

a
COMMUNITY CENTER FEASIBILITY STUDY
for
CITY of SEDALIA, MISSOURI



GouldEvans |  | February 2008

- 1. FOCUS GROUPS**
- 2. FIRST PUBLIC MEETING**
- 3. DRAFT MARKET ANALYSIS**
- 4. SECOND PUBLIC MEETING**
- 5. OPERATIONS ANALYSIS**
- 6. RECOMMENDED SITE OPTIONS**
- 7. PRESENTATION TO COUNCIL**

PROCESS OVERVIEW



MARKET ANALYSIS

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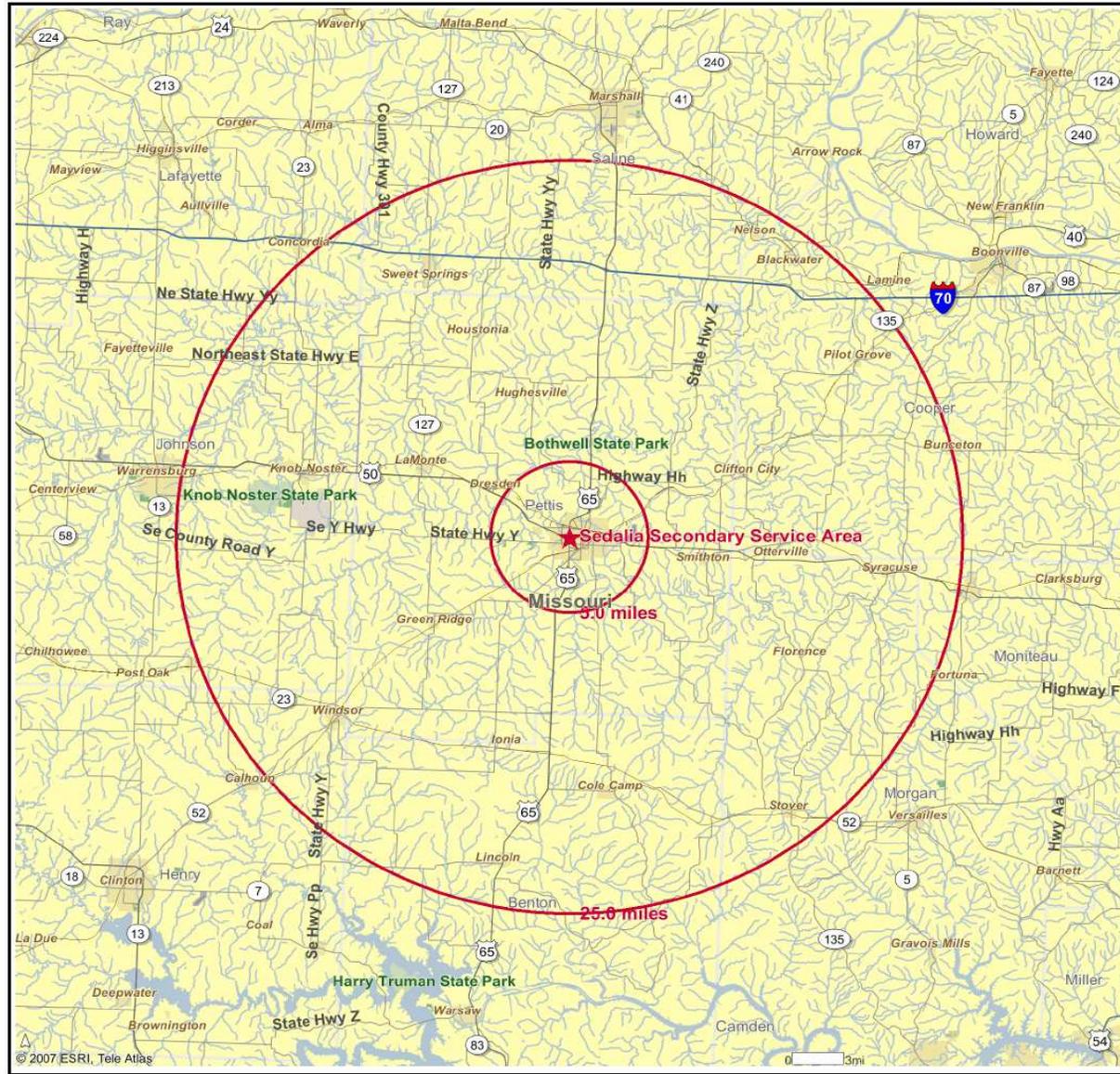
sedalia
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Sedalia Secondary Service Area
Highway 65 and highway 50
sedalia, MO

