

WELCOME!!

TONIGHT'S AGENDA

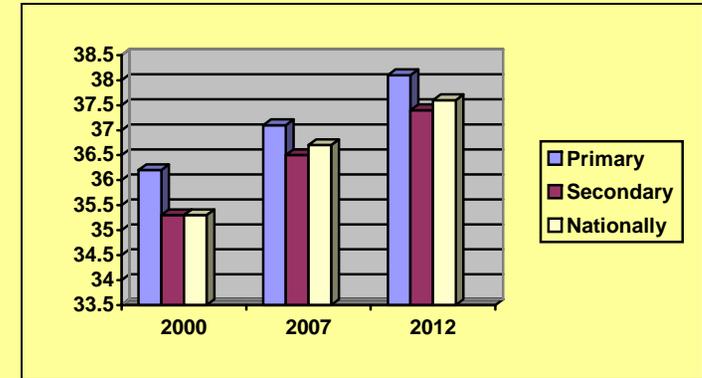
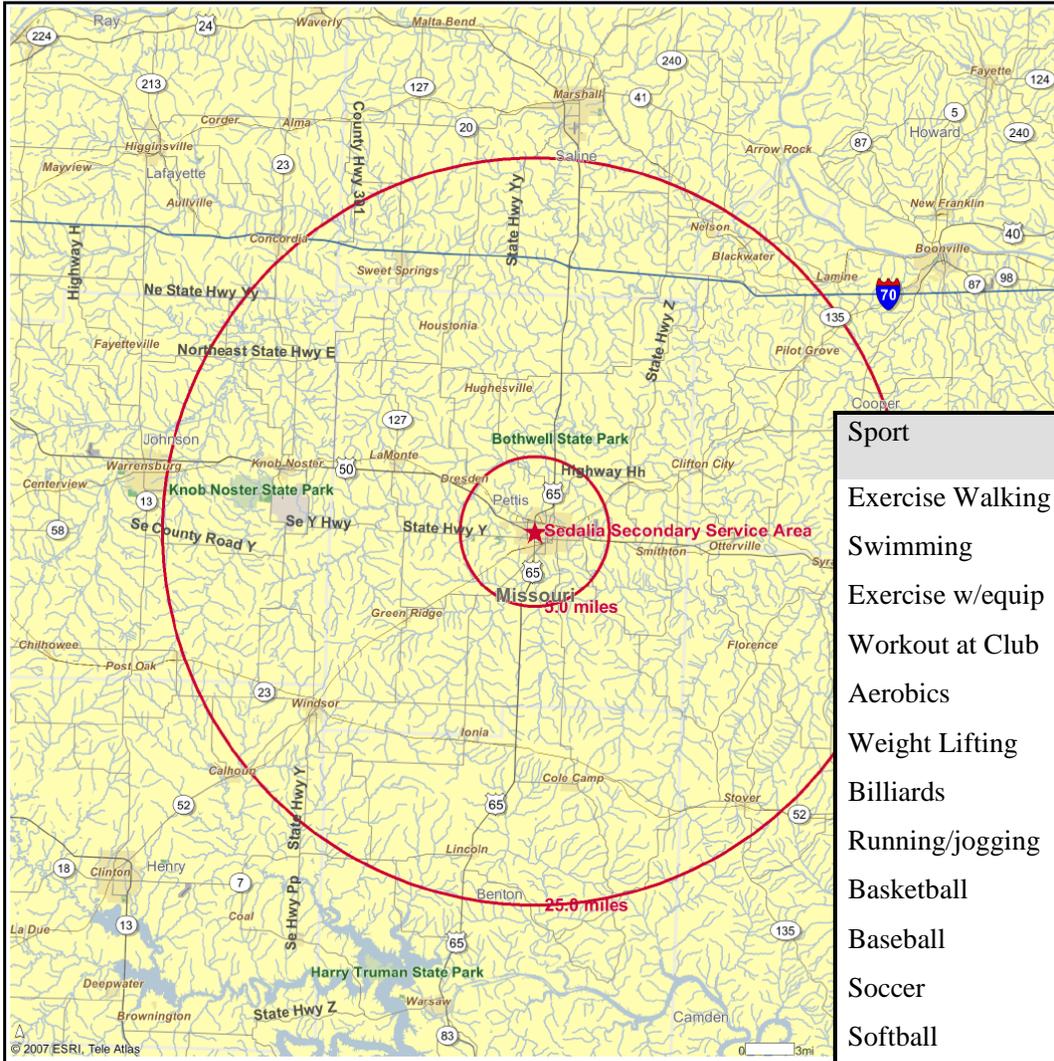
- Introductions
- Market Analysis
- Draft Space / Needs Program
- Review Site Options
- Discussion
- Wrap-up

Sedalia Secondary Service Area
 Highway 65 and highway 50
 sedalia, MO

Site Map

October 9, 2007

Latitude: 38.705
 Longitude: -93.2504



Sport	Rank	Sedalia % Participation	National Participants (in million)
Exercise Walking	1	35.3%	87.5
Swimming	2	20.8%	56.5
Exercise w/equip	3	20.5%	52.4
Workout at Club	7	17.3%	37.0
Aerobics	9	13.6%	33.7
Weight Lifting	10	14.0%	32.9
Billiards	11	14.9%	31.8
Running/jogging	14	10.9%	28.8
Basketball	15	9.5%	26.7
Baseball	19	5.5%	14.6
Soccer	20	4.6%	14.0
Softball	22	5.7%	12.4
Volleyball	24	3.4%	11.1

MARKET ANALYSIS

Ages	Population	% of Total	Nat. Population	Difference
-5	1,231	7.6%	7.0%	+0.6%
5-17	4,566	16.4%	17.6%	-1.2%
18-24	2,686	9.6%	9.9%	-0.3%
25-44	7,610	27.2%	27.6%	-0.4%
45-54	4,146	14.8%	14.6%	+0.2%
55-64	2,679	9.5%	10.8%	-1.3%
65-74	1,891	6.7%	6.3%	+0.4%
75+	2,260	8.0%	6.2%	+2.2%

