLOR WELLNESS AND RECREATION CENTER EXPENSE VS. REVENUE – BASE FACILITY PLAN			
Expenses		Revenue	
Personnel	\$1,238,464	Adm./Member	\$902,428
Commodities	\$ 76,233	Programs	\$191,862
Contractual	\$430,218	Rentals/Other	\$151,476
Replacement	\$32,500		
Total	\$1,777,415	Total	\$1,245,766

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CONFIRM  
Capital and/or partnerships opportunities from focus group meetings discussion

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CONFIRM OUTSIDE AGENCIES AS POTENTIAL PARTNERS FOR CONTRACT OPERATIONS

Two Private Operators are interested in submitting bids for the operations of the Taylor Wellness & Recreation Center (WRC).

- YMCA of Central Texas
- Taylor Boys and Girls Club

The feasibility study provides a proforma for the WRC with the City as the operator.

If the City is interested comparing private operator bids with the City Operations Plan, discussions and negotiations would need to occur if the City funds the project

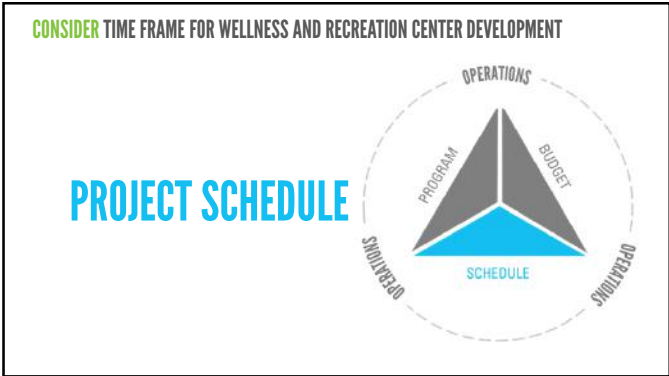
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CONFIRM OUTSIDE AGENCIES AS POTENTIAL PARTNERS FOR CONTRACT OPERATIONS

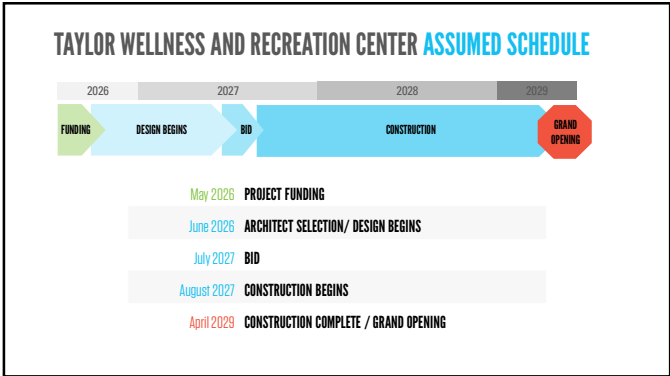
Attention will need to be paid to the following:

- Fees and Charges for Taylor Residents
- Subsidies the private operators require
- Capital improvements costs (roof, HVAC replacements)
- Scholarships for underprivileged citizens
- Proof public money is a good investment for the Taylor residents (open books and annual accounting of public money spent)
- Community access to public funded building for City events and programs

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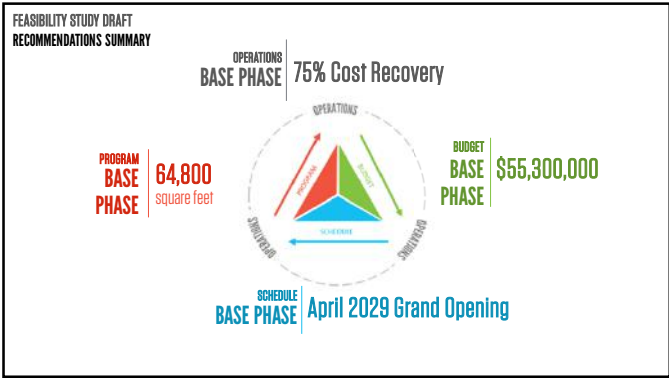


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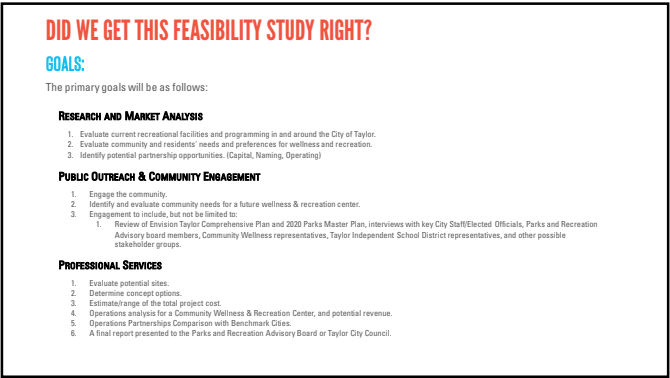


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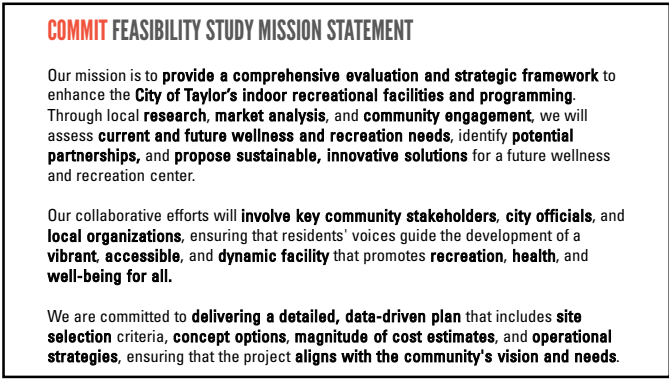




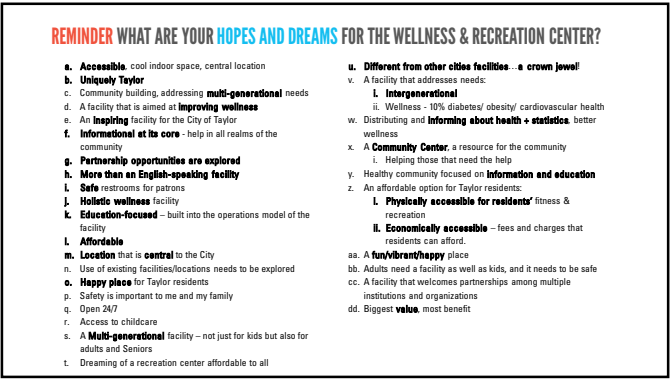
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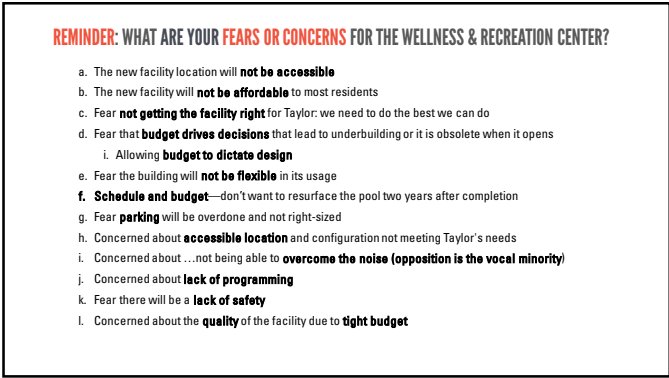
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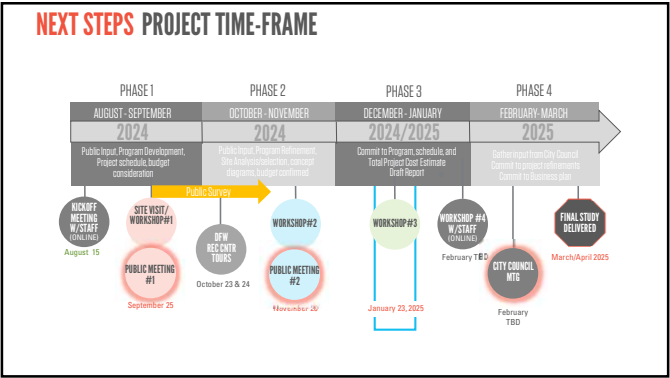
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**QUESTIONS?**

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TAYLOR, TEXAS

WELLNESS AND RECREATION CENTER FEASIBILITY STUDY

**PUBLIC MEETING #3**

**FOCUS ON FINDINGS AND RECOMMENDATIONS**


APRIL 21, 2025




BARKER  
BENNER  
SEACAT  
CONSTRUCTION

1


INTRODUCTIONS



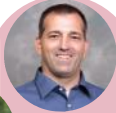
**KEITH HAYES**  
PRINCIPAL-IN-CHARGE




BARKER  
BENNER  
SEACAT  
CONSTRUCTION




**MICK MASSEY**  
PROJECT MANAGER




**SCOTT CARON**  
OPERATIONS




HALLARD & KING  
ARCHITECTS LTD.




**AARON KOTWAL**  
LAND DEVELOPMENT



half



**STEVE CROCKER**  
CONSULTING PRINCIPAL



WTI

2

THE CITY OF TAYLOR EXECUTIVE STEERING COMMITTEE  
ONE INTEGRATED TEAM

EXECUTIVE STEERING COMMITTEE

- **Jim Buzan**, Taylor Resident
- **John Mathews**, Taylor Resident
- **Quincy Griffin**, Taylor Resident
- **John McDonald**, Taylor Resident
- **Julie Rydell**, Taylor Resident
- **Michele Glaze**, Community Liaison SAMSUNG

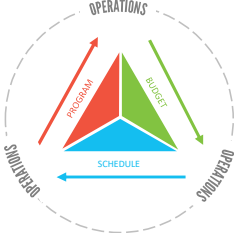
STAFF SUPPORT

- **Jeffery Jenkins**, Deputy City Manager
- **Tyler Bybee**, Director of Parks and Recreation
- **Betsy Schultz**, Parks & Recreation Superintendent
- **Matt Topham**, Recreation Coordinator
- **Daniel Seguin**, Communication Director

3

FEASIBILITY PROCESS


A PROVEN PROCESS  
TO GET THE BEST RESULTS!



