



# TAYLOR WELLNESS AND RECREATION CENTER FEASIBILITY STUDY

## AUGUST 2025





# TABLE OF CONTENTS

- 04 ACKNOWLEDGEMENTS
- 05 EXECUTIVE SUMMARY
- 06 INTRODUCTION
- 07 GOALS AND OBJECTIVES
- 08 PUBLIC INPUT AND COMMUNITY ENGAGEMENT
- 20 PROPOSED DEVELOPMENTS AND IMPROVEMENTS
- 25 IMPLEMENTATION TIMELINE
- 26 IMPLEMENTATION CONSIDERATIONS
- 29 COSTS, BUDGET AND FUNDING STRATEGIES
- 33 FREQUENTLY ASKED QUESTIONS
- 34 CONCLUSION

# APPENDIX

- 01 SURVEY DATA
- 02 PUBLIC MEETING PRESENTATIONS
- 03 MEETING VOTING RESULTS
- 04 OPERATION ANALYSIS

# 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

|                 |                                     |
|-----------------|-------------------------------------|
| Brian LaBorde   | City Manager                        |
| Jeffery Jenkins | Deputy City Manager                 |
| Tyler Bybee     | Director of Parks and Recreation    |
| Betsy Schultz   | Parks and Recreation Superintendent |
| Daniel Seguin   | Communication Director              |
| Matt Topham     | Recreation Coordinator              |
| Lisa Buzan      | Administrative Assistant            |

### CONSULTANT TEAM

|   |                     |
|---|---------------------|
| BARKER RINKER SEACAT ARCHITECTURE - TEAM LEAD |                     |
| Keith Hayes                                   | Principal-in-Charge |
| Mick Massey                                   | Project Manager     |
| BALLARD*KING & ASSOCIATES - OPERATIONS        |                     |
| Scott Caron                                   | Senior Associate    |

### HALFF ASSOCIATES - LANDSCAPE ARCHITECTURE

|              |                                     |
|--------------|-------------------------------------|
| Aaron Kotwal | Landscape Architect Project Manager |
|--------------|-------------------------------------|

### WATER TECHNOLOGY - AQUATICS

|                 |                            |
|-----------------|----------------------------|
| Jennifer Gerber | Consulting Principal       |
| 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 accessible 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 defined 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](#)

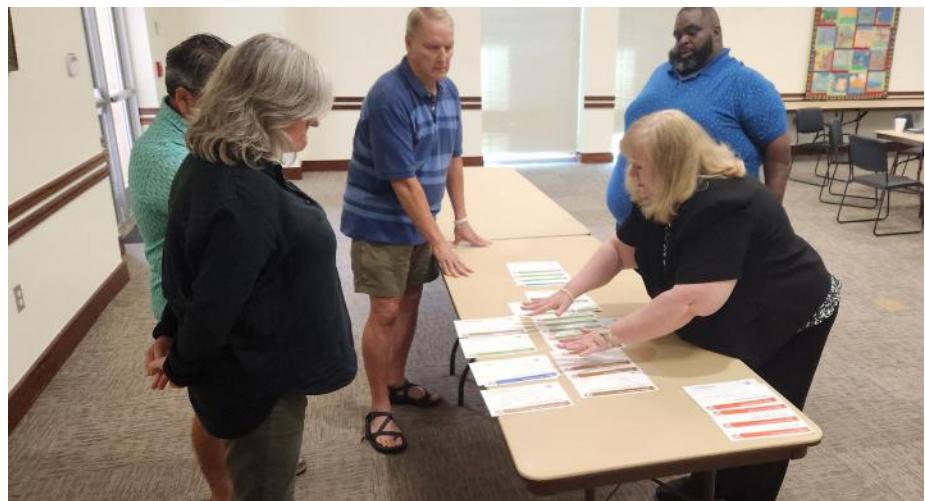
The executive steering committee tasks were to create a vision for an exceptional indoor recreation center that embodies Taylor's values and character. To do this the Steering Committee represented community recreation needs and explored private-public partnerships. Over approximately six months, they 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.

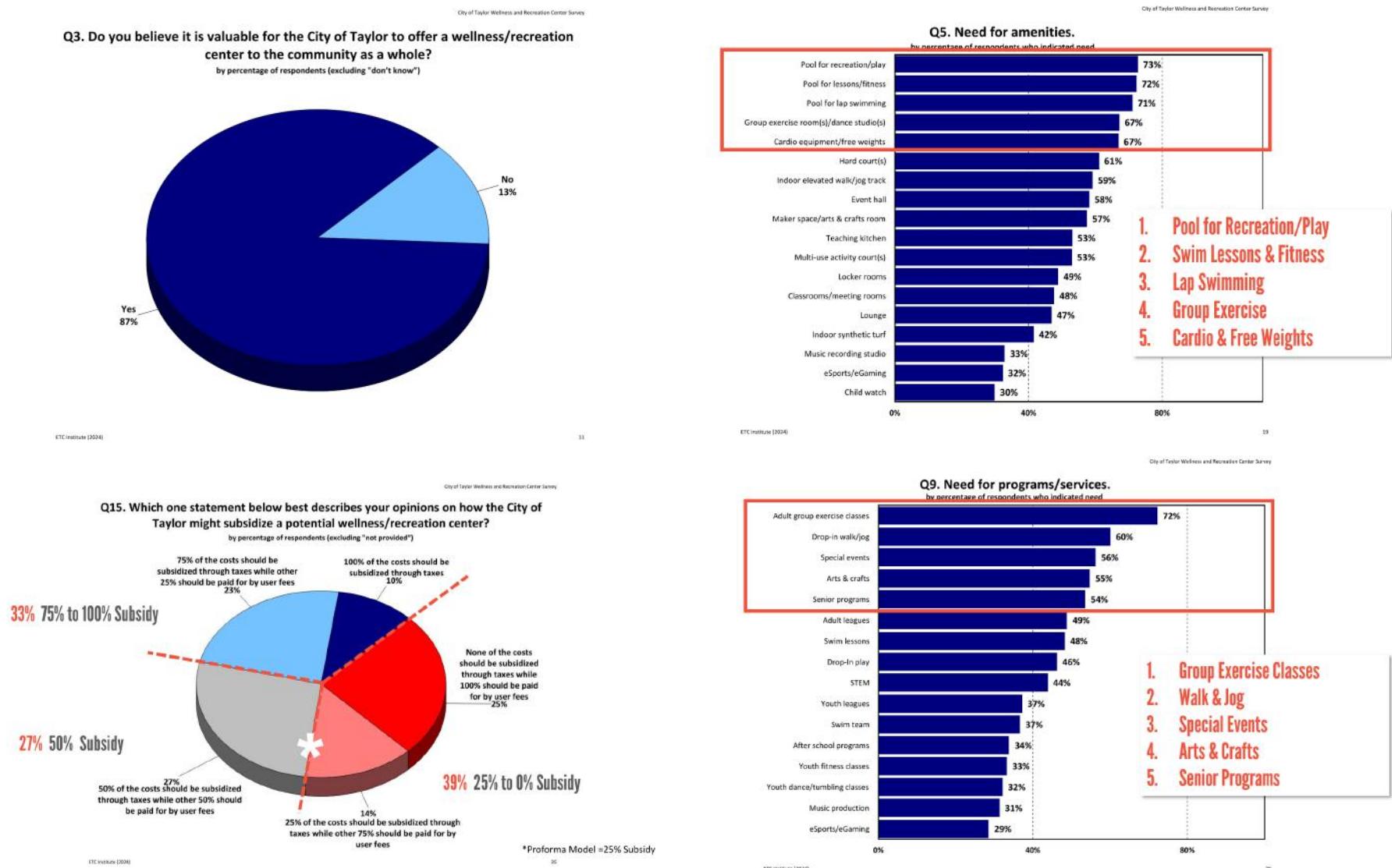
Regardless of which option the City Council choose, they will need to address the following key points for any potential private operator:

- **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:



# 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 Glassroom 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?
- Multisport 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
- Gymnastics (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         | E-sports 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    |  |           |
| 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>                        |           |

## 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>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

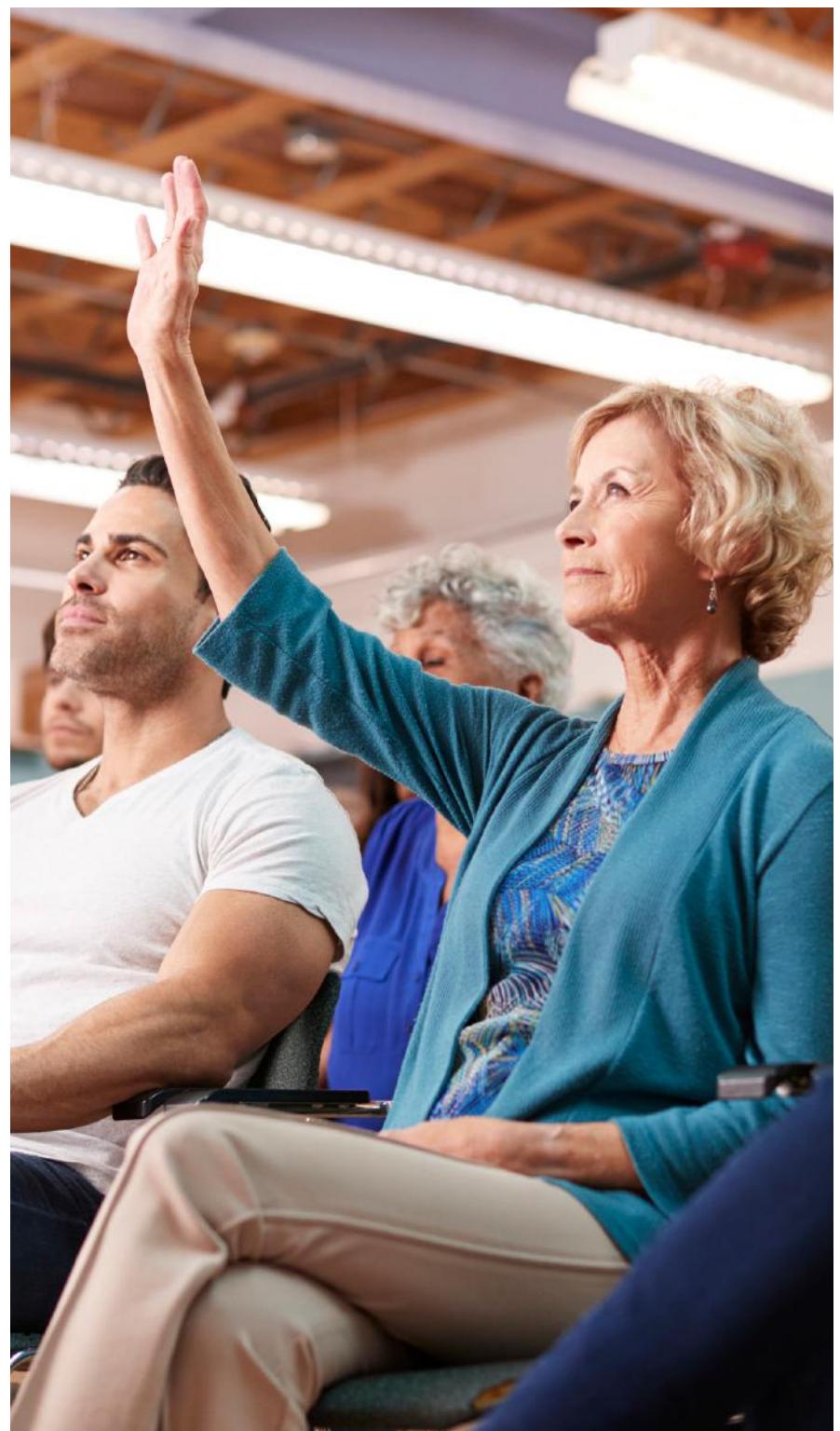
A comprehensive public presentation unveiled the Executive Steering Committee's recommendations for the proposed [Wellness and Recreation Center](#). The presentation thoroughly summarized the development process and the committee's findings, and attendees were given comment cards to provide feedback.

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.



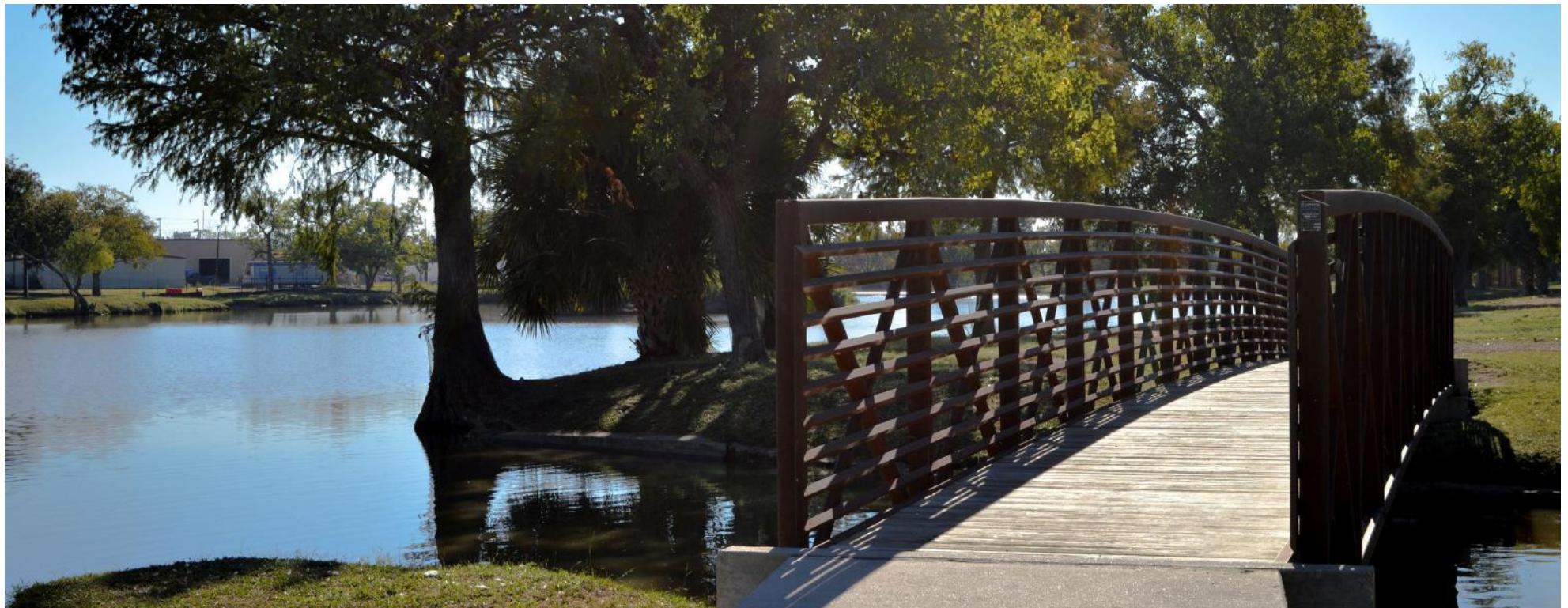
## Public Input and Engagement Summary

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.



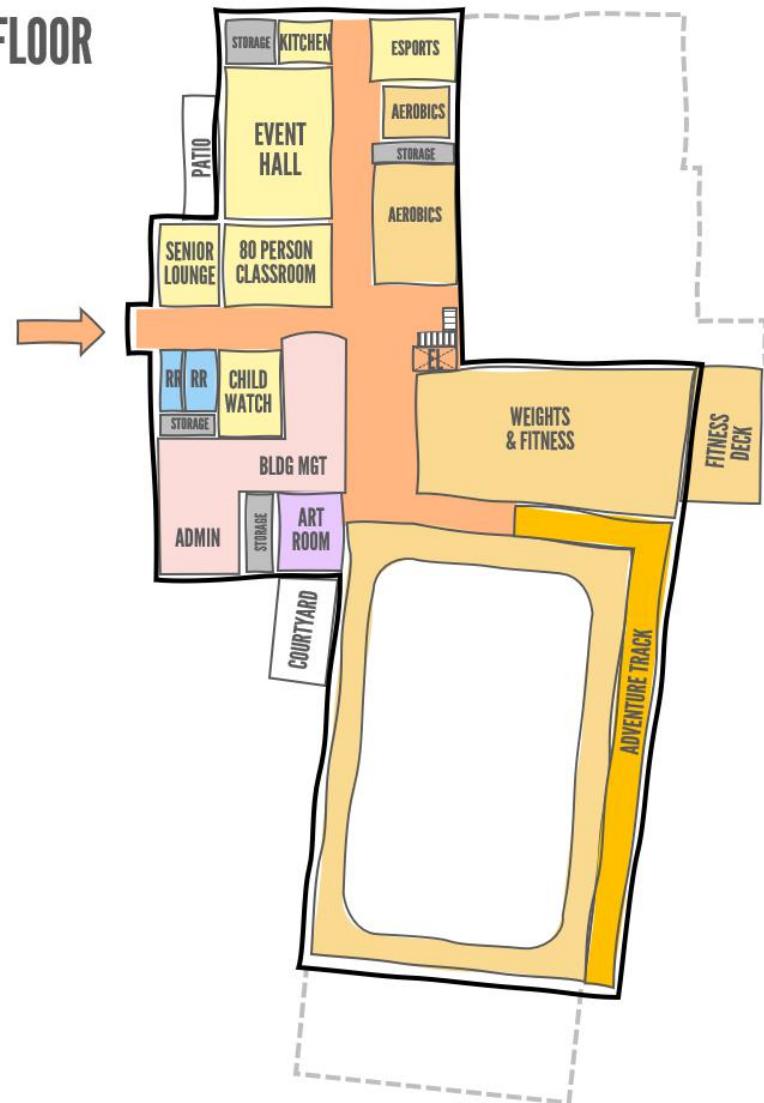
# PROPOSED DEVELOPMENTS AND IMPROVEMENTS (CONTINUED)

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



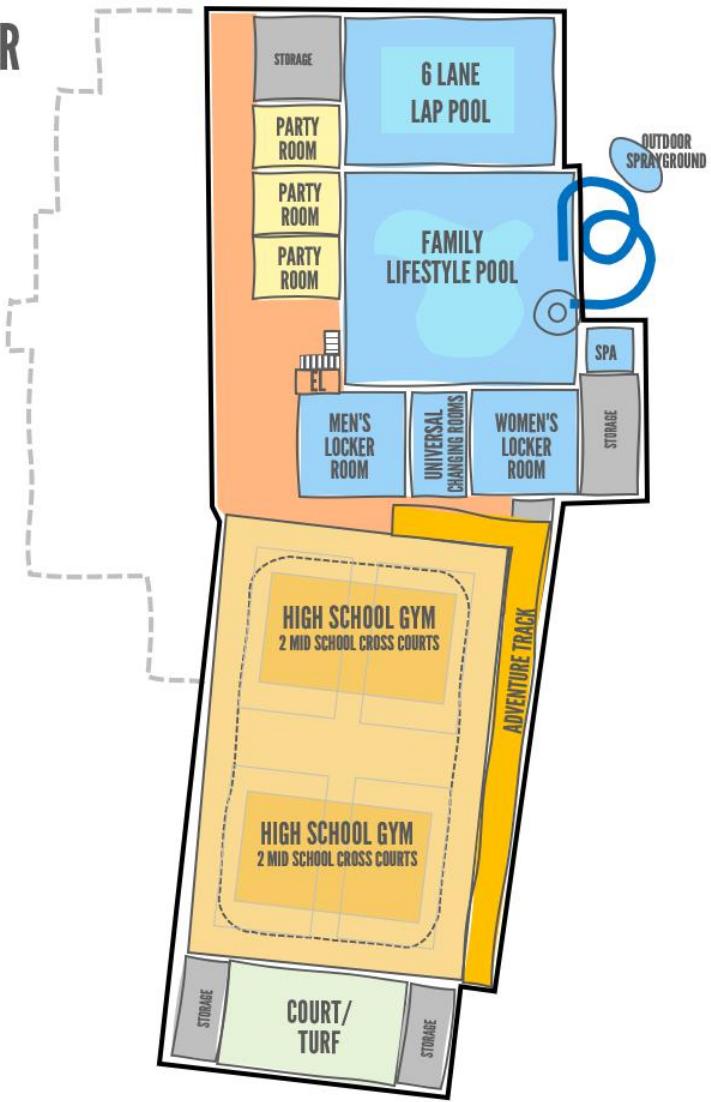
# PROPOSED DEVELOPMENTS AND IMPROVEMENTS (CONTINUED)

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.

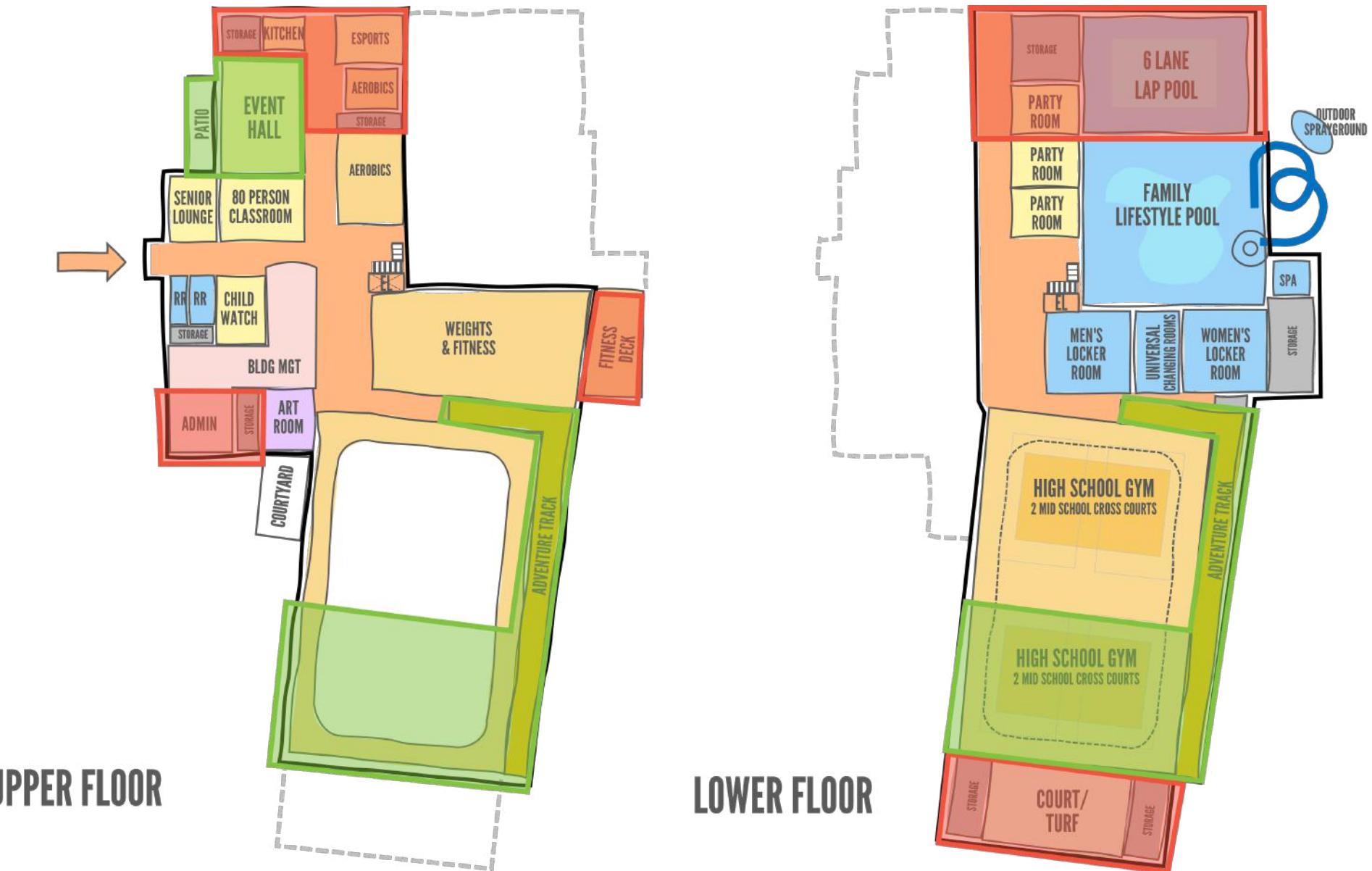
## LOWER FLOOR



# PROPOSED DEVELOPMENTS AND IMPROVEMENTS (CONTINUED)

Potential Phases

- = CONSIDER ADD ALTERNATE BASE PHASE
- = FUTURE PHASE



# PROPOSED DEVELOPMENTS AND IMPROVEMENTS (CONTINUED)

CHILD WATCH



EVENTS HALL



ESPORTS



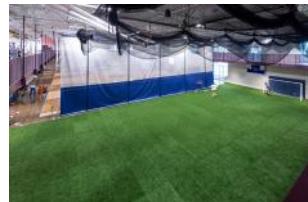
GROUP EXCERCISE



GYMNASIUM



TURF/COURT



ADVENTURE TRACK



LAP POOL



FAMILY LIFESTYLE POOL



PARTY ROOM



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

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)

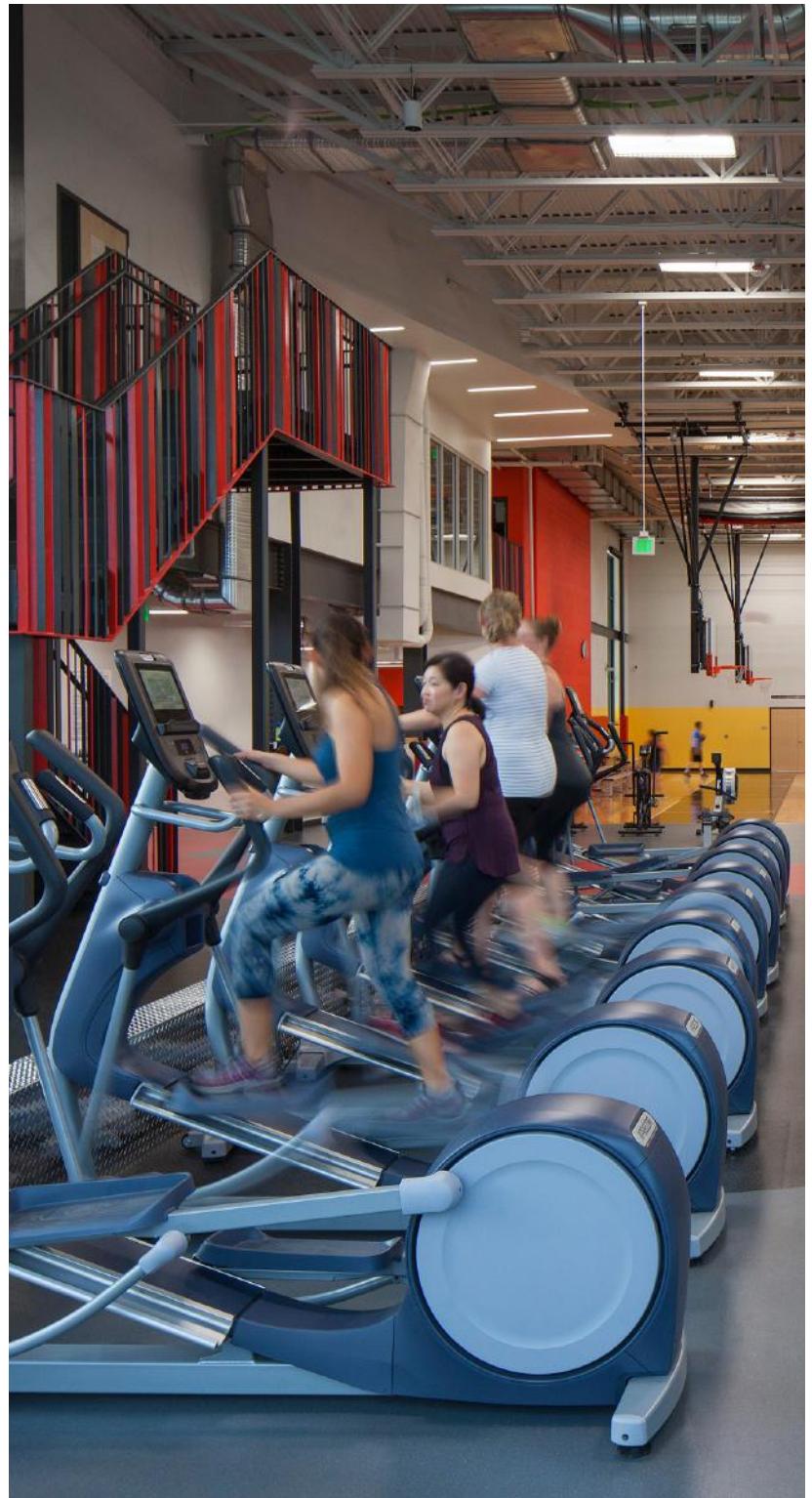
## Funding the Wellness and Recreation Center: A Look at Potential Capital Sources

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.

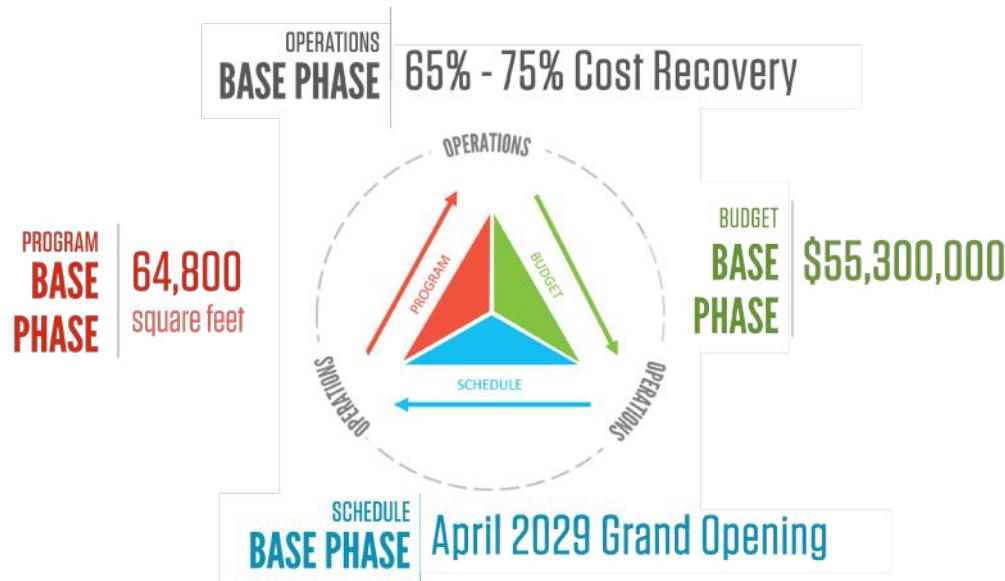
One of the study's primary goals was to understand would Taylor citizens truly desire a wellness and recreation facility. The answer was resounding: **87% of our citizens expressed a strong desire for such a center, feeling it's a well-deserved addition to the community.**

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 %   |
| <u>Not important at all</u> | 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 %  |
| <b>Total</b>  | <b>3008</b> |         |

**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 %  |
| <u>Other</u>   | 13         | 14.9 %  |
| <b>Total</b>   | <b>157</b> |         |

**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

| <u>wellness/recreation programs</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------------------|---------------|----------------|
| 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

| <u>household members participated in</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| 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

|  | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| 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?**

| <u>Q6. Top choice</u>   | 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 %   |
| <u>None chosen</u>  | 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?**

| <u>Q6. 2nd choice</u>   | 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 %   |
| <u>None chosen</u>  | 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?**

| <u>Q6. 3rd choice</u>   | 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 %   |
| <u>None chosen</u>  | 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?**

| <u>Q6. 4th choice</u>   | 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 %   |
| <u>None chosen</u>  | 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>   | Number | Percent |
|---|--------|---------|
| 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 %  |
| )   | 83     | 17.8 %  |
| Multi-use activity court(s)   | 24     | 5.1 %   |
| Indoor synthetic turf   | 55     | 11.8 %  |
| Classrooms/meeting rooms  | 132    | 28.3 %  |
| Pool for lap swimming   | 81     | 17.3 %  |
| Pool for recreation/play  | 137    | 29.3 %  |
| Pool for lessons/fitness  | 22     | 4.7 %   |
| Lounge  | 26     | 5.6 %   |
| eSports/eGaming   | 72     | 15.4 %  |
| Maker space/arts & crafts room  | 14     | 3.0 %   |
| Music recording studio  | 29     | 6.2 %   |
| Locker rooms  | 54     | 11.6 %  |
| Event hall  | 54     | 11.6 %  |
| Teaching kitchen  | 57     | 12.2 %  |
| <u>None chosen</u>  | 1622   |         |

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

| <u>Q7. How do you currently learn about programs &amp; services offered by City</u> | Number | Percent |
|---|--------|---------|
| 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 %   |
| <u>Other</u>  | 9      | 1.9 %   |
| <u>Total</u>  | 925    |         |

**Q7-8. Other:**

| <u>Q7-8. Other</u>                       | Number | Percent |
|--|--------|---------|
| 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 %  |
| <u>FAMILY</u>                            | 1      | 11.1 %  |
| <u>Total</u>                             | 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?**

| <u>Q8. Top choice</u>                    | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| 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 %          |
| <u>None chosen</u>                       | <u>27</u>     | <u>5.8 %</u>   |
| 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?**

| <u>Q8. 2nd choice</u>                    | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| 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 %          |
| <u>None chosen</u>                       | <u>43</u>     | <u>9.2 %</u>   |
| 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?**

| <u>Q8. 3rd choice</u>                    | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| 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 %          |
| <u>None chosen</u>                       | <u>86</u>     | <u>18.4 %</u>  |
| 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>                    | Number | Percent |
|--|--------|---------|
| 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 %   |
| <u>None chosen</u>                       | 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?**

| <u>Q10. Top choice</u>   | 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 %   |
| <u>None chosen</u>   | 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?**

| <u>Q10. 2nd choice</u>   | 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 %   |
| <u>None chosen</u>   | 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?**

| <u>Q10. 3rd choice</u>   | 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 %   |
| <u>None chosen</u>   | 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?**

| <u>Q10. 4th choice</u>   | 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 %   |
| <u>None chosen</u>   | 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)**

| <u>Q10. Top choice</u>   | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| 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 %         |
| <u>None chosen</u>   | <u>82</u>     | <u>17.6 %</u>  |
| Total  | 1553          |                |

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

| <u>Q11. Organizations used by your household for wellness/recreation needs</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| 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 %         |
| <u>None, do not use any organizations</u>                                      | <u>153</u>    | <u>32.8 %</u>  |
| 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")**

| <u>Q11. Organizations used by your household for wellness/recreation needs</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| 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 %  |
| <u>Not provided</u> | 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 %   |
| <u>Not provided</u>   | 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 %  |
| <u>None chosen</u>                                    | 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 %  |
| <u>None chosen</u>                                    | 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 %  |
| <u>None chosen</u>                                    | 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 %  |
| <u>None chosen</u>                                    | 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 %  |
| <u>Not provided</u>   | 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 %         |
| <b>Total</b>  | <b>436</b> | <b>100.0 %</b> |

**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 %         |
| <b>Not provided</b>   | <b>38</b>  | <b>8.1 %</b>   |
| <b>Total</b>          | <b>467</b> | <b>100.0 %</b> |

**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 %         |
| <b>Total</b>          | <b>429</b> | <b>100.0 %</b> |

### 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

| 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

| 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?

| Q17-6. Maximum amount you would pay | Number | Percent |
|-------------------------------------|--------|---------|
| 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")

| Q17-6. Maximum amount you would pay | Number | Percent |
|-------------------------------------|--------|---------|
| 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 reside 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 Billiard 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. Illogb 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 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.
- Taylor needs to Repair Roads and utilities. STAY out of unnecessary things like fitness centers, walkways, Bike paths, and Justus League Buildings!!!
- Teachers and first responders should get a discount on memberships.
- Thank you
- Thank you for getting citizen input.
- The amount charged must be comparable to local gyms to be attractive for customers, also locals should get price break compared to other participants from other towns.

- The amount I would be willing and able to pay depends on what is offered and what the state of the economy is.
- The average cost of a private gym in Taylor is \$30-\$40 per month for an individual. The city rec center should be less as an incentive.
- The City of Taylor needs better healthcare, private education, restaurant/dining, and other options for the community that will increase the quality of life for current residents and attract new residents. The last thing we need is a publicly subsidized version of the YMCA. We already have pickle ball, tennis, hike and bike trails, basketball courts, disc golf course, skate park, a swimming pool, and baseball fields. There are numerous opportunities out there for people to enjoy recreation and fitness for those who wish to participate. Private fitness options are available for about \$1 per day. Don't raise taxes and build something that isn't needed.
- The city should focus on infrastructure and the parks and let the private sector satisfy the wellness and recreation of the community instead of raising taxes that are already to high.
- The facility must be centrally located and within walking distance of lower economic neighborhoods. Perhaps a shared facility with a school?
- The local gym offers \$35 membership, however they are lacking things like a pool or indoor track/ open space, indoor courts.
- The more reasonable it is, the easier to get it in use.
- The personnel doing the classes offered by the city are not very good. I'm a lifelong exerciser and the programs do not meet my needs.
- The pool really needs to be cared for better and more frequent. We did not use it this summer because it was so yucky the summer before. Things never cleanup. The same messes and trash were there over several visits.
- The problem for me is whenever the government gets involved the operation tends to cost too much and to under deliver. Community spaces require a lot of money for upkeep, staff time and the like, largely to provide services that private companies can do better (fitness places, for example). I just don't think governments should provide exercise and entertainment options (one of the picks above is video games) for citizens. Governments simply aren't very good at it.
- The residents of the city should not have to bear the burden of paying for a facility the city has never provided
- The services provided have a large impact on my willingness to pay. Discounts for a family membership is high value.
- The track is a disgrace. It needs a complete overhaul, it's so uneven, its dangerous to run on.
- There are other options including sliding fee schedules that need to be proposed and considered. Anyone with the money can find nearly every amenity proposed here within a 30 min drive of Taylor. Features and amenities are not what's needed, it's access to them. In my opinion any recommendations for a community recreation center should prioritize options that provide access to the greatest number residents.
- "This community has a very low median income. We need a place that is affordable or free for youth to have something to do. There need to be free classes for those who cannot afford it.
- Example: if there is a kitchen to offer cooking classes, charge an entrance fee for the rec room (\$5-\$10 for all day pass), then a fee based on ingredients and level of the class - beginner, intermediate, etc.
- Use good judgment when doing this - we need a pool year round for exercise, swim teams would be fabulous for the kids to get exercise and participate in recreational activities.
- If the fees are too much, it'll go to waste like everything else and end up flopping.
- Remember that the workers at these places coming into town are NOT a part of this community. They will not use these facilities. They will not contribute to anything in this city except a place to stay while here and food."

- To aid average citizens. A rec center is a good idea. Should be largely funded by big corporations like Samsung. User fees are a way to offset but Samsung and other billion dollar companies coming into area should and can afford to help cover major construction. Also, membership grants or lowered cost for seniors and veterans.
- We are excited about the potential for this!
- We are on a fixed income, so can't afford to pay a lot
- We are supporting 3 kids and 3 adults on one income. Fees would need to be reasonable.
- We hope Taylor has more kids clubs or professional lessons like chess, swimming team, and gymnastics.
- We live in a city with higher taxes than Austin. Please use them to pay for things in the community.
- We need more activities for kids and adults. Maybe indoor pool etc.
- We so need a rec center. Cost should be reduced for seniors. A dog park would also be nice.
- We would love to see a fitness center in Taylor!
- Wellness centers should be affordable these facilities should not cost more than a few dollars a day to visit per person.
- While I think a wellness rec center is a decent idea, I think this should be handled by a private business, or families. Having a drop off for kids opens up all kinds of issues, especially abuse by those parents who don't want to deal with their own kids.
- will be on limited retiree income; need to have senior discounts?
- Wish city would build a nice rec center.
- "With the tech Giant Samsung here I think a large cost for this should be shouldered by Samsung as a show of good faith.
- They are a multi billion dollar company. Additionally, the University of Texas will also have a campus here; why couldn't the city partner with UT and Samsung for UT and Samsung to shoulder a big part of a great recreation center.
- A rec center would move the needle for the average citizen, especially if the financial burden for its construction was covered by Samsung."
- WOULD ALSO BE INTERESTED IN THE ABILITY TO VOLUNTEER TO OFFSET USER FEE COST-FOR EXAMPLE, TEACH AN ART CLASS 3X A MONTH FOR A DISCOUNT ON FAMILY PLAN?
- Would it be possible to have the library open later? It makes no sense for it to only be open during 'banker's hours', as most people are at work during those times
- 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 ACQUISITIONA 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 reside 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. Illobg 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 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.
- Taylor needs to Repair Roads and utilities. STAY out of unnecessary things like fitness centers, walkways, Bike paths, and Justus League Buildings!!!
- Teachers and first responders should get a discount on memberships.
- Thank you
- Thank you for getting citizen input.
- The amount charged must be comparable to local gyms to be attractive for customers, also locals should get price break compared to other participants from other towns.
- The amount I would be willing and able to pay depends on what is offered and what the state of the economy is.
- The average cost of a private gym in Taylor is \$30-\$40 per month for an individual. The city rec center should be less as an incentive.
- The City of Taylor needs better healthcare, private education, restaurant/dining, and other options for the community that will increase the quality of life for current residents and attract new residents. The last thing we need is a publicly subsidized version of the YMCA. We already have pickle ball, tennis, hike and bike trails, basketball courts, disc golf course, skate park, a swimming pool, and baseball fields. There are numerous opportunities out there for people to enjoy recreation and fitness for those who wish to participate. Private fitness options are available for about \$1 per day. Don't raise taxes and build something that isn't needed.
- The city should focus on infrastructure and the parks and let the private sector satisfy the wellness and recreation of the community instead of raising taxes that are already to high.
- The facility must be centrally located and within walking distance of lower economic neighborhoods. Perhaps a shared facility with a school?
- The local gym offers \$35 membership, however they are lacking things like a pool or indoor track/ open space, indoor courts.
- The more reasonable it is, the easier to get it in use.
- The personnel doing the classes offered by the city are not very good. I'm a lifelong exerciser and the programs do not meet my needs.

- The pool really needs to be cared for better and more frequent. We did not use it this summer because it was so yucky the summer before. Things never cleanup. The same messes and trash were there over several visits.
- The problem for me is whenever the government gets involved the operation tends to cost too much and to under deliver. Community spaces require a lot of money for upkeep, staff time and the like, largely to provide services that private companies can do better (fitness places, for example). I just don't think governments should provide exercise and entertainment options (one of the picks above is video games) for citizens. Governments simply aren't very good at it.
- The residents of the city should not have to bear the burden of paying for a facility the city has never provided
- The services provided have a large impact on my willingness to pay. Discounts for a family membership is high value.
- The track is a disgrace. It needs a complete overhaul, it's so uneven, it's dangerous to run on.
- There are other options including sliding fee schedules that need to be proposed and considered. Anyone with the money can find nearly every amenity proposed here within a 30 min drive of Taylor. Features and amenities are not what's needed, it's access to them. In my opinion any recommendations for a community recreation center should prioritize options that provide access to the greatest number residents.
- This community has a very low median income. We need a place that is affordable or free for youth to have something to do. There need to be free classes for those who cannot afford it.  
Example: if there is a kitchen to offer cooking classes, charge an entrance fee for the rec room (\$5-\$10 for all day pass), then a fee based on ingredients and level of the class - beginner, intermediate, etc.  
Use good judgment when doing this - we need a pool year round for exercise, swim teams would be fabulous for the kids to get exercise and participate in recreational activities.  
If the fees are too much, it'll go to waste like everything else and end up flopping.  
Remember that the workers at these places coming into town are NOT a part of this community. They will not use these facilities. They will not contribute to anything in this city except a place to stay while here and food.
- To aid average citizens. A rec center is a good idea. Should be largely funded by big corporations like Samsung. User fees are a way to offset but Samsung and other billion dollar companies coming into area should and can afford to help cover major construction. Also, membership grants or lowered cost for seniors and veterans.
- We are excited about the potential for this!
- We are on a fixed income, so can't afford to pay a lot
- We are supporting 3 kids and 3 adults on one income. Fees would need to be reasonable.
- We hope Taylor has more kids clubs or professional lessons like chess, swimming team, and gymnastics.
- We live in a city with higher taxes than Austin. Please use them to pay for things in the community.
- We need more activities for kids and adults. Maybe indoor pool etc.
- We so need a rec center. Cost should be reduced for seniors. A dog park would also be nice.
- We would love to see a fitness center in Taylor!
- Wellness centers should be affordable these facilities should not cost more than a few dollars a day to visit per person.
- While I think a wellness rec center is a decent idea, I think this should be handled by a private business, or families. Having a drop off for kids opens up all kinds of issues, especially abuse by those parents who don't want to deal with their own kids.
- will be on limited retiree income; need to have senior discounts?
- Wish city would build a nice rec center.

