

# TOWN OF VIENNA ANNEX LONG-TERM USE STUDY



Town Council Conference Session - June 10<sup>th</sup>, 2024



# MEETING AGENDA:

## REVIEW MARKET ANALYSIS:

- Service Area
- Key Demographics
- Activities
- Facility Trends
- Cost Recovery

## REVIEW BUSINESS OPERATIONAL PLANNING:

- Operational Assumptions
- Review Expected Revenues vs Expenses

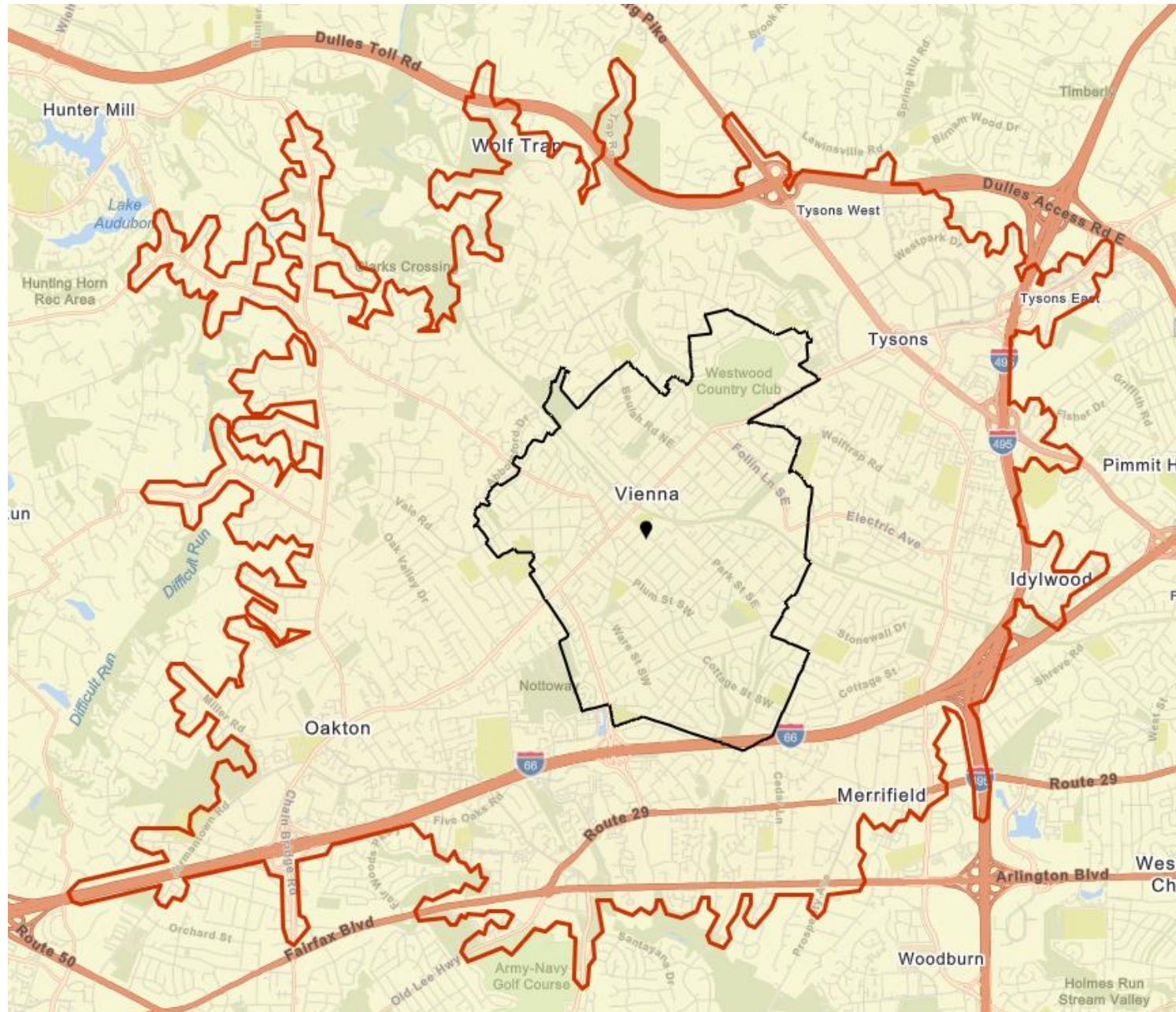
## REVIEW PROPOSED PROGRAMMING & PRELIMINARY PROJECT COSTS w/ COST RECOVERY:

- Aquatics + Fitness Option 1 - (Community, Wellness, & Aquatics 1)
- Aquatics + Fitness Option 2 - (Community, Wellness, & Aquatics 2)
- Fitness Only - (Community & Wellness)
- Outdoor Gathering Space - (Outdoor Community Gathering)



# Service Areas

\* ESRI Business Analyst – 2020 Census Data



- Immediate Service Area (Black Outline)
  - Town of Vienna
- Primary Service Area (Red Outline)
  - 10-Minute Drive Time
  - Distance People Travel Daily or Weekly.



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## Town of Vienna - Annex Long-Term Use Study

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# Key Demographic Indicators – 2023

\* ESRI Business Analyst – 2020 Census Data

	<u>Vienna</u>	<u>Primary</u>
• Median Age	42.6	39.6
• Median Income	\$200,000+	\$154,642
• Housing	237 SPI	200 SPI
• Recreation & Entertainment	233 SPI	192 SPI

\*SPI: Spending Potential Index (national figure is 100)



# Age Distribution Comparison

\* ESRI Business Analyst – 2020 Census Data

Age Groups	Vienna	Primary	National	Vienna Comp	2028 Project	Primary Comp	2028 Project
<5	5.3%	5.0%	5.7%	+0.4%	-19.4%	-0.7%	-16.5%
5-17	18.9%	15.9%	16.0%	+2.9%	-8.3%	-0.1%	-7.8%
18-24	7.2%	7.2%	9.1%	-1.9%	+5.4%	-1.9%	+12.7%
25-44	21.6%	29.5%	26.8%	-5.0%	-8.1%	+2.7%	+1.1%
45-54	13.6%	12.9%	11.9%	+1.7%	-23.2%	+1.0%	-15.0%
55-64	14.9%	12.9%	12.7%	+2.2%	+5.1%	+0.2%	+1.0%
65-74	10.9%	10.0%	10.6%	+0.3%	+65.1%	-0.6%	+61.5%
75+	7.5%	6.6%	7.2%	+0.3%	+45.2%	-0.6%	+73.1%





# Recreation Activities by Participation: Age 7+

\*National Sporting Goods Association

	Percentage	Vienna	Primary	Total
Exercise Walking	39.1%	5,918	32,416	38,334
Exercise w/ Equipment	20.8%	3,155	17,436	20,591
Swimming	17.9%	2,705	14,741	17,446
Bicycle Riding	16.5%	2,497	13,605	16,102
Aerobic Exercise	16.4%	2,478	13,658	16,136
Running/Jogging	15.6%	2,356	13,202	15,558
Weightlifting	13.9%	2,100	11,691	13,791
Yoga	10.7%	1,615	9,055	10,670
Workout @ Club	10.5%	1,593	8,886	10,479
Pilates	2.2%	330	1,852	2,182
Martial Arts/MMA	1.7%	256	1,417	1,673
Boxing	1.4%	209	1,195	1,404