4










TIME FRAME FOR FEASIBILITY STUDY

**PROJECT SCHEDULE**



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FEASIBILITY STUDY TIME-FRAME

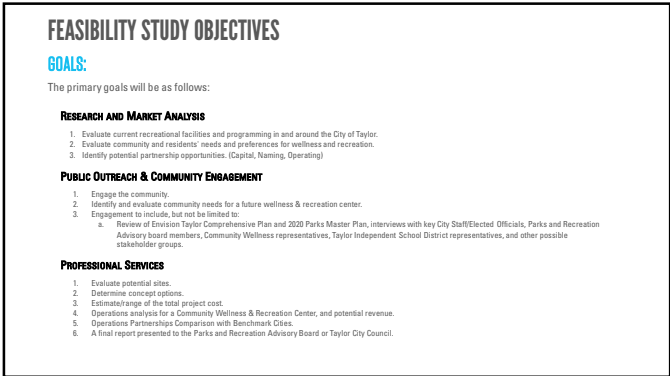
PHASE 1	PHASE 2	PHASE 3	PHASE 4
AUGUST - SEPTEMBER 2024	OCTOBER - NOVEMBER 2024	DECEMBER - JANUARY - FEBRUARY 2024/2025	MARCH - APRIL 2025
Public Input, Program Development, Project schedule, budget consideration	Public Input, Program Development, Site Analysis/Selection, concept development, budget confirmation	Commit to Program, schedule, and Total Project Cost Estimate Draft Report	Refine and finalize program, schedule, and budget, confirm recommendations, Commit to Business plan
 <p>KICKOFF MEETING W/ STAFF (ONLINE) August 15</p>  <p>SITE VISIT / WORKSHOP #1 September 25</p>  <p>PUBLIC MEETING #1 September 25</p>  <p>BWW REC CENTER TOURS October 23 &amp; 24</p>  <p>PUBLIC MEETING #2 November 20</p>  <p>WORKSHOP #3 January 23</p>  <p>WORKSHOP #4 W/ STAFF (ONLINE) March 3</p>  <p>PUBLIC MEETING #3 April 21</p>  <p>FINAL STUDY TO CITY COUNCIL TBD</p>			

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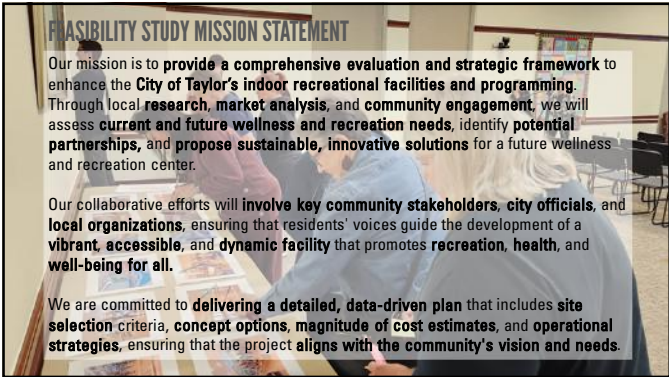




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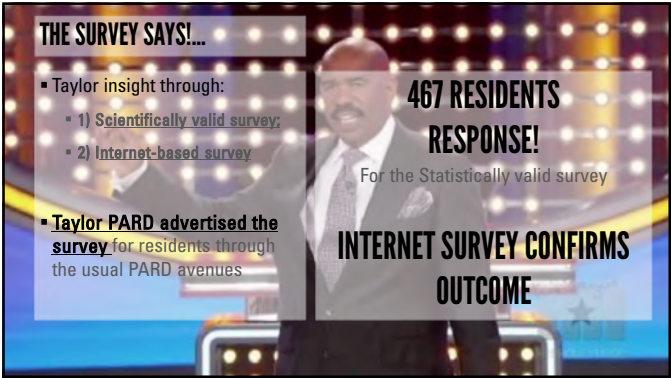


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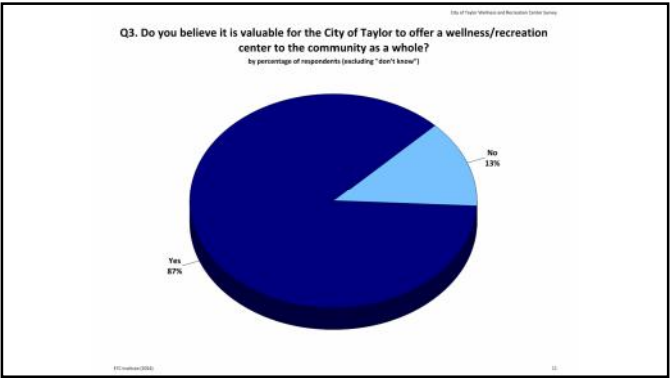


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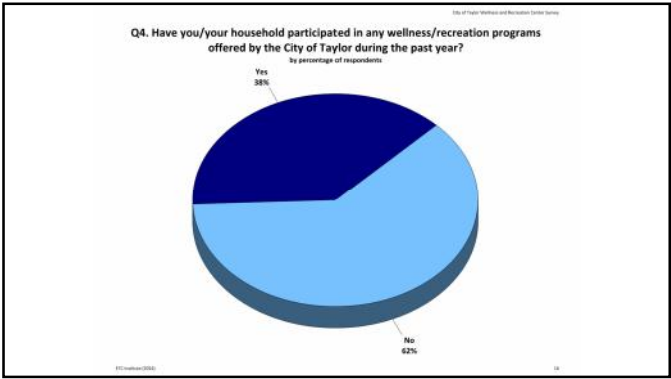




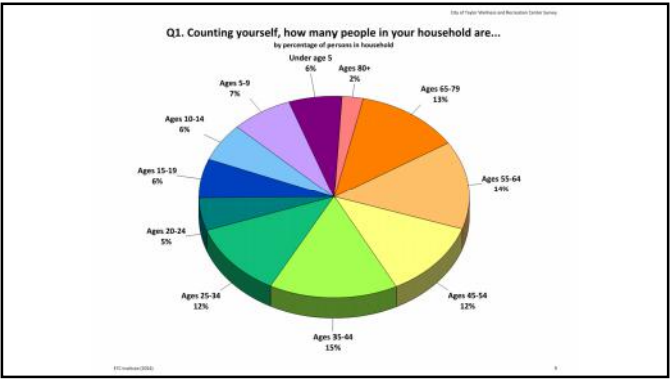
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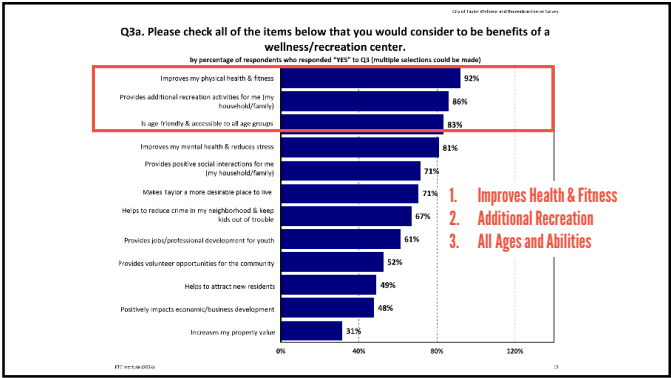
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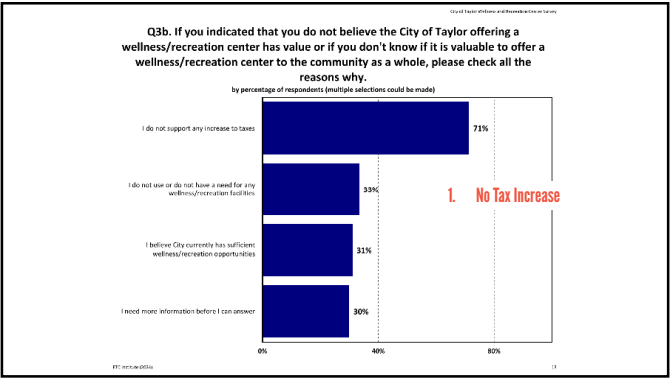
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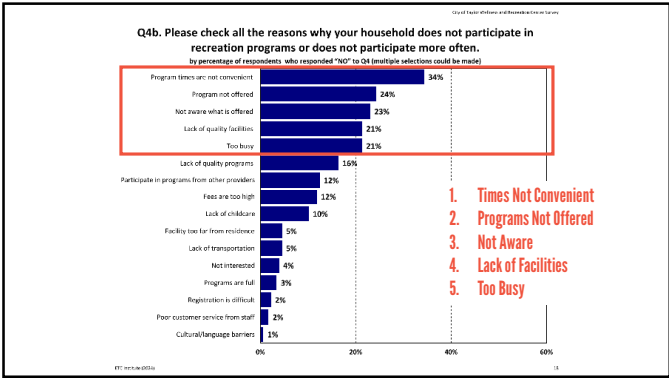


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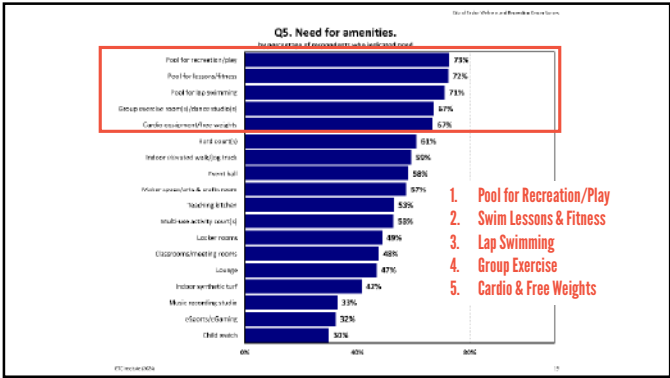


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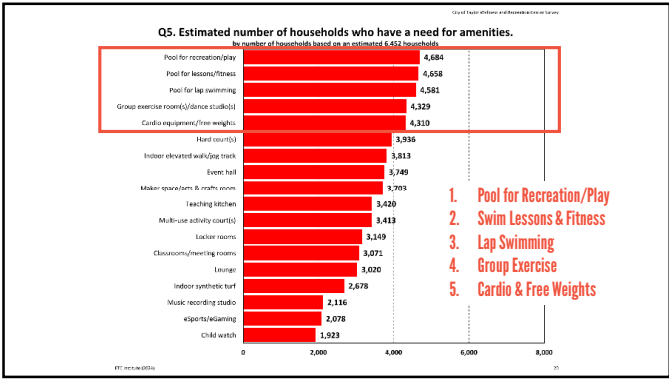




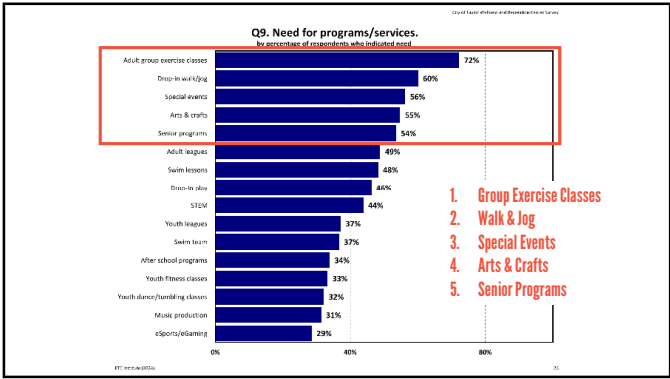
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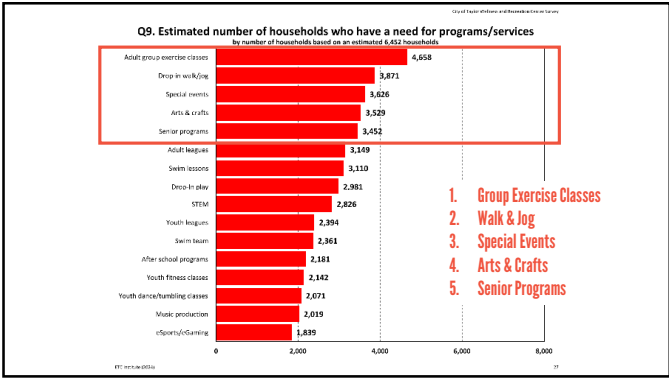
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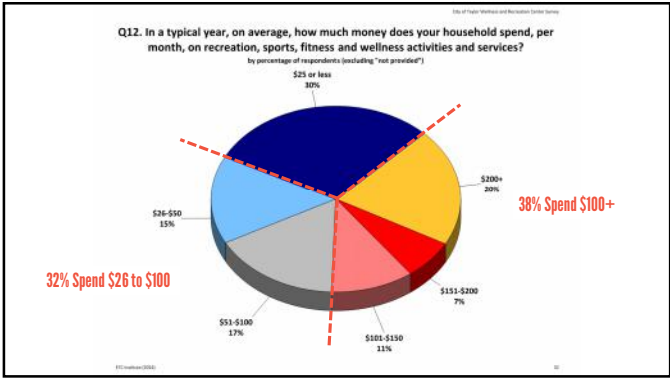
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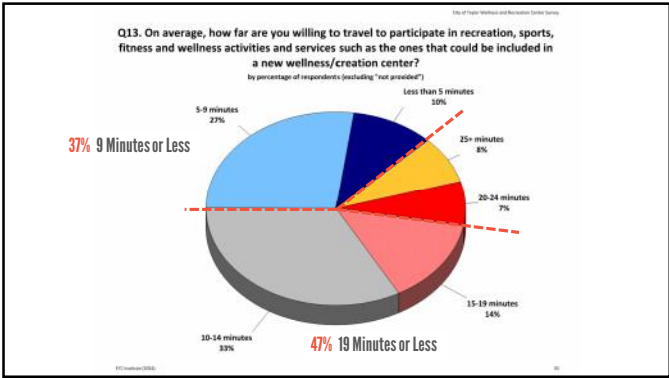