- With the tech Giant Samsung here I think a large cost for this should be shouldered by Samsung as a show of good faith.  
They are a multi billion dollar company. Additionally, the University of Texas will also have a campus here; why couldn't the city partner with UT and Samsung for UT and Samsung to shoulder a big part of a great recreation center.  
A rec center would move the needle for the average citizen, especially if the financial burden for its construction was covered by Samsung.
- WOULD ALSO BE INTERESTED IN THE ABILITY TO VOLUNTEER TO OFFSET USER FEE COST-FOR EXAMPLE, TEACH AN ART CLASS 3X A MONTH FOR A DISCOUNT ON FAMILY PLAN?
- Would it be possible to have the library open later? It makes no sense for it to only be open during 'banker's hours', as most people are at work during those times
- 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> | Number | Percent |
|----------------------|--------|---------|
| 18-34                | 84     | 18.0 %  |
| 35-44                | 90     | 19.3 %  |
| 45-54                | 86     | 18.4 %  |
| 55-64                | 101    | 21.6 %  |
| 65+                  | 100    | 21.4 %  |
| Not provided         | 6      | 1.3 %   |
| Total                | 467    | 100.0 % |

#### **WITHOUT NOT PROVIDED**

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

| <u>Q19. Your age</u> | Number | Percent |
|----------------------|--------|---------|
| 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> | Number | Percent |
|---|--------|---------|
| 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 %  |
| <u>Not provided</u>   | 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> | Number | Percent |
|---|--------|---------|
| 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> | Number | Percent |
|---|--------|---------|
| 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 %   |
| <u>Not provided</u>                     | 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> | Number | Percent |
|---|--------|---------|
| 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> | Number | Percent |
|-------------------------|--------|---------|
| Male                    | 224    | 48.0 %  |
| Female                  | 234    | 50.1 %  |
| Non-Binary              | 3      | 0.6 %   |
| <u>Not provided</u>     | 6      | 1.3 %   |
| Total                   | 467    | 100.0 % |

### **WITHOUT NOT PROVIDED**

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

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



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.)

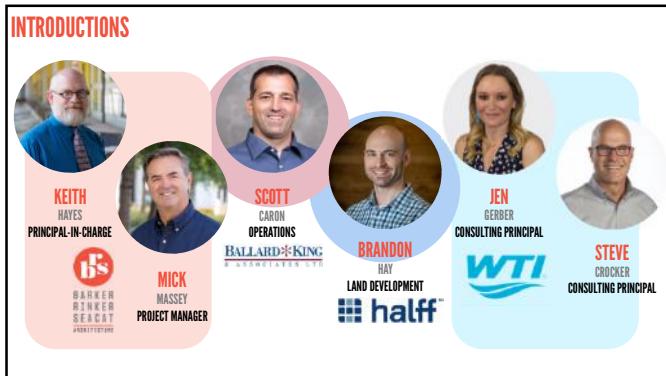
**Consider** Discuss sites to be evaluated

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

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

**Next Steps**

2



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:

PARD Staff

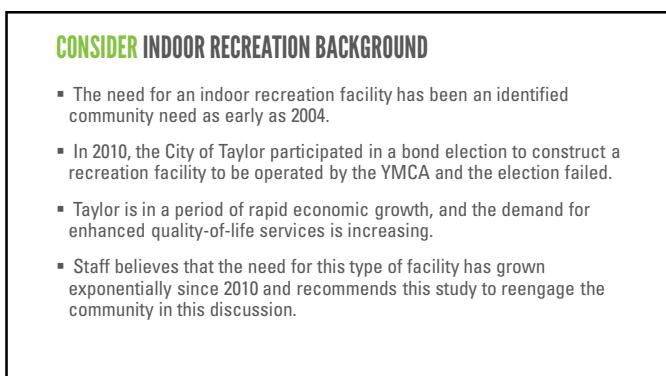
**Daniel Seguin**, Communication Director

Recreation Superintendent

Recreation Coordinator

???

4



5

## CONFIRM FEASIBILITY STUDY OBJECTIVES

### OBJECTIVE:

The primary goals will be as follows:

### RESEARCH AND MARKET ANALYSIS

- Evaluate current recreational facilities and programming in and around the City of Taylor
- Evaluate community needs and preferences relative to the programs and associated amenities of a possible Center
- Assess partnership opportunities, including identification of collaborative partners in the public, private and non-for-profit sectors, and how such partnerships and program synergies/coordination and asset sharing may impact the funding, spatial needs, and operations of a Center

### PUBLIC OUTREACH & COMMUNITY ENGAGEMENT

- 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 Envision Taylor Comprehensive Plan and 2020 Parks Master Plan, interviews with City Council, City Staff, City Board and Commission Officials, Parks and Recreation Advisory board members, Community Wellness representatives, Taylor Independent School District representatives, and other possible stakeholder groups.

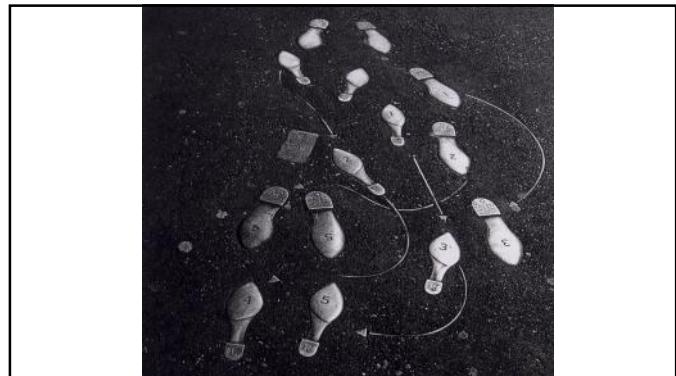
### PROFESSIONAL SERVICES

- Evaluate programmatic needs suitable for building a new center to accommodate existing and future programs and services.
- Develop 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.
- Operations analysis for a Community Recreation Center, including attendance projections by facility component, fee schedule, personnel staffing requirements, and costs and revenue sources.
- Develop a Feasibility Report including a Benchmark Criteria.
- A final report presented to the Parks and Recreation Advisory Board or Taylor City Council.

6



7



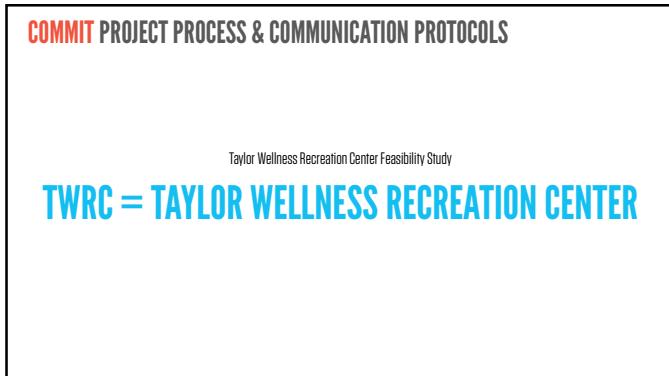
8



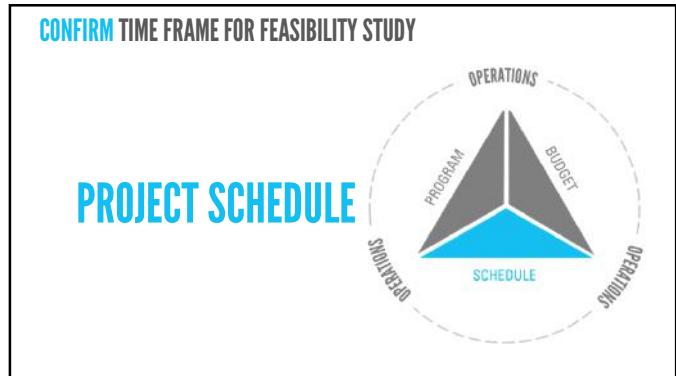
9



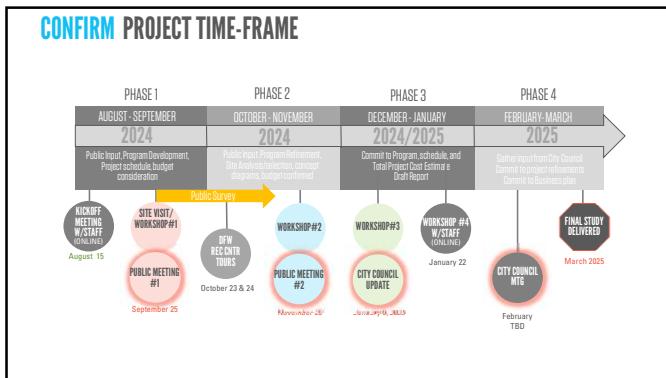
10



11



12



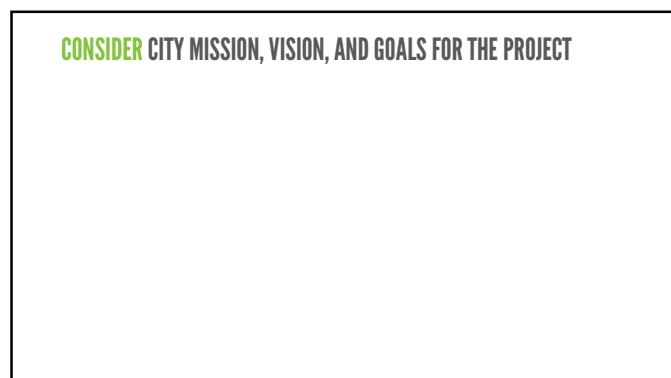
13

**CONFIRM MEETING DATES & TIMES**

**TAYLOR RECREATION CENTER FEASIBILITY STUDY MEETINGS**

| TAYLOR STAFF TEAM ONLY KICK-OFF (Virtual)                             | THURSDAY  | 9/15/2024  | 8:00AM - 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       |
| 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        | TBD              |
| Final report delivered  |           | End- March |                  |

14



15



16



17



18



19

## WHAT AIMS

### PROJECT AIMS

- BUDGET
- SCHEDULE
- SUSTAINABILITY
- COMMUNICATION

20



21

## HOW AIMS

### PERFORMANCE AIMS

- OPERATIONS
- PARTICIPATION
- UTILIZATION
- SUSTAINABILITY

22



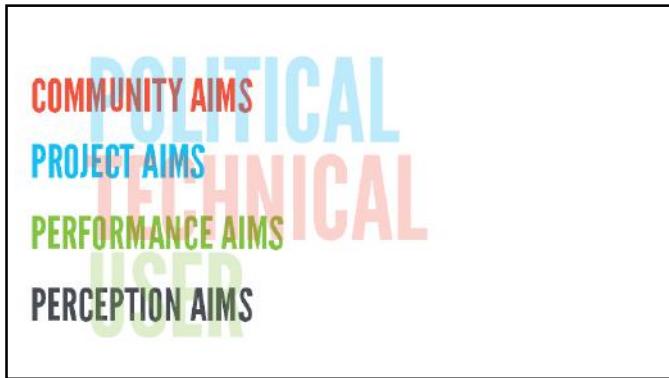
23

## WHY AIMS

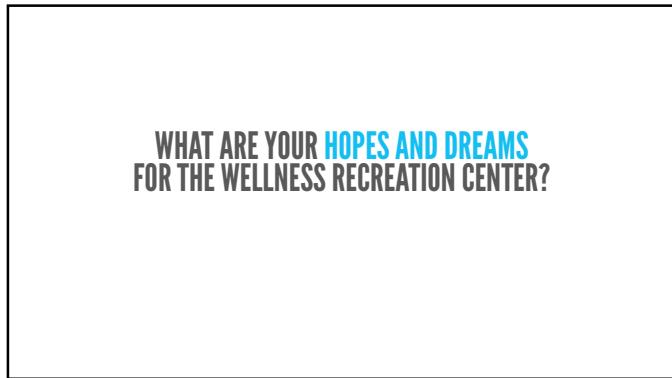
### PERCEPTION AIMS

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

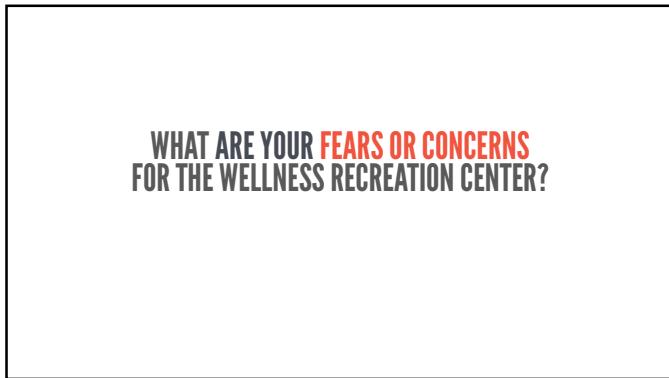
24



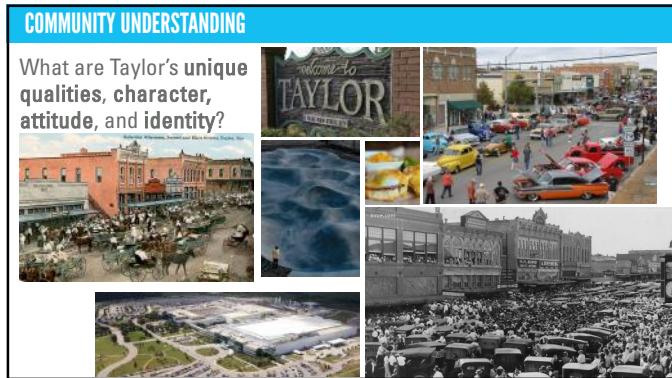
25



26



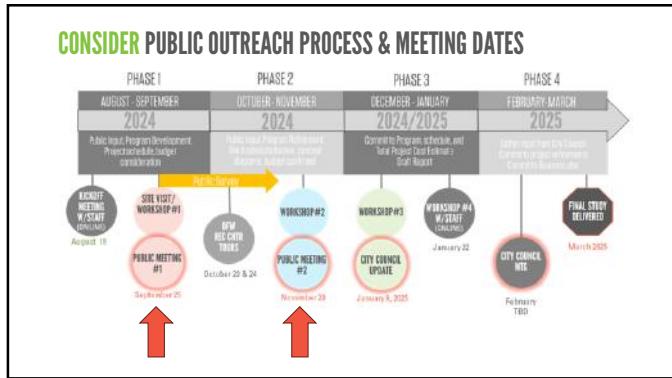
27



28



29



30



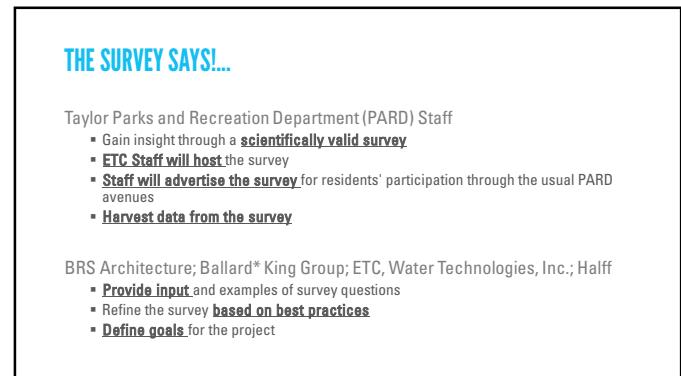
31



32



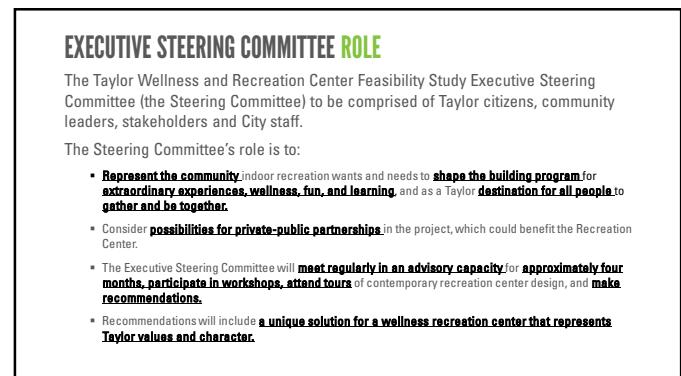
33



34



35



36

## 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

## CONSIDER POTENTIAL STAKEHOLDERS

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

37

38

## CONSIDER REVIEW MARKET SEGMENT, DEMOGRAPHIC, ALTERNATIVE PROVIDER CONSIDERATIONS

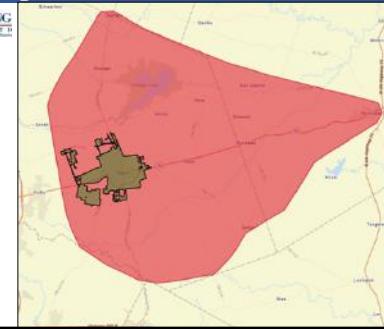
Ballard\*King report as following slides:

39

## Market Report

**BALLARD\*KING**  
R. ASSOCIATES LTD  
Economic, Social, Financial and Demographic Consultants

- Green Boundary – Primary Service Area (City of Taylor)
- Blue Boundary – Secondary Service Area (30-minute drive time from north and east)



40

## Market Report

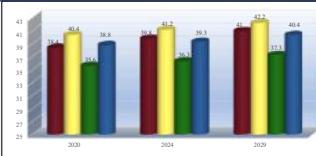
### CITY OF TAYLOR



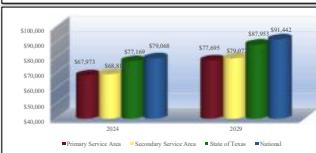
## Demographics

**BALLARD\*KING**  
R. ASSOCIATES LTD  
Economic, Social, Financial and Demographic Consultants

### MEDIAN AGE



### HH INCOME



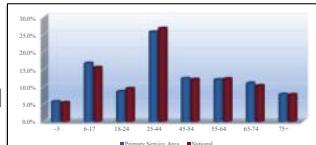
41

42

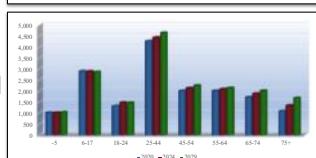
## Demographics

**BALLARD KING**  
Associates, Inc. / Parallel 45 Consultants

### AGE DISTRIBUTION



### AGE GROWTH



43

## Market Potential Index

**BALLARD KING**  
Associates, Inc. / Parallel 45 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  |

44

**CONSIDER** REVIEW NATIONAL TRENDS/BASELINE PROGRAM ELEMENTS

## PROJECT PROGRAM



45

**CONSIDER** FACILITY USERS

MULTI-GENERATIONAL?



YOUTH?

ACTIVE ADULTS?



46

## THE POSSIBILITY

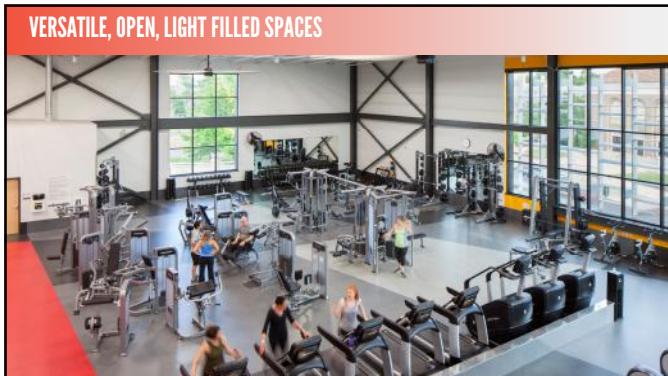
NATIONAL RECREATION CENTER TRENDS

47

## FITNESS TRENDS

MAXIMIZE PARTICIPATION

48



49



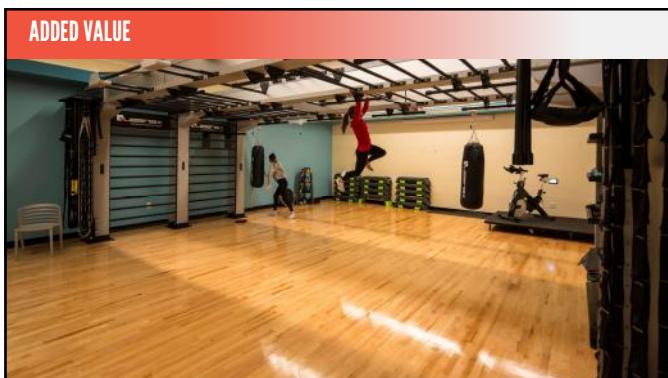
50



51



52



53



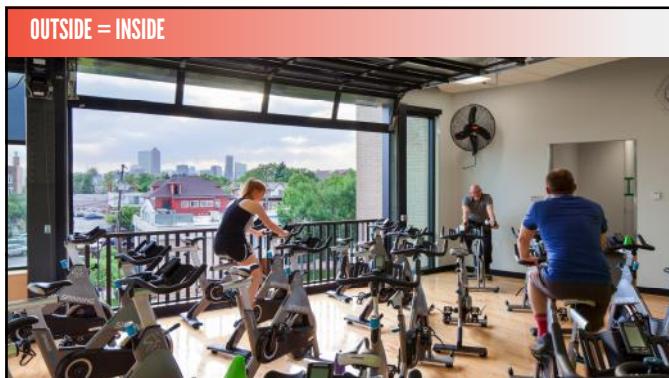
54



55



56



57



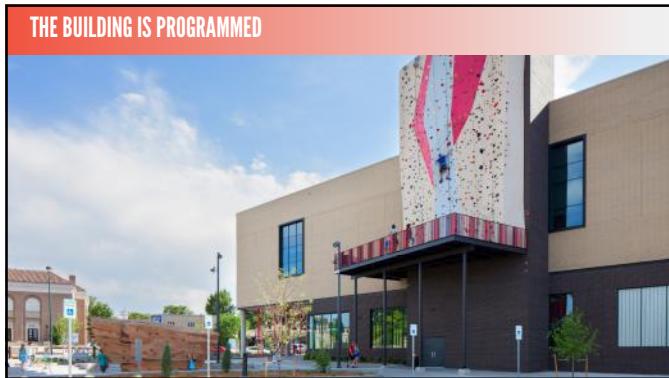
58



59



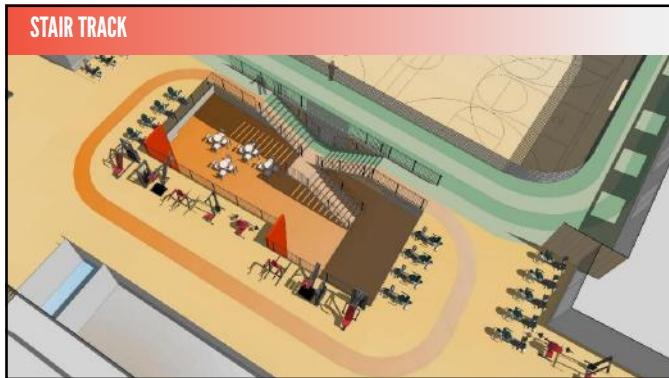
60



61



62



63



64



65



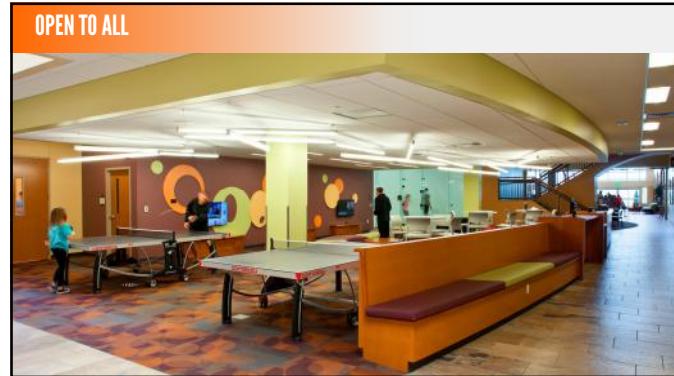
66

# SOCIAL SPACES

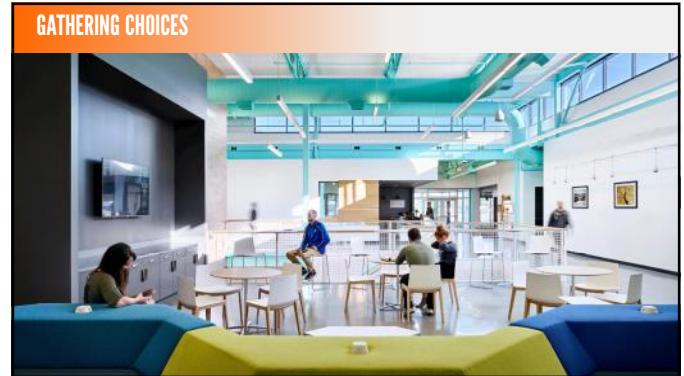
67



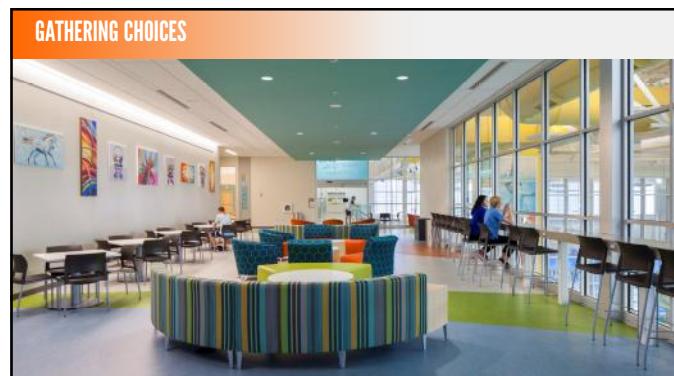
68



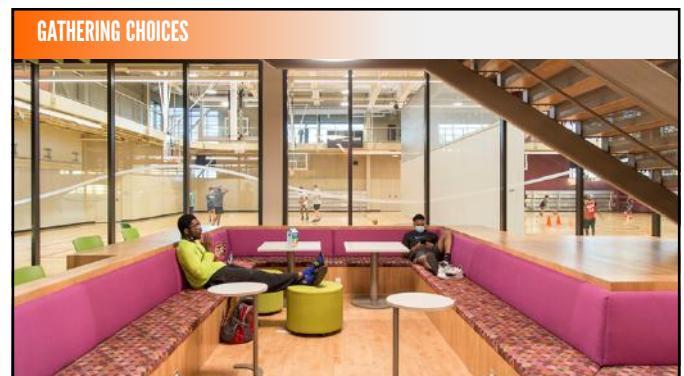
69



70



71



72

**GATHERING CHOICES**

73

**ACTIVITY ROOMS**

74

**MULTI-PURPOSE EVENTS**

75

**MULTI-PURPOSE ADJACENCIES**

76

**GATHERING CHOICES**

77

**MULTI-PURPOSE PROGRAMS**

78

MULTI-PURPOSE ADJACENCIES



79

MULTI-PURPOSE CLASSROOMS



80

E SPORTS



81

E SPORTS



82

GAMING LOUNGE



83

**KITCHENS**

84



85



86



87



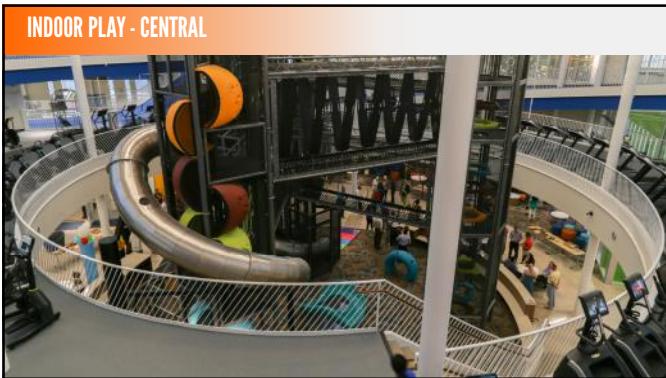
88



89

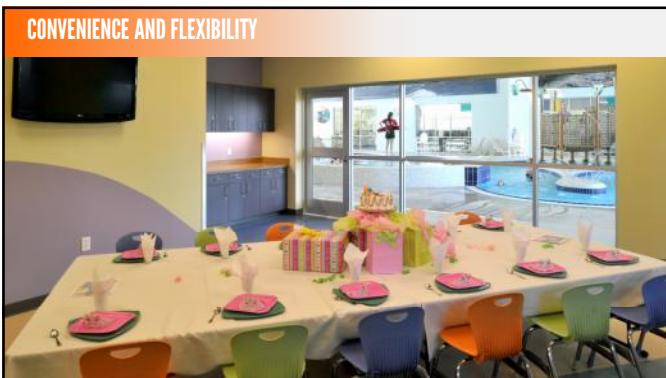


90



91

## PARTY ROOMS



93

92

## AQUATIC TRENDS

MAXIMIZE PARTICIPATION



95

94



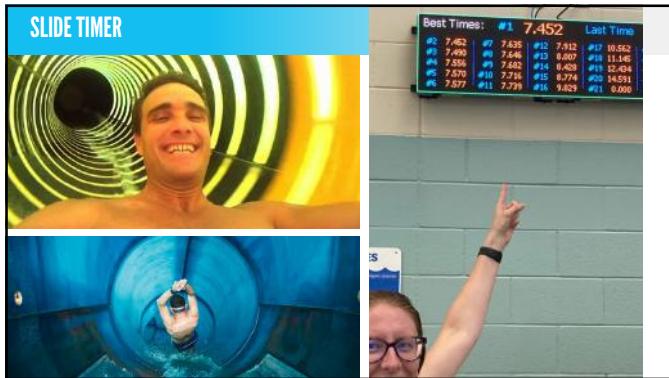
96



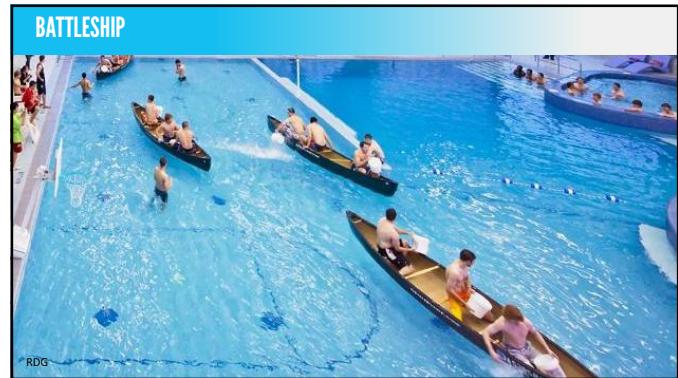
97



98



99



100



101



102



103



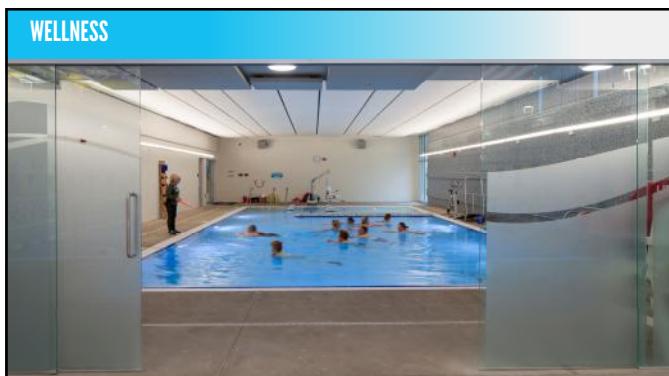
104



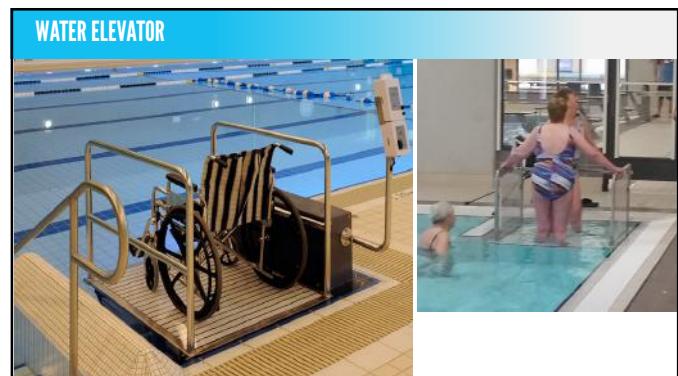
105



106



107



108



109



110



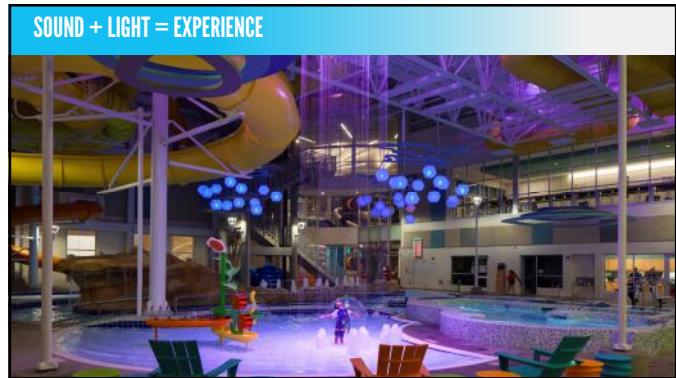
111



112



113



114

# INNOVATION

115



116



117



118



119



120



121



122



123



124



125



126



127



128



129



130



131



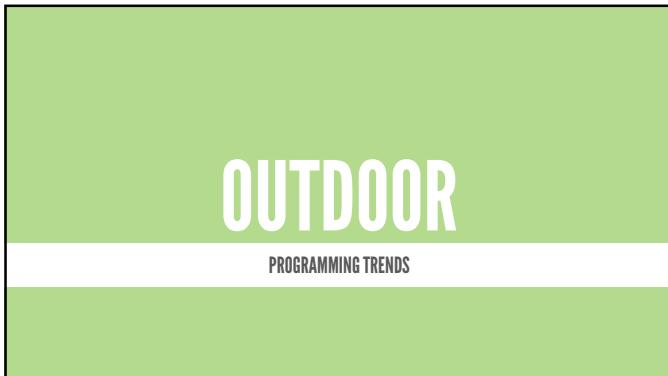
132



133



134



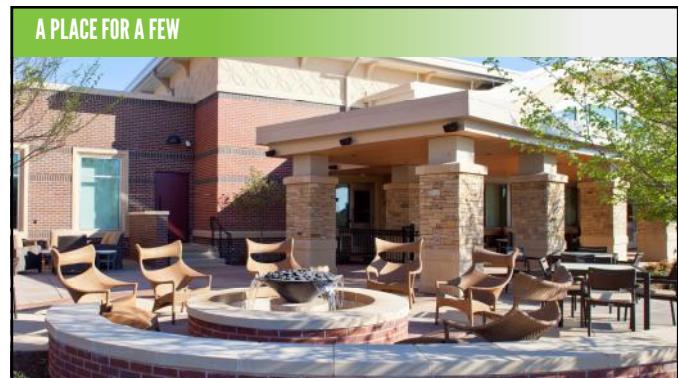
135



136



137



138

A PLACE FOR CELEBRATIONS



139

A PLACE FOR MUSIC



140

A PLACE FOR MUSIC



141

A PLACE FOR COMMUNITY FESTIVALS



142

A PLACE TO TRY NEW THINGS

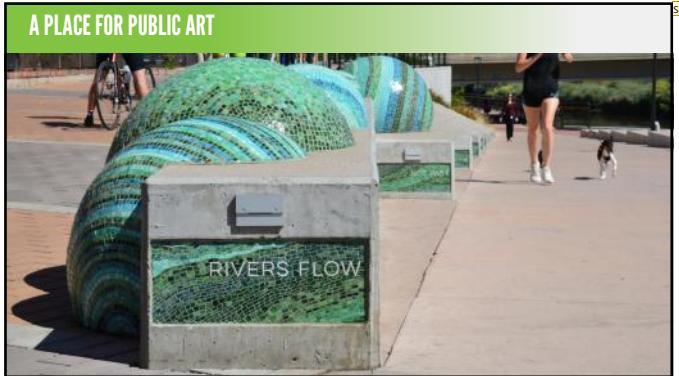


143

A LANDMARK – A PLACE TO MEET & VISUAL WAYFINDING



144



145



146



147



148



149



150

**Slide 145**

---

**SD1** Scott Danford, 8/26/2020

## EXTERIORS



151



152



153



154



155



156

**National Trends**

| 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/Logging           |  | 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%           |

157

**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          | 0.61             |
| New Braunfels       | 0.83             |
| *Round Rock         | 1.86             |
| 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 &amp; BRS Slides as follows

160

# OPERATIONS

DOING THE MOST WITH THE LEAST

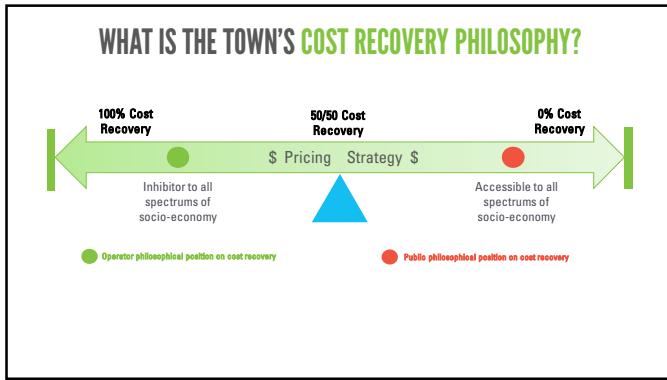
# PERFORMANCE

ACCOUNTABILITY

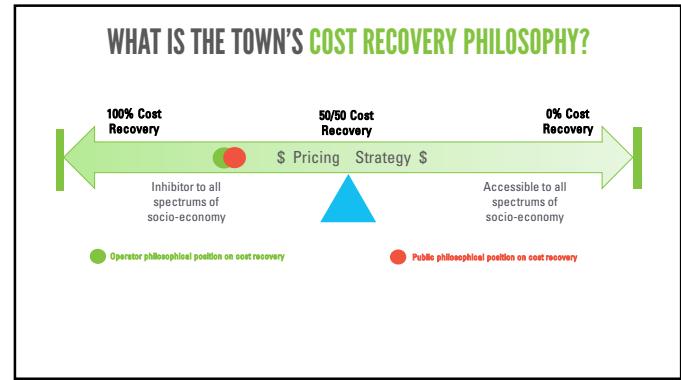


161

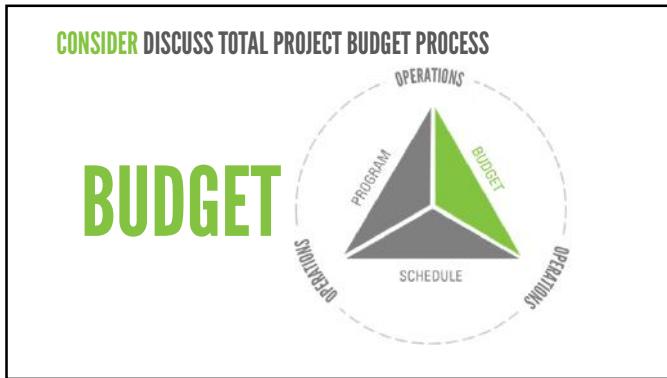
162



163



164



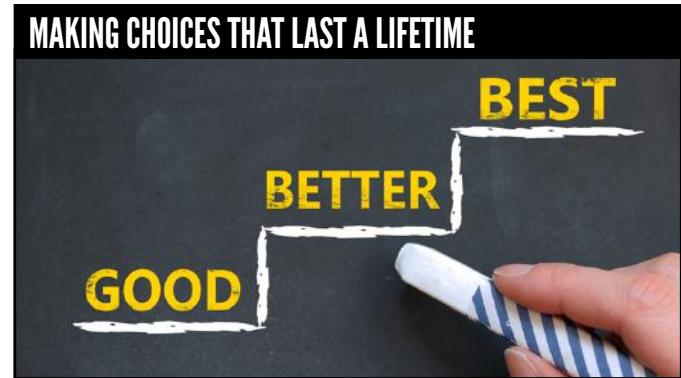
165



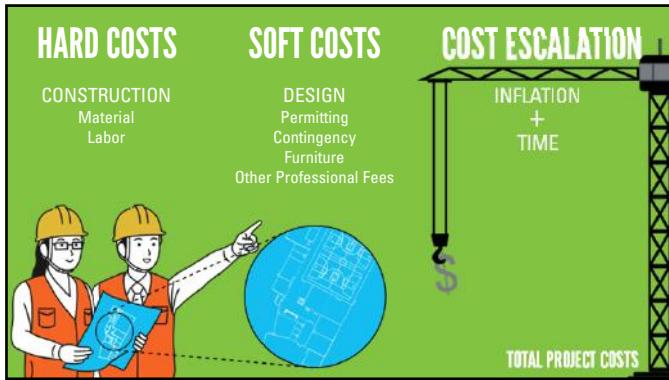
166



167



168



169

**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

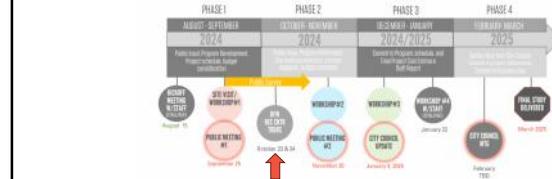


173

**CONFIRM** TOURS OF DFW RECREATION CENTERS

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

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

**CONFIRM** PROJECT TIME-FRAME

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.

176

## 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

177

## QUESTIONS?

178



**TAYLOR, TEXAS**  
**WELLNESS AND RECREATION CENTER FEASIBILITY STUDY**  
**WORKSHOP ONE MEETING**

SEPTEMBER 25, 2024



1

## TAYLOR WELLNESS &amp; RECREATION CENTER FEASIBILITY STUDY WORKSHOP ONE

EXECUTIVE STEERING COMMITTEE WORKSHOP #1 SEPTEMBER 25, 2024, 2:00 PM TO 5:00 PM

|                   |   |
|-------------------|---|
| <b>Consider</b>   | Project mission, vision, goals and objectives   |
| <b>Consider</b>   | Review Market & Demographic Research Findings, National Trends, Comparable Facilities Information                 |
| <b>Consider</b>   | Review National Trends in Contemporary Recreation Center Design; Play Programming Card Game; Generate "Wish List" |
| <b>Confirm</b>    | Program / budget / schedule   |
| <b>Next Steps</b> |   |

FACILITATE COMMUNITY OPEN HOUSE #1 SEPTEMBER 25, 2024, 6:30PM TO 8:00PM

- Present feasibility process and schedule
- Present a National Slide tour of recreation centers
- Solicit feedback to explore community input about their people, pace, and place

2

**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

3

**INTRODUCTIONS**



4

**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:  
 PARD Staff  
**Daniel Seguin**, Communication Director  
 Recreation Superintendent  
 Recreation Coordinator  
 ???

5

**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 & population 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**.