# Recreation Activities by Age Group: Age 7+

\*National Sporting Goods Association

	Largest Age Group	2 <sup>nd</sup> Largest Age Group	3 <sup>rd</sup> Largest Age Group
Exercise Walking	55-64	65-74	45-54
Exercise w/ Equipment	25-34	45-54	55-64
Swimming	55-64	12-17	7-11
Bicycle Riding	55-64	45-54	12-17
Aerobic Exercise	35-44	25-34	45-54
Running/Jogging	25-34	35-44	45-54
Weightlifting	25-34	45-54	35-44
Yoga	25-34	35-44	45-54
Workout @ Club	25-34	35-44	45-54
Pilates	25-34	35-44	45-54
Martial Arts/MMA	7-11	25-34	12-17
Boxing	25-34	18-24	35-44



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since 1890

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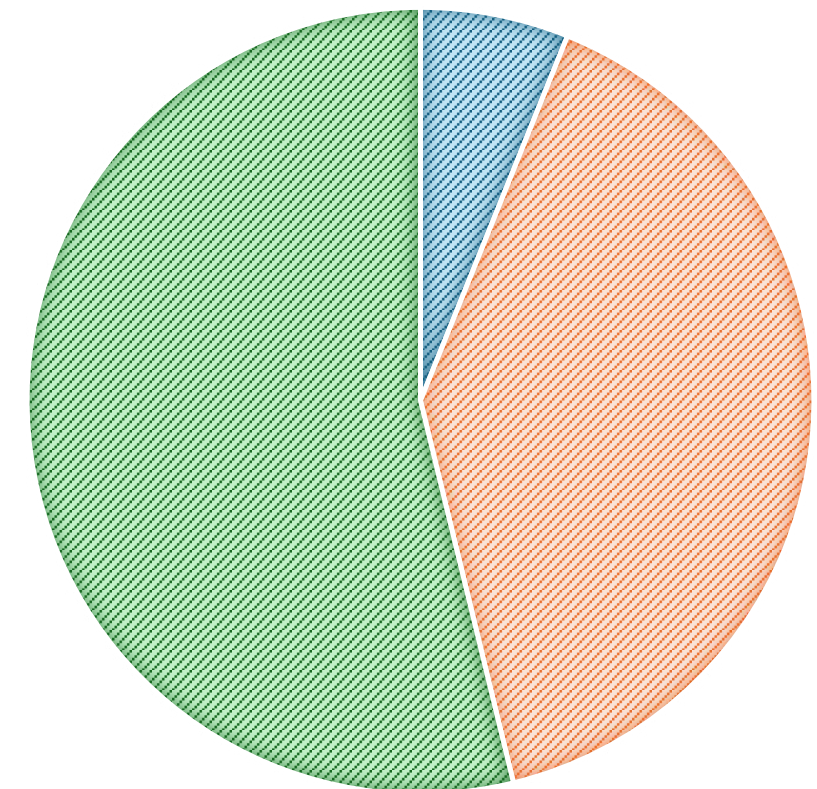


# Anticipated Aquatic Participants

\*National Sporting Goods Association

- **Frequent** Participation - 6.1% of Users
  - Uses Facility 110+ Times Per Year
- **Occasional** Participation - 40.1% of Users
  - Uses Facility 25-109 Times Per Year
- **Infrequent** Participation - 53.8% of Users
  - Uses Facility 6-24 Times Per Year

■ Frequent ■ Occasional ■ Infrequent





# Facility Trends: Aquatics

\*Ballard King's Organizational Data

- Multiple Bodies of Water
- Multiple Water Temperatures
- Address Full Age Spectrum
- Common Discussion of Partnerships
- Most Expensive to Build & Operate





# Facility Trends: Fitness

\*Ballard King's Organizational Data

- Dedicated Weight & Cardio Training Areas
- Separation of Free Weight & Machines
- Functional Areas Increasing in Size
- Multiple Size Group Exercise Studios
- Address Full Age Spectrum
- Some Discussion of Partnerships

# Facility Trends: Multi-Purpose Spaces

\*Ballard King's Organizational Data

- Not Enough (existing inventory)
  - Classrooms, Gymnasiums, etc.
- Multiple Sizes, Finishes, Uses
- Address Full Age Spectrum
- Some Discussion of Partnerships





# Facility Trends: Seniors

\*Ballard King's Organizational Data

- Two Types of Seniors
  - Traditional – Want Dedicated Building
  - Non-Traditional – Dedicated Space in Larger Building
- Staying Active Longer
- “Senior” Moniker Pushes Away Non-Traditional