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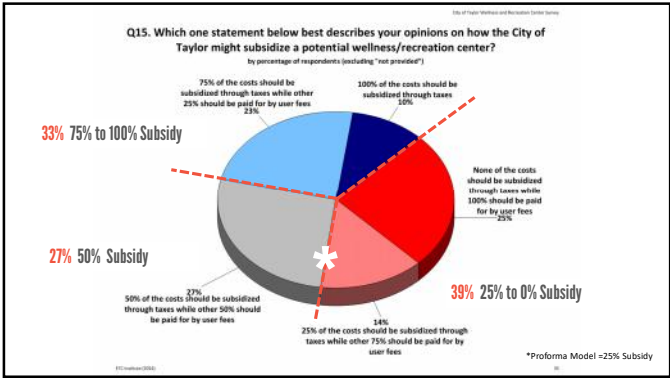


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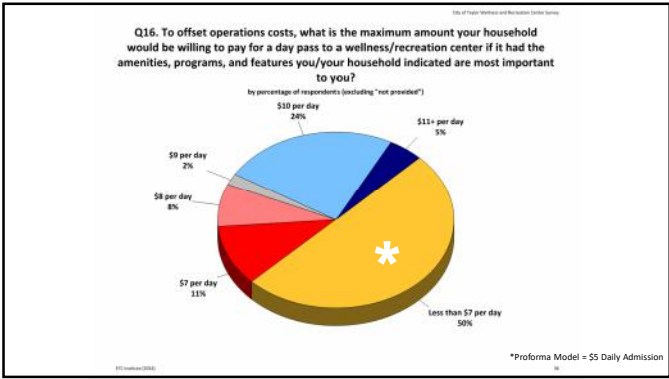




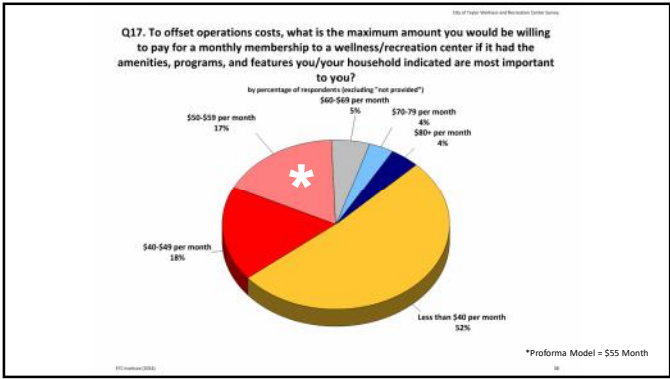
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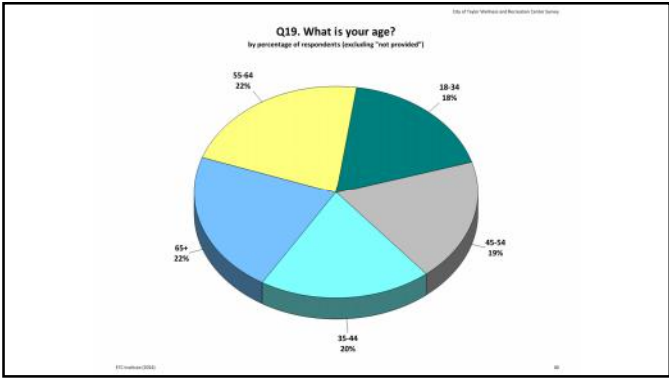
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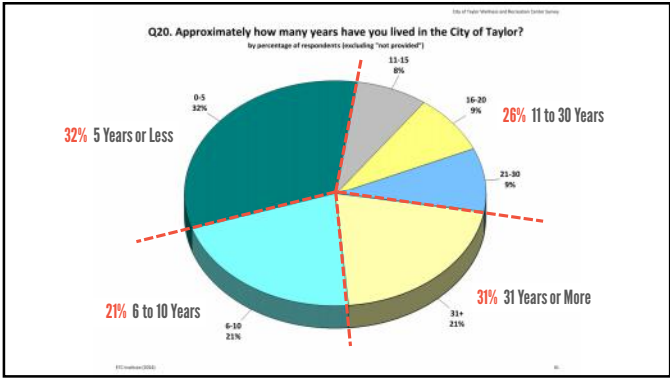
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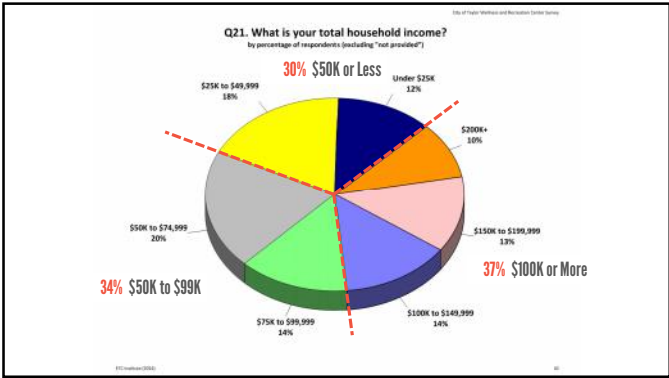


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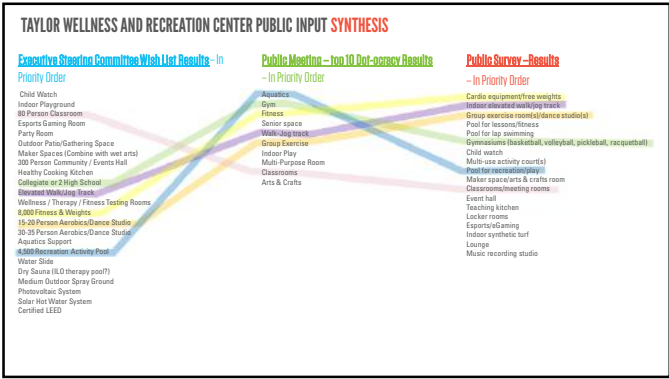


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WELLNESS & RECREATION CENTER **SURVEY HIGHLIGHTS**

“Eighty-seven percent (87%) indicated that it is valuable for the City to offer a wellness/recreation center to the community as a whole.”

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**NOVEMBER 20 RECOMMENDED PROGRAM INCLUDES BEST PRACTICES**

BY PRIORITY

**Wellness and Recreation Center**

- \*Fitness & Weights 8,000 SF
- \*Gymnasium - High School or 2 Mid. School
- \*Aerobics/Dance Studio 30-35 Person
- Aquatics Indoor 5,400 Leisure Pool W/ Slide
- \*Track Adventure/Hill Course Track or Grade Separated Classroom 80 Person (Could combine with Event Hall)
- Child Watch
- \*Aerobics/Dance Studio 15-20 Person
- Community / Events Hall 240 Person (3 classrooms plus stage classroom)
- Teaching/Healthy Cooking Kitchen/Catering Kitchen
- Arts/ Crafts/ Maker Space
- Esports Gaming Room

**Future Phase High Priority**

- \*Aquatics Indoor Lap Pool
- Party Room 1
- Senior Adult Lounge
- Indoor Playground
- Outdoor Pavilion/Gathering Space
- Medium Outdoor Spray Ground 2,000
- Dry Sauna
- Photovoltaic System
- LEED Certified

**Future Phase Low Priority**

- Outdoor Lap Pool
- Gymnasium
- Wellness/Therapy/Testing Rooms
- Multiuse Activity Court
- Multi-purpose Room
- Spa (Whirlpool) - 15 Person
- Water/Sauna/Hot
- Music Recording Studio
- Spinning Studios 30-40 Person
- Solar Hot Water System
- Partner/Hospital Wellness Center

\* = Top 5 Public Survey  
? = Should this be in the recommended program?

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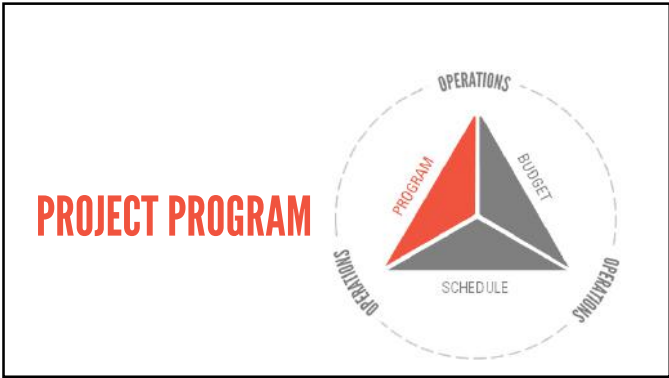


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WELLNESS AND RECREATION CENTER PUBLIC MEETING #2 LIKES AND DISLIKES		
Taylor Public Meeting Workshop 2 Public Input		
	Like	Comments
*Track Grade Separated	9	More courts will make the track longer and less severe turns. Good use of space, need flat surface for balance issues. Use this walkway in most great use of space. Like it. Love that!
*Fitness & Weights 8,000 SF	8	Need higher ceilings. Like floor plan. Need cardio. Like the gymnasium. Love that!
*Gymnasium - High School or 2 Mid. School	8	Need Gym? Option for soft? Use more courts for free play and for league play. Like multipurpose. Need Gym. Quality surface. Love how much use space with walkway - multiple courts with glass viewing
*Adventure Track/Hill Course Track	8	Love - Need play track. Use the variable. Adventure Track is brilliant use of space + viewing! I love that! Yes yes yes!
Child Watch	8	Very cute and happy. Required for families. Yes - needed. This is needed, not just as an add on but for the benefit of longer mental health. Like!
Teaching/Healthy Cooking Kitchen/Catering Kitchen	8	Great for teaching the youth. Great for promoting nutrition classes
Aquatics Indoor 5,400 Leisure Pool W/ Slide	4	Love the design. Use the curved channel
Arts/Crafts/Maker Space	4	3D Printing? Clay/Pottery? Like, Like
*Aerobics/Dance Studio 15-20 Person	3	Need services. Like this
Community / Events Hall 240 Person (3 classrooms plus stage classroom)	3	Make it multiuse! - like the flexibility and creative function of this space
Esports Gaming Room	3	Esports are incredibly important - huge community builder for Gen Z thru Y. Needs divergent + young families. This makes sense for the future industry in Taylor
*Aerobics/Dance Studio 30-35 Person	2	Definitely needed. Like
Classroom 80 Person (Could combine with Event Hall)	2	
Total Likes	56	
Taylor Public Meeting Workshop 2 Public Input		
	Dislike	Comments
Experts/Gaming Room	4	Esports are online. Not top priority
Aquatics Indoor 5,400 Leisure Pool W/ Slide	3	Top Exposure. Indoor Slide could be added later. Concern of space where kids and seniors together - harden seniors
Arts/Crafts/Maker Space	2	Combine with Child Watch Space
*Gymnasium - High School or 2 Mid. School	2	More courts needed
*Aerobics/Dance Studio 15-20 Person	1	Maybe too big
*Aerobics/Dance Studio 30-35 Person	1	
Community / Events Hall 240 Person (3 classrooms plus stage classroom)	1	Big meeting room at new Justice Center
*Fitness & Weights 8,000 SF	0	
*Track Grade Separated	0	
*Adventure Track/Hill Course Track	0	
Child Watch	0	
Classroom 80 Person (Could combine with Event Hall)	0	
Teaching/Healthy Cooking Kitchen/Catering Kitchen	0	
Total Dislikes	10	
* Public Survey top 5 item		