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. Engage the public to include, but not be limited to:
  1. Review of the 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**

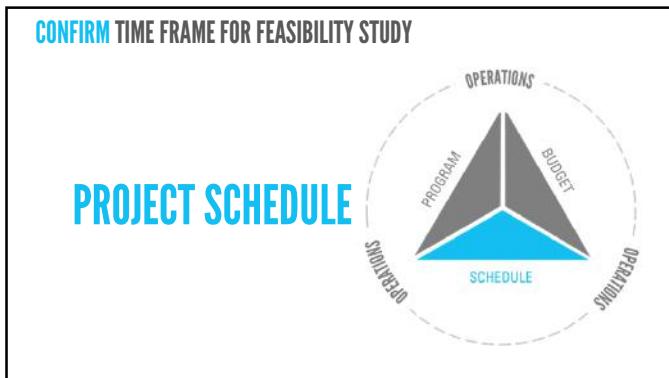
## COMMIT PROJECT PROCESS & COMMUNICATION PROTOCOLS

Taylor Wellness Recreation Center Feasibility Study

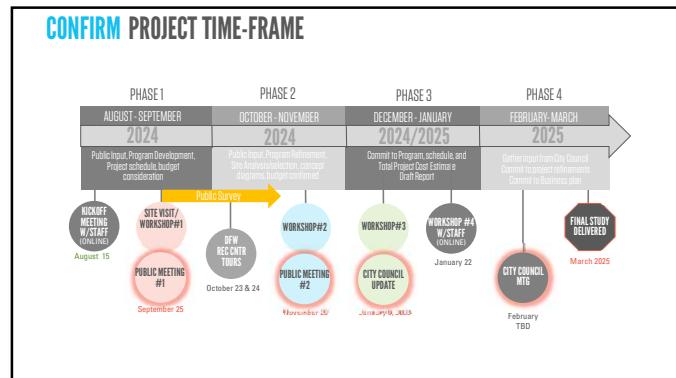
**TaWRC = TAYLOR WELLNESS RECREATION CENTER**

11

12



13



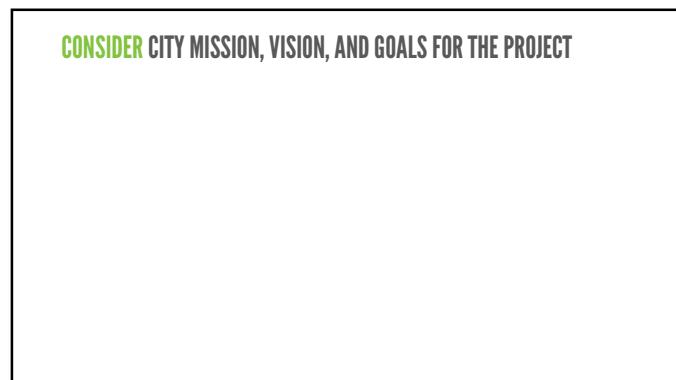
14

**CONFIRM MEETING DATES & TIMES**

**TAYLOR RECREATION CENTER FEASIBILITY STUDY MEETINGS**

|   | Day       | Date       | Time             |
|---|-----------|------------|------------------|
| 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 | 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       | February   | TBD              |
| Final report delivered  |           | End- March |                  |

15



16

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

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

17

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

18

## WHY AIMS

### COMMUNITY AIMS

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

19

COMMUNITY AIMS  
PROJECT AIMS  
PERFORMANCE AIMS  
PERCEPTION AIMS

20

## WHAT AIMS

### PROJECT AIMS

- BUDGET
- SCHEDULE
- SUSTAINABILITY
- COMMUNICATION

21

COMMUNITY AIMS  
PROJECT AIMS  
PERFORMANCE AIMS  
PERCEPTION AIMS

22

## HOW AIMS

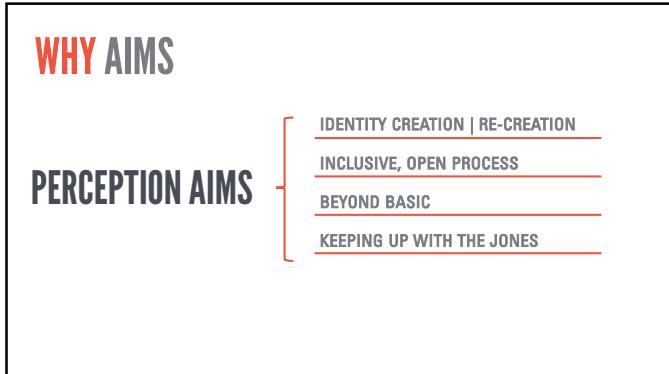
### PERFORMANCE AIMS

- OPERATIONS
- PARTICIPATION
- UTILIZATION
- SUSTAINABILITY

23

COMMUNITY AIMS  
PROJECT AIMS  
PERFORMANCE AIMS  
PERCEPTION AIMS

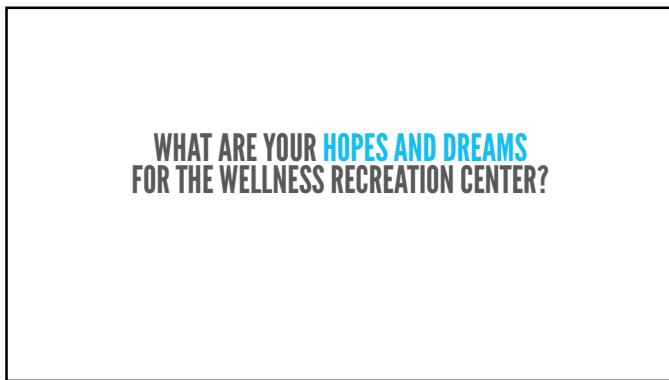
24



25



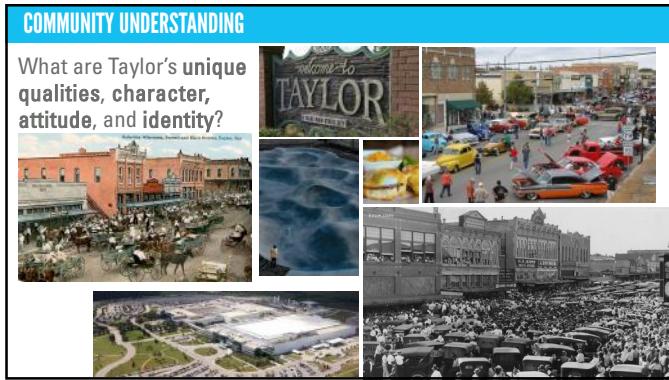
26



27



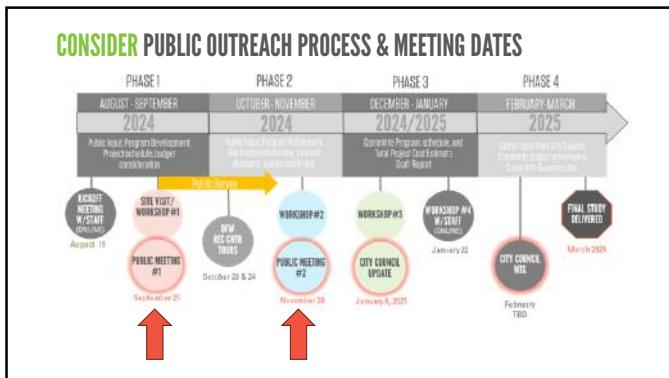
28



29



30



31



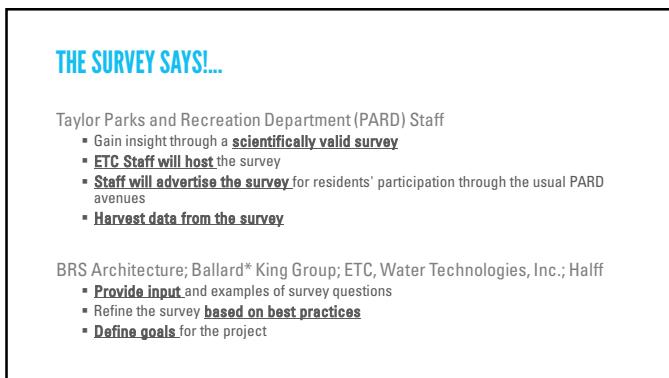
32



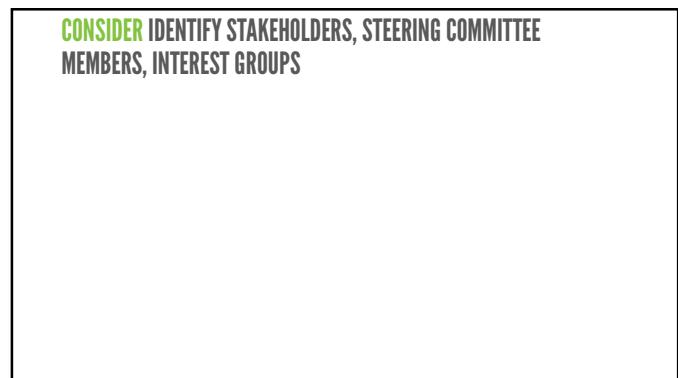
33



34



35



36

### 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.

37

### 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

38

### CONSIDER POTENTIAL STAKEHOLDERS

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

39

### CONSIDER REVIEW MARKET SEGMENT, DEMOGRAPHIC, ALTERNATIVE PROVIDER CONSIDERATIONS

Ballard\*King report as following slides:

40

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

- Such as the YMCA of Central Texas



41

### CONSIDER OUTSIDE AGENCIES AS POTENTIAL PARTNERS FOR CONTRACT OPERATIONS

- Such as the YMCA of Central Texas

## TBD = Operations To Be Determined

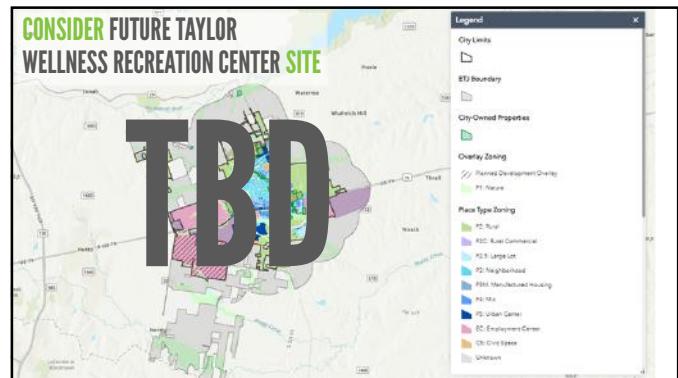
- Need to determine the community needs for facility programming
- Determine operations cost and potential revenue
- Need to study in-house operations or privatize operations
- Determine if Taylor residents are willing to pay third-party fees and charges

42

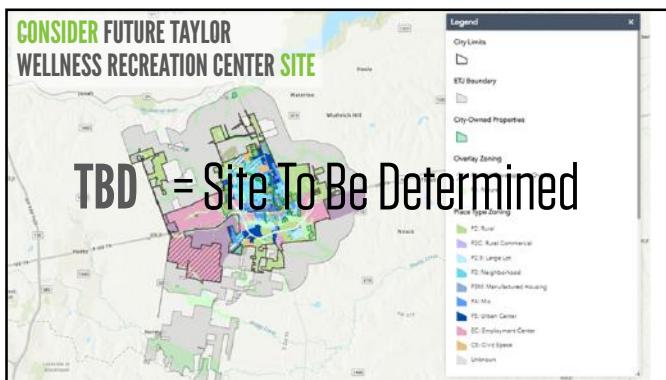




49



50



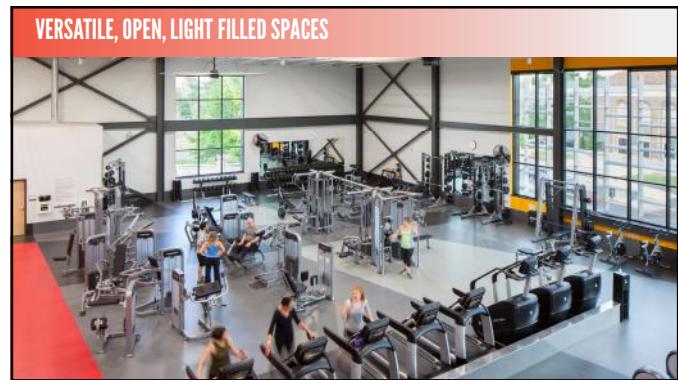
51



52



53



54



55



56



57



58



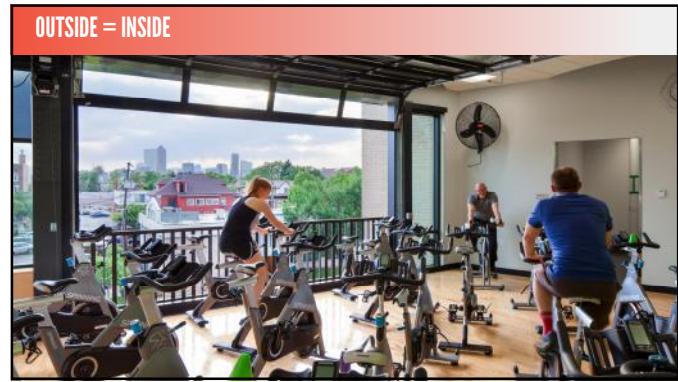
59



60



61



62



63



64



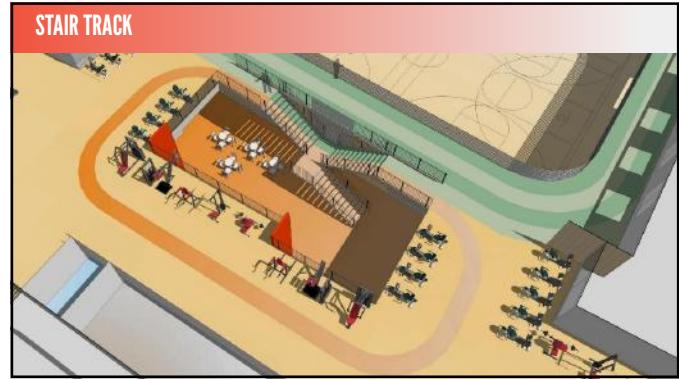
65



66



67



68



69



70



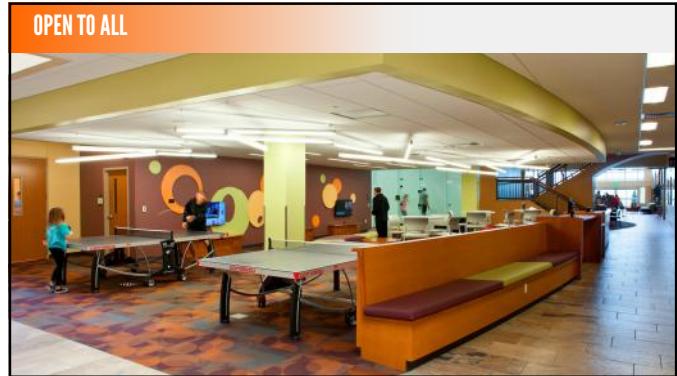
71



72



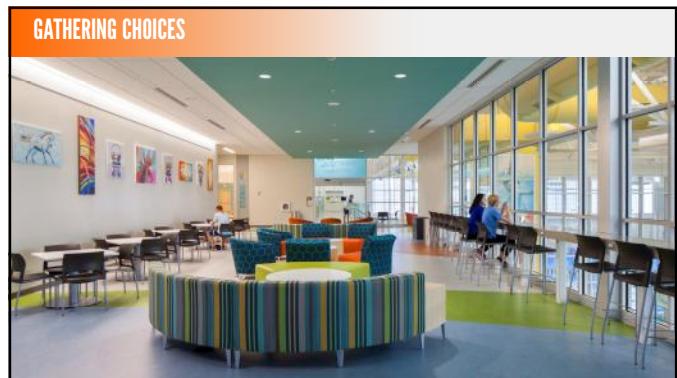
73



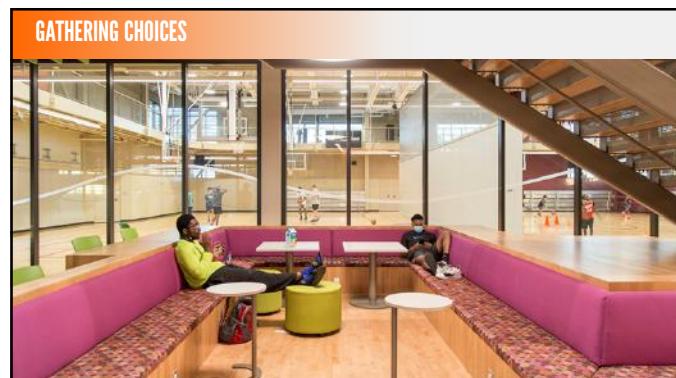
74



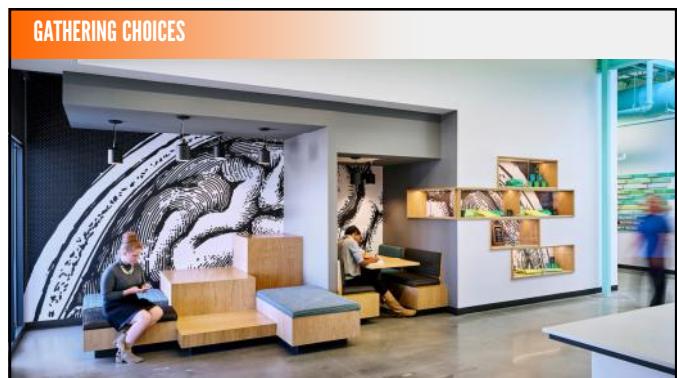
75



76



77



78

# ACTIVITY ROOMS

79

## MULTI-PURPOSE EVENTS



80

## MULTI-PURPOSE ADJACENCIES



81

## GATHERING CHOICES



82

## MULTI-PURPOSE PROGRAMS



83

## MULTI-PURPOSE ADJACENCIES



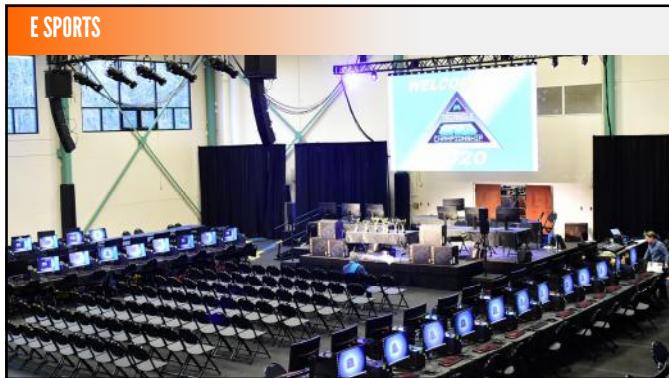
84



85



86



87



88



89



90

DEMONSTRATION KITCHENS



91

CHILD WATCH

CHILD WATCH



93

INDOOR PLAY

INDOOR PLAY - SEPARATE



95

INDOOR PLAY - CENTRAL



96

# PARTY ROOMS

97

CONVENIENCE AND FLEXIBILITY



98

# AQUATIC TRENDS

MAXIMIZE PARTICIPATION

99

LIQUID GYM



100

## FUN & FITNESS



101

## SLACKLINE



102



103



104



105



106



107



108



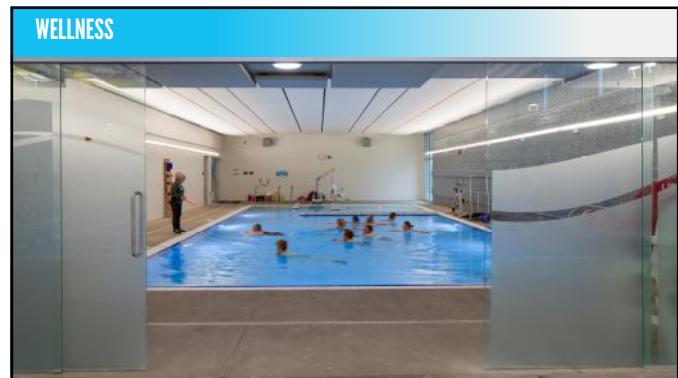
109



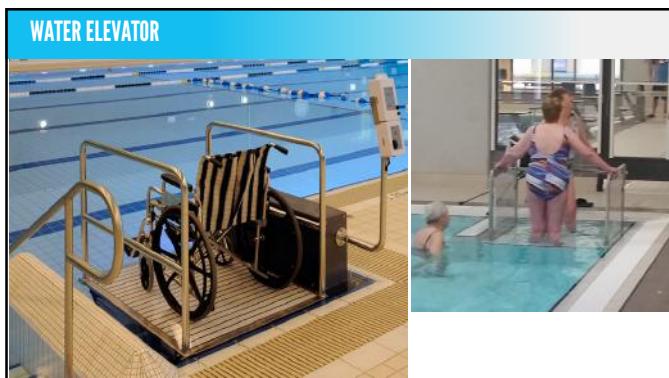
110



111



112



113



114

RUN-OUT SLIDES



115

LIGHTING



116

LIGHTING



117

LIGHTING



118

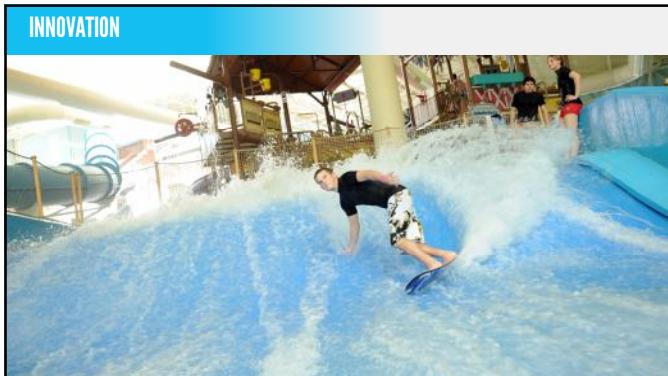
SOUND + LIGHT = EXPERIENCE



119

INNOVATION

120



121



122



123



124



125



126



127



128



129



130



131



132



133



134



135



136



137



138



139



140



141



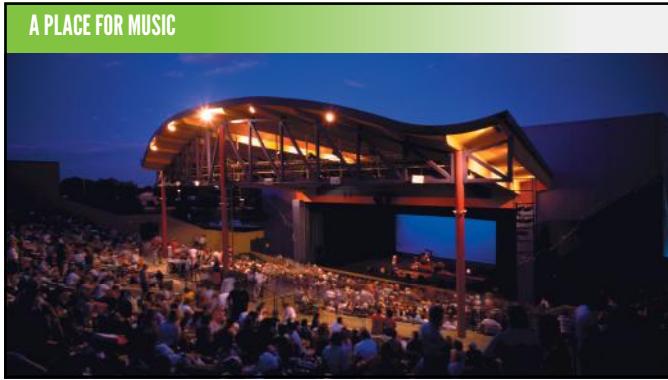
142



143



144



145



146



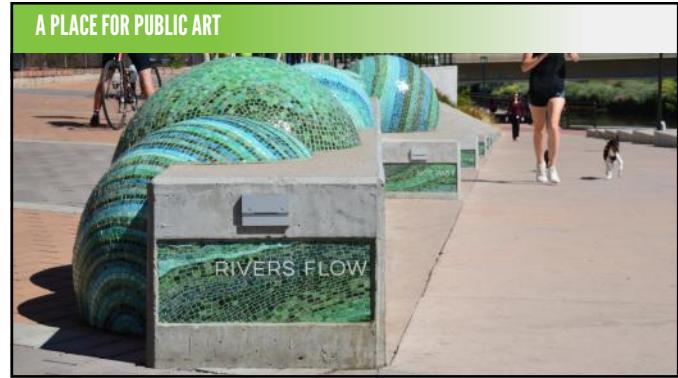
147



148



149



150

# TWRC EXECUTIVE STEERING COMMITTEE MEETING WORKSHOP 1 - 09/25/2024

## Slide 150

---

**SD1** Scott Danford, 8/26/2020

A PLACE FOR A GARDEN



151

A PLACE FOR A SCULPTURE GARDEN



152

A PLACE TO COMPETE



153

A PLACE TO SKATE



154

A PLACE FOR PLAY



155

EXTERIORS



157



158



159



160



161

| National Trends           |                    |                    |                  |
|---------------------------|--------------------|--------------------|------------------|
| 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%           |
| Marital Arts/MMA          | 6.4                | 5.3                | -17.2%           |

162

| 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  | 0.61             |
| New Braunfels   | 0.83             |
| *Round Rock   | 1.86             |
| Pflugerville  | 1.03             |

163

**CONSIDER** DISCUSS OPERATIONAL CONSIDERATIONS & COST RECOVERY GOALS

Ballard\*King & BRS Slides as follows

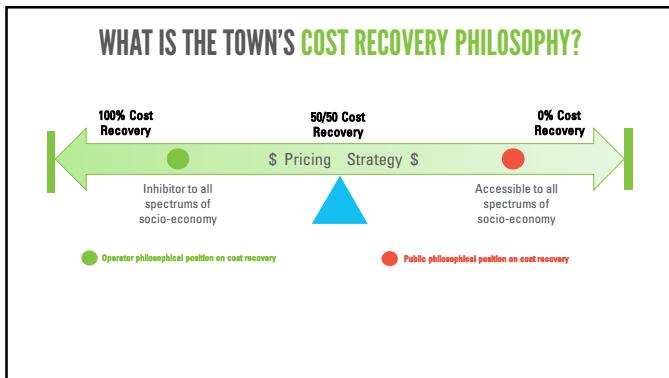
164



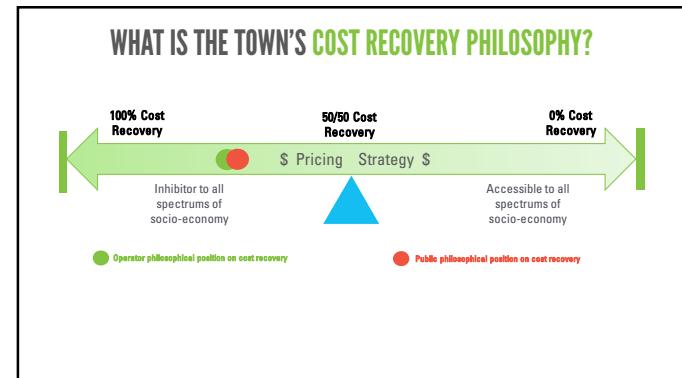
165



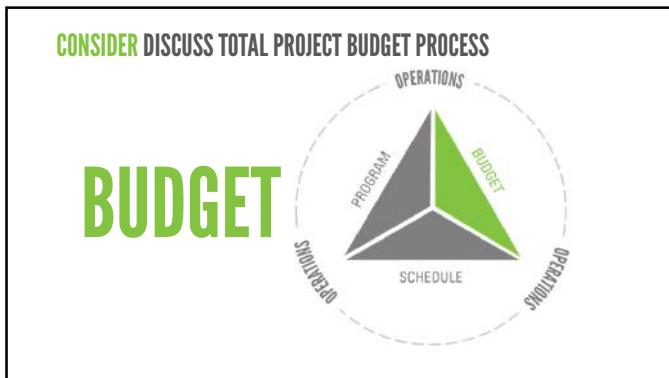
166



167



168



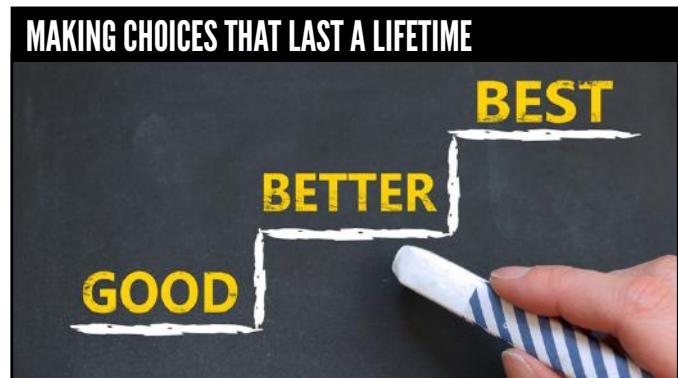
169



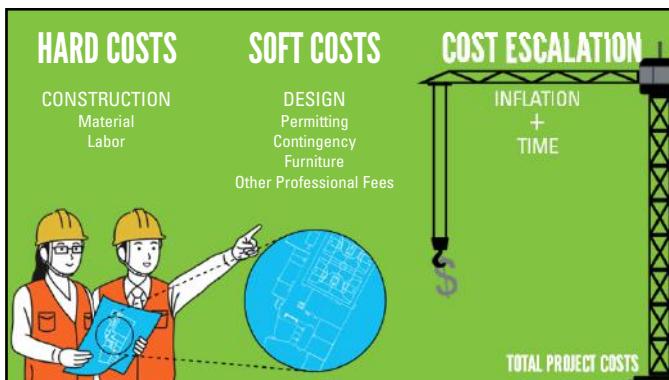
170



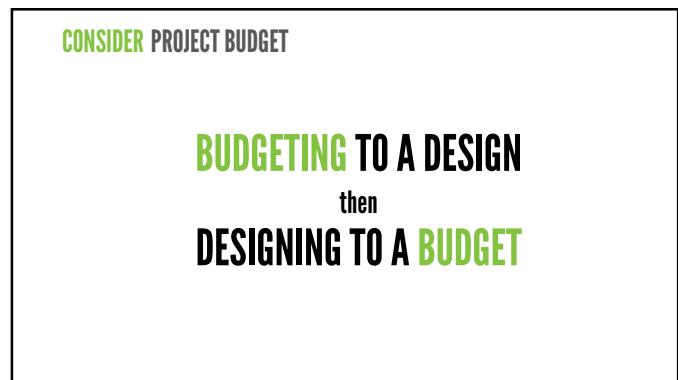
171



172



173



174

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

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

175



# TOUR TOUR TOUR

DFW MetroPlex October 23 & 24, 2024

RECA CAMP April 8-10, 2025



176

**CONSIDER** BRS CARD GAME FOR ASSESSING WANTS AND NEEDS

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



177

**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



178

**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.



179

**CONFIRM** NEXT STEPS AND WORKSHOP 1 AGENDA

COMMITTEE WORKSHOP #1 SEPTEMBER 25, 2024, 2:00PM TO 5:00PM

|                 |   |
|-----------------|---|
| <b>Consider</b> | Project mission, vision, goals, and objectives  |
| <b>Consider</b> | Review Market & Demographic Research Findings, National Trends, Comparable Facilities Information |
| <b>Consider</b> | Play Programming Card Game; Identify program elements for consideration                           |
| <b>Confirm</b>  | Discuss program/budget/schedule   |

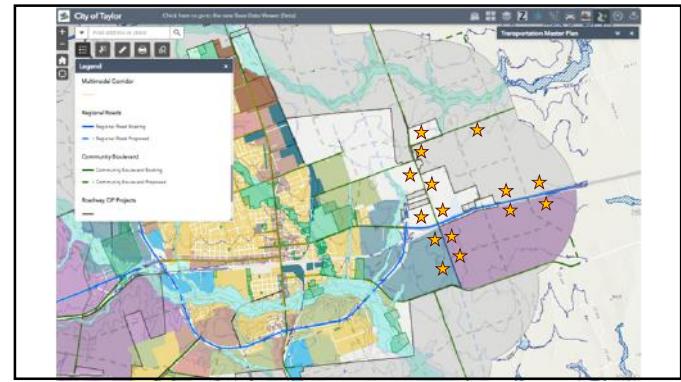
FACILITATE COMMUNITY OPEN HOUSE #1 SEPTEMBER 25, 2024, 6:30PM TO 8:00PM

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

180

QUESTIONS?

181



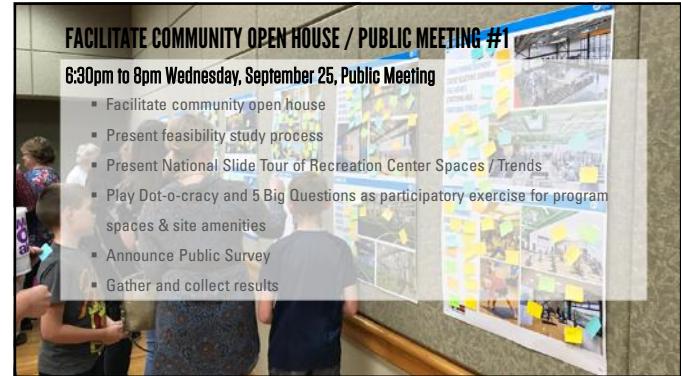
182



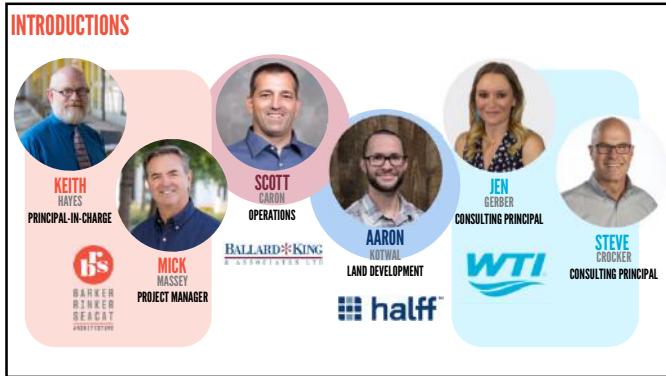
183



1



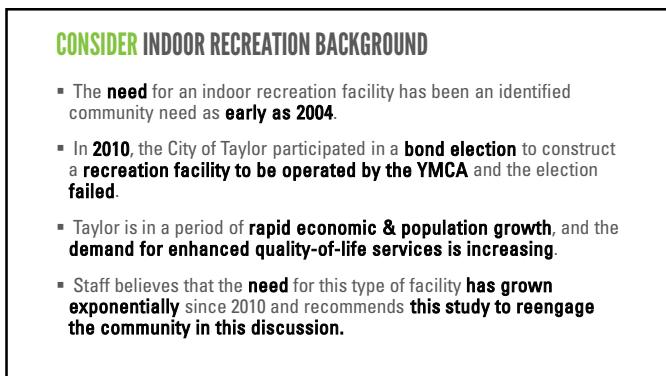
2



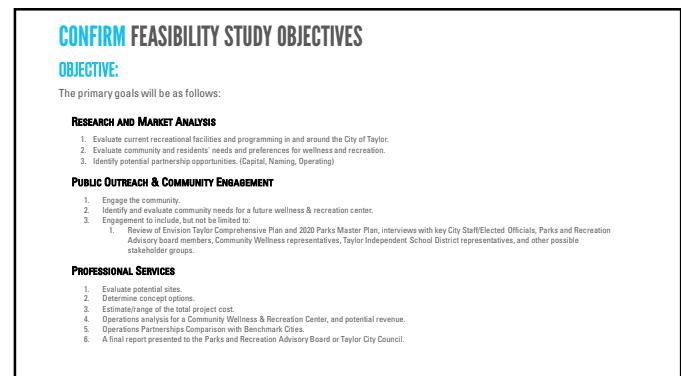
3



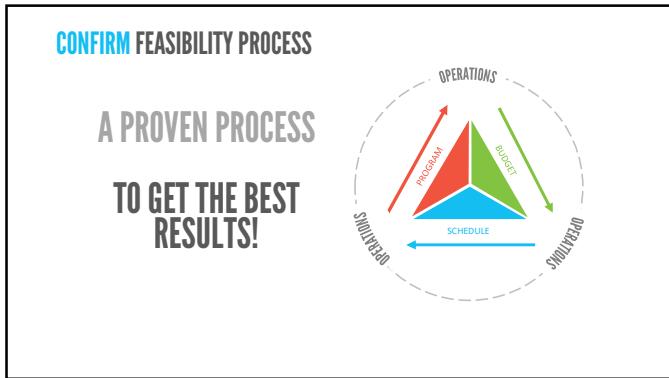
4



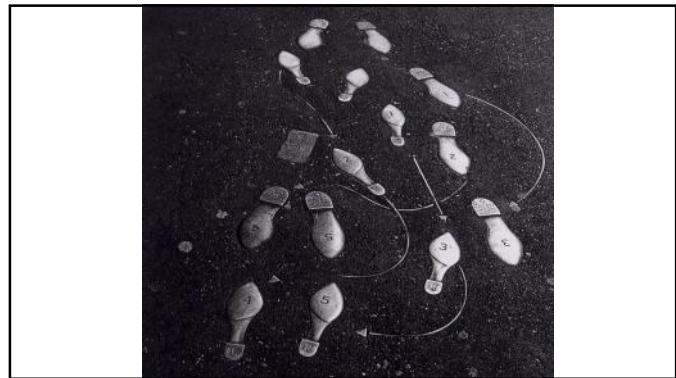
5



6



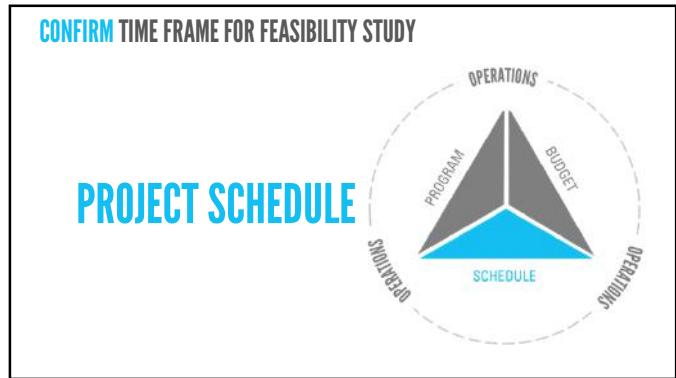
7



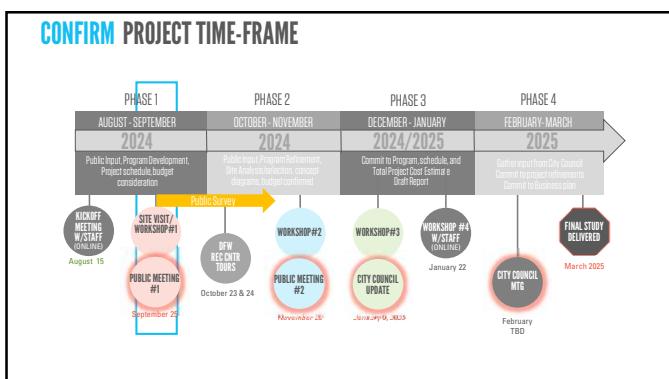
8



9



10



11

**MEETING DATES & TIMES**

**TAYLOR RECREATION CENTER FEASIBILITY STUDY MEETINGS**

|   | Thursday  | 9/15/2024                | 9:00am - 12 Noon |
|---|-----------|--------------------------|------------------|
| Taylor Staff Team Only Kick-Off (Virtual)                             | Wednesday | 09/25/2024               | 10:00am-11:00pm  |
| Workshop #1 - Taylor Staff Team Meeting                               | Wednesday | 09/25/2024               | 2:00pm- 5:00pm   |
| Workshop #1 - Executive Steering Committee Meeting                    | Wednesday | 09/25/2024               | 6:30-8:00PM      |
| Workshop #1 - Public Meeting 1/Launch Survey                          | Wednesday | 10/23/2024<br>10/24/2024 | All Day          |
| Tour of DFW Recreation Centers  | Wednesday | 11/20/2024               | 12 Noon - 3pm    |
| Workshop #2 - Executive Steering Committee Meeting                    | Wednesday | 11/20/2024               | 6:30-8:00PM      |
| Workshop #2 Public Meeting 2  | Wednesday | 11/20/2024               | 12 Noon - 3pm    |
| Workshop #3 - Executive Steering Committee                            | Thursday  | 01/09/2025               | 6:00pm           |
| 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<br>February          | TBD              |
| Final report delivered  |           | End - March              |                  |

12

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

13

### 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

### 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?

16

### 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?

### 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://taylorsurvey.org/>

17

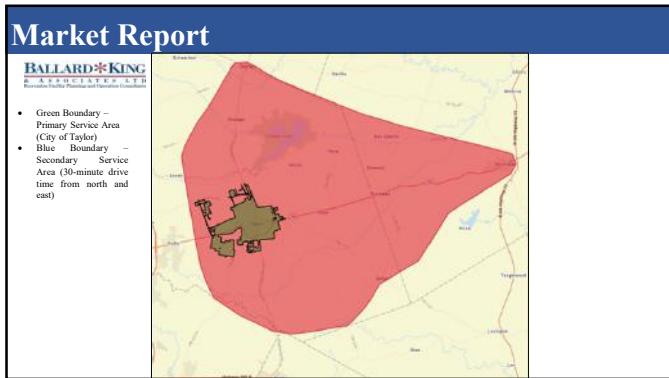
18



19



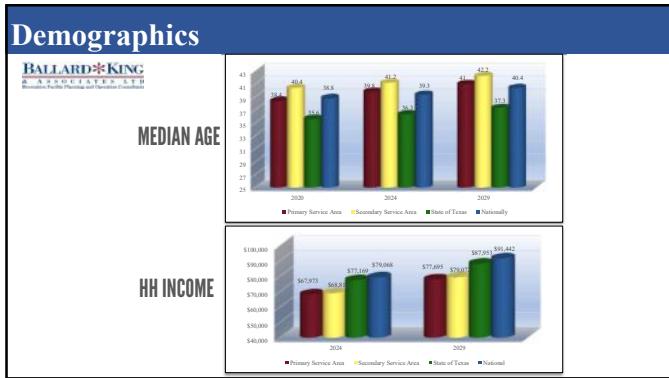
20



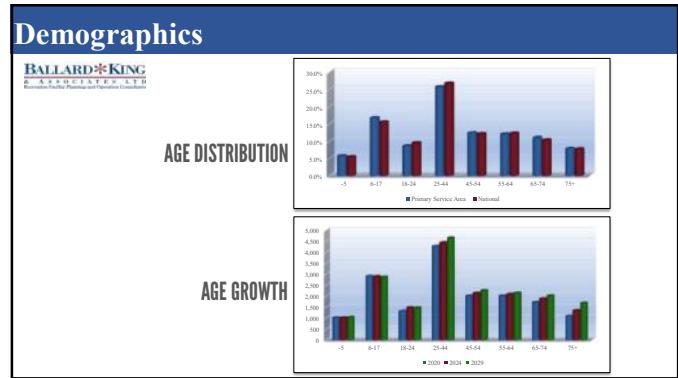
21



22



23



24

## Market Potential Index

**BALLARD & KING**  
Associates, Inc. National and International Consulting

| 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

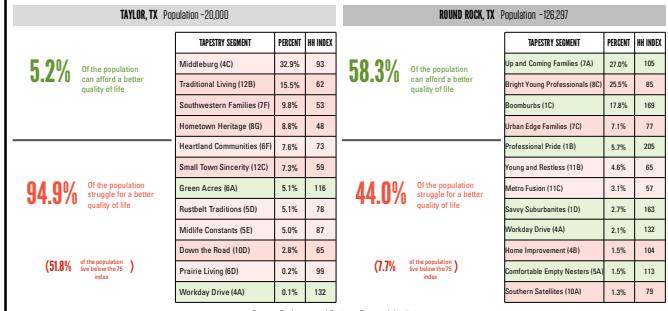
| TAPESTRY SEGMENT           | PERCENT | HH INDEX |
|----------------------------|---------|----------|
| Middleburg (4C)            | 32.9%   | 93       |
| Traditional Living (12B)   | 15.5%   | 62       |
| Southwestern Families (7F) | 9.8%    | 53       |
| Hometown Heritage (8G)     | 8.8%    | 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      |

Source: Environmental Systems Research Institute

26

## TAPESTRY SEGMENTS HOUSEHOLD INDEX FOR ENTERTAINMENT AND RECREATION

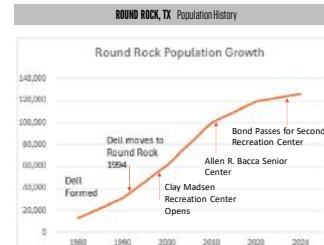
100 is the U.S. Average Household Index | 2024 Population Side-by-side comparison



27

## TAPESTRY SEGMENTS HOUSEHOLD INDEX FOR ENTERTAINMENT AND RECREATION

100 is the U.S. Average Household Index | 2024 Population Side-by-side comparison