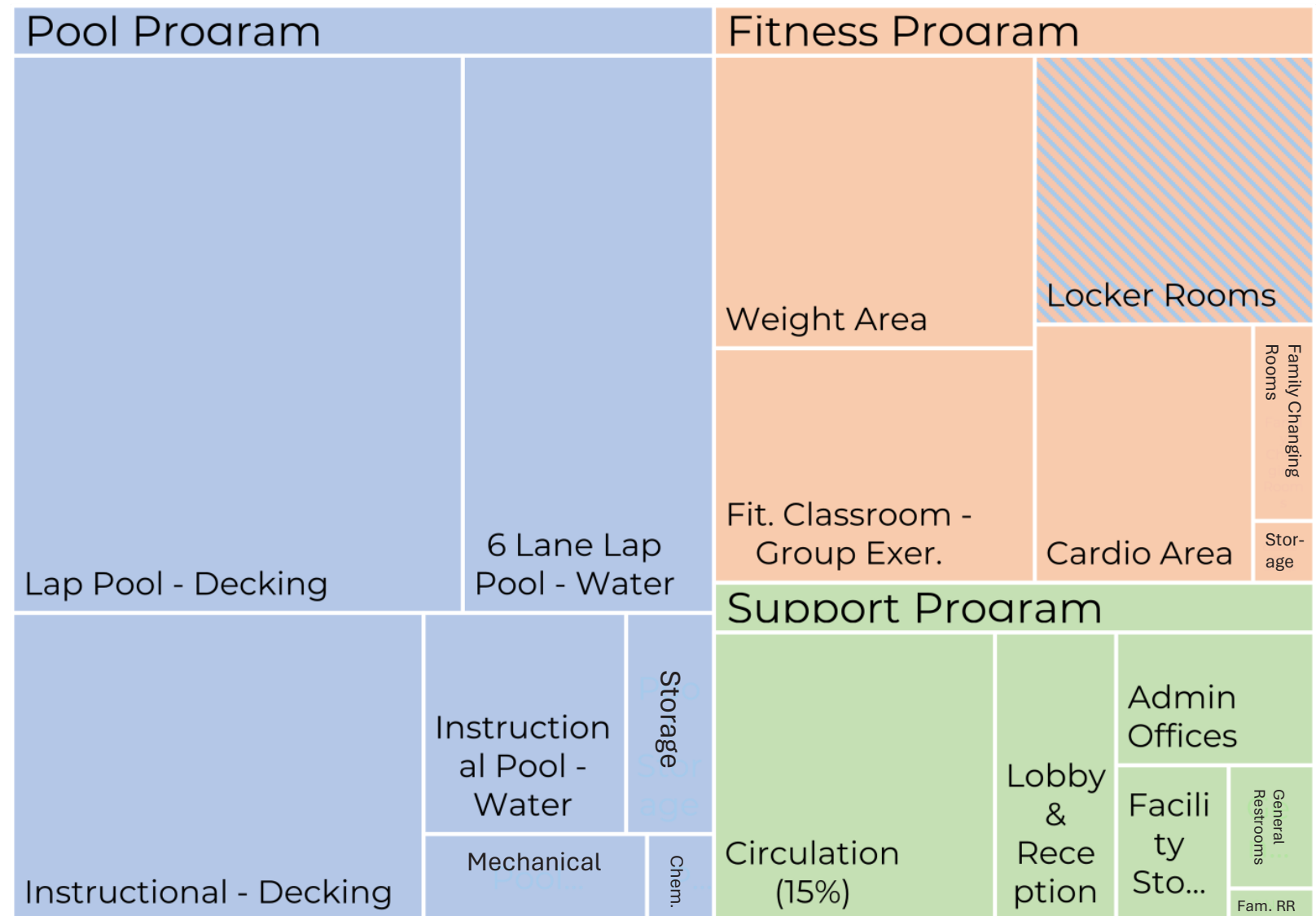
# Operational Assumptions

- The Town will run the facilities.
- Operational plans are built using best practices
- There is an annual improvement fund allocation for each model.
- The rates of compensation were provided by the Town.
- Membership rates and programs fees are reflective of market.
- Revenues are not at capacity.
- There is a 25% differential between resident and non-resident rates.

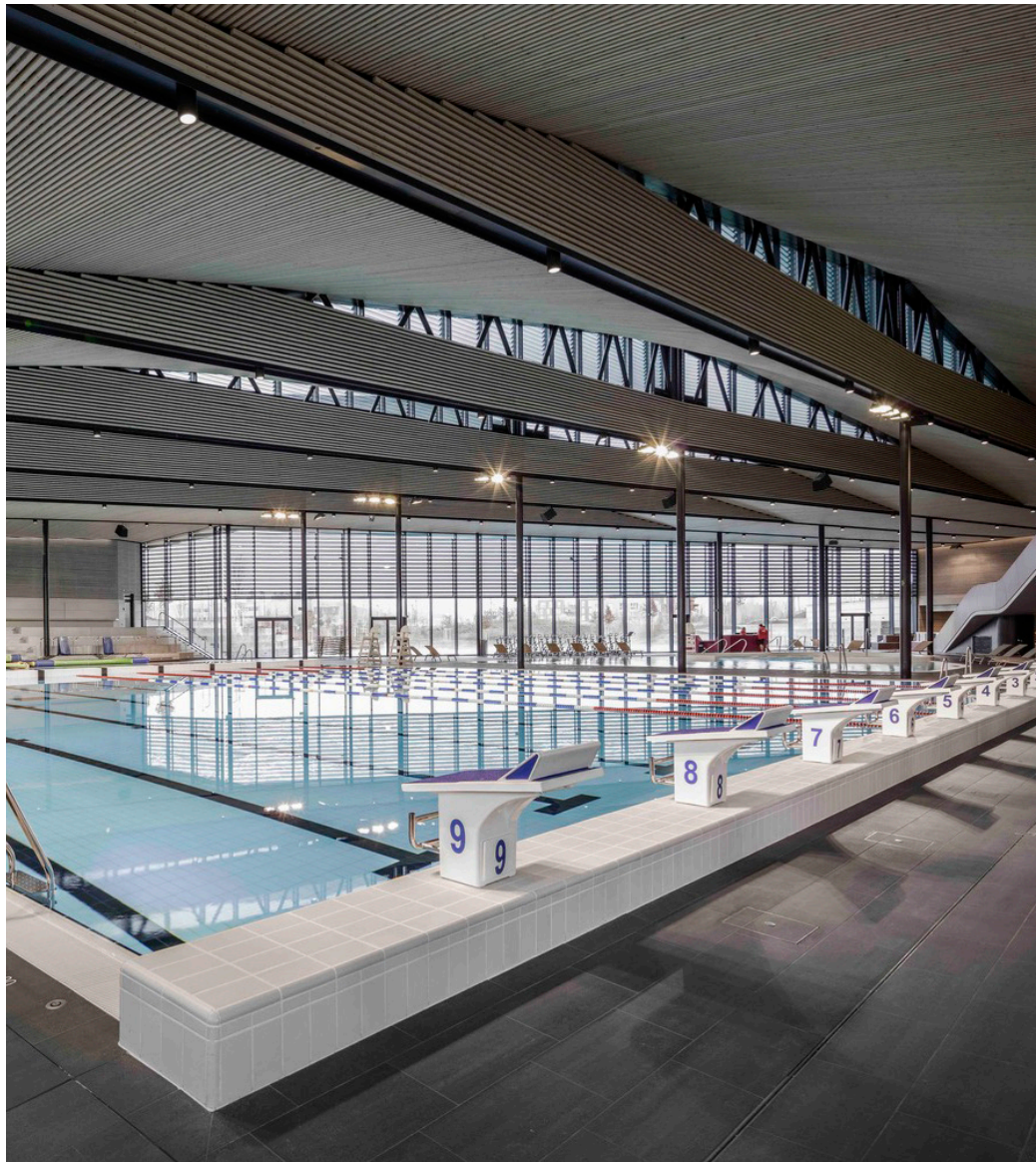


# 1. Community, Wellness, & Aquatics (Lap Pool + Instruction)

- Pool Program (15,500 sf)
  - Lap Pool (6-lane, 25Y) with Decking
  - Instructional Pool with Decking
  - Pool Storage, Mechanical, and Chemical Rooms
- Fitness Program (8,500 sf)
  - Weight, Cardio, Group Exercise Studio
  - General Locker Rooms, Family Changing Rooms, and Storage
- Support Program (5,000 sf)
  - Lobby, Administration, Circulation
  - Facility Storage, Restrooms, Family Restrooms
- Total Building: (29,000 SF)
  - Parking Spaces (187)