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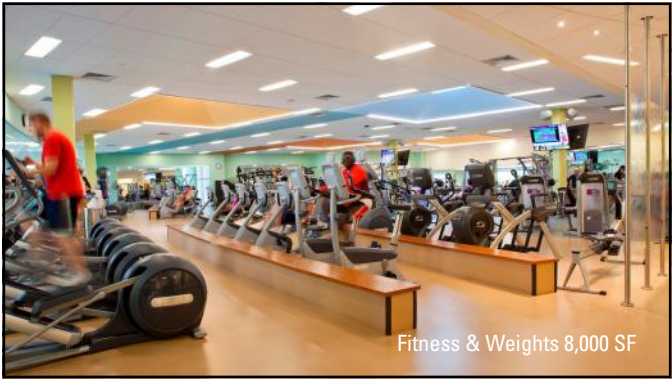
**RECOMMENDED FULL PROGRAM**

PROGRAM SPACE	NET SQFT	PROGRAM SPACE	NET SQFT
Administration (Includes Dept. Offices)	3,708	Elevated Walk/Jog Track	3,492
Lobby and Support Spaces	3,528	Adventure/Hill Course Track (5 Laps/Mi)	2,346
Locker Spaces	4,000	Fitness & Weights	8,500
Universal Changing Rooms (6)	1,215	Aerobics/Dance Studio (15-20 Person)	800
Child Watch	1,060	Aerobics/Dance Studio (30-35 Person)	2,000
Classroom (80 Person)	1,875	Aquatics Support	740
Esports Gaming Room	950	Lap Pool (6-Lane if school is the partner)	8,193
Party Room (3)	1,200	Recreation Activity Pool (5,400)	12,550
Senior Adult Lounge	1,520	Water Slide	51
Outdoor Patio/Gathering Space	1,125	Spa (Whirlpool) - 15 Person	275
Maker Spaces (Arts & Crafts Room)	1,500	Outdoor Spray Ground (Medium)	350
Community / Events Hall (240 Person)	3,400	Photovoltaic System	
Catering Kitchen	550	Solar Hot Water System	
Gyms (2 High School or (4) Middle School	25,672	Certified LEED (Add 1%)	
Court/Turf (Small Multi Use Activity)	4,900		
<b>Total SQ/FT (Gross)</b>			<b>111,800</b>

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TAYLOR WELLNESS AND RECREATION CENTER RECOMMENDED PROGRAM  
**PRECEDENT IMAGERY**

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Senior Lounge

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Aquatics Indoor 5,400sf Leisure Pool  
With a Slide

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Adventure Walk Jog Track

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Child Watch

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Aerobics/Dance Studio 15-20 Person

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Community / Events Hall 240 Person  
(3 classrooms plus 1 stage classroom)

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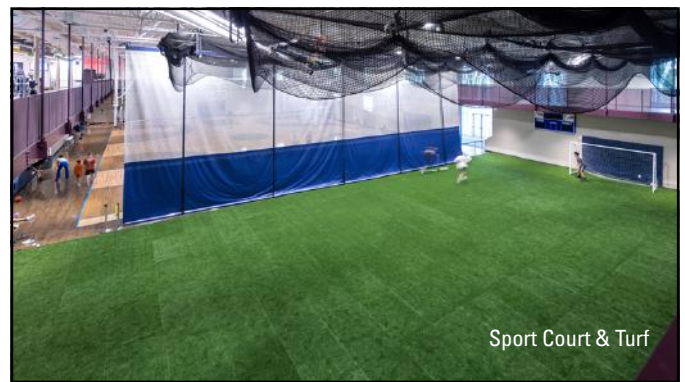
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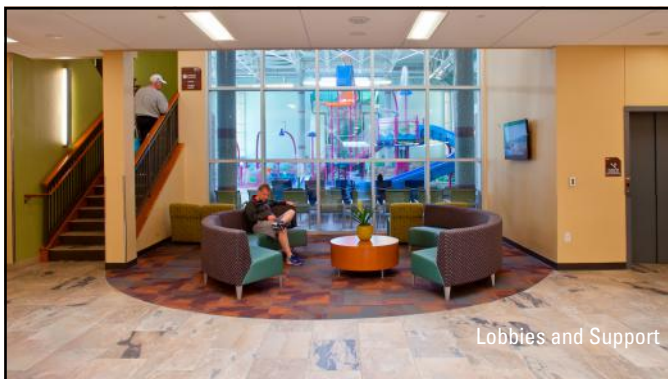
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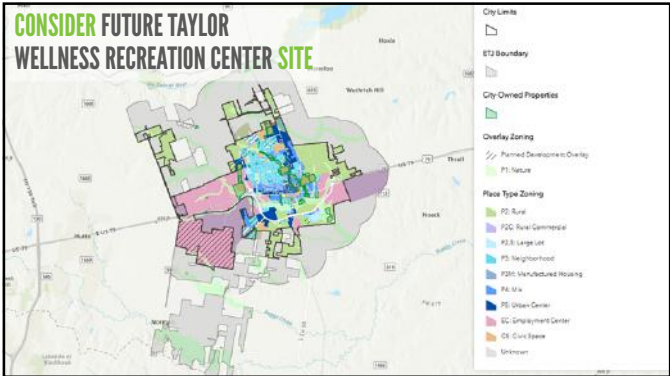


CONSIDER

Future Wellness and Recreation Center

SITE EXPLORATION

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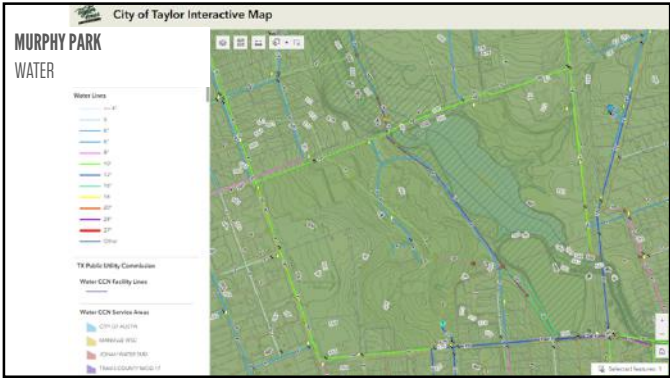


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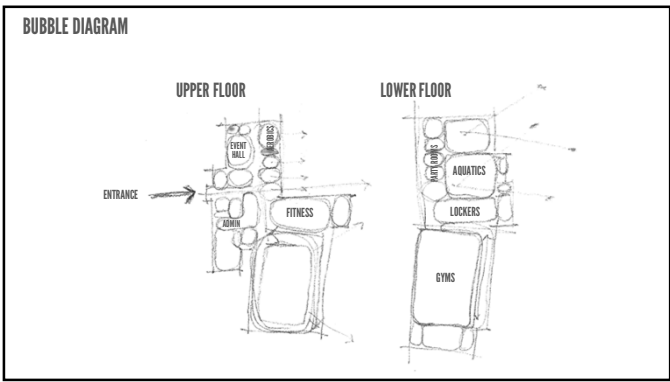
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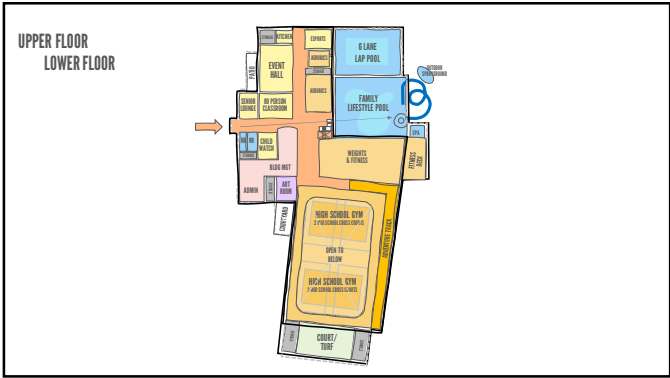
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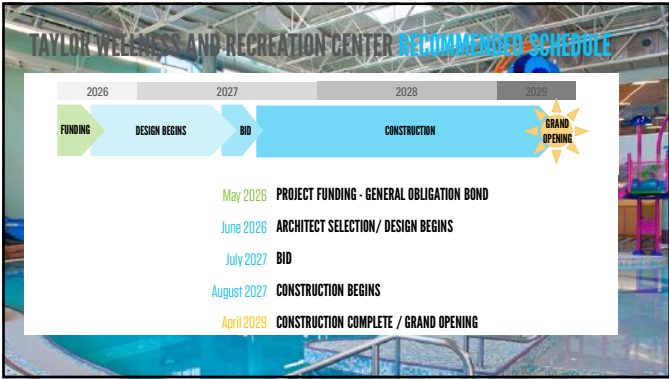




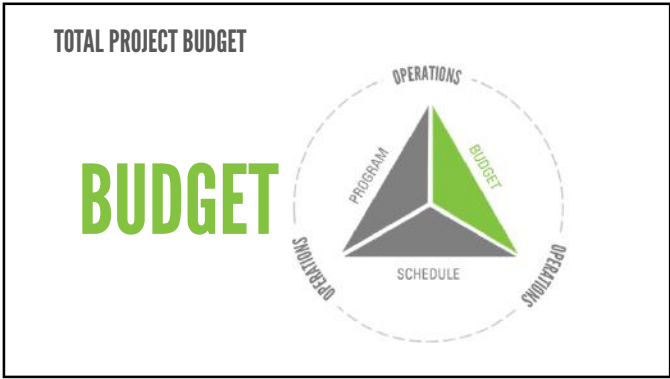
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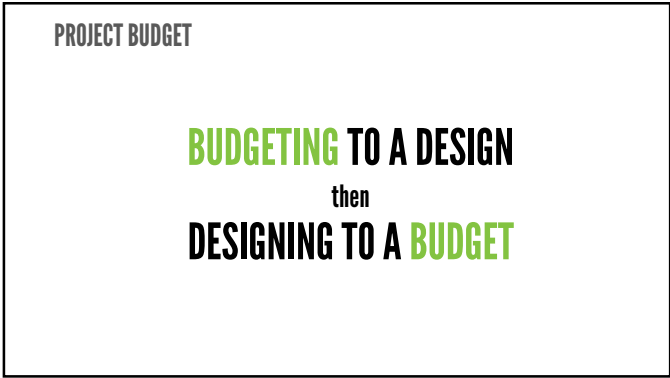
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MAGNITUDE OF COST FOR FULL PROGRAM			
PROGRAM SPACE	NET SQ/FT	PROGRAM SPACE	NET SQ/FT
Administration (Includes Dept. Offices)	3,700	Fitness & Weights	8,500
Lobby and Support Spaces	3,530	Aerobics/Dance Studio (15-20 Person)	800
Locker Spaces	2,400	Aerobics/Dance Studio (30-35 Person)	2,000
Universal Changing Rooms (6)	1,220	Aquatics Support	740
Child Watch	1,060	Lap Pool (6-Lane if school is the partner)	8,190
Classroom (80 Person)	1,875	Recreation Activity Pool (5,400)	12,550
Esports Gaming Room	950	Water Slide	50
Party Room (3)	1,200	Spa (Whirlpool) - 15 Person	275
Senior Adult Lounge	1,520	Outdoor Spray Ground (Medium)	350
Outdoor Patio/Gathering Space	1,125	Photovoltaic System	
Maker Spaces (Arts & Crafts Room)	1,500	Solar Hot Water System	
Community/ Events Hall (240 Person)	3,400	Certified LEED (Add 1%)	
Catering Kitchen	550		
Gyms (2) High School or (4) Middle School	25,670		
Court/Turf (Small Multi Use Activity)	4,900		
Elevated Walk/Jog Track	3,740		
Adventure/Hill Course Track (5 Laps/Mi)	2,740		
		Total SQ/FT (Gross)	111,800
		CONSTRUCTION	\$85,200,000
		(Includes cost escalation to midpoint of construction)	
		SOFT COSTS	\$20,600,000
		(A&E Design, Contingencies, FF&E, Permits, etc.)	
		TOTAL PROJECT COST	\$85,800,000