Site Map

October 9, 2007

Latitude: 38.705
Longitude: -93.2504



SERVICE AREA

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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%

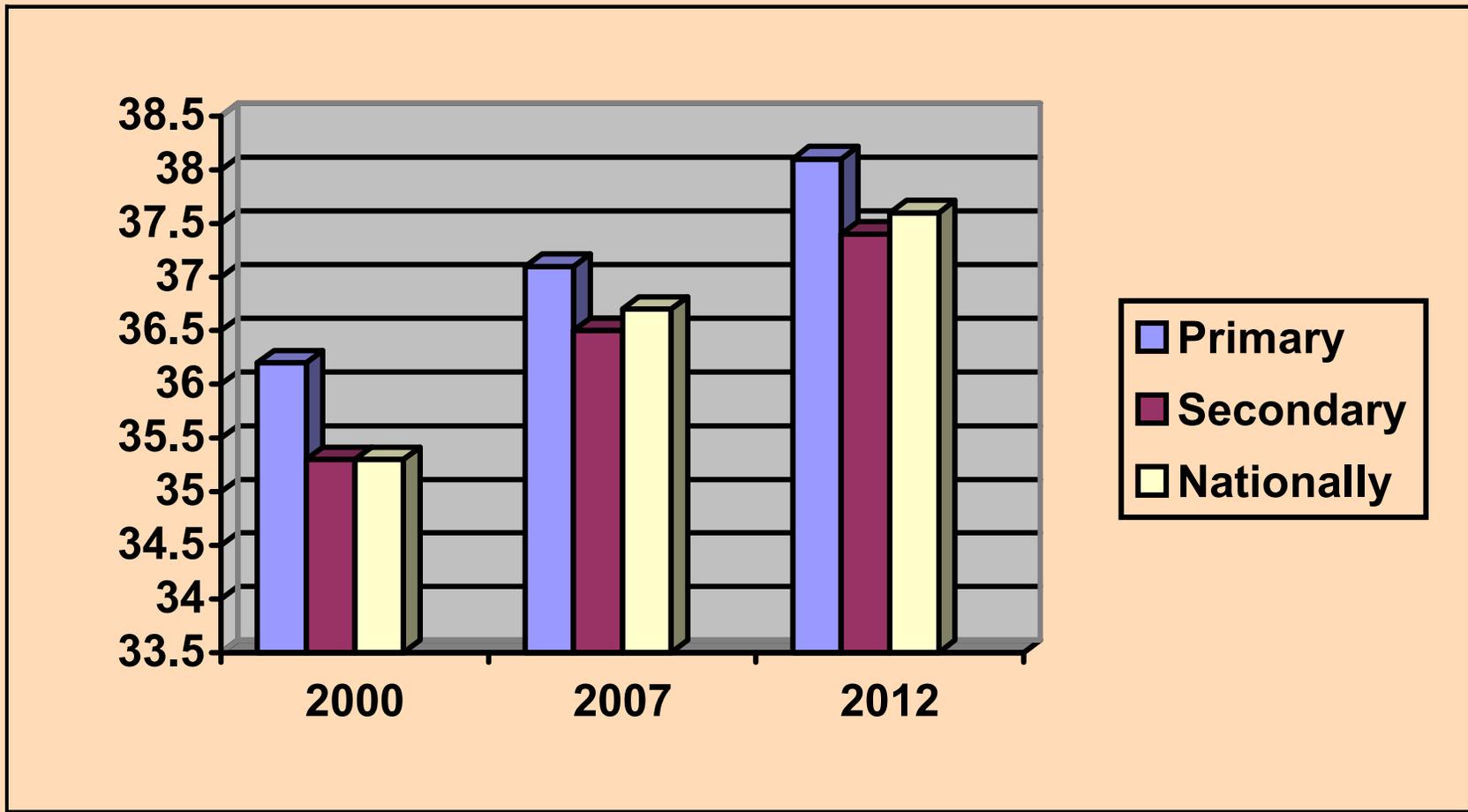
US Census & ESRI

Primary Service Area

POPULATION GROWTH

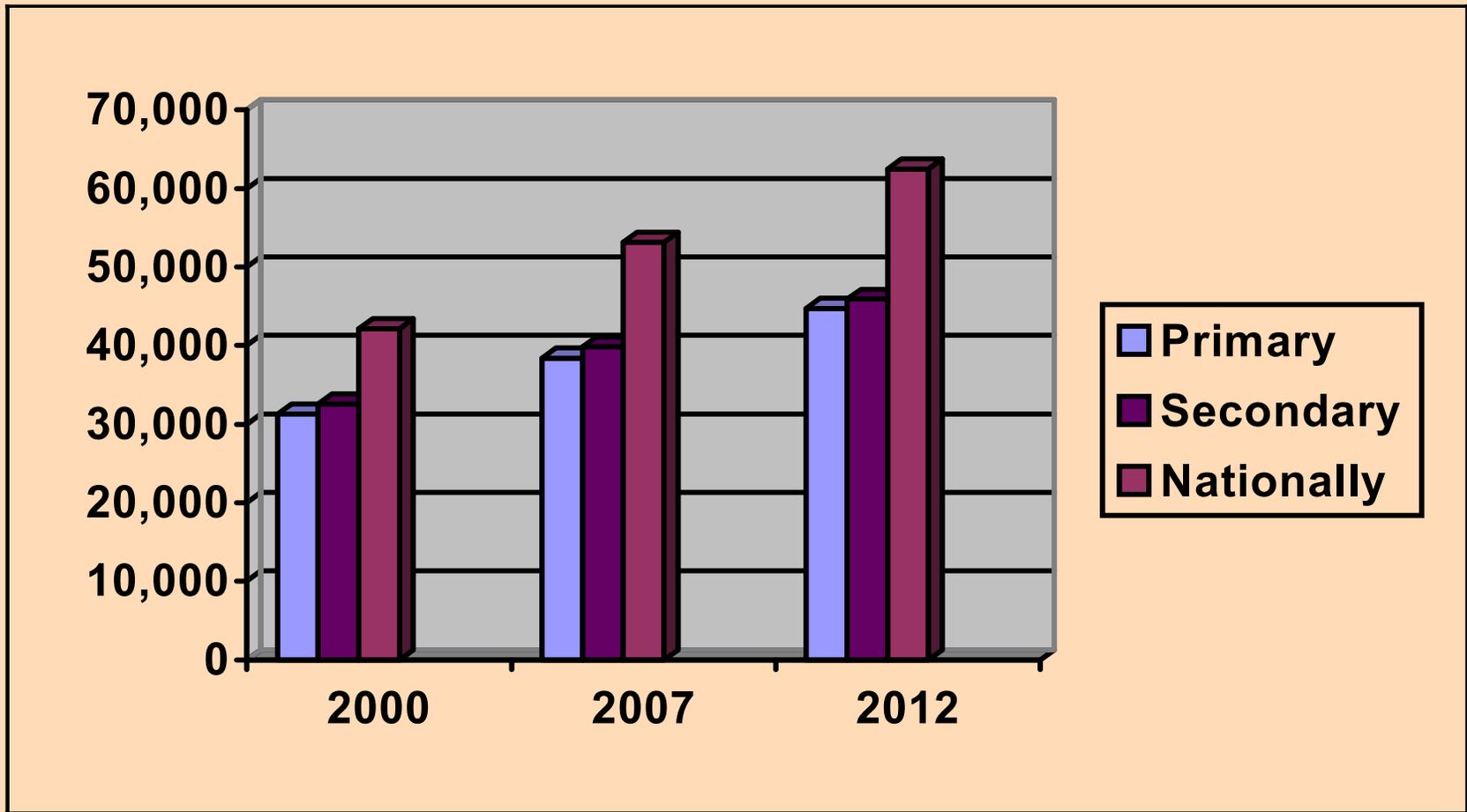
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Primary Service Area