US Census & ESRI

Primary Service Area

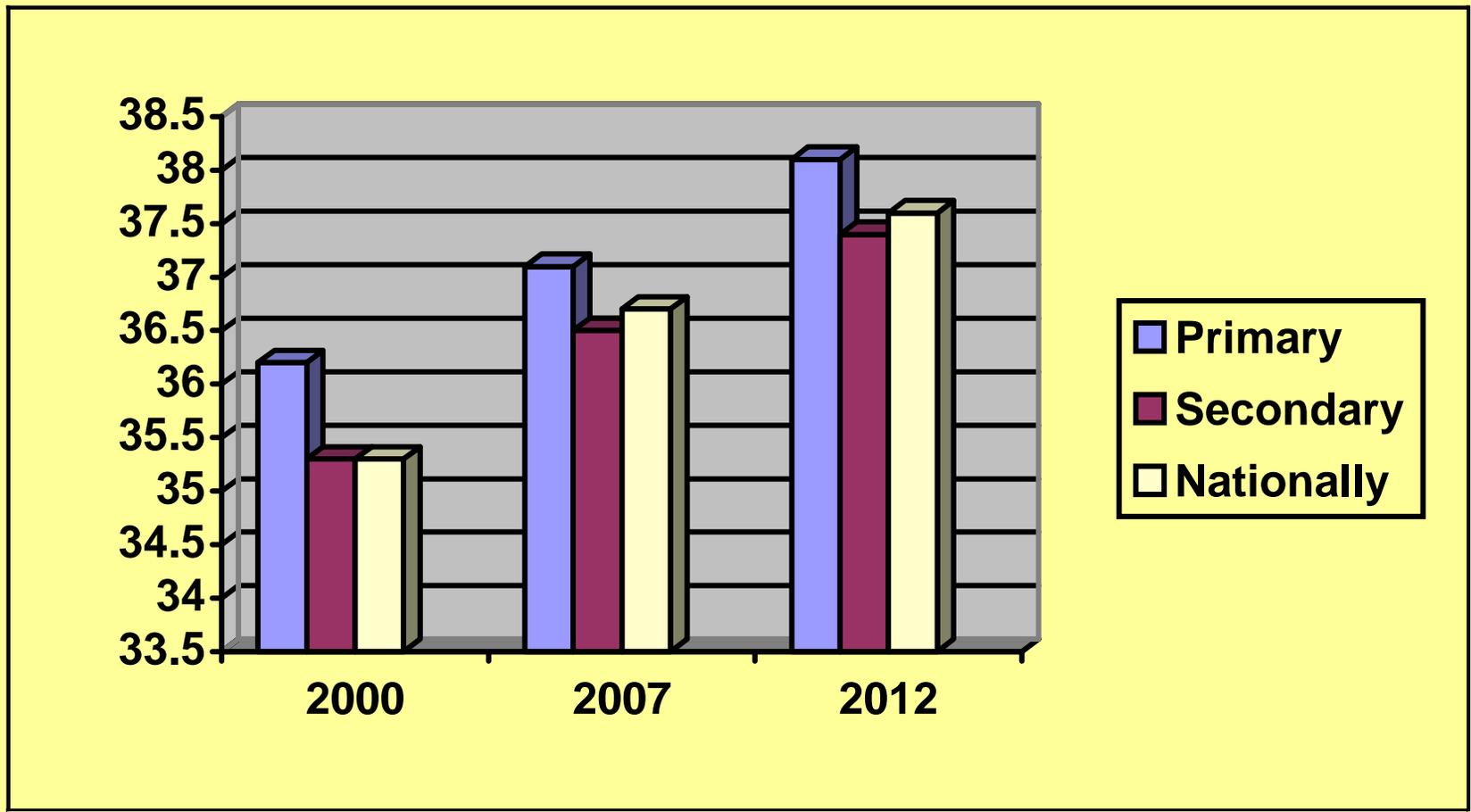
Age Group Distribution

Ages	2000 Population	2007 Population	2012 Population	% Change	% Change National
-5	1,984	1,231	2,108	+6.2%	+17.3%
5-17	5,089	4,566	4,655	-8.5%	+3.0%
18-24	2,741	2,686	2,448	-10.6%	+19.9%
25-44	7,711	7,610	7,274	-5.6%	+0.2%
45-54	3,283	4,146	4,297	+30.8%	+27.6%
55-64	2,403	2,679	3,258	+35.5%	+64.5%
65-74	2,179	1,891	1,893	-13.1%	+19.8%
75+	2,261	2,260	2,303	+1.8%	+29.2%