Source: Environmental Systems Research Institute

28

## 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             |

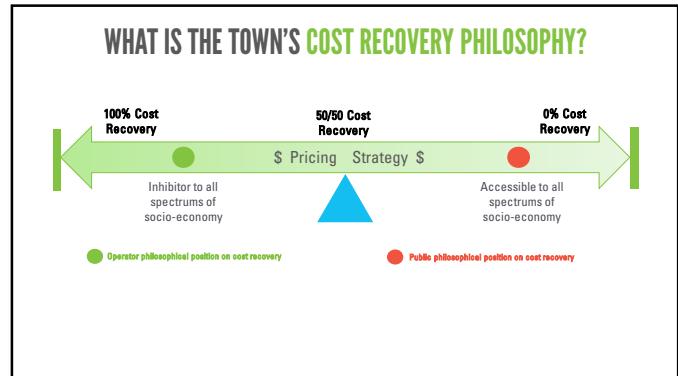
29

**OPERATIONS**  
DOING THE MOST WITH THE LEAST  
**PERFORMANCE**  
ACCOUNTABILITY

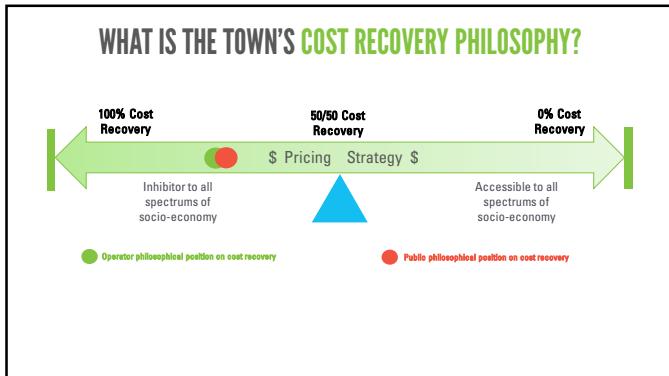
30



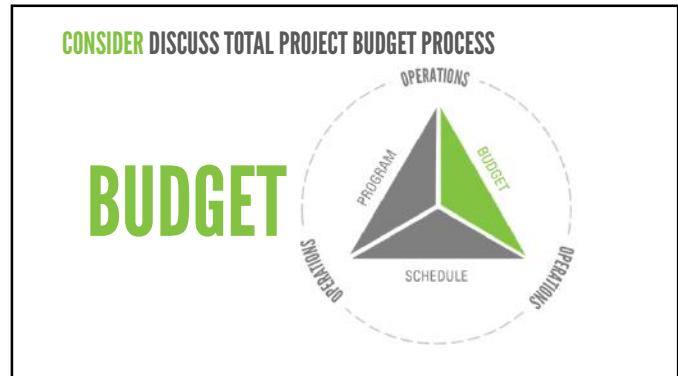
31



32



33



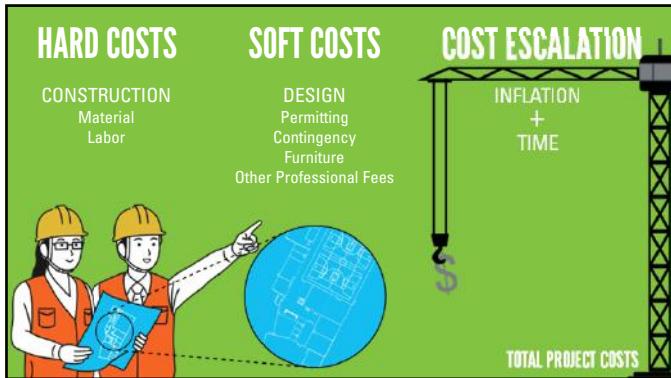
34



35



36



37

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

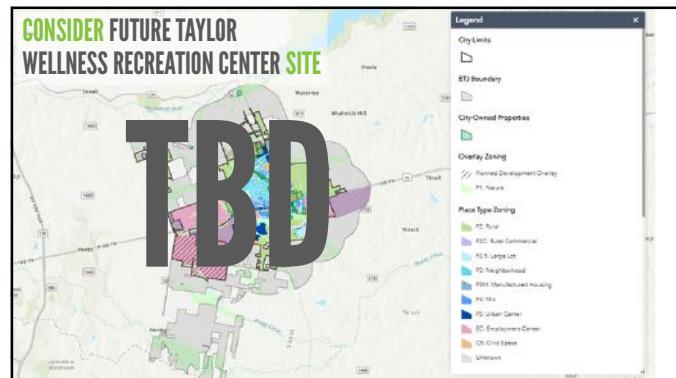
- Future Bond Program?
- Schedule?
- Potential Partners?
  - Private (operations)
  - Samsung, Epcor, Sojourn, (Local Capital Financing)
  - School District (Capital)

**TBD**

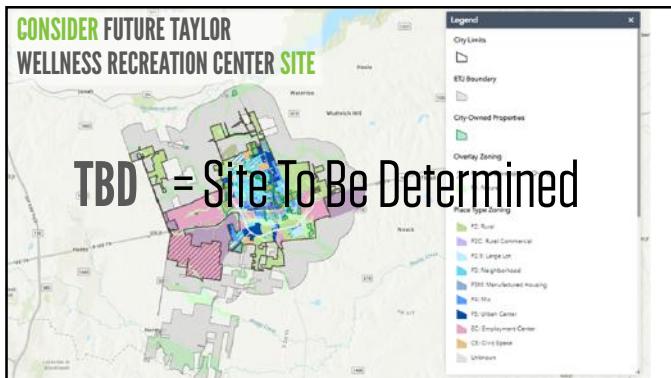
38



39



40



41

**THE POSSIBILITY**

NATIONAL RECREATION CENTER TRENDS

42

# FITNESS TRENDS

MAXIMIZE PARTICIPATION

43

VERSATILE, OPEN, LIGHT FILLED SPACES



44

FUNCTIONAL



45

FUNCTIONAL



46

COACHED FITNESS



47

ADDED VALUE



48



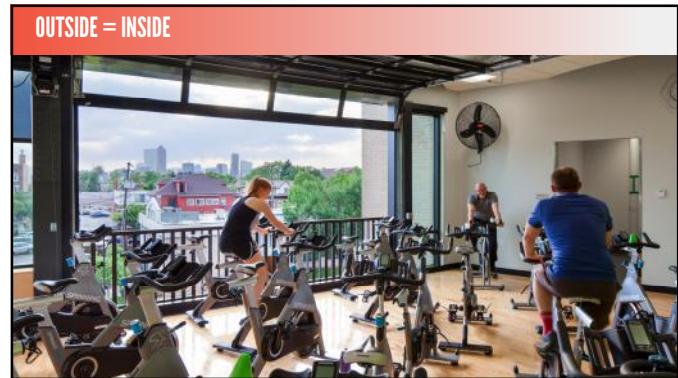
49



50



51



52



53



54

**FLEXIBLE OUTDOOR FITNESS**

55

**THE BUILDING IS PROGRAMMED**

56

**INTEGRATED**

57

**STAIR TRACK**

58



59

**ADVENTURE TRACK**

60

# COMMUNITY TRENDS

MAXIMIZE PARTICIPATION

61

# SOCIAL SPACES

62

## ACTIVITY HUB



63

## OPEN TO ALL



64

## GATHERING CHOICES

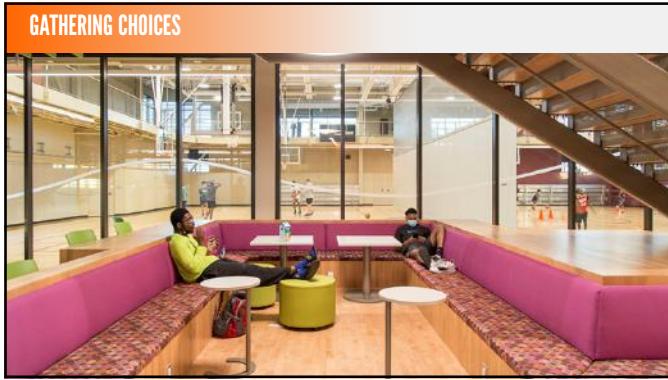


65

## GATHERING CHOICES



66



67



68



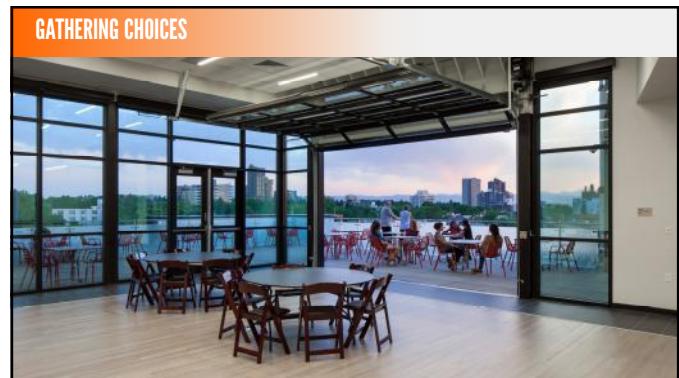
69



70



71



72

MULTI-PURPOSE ADJACENCIES



73

MULTI-PURPOSE CLASSROOMS



74

E SPORTS



75

E SPORTS



76

GAMING LOUNGE



77

KITCHENS



79



80



81



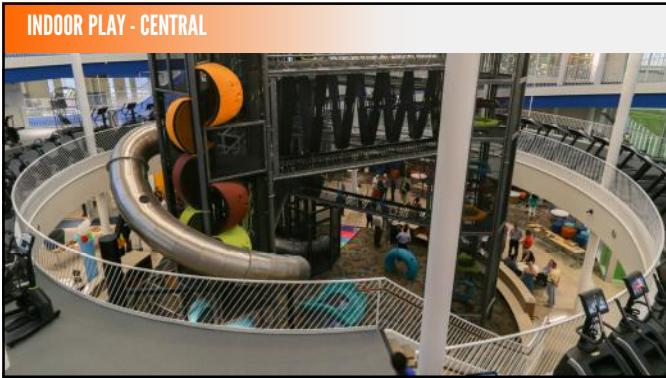
82



83

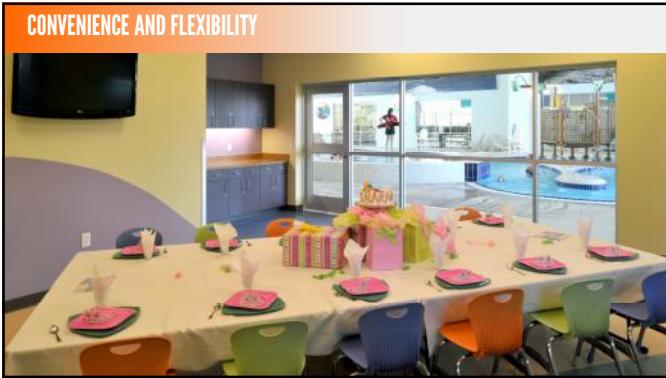


84



85

## PARTY ROOMS



87

86

## AQUATIC TRENDS

MAXIMIZE PARTICIPATION



89

88



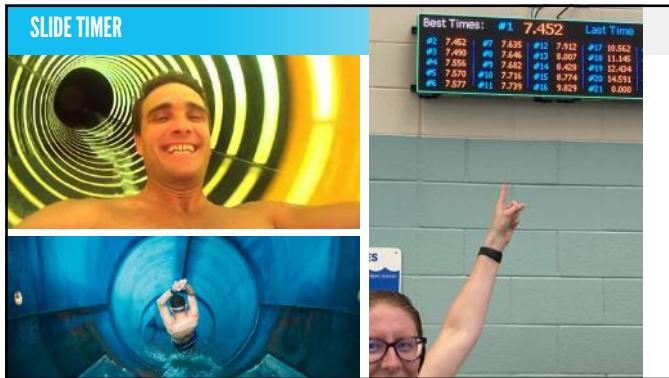
90



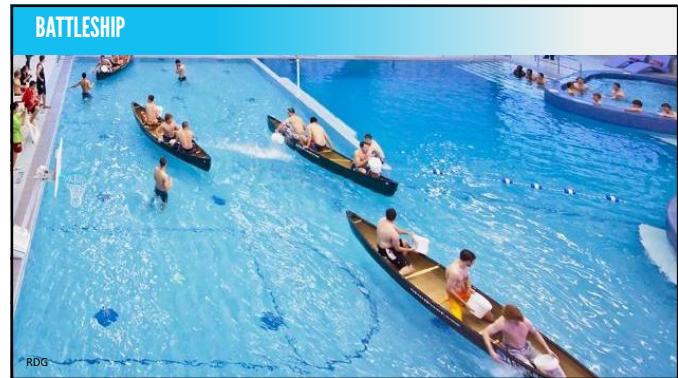
91



92



93



94



95



96



97



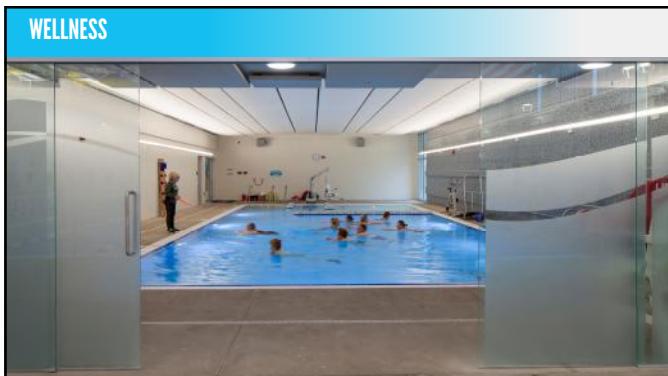
98



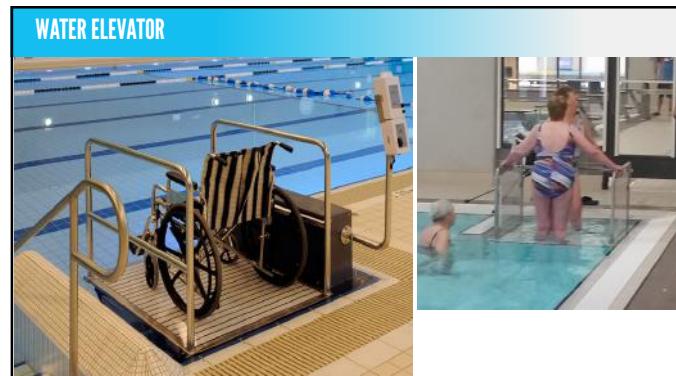
99



100



101



102



103



104



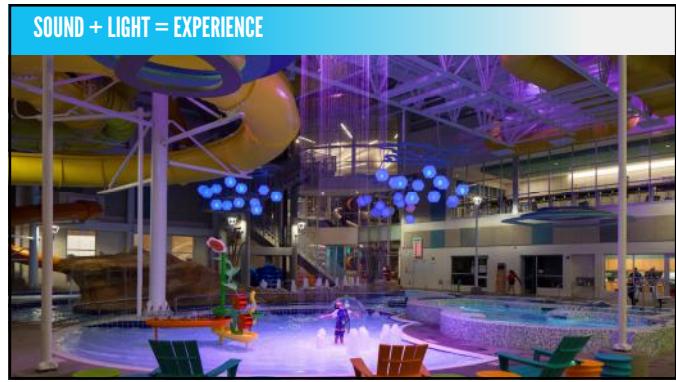
105



106



107



108

# INNOVATION

109

## INNOVATION



110



111

## ADVENTURE SLIDES



112



113



114



115



116



117



118



119



120



121



122



123



124



125



126



127



128



129



130



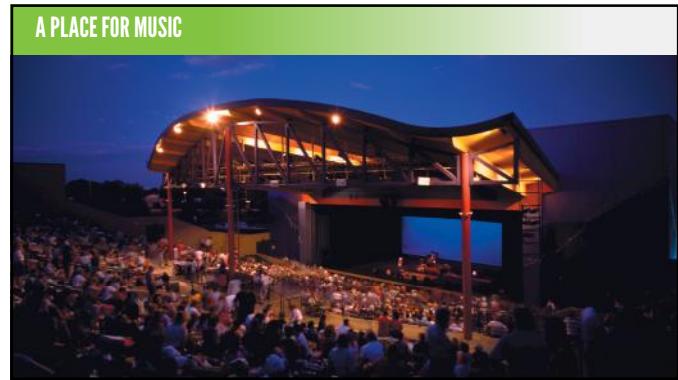
131



132



133



134



135



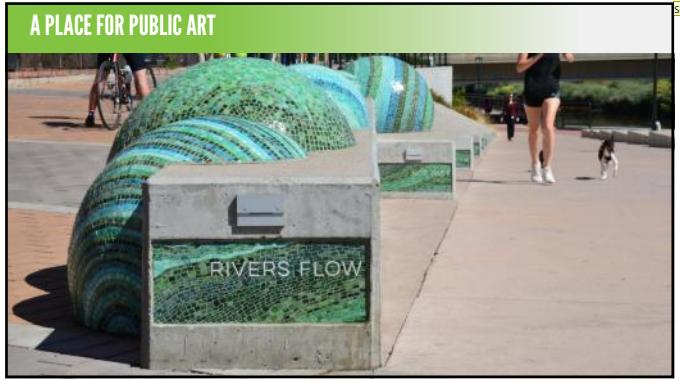
136



137



138



139



140



141



142



143



144

**Slide 139**

---

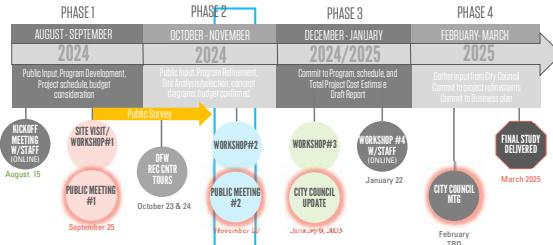
**SD1** Scott Danford, 8/26/2020

## National Trends

| 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/Logging           |  | 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%           |

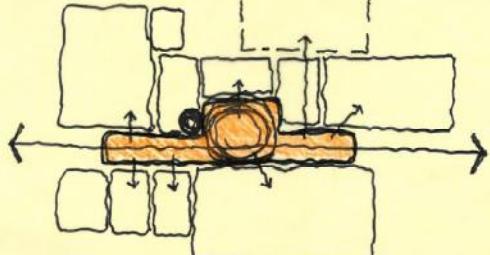
145

## NEXT STEPS



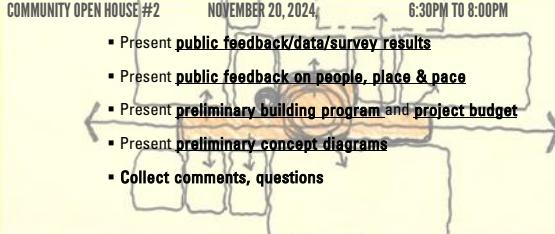
146

## TAYLOR WELLNESS & RECREATION CENTER FEASIBILITY STUDY NEXT STEPS



147

## TAYLOR WELLNESS & RECREATION CENTER FEASIBILITY STUDY NEXT STEPS



148

## LET'S GET YOUR INPUT!!

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

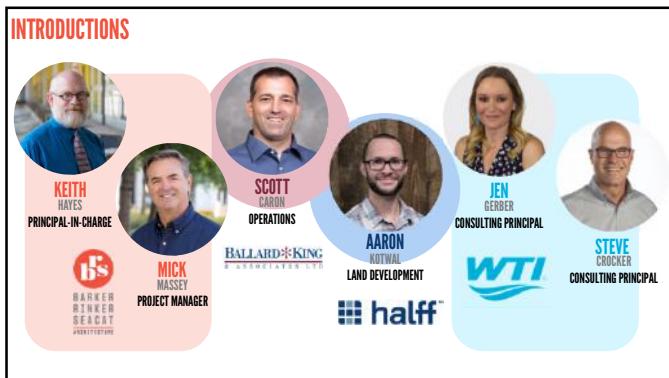
149



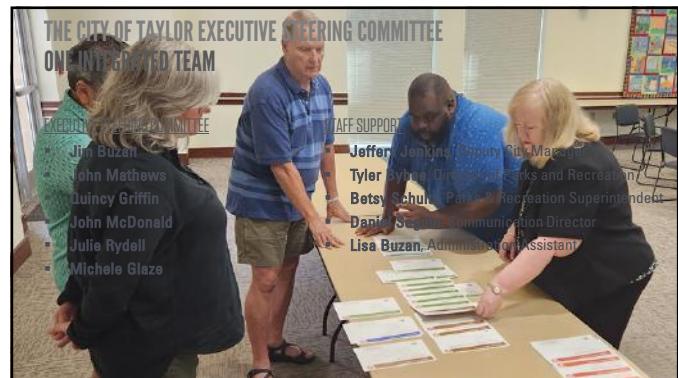
1



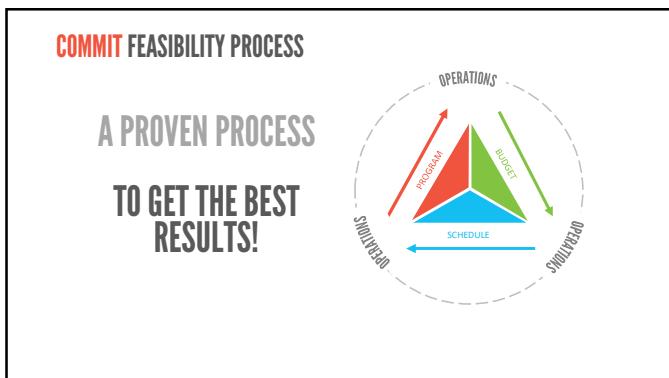
2



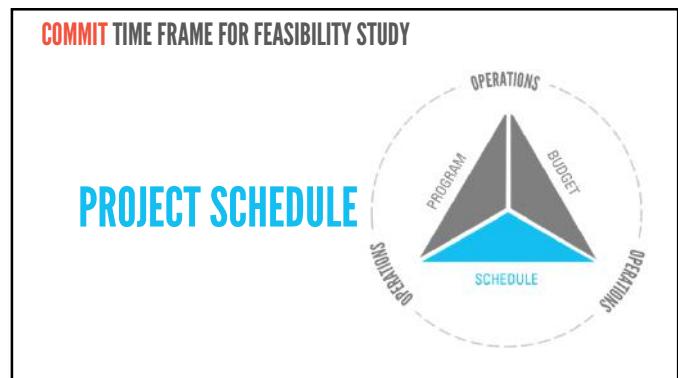
3



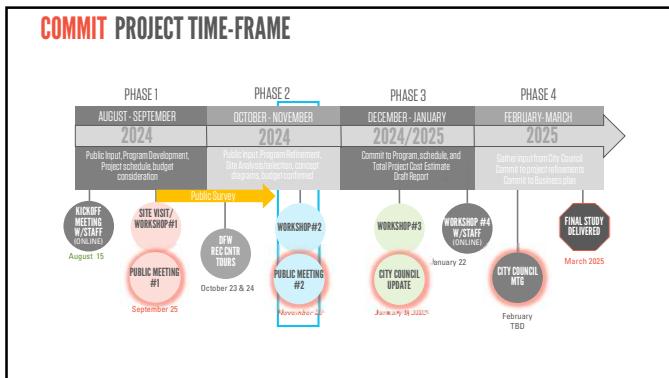
4



5



6



7

### COMMIT MEETING DATES & TIMES

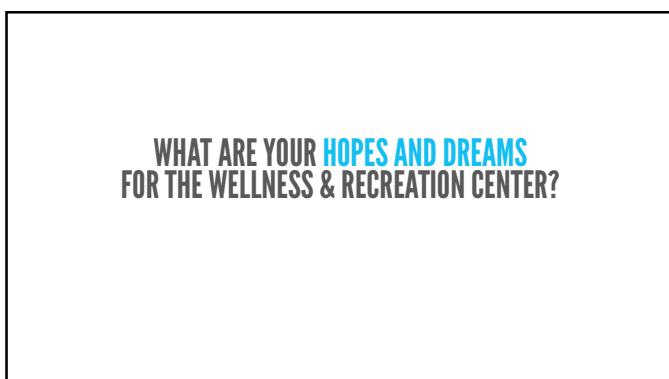
| TAYLOR RECREATION CENTER FEASIBILITY STUDY MEETINGS                   |           |                            |
|---|-----------|----------------------------|
| Taylor Staff Team Only Kick-Off (Virtual)                             | Thursday  | 9/15/2024 9:00am – 12 Noon |
| Workshop #1 - Taylor Staff Team Meeting                               | Wednesday | 9/25/2024 10:00am-11:30pm  |
| Workshop #1 - Executive Steering Committee Meeting                    | Wednesday | 9/25/2024 2:00pm– 5:00pm   |
| Workshop #1 - Public Meeting 1/Launch Survey                          | Wednesday | 9/25/2024 6:30-8:00PM      |
| Tour of DFW Recreation Centers  | Wednesday | 10/23/2024                 |
| Workshop #2 - Executive Steering Committee Meeting                    | Wednesday | 10/24/2024 All Day         |
| Workshop #2 Public Meeting 2  | Wednesday | 11/20/2024 12 Noon – 3pm   |
| 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                        |
| Final report delivered  |           | End- March                 |

8



9

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



11

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

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

12

## 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

14

## 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:
  1. 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 potential 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

16

## 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?

18

**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  |
| Access to/ 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   |    |
| People from Town  |    |
| Cute - Fun Town   |    |
| Rail Road Town  |    |
| Beautiful Parks and homes   |    |
| Closes to Austin  |    |
| Great Downtown  |    |
| Nice People   |    |
| Samsung   |    |
| Learning how to grow  |    |
| Open  |    |
| I visit family with Community   |    |
| Pools and events  |    |
| Kids/ family  |    |
| Sale  |    |
| A town that has a great history but is struggling   |    |
| Forward thinking  |    |
| Amazing   |    |
| Parks and Trails  |    |
| Inclusive   |    |
| Artsy   |    |
| Family Oriented   |    |
| Easy  |    |
| Homestown vibe  |    |
| Lots of amenities   |    |

19

**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 Eve                                     |    |
| 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 Mivosa                                      |    |
| Samsung   |    |

20

**WHY DO YOU LIVE IN TAYLOR?**

|   |   |
|---|---|
| Sense Community/caring  | 7 |
| Small Town  | 5 |
| Great place to raise kids   | 2 |
| Bedroom Community   | 2 |
| Culture/ laid back/   | 2 |
| Grandkids/Family  | 3 |
| People/friendly   | 3 |
| Historic  | 3 |
| Accessible/ef/ can walk or bike to downtown, HEB, School, Walmart, Parks, Old Taylor High, Sidewalks and bike lanes | 4 |
| Accessibility   | 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  |   |

21

**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                                 |   |
| Accessibility                        |   |
| 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                         |   |

22

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

|  |   |
|--|---|
| Divisive/divided                           | 5 |
| Out dated                                  | 3 |
| Bogged/Elitist                             | 2 |
| Arrogant                                   | 2 |
| Unaccepting                                | 2 |
| Segregated                                 | 2 |
| Close minded                               | 2 |
| Boring                                     |   |
| Old Fashioned                              |   |
| Nothing to do                              |   |
| Unfriendly                                 |   |
| Un-willing to spend money for what we need |   |
| Bedroom Community                          |   |
| Homophobic                                 |   |
| Racist                                     |   |
| Stagnant                                   |   |
| Stagny old farts afraid of change          |   |
| Unresponsible                              |   |
| Stereotypical                              |   |
| Backward                                   |   |
| Nothing for school aged children           |   |
| Not open                                   |   |
| Inactive                                   |   |
| Un-welcoming                               |   |
| Too stuffy                                 |   |
| Too conservative                           |   |
| Snobby                                     |   |
| Unfriendly                                 |   |
| Unhappy people                             |   |

23

**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

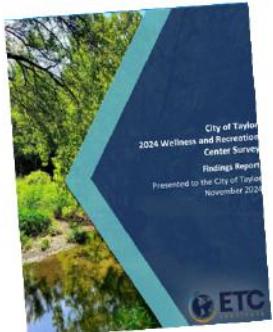
**467 RESIDENTS**

A precision of at least +/-4.47% at the 95% level of confidence

24

**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.



25

**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.”

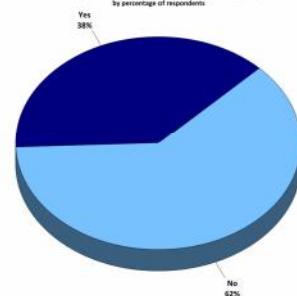
26

**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.”

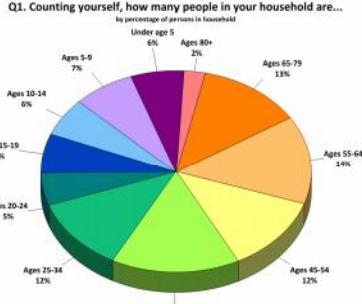
27

*City of Taylor Wellness and Recreation Center Survey*  
Q4. Have you/your household participated in any wellness/recreation programs offered by the City of Taylor during the past year?  
By percentage of respondents



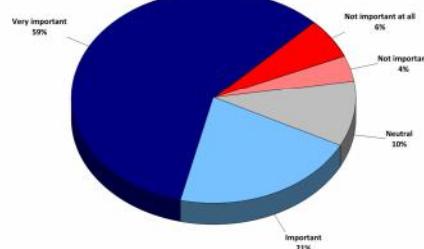
28

*City of Taylor Wellness and Recreation Center Survey*  
Q1. Counting yourself, how many people in your household are...

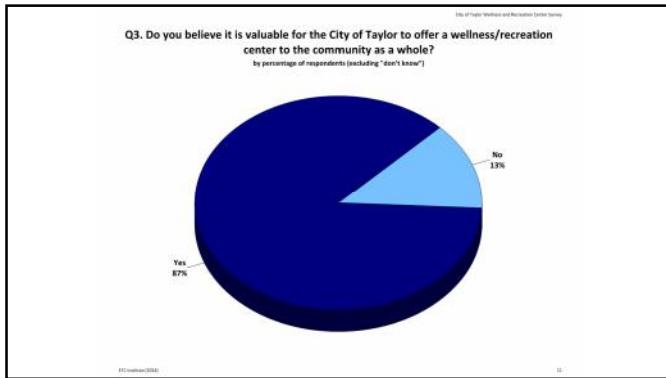


29

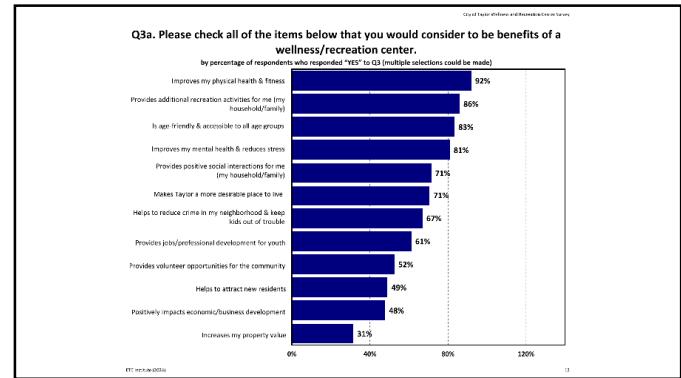
*City of Taylor Wellness and Recreation Center Survey*  
Q2. How important do you believe it is for the City of Taylor to offer a wellness/recreation center for the community?  
By percentage of respondents



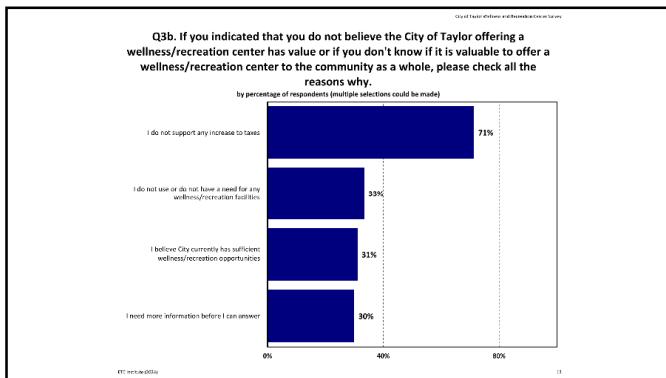
30



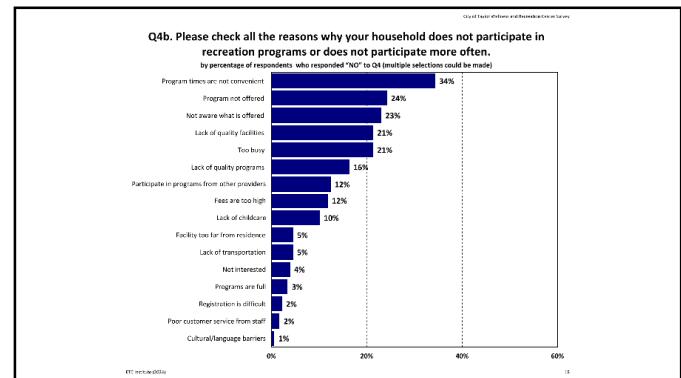
31



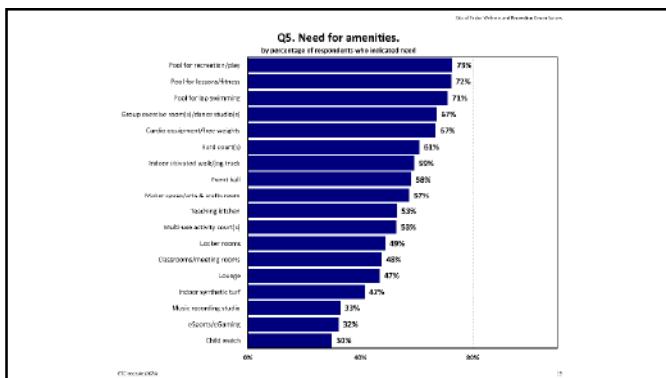
32



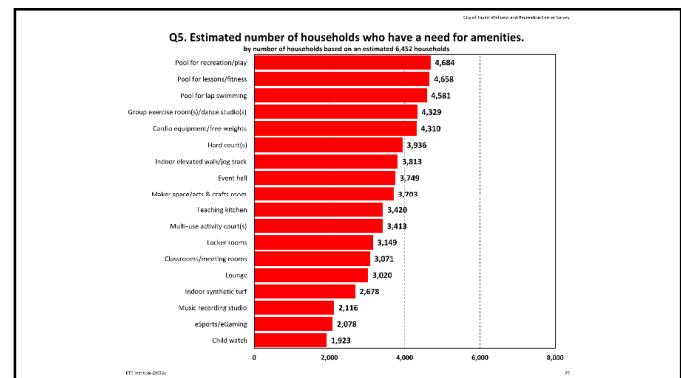
33



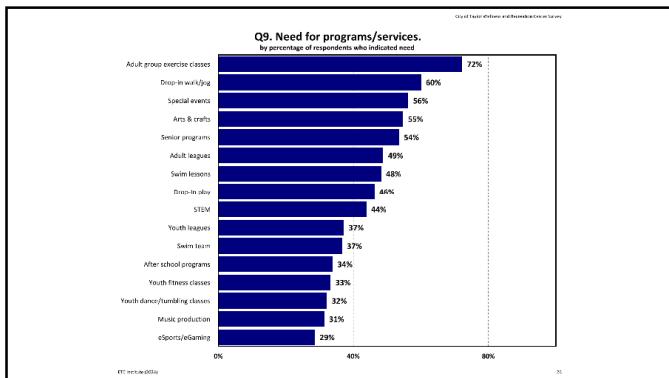
34



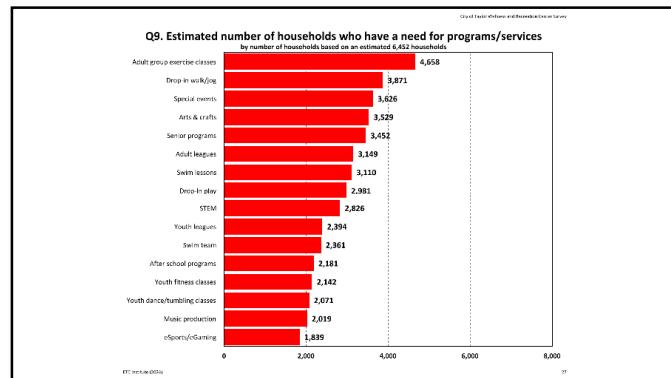
35



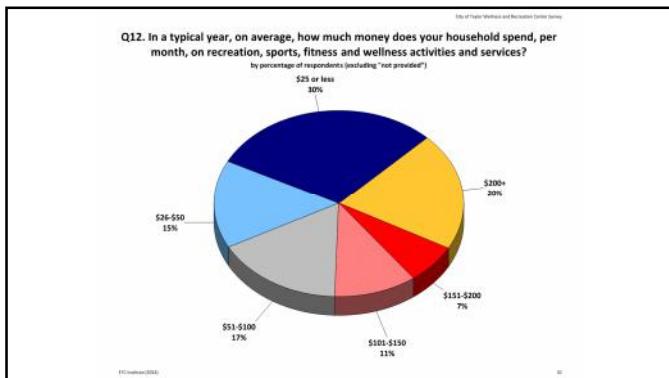
36



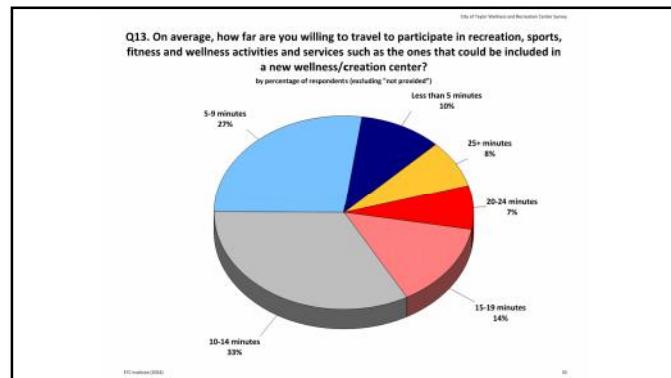
37



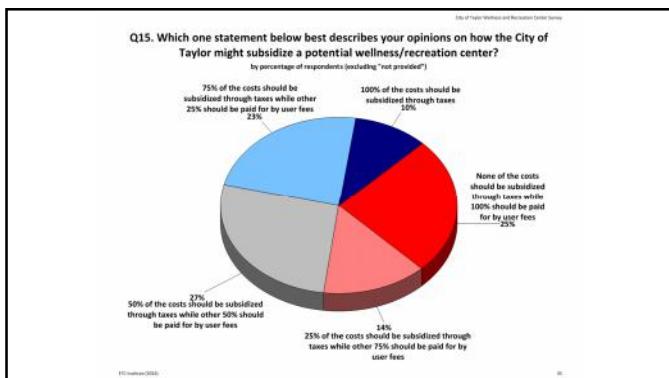
38



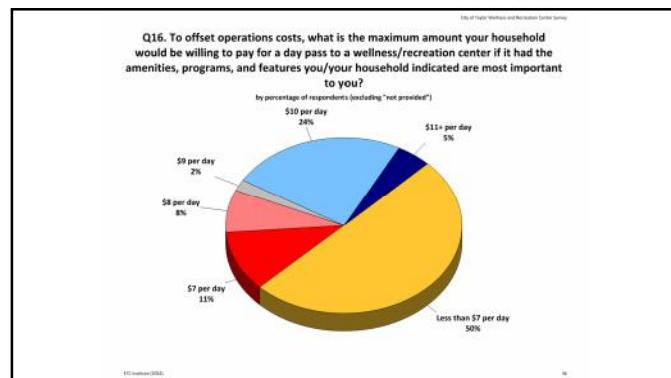
39



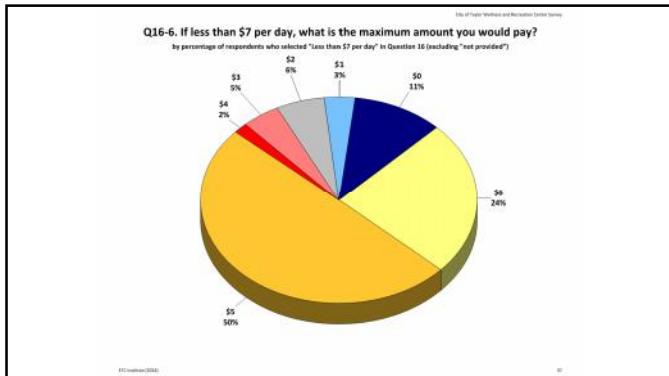
40



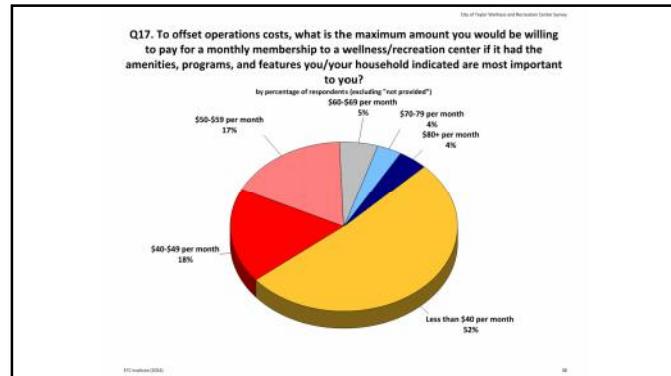
41



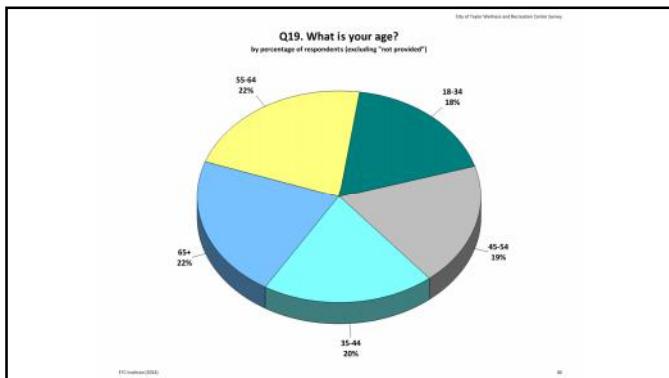
42



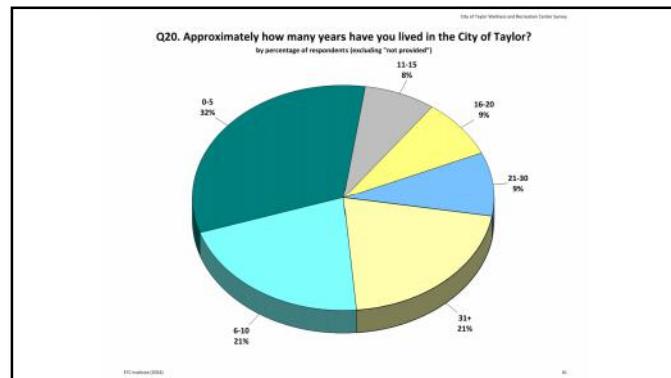
43



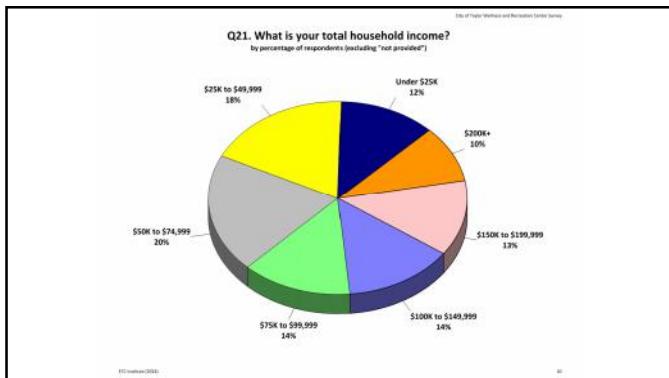
44



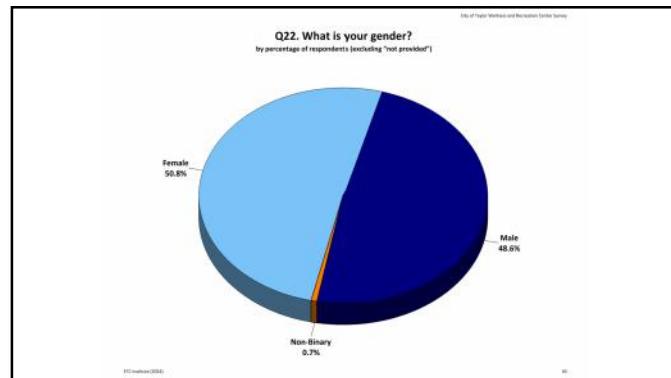
45



46



47



48

**CONFIRM**

DFW Recreation Center Tours  
Observations

49

**CITY OF TAYLOR DFW RECREATION CENTER TOURS**

**“I don't know what I want,  
I want what I know”**

-Craig Buck

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

-Steve Jobs

50



51



52



53



54



55



56



57



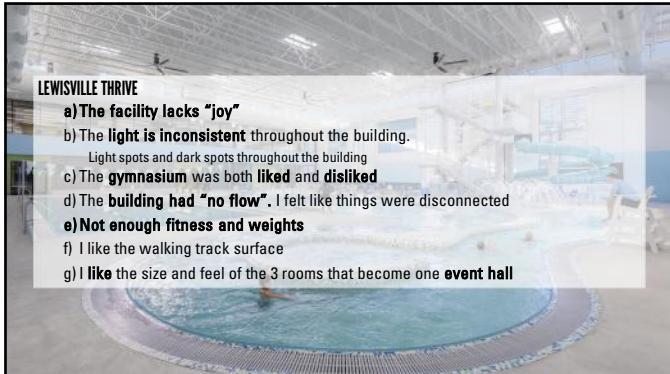
58



59



60



61



62



63



64



65



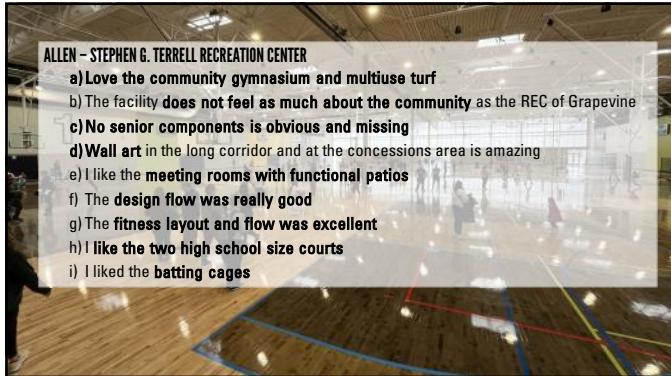
66



67



68



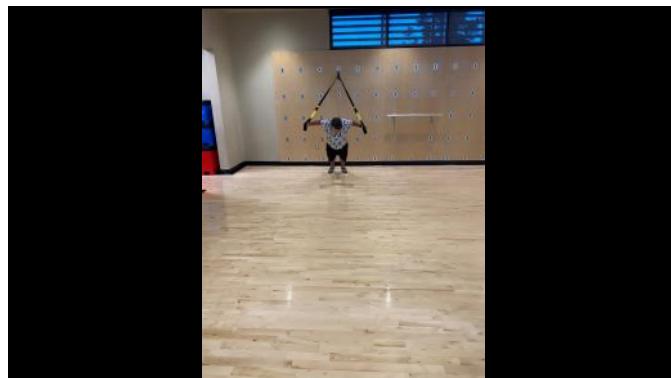
69



70



71



72



73



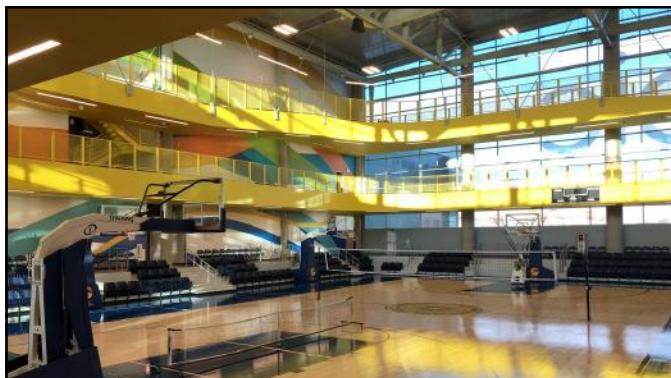
74



75



76



77



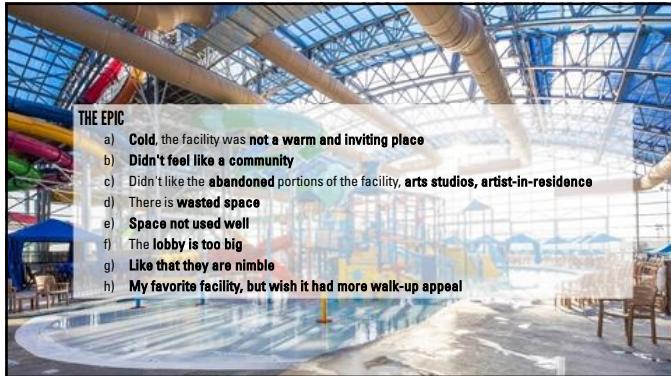
78



79



80



81

#### 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

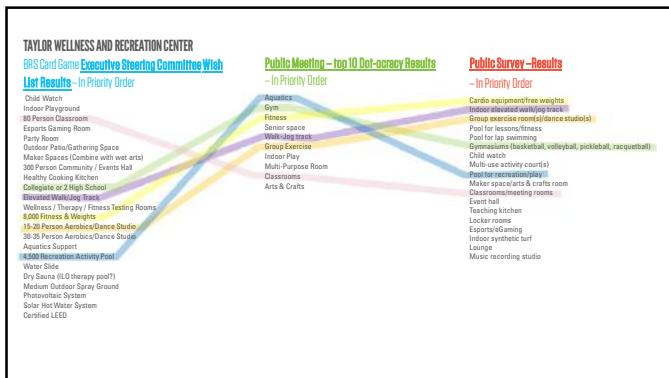
82



83



84



85



86



87

**Future Phase 1 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 1 Low Priority**

- Outdoor Lap Pool
- Games Room
- Wellness/Therapy/Testing Rooms?
- Multiuse Activity Court
- Multiuse Room
- Six (6) Meeting Rooms 15 Person
- Locker Rooms?
- Indoor Synthetic Turf
- Recreational Studio
- Spinning Studio 30-40 Person
- Solar Hot Water System
- Partner/Hospital Wellness Center?