MEDIAN AGE

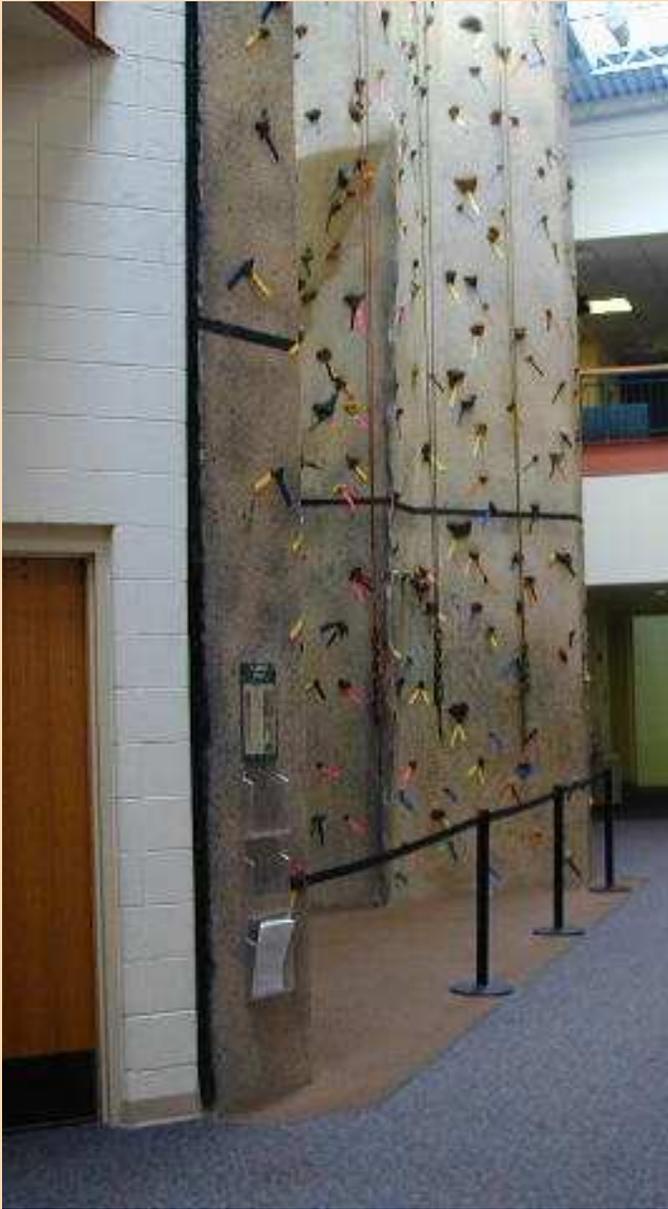


Primary Service Area

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
Baseball	19	5.5%	14.6
Soccer	20	4.6%	14.0
Softball	22	5.7%	12.4
Volleyball	24	3.4%	11.1

NSGA data

ACTIVITY RANKING

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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 TEND

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

- ***Line Item Expenses***

- ***Full Time Position***
- ***Part-Time Personnel by Position***
- ***Fringe Benefits***
- ***Contractual Services***
- ***Commodities***
- ***Capital Reserve***