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**TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS**

Hours of Operation

- Mon – Fri 5:30AM – 9:00PM
- Sat 8:00AM – 7:00PM
- Sun Noon – 7:00PM
- Weekend hours reduced during summer
- 95.5 hours per week

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**TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS**

Full-Time Staff

- Facility Manager
- Admin Support
- Aquatics Manager
- Recreation Coordinator
- Fitness Coordinator
- Maintenance Foreman
- Maintenance Tech
- Custodial (4)

Part-Time Staff

- Building Supervisor
- Lead Front Desk
- Front Desk
- Head Lifeguard
- Lifeguard
- Building Attendant
- Fitness Attendant
- Lead Child Watch
- Child Watch

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**TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS**

Expenses

- Personnel
  - FT & PT salaries, benefits
- Commodities
  - Supplies, chemicals, materials
- Contractual
  - Utilities, contract services, communications, advertising, training,

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**TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS**  
**EXPENSE VS. REVENUE – BASE FACILITY PLAN**

Membership	Monthly Rate	Daily Admission	Rate
Youth/Student	\$12.00	Under 3	Free
Adult	\$24.00	Youth (3-18)	\$5.00
Household	\$55.00	Adult (19-59)	\$6.00
Senior	\$12.00	Senior (60+)	\$5.00
Senior + 1	\$24.00		

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**TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS**

Revenue

- Programs
  - Aquatics, fitness, recreation
- Rentals
  - Gym, rooms, pool
  - Birthday parties
- Other
  - Sponsorship
  - Vending, resale

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**TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS**  
**EXPENSE VS. REVENUE – BASE FACILITY PLAN**

Expenses	Revenue
Personnel \$1,238,464	Adm./Member \$696,264
Commodities \$ 76,391	Programs \$191,862
Contractual \$398,969	Rentals/Other \$152,001
Replacement \$32,500	
<b>Total \$1,746,325</b>	<b>Total \$1,040,127</b>

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TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS					
5-YEAR COMPARISON – BASE FACILITY PLAN					
	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	\$1,746,325	\$1,781,251	\$1,834,689	\$1,889,729	\$1,946,421
Revenue	\$1,040,127	\$1,123,337	\$1,201,971	\$1,238,030	\$1,275,171
	(\$706,197)	(\$657,914)	(\$632,718)	(\$651,699)	(\$671,250)
Cost Recovery w/ Replacement	59.6%	63.1%	65.5%	65.5%	65.5%
Cost Recovery w/o Replacement	60.7%	64.2%	66.7%	66.7%	66.6%
Replacement (Cumulative)	\$32,500	\$65,000	\$97,500	\$130,000	\$162,500

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COST RECOVERY 65% to 75%					
	Daily Admission Fee Adult/ Youth/ Senior	Monthly Admission Fee Adult/ Youth/ Senior	Average Annual Expenses	Average Annual Revenue	Average Annual Subsidy
~75% Cost Recovery	\$7/ \$7/ \$7	\$35/ \$20/ \$20	~\$1,872,000	~\$1,407,000	~\$465,000
~70% Cost Recovery	\$7/ \$6/ \$6	\$30/ \$18/ \$18	~\$1,842,000	~\$1,280,000	~\$562,000
~65% Cost Recovery	\$6/ \$5/ \$5	\$24/ \$12/ \$12	~\$1,839,000	~\$1,175,000	~\$664,000

- Details for cost recovery calculated for the facility opening year of 2029
- Fees above are for Taylor Residents
- Fees for Non-residents could be ~25% or more

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OUTSIDE AGENCIES AS POTENTIAL PARTNERS FOR CONTRACT OPERATIONS

Two Private Operators are interested in submitting proposals for the operations of the Taylor Wellness & Recreation Center (TWRC).

- YMCA of Central Texas
- Taylor Boys and Girls Club

To compare apples to apples it is recommended the private operators submit bids based on this feasibility study program. (Program reflects the citizens wants and needs)

This feasibility study provides a proforma for the Wellness & Recreation Center with the City as the operator

If the City is interested comparing private operator bids with the City Operations Plan, discussions and negotiations would need to occur if the City funds the project.

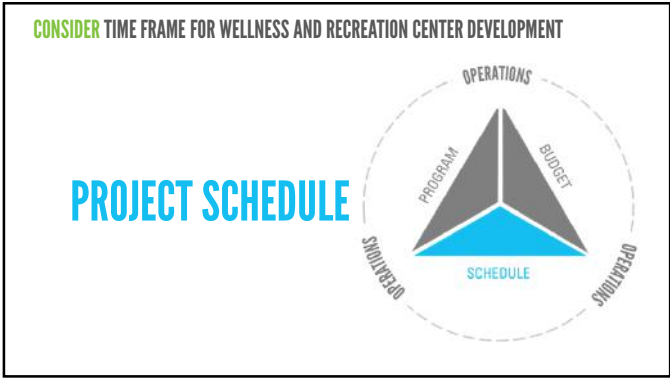
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OUTSIDE AGENCIES AS POTENTIAL PARTNERS FOR CONTRACT OPERATIONS

Attention will need to be paid to the following:

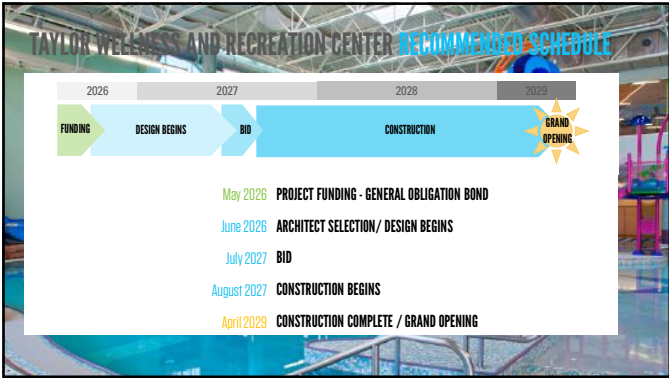
- Fees and Charges for Taylor Residents
- Subsidies the private operators require
- Capital improvements costs (roof, HVAC replacements)
- Scholarships for underprivileged citizens
- Proof public money is a good investment for the Taylor residents (open books and annual accounting of public money spent)
- Community access to public funded building for City events and programs

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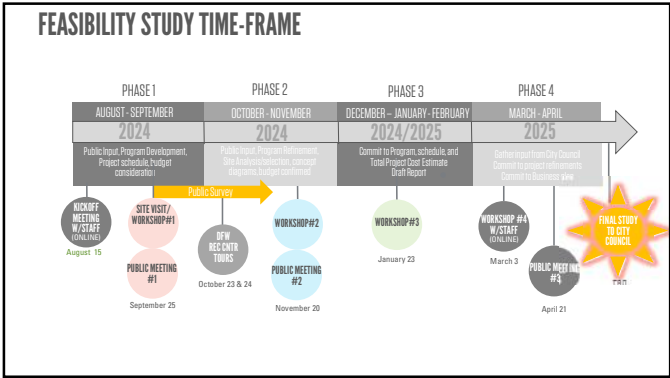


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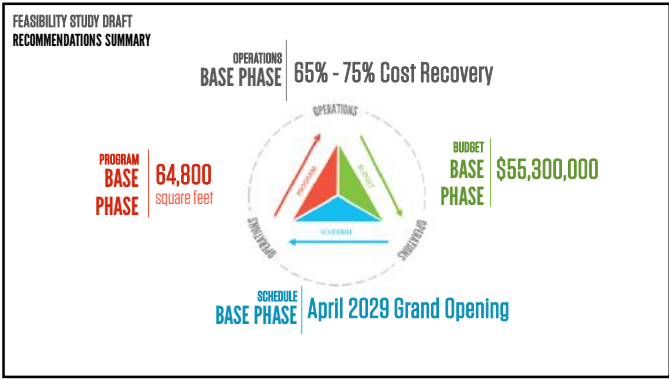




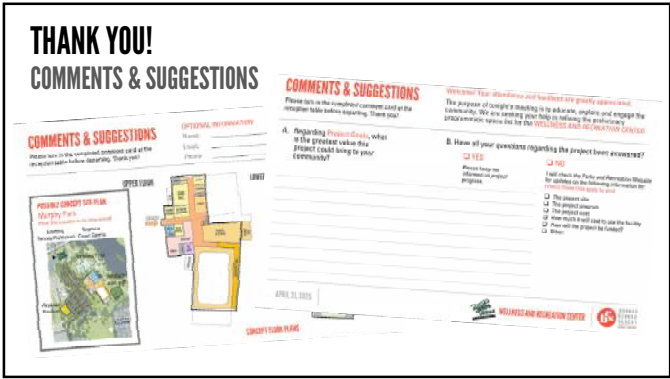
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TAYLOR, TEXAS  
WELLNESS AND RECREATION CENTER FEASIBILITY STUDY RECOMMENDATIONS  
CITY COUNCIL MEETING  
MAY 8, 2025



1



FEASIBILITY PROCESS

A PROVEN PROCESS

TO GET THE BEST DATA BASED RESULTS!



2

FEASIBILITY STUDY TIME-FRAME

PHASE 1	PHASE 2	PHASE 3	PHASE 4
AUGUST - SEPTEMBER 2024	OCTOBER - NOVEMBER 2024	DECEMBER - JANUARY - FEBRUARY 2024/2025	MARCH - APRIL 2025
Public Input, Program Development, Project schedule, budget consideration	Public Input, Program Refinement, Site Analysis, Selection, Concept Alternatives, Budget confirmed	Commit to Program, schedule, and Total Project Cost Estimate Draft Report	Gather Input from City Council, Commit to project refinements, Commit to Recommendations

Public Survey

August 15: Kickoff Meeting w/ Staff

September 25: Site Visit/ Workshop #1, Public Meeting #1

October 23 & 24: B/W Rec Cntr Tours

November 20: Workshop #2, Public Meeting #2

January 23: Workshop #3

March 3: Workshop #4 w/ Staff (Online)

April 21: Public Meeting #3

May 8: Final Study to City Council

3

FEASIBILITY STUDY MISSION STATEMENT

Our mission is to **provide a comprehensive evaluation and strategic framework** to enhance the **City of Taylor's indoor recreational facilities and programming**. Through local **research, market analysis, and community engagement**, we will assess **current and future wellness and recreation needs**, identify **potential partnerships**, and **propose sustainable, innovative solutions** for a future wellness and recreation center.