## TAYLOR WELLNESS AND RECREATION CENTER RECOMMENDED PROGRAM PRECEDENT IMAGERY

88



89



90



91



92



93



94



95



96



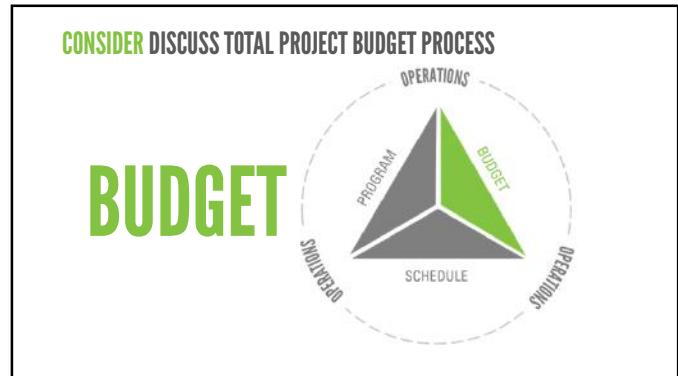
97



98



99



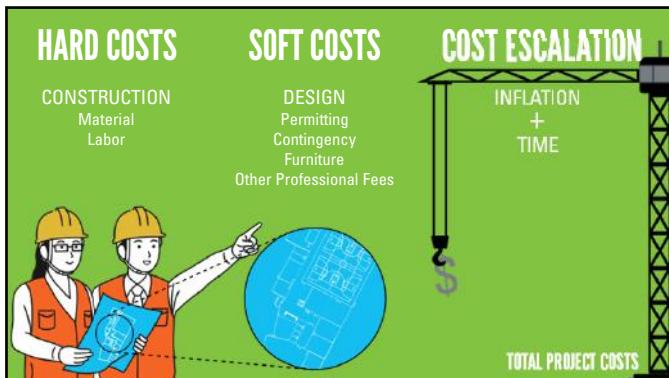
100



101



102



103

**CONSIDER PROJECT BUDGET**

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

104

| <b>RECOMMENDED PROGRAM LIST USING BEST PRACTICES</b>  |   |
|---|---|
| BY PRIORITY (DRAFT)   |   |
| *Fitness & Weights 8,000 SF   | First Phase Construction<br><b>78,000 SQ/FT</b> |
| *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   |   |
| Total Project Budget<br><b>\$55,863,000</b>   |   |
| Midpoint of Construction<br>~May 2028   |   |
| * = Top 5 Public Survey   |   |
| ? = Should this be in the recommended program?  |   |

105

| Future Phase 1 (High Priority)      |              |
|-------------------------------------|--------------|
| *Aquatics Indoor Lap Pool?          |              |
| Senior Adult Lounge?                |              |
| Indoor Playground                   |              |
| Outdoor Patio/Gathering Space       |              |
| Multiuse Outdoor Spray Ground 2,000 |              |
| Dry Sauna                           |              |
| Photovoltaic System                 | 17,500 SQ/FT |
| LEED Certified?                     | \$14,400,000 |
| Future Phase 1 (Low Priority)       |              |
| Outdoor Lap Pool                    |              |
| Games Room                          |              |
| Wellness/Therapy/Testing Rooms?     |              |
| Multisport Activity Court           |              |
| Multipurpose Room                   |              |
| Sex (Women/Men) 15 Person           |              |
| Locker Rooms?                       | 31,000 SQ/FT |
| Indoor Synthetic Turf               | \$21,800,000 |
| Multisport Studio                   |              |
| Spinning Studio 30-40 Person        |              |
| Solar Hot Water System              |              |
| Partner/Hospital Wellness Center?   |              |

First Phase Construction  
**78,000 SQ/FT**

Total Project Budget  
**\$55,863,000**

Midpoint of Construction  
~May 2028

Total Project Budget  
**\$55,863,000**

Midpoint of Construction  
~May 2028

**RECOMMENDED PROGRAM LIST USING BEST PRACTICES**

BY PRIORITY (DRAFT)

| Space                                   | Notes  |
|---|--|
| Administration                          | Size can be adjusted with the program of the building  |
| Lobby and Support Spaces                | Lounges, Toilets, Mechanical Room, Electrical Room, Sprinkler Valve Room, Custodial Rooms, Storage |
| Locker Spaces                           | Men's, Women's & Universal Changing Rooms, First Aid   |
| *Fitness & Weights                      | 8,500 SQ/FT, Cardio, Circuit Resistance, Free Weight, Stretching Area, Supervisor, Storage         |
| *Gymnasium                              | High School Court with 2 Middle School Cross Courts, Storage                                       |
| *Aerobics/Dance Studio (medium)         | 30-35 Person Studio  |
| Aquatics Indoor                         | 5,400 SQ/FT Leisure Pool, with Aquatics Support Space for Life Guards                              |
| *Walking/ Jogging Track                 | Adventure/Hill Course Track or Grade Separated (TBD)   |
| Large Classroom                         | 80 Person divisible into 3 classrooms (combine with Event Hall)                                    |
| Child Watch                             | Play area, Tot Toilet, Tot Corral, Coordinators desk, Storage                                      |
| *Aerobics/Dance Studio (small)          | 15-20 Person studio, Storage   |
| Community / Events Hall/Stage Classroom | 240 Person Community Room (divisible into 3 classrooms plus stage classroom/arts & crafts)         |
| Teaching/Healthy Cooking Kitchen        | Also serves as a Catering Kitchen with warming areas, 4 cooking surfaces, dishwasher, ice          |
| Arts/ Crafts/ Maker Space               | Open workroom, Tool Room & Storage, Lockers  |
| Esports Gaming Room                     | Classroom, Storage   |

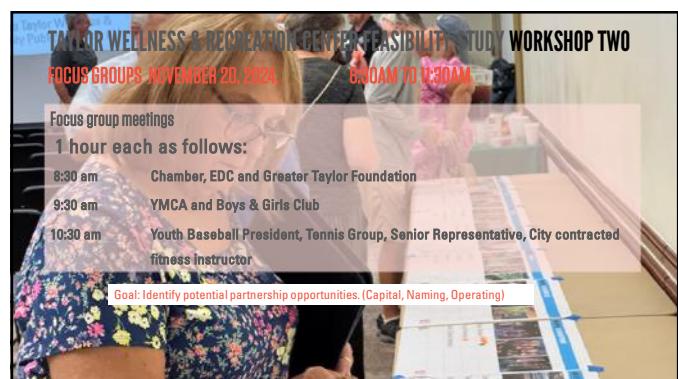
\* = Top 5 Public Survey

106

**CONFIRM**

Capital and/or partnerships opportunities from focus group meetings discussion

107

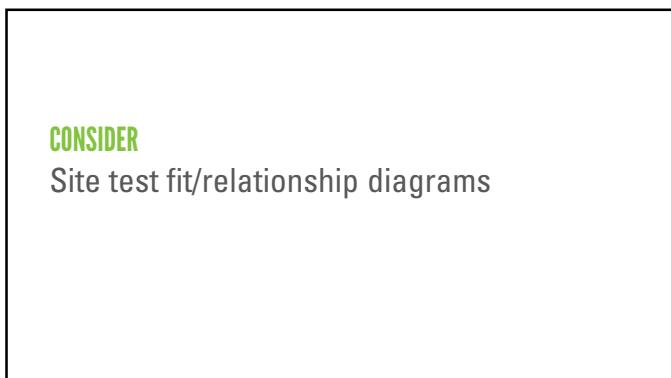


108

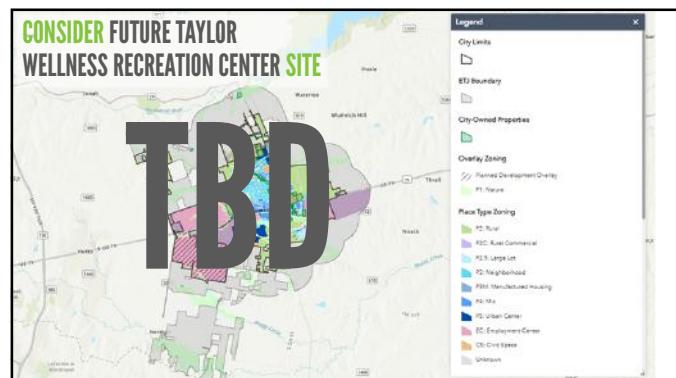


109

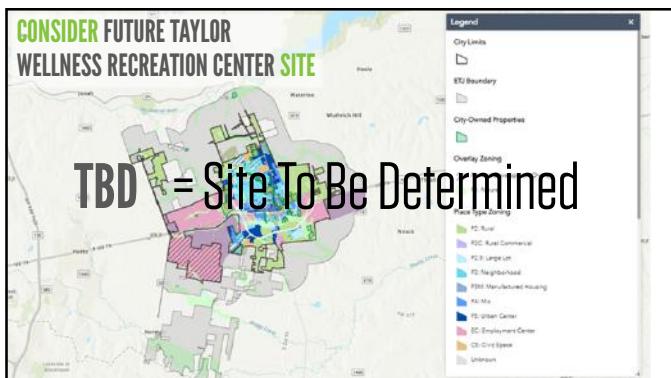
Insert notes from meetings here



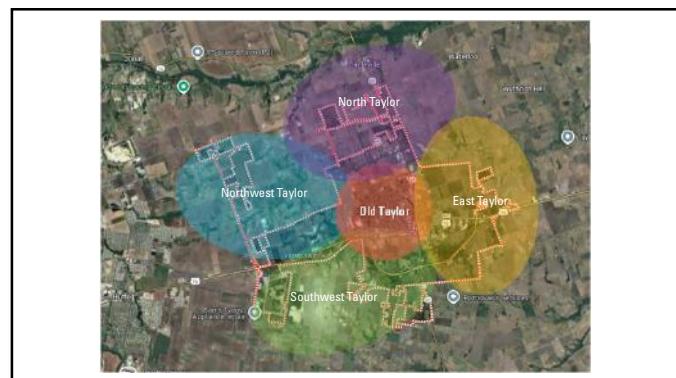
111



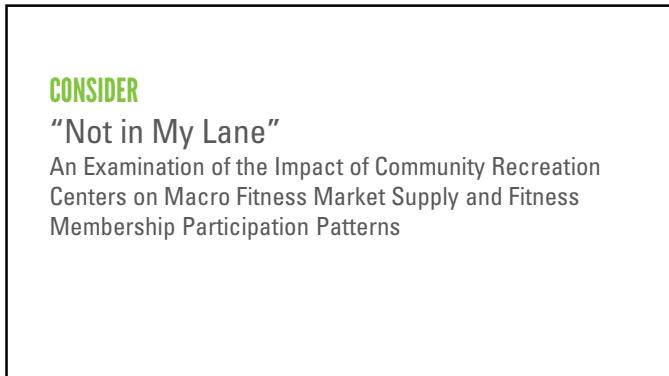
112



113



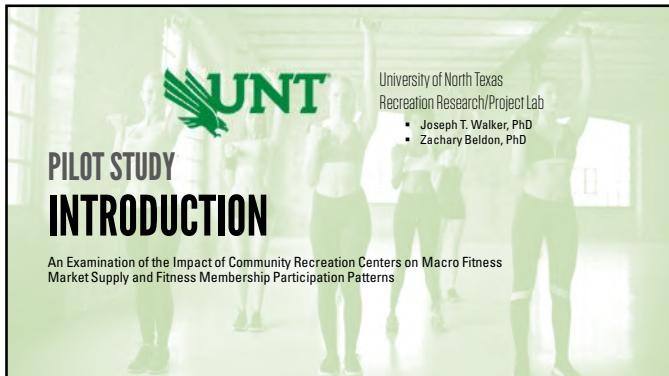
114



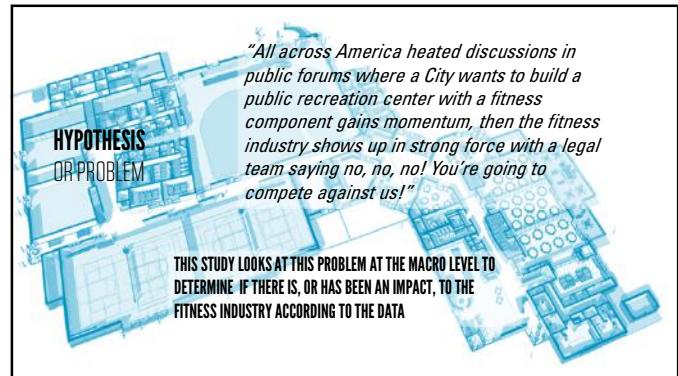
115



116



117



118



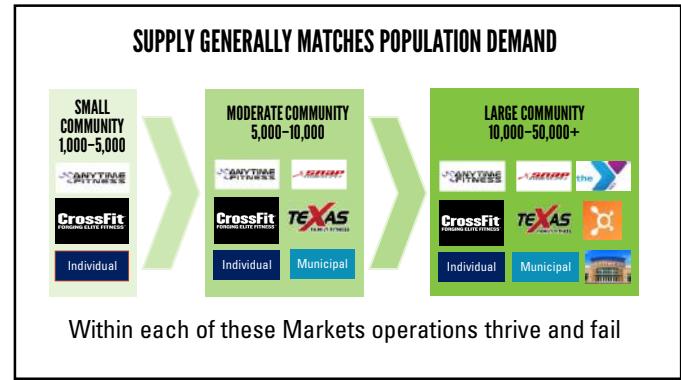
119



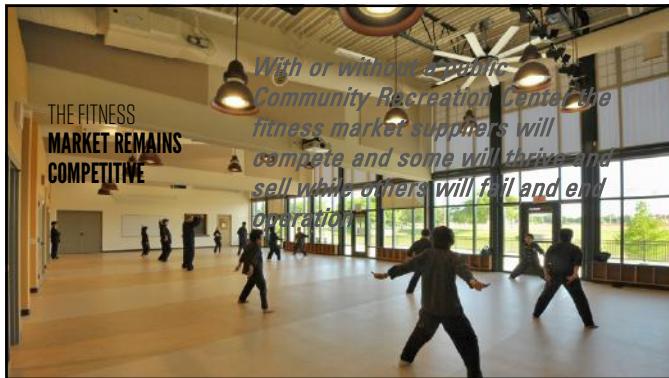
120



121



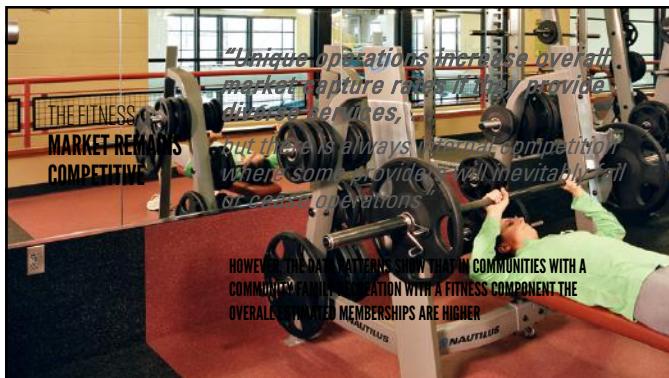
122



123



124



125



126

**EXAMINING MARKET SUPPLY**

**HYPOTHESIS #3** Communities with Municipal Recreation Centers that provide Fitness as part of the scope of services will have equal or 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



127

**RICHARDSON, TEXAS**



128

**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**



129

**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**



130

**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)*



131

**PUBLIC RECREATION CENTERS ARE INCUBATORS**

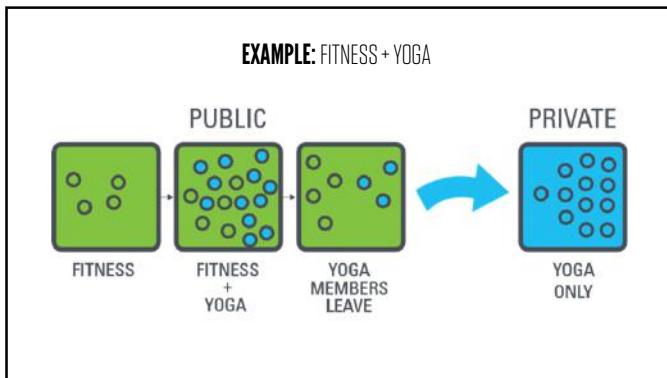
*"I can go private because I built a client base" - small boutique owner*

**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



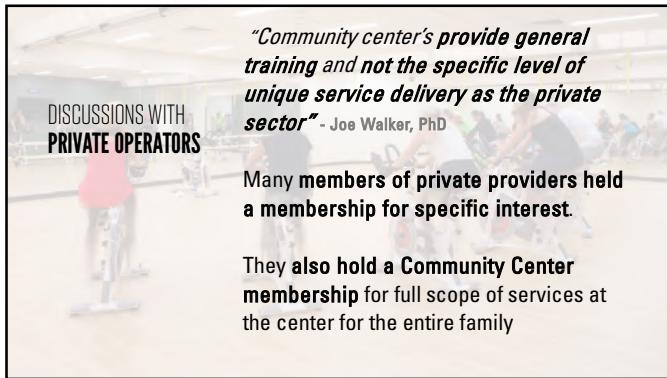
132



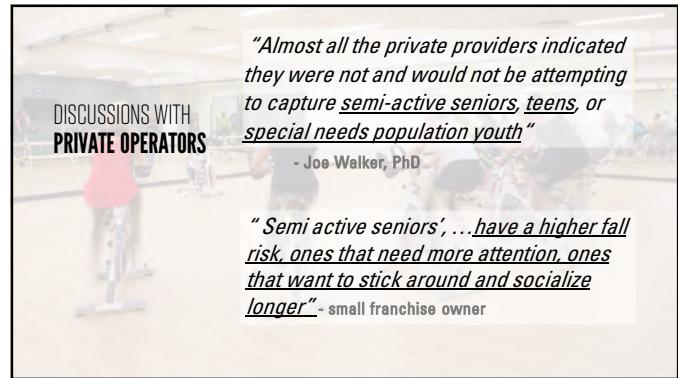
133



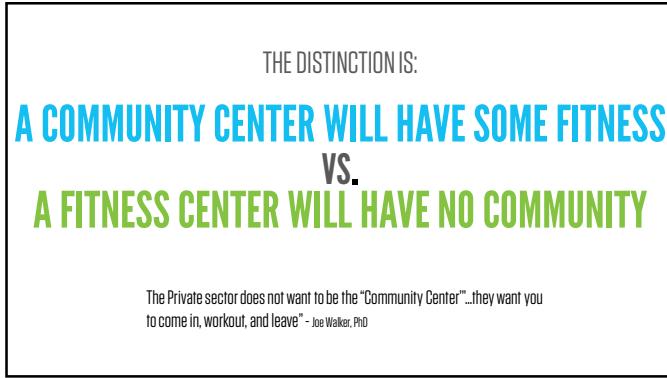
134



135



136



137



138



139



140



141



142

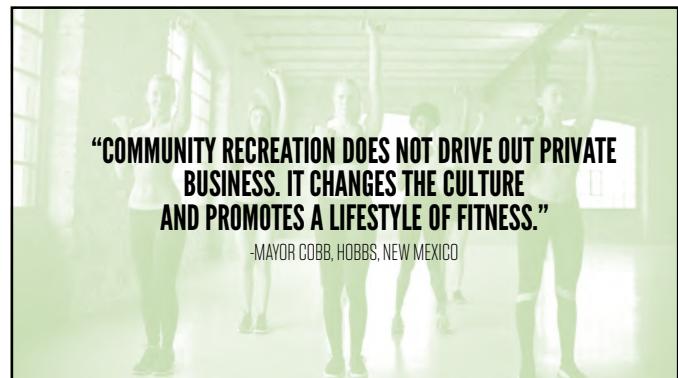


143

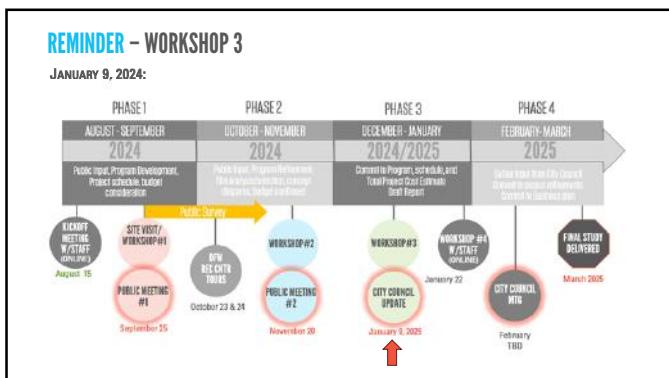




145



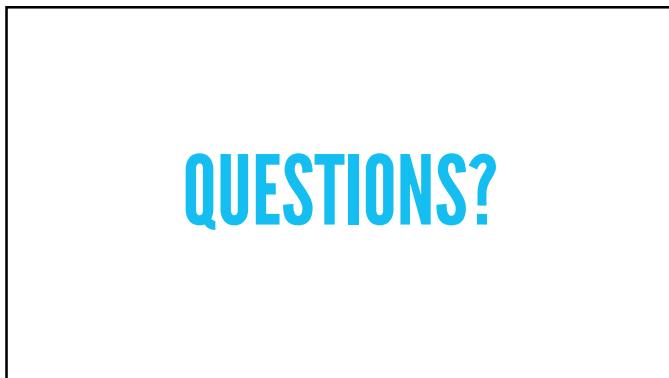
146



147



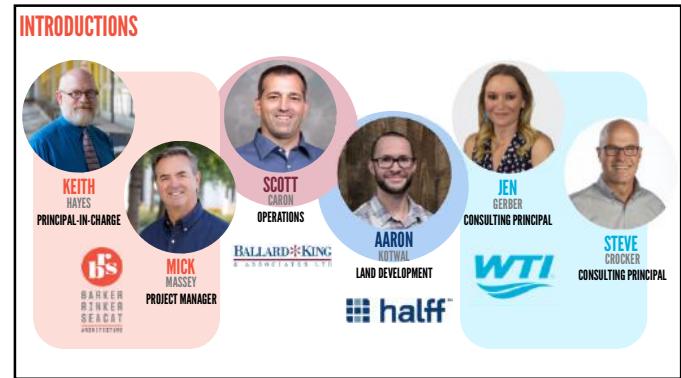
148



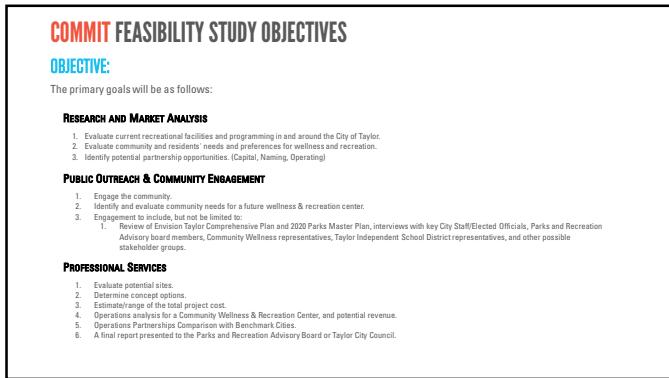
149



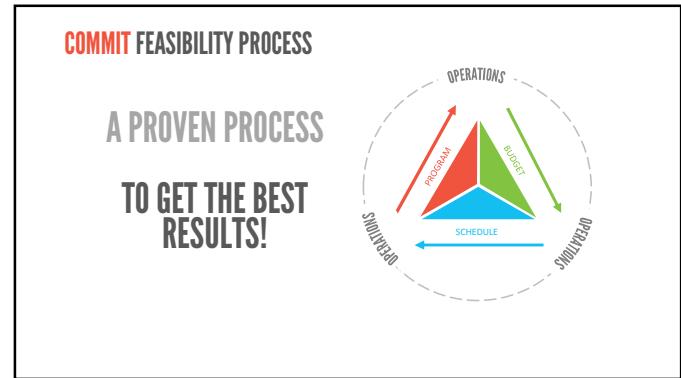
1



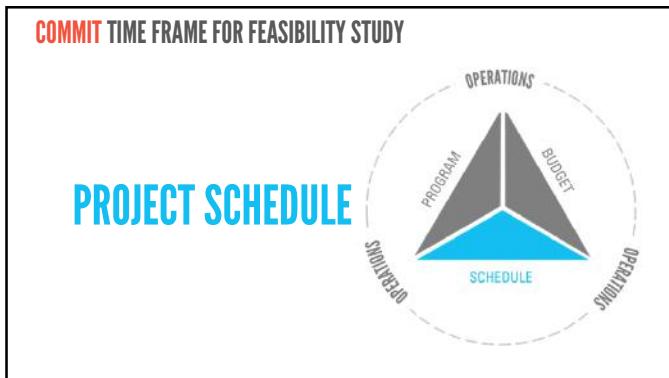
2



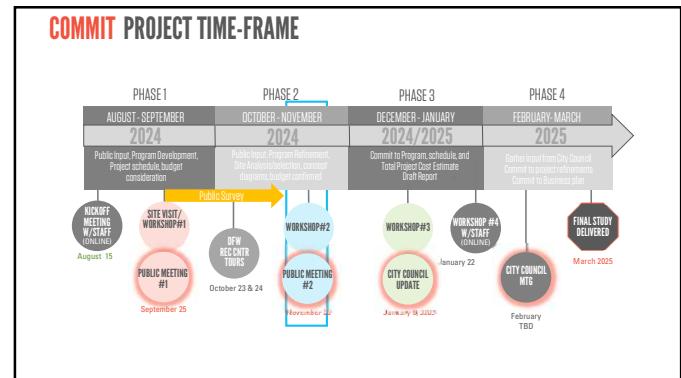
3



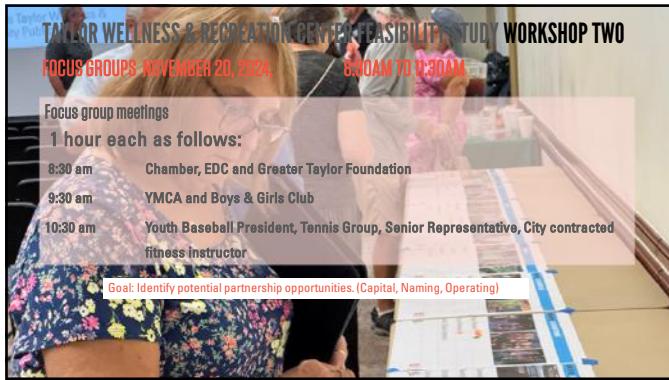
4



5



6



7

## CONFIRM

Present Public Open House #1  
& Survey Data/Results

8



9



10

| 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  |
| Access to bike or walk to downtown, HEB, School, Walmart, Parks, and Old | 2  |
| Taylor High, Sidewalks and bike lanes                                    |    |
| Unique   | 2  |
| Clean Community  |    |
| Neighbors helping neighbors  |    |
| Progressive  |    |
| 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   |    |
| Sale   |    |
| A town had a great history but is struggling                             |    |
| Forward thinking   |    |
| Amazing  |    |
| Parks and Trails   |    |
| Inclusive  |    |
| Artsy  |    |
| Family Oriented  |    |
| Easy   |    |
| Homestown vibe   |    |
| Lots of amenities  |    |

11

| 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 Mrvosa   |    |
| Samsung  |    |

12

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

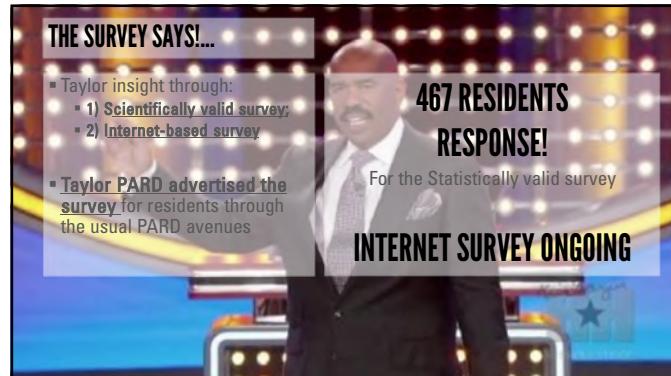
13

| 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                             |   |
| Inclusive  |   |
| Accepting  |   |
| Active/inclusive/opportunities for all abilities |   |
| Diversity  |   |
| Active   |   |
| Strong   |   |
| Prosperous                                       |   |
| Fair   |   |
| Citizen participating                            |   |
| United   |   |
| Thoughtful                                       |   |
| Concerned  |   |
| Safe/softh                                       |   |
| Community  |   |
| Updated/New                                      |   |
| Innovative                                       |   |
| Neighorly  |   |

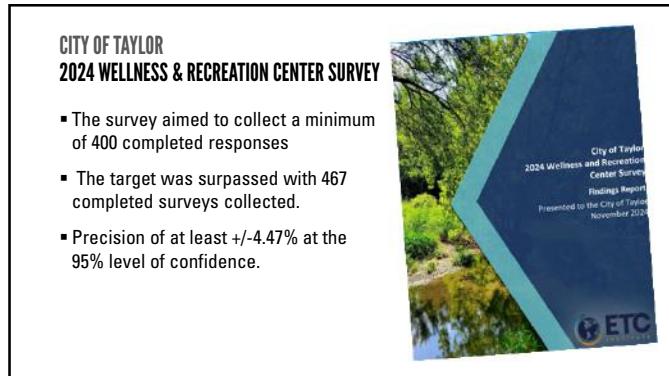
14

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

15



16



17

**WELLNESS & RECREATION CENTER SURVEY HIGHLIGHTS**

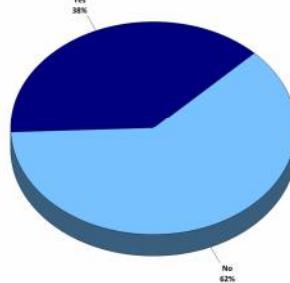
"Eighty-seven percent (87%) indicated that it is valuable for the City to offer a wellness/recreation center to the community as a whole."

### 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.”

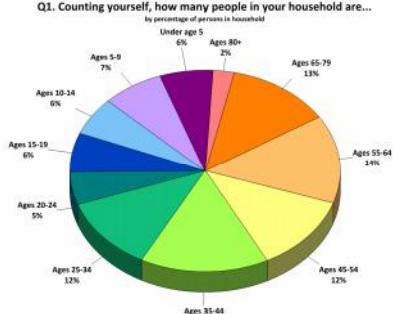
19

City of Taylor Wellness and Recreation Center Survey  
Q4. Have you/your household participated in any wellness/recreation programs offered by the City of Taylor during the past year?  
By percentage of respondents



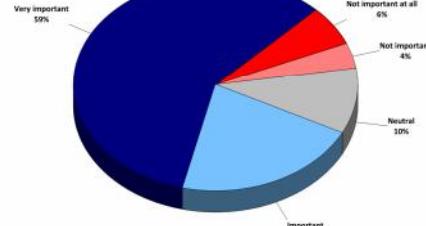
20

City of Taylor Wellness and Recreation Center Survey  
Q1. Counting yourself, how many people in your household are...



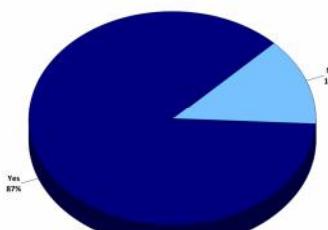
21

City of Taylor Wellness and Recreation Center Survey  
Q2. How important do you believe it is for the City of Taylor to offer a wellness/recreation center for the community?  
By percentage of respondents



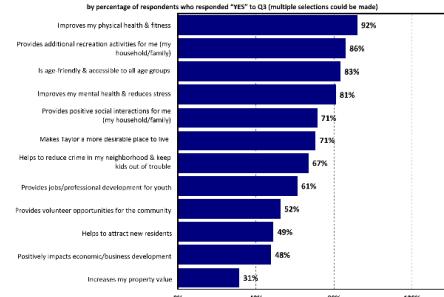
22

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”)

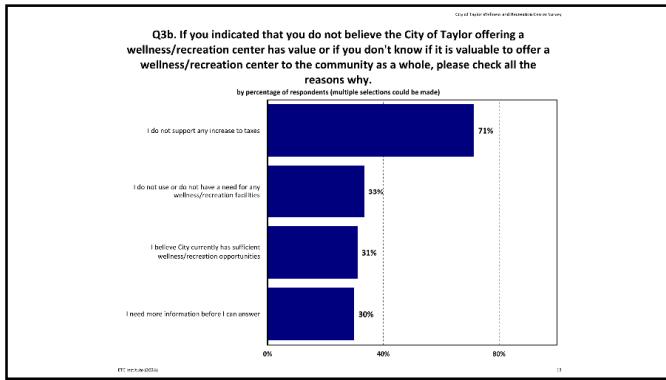


23

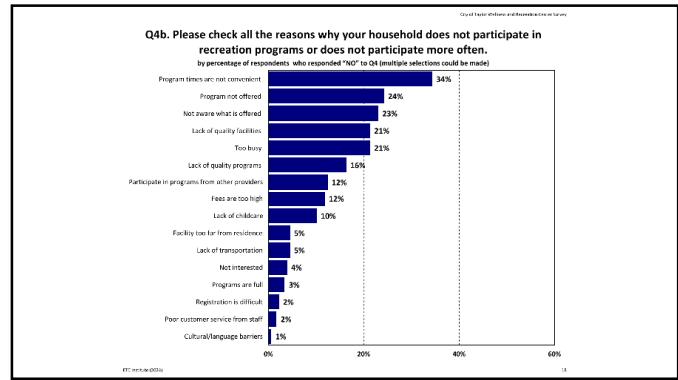
City of Taylor Wellness and Recreation Center Survey  
Q3a. Please check all of the items below that you would consider to be benefits of a wellness/recreation center.  
By percentage of respondents who responded “YES” to Q3 (multiple selections could be made)



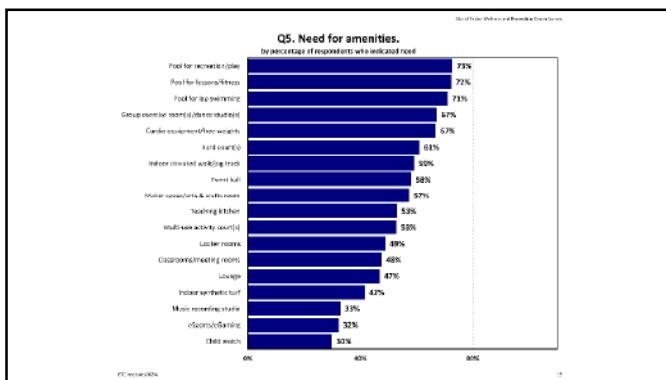
24



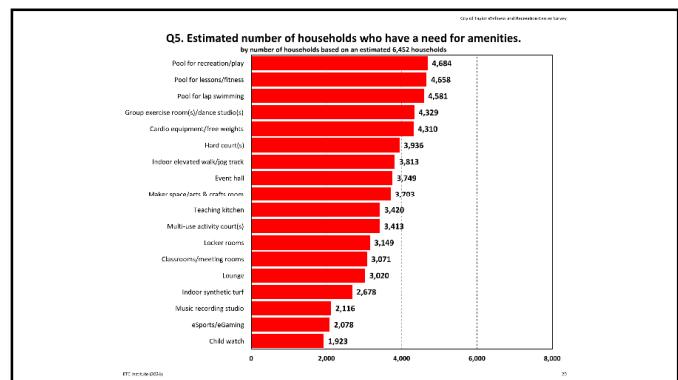
25



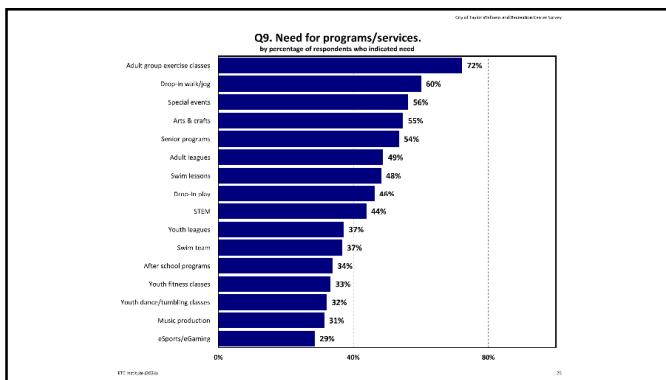
26



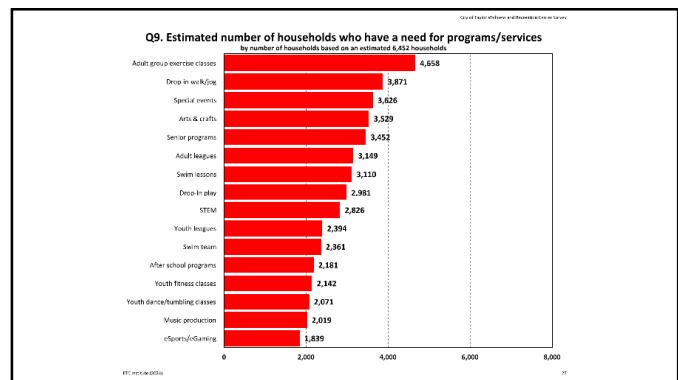
27



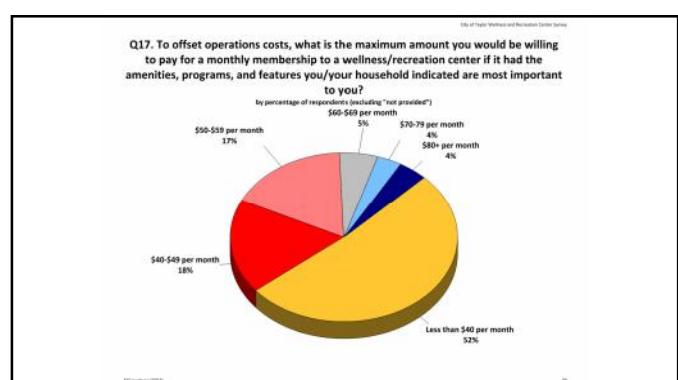
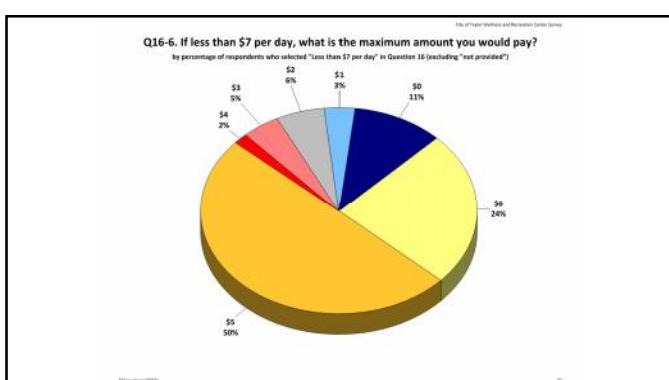
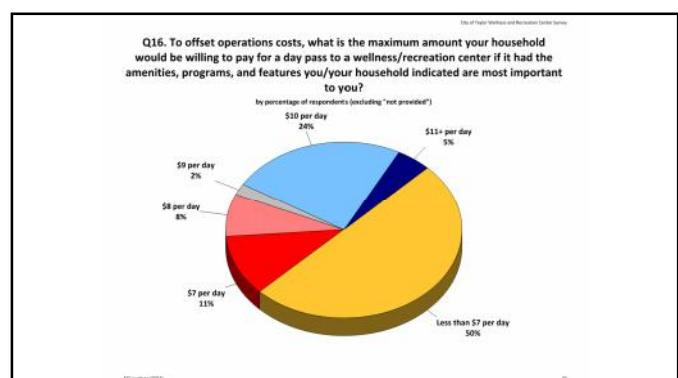
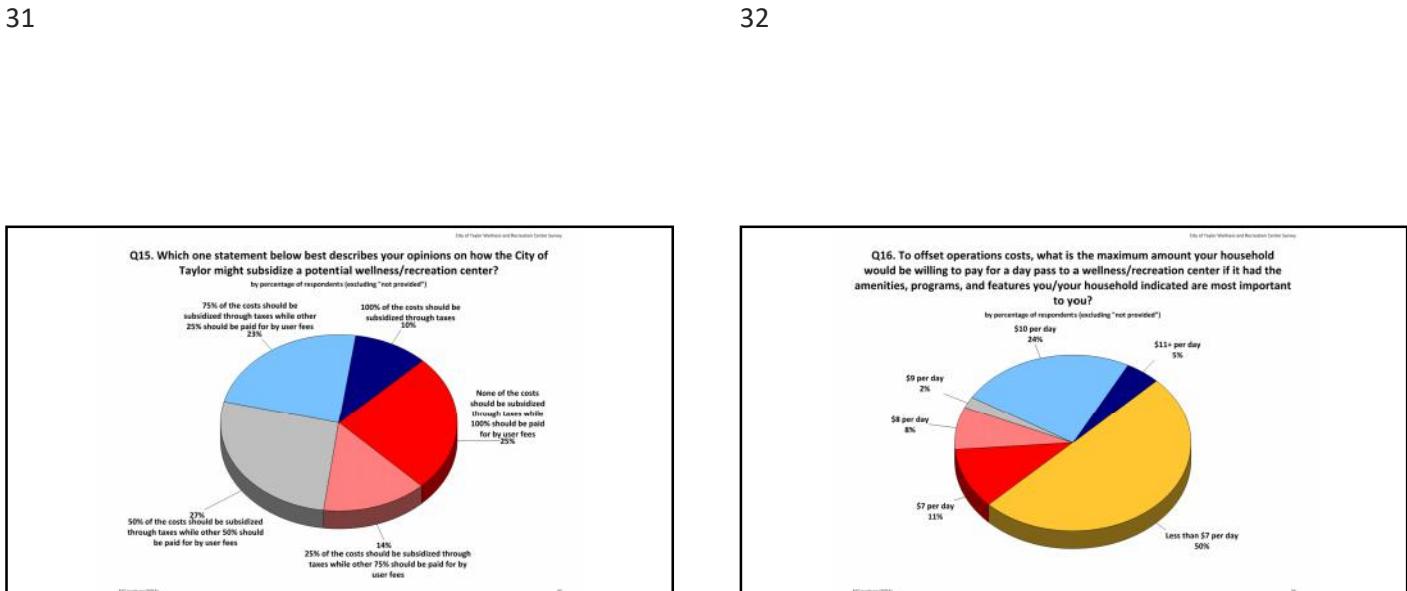
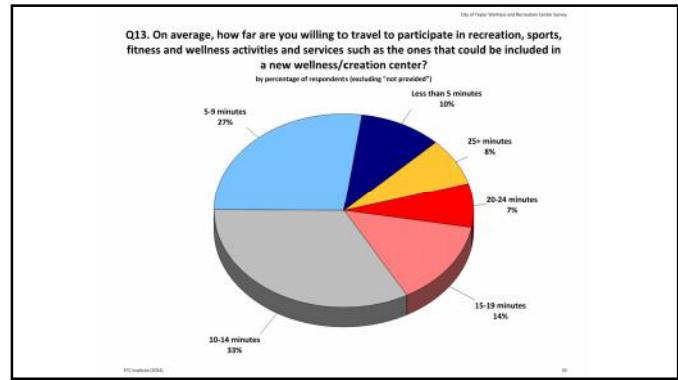
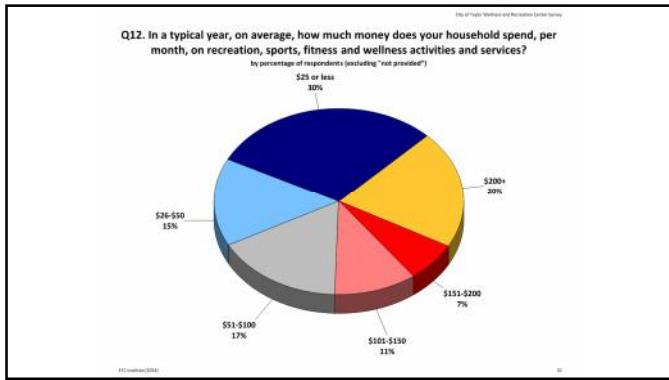
28