US Census & ESRI

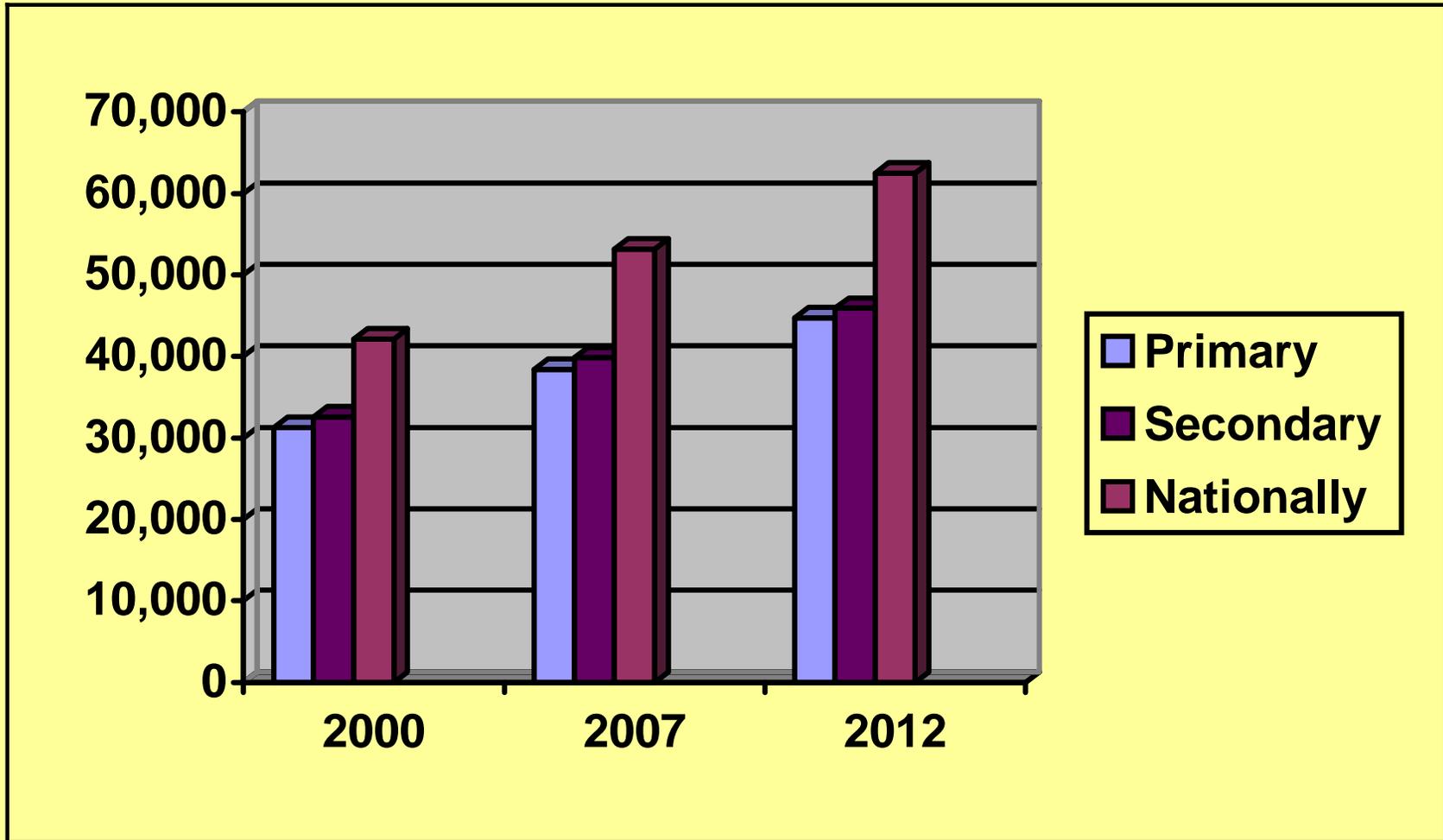
Primary Service Area

Population Growth



Primary Service Area

Median Age



Primary Service Area

Median Income

Activity	Age	Income	Region	Nation	Average
Aerobic	13.9%	15.4%	12.4%	12.8%	13.6%
Basketball	6.9%	10.7%	10.3%	10.2%	9.5%
Baseball	3.3%	6.1%	7.1%	5.6%	5.5%
Billiards	15.4%	13.0%	19.1%	12.1%	14.9%
Exercise Walking	36.3%	34.8%	37.1%	33.2%	35.3%
Exercise w/Equip.	23.7%	18.9%	19.7%	19.9%	20.5%
Racquetball	1.3%	2.1%	1.4%	1.5%	1.5%
Running/jogging	11.2%	12.0%	9.8%	10.9%	10.9%
Soccer	2.7%	5.6%	4.8%	5.3%	4.6%
Softball	3.7%	6.4%	8.2%	4.7%	5.7%
Swimming	21.5%	21.4%	18.8%	21.5%	20.8%
Tennis	3.8%	2.9%	2.9%	3.9%	3.3%
Weight Lifting	14.0%	11.9%	12.7%	12.5%	12.7%

Participation Rate



Activity	Average	2007 Primary	2007 Secondary
Aerobics	13.6%	3,804	10,238
Basketball	9.5%	2,657	7,151
Baseball	5.5%	1,538	4,140
Billiards	14.9%	4,168	11,217
Exer. Walk	35.3%	9,874	26,574
Exer. w/Equip	20.5%	5,734	15,433
Racquetball	1.5%	419	1,129
Run/jog	10.9%	3,049	8,205
Soccer	4.6%	1,286	3,463
Swimming	20.8%	5,818	15,658
Softball	5.7%	1,594	4,291
Tennis	3.8%	1,063	2,860
Weigh Lifting	14.0%	3,916	10,539
Skateboarding	1.8%	503	1,355
Volleyball	3.4%	951	2,559
Workout Club	17.3%	4,839	13,023

Market Potential

Sport	Rank	Sedalia % Participation	National Participants (in million)
Exercise Walking	1	35.3%	87.5
Swimming	2	20.8%	56.5
Exercise w/equip	3	20.5%	52.4
Workout at Club	7	17.3%	37.0
Aerobics	9	13.6%	33.7
Weight Lifting	10	14.0%	32.9
Billiards	11	14.9%	31.8
Running/jogging	14	10.9%	28.8
Basketball	15	9.5%	26.7
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NSGA data

Activity Ranking

Sport/Activity	1997 Participation	2006 Participation	Percent Change
Workout Club	21.1	37.0	+75.3%
Skateboarding	6.3	9.7	+53.9%
Weight Lifting	22.8	32.9	+44.2%
Hockey	1.9	2.6	+36.8%
Running/Jogging	21.7	28.8	+32.7%
Aerobics	26.3	33.7	+28.1%
Exercise Walking	76.3	87.5	+14.6%
Exercise w/Equip.	47.9	52.4	+9.3%
Baseball	14.1	14.6	+3.5%
Soccer	13.7	14.0	+2.1%
Tennis	11.1	10.4	-6.3%
Swimming	59.5	56.5	-5.0%
Billiards	36.0	31.8	-11.6%
Basketball	30.7	26.7	-13.0%
Softball	16.3	12.4	-23.9%
Volleyball	17.8	11.1	-37.6%

NSGA data

Activity Trend

Activity	Percent of Individuals	2006 Participation Primary Service Area
Music	1.4%	391
Art	1.7%	475
Acting	0.5%	139
Ballet	0.1%	27
Other Dance	0.7%	195
Creative Writing	1.0%	279
Art Appreciation	1.0%	279
Music Appreciation	0.6%	167

Arts Market Potential

- **State Participation Rates**
- **Participation Correlation**
- **Recreation Center Trends**
- **Aquatic Trends**
- **Penetration Rates**
- **Participation in Arts**
- **Alternative Service Providers**

Other Market Analysis

- **Boys & Girls Club**
- **Senior Center**
- **Head Start**
- **Community Center**

- **Sedalia School District**
- **State Fair Community College**

- **Chamber of Commerce**
- **Sedalia Downtown Development**
- **CVB**
- **Scott Joplin Association**