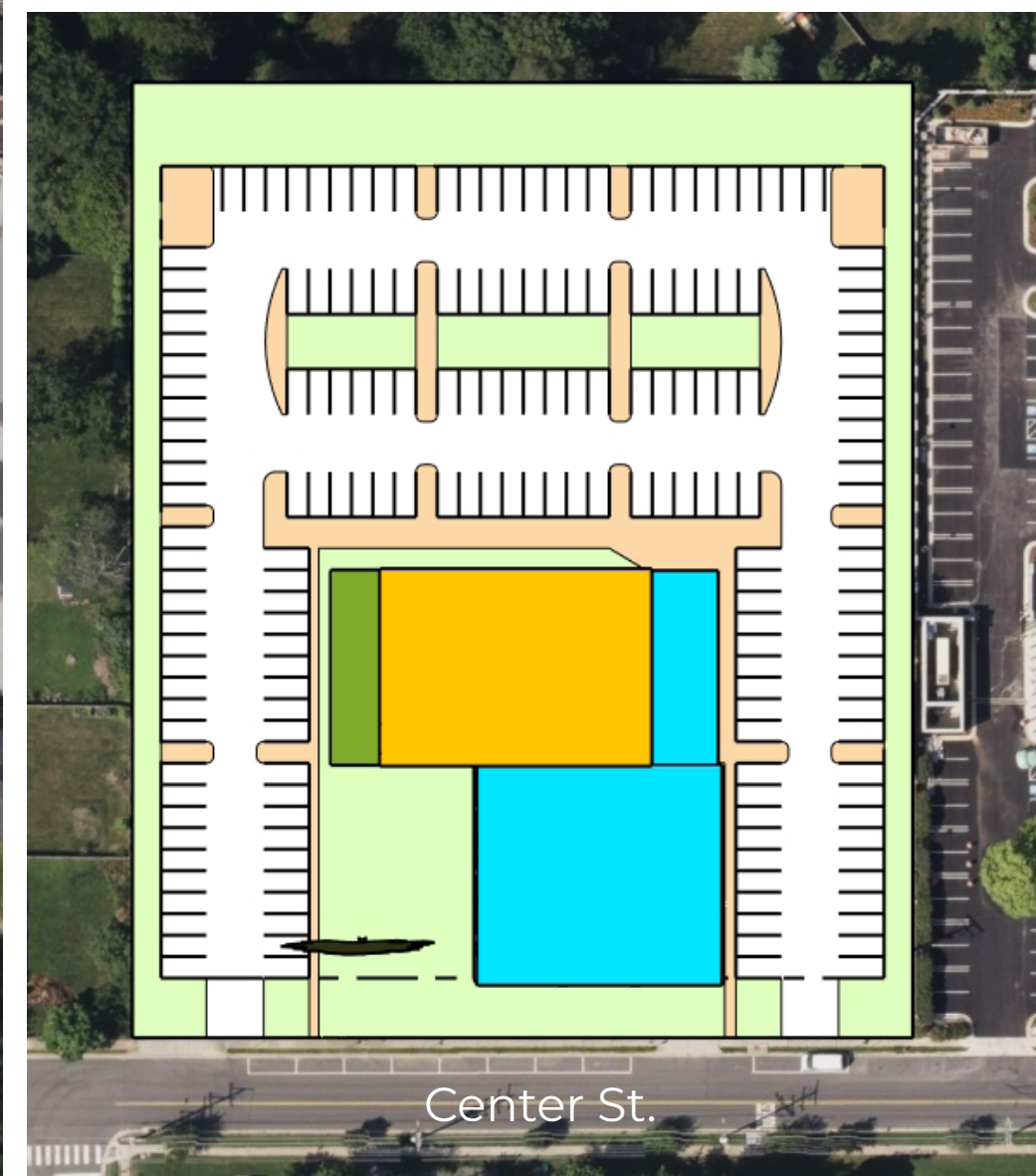
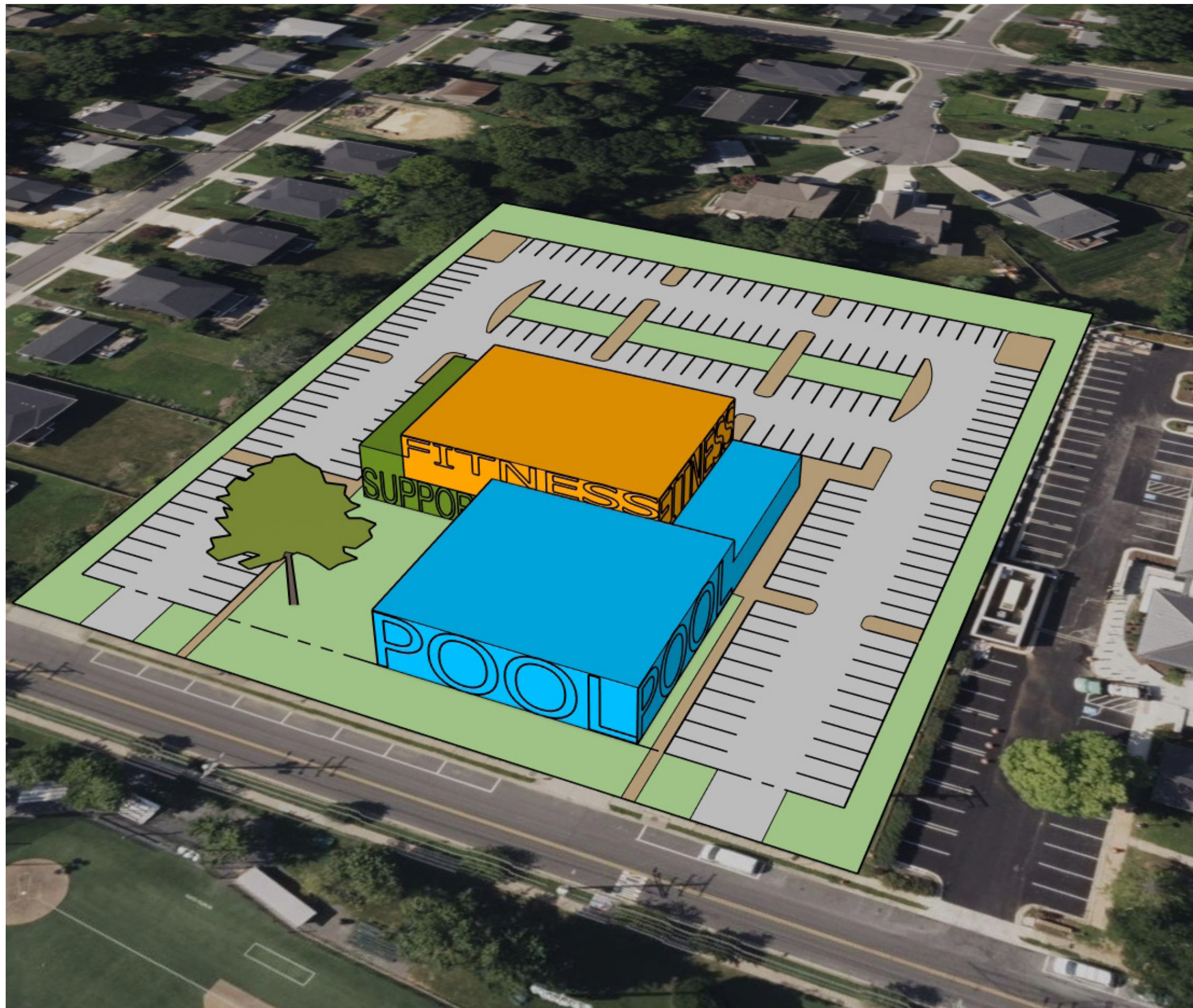
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Community, Wellness, & Aquatics 1







# Town of Vienna - Annex Long-Term Use Study

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Community, Wellness, & Aquatics 1