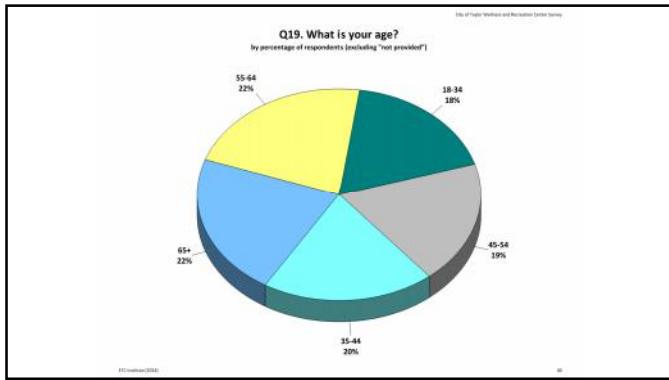


29

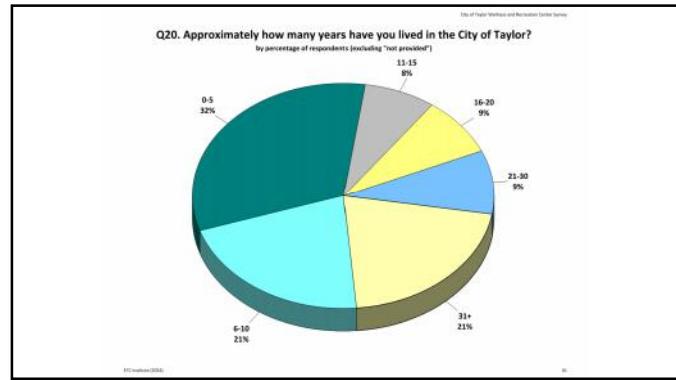


30

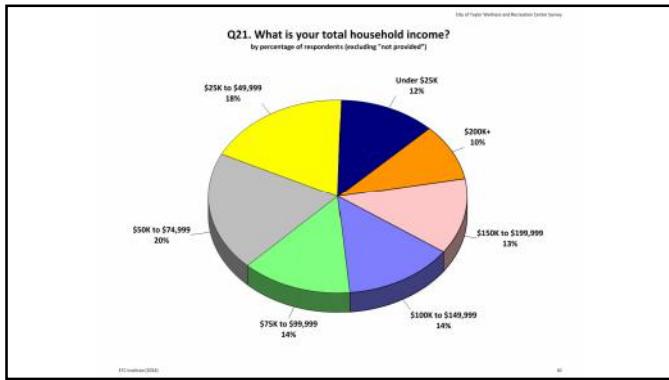




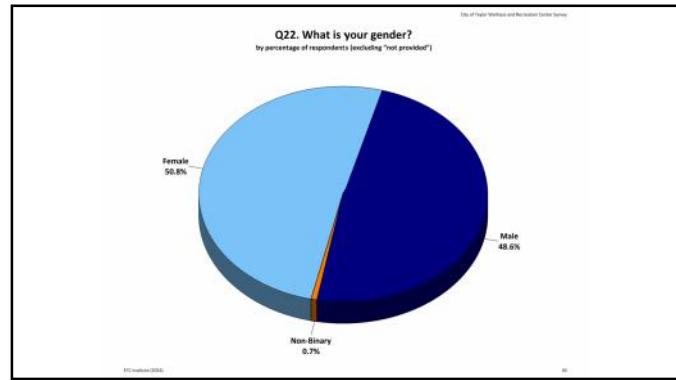
37



38



39



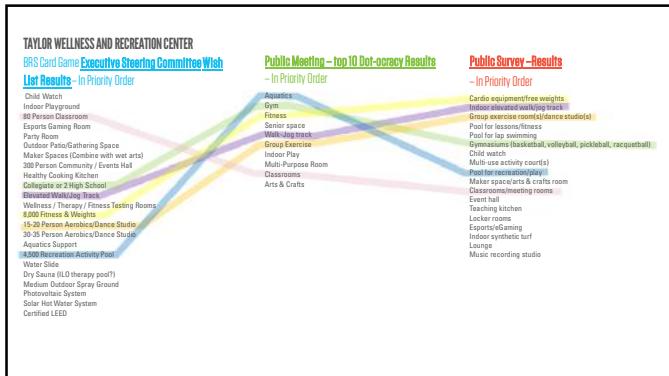
40



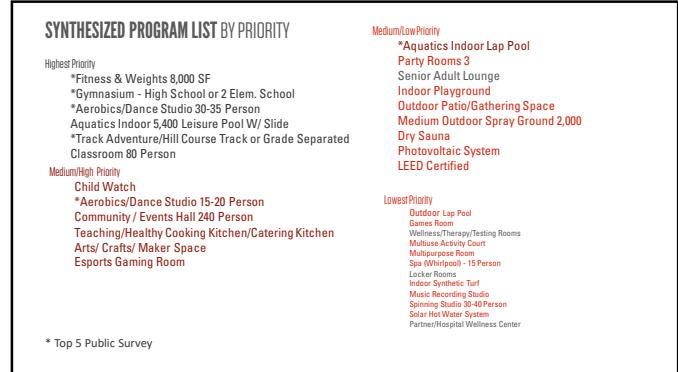
41

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

42



43



44



45



46



47



48



49



50



51



52



53



54



55



56



57

CONSIDER DISCUSS TOTAL PROJECT BUDGET PROCESS



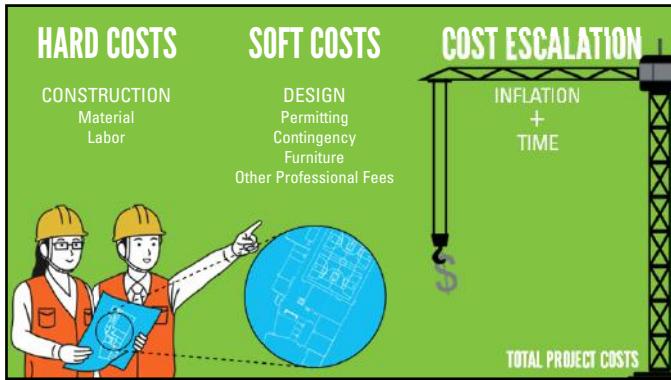
58



59



60



61

**CONFIRM**

Capital and/or partnerships opportunities from focus group meetings discussion

62

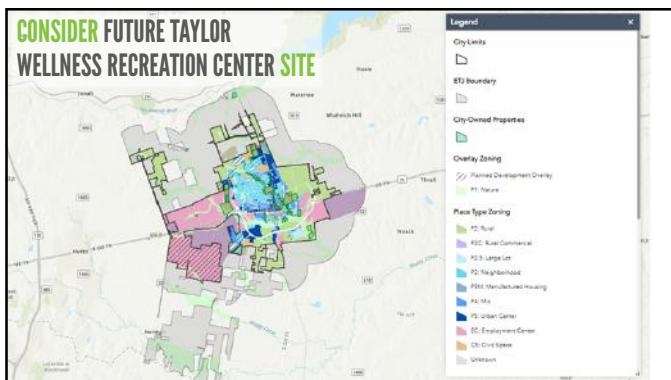


63

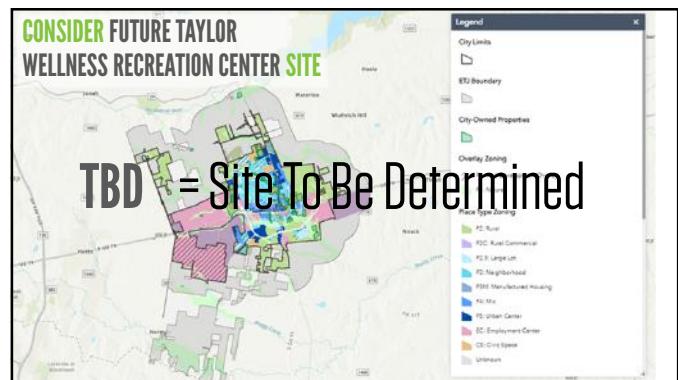
**CONSIDER**

Site test fit/relationship diagrams

64



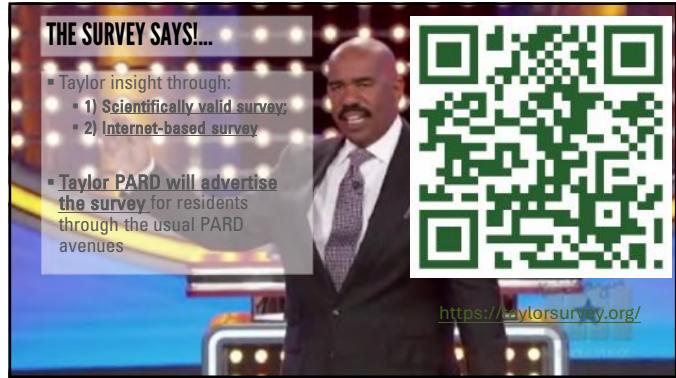
65



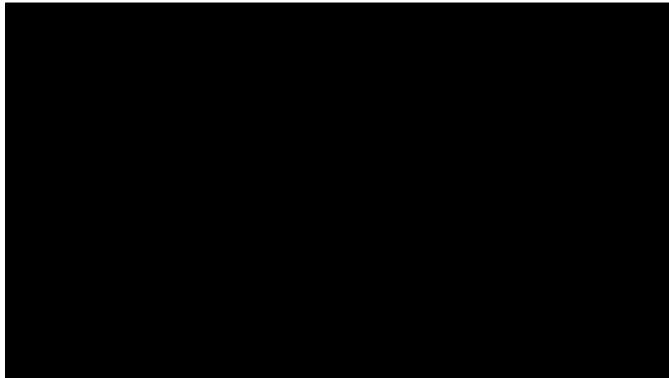
66



67



68



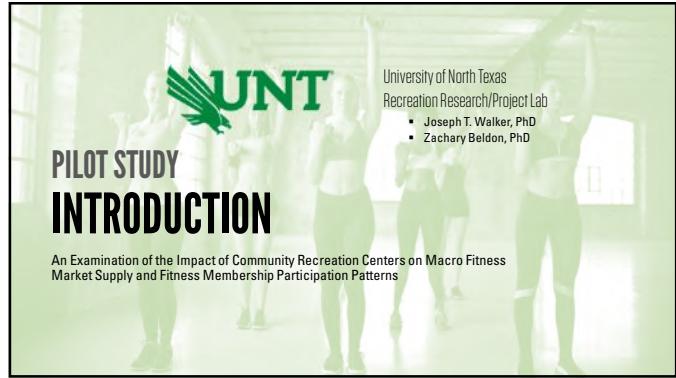
69



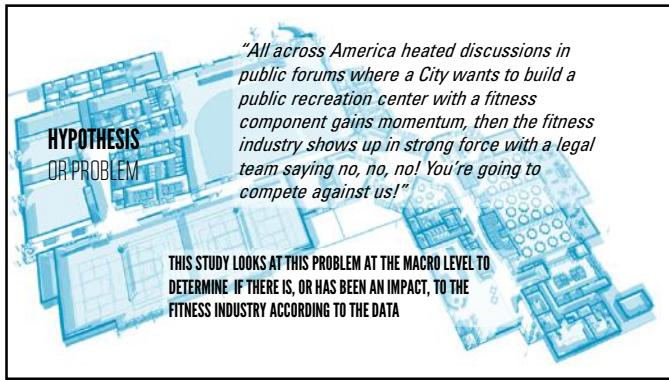
70



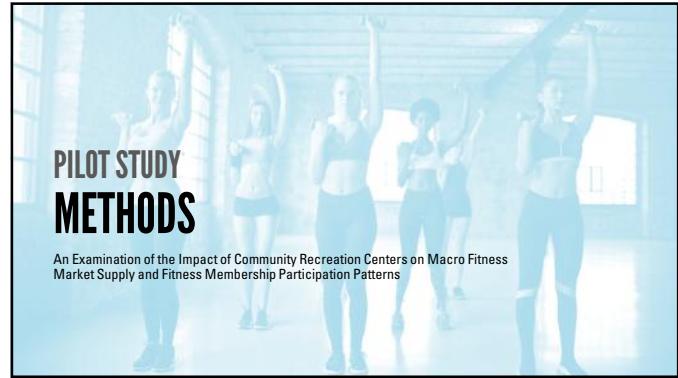
71



72



73



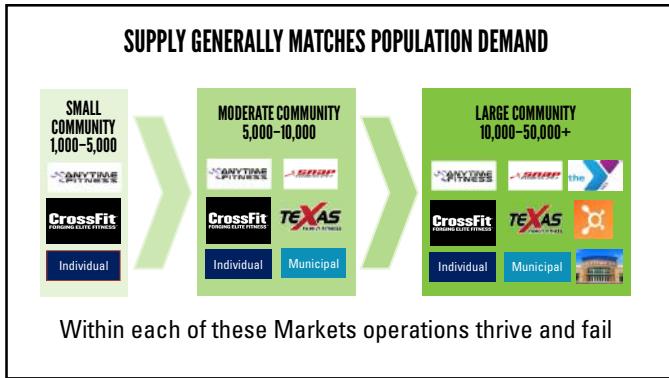
74



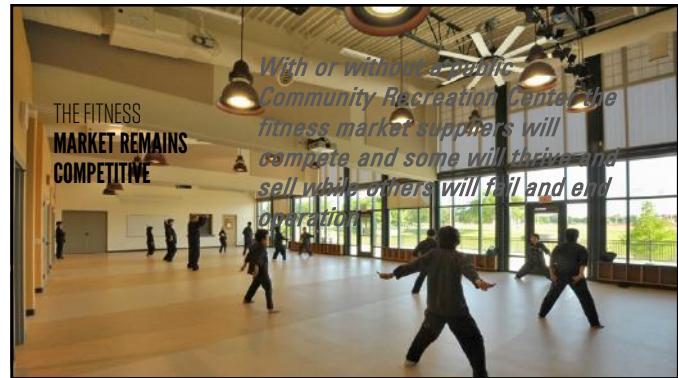
75



76



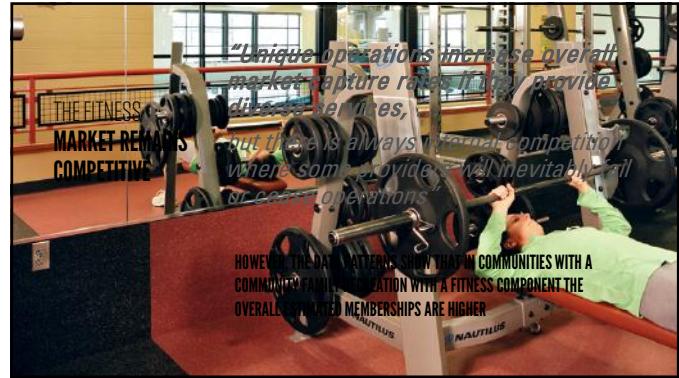
77



78



79



80



81



82



83



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

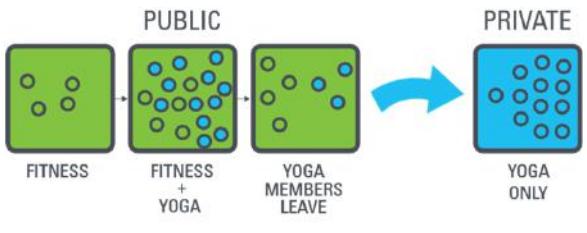
This is **INCUBATION**:

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

**EXAMPLE: FITNESS + YOGA**



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

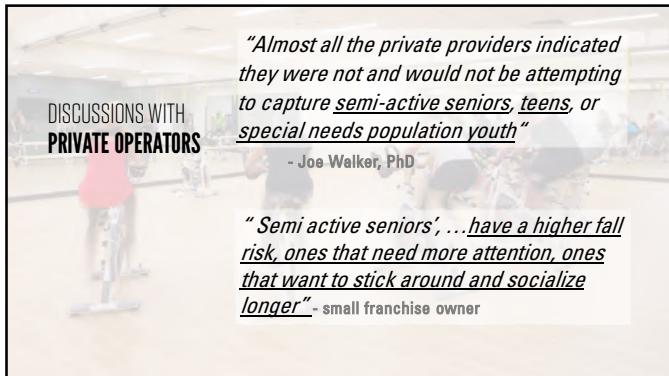
*"Community center's provide general training and not the specific level of unique service delivery as the private sector"* - Joe Walker, PhD

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 us?

*"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 us?

*"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

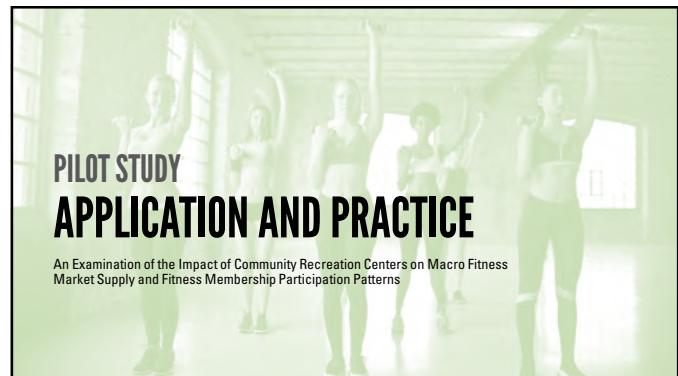


**OWNERS AND MANAGERS OF PRIVATE FACILITIES**

What did they tell us?

*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**

**24 HOUR FITNESS** **JOHNTIME FITNESS** **ASAP**

**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

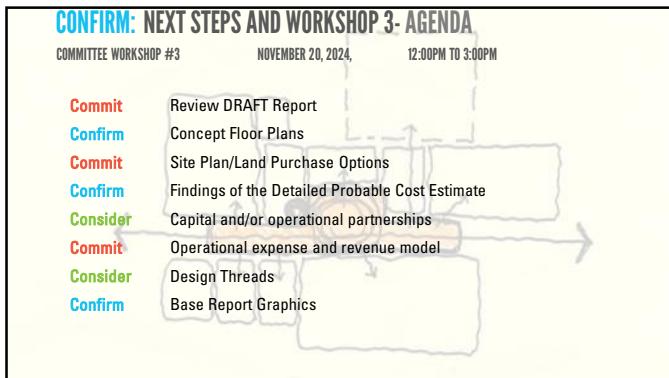
**REMINDER – WORKSHOP 3**

**JANUARY 9, 2024:**

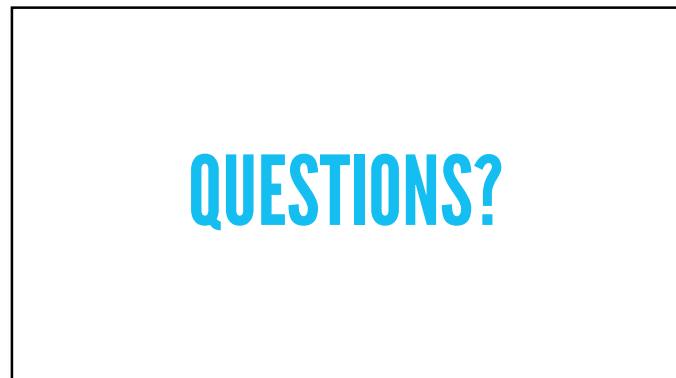
| PHASE 1   | PHASE 2  | PHASE 3  | PHASE 4  |
|---|--|--|--|
| <b>AUGUST - SEPTEMBER 2024</b><br>Public Input, Program Development, Project schedule, location consideration | <b>OCTOBER - NOVEMBER 2024</b><br>Public Input, Program development, Public Input, Program development, Conceptual design, location and design | <b>DECEMBER - JANUARY 2024/2025</b><br>Community Program, service, and Total Project Cost Estimate, Staff Report | <b>FEBRUARY - MARCH 2025</b><br>Solicit input from City Council, Review and refine, Acquire no insurance issue |
| <b>KICKOFF MEETING W/ STAFF</b><br>August 15  | <b>NEW RECREATION CENTER SURVEY</b>  | <b>WORKSHOP #3</b><br>January 22   | <b>FINAL STUDY DELIVERED</b><br>March 2025   |
| <b>SITE VISIT / WORKSHOP #1</b><br>September 11   | <b>WORKSHOP #2</b><br>October 23 & 24  | <b>WORKSHOP #4 W/ STAFF</b><br>January 26  | <b>CITY COUNCIL MEETING</b><br>February 16   |
| <b>PUBLIC MEETING #1</b><br>September 25  | <b>PUBLIC MEETING #2</b><br>November 20  | <b>CITY COUNCIL UPDATE</b><br>January 9, 2025  |  |

**REVIEW & APPROVAL**

102



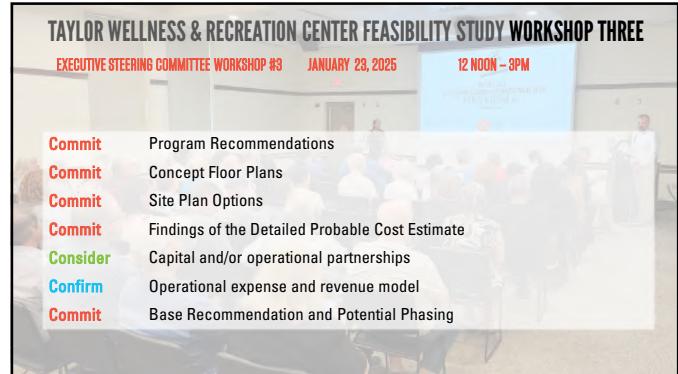
103



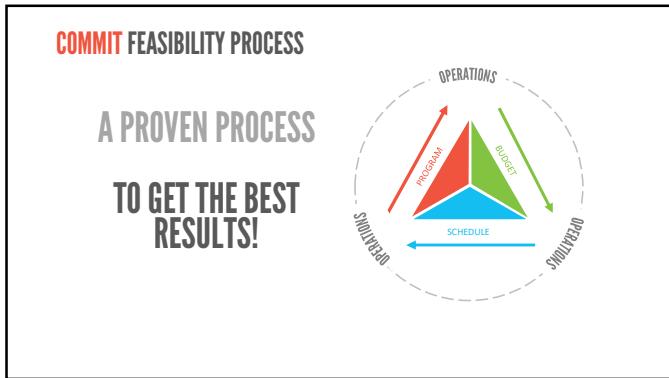
104



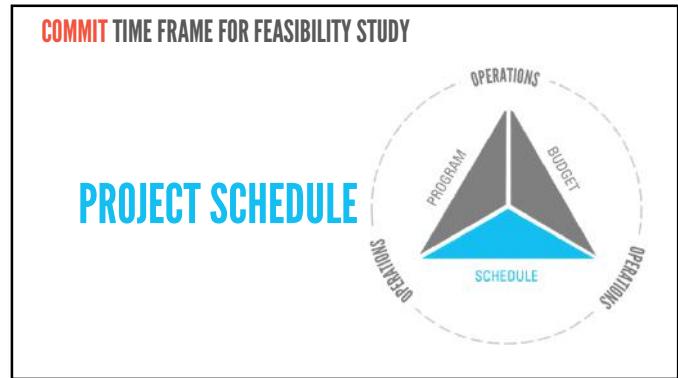
1



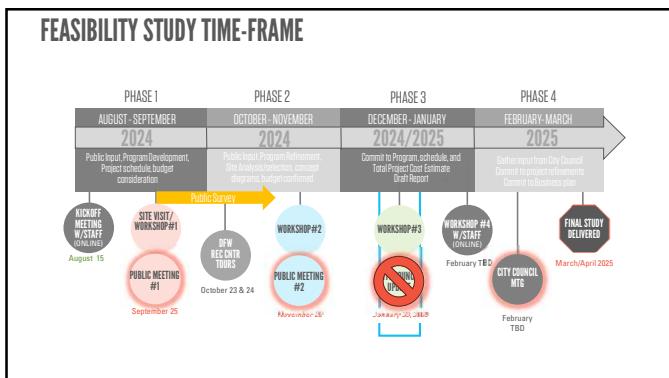
2



3



4



5

**COMMIT MEETING DATES & TIMES**

| TAYLOR RECREATION CENTER FEASIBILITY STUDY MEETINGS                   |            |             |                  |
|---|------------|-------------|------------------|
| Taylor Staff Team Only Kick-Off (Virtual)                             | Thursday   | 9/15/2024   | 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       |
| Wednesday   | 11/20/2024 | All Day     |                  |
| Workshop #2 - Executive Steering Committee Meeting                    | Wednesday  | 11/20/2024  | 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         | 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

- 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.
- Engage to include, but not be limited to:
  - Review of 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 with Benchmark Cities.
- 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!...

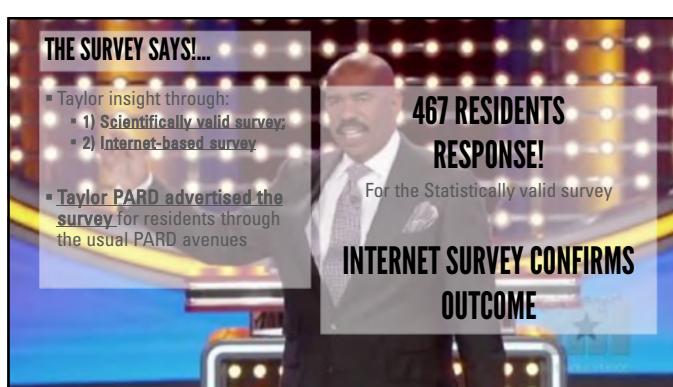
- Taylor insight through:
  - 1) Scientifically valid survey;
  - 2) Internet-based survey

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

467 RESIDENTS  
RESPONSE!

For the Statistically valid survey

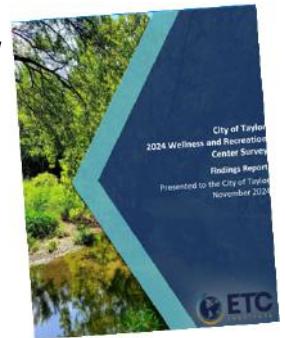
INTERNET SURVEY CONFIRMS  
OUTCOME



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.



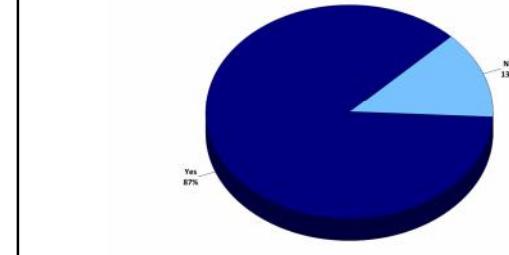
12

### 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."

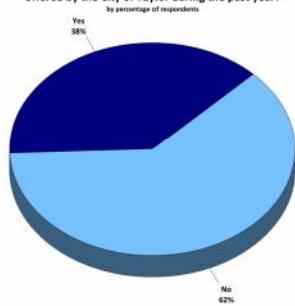
13

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")



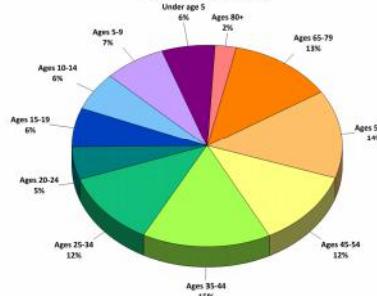
14

City of Taylor Wellness and Recreation Center Survey  
Q4. Have you/your household participated in any wellness/recreation programs offered by the City of Taylor during the past year?  
by percentage of respondents



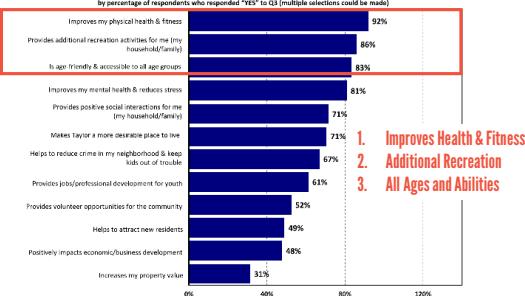
15

City of Taylor Wellness and Recreation Center Survey  
Q1. Counting yourself, how many people in your household are...  
by percentage of persons in household



16

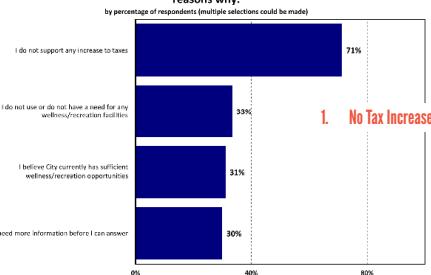
City of Taylor Wellness and Recreation Center Survey  
Q3a. Please check all of the items below that you would consider to be benefits of a wellness/recreation center.  
by percentage of respondents who responded "YES" to Q3 (multiple selections could be made)



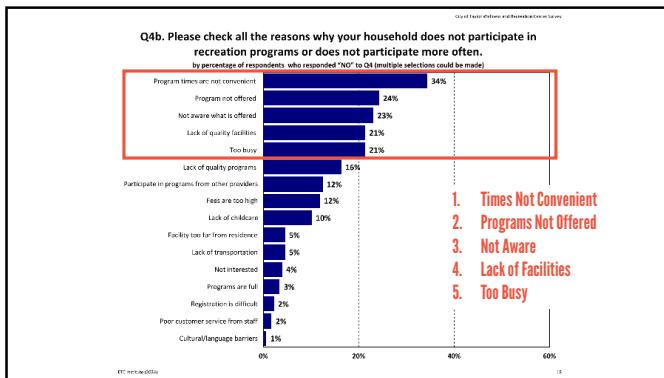
1. Improves Health & Fitness
2. Additional Recreation
3. All Ages and Abilities

17

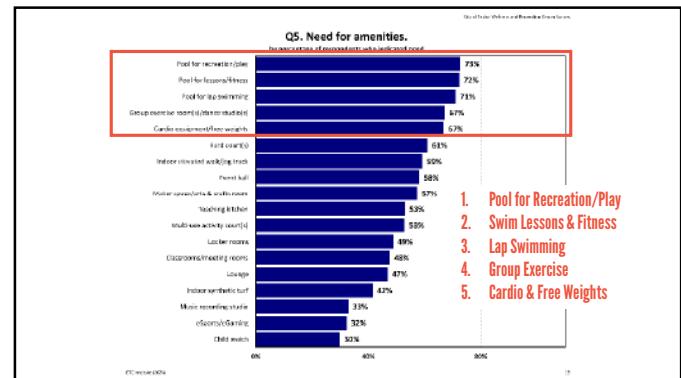
City of Taylor Wellness and Recreation Center Survey  
Q3b. If you indicated that you do not believe the City of Taylor offering a wellness/recreation center has value or if you don't know if it is valuable to offer a wellness/recreation center to the community as a whole, please check all the reasons why.  
by percentage of respondents (multiple selections could be made)