- **Local Industry HR Representatives**

- **Sports Groups (gymnastics, volleyball, basketball, swimming)**

- **Parks Board**

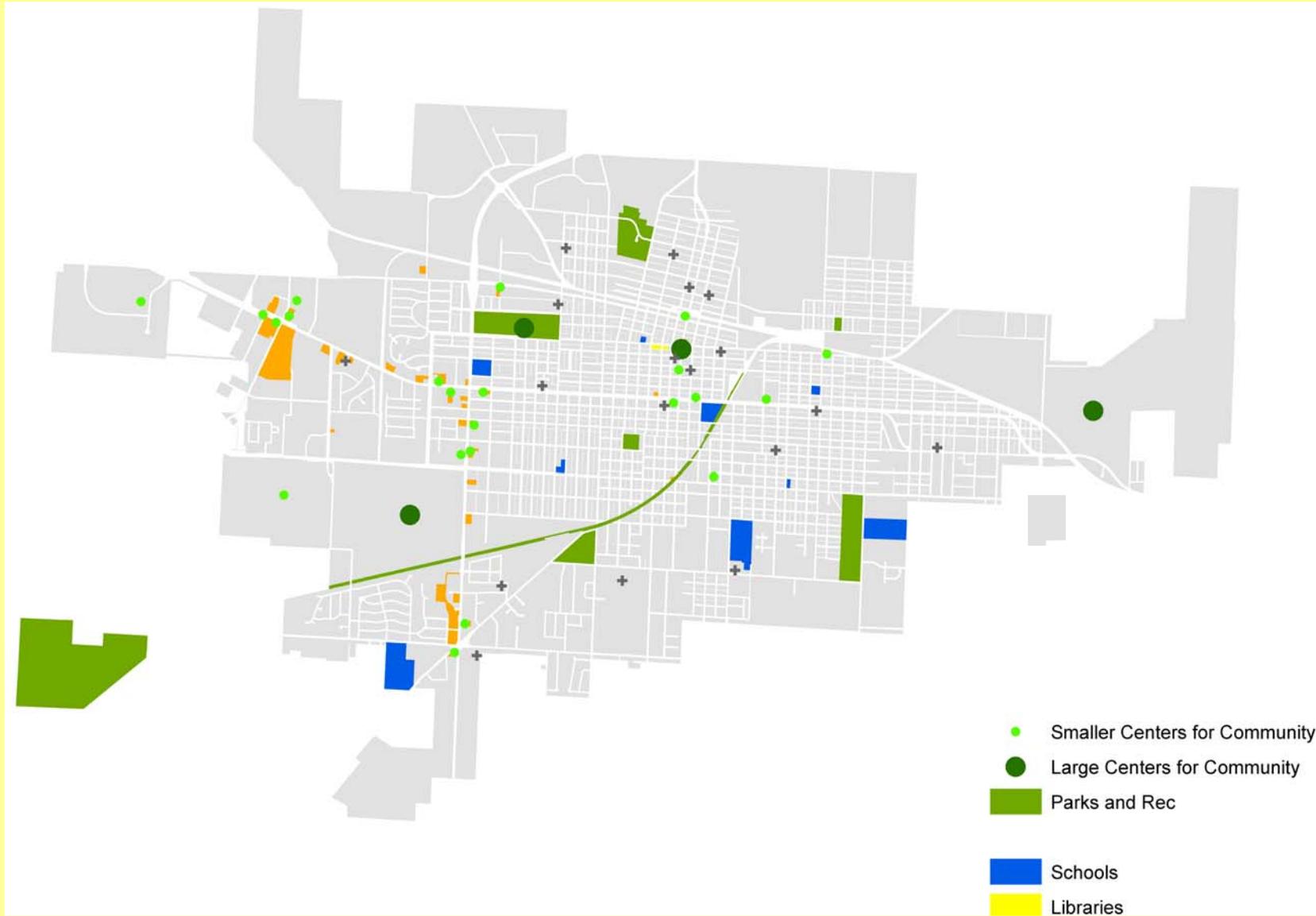
- **Bothwell Regional Health Center**
- **Pettis County Health Center**
- **Katy Trail Health Center**

Stakeholder Meetings



Component	Base Facility
Aquatic Area	14,000 SF
Gymnasium	14,000 SF
Track	4,000 SF
Weight/Cardio	5,000 SF
Aerobic/Dance	1,500 SF
Birthday Party Rooms	800 SF
Multipurpose Room	3,000 SF
Technology Room	600 SF
Babysitting	1,000 SF
Indoor Play Area	1,000 SF
Art Room	1,200 SF
Game Room	750 SF
Support Spaces	6,500 SF
Net Building	53,350 SF
Circulation (15%)	8,002 SF
Total Building	61,352 SF

Program



SITE REVIEW

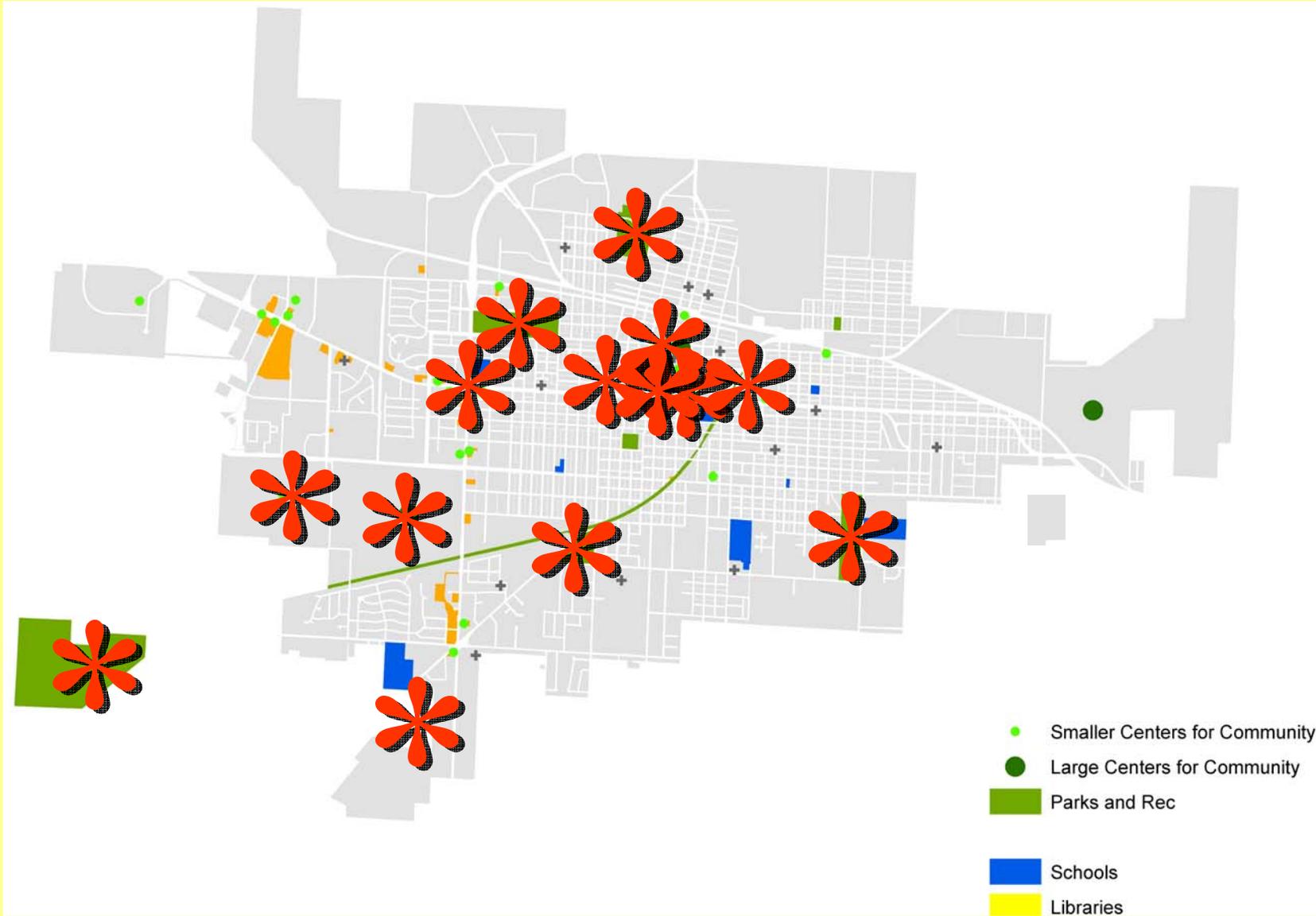
“Community”:

- State Fair
- Daum Museum
- National Art Show
- State Fair Community College
- Nice Parks
- Swimming Pools
- Historical Buildings
- Bothwell Lodge
- New Shopping Center – Woods
- 4th of July / Fairgrounds
- Downtown Holiday Lighting
- Scott Joplin Festival Downtown
- Christmas Parade – Downtown
- St. Pat’s Parade
- VFW Hall
- Airport
- Churches
- Community College
- Liberty Park

- Liberty Center
- Fairgrounds
- Downtown
- Scott Joplin Festival
- Highway 50 & 65
- Katy Depot
- Katy Trail
- Hospital
- Soccer Complex
- Churches
- New High School
- Schools
- Strong Services Clubs
- Walking Trails
- Eating Places
- Shopping Areas
 - Thompson Hills
 - Wal-Mart
 - Goodies
- Mennefee Property
- Little Red School/House
- Chamber Building
- Center for Human Services
- Private Fitness Centers



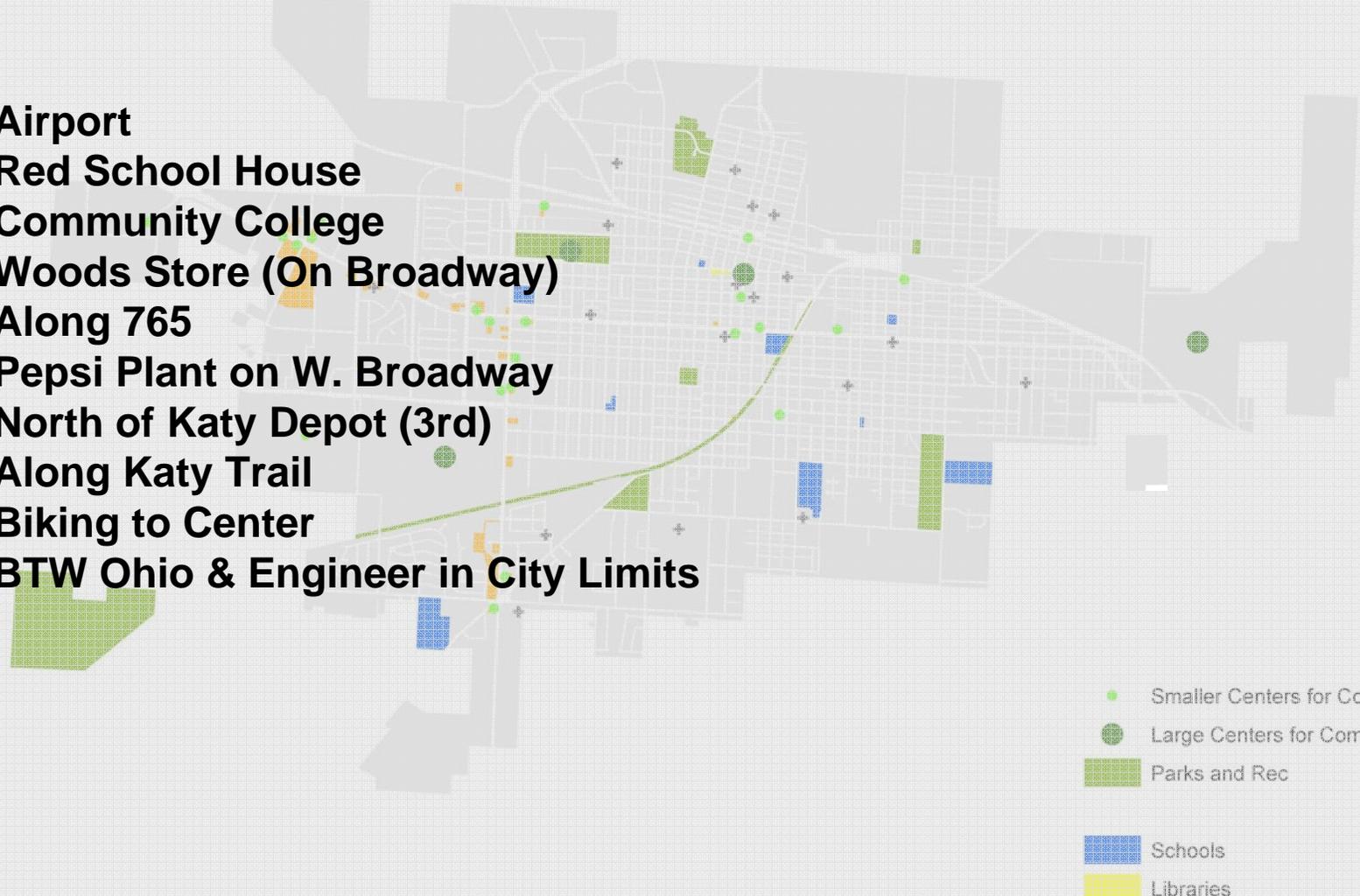
SITE REVIEW



SITE REVIEW

Suggested Site Options:

- Airport
- Red School House
- Community College
- Woods Store (On Broadway)
- Along 765
- Pepsi Plant on W. Broadway
- North of Katy Depot (3rd)
- Along Katy Trail
- Biking to Center
- BTW Ohio & Engineer in City Limits