- ***Operating Revenues***

- ***Daily Admissions***
- ***Annual Passes***
- ***Multiple Admissions***
- ***Rentals***
- ***Programs***
- ***Other Revenue Sources***

Category	Facility Budget
Expenditures	\$1,380,880
Revenue	\$970,670
Difference	(\$410,210)
Recovery Percentage	70%

EXPENSE vs. REVENUE

PROJECT BUDGET ESTIMATE

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Community Center - City of Sedalia, Missouri

2/6/08

NEW CONSTRUCTION

1.0 Construction Cost	Percentage/Sq.Ft. Value		\$ /unit	Subtotals
community center building	60,000 gsf at		\$200 /sf	\$ 12,000,000
		(range of \$175/sf to \$225/sf)		
site demolition / remediation	allowance			\$ 50,000
general site improvements allowance	10% of building costs			\$ 1,200,000
		(range of 10% to 15% of building costs)		
design & program contingency	5%			\$ 663,000
Total Estimated Construction Costs				\$ 13,913,000

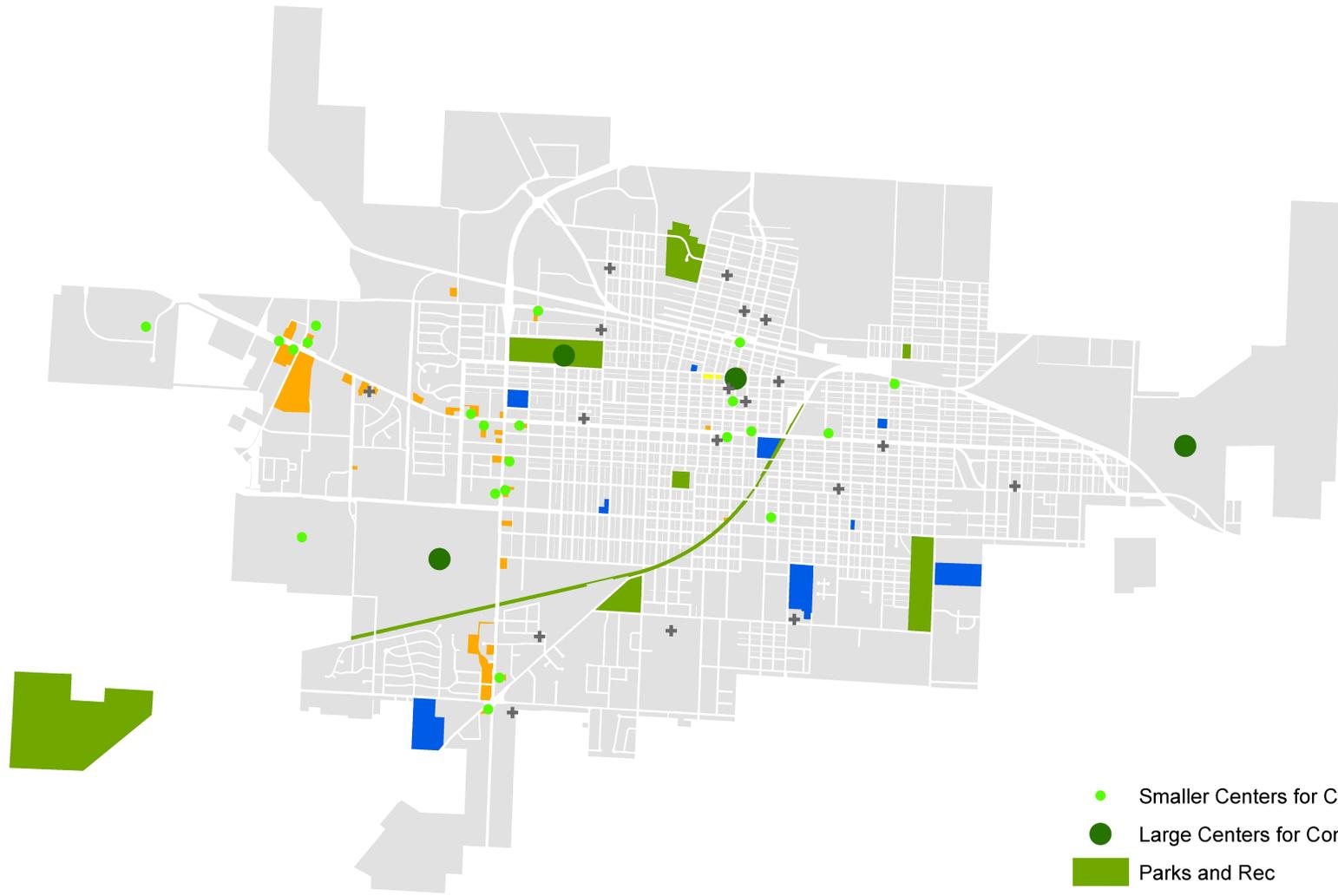
2.0 Development Costs				
land acquisition				320,000
furnishings and equipment	allowance		\$ 12 /sf	720,000
communications/data/network	2.0% of construction costs			278,000
security systems	1.0% of construction costs			139,000
a/e/c fees	8.5% of construction costs			1,183,000
printing and reimbursables	1.0% of construction costs			139,000
geotechnical testing, surveys	0.5% of construction costs			70,000
owner's administration	not included			0
operations and maintenance	not included			0
debt service	not included			0
insurance and legal	not included			0
hazardous material abatement	not included			0
Total Estimated Development Costs				\$ 2,849,000
				20% of construction costs