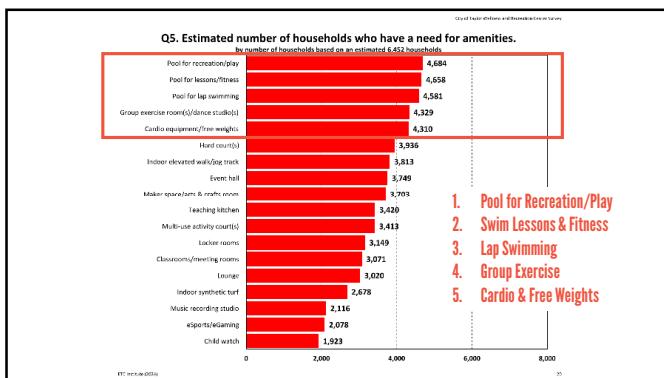
18



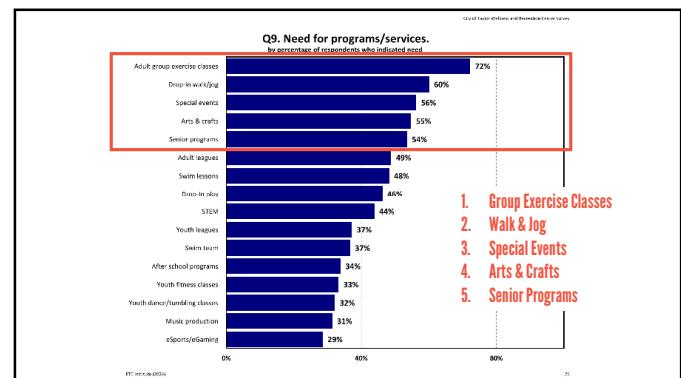
19



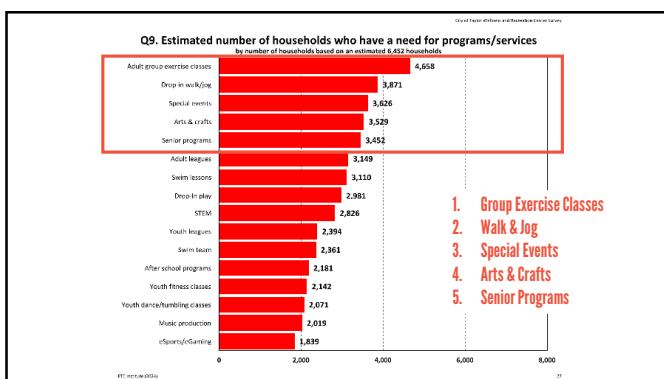
20



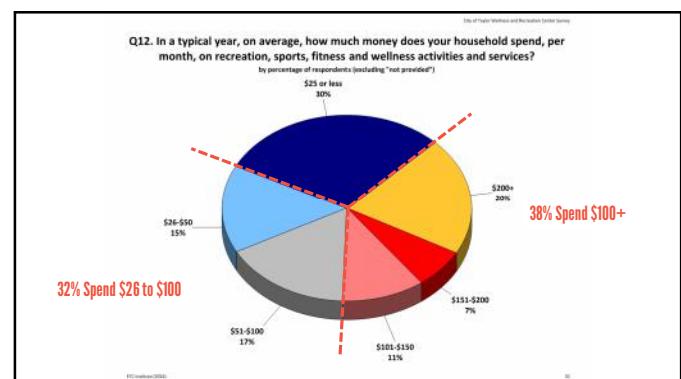
21



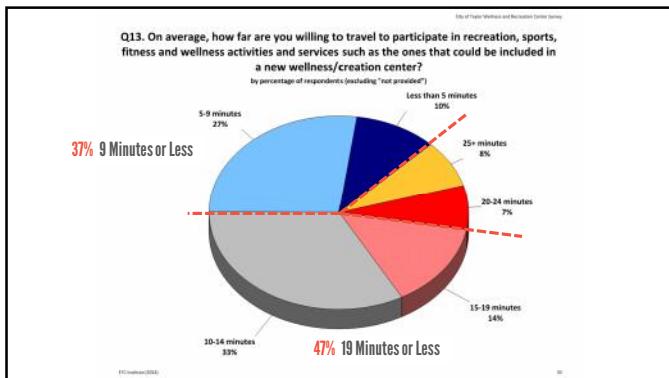
22



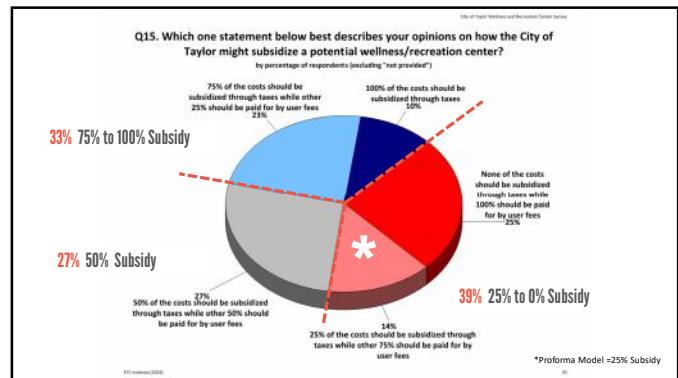
23



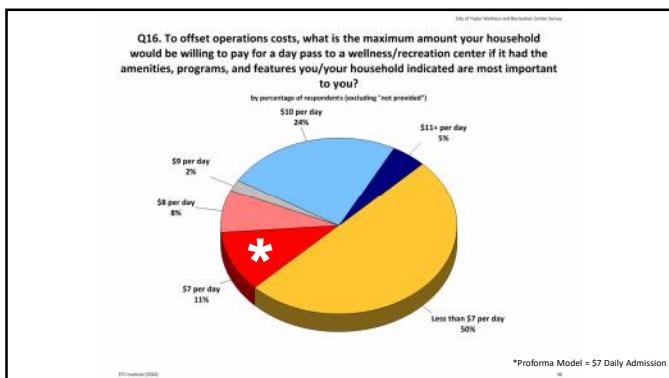
24



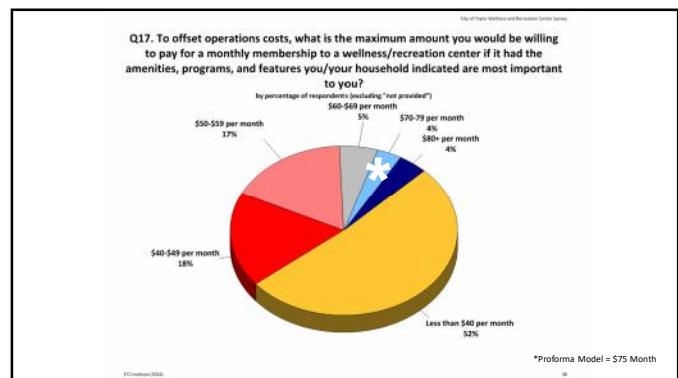
25



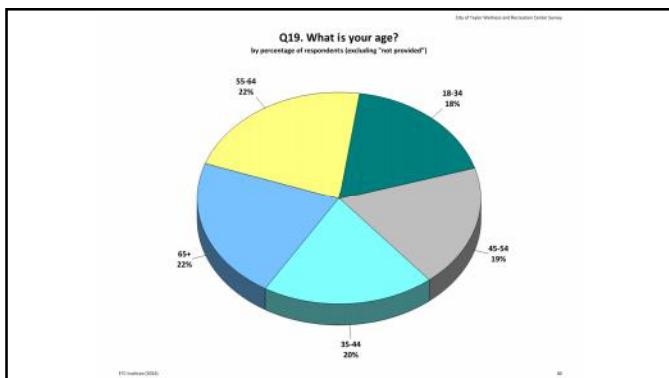
26



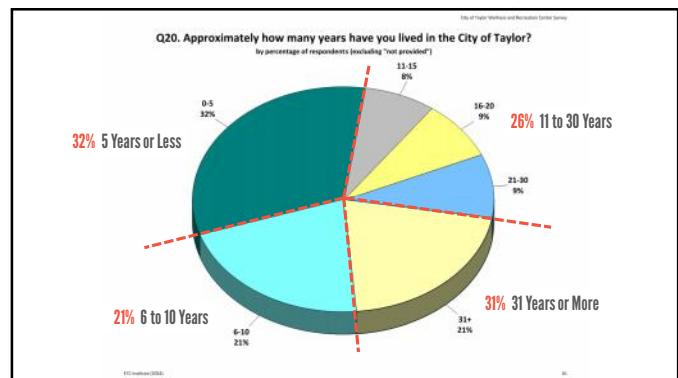
27



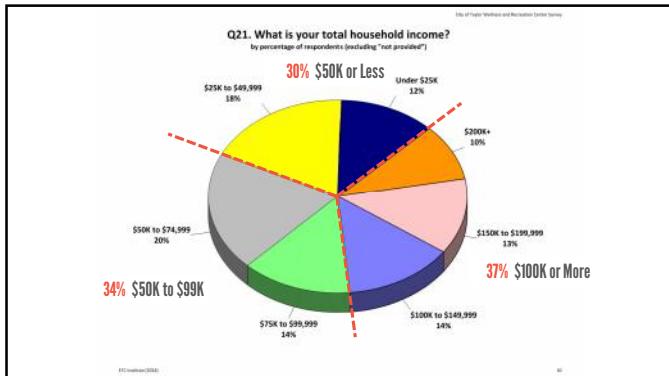
28



29



30



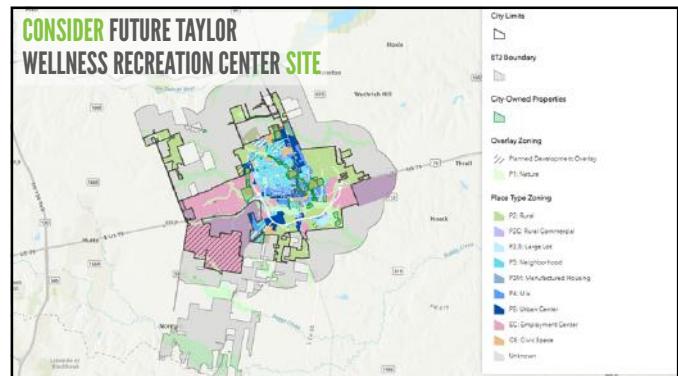
31



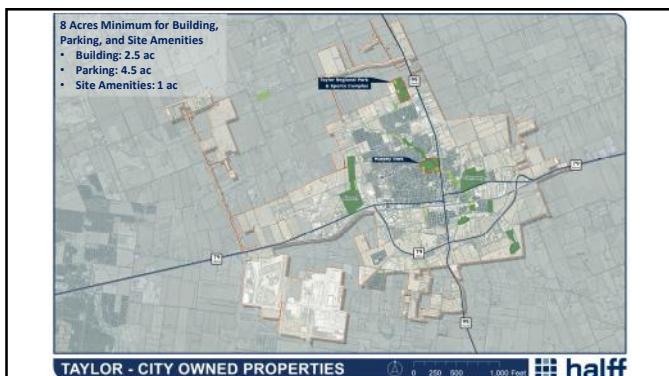
32



33



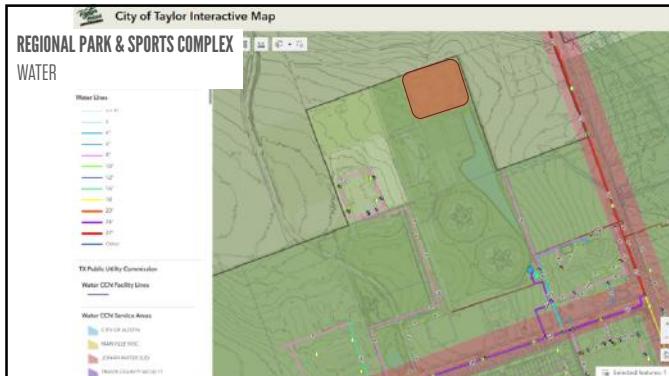
34



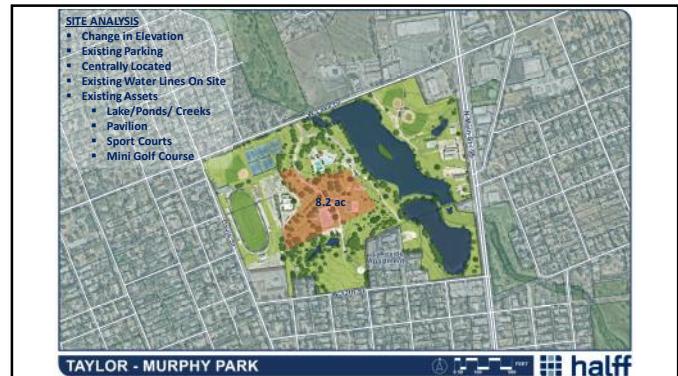
35



36



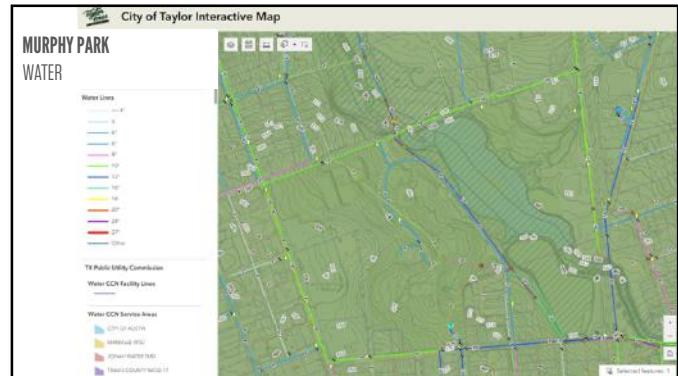
37



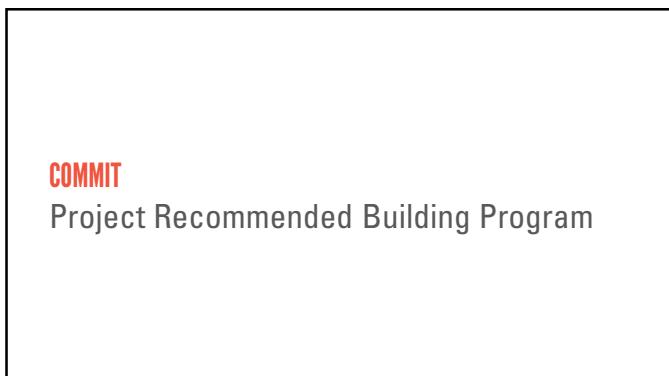
38



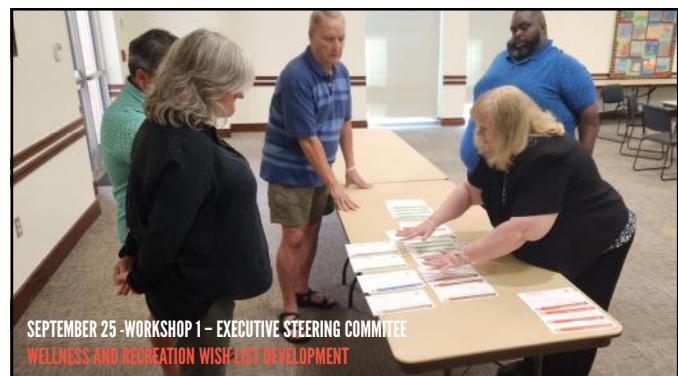
39



40



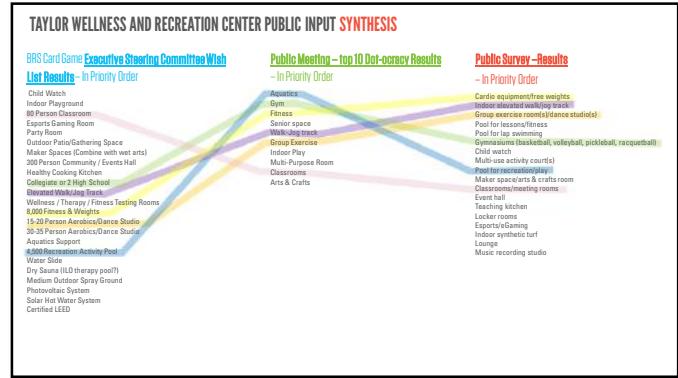
41



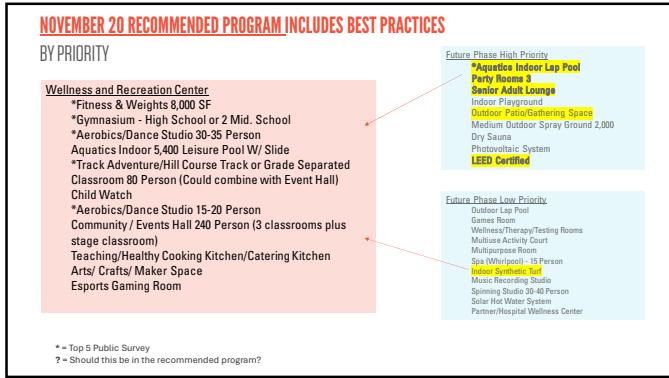
42



43



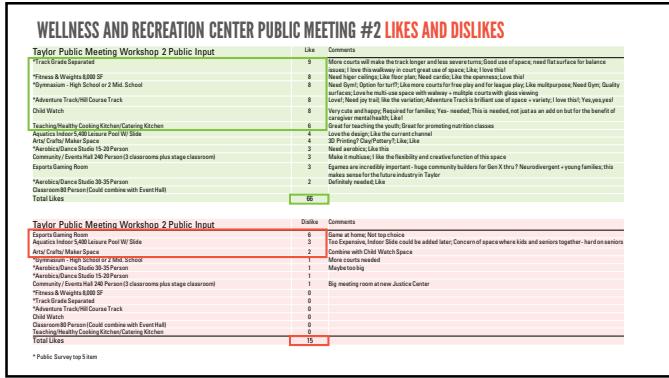
44



45



46



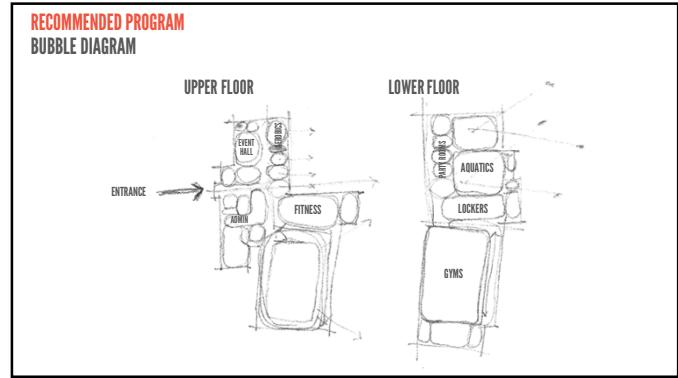
47

| 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 (5)              | 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



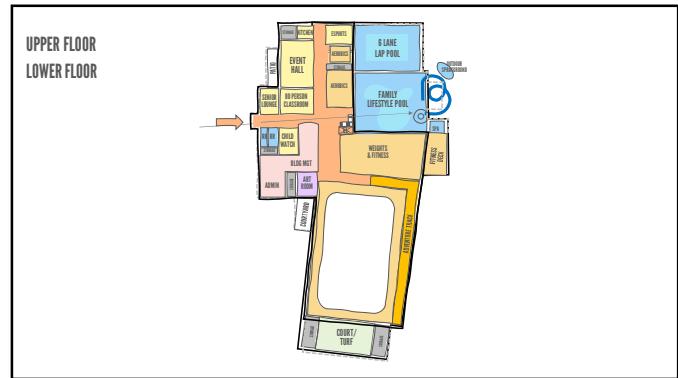
49



50



51



52



53



54



55

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



57



58



59



60



61



62



63



64



65



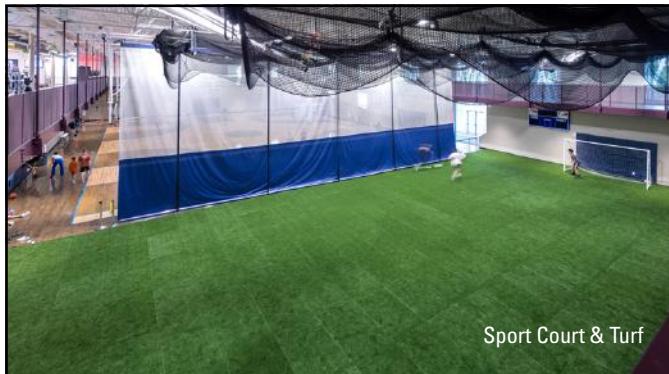
66



67



68



Sport Court & Turf

69



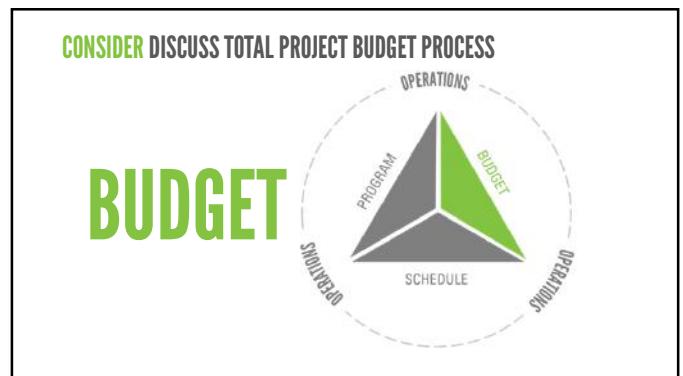
Lobbies and Support

70

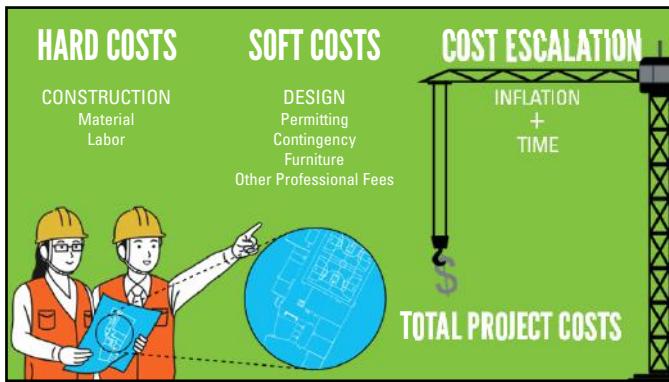


Outdoor Fitness Deck

71



72



73

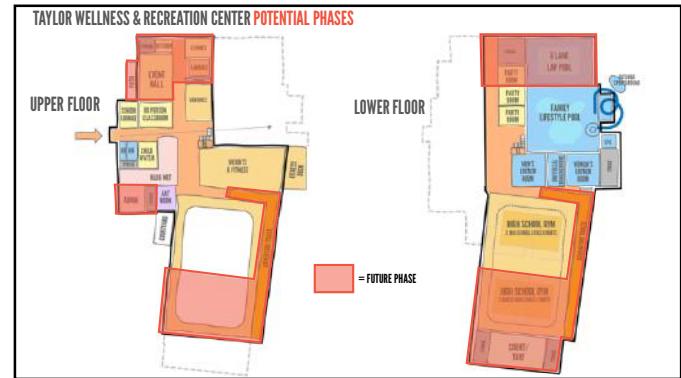
CONSIDER PROJECT BUDGET

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

74

| MAGNITUDE OF COST FOR FULL PROGRAM  |          |  |          |  |  |
|---|----------|--|----------|--|--|
| PROGRAM SPACE   | NET SQFT | PROGRAM SPACE                              | NET SQFT |  |  |
| 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   | 960      | 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><br>(Includes cost escalation to midpoint of construction) |          |  |          |  |  |
| <b>SOFT COSTS</b><br>(A&E Design, Contingencies, FF&E, Permits, etc.)         |          |  |          |  |  |
| <b>TOTAL PROJECT COST</b>   |          |  |          |  |  |

75



76

| POTENTIAL BASE PROGRAM  |          |                                      |          |  |  |
|---|----------|--------------------------------------|----------|--|--|
| PROGRAM SPACE   | NET SQFT | PROGRAM SPACE                        | NET SQFT |  |  |
| 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><br>(Includes cost escalation to midpoint of construction) |          |                                      |          |  |  |
| <b>SOFT COSTS</b><br>(A&E Design, Contingencies, FF&E, Permits, etc.)         |          |                                      |          |  |  |
| <b>TOTAL PROJECT COST</b>   |          |                                      |          |  |  |

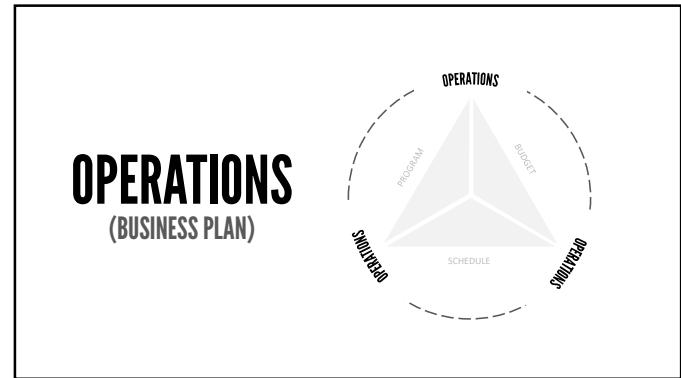
77

| POTENTIAL FUTURE PHASE PROGRAM  |          |  |          |  |  |
|---|----------|--|----------|--|--|
| PROGRAM SPACE   | NET SQFT | PROGRAM SPACE                              | NET SQFT |  |  |
| 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      |  |          |  |  |
| Gyms (1) High School or (2) Middle School                                     | 12,280   |  |          |  |  |
| Court/Turf (Small Multi Use Activity)   | 4,900    |  |          |  |  |
| Elevated Walk/Jog Track   | 3,740    |  |          |  |  |
| Adventure/Hill Course Track (5 Laps/Mi)                                       | 2,740    |  |          |  |  |
| Aerobics/Dance Studio (15-20 Person)  | 800      |  |          |  |  |
| <b>Total Future Phase SQ/FT (Gross)</b>                                       |          | <b>46,900</b>                              |          |  |  |
| <b>CONSTRUCTION</b><br>(Includes cost escalation to midpoint of construction) |          |  |          |  |  |
| <b>SOFT COSTS</b><br>(A&E Design, Contingencies, FF&E, Permits, etc.)         |          |  |          |  |  |
| <b>TOTAL PROJECT COST</b>   |          |  |          |  |  |

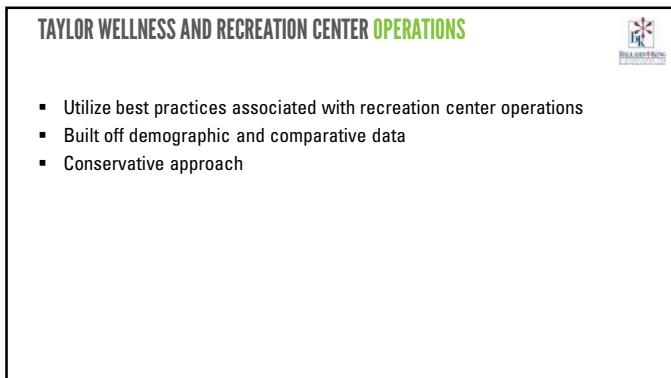
78



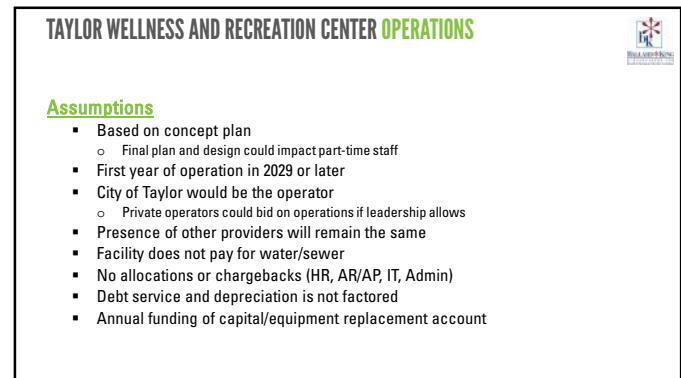
79



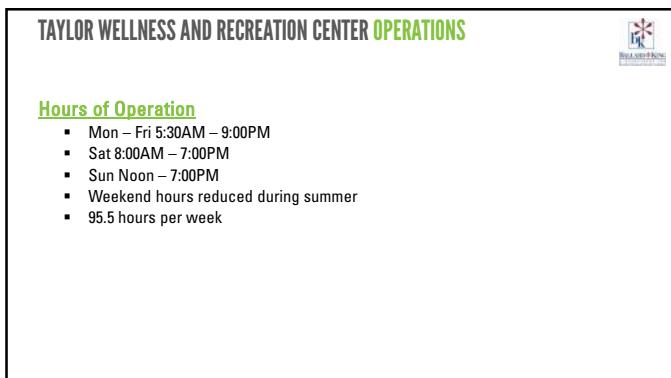
80



81



82



83



84

## TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS

Expenses

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

85

## ADMISSION/MEMBERSHIP

**Membership**

| Membership    | Monthly Rate |
|---------------|--------------|
| Youth/Student | \$20.00      |
| Adult         | \$35.00      |
| Household     | \$75.00      |
| Senior        | \$20.00      |
| Senior + 1    | \$30.00      |

**Daily Admission**

| Daily Admission | Rate   |
|-----------------|--------|
| Under 3         | Free   |
| Youth (3-18)    | \$7.00 |
| Adult (19-59)   | \$7.00 |
| Senior (60+)    | \$7.00 |

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

86

## TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS

Revenue

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

87

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/<br>Replacement  | 65.5%       | 68.1%       | 69.4%       | 69.4%       | 69.4%       |
| Cost Recovery w/o<br>Replacement | 67.1%       | 69.7%       | 71.0%       | 70.9%       | 70.9%       |
| Replacement<br>(Cumulative)      | \$54,800    | \$109,600   | \$164,400   | \$219,200   | \$274,000   |

88

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

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

89

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/<br>Replacement  | 70.1%       | 74.2%       | 77.1%       | 77.1%       | 77.1%       |
| Cost Recovery w/o<br>Replacement | 71.4%       | 75.6%       | 78.5%       | 78.4%       | 78.4%       |
| Replacement<br>(Cumulative)      | \$32,500    | \$65,000    | \$97,500    | \$130,000   | \$162,500   |

90

| TAYLOR WELLNESS AND RECREATION CENTER<br>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  |                          |
| <b>Total</b> \$1,777,415  | <b>Total</b> \$1,245,766 |

91

## CONFIRM

Capital and/or partnerships opportunities from focus group meetings discussion

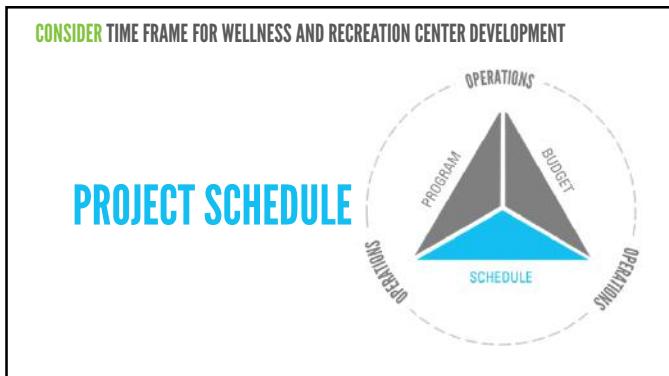
92



93



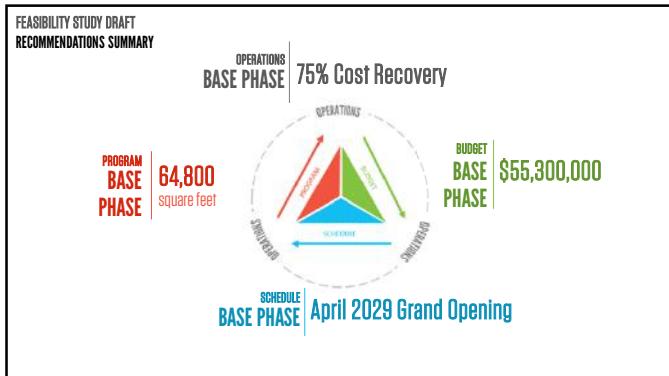
94



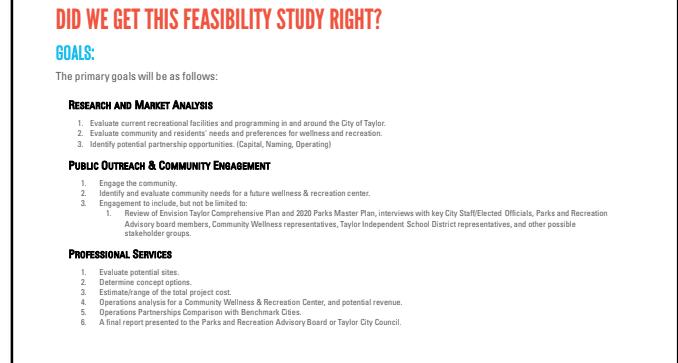
95



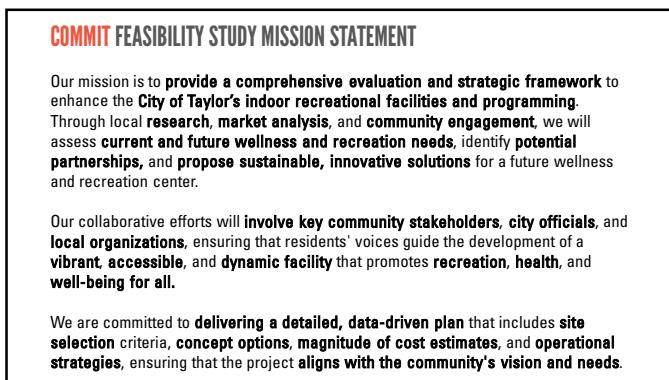
96



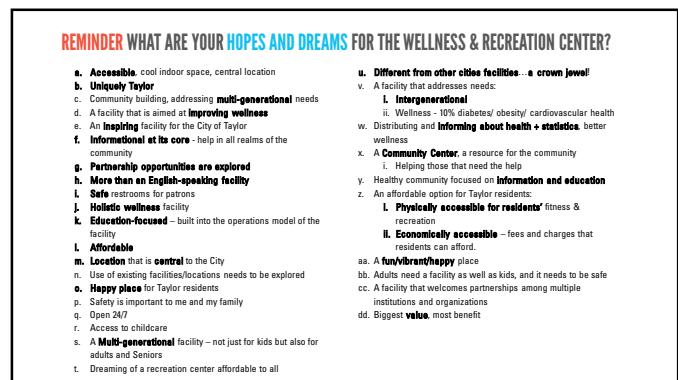
97



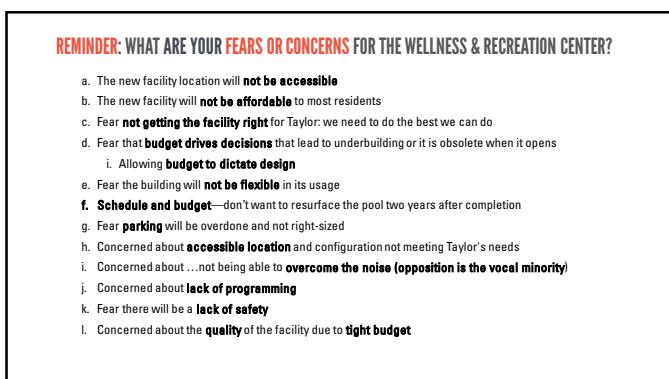
98



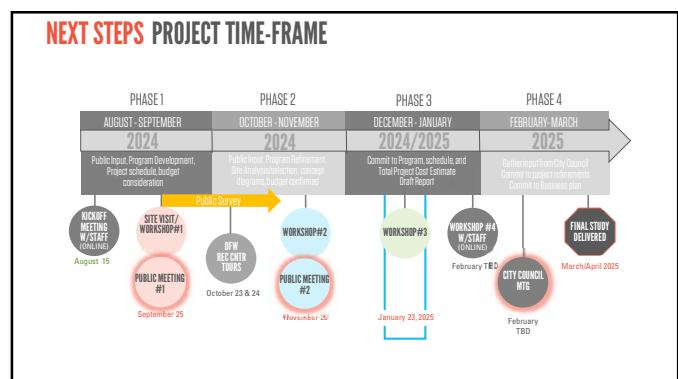
99



100



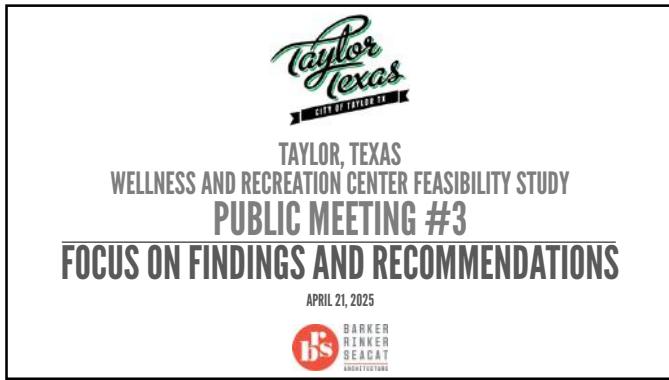
101



102

**QUESTIONS?**

103



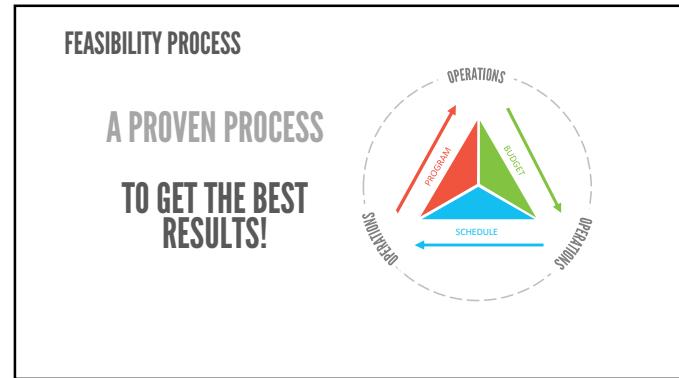
1



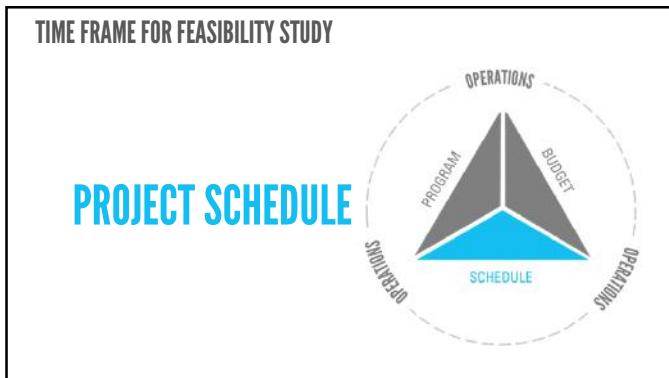
2



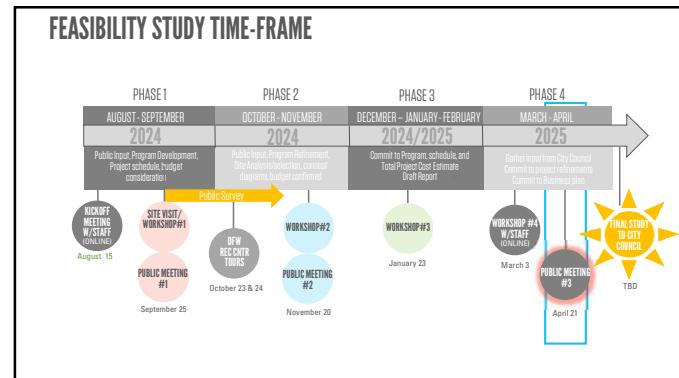
3



4



5



6

## THE MISSION AND GOALS OF THE WELLNESS & RECREATION CENTER

7

### FEASIBILITY STUDY OBJECTIVES

#### GOALS:

The primary goals will be 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)

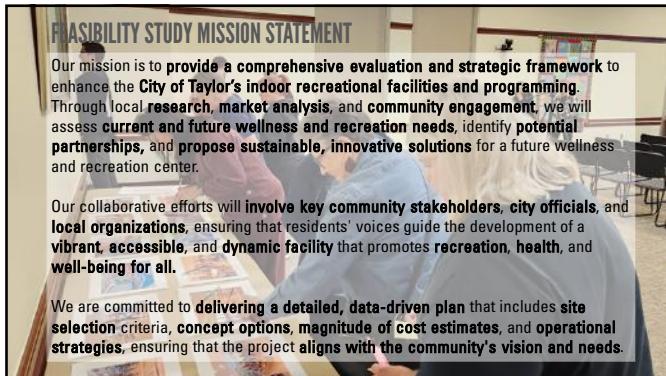
#### PUBLIC OUTREACH & COMMUNITY ENGAGEMENT

- Engage the community.
- Identify and evaluate community needs for a future wellness & recreation center.
- Engagement to include, but not be limited to:
  - Review of the 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 with Benchmark Cities.
- A final report presented to the Parks and Recreation Advisory Board or Taylor City Council.

8



9



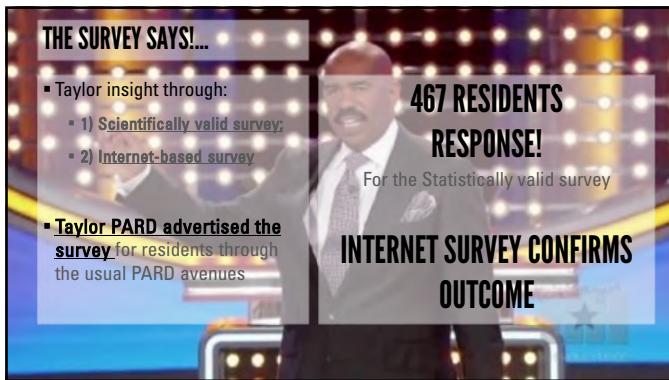
10



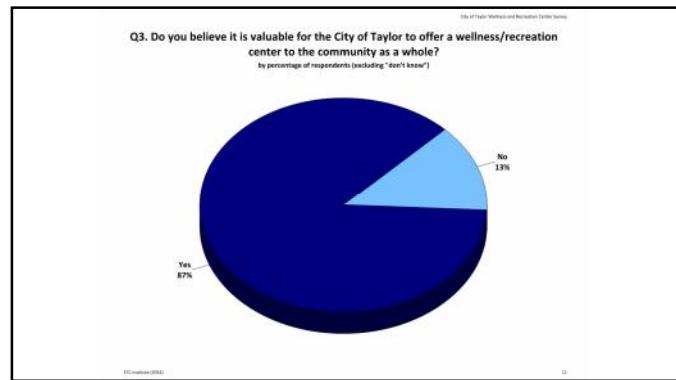
11



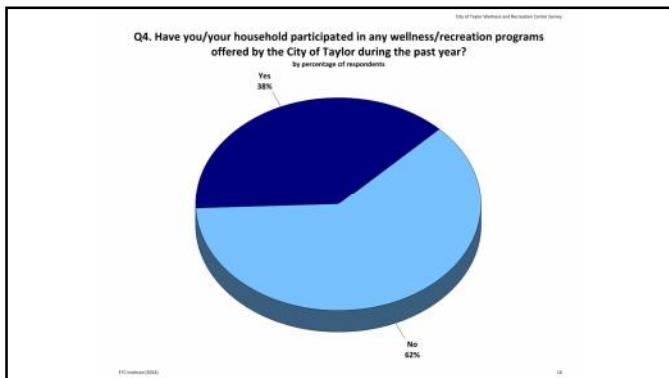
12



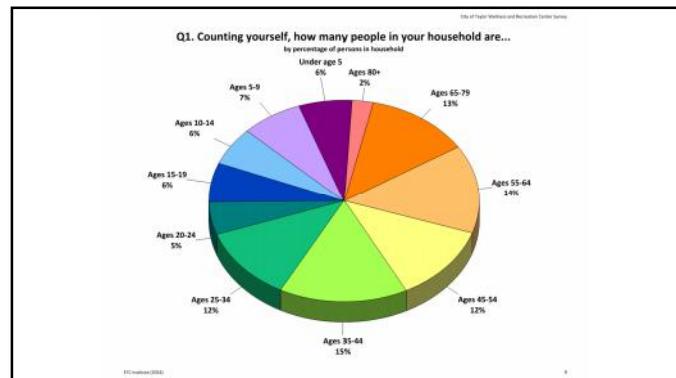
13



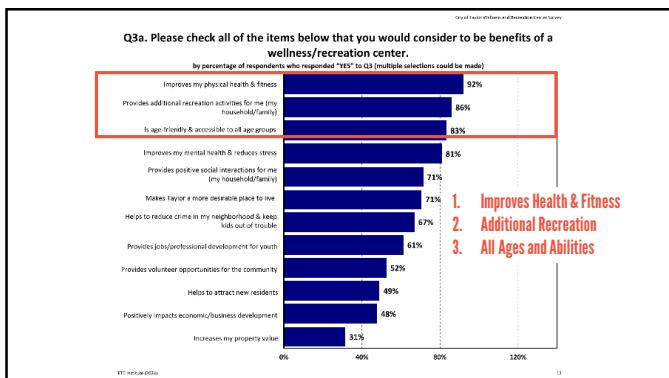
14



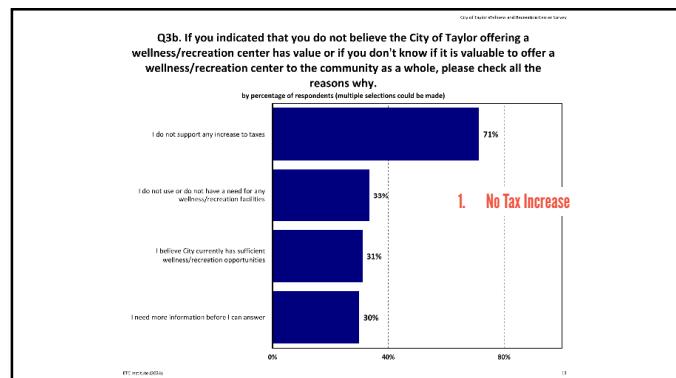
15



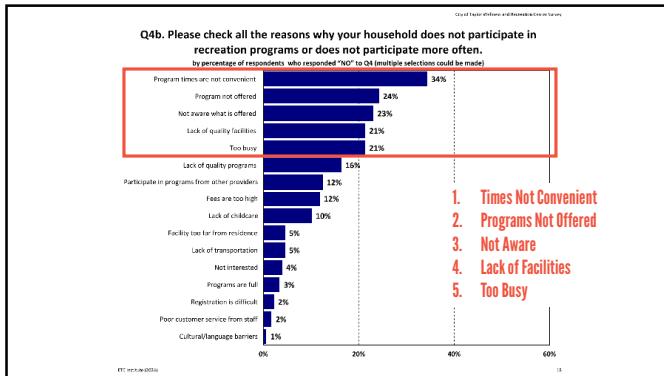
16



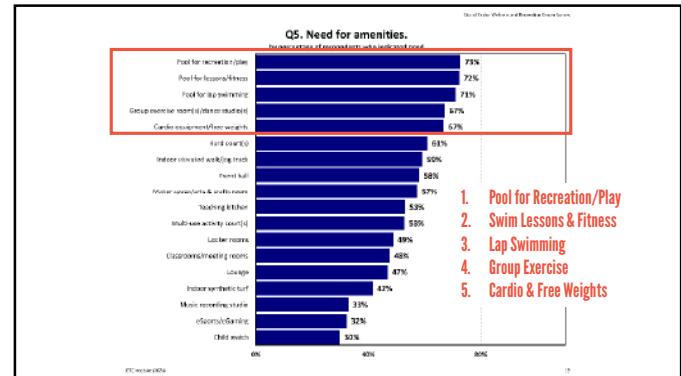
17



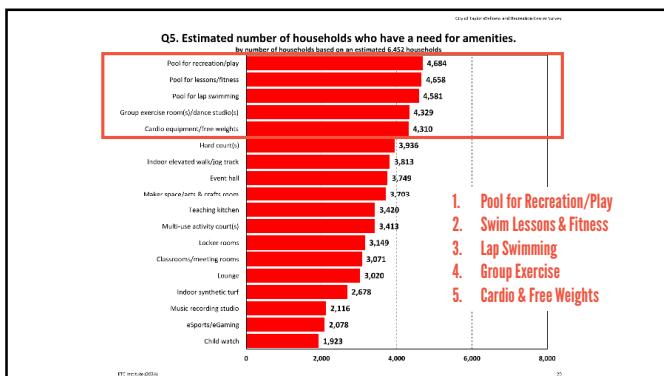
18



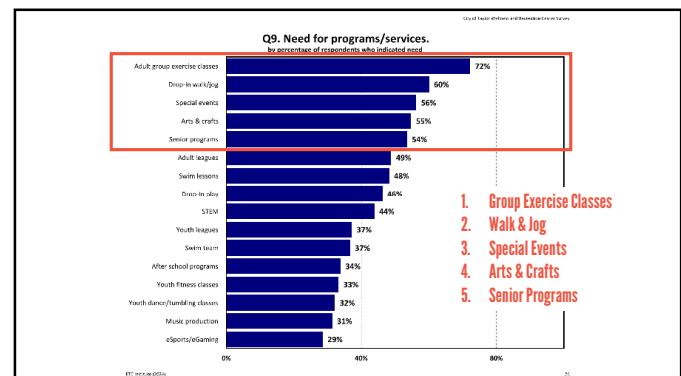
19



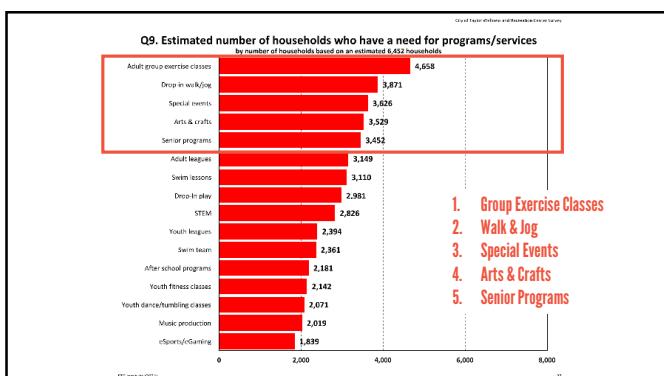
20



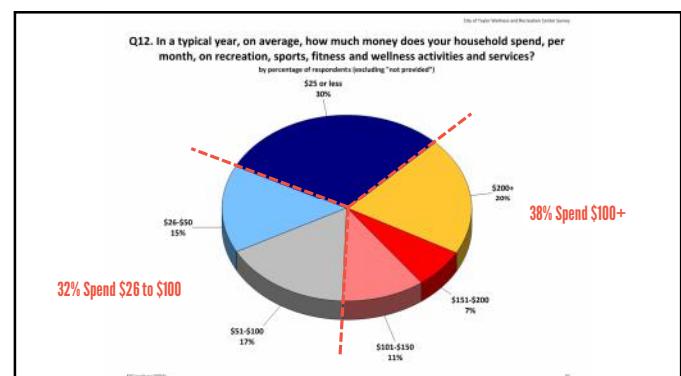
21



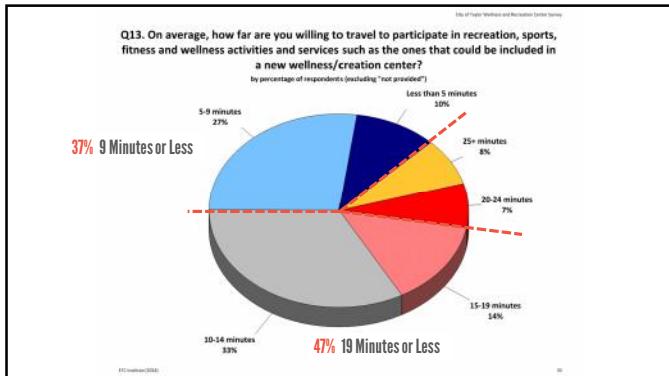
22



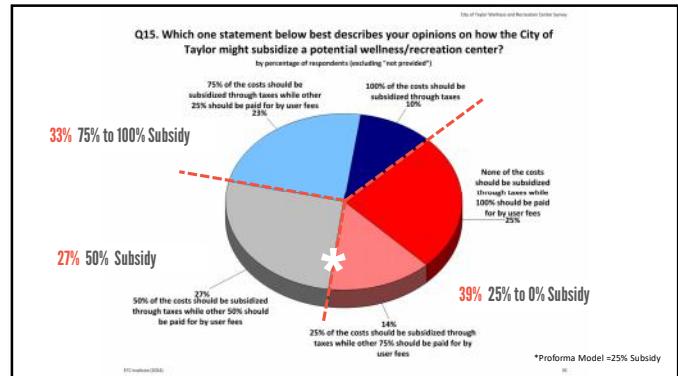
23



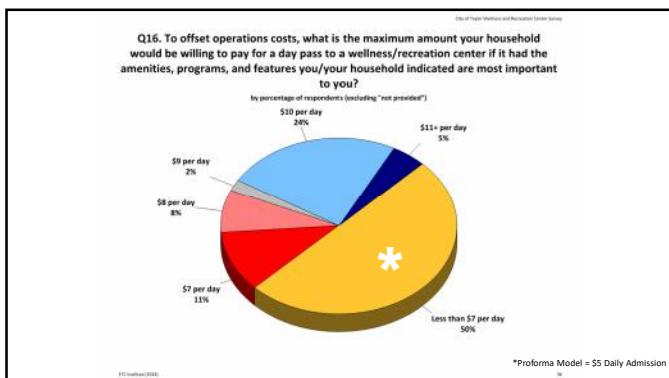
24



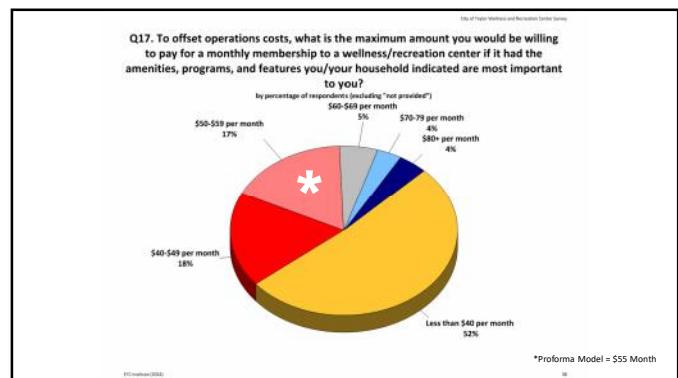
25



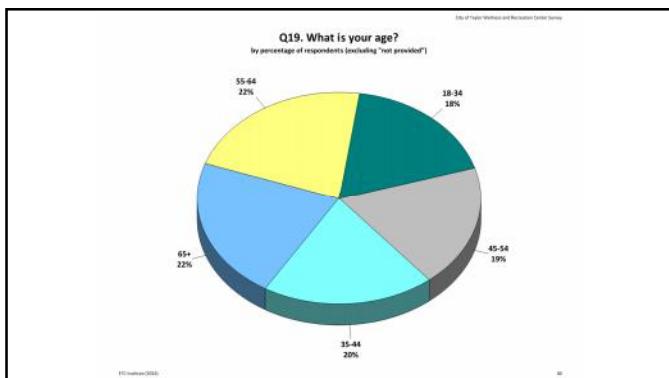
26



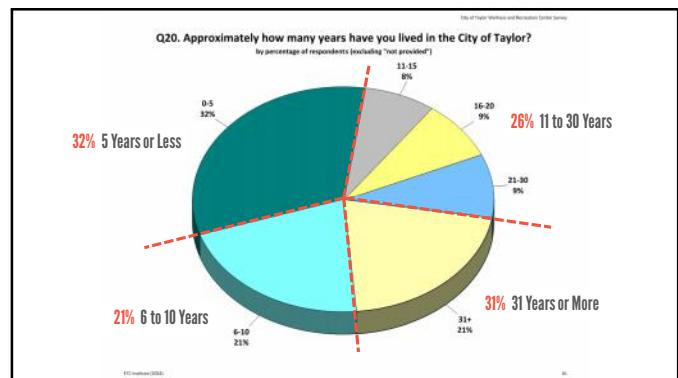
27



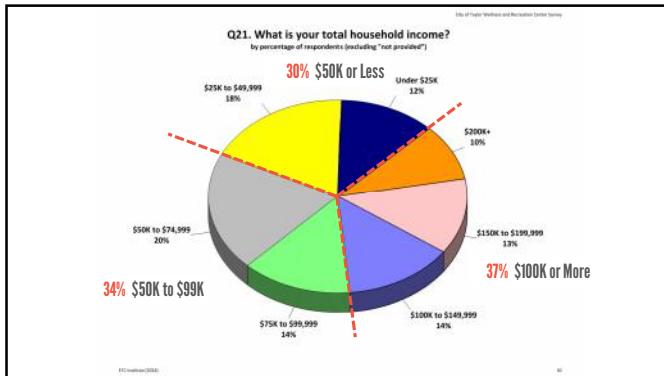
28



29



30

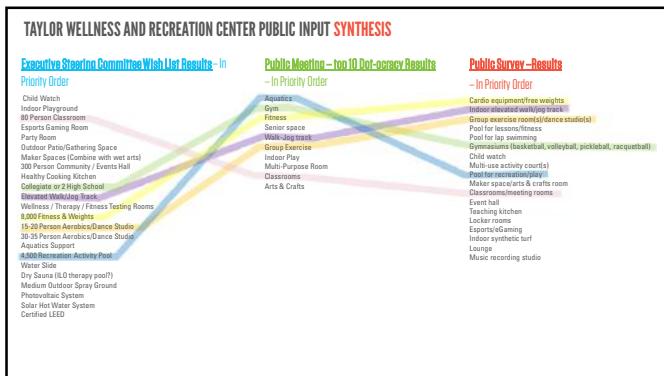


31

## 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."

32



33

## 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  
 Powerwall System  
 LEED Certified

**Future Phase Low Priority**  
 Outdoor Lap Pool  
 Game Room  
 Wellness/Therapy/Testing Rooms  
 Multiuse Activity Court  
 Multipurpose Room  
 Stage Classroom 150 Person  
 Indoor Synthetic Turf  
 Music Recording Studio  
 Seniors Room 30-40 Person  
 Solar Hot Water System  
 Partner/Hospital Wellness Center