Our collaborative efforts will **involve key community stakeholders, city officials, and local organizations**, ensuring that residents' voices guide the development of a **vibrant, accessible, and dynamic facility** that promotes **recreation, health, and well-being for all**.

We are committed to **delivering a detailed, data-driven plan** that includes **site selection criteria, concept options, magnitude of cost estimates, and operational strategies**, ensuring that the project aligns with the community's vision and needs.

4

THE SURVEY SAYS!...

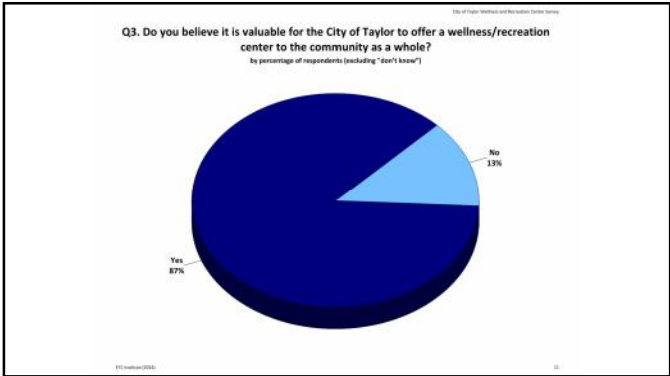
- Taylor insight through:
  - 1) Scientifically valid survey;
  - 2) Internet-based survey
- Taylor PARD advertised the survey for residents through the usual PARD avenues

467 RESIDENTS RESPONSE!

For the Statistically valid survey

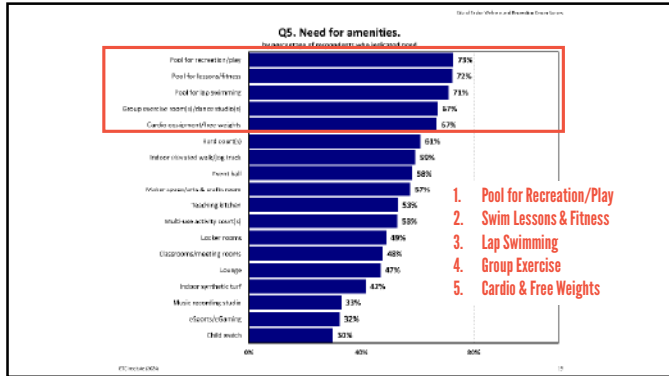
INTERNET SURVEY CONFIRMS OUTCOME

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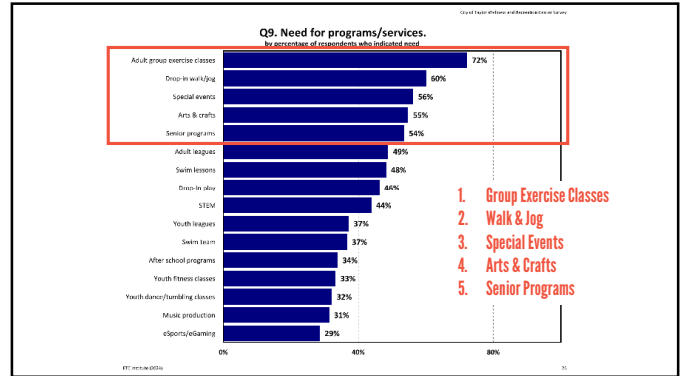


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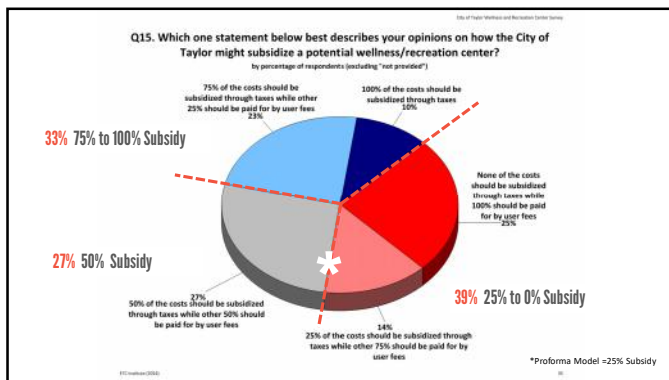




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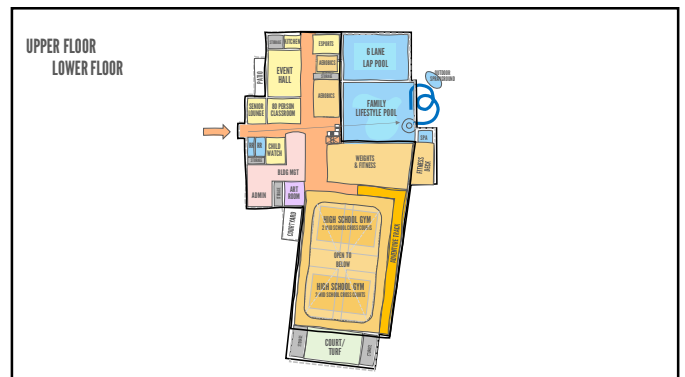
**RECOMMENDED FULL PROGRAM**

PROGRAM SPACE	NET SQ/FT	PROGRAM SPACE	NET SQ/FT
Administration (Includes Dept. Offices)	3,708	Elevated Walk/Jog Track	3,492
Lobby and Support Spaces	3,528	Adventure/Hill Course Track (5 Laps/Mi)	2,346
Locker Spaces	4,000	Fitness & Weights	8,500
Universal Changing Rooms (6)	1,215	Aerobics/Dance Studio (15-20 Person)	800
Child Watch	1,060	Aerobics/Dance Studio (30-35 Person)	2,000
Classroom (80 Person)	1,875	Aquatics Support	740
Esports Gaming Room	950	Lap Pool (6-Lane if school is the partner)	8,193
Party Room (3)	1,200	Recreation Activity Pool (5,400)	12,550
Senior Adult Lounge	1,520	Water Slide	51
Outdoor Patio/Gathering Space	1,125	Spa (Whirlpool) - 15 Person	275
Maker Spaces (Arts & Crafts Room)	1,500	Outdoor Spray Ground (Medium)	350
Community / Events Hall (240 Person)	3,400	Photovoltaic System	
Catering Kitchen	550	Solar Hot Water System	
Gyms (2) High School or (4) Middle School	25,672	Certified LEED (Add 1%)	
Court/Turf (Small Multi Use Activity)	4,900		
<b>Total SQ/FT (Gross)</b>		<b>111,800</b>	

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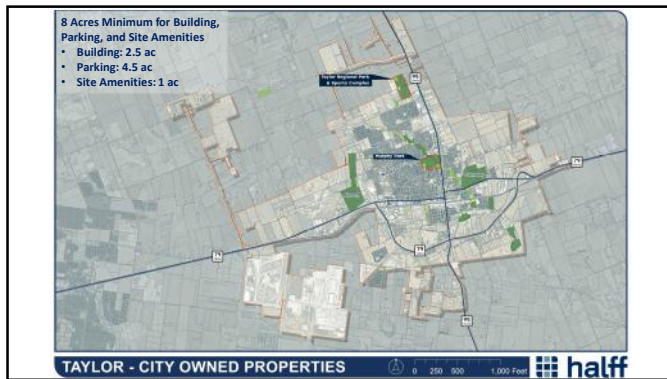


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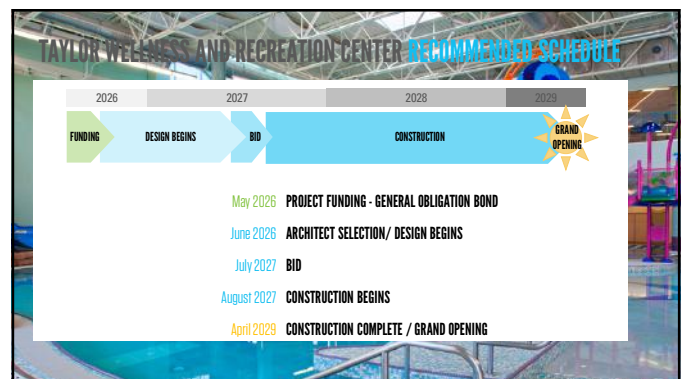
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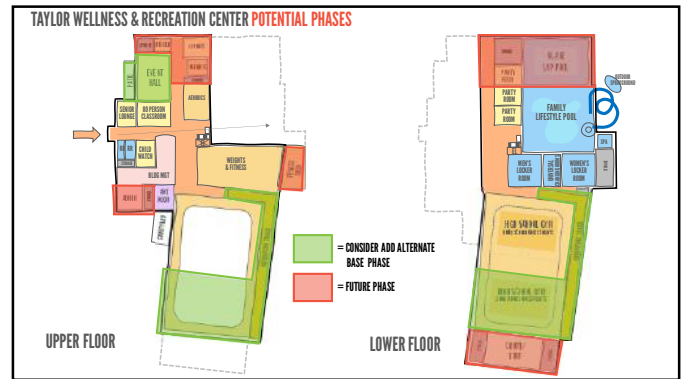
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POTENTIAL BASE PROGRAM			
PROGRAM SPACE	NET SQ/FT	PROGRAM SPACE	NET SQ/FT
Administration (Includes Dept. Offices)	2,090	Fitness & Weights	8,500
Lobby and Support Spaces	3,530	Aerobics/Dance Studio (30-35 Person)	2,000
Locker Spaces	2,400	Aquatics Support	740
Universal Changing Rooms (6)	1,220	Recreation Activity Pool (5,400)	12,550
Child Watch	1,060	Water Slide	50
Classroom (80 Person)	1,875	Spa (Whirlpool) - 15 Person	275
Party Room (2)	800	Certified LEED (Add 1%)	
Senior Adult Lounge	1,520		
Outdoor Patio/Gathering Space	1,125		
Maker Spaces (Arts & Crafts Room)	1,500		
Gyms (1) High School or (2) Middle School	12,280		
Elevated Walk/Jog Track	3,740		
		<b>Total BASE SQ/FT (Gross)</b>	<b>64,800</b>
		<b>CONSTRUCTION</b>	<b>\$41,800,000</b>
		(Includes cost escalation to midpoint of construction)	
		<b>SOFT COSTS</b>	<b>\$13,500,000</b>
		(A&E Design, Contingencies, FF&E, Permits, etc.)	
		<b>TOTAL PROJECT COST*</b>	<b>\$55,300,000</b>
		<b>CONSIDER ADD ALTERNATES</b>	
		Events Hall <b>\$2.1M</b> added cost	
		2nd High School Gym <b>\$6.7M</b> added cost (includes Adventure Track)	

\*Includes Cost Escalation to Mid Point of Construction

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MAGNITUDE OF COST FOR FULL PROGRAM			
PROGRAM SPACE	NET SQ/FT	PROGRAM SPACE	NET SQ/FT
Administration (Includes Dept. Offices)	3,700	Fitness & Weights	8,500
Lobby and Support Spaces	3,530	Aerobics/Dance Studio (15-20 Person)	800
Locker Spaces	2,400	Aerobics/Dance Studio (30-35 Person)	2,000
Universal Changing Rooms (6)	1,220	Aquatics Support	740
Child Watch	1,060	Lap Pool (6-Lane if school is the partner)	8,190
Classroom (80 Person)	1,875	Recreation Activity Pool (5,400)	12,550
Esports Gaming Room	950	Water Slide	50
Party Room (3)	1,200	Spa (Whirlpool) - 15 Person	275
Senior Adult Lounge	1,520	Outdoor Spray Ground (Medium)	350
Outdoor Patio/Gathering Space	1,125	Photovoltaic System	
Maker Spaces (Arts & Crafts Room)	1,500	Solar Hot Water System	
Community/ Events Hall (240 Person)	3,400	Certified LEED (Add 1%)	
Catering Kitchen	550		
Gyms (2) High School or (4) Middle School	25,670		
Court/Turf (Small Multi Use Activity)	4,900		
Elevated Walk/Jog Track	3,740		
Adventure/Hill Course Track (5 Laps/Mi)	2,740		
		<b>Total SQ/FT (Gross)</b>	<b>111,800</b>
		<b>CONSTRUCTION</b>	<b>\$65,200,000</b>
		(Includes cost escalation to midpoint of construction)	
		<b>SOFT COSTS</b>	<b>\$20,600,000</b>
		(A&E Design, Contingencies, FF&E, Permits, etc.)	
		<b>TOTAL PROJECT COST*</b>	<b>\$85,800,000</b>