3.0 Other Project Costs				
project & construction contingency	5%			838,000
inflation allowance	15% (3 years @ 5%)			2,640,000
TOTAL ESTIMATED PROJECT BUDGET				\$ 20,240,000
				(budget for bid date late summer 2010)

CONSTRUCTION COSTS

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● Smaller Centers for Community

● Large Centers for Community

■ Parks and Rec

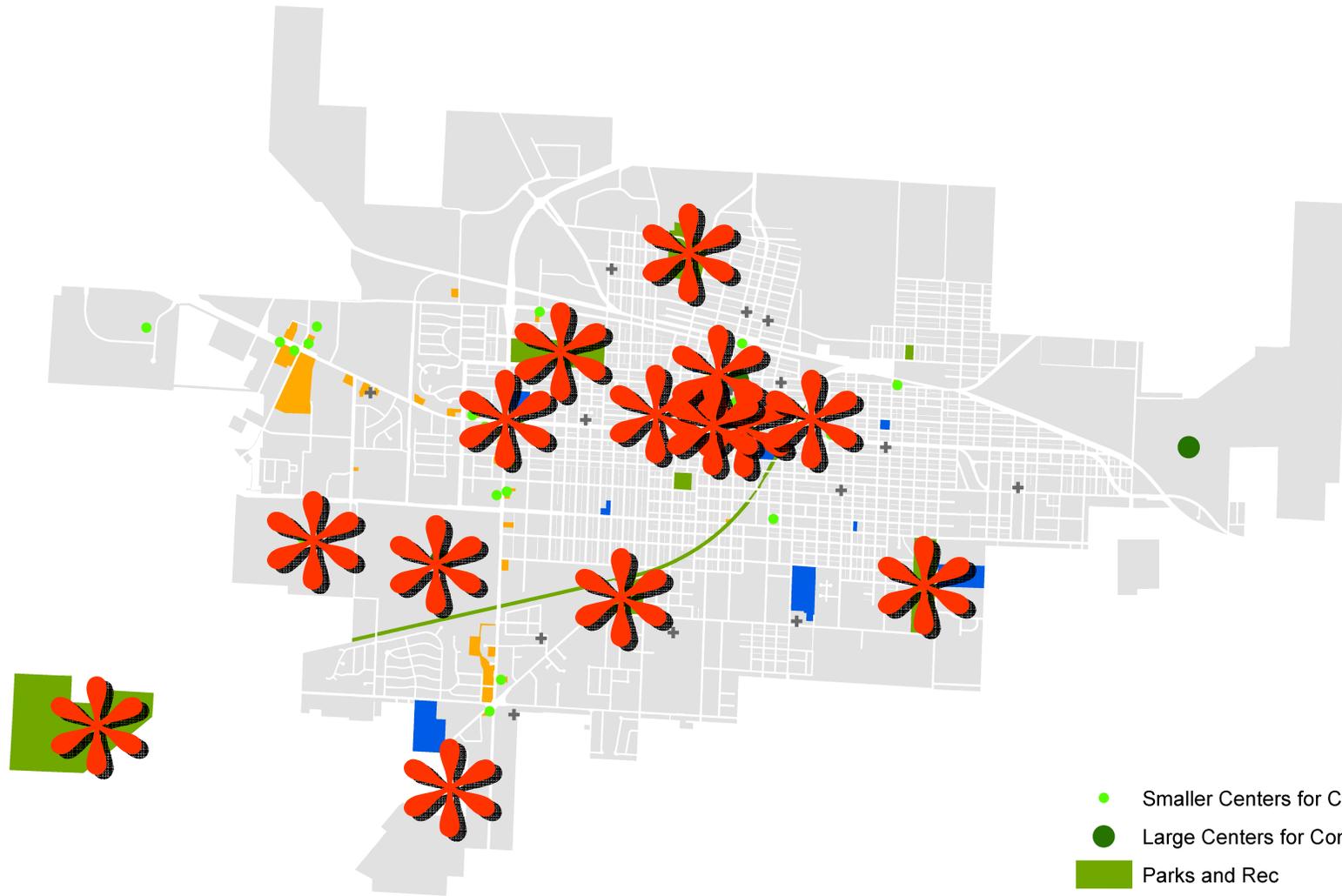
■ Schools

■ Libraries

SITE REVIEW

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● Smaller Centers for Community

● Large Centers for Community

■ Parks and Rec

■ Schools

■ Libraries

SITE REVIEW

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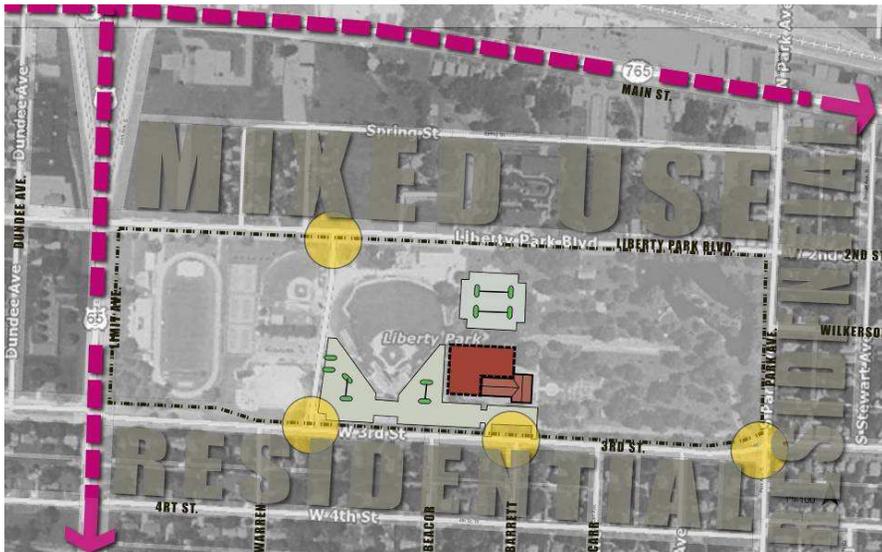
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DOWNTOWN