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

34



35

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

### Taylor Public Meeting Workshop 2 Public Input

| Lik | Comments   |
|-----|--|
| 1   | More courts will make the space larger and less severe, more room, good space                          |
| 1   | Need more courts; like more space, like more room, like more space                                     |
| 1   | Need higher ceilings; like four feet; Need cardio; like the gymnasium; Love that it's a multiuse space |
| 1   | Multiuse Activity Court  |
| 1   | Multiuse Track/Hill Course Track   |
| 1   | Child Watch  |
| 1   | Teaching/Healthy Cooking Kitchen/Catering Kitchen  |
| 1   | Aquatics Indoor 5,400 Leisure Pool W/ Slide  |
| 1   | Esports Gaming Room  |
| 1   | *Aerobics/Dance Studio 15-35 Person  |
| 1   | Community / Events Hall 240 Person (3 classrooms plus stage classroom)                                 |
| 1   | Esports Gaming Room  |
| 1   | *Aerobics/Dance Studio 30-35 Person  |
| 1   | Classrooms 80 Person (Could combine with Event Hall)   |
| 1   | Total Likes  |

### Taylor Public Meeting Workshop 2 Public Input

| Dlike | Comments  |
|-------|---|
| 1     | Gym at home; Not top choice   |
| 1     | For Esports, Indoor Skate could be added later; Concern of space where kids and seniors together- hard on seniors |
| 1     | Arts/Crafts/ Maker Space  |
| 1     | *Gymnasium - High School or 2 Mid. School   |
| 1     | Multiuse Activity Court   |
| 1     | *Aerobics/Dance Studio 15-35 Person   |
| 1     | Community / Events Hall 240 Person (3 classrooms plus stage classroom)  |
| 1     | *Fitness & Weights 8,000 SF   |
| 1     | *Track Grade Separated  |
| 1     | Child Watch   |
| 1     | Classrooms 80 Person (Could combine with Event Hall)  |
| 1     | Teaching/Healthy Cooking Kitchen/Catering Kitchen   |
| 1     | Total Likes   |

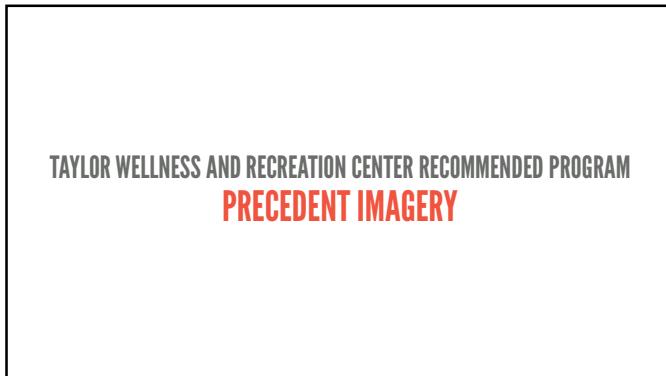
36



37

| 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> |

38



39



40



41



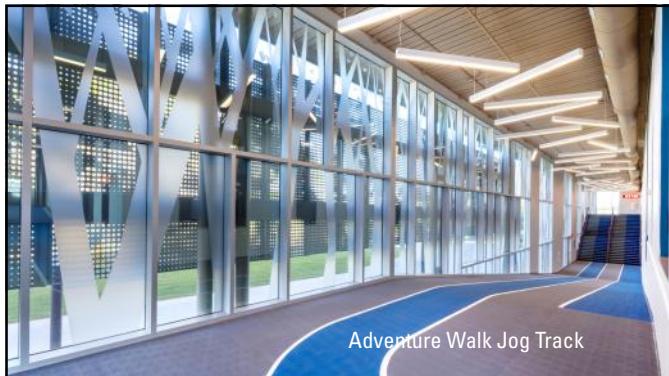
42



43



44



45



46



47



48



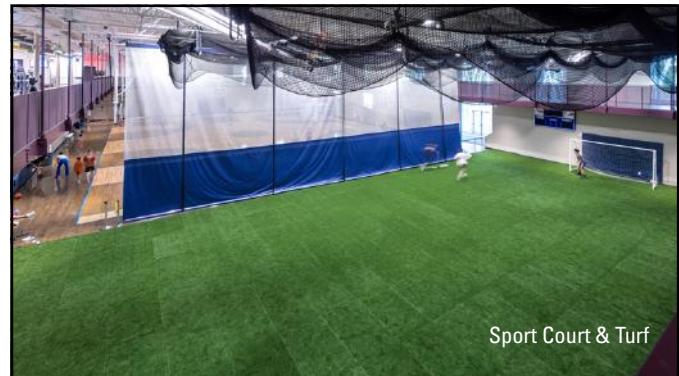
49



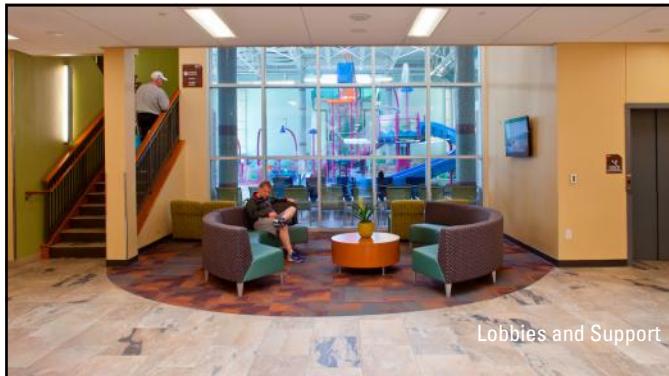
50



51



52



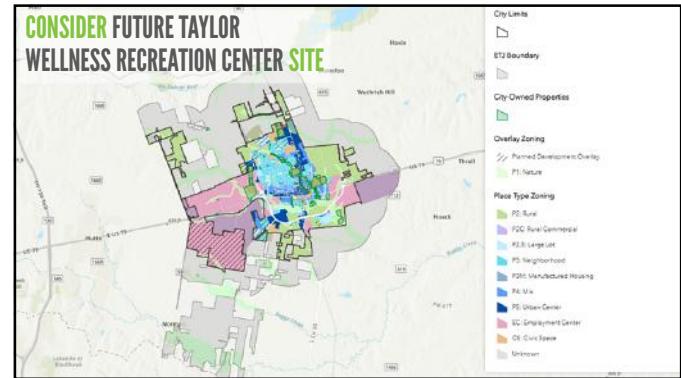
53



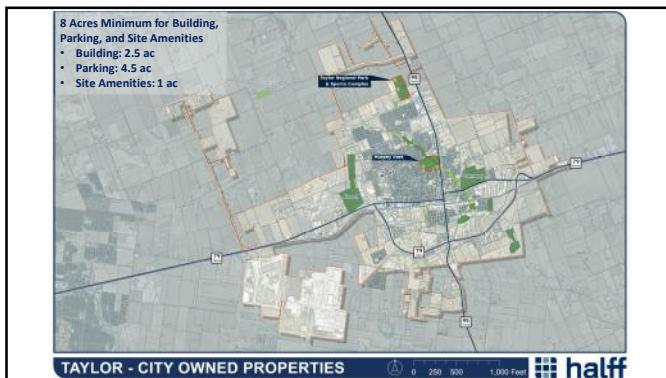
54



55



56



57



58



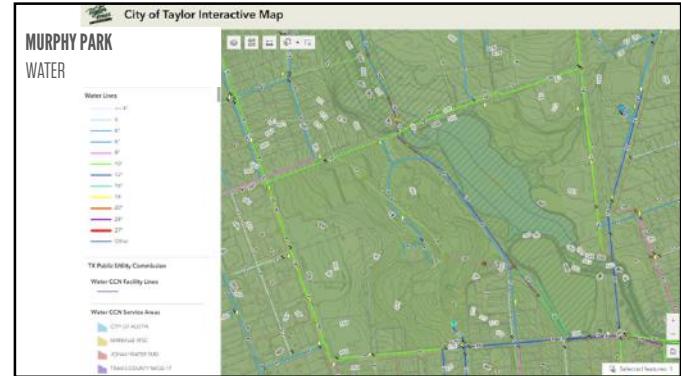
59



60



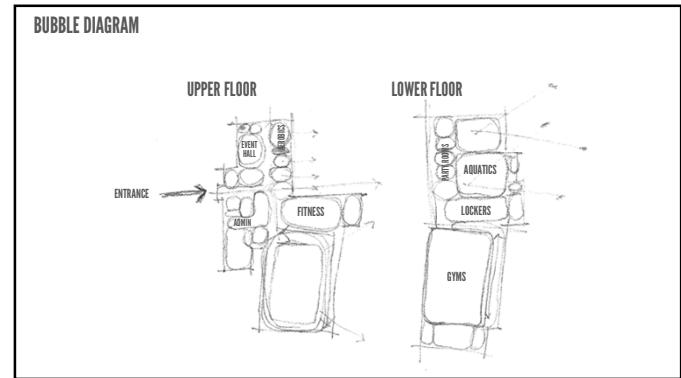
61



62



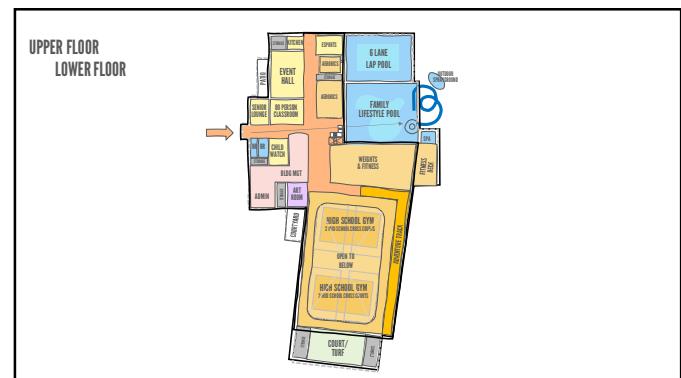
63



64



65



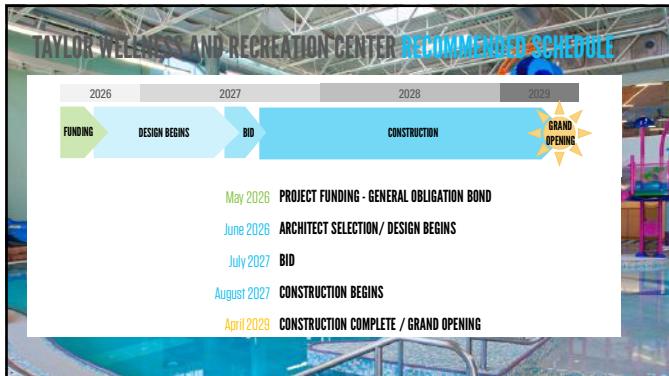
66



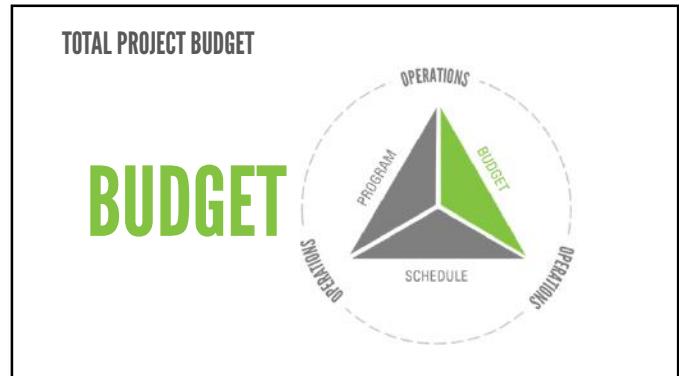
67



68



69



70

| MAGNITUDE OF COST FOR FULL PROGRAM                     |          |  |          |
|--|----------|--|----------|
| PROGRAM SPACE  | NET SQFT | PROGRAM SPACE                              | NET SQFT |
| 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                     |          |
| Commons / Events Hall (240 Person)                     | 3,400    | Certified LEED (Add 1%)                    |          |
| Dining/Kitchen   | 550      |  |          |
| Gymnas (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                                  |          |
| <b>CONSTRUCTION</b>                                    |          | \$85,200,000                               |          |
| (Includes cost escalation to midpoint of construction) |          |  |          |
| <b>SOFT COSTS</b>                                      |          | \$20,600,000                               |          |
| (A&E Design, Contingencies, FF&E, Permits, etc.)       |          |  |          |
| <b>TOTAL PROJECT COST</b>                              |          | \$85,800,000                               |          |

71

**PROJECT BUDGET**

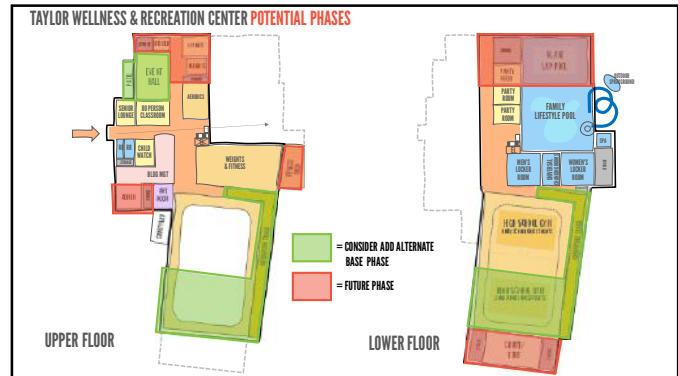
**BUDGETING TO A DESIGN**  
then  
**DESIGNING TO A BUDGET**

72

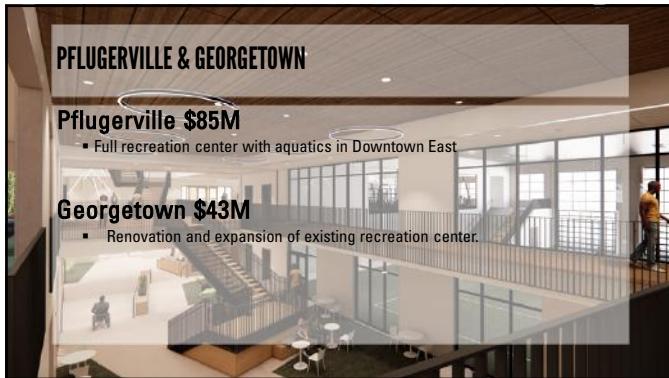
| Potential Base Program  |           |   |           |  |  |
|---|-----------|---|-----------|--|--|
| Program Space   | Net Sq/ft | Program Space   | Net Sq/ft |  |  |
| Administration (Includes Dept. Offices)                                 | 2,090     | Fitness & Weights   | 8,500     |  |  |
| Lobby 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>   |           |  |  |
| Outdoor Patio/Gathering Space   | 1,125     | <b>64,800</b>   |           |  |  |
| Maker Spaces (Arts & Crafts Room)                                       | 1,500     | <b>\$41,800,000</b>   |           |  |  |
| Gyms (1) High School or (2) Middle School                               | 12,280    | <b>CONSTRUCTION</b><br>(Includes cost escalation to midpoint of construction) |           |  |  |
| Elevated Walk/Jog Track   | 3,740     | <b>\$13,500,000</b>   |           |  |  |
| <b>SOFT COSTS</b><br>(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>\$8.7M</b> added cost (includes Adventure Track) |           |   |           |  |  |

\*Includes Cost Escalation to Mid Point of Construction

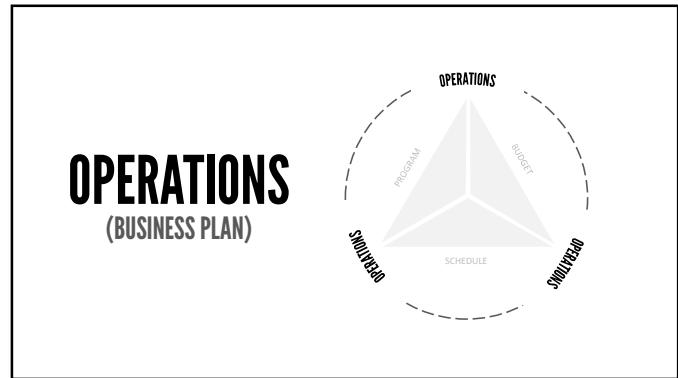
73



74



75



76

## TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS



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

77

# 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)
- Annual funding of capital/equipment replacement account

78

**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

79

**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

80

**TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS**



**Expenses**

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

81

**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      |                 |        |



82

**TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS**



**Revenue**

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

83

**TAYLOR WELLNESS AND RECREATION CENTER OPERATIONS**



**EXPENSE VS. REVENUE – BASE FACILITY PLAN**

| Expenses     | Revenue            |
|--------------|--------------------|
| Personnel    | \$696,264          |
| Commodities  | \$191,862          |
| Contractual  | \$152,001          |
| Replacement  |                    |
| <b>Total</b> | <b>\$1,040,127</b> |
| <b>Total</b> | <b>\$1,746,325</b> |



84

| 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/<br>Replacement                  | 59.6%       | 63.1%       | 65.5%       | 65.5%       | 65.5%       |
| Cost Recovery w/o<br>Replacement                 | 60.7%       | 64.2%       | 66.7%       | 66.7%       | 66.6%       |
| Replacement<br>(Cumulative)                      | \$32,500    | \$65,000    | \$97,500    | \$130,000   | \$162,500   |

85

## COST RECOVERY 65% to 75%

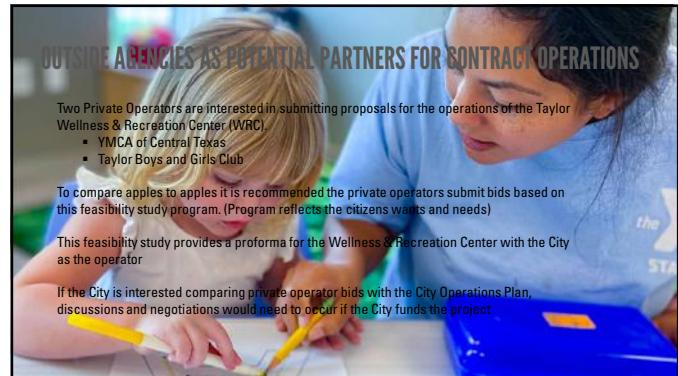
| Daily Admission<br>Fee<br>Adult/Youth/Senior | Monthly Admission<br>Fee<br>Adult/Youth/Senior | Average Annual<br>Expenses | Average Annual<br>Revenue | Average Annual<br>Subsidy |            |
|--|--|----------------------------|---------------------------|---------------------------|------------|
| ~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              | -\$864,000 |

- 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

86

CAPITAL AND/OR PARTNERSHIPS  
OPPORTUNITIES

87



## 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 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

88



## 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

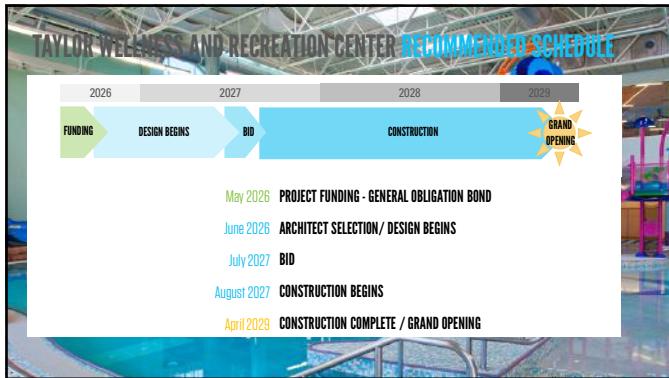
89

## CONSIDER TIME FRAME FOR WELLNESS AND RECREATION CENTER DEVELOPMENT

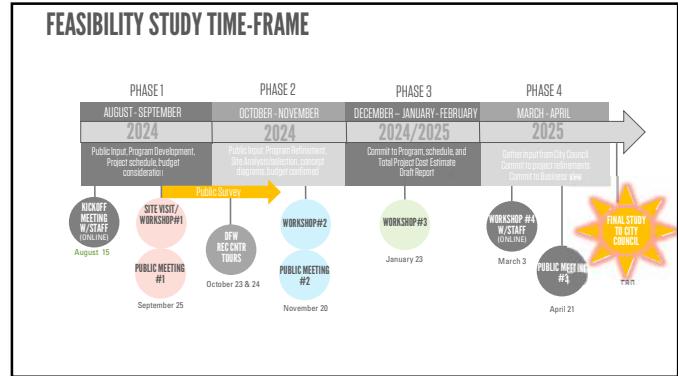
## PROJECT SCHEDULE



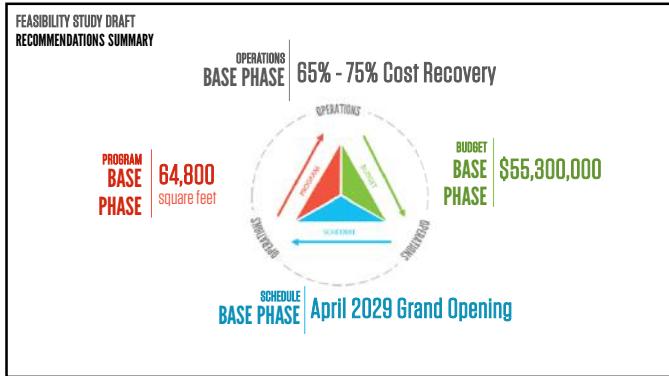
90



91



92



93

# THANK YOU!

## COMMENTS & SUGGESTIONS

### COMMENTS & SUGGESTIONS

#### COMMENTS & SUGGESTIONS

Please use the back of this page, or attach a separate sheet if you have more to say.

#### OPTIONAL INFORMATION

Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

INTERVIEWER SIGNATURE

A. Regarding Proposed Site, what is the greatest value to your community?

\_\_\_\_\_

B. How do your questions regarding the project have evolved?

Yes  
 No  
Please leave me \_\_\_\_\_ to explain my progress



PROJECT SITE PLAN  
Marty's Park  
Proposed Site  
Reserve/Permit, Four Corners  
Reserve/Permit, Four Corners  
Reserve/Permit, Four Corners  
Reserve/Permit, Four Corners



CONCEPTUAL SITE PLAN

APRIL 21, 2015

INTERVIEWER SIGNATURE AND HANDPRINT ARE GREATLY APPRECIATED.

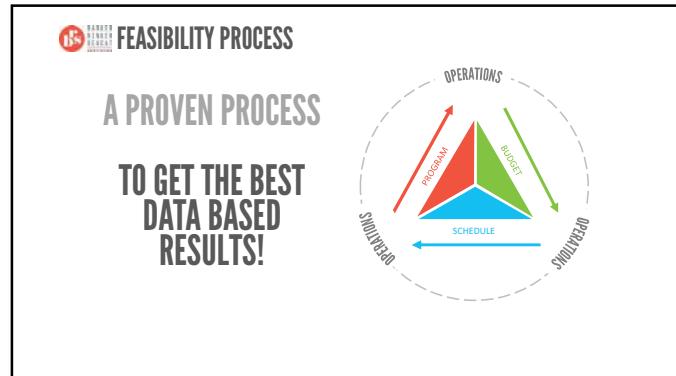
The purpose of Marty's meeting is to educate, inform, and engage the public on the proposed project. Following the policy of the Minnesota Department of Natural Resources, the [WELFARE AND RECREATION CENTER](#) will not discriminate on the basis of race, color, national origin, gender, age, disability, or any other protected class.

WELFARE AND RECREATION CENTER  
1650 University Avenue, Suite 200  
Minneapolis, MN 55404  
(612) 296-4700

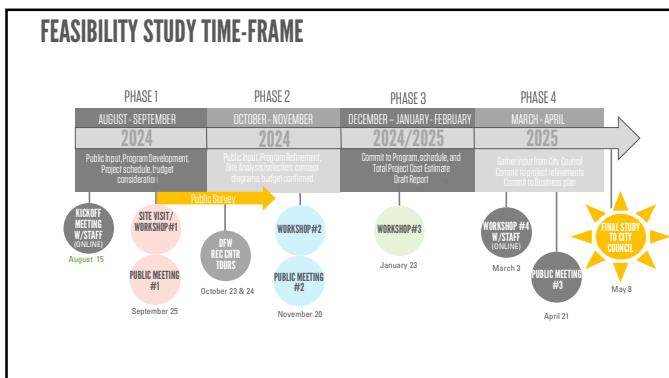
94



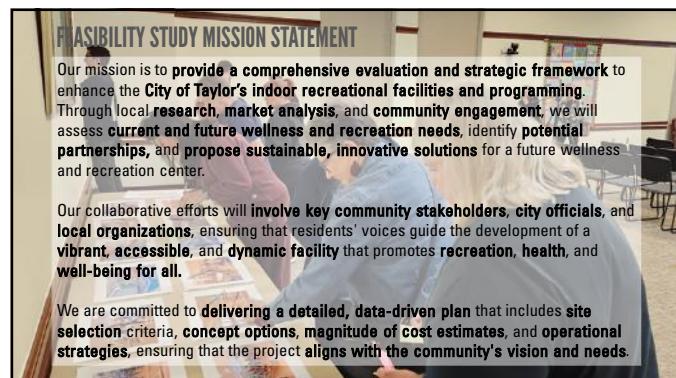
1



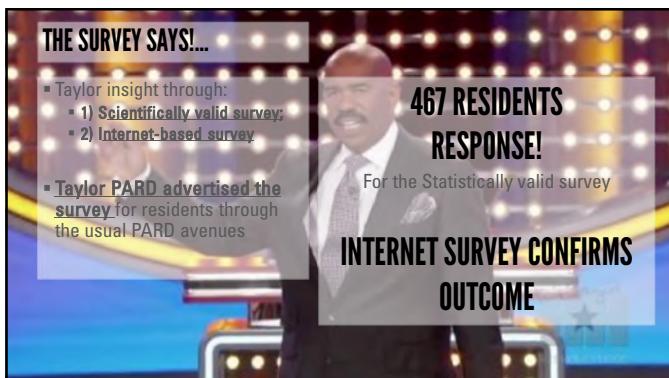
2



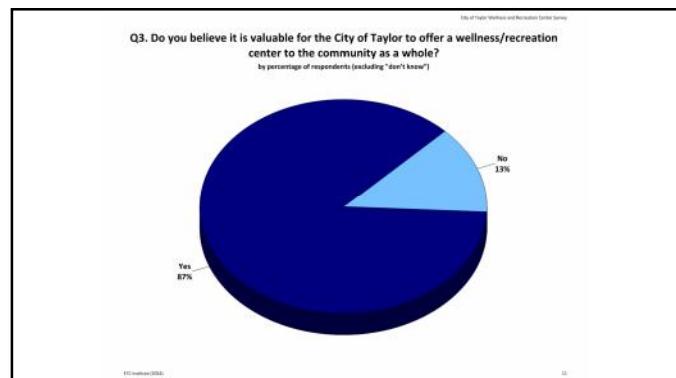
3



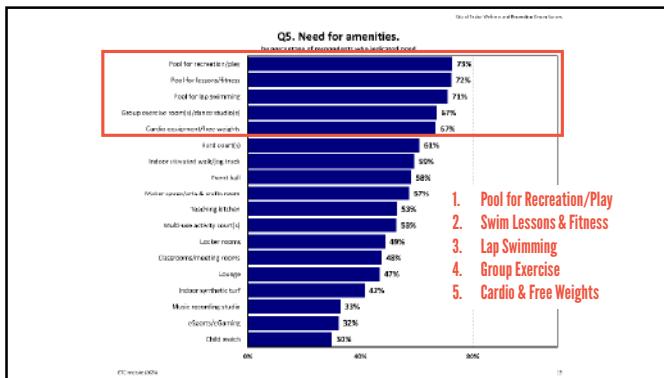
4



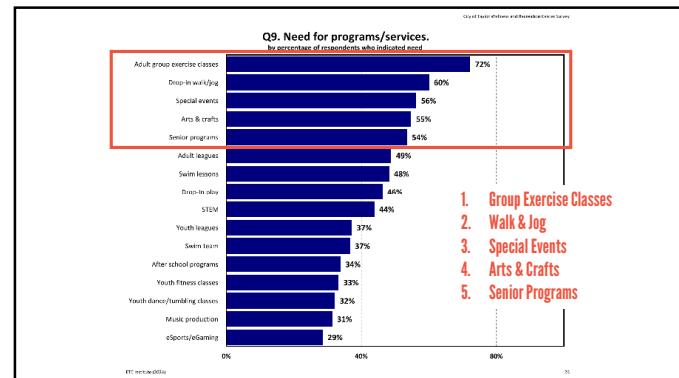
5



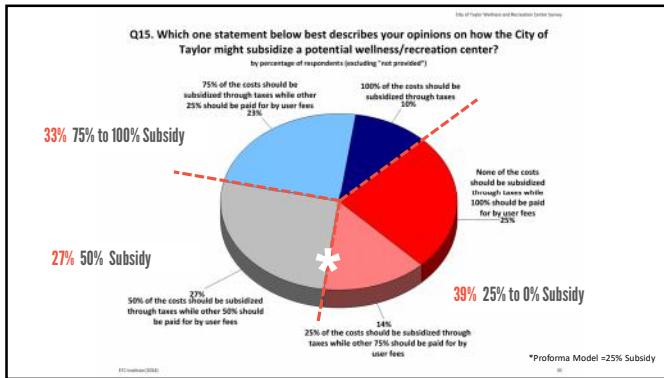
6



7



8



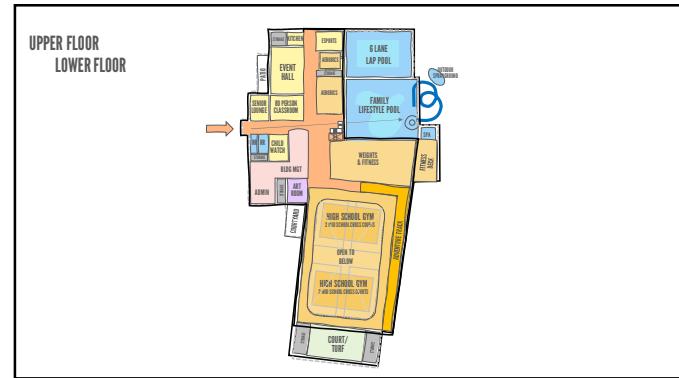
9



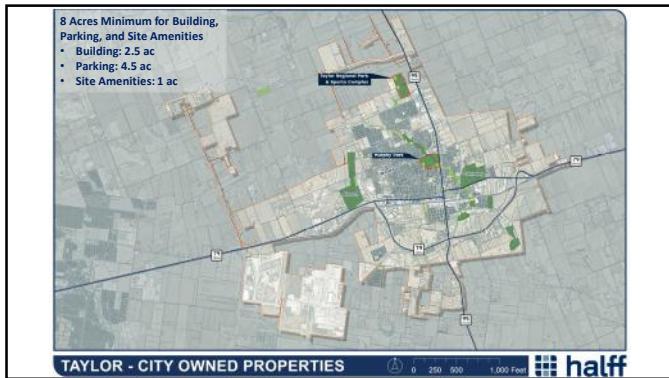
10



11



12



13



14



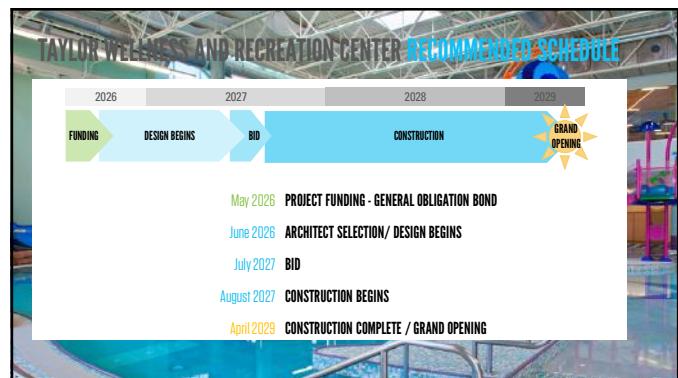
15



16



17

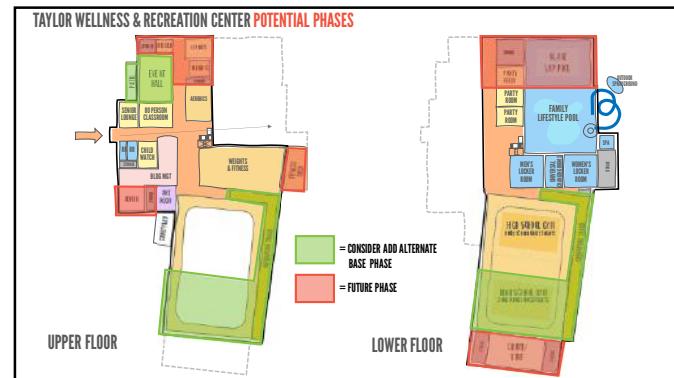


18

| POTENTIAL BASE PROGRAM  |          |                                      |          |
|---|----------|--------------------------------------|----------|
| PROGRAM SPACE   | NET SQFT | PROGRAM SPACE                        | NET SQFT |
| 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><br>(Includes cost escalation to midpoint of construction) |          | <b>\$41,800,000</b>                  |          |
| <b>SOFT COSTS</b><br>(A&E Design, Contingencies, FF&E, Permits, etc.)         |          | <b>\$13,500,000</b>                  |          |
| <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

19



20

| MAGNITUDE OF COST FOR FULL PROGRAM  |          |                                      |          |
|---|----------|--------------------------------------|----------|
| PROGRAM SPACE   | NET SQFT | PROGRAM SPACE                        | NET SQFT |
| 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    | Recreation Activity Pool (5,400)     | 8,190    |
| Classroom (80 Person)   | 1,875    | Water Slide                          | 12,550   |
| Esports Gaming Room   | 960      | Spa (Whirlpool) - 15 Person          | 275      |
| Party Room (3)  | 1,200    | Outdoor Spray Ground (Medium)        | 350      |
| Senior Adult Lounge   | 1,520    | Photovoltaic System                  |          |
| Outdoor Patio/Gathering Space   | 1,125    | Solar Hot Water System               |          |
| Maker Spaces (Arts & Crafts Room)   | 1,500    | Certified LEED (Add 1%)              |          |
| Community / Events Hall (240 Person)  | 3,400    |                                      |          |
| 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><br>(Includes cost escalation to midpoint of construction) |          | <b>\$85,200,000</b>                  |          |
| <b>SOFT COSTS</b><br>(A&E Design, Contingencies, FF&E, Permits, etc.)         |          | <b>\$20,600,000</b>                  |          |
| <b>TOTAL PROJECT COST*</b>  |          | <b>\$85,800,000</b>                  |          |

\*Includes Cost Escalation to Mid Point of Construction

21

**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

22

| COST RECOVERY 65% to 75% |                       |                         |                        |                        |            |
|--------------------------|-----------------------|-------------------------|------------------------|------------------------|------------|
| Daily Admission Fee      | Monthly Admission Fee | Average Annual Expenses | Average Annual Revenue | Average Annual Subsidy |            |
| Adult Youth/Senior       | Adult Youth/Senior    |                         |                        |                        |            |
| \$7 / \$7 / \$7          | \$35 / \$20 / \$20    | -\$1,872,000            | -\$1,407,000           | -\$465,000             |            |
| -75% Cost Recovery       | \$7 / \$6 / \$6       | \$30 / \$18 / \$18      | -\$1,842,000           | -\$1,280,000           | -\$562,000 |
| -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%

Daily Admission Fee

Monthly Admission Fee

Average Annual Subsidy

YMCA Rates as of 2025

NA/ NA/NA

\$50/ \$20/ \$37

~\$220,000

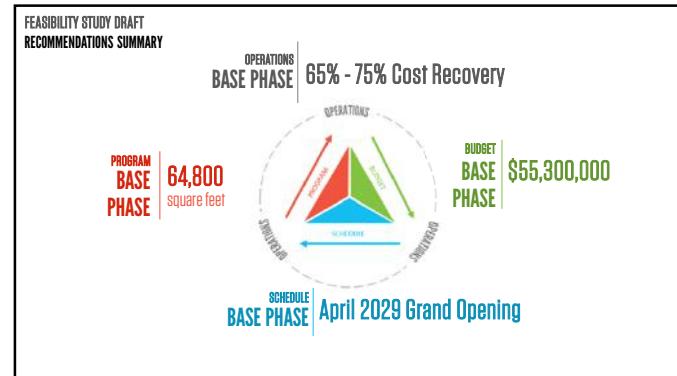
23



24



25



26



BARKER  
RINKER  
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    |            | <b>12</b>  |
| Whirlpool                 | 8     |            |            |
| Obstacle Course           | 1     |            | <b>1</b>   |
| Climbing Wall             | 3     |            | <b>3</b>   |
| <b>Outdoor</b>            |       | <b>47</b>  | <b>15</b>  |
| Lap Pool – Exercise       | 16    | 16         |            |
| Lap Pool – Competitive    | 10    |            | <b>10</b>  |
| 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     |            | <b>1</b>   |
| Water Slide Jumps         | 4     |            | <b>4</b>   |

**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

Classrooms:

| PROGRAM AREA                             | VOTES | TOTAL VOTES |
|--|-------|-------------|
| <b>Classrooms / Multi-Purpose</b>        |       |             |
| Lectures / Classes                       | 10    |             |
| 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    |             |
| Dry Crafts (Quilting, Knitting, Jewelry) | 7     |             |
| Maker Space                              | 7     |             |
| Cooking Classes                          | 8     |             |
| Demonstrations (Cooking)                 | 2     |             |
| Nutrition Classes                        | 11    |             |
| Birthday Parties                         | 3     | 3           |
| <b>Performing Arts</b>                   |       |             |
| Music / Recording                        | 4     |             |
| Video / Podcasts                         | 3     |             |
| Acting                                   | 8     |             |
| Plays / Musicals                         | 14    |             |
| Vocal Performance                        | 2     |             |
| Band/Orchestra Performance               | 4     |             |

66

26

21

15

20

## 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        |
|                               | <b>(\$756,442)</b> |
| 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      |
|                               | <b>(\$465,000 - \$664,000)</b> |
| 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.

|                              |               | <b>Full Facility</b> |                  | <b>Base Facility</b> |                  |
|------------------------------|---------------|----------------------|------------------|----------------------|------------------|
| <b>Full-Time Staff</b>       | <b>Salary</b> | <b>Positions</b>     | <b>Total</b>     | <b>Positions</b>     | <b>Total</b>     |
| 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> |

| <b>Part-Time Staff</b>       | <b>Rate</b> | <b>Full Facility</b> |                  | <b>Base Facility</b> |                  |
|------------------------------|-------------|----------------------|------------------|----------------------|------------------|
|                              |             | <b>Hours</b>         | <b>Wages</b>     | <b>Hours</b>         | <b>Wages</b>     |
| 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.

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

| <b>Rental*</b>   | <b>Fee</b> |
|------------------|------------|
| 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:**

| <b>Classification</b> | <b>Daily</b>  |                 |
|-----------------------|---------------|-----------------|
|                       | 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 |

| <b>Classification</b> | <b>Month to Month Membership</b> |
|-----------------------|----------------------------------|
| 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                  |

| <b>Classification</b> | <b>Annual Membership</b> |
|-----------------------|--------------------------|
| 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.

|                         | <b>Full Facility</b> | <b>Base Facility</b> |
|-------------------------|----------------------|----------------------|
| <b>Fees</b>             |                      |                      |
| 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>     |
| <b>Programs</b>         |                      |                      |
| 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>     |
| <b>Other</b>            |                      |                      |
| 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/<br>Improvement | 65.5%       | 69.4%       | 70.7%       | 70.7%       | 70.7%       |
| Improvement<br>Fund          | \$54,800    | \$109,600   | \$164,400   | \$219,200   | \$274,000   |

| <b>Base Facility<br/>75% Cost<br/>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        |
|  | <b>(\$488,843)</b> | <b>(\$422,802)</b> | <b>(\$408,191)</b> | <b>(\$420,437)</b> | <b>(\$433,050)</b> |
| Percentage w/<br>Improvement                   | 72.1%              | 76.3%              | 77.8%              | 77.8%              | 77.8%              |
| Improvement<br>Fund                            | \$32,500           | \$65,000           | \$97,500           | \$130,000          | \$162,500          |

| <b>Base Facility<br/>70% Cost<br/>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        |
|  | <b>(\$602,162)</b> | <b>(\$545,379)</b> | <b>(\$536,963)</b> | <b>(\$553,072)</b> | <b>(\$569,664)</b> |
| Percentage w/<br>Improvement                   | 65.6%              | 69.4%              | 70.8%              | 70.8%              | 70.8%              |
| Improvement<br>Fund                            | \$32,500           | \$65,000           | \$97,500           | \$130,000          | \$162,500          |

| <b>Base Facility<br/>65% Cost<br/>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        |
|  | <b>(\$693,029)</b> | <b>(\$643,669)</b> | <b>(\$640,220)</b> | <b>(\$659,427)</b> | <b>(\$679,210)</b> |
| Percentage w/<br>Improvement                   | 60.3%              | 63.9%              | 65.1%              | 65.1%              | 65.1%              |
| Improvement<br>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.