\*Includes Cost Escalation to Mid Point of Construction

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TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS	
<b>Full-Time Staff</b>	<b>Part-Time Staff</b>
<ul style="list-style-type: none"> <li>Facility Manager</li> <li>Admin Support</li> <li>Aquatics Manager</li> <li>Recreation Coordinator</li> <li>Fitness Coordinator</li> <li>Maintenance Foreman</li> <li>Maintenance Tech</li> <li>Custodial (4)</li> </ul>	<ul style="list-style-type: none"> <li>Building Supervisor</li> <li>Lead Front Desk</li> <li>Front Desk</li> <li>Head Lifeguard</li> <li>Lifeguard</li> <li>Building Attendant</li> <li>Fitness Attendant</li> <li>Lead Child Watch</li> <li>Child Watch</li> </ul>

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COST RECOVERY 65% to 75%					
	Daily Admission Fee Adult/Youth/Student	Monthly Admission Fee Adult/Youth/Student	Average Annual Expenses	Average Annual Revenue	Average Annual Subsidy
~75% Cost Recovery	\$7/ \$7/ \$7	\$35/ \$20/ \$20	~\$1,872,000	~\$1,407,000	~\$465,000
~70% Cost Recovery	\$7/ \$6/ \$6	\$30/ \$18/ \$18	~\$1,842,000	~\$1,280,000	~\$562,000
~65% Cost Recovery	\$6/ \$5/ \$5	\$24/ \$12/ \$12	~\$1,839,000	~\$1,175,000	~\$664,000

Details for cost recovery calculated for the facility opening year of 2029 can be provided.

Fees above are for Taylor Residents.

Fees for Non-residents could be 25% to 50% more cost.

To compare Apples to Apples if the City used the YMCA pricing:

Cost Recovery would be ~90%

YMCA Rates as of 2025	Daily Admission Fee Adult/Youth/Student	Monthly Admission Fee Adult/Youth/Student	Average Annual Subsidy
	NA/ NA/ NA	\$50/ \$20/ \$37	~\$220,000

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**CONFIRM OUTSIDE AGENCIES AS POTENTIAL PARTNERS FOR CONTRACT OPERATIONS**

Two Private Operators are interested in submitting proposals for the operations of the Taylor Wellness & Recreation Center (WRC).

- YMCA of Central Texas
- Taylor Boys and Girls Club

To compare apples to apples it is recommended the private operators submit bids based on this feasibility study program. (Program reflects the citizens wants and needs)

This feasibility study provides a proforma for the WRC with the City as the operator.

If the City is interested comparing private operator bids with the City Operations Plan, discussions and negotiations would need to occur if the City funds the project

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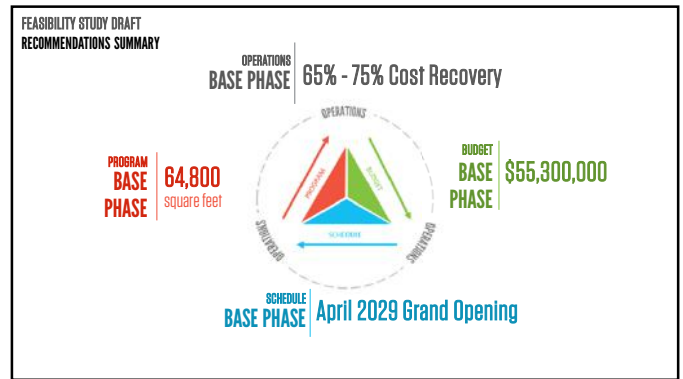
**CONFIRM OUTSIDE AGENCIES AS POTENTIAL PARTNERS FOR CONTRACT OPERATIONS**

Attention will need to be paid to the following:

- Fees and Charges for Taylor Residents
- Subsidies the private operators require
- Capital improvements costs (roof, HVAC replacements)
- Scholarships for underprivileged citizens
- Proof public money is a good investment for the Taylor residents (open books and annual accounting of public money spent)
- Community access to public funded building for City events and programs



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SEACAT  
ARCHITECTURE

## TAYLOR WELLNESS AND RECREATION CENTER FEASIBILITY STUDY

MEETING VOTING RESULTS FROM PUBLIC WORKSHOP #1 (SEPTEMBER 30, 2024)

### Aquatics:

PROGRAM AREA	VOTES	WARM WATER	COLD WATER
<b>Indoor</b>		<b>19</b>	<b>16</b>
Leisure Water Activities	6	6	
Spray Ground	3	3	
Warm Water Family Play			
Swim Lessons	4	4	
Therapy & Fitness Classes	6	6	
Lap Swimming	12		12
Whirlpool	8		
Obstacle Course	1		1
Climbing Wall	3		3
<b>Outdoor</b>		<b>47</b>	<b>15</b>
Lap Pool – Exercise	16	16	
Lap Pool – Competitive	10		10
Tube Slide	6	6	
Family Slide	3	3	
Spray Ground	2	2	
Tot Play	1	1	
Leisure Pool	13	13	
Waves	6	6	
Climbing Wall	1		1
Water Slide Jumps	4		4

DENVER  
990 S. BROADWAY  
SUITE 222  
DENVER, CO 80209  
303.455.1366

DALLAS  
129 S. MAIN ST.  
UNIT 250  
GRAPEVINE, TX 76051  
817.527.6880

BRSARCH.COM



Classrooms:

PROGRAM AREA	VOTES	TOTAL VOTES
<b>Classrooms / Multi-Purpose</b>		
Lectures / Classes	10	66
Collaboration Rooms	2	
Multi-Purpose	14	
Part-Time Classroom	1	
Training	2	
Meeting Space	12	
Community Gathering & Rentals	21	
Special Functions	4	
<b>Arts &amp; Cooking</b>		
Wet Crafts (Pottery, Painting)	12	26
Dry Crafts (Quilting, Knitting, Jewelry)	7	
Maker Space	7	
Cooking Classes	8	21
Demonstrations (Cooking)	2	
Nutrition Classes	11	
Birthday Parties	3	3
<b>Performing Arts</b>		
Music / Recording	4	15
Video / Podcasts	3	
Acting	8	
Plays / Musicals	14	20
Vocal Performance	2	
Band/Orchestra Performance	4	



## **Taylor Wellness and Recreation Center Operation Analysis**

As part of the feasibility process, the project team developed an operations plan for a full facility program as well as a base facility program. It is important to note that when developing these operational plans, they are based on the market, the cost recovery goals of the client, team members familiarity with operating similar facilities, and industry best practices. It is also important to note the team takes a conservative approach with the revenue and expenditure projections in the development of each plan. If significant changes were made to the facility program and/or design, the City of Taylor should strongly consider updating the operational figures.

The following assumptions have been made in the development of these plans.

- Full Facility Program –
  - **Approximately 111,800 SF**
  - Following components
    - Lobby
    - Senior Adult Lounge
    - Child Watch
    - Classroom
    - Esports Gaming
    - Party Rooms (3)
    - Maker Spaces
    - Community/Events Hall
    - Catering Kitchen
    - Gym w/ 2 High School Courts
    - Court/Turf
    - Elevated Walk/Jog Track
    - Adventure/Hill Course Track
    - Aerobics/Dance Studios (2)
    - Fitness Center
    - Lap Pool
    - Recreation/Activity Pool
    - Support spaces (administration, locker spaces, restrooms, storage, etc.)
- Base Facility Program –
  - **Approximately 64,800 SF**
  - Following components
    - Lobby
    - Senior Adult Lounge
    - Child Watch
    - Classroom
    - Esports Gaming
    - Party Rooms (2)
    - Maker Spaces
    - Community/Events Hall



- Catering Kitchen
  - Gym w/ 1 High School Court
  - Court/Turf
  - Elevated Walk/Jog Track
  - Aerobics/Dance Studio
  - Fitness Center
  - Recreation/Activity Pool
  - Support spaces (administration, locker spaces, restrooms, storage, etc.)
- This operations plan is based on the facility programs above and basic concept plan for the facility.
- The first year of operation will be 2029.
- The expense and revenue statements assume the first full year of operation. They do not account for a ramp up or partial year operation which could be a reality.
- This operational budget represents all expenses and revenues for the recreation center and all recreation-based programs.
- The presence of other indoor recreation providers in the market will remain the same.
- The center will be operated by City of Taylor staff.
- Full-Time Employees (FTE) represent all new staffing and has been confirmed by City of Taylor staff. For each full-time position a benefit multiplier of 35% was used based on previous budgets.
- The facility will not pay for water/sewer.
- The building will be cleaned and maintained by a City of Taylor full-time staff, supplemented by part-time staff.
  - The plan has contract services built into the plan for specialty items such as Heating Ventilation Air Conditioning (HVAC) maintenance, fire suppression, fire alarm, etc.
- There will be a high level of programming in the center. Most all programs and services will be offered by City of Taylor staff on an hourly or contract basis.
- Revenues for the center are based on a reasonable estimate of membership and admission fees, program revenue, and rentals.
- No internal charge backs have been factored into this plan to account for; HR, IT Support, Building & Grounds, Marketing, etc.
- Bank charges are calculated at 3% of revenue generation expected to be from credit card usage.
- Debt service and depreciation is not factored into the plan.
- A capital replacement allocation has been recommended. B\*K is strongly recommending that during the first full calendar year of operation, dollars are allocated to this sinking fund. If the department were to do that, they would have access to substantial balances in years 3-5 to replace equipment and make small improvements to the facility.



### Projected Wellness and Recreation Center Hours of Operation:

Days	Hours
Monday – Friday	5:30am – 9:00pm
Saturday	8:00am – 7:00pm
Sunday	NOON – 7:00pm
Total Hours Per Week	95.5

**Note:** Hours could vary by time of the year and for different programs and for rentals.

### Taylor Wellness and Recreation Center

The following chart illustrates average of revenues, expenses, and cost recovery for each model over the first 5 years of operations. The cost recovery is impacted by the daily admission and membership fees.

#### Full Facility

	Year 1-5 Average
Expenses	\$2,477,045
Revenue	\$1,720,603
	(\$756,442)
Cost Recovery w/ Replacement	69.4%
Cost Recovery w/o Replacement	72.3%
Cumulative Replacement Fund	\$274,000

#### Base Facility

	Year 1-5 Average
Expenses	\$1,839,000 - \$1,872,000
Revenue	\$1,407,000 - \$1,175,000
	(\$465,000 - \$664,000)
Cost Recovery w/ Replacement	65 – 75%
Cost Recovery w/o Replacement	70 – 80%
Cumulative Replacement Fund	\$162,500

It is important to note that the capital replacement allocation is included in the total expense of building operation.