# 1. Community, Wellness, & Aquatics (Lap Pool + Instruction)

A+F 1					
	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	\$2,169,783	\$2,191,481	\$2,257,226	\$2,324,942	\$2,394,691
Revenue	\$1,403,580	\$1,543,938	\$1,621,135	\$1,669,769	\$1,719,862
Town of Vienna Subsidy	(\$766,203)	(\$647,543)	(\$636,091)	(\$655,173)	(\$674,829)
Percentage w/ Capital	64.7%	70.5%	71.8%	71.8%	71.8%
Capital (cumulative)	\$100,000	\$200,000	\$300,000	\$400,000	\$500,000

- Lap Pool
  - Would be training focused, no competitions
- Fitness
  - Minimum suggested size
  - Variety of Programming
- Hours of Operation
  - 5:30A-9:00P      M-F
  - 7:00A-7:00P      Sat
  - 10:00A-7:00P     Sun
- Membership Fees (annual)
  - \$480              Youth
  - \$660              Adult
  - \$840              Household
  - \$540              Senior
  - \$675              Senior+1
- Daily Options
  - \$20                Hourly Lap Lane Rental
  - M-F 3:00 – 9:00    Lap Lane Rental available 6 hours per weekday, Operational Plan reflects 4 Hours rented.
- New Line of Business



# 1. Community, Wellness, & Aquatics (Lap Pool + Instruction)

## Estimated Project Costs:

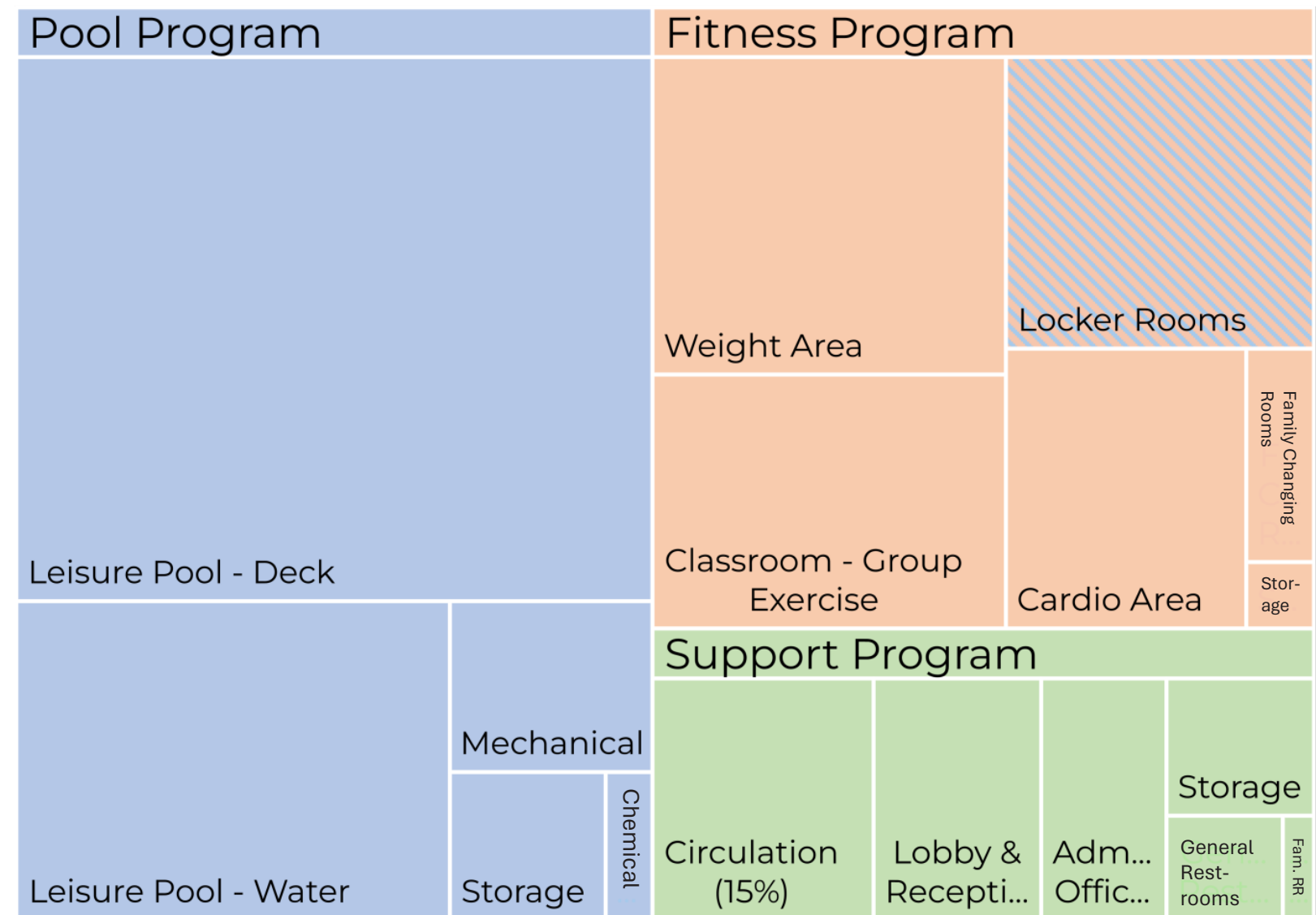
- \$17,500,000 - \$20,125,000
  - Includes Construction Costs, FFE, Soft Costs, & Contingency
  - Pool pricing based on recent KBA projects:
    - Loyalsock Foundation, Aronimink Golf Club, Riverton Country Club.
- 5 Year Cost Escalation:
  - 2029 Construction Start Date
  - \$20,290,000 – \$25,685,000
- 10 Year Cost Escalation:
  - 2034 Construction Start Date
  - \$28,500,000 – \$32,780,000

## Average of Revenues, Expenses, & Cost Recovery at Year 2-5

- Annual Expenses = \$2,292,085
- Annual Capital Improvements = \$100,000
- Annual Revenues = \$1,638,676
- Annual Subsidy = **(\$653,409)**
- Cost Recovery = 71.5%

## 2. Community, Wellness, & Aquatics (Leisure Pool)

- **Pool Program (12,000 sf)**
  - Leisure Pool with Decking
  - Pool Storage, Mechanical, and Chemical Rooms
- **Fitness Program (8,500 sf)**
  - Weight, Cardio, Group Exercise Studio
  - General Locker Rooms, Family Changing Rooms, and Storage
- **Support Program (4,000 sf)**
  - Lobby, Administration, Circulation
  - Facility Storage, Restrooms, Family Restrooms
- **Total Building: (24,500 SF)**
  - Parking Spaces (147)