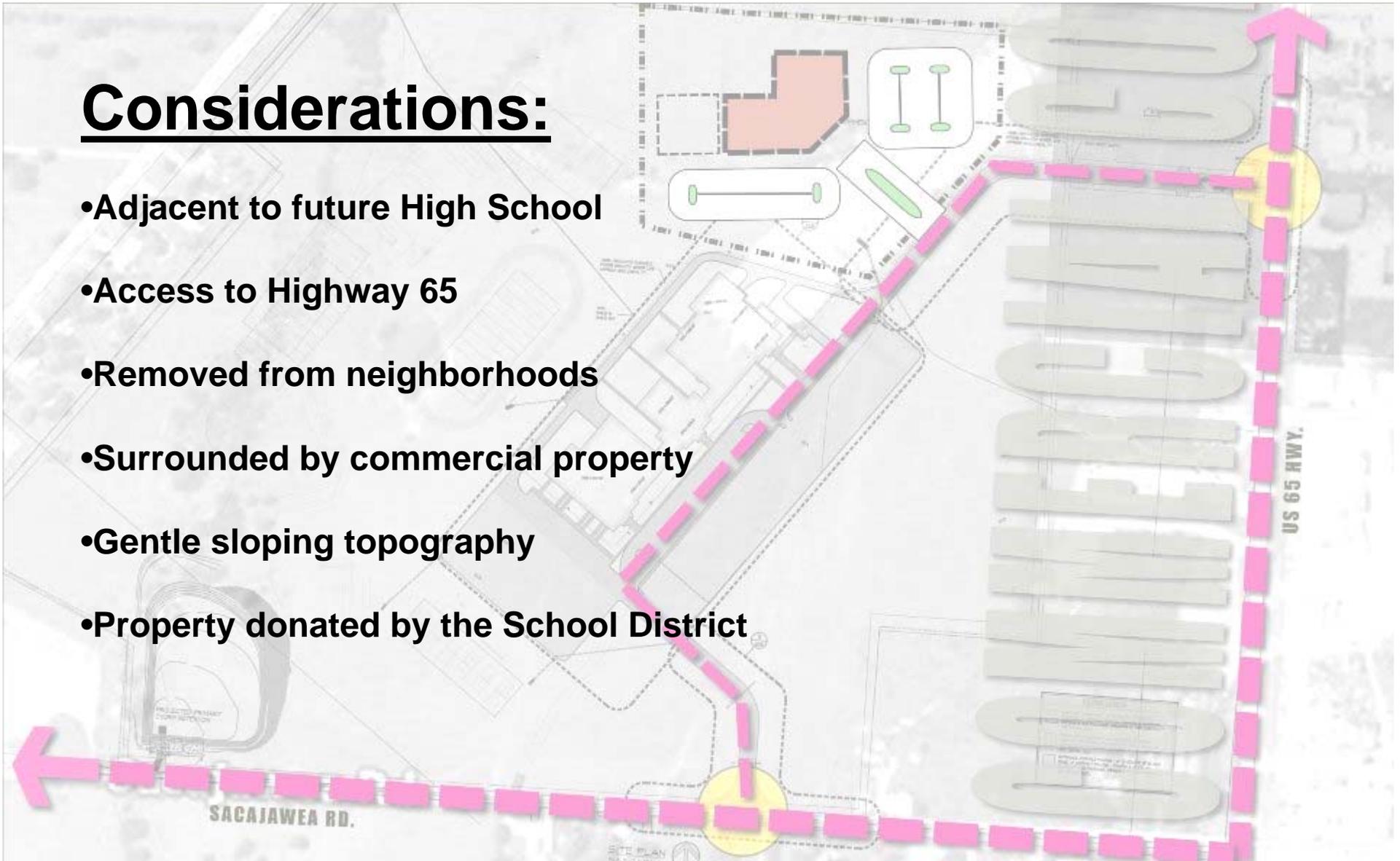
SITE REVIEW



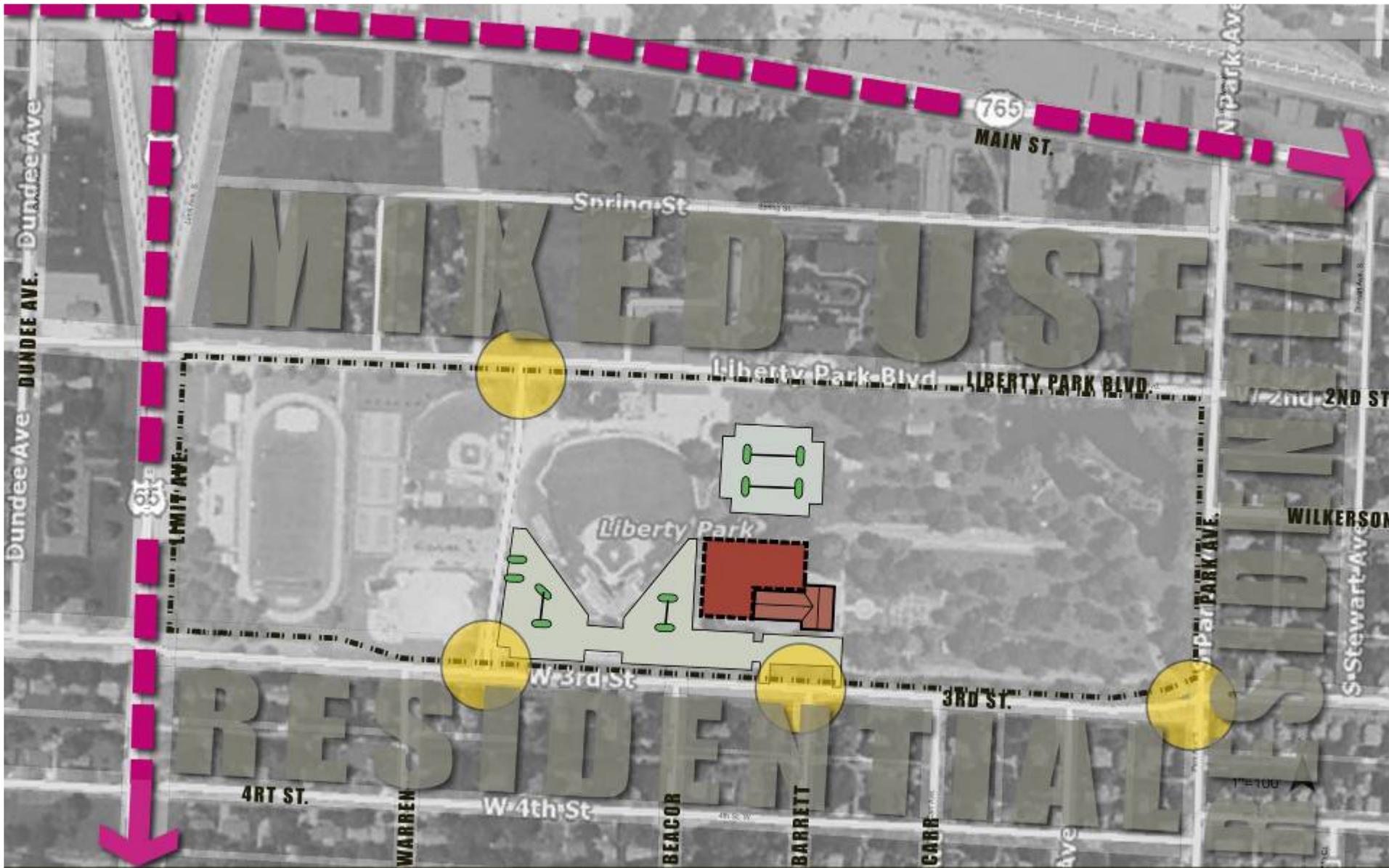
HIGH SCHOOL SITE

Considerations:

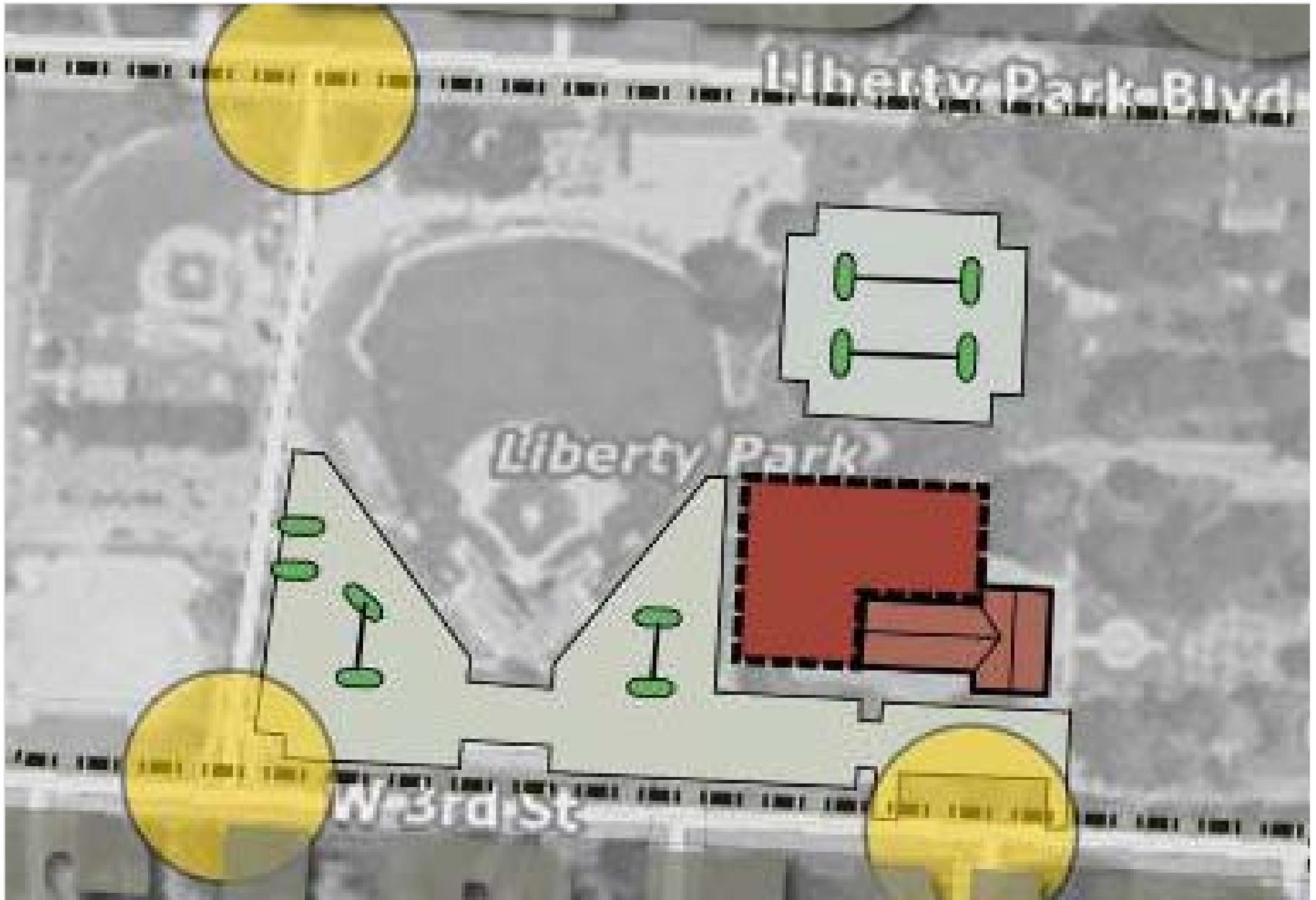
- Adjacent to future High School
- Access to Highway 65
- Removed from neighborhoods
- Surrounded by commercial property
- Gentle sloping topography
- Property donated by the School District



HIGH SCHOOL SITE



LIBERTY PARK SITE



LIBERTY PARK SITE

Considerations:

- Existing recreation events on same site
- Access to Highway 65
- Traffic patterns are established
- Neighborhood setting
- Outdoor pool on-site
- Opportunity to revitalize the Convention Hall
- Requires relocation of train ride
- City owns the property

LIBERTY PARK SITE



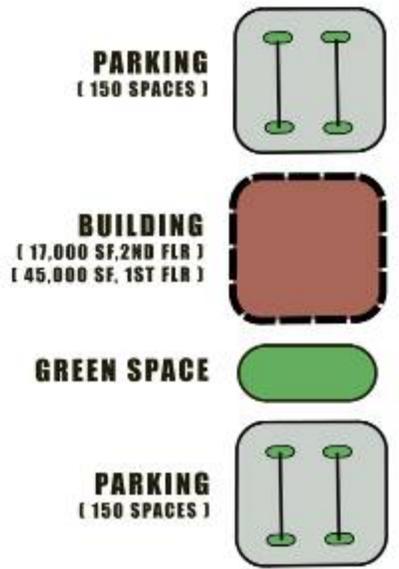
OLD SUTHERLAND SITE

Considerations:

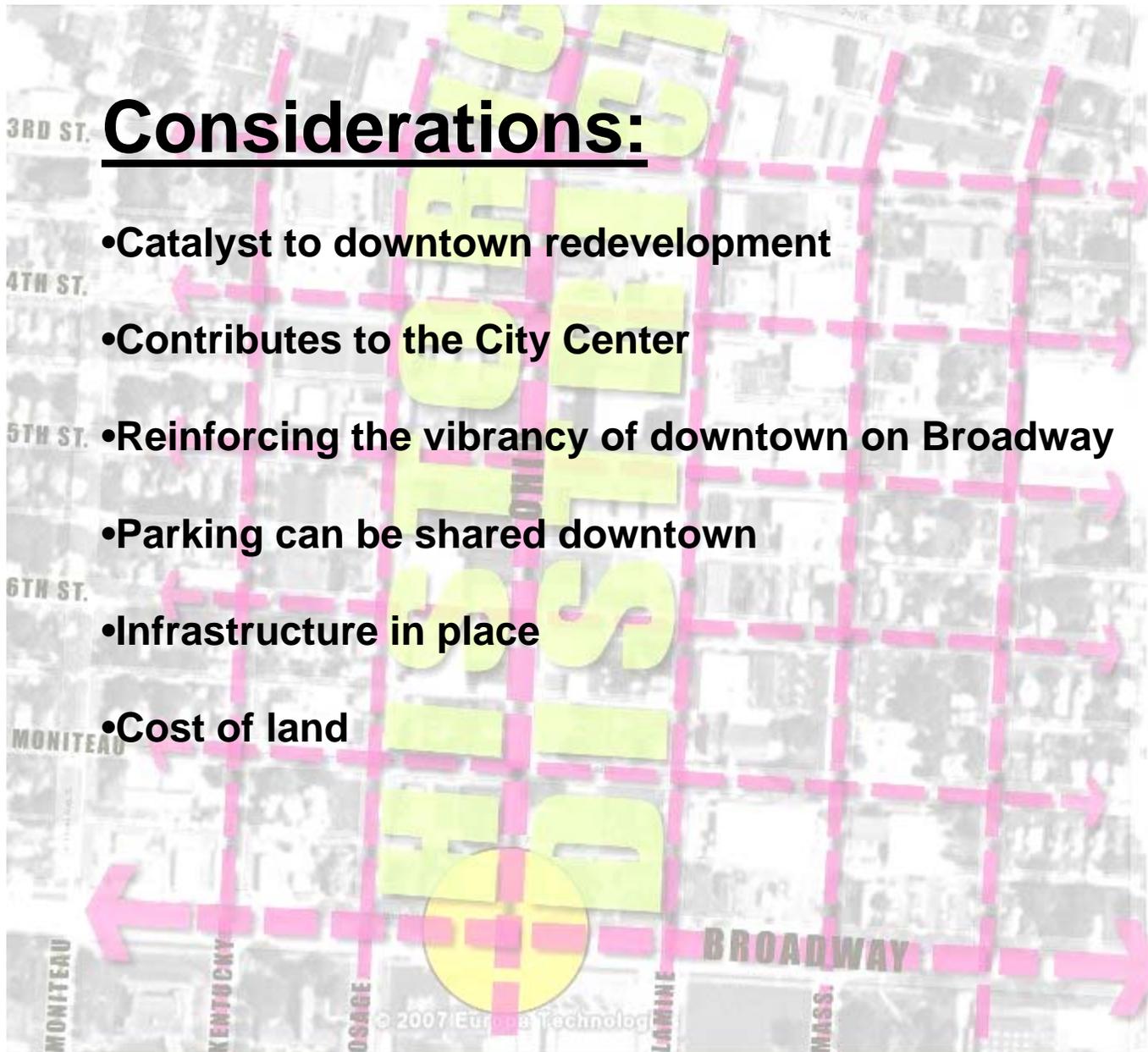
- Site located on the edge of downtown
- Adjacent to Katy Trail
- Close proximity to the Middle School
- Located on Broadway
- Transitional site between downtown and the neighborhoods
- Potential development catalyst
- Cost of land to purchase and remediate



OLD SUTHERLAND SITE

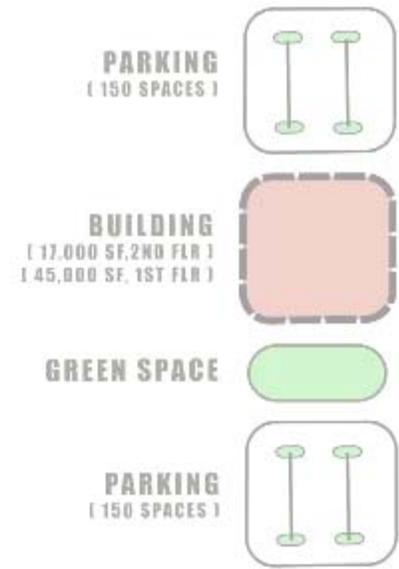


DOWNTOWN DISTRICT SITE



Considerations:

- Catalyst to downtown redevelopment
- Contributes to the City Center
- Reinforcing the vibrancy of downtown on Broadway
- Parking can be shared downtown
- Infrastructure in place
- Cost of land



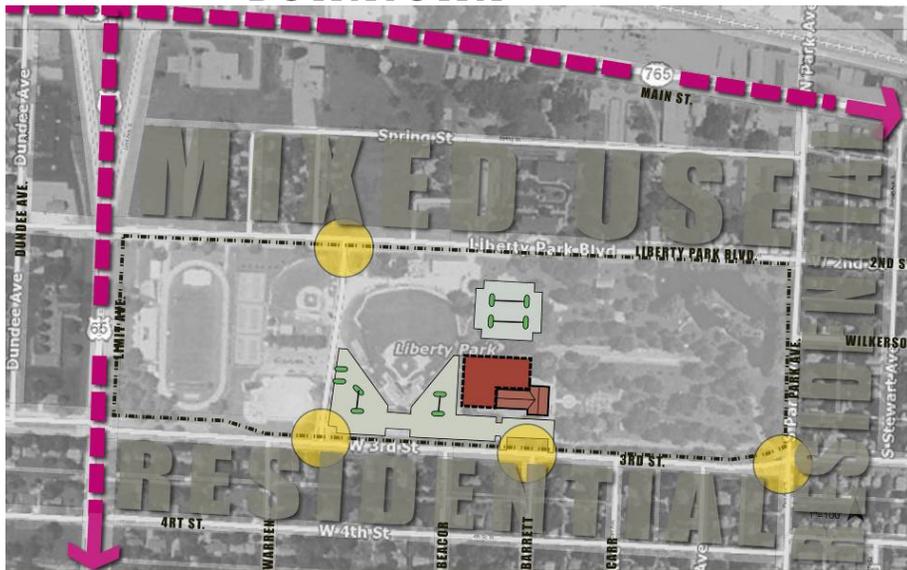
DOWNTOWN DISTRICT SITE



DOWNTOWN



SUTHERLAND



LIBERTY PARK



HIGH SCHOOL

DISCUSSION