## Expenditures

Expenditures have been formulated on the costs that were designated by Ballard\*King and Associates and in discussion with City of Taylor leadership staff to be included in the operating budget for the facility. The figures are based on the size of the center, the specific components of the facility, and the hours of operation. All expenses were calculated conservatively, and the actual cost may vary based on the final design, operational philosophy, and programming considerations adopted by the facility.

## Staffing

The proposed staffing plan incorporates utilizing existing City of Taylor employees to support the Wellness and Recreation Center. Those positions are the existing Director of Parks & Recreation position and Parks & Recreation Clerk position.

		Full Facility		Base Facility	
Full-Time Staff	Salary	Positions	Total	Positions	Total
Facility Manager	\$66,000	1	\$66,000	1	\$66,000
Admin Support	\$45,000	1	\$45,000	1	\$45,000
Aquatics Manager	\$66,000	1	\$66,000	1	\$66,000
Recreation Coordinator	\$50,000	1	\$50,000		
Fitness Coordinator	\$50,000	1	\$50,000	1	\$50,000
Maintenance Foreman	\$65,000	1	\$65,000	1	\$65,000
Maintenance Tech	\$55,000	1	\$55,000	1	\$55,000
Custodial	\$40,000	4	\$160,000	3	\$120,000
Salaries			\$557,000		\$467,000
Benefits			\$194,950		\$163,450
<b>Total Full-Time Staff</b>			<b>\$751,950</b>		<b>\$630,450</b>



		Full Facility		Base Facility	
Part-Time Staff	Rate	Hours	Wages	Hours	Wages
Building Supervisor (sum)	\$18.00	140	\$35,343	140	\$35,343
Building Supervisor (sch)	\$18.00	45	\$29,322	45	\$29,322
Lead Front Desk (sum)	\$16.00	101	\$22,680	101	\$22,680
Lead Front Desk (sch)	\$16.00	101	\$58,320	101	\$58,320
Front Desk (sum)	\$14.00	184	\$36,113	99	\$19,404
Front Desk (sch)	\$14.00	196	\$98,658	99	\$49,896
Head Lifeguard (sum)	\$16.00	99	\$22,176	99	\$22,176
Head Lifeguard (sch)	\$16.00	84	\$48,384	84	\$48,384
Lifeguard (sum)	\$14.00	383	\$75,117	246	\$48,265
Lifeguard (sch)	\$14.00	278	\$140,238	186	\$93,870
Bldg Attendant (sum)	\$13.00	40	\$7,189	0	\$0
Bldg Attendant (sch)	\$13.00	40	\$18,486	0	\$0
Fitness Attendant (sum)	\$13.00	75	\$13,605	75	\$13,605
Fitness Attendant (sch)	\$13.00	75	\$34,983	75	\$34,983
Lead Child Care (sum)	\$15.00	38	\$7,980	38	\$7,980
Lead Child Care (sch)	\$15.00	38	\$20,520	38	\$20,520
Child Care (sum)	\$13.00	38	\$6,916	38	\$6,916
Child Care (sch)	\$13.00	47	\$21,762	47	\$21,762
Rentals Staff			\$8,625		\$7,125
Aquatic Program			\$15,840		\$14,256
Fitness Program			\$15,000		\$10,000
Wages			\$737,257		\$564,807
Benefits			\$56,400		\$43,208
<b>Total Part-Time Staff</b>			<b>\$793,657</b>		<b>\$608,014</b>

The staffing plan has been built with the understanding that facilities operate differently depending on the season. Above, Sum stands for Summer and Sch stands for School-year.



<b>Staffing</b>	<b>Full Facility</b>	<b>Base Facility</b>
Full-Time	\$751,950	630,450
Part-Time	\$793,657	608,014
<b>Sub-Total</b>	<b>\$1,545,607</b>	<b>1,238,464</b>

<b>Commodities</b>	<b>Full Facility</b>	<b>Base Facility</b>
Office Supplies	\$3,000	\$2,000
Chemicals	\$77,500	\$27,500
Maintenance/Repair/Mat.	\$10,000	\$8,000
Janitor Supplies	\$25,000	\$15,000
Recreation Supplies	\$10,000	\$8,000
Safety Supplies	\$2,000	\$1,500
Uniforms	\$6,053	\$4,420
Printing/Postage	\$2,000	\$1,500
Concessions	\$4,320	\$3,971
Vending/Re-Sale	\$2,000	\$1,000
Miscellaneous Exp.	\$2,000	\$2,000
Fuel/Mileage	\$1,500	\$1,500
<b>Sub-Total</b>	<b>\$145,373</b>	<b>\$76,391</b>



<b>Contractual Obligations</b>	<b>Full Facility</b>	<b>Base Facility</b>
Utilities	\$328,800	\$211,250
Trash	\$2,500	\$2,500
Insurance	\$32,880	\$16,250
Communications	\$12,000	\$8,000
Contract Services (HVAC, etc.)	\$40,000	\$30,000
Contract Instruction	\$59,321	\$29,366
Custodial Contract	\$36,000	\$36,000
Equipment Maintenance	\$12,000	\$10,000
Monitor services	\$4,000	\$4,000
Rental equipment	\$5,000	\$4,000
Advertising	\$10,000	\$8,000
Travel & Training	\$5,000	\$4,000
Membership Dues/Subscriptions	\$2,500	\$2,000
Bank charges <sup>1</sup>	\$34,828	\$28,739
IT licenses & charges (software)	\$15,479	\$6,386
Deposit Service	\$3,500	\$3,500
Other	\$2,000	\$1,500
<b>Sub-Total</b>	<b>\$605,809</b>	<b>\$405,491</b>

	<b>Full Facility</b>	<b>Base Facility</b>
Improvement Fund	\$54,800	\$32,500

<sup>1</sup> Based on 3% credit card fees



## Revenues

The following revenue projections were formulated from information on the specifics of the project and the demographics of the service area as well as comparing them to national statistics, other similar facilities and the competition for recreation services in the area. Actual figures will vary based on the size and make-up of the components selected during final design, market stratification, philosophy of operation, fees and charges policy, and priority of use. All revenues were calculated in collaboration with City of Taylor staff as a result

## Fees Structure Overview

The following fee structure was developed with a philosophy of giving residents of City of Taylor a discount on fees and memberships. There is a positive benefit to explaining a base rate with a discounted fee structure to residents, rather than communicating an increased fee for non-residents.

Program/Activity*	Fee
Fitness Programs	\$25
Youth Programs	\$30 – \$60
Summer Camps	\$150
Adult Programs	\$35 – \$300
Senior Programs	\$40

Rental*	Fee
Birthday Party	\$200
Classroom	\$55/hr
Event Hall	\$100/hr
Kitchen	\$100
Basketball Court	\$50/hr

\*Residents and members will receive priority registration and discounts on activity and rentals.



### Program Wellness and Recreation Center Daily/Membership Schedule for 2029:

Classification	Daily	
	Res.	N. Res
Youth (3-18)	\$5.00 - 7.00	\$10.00 – 14.00
Adult (18-60)	\$6.00 - 7.00	\$10.00 – 14.00
Senior (60+)	\$5.00 - 7.00	\$10.00 – 14.00

Classification	Month to Month Membership
Youth (3-17)	\$12.00 - 20.00
Adult (18-60)	\$24.00 - 35.00
Household	\$60.00 - 75.00
Senior (60+)	\$12.00 - 20.00
Senior +1 (60+)	\$18.00 - 30.00

Classification	Annual Membership
Youth (3-17)	\$144.00 - 240.00
Adult (18-60)	\$288.00 - 420.00
Household	\$660.00 - 900.00
Senior (60+)	\$144.00 - 240.00
Senior +1 (60+)	\$216.00 - 360.00

**Note:** Non-resident rates are approximately 25% higher than the resident rate. Month to Month is based on automatic withdrawal (auto renew) from a bank account or credit card. Household includes 2 adults and up to 3 youth.

Annual/Month to Month fees include basic fitness classes, while specialty classes would require registration and fee.



	Full Facility	Base Facility
Fees		
Daily Admission	\$101,150	\$98,500
Punch Pass	\$16,128	\$15,624
Membership <sup>2</sup>	\$888,750	\$819,300
<b>Sub-Total</b>	<b>\$1,006,028</b>	<b>\$933,424</b>
Programs		
Aquatic	\$65,414	\$63,302
Recreation	\$126,830	\$91,180
Fitness	\$44,580	\$37,380
<b>Sub-Total</b>	<b>\$236,824</b>	<b>\$191,862</b>
Other		
Concessions/Resale	\$14,399	\$13,236
Birthday Parties	\$50,000	\$40,000
Pool Rentals	\$79,410	\$3,000
Room/Gym Rentals	\$94,800	\$29,300
CC Charges	\$33,895	\$27,806
Sponsorship	\$25,000	\$25,000
<b>Sub-Total</b>	<b>\$297,504</b>	<b>\$138,342</b>
<b>Total</b>	<b>\$1,540,356</b>	<b>\$1,263,628</b>

Additional Revenue Opportunities (not included):

- Advertising
- Naming Rights

<sup>2</sup> In 2024, the City of Taylor had approximately 6,773 households for a population of 18,117. The penetration rate utilized for the operation plan was 11.4% of households or 9.3% of the population. When combining the City of Taylor with the Secondary Service Area, the penetration rate is 7.7% of households.



## 5-Year Comparison

The following is a 5-Year projection for the area. The 5-year projection includes the capital improvement fund.

Full Facility	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	\$2,351,342	\$2,398,369	\$2,470,320	\$2,544,430	\$2,620,763
Revenue	\$1,540,356	\$1,663,585	\$1,746,764	\$1,799,167	\$1,853,142
	(\$810,986)	(\$734,784)	(\$723,556)	(\$745,263)	(\$767,621)
Percentage w/ Improvement	65.5%	69.4%	70.7%	70.7%	70.7%
Improvement Fund	\$54,800	\$109,600	\$164,400	\$219,200	\$274,000



<b>Base Facility 75% Cost Recovery</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Expenses	\$1,752,471	\$1,787,520	\$1,841,146	\$1,896,380	\$1,953,272
Revenue	\$1,263,628	\$1,364,718	\$1,432,954	\$1,475,943	\$1,520,221
	(\$488,843)	(\$422,802)	(\$408,191)	(\$420,437)	(\$433,050)
Percentage w/ Improvement	72.1%	76.3%	77.8%	77.8%	77.8%
Improvement Fund	\$32,500	\$65,000	\$97,500	\$130,000	\$162,500

<b>Base Facility 70% Cost Recovery</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Expenses	\$1,749,266	\$1,784,252	\$1,837,779	\$1,892,913	\$1,949,700
Revenue	\$1,147,104	\$1,238,872	\$1,300,816	\$1,339,841	\$1,380,036
	(\$602,162)	(\$545,379)	(\$536,963)	(\$553,072)	(\$569,664)
Percentage w/ Improvement	65.6%	69.4%	70.8%	70.8%	70.8%
Improvement Fund	\$32,500	\$65,000	\$97,500	\$130,000	\$162,500

<b>Base Facility 65% Cost Recovery</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Expenses	\$1,746,697	\$1,781,631	\$1,835,080	\$1,890,132	\$1,946,836
Revenue	\$1,053,668	\$1,137,961	\$1,194,860	\$1,230,705	\$1,267,627
	(\$693,029)	(\$643,669)	(\$640,220)	(\$659,427)	(\$679,210)
Percentage w/ Improvement	60.3%	63.9%	65.1%	65.1%	65.1%
Improvement Fund	\$32,500	\$65,000	\$97,500	\$130,000	\$162,500

The Improvement Fund line is cumulative and illustrates the balance of that line item. It is called out in the chart but is factored in total expenses.