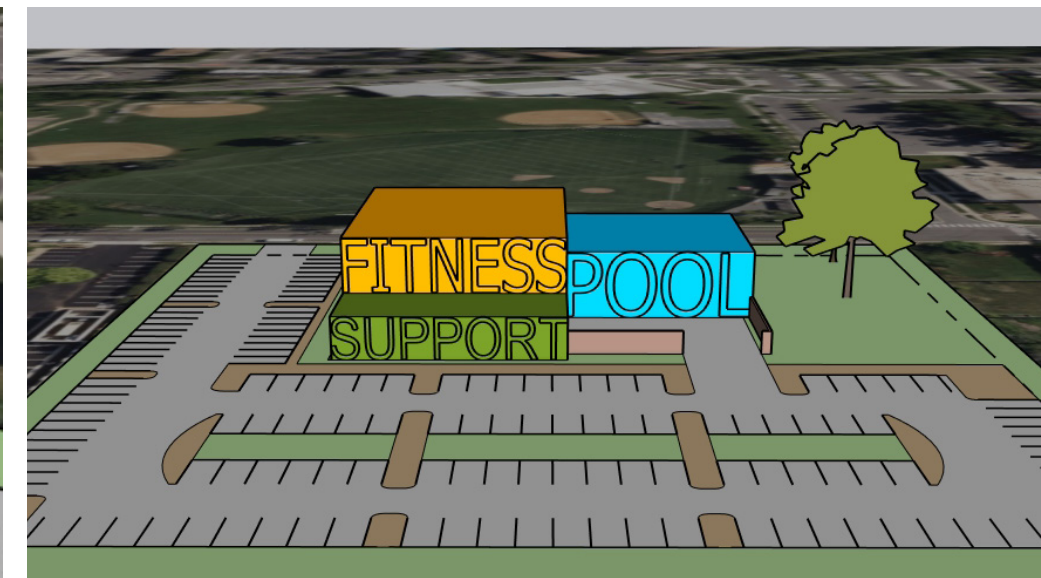
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Community, Wellness, & Aquatics 2







# Town of Vienna - Annex Long-Term Use Study

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Community, Wellness, & Aquatics 2





# 2. Community, Wellness, & Aquatics (Leisure Pool)

A+F 2					
	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	\$2,248,166	\$2,270,647	\$2,338,767	\$2,408,930	\$2,481,197
Revenue	\$1,712,055	\$1,883,261	\$2,015,089	\$2,075,541	\$2,137,808
Town of Vienna Subsidy	(\$536,111)	(\$387,387)	(\$323,678)	(\$333,388)	(\$343,390)
Percentage w/ Capital	76.2%	82.9%	86.2%	86.2%	86.2%
Capital (cumulative)	\$100,000	\$200,000	\$300,000	\$400,000	\$500,000

- Leisure Pool
  - Variety of Amenities
- Fitness
  - Minimum Suggested Size
  - Variety of Programming
- Hours of Operation
  - 5:30A-9:00P      M-F
  - 7:00A-7:00P      Sat
  - 10:00A-7:00P    Sun
- Membership Fees (annual)
  - \$480              Youth
  - \$660              Adult
  - \$960              Household
  - \$540              Senior
  - \$675              Senior+1
- Daily Options
- New Line of Business

## 2. Community, Wellness, & Aquatics (Leisure Pool)

### Estimated Project Costs:

- \$14,850,000 – 17,100,000
  - Includes Construction Costs, FFE, Soft Costs, & Contingency
- 5 Year Cost Escalation:
  - 2029 Construction Start Date
  - \$17,215,000 – \$21,825,000
- 10 Year Cost Escalation:
  - 2034 Construction Start Date
  - \$19,950,000 – \$27,850,000

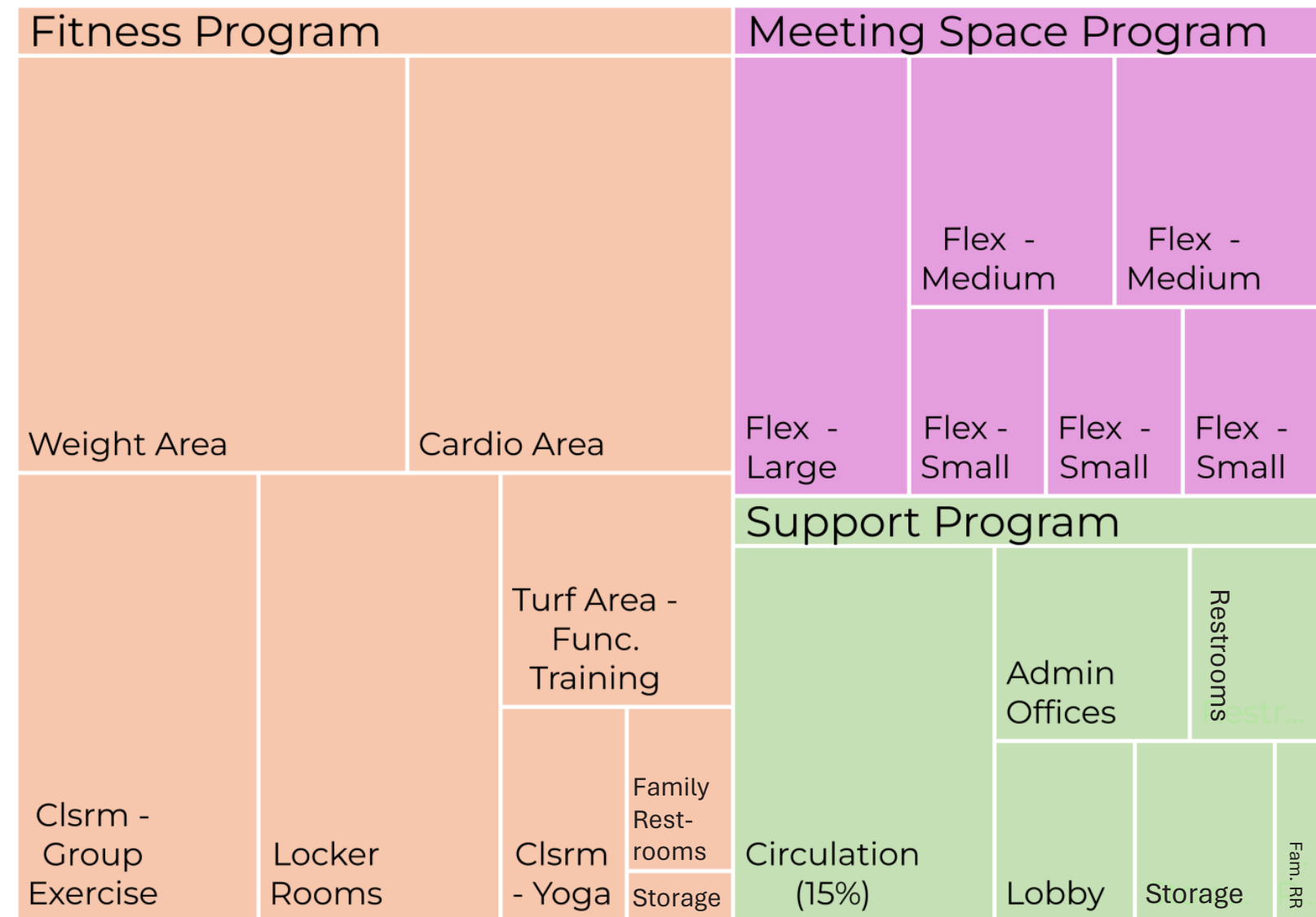
### Average of Revenues, Expenses, & Cost Recovery at Year 2-5

- Annual Expenses = \$2,374,885
- Annual Capital Improvements = \$100,000
- Annual Revenues = \$2,027,925
- Annual Subsidy = **(\$346,961)**
- Cost Recovery = 85.4%



# 3. Community & Wellness Program (Fitness)

- **Fitness Program (10,500 sf)**
  - Weight, Cardio, Group Exercise Studio,
  - General Locker Rooms, Family Changing Rooms, and Storage
  - Functional Training & Yoga Classroom
- **Meeting Spaces (5,000 sf)**
  - 1 Large, 2 Medium, 3 Small Classrooms
- **Support Program (4,000 sf)**
  - Lobby, Administration, Circulation
  - Facility Storage, Restrooms, Family Restrooms
- **Total Building: (19,500 SF)**
  - Parking Spaces (135)





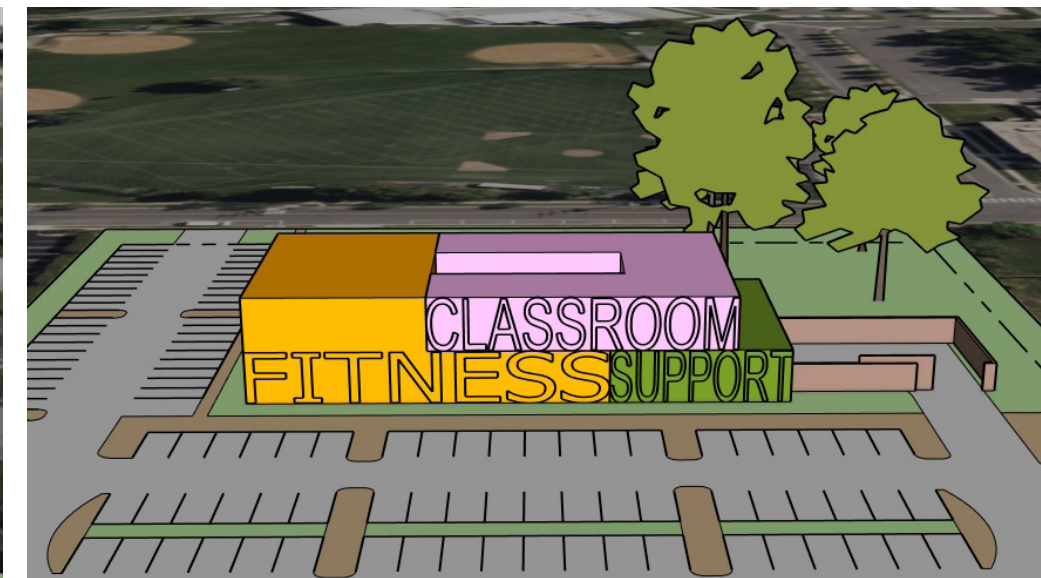
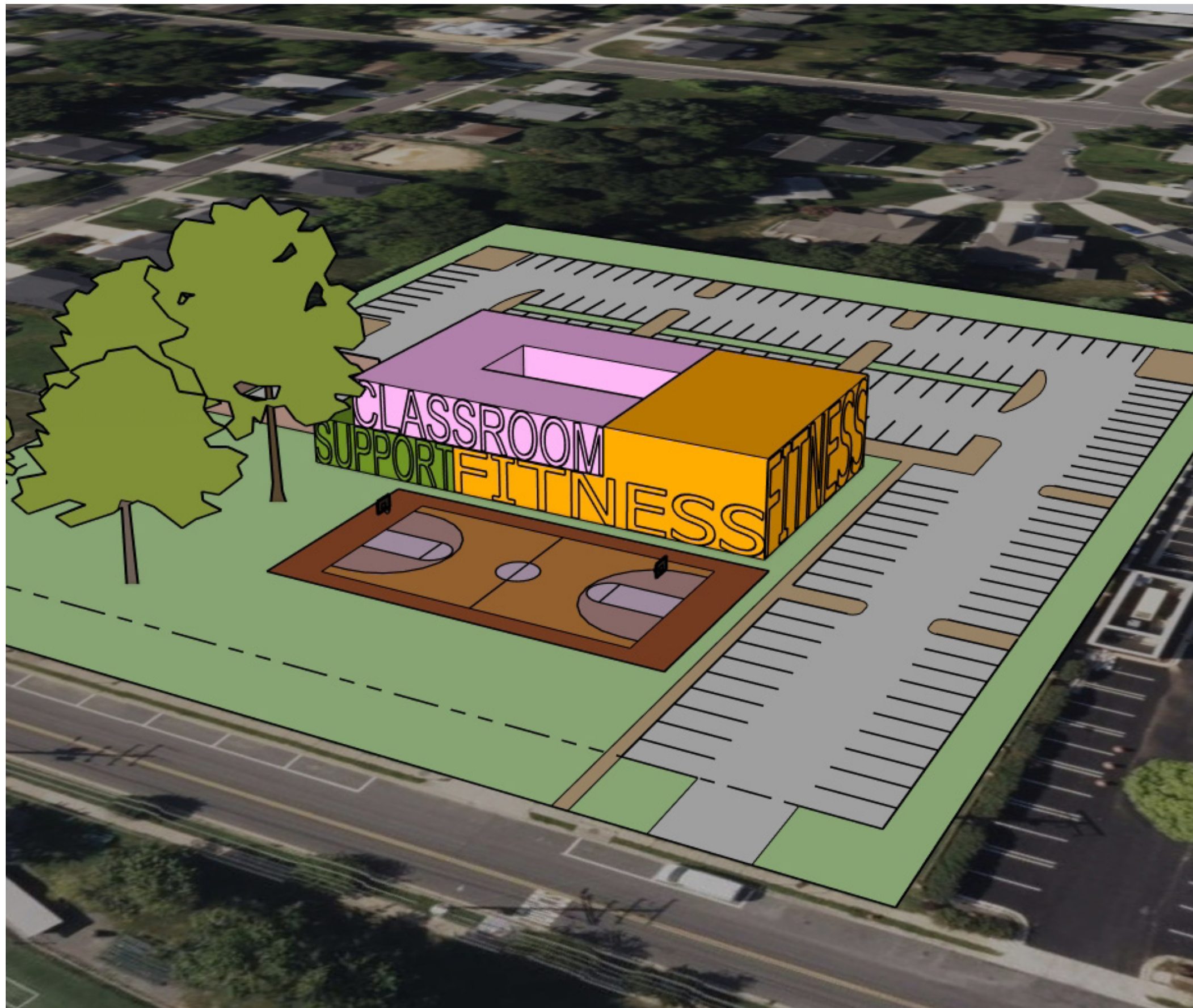


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Community & Wellness





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Community, Wellness, & Aquatics 2





# 3. Community & Wellness Program (Fitness)

Fitness					
	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	\$989,668	\$999,564	\$1,029,551	\$1,060,438	\$1,092,251
Revenue	\$646,000	\$691,220	\$725,781	\$747,554	\$769,981
Town of Vienna Subsidy	(\$343,668)	(\$308,344)	(\$303,770)	(\$312,883)	(\$322,270)
Percentage w/ Capital	65.3%	69.2%	70.5%	70.5%	70.5%
Capital (cumulative)	\$50,000	\$100,000	\$150,000	\$200,000	\$250,000

- Fitness
  - Increase Size
  - Variety of Programming
- Hours of Operation
  - 5:30A-9:00P M-F
  - 7:00A-7:00P Sat
  - 10:00A-7:00P Sun
- Membership Fees (annual)
  - \$300 Youth
  - \$360 Adult
  - \$540 Household
  - \$300 Senior
  - \$360 Senior+1
- Daily Options





# 3. Community & Wellness Program (Fitness)

## Estimated Project Costs:

- \$11,600,000 – \$13,320,000
  - Includes Construction Costs, FFE, Soft Costs, & Contingency
- 5 Year Cost Escalation:
  - 2029 Construction Start Date
  - \$13,450,000 – \$17,000,000
- 10 Year Cost Escalation:
  - 2034 Construction Start Date
  - \$15,590,000 – \$21,700,000

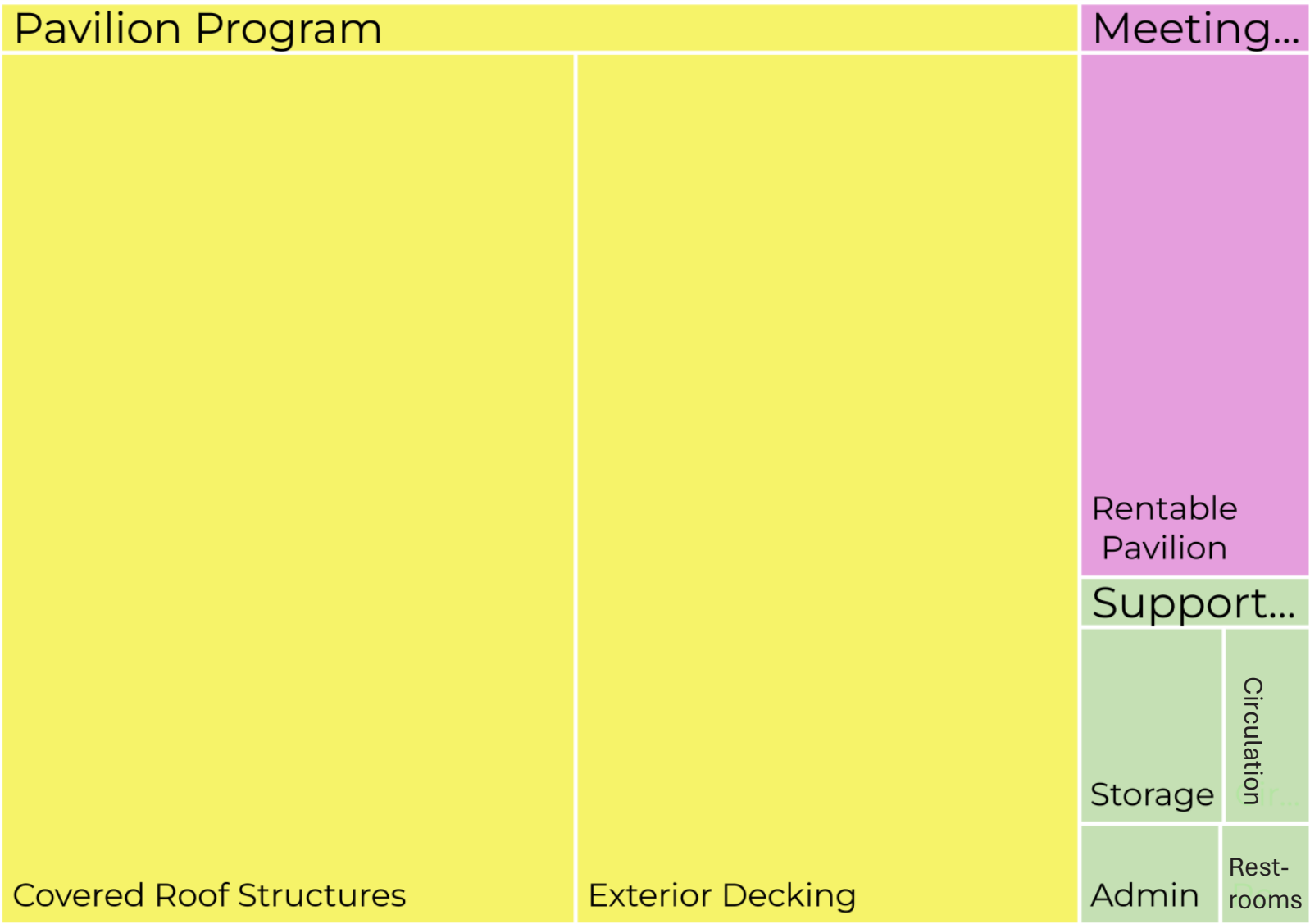
## Average of Revenues, Expenses, & Cost Recovery at Year 2-5

- Annual Expenses = \$1,045,451
- Annual Capital Improvements = \$50,000
- Annual Revenues = \$733,634
- Annual Subsidy = (\$311,817)
- Cost Recovery = 70.2%



# 4. Outdoor Community Gathering Program

- Pavilion Program (15,000 sf)
  - Covered Roof Structures
  - Exterior Decking – Marketplace
  - All Abilities Playground
- Meeting Spaces (2,000 sf)
  - Rentable Pavilion
- Support Program (1,250 sf)
  - Restrooms, Office, Storage, Circulation
- Total Building: (3,250 SF)
  - Parking Spaces (92)







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Outdoor Community Gathering







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Outdoor Community Gathering





# 4. Outdoor Community Gathering Program

Pavilion					
	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	\$303,370	\$306,403	\$315,596	\$325,063	\$334,815
Revenue	\$128,500	\$134,925	\$141,671	\$145,921	\$150,299
Town of Vienna Subsidy	(\$174,870)	(\$171,478)	(\$173,924)	(\$179,142)	(\$184,516)
Percentage w/ Capital	42.4%	44.0%	44.9%	44.9%	44.9%
Capital (cumulative)	\$25,000	\$50,000	\$75,000	\$100,000	\$125,000

- Focused on Town use during week and weekend rentals.
- Allows for event and program expansion
  - Opportunities for Expanded Events/Programs
  - All Abilities Playground – Regional Draw
- \$500 Day Rate
- Maximum 6-hour Use.
- Set-Up/Clean-up built into plan.





# 4. Outdoor Community Gathering Program

## Estimated Project Costs:

- \$4,350,000 – \$5,000,000
  - Includes Construction Costs, FFE, Soft Costs, & Contingency
- 5 Year Cost Escalation:
  - 2029 Construction Start Date
  - \$5,040,000 – \$6,380,000
- 10 Year Cost Escalation:
  - 2034 Construction Start Date
  - \$5,850,000 – \$8,150,000

## Average of Revenues, Expenses, & Cost Recovery at Year 2-5

- Annual Expenses = \$320,469
- Annual Capital Improvements = \$25,000
- Annual Revenues = \$143,204
- Annual Subsidy = (\$177,265)
- Cost Recovery = 44.7%



# PROJECT ACTION ITEMS:

## RECOMMENDED NEXT STEPS:

- 1. Council to select preferred option to complete study.
- 2. KBA to create floor plans and exterior renderings based on selection and update cost information as needed.

## NEXT SCHEDULED MEETING:

- July 2024 presentation of completed study.





# TOWN OF VIENNA ANNEX LONG-TERM USE STUDY



Thank you!