SUTHERLANDS

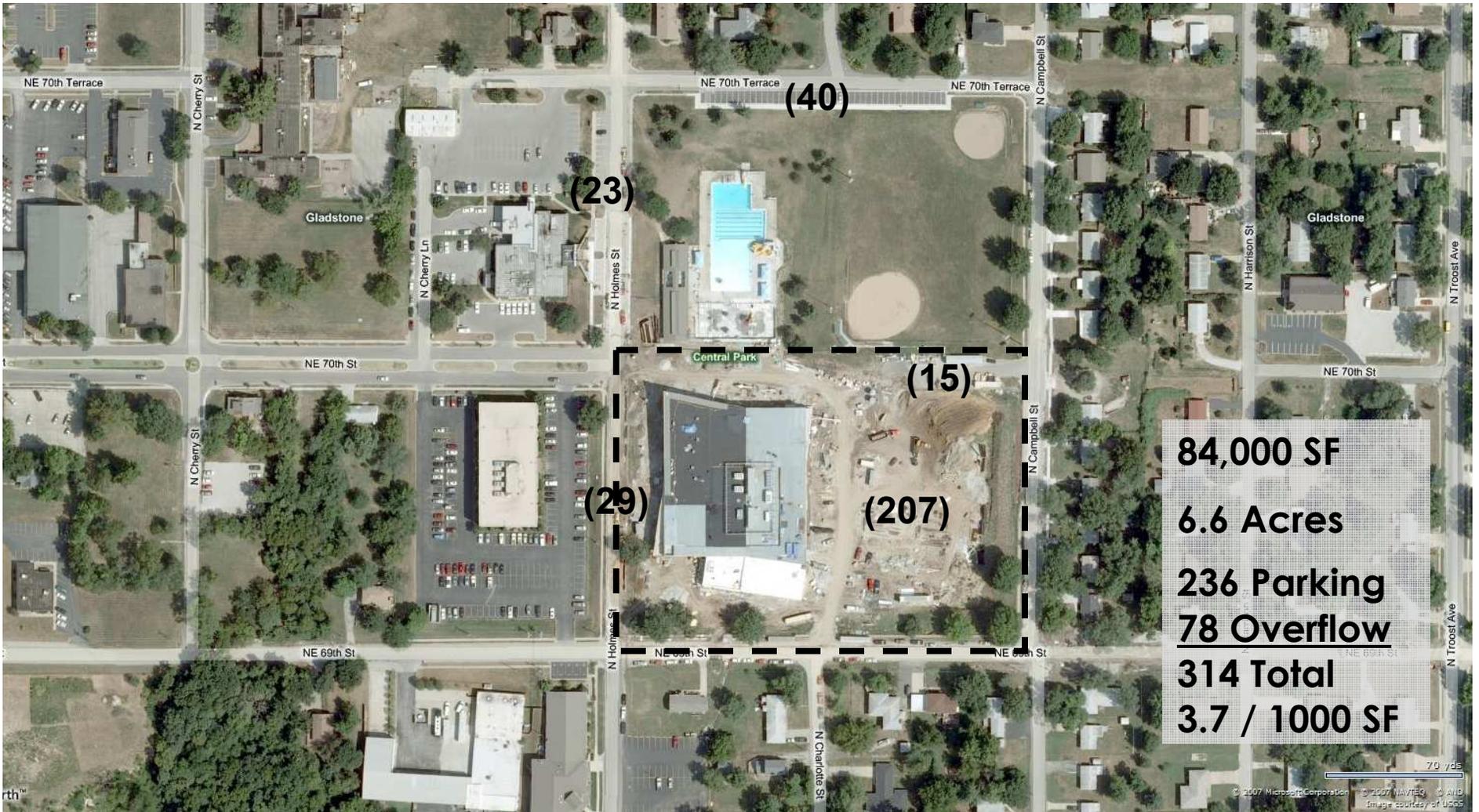


LIBERTY PARK



HIGH SCHOOL

SITE REVIEW



Gladstone Community Center - Gladstone, MO

TYPICAL SITