

WIDSETH

City of Breezy Point

Community Center Feasibility Study

10/22/2021



Explore the Feasibility Study

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Widseth's Team

fea·si·bil·i·ty stud·y

noun

“an assessment of the practicality of a proposed plan or method.”

- Data collection and analysis
- Research and project understanding
- Engagement with persons having interest
- Considerations into design, location, features, operations and costs
- Questions, lots of questions

Feasibility Study: Questions

Answer specific questions

- ✓ Where would such a facility be located?
- ✓ Who would use such a facility and what type of activities would they engage in?
- ✓ What does a community center mean to residents and visitors of the City of Breezy Point?
- ✓ When is the right time to make the steps forward in planning and building a community building?

While developing new questions:

- ☐ What would it cost to build a community center and how will the City pay for it?
- ☐ How much does it cost to maintain a community center?
- ☐ Will the City need to hire additional employees to care for and staff the building?
- ☐ Do we really want to compete with other local community centers?

1. Executive Summary

Through the recent comprehensive plan, the City of Breezy point identified the strong desire within the community to support a community center. The City engaged the services of Widseth to conduct a feasibility study on the concept of a community center. The main goal of a feasibility study is to define what the community would choose to support. The definition of a community center is a wide concept, means many different things to people. With the forming of the community center task force, we set out on a journey to discover what a community center could be defined as to those in Breezy Point.

The first steps of the study was to understand what local communities were providing for their centers. We participated in three facility tours, took lots of photos and asked the hard questions. We learned what works really well for other and what they might chose to change if they had the change. Learning from other's successes and unforeseens is a helpful tool we now have.

At the heart of any community center are the people, the community. Much of the leg work that went into the feasibility study was engaging with the community members in a wide array of ways. We have learned over the last two years how important in person connections are. Through three community events, the task force engaged with the community and shared the message about the potential for a new facility. Online resources were shared through many methods to engage with the widest range of people who choose to live, play and retire in Breezy Point.

Throughout the entire feasibility study process, we hear a loud and clear message. The community center is willing and excited to support a community center. People are looking forward to the opportunity to have a place to gather, work on personal fitness and enrich the community. The following documentation supports the task force's findings.



Annual Monarch Butterfly Release
July 17, 2021

Acknowledgements

- Elected Officials: City Council
 - Gary Bakken
 - Rebecca Ball
 - Tom Lillehei*
- City Administration
 - Patrick Wussow, City Administrator Clerk
 - Deb Runksmeier, Deputy Clerk/ Office Manager
- Community Center Task Force
 - Julie Gowen
 - Brady Mensing
 - Diane Williams
 - Jennifer Miller
 - Jenny Sorensen
 - Jerry Schroden
 - Joell Tvedt
 - Kayla Beitz
 - Linda Gronholz
 - Mariah Jlove
 - Nicole Jones
 - Shannon Katterhagen
 - Steve Jensen
 - Suz Weatherby
 - Valerie Fiksdal

*Tom Lillehei was a task force member prior to joining City Council

2. Introduction: Project Approach

1. Task force development and working sessions to understand the big picture vision for the community center, share inspirational images of like facilities and outline the full feasibility study process.
2. Regional Facility Tours:
 - a) Visit up to three similar, but different, facilities to see how they approach recreation and community.
 - b) Engage with leaders of each facility to learn from their successes and hear what they would change if they were to do things again.
 - c) What works from a membership, operations and maintenance side of things.
3. Community Engagement:
 - a) Develop online survey, distribute, and analyze the returned data.
 - b) Host open house events to engage in person with community member and display creative ideas of what a community center in Breezy Point could entail.
 - c) Distribute a consistent message in various methods to inform the community about this initiative.
4. Conceptual building plans and renderings.
 - a) Visual exterior renderings of a conceptual building.
 - b) Site rendering of conceptual building location and connection to city.
 - c) Preliminary budget estimate for total project costs.

Project Schedule

May 2021

- City Council meeting
- Task force meeting #1

June 2021

- Development and distribution of survey
- Golf cart rodeo
- Community center tours

July 2021

- Butterfly release
- Task force meeting #2

August 2021

- National night to unite

September 2021

- Task force meeting #3

October 2021

- Task force meeting #4
- Radio community focus
- Newspaper coverage

*NorthPark Recreation Center, Grand View Lodge
July 7, 2021*



3. Regional Facility Tours

Touring a facility is a great way to get introduced to what other cities have decided to incorporate into their community centers and allows us to ask great questions about what works well and possibly, what doesn't. The

Breezy Point Community Center Task Force selected three unique facilities in the region to tour.



Crosslake Community Center



NorthPark Recreation Center



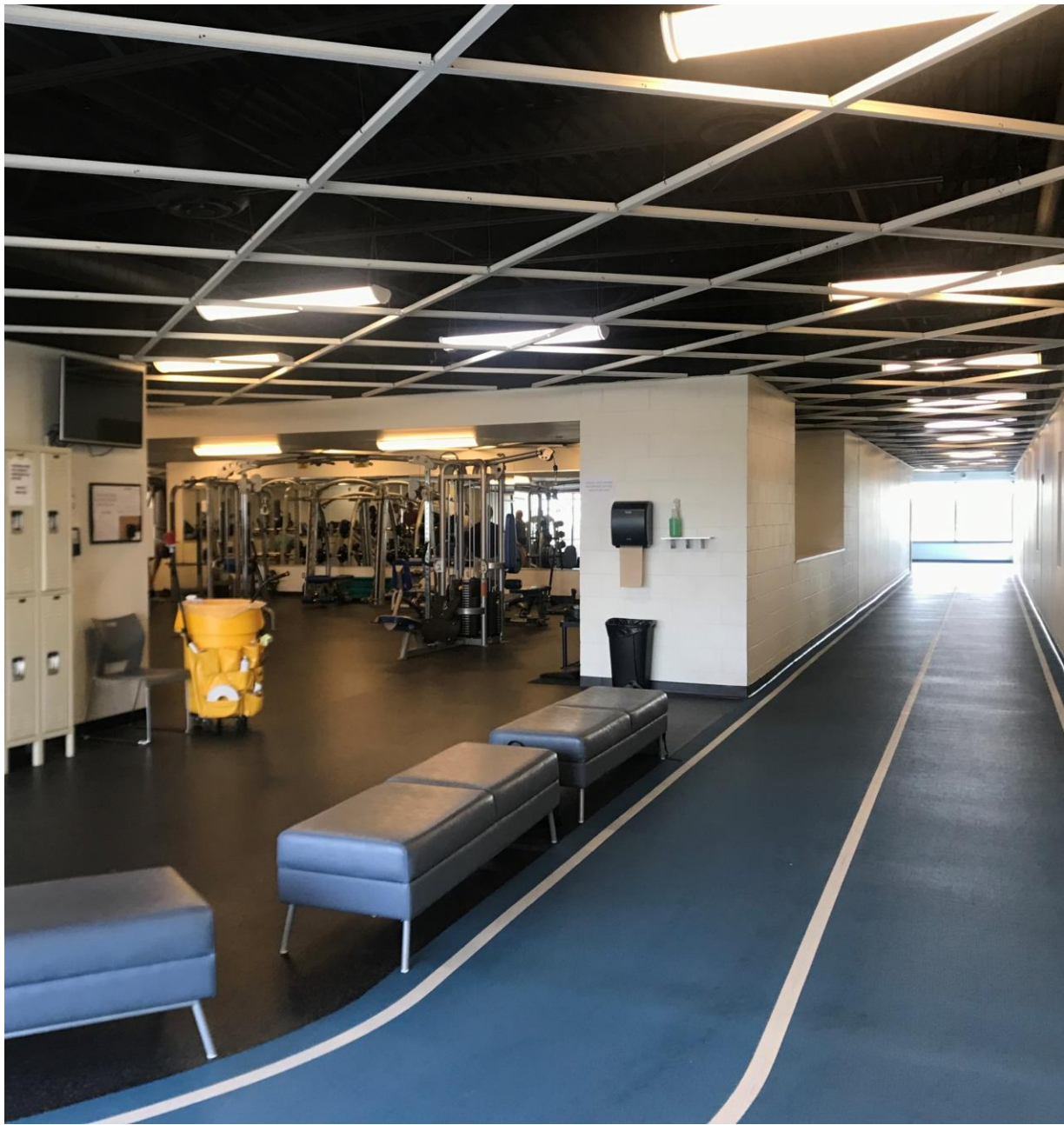
Maslowski Wellness & Research Center



Maslowski Wellness & Research Center

Wadena, MN June 29, 2021

- In Wadena, 'The Mas' has something for everyone. The center contains a six lane lap swimming pool, zero-entry recreation pool, 90' water slide with various other water features. A sauna/steam room, whirlpool, warm water therapy pool, two racquetball courts, state-of-the-art fitness facility with walking track, and a multipurpose gym that contains court standards for 3 volleyball courts, 3 basketball courts, tennis and pickle ball courts. The center also has meeting rooms to host gatherings up to 400 people. Check out their great website for additional information : <https://wadenawellness.com/index.html>



Crosslake Community Center

Crosslake, MN July 7, 2021

- Next up was the Crosslake Community Center with its impressive outdoor complex. Located in the building is a full court gym, book room, weight and aerobics fitness rooms. At the center of the building, a kitchen supports activities in the gymnasium or a multipurpose room, which can be subdivided into two smaller spaces. An artwork-filled corridor connects to the new building addition, which houses an impressive community library and grants outdoor access to beautiful gardens and walking paths. The exterior site provides space for a covered picnic shelter, playground, baseball diamonds, winter sliding hill and ice skating rinks.



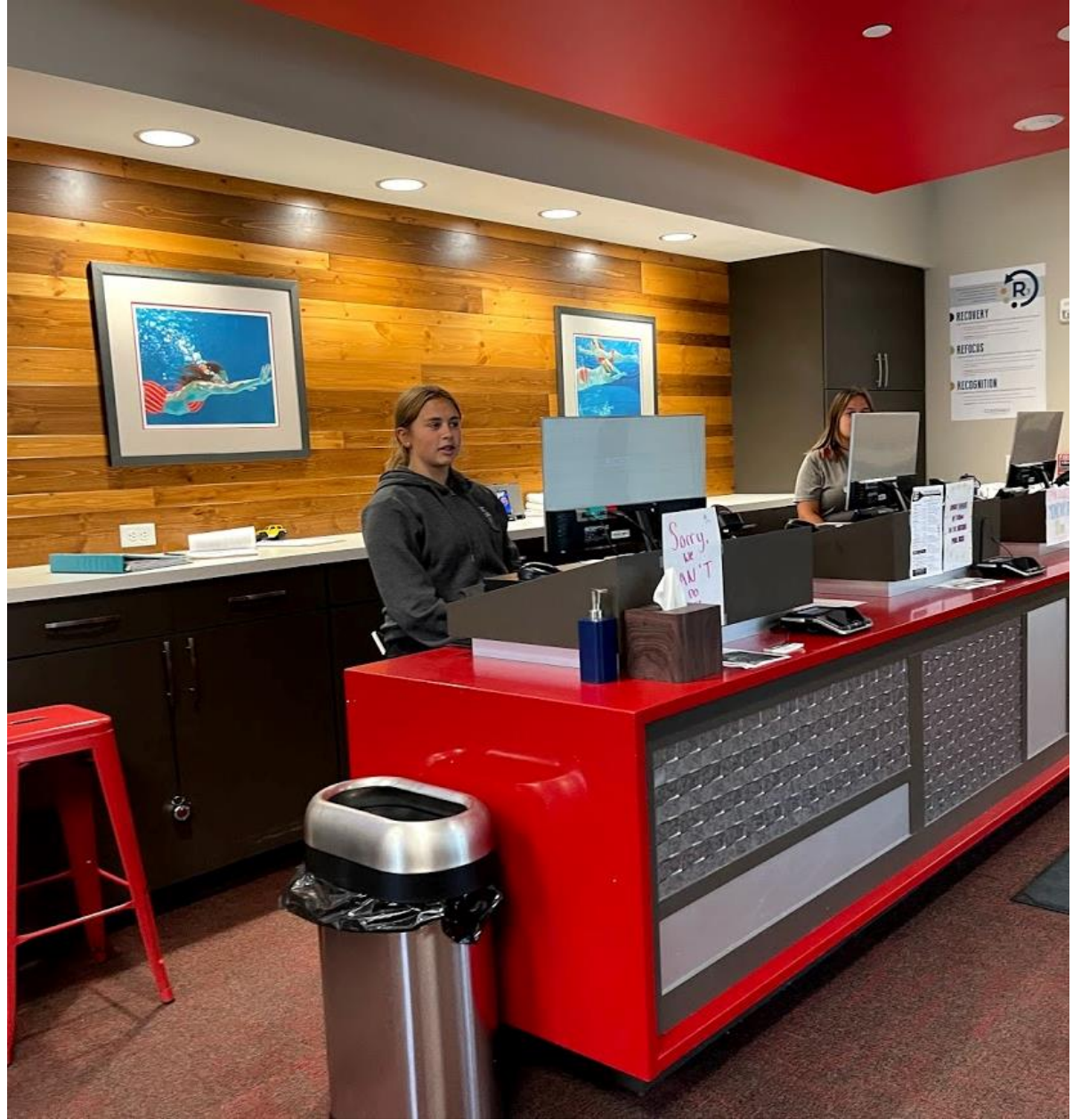




NorthPark Recreation Center

Nisswa, MN July 7, 2021

- Lastly, we visited NorthPark Recreation Center at Grand View Lodge. Even though this facility is located at the resort, family memberships are available to those in the area. This was the newest of all of the facilities we toured and had a wonderful vacation-friendly spin to its design. Fitness spaces included a multipurpose room for small classes and access to online resources, as well as a full weight and cardio room overlooking the indoor pool. There are two pools located here, both mirror images of one another. One being located outside, adjacent to a large hot tub and one on the interior, which as a bonus, has a waterslide.



Facility Tours Summary

Over the course of the three tours, our group had many takeaways and even started to hear some common themes. Unanimously, all of the facilities lacked proper **storage** for the various activities which occur within each building. We learned of multiple approaches to **memberships and fees**, as well as which amenities are crowd favorites (more **pickle ball** please!). Our tour guides were also open with us about the steep **operating costs** of aquatic facilities and the operating costs of indoor and outdoor spaces. The information gathered on these tours will greatly impact the Task Force's decisions while planning the Breezy Point Community Center.

4. Community Outreach

Knowing the unique and diverse group of people that call Breezy Point home (or home away from home), the task force made a goal to develop a multipronged community outreach initiative.



- Community Task Force
- Online survey
- QR Code
- Banner displays around Breezy Point
- Golf Cart Rodeo
- Annual Butterfly Release
- National Night to Unite
- [Breezypointcommunitycenter.com](https://breezypointcommunitycenter.com)
- WJY Community Focus
- Pine and Lakes Echo Journal

*Annual Monarch Butterfly Release
July 17, 2021*

Golf Cart Rodeo

June 19, 2021

- At this event Police Chief Brian Sandel gave a presentation on Golf Cart Safety. At the end of the presentation Tom gave a wonderful explanation of the process we are going through with the feasibility study for the Community Center. We set up boards to inspire conversations on use and amenities at the community center over by the ball fields and invited attendees to put notes on post-its and discuss their thoughts with Task Force Members in attendance. We had a wonderful turn out by the Task Force, great conversations, and some unexpected suggestions were made by community members that attended.



Annual Monarch Butterfly Release

July 17, 2021

- The annual release of butterflies at Pelican Woods Cemetery was a beautiful place to share the planning efforts of the Breezy Point Community Center Task Force. There were residents and visitors of all ages that participated in Saturday's event. Many people were delighted to hear about the planning of a potential community center and were excited to share their thoughts via the presentation boards and the now LIVE online [survey](#). We continued to hear the strong desire for Pickleball courts and heard a few new requests, such as a dog park, for example. Overall people are so excited to see what the future holds for Breezy Point.



Night to Unite

August 3, 2021

- Night to Unite is a yearly event sponsored by the Breezy Point Police Department that is designed to celebrate and strengthen neighborhood and community partnerships. It is also sponsored by the Minnesota Crime Prevention Association and AAA.



4: Engagement : Consistent messaging

Distributing a consistent message, through various methods, was a large goal of the task force.

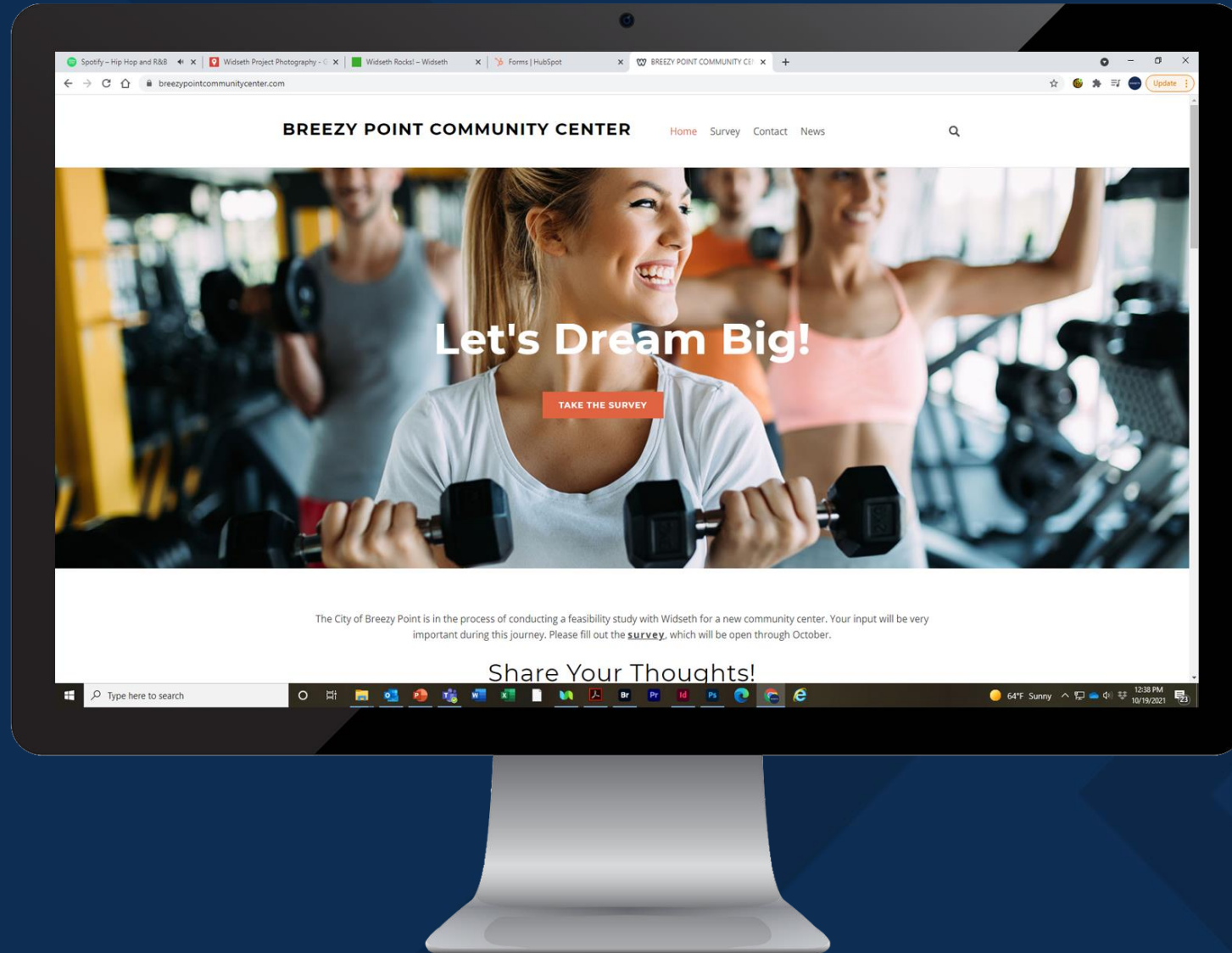


QR link to website



Rendering of banner design

www.breezypointcommunitycenter.com



Online Survey



518

Submissions



79%

Support



83%

Residents



40-49 yrs

Age of most respondents



95

Days survey
has been open



2

Adults in family
using Center
(most popular response)



0

Kids in family
using Center
(most popular response)



\$0-20

Willing to spend on
membership

Online Survey

Access



Vehicle (418)

Location



Near Breezy Point City
Hall & Park (218)

Amenities



Gym (391)



Pool (382)



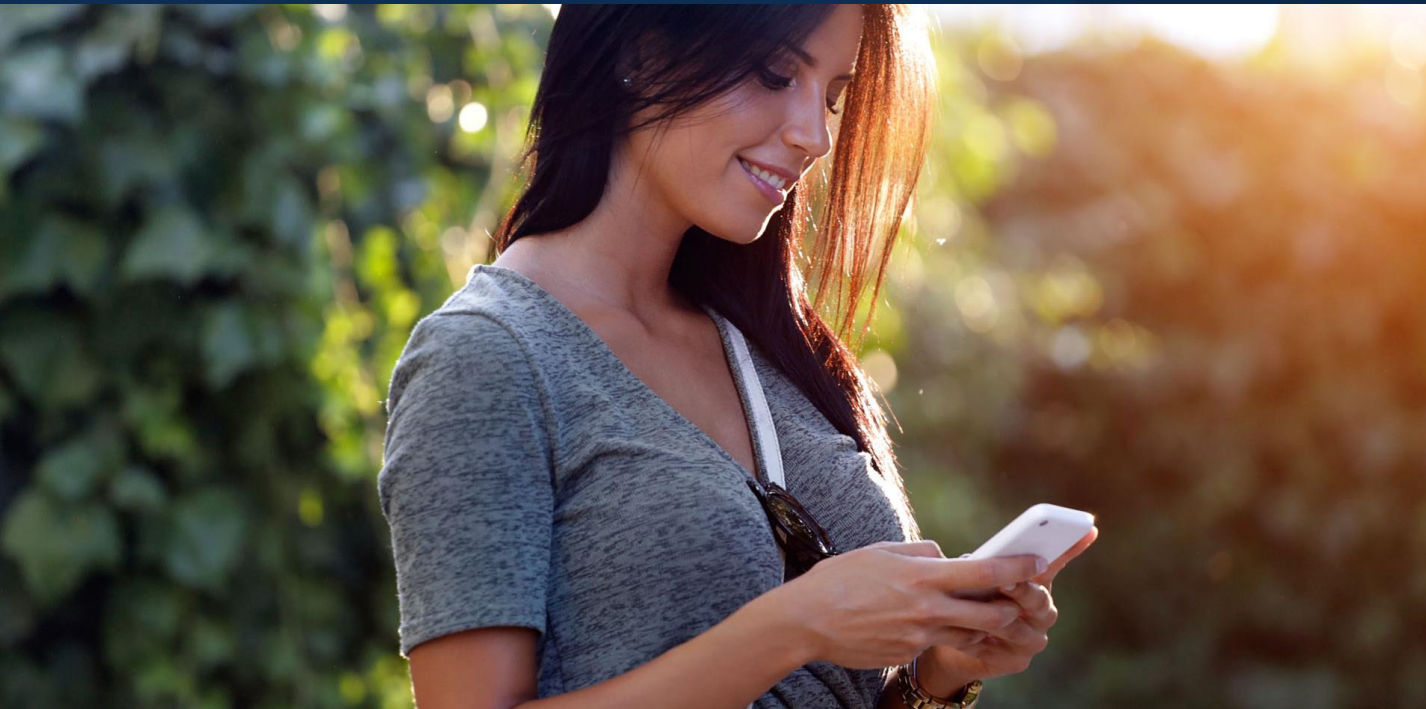
Walking Track (368)



Weight Room (321)



Multipurpose Room (255)



7. Conceptual Design: Building & Site

A critical component of a feasibility study is to develop a conceptual building design. This allows for amenities to be illustrated graphically, square footages to be assigned and programming discussions to happen. This helps facilitate the development of an accurate site location and building construction estimate.



Building Concept Floor Plan

27,000 sf.

- Community

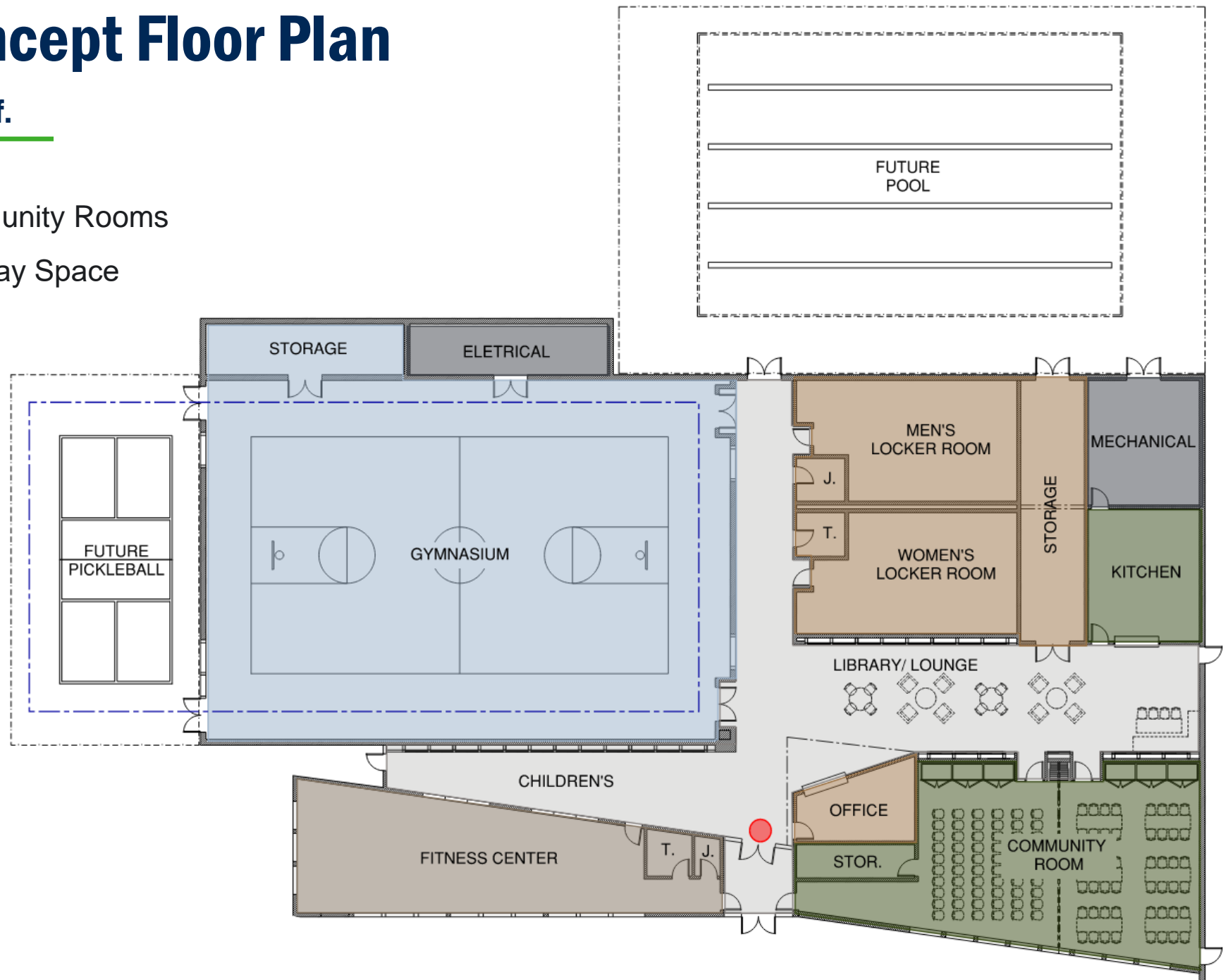
- Multipurpose Community Rooms
- Children's Indoor Play Space
- Library Commons
- Kitchen

- Athletics

- Fitness Center
- Gymnasium
- Walking Track
- Locker Rooms
- Future Pickleball

- Aquatics

- Swimming Lanes
- Future Splash Pad
- Zero Entry Play



Conceptual Exterior Rendering

The use of natural daylight, energy efficient design and durable building materials are illustrated in the conceptual exterior rendering. A building can be built with future growth and additions in mind. This image shows the potential for a pickleball court addition in the future.



Conceptual Site Plan

One conceptual site plan that has been discussed is located off County Road 11, between Breezy Point City Hall and Public Safety buildings. Illustrated in the below rendering, a building of this size fits nicely on the property.



- Walkable location to many neighborhoods.
- Utilize existing accesses off County 11 for City Hall and Public Safety buildings.
- Direct connection to existing playground and park.
- Future splash pad opportunity.
- High visibility.
- City owned property.
- Room for future growth and expansion.

Budget Estimate

Main Facility

- 17,500 Square Feet
- \$250-\$275 per Square Foot
- Estimate of \$4.5- \$5 Million

Aquatics/ Pool

- 7,000 Square Feet
- \$350-\$400 per Square Foot
- Estimate of \$2.5 - \$3 Million

Pickleball Gym

- 2,500 Square Feet
- \$200 per Square Foot
- Estimate of \$.5 Million

Total Building Estimate

- 27,000 Square Feet
- Estimate of \$7.5- \$8.5 Million



10: Next Steps: Where do we go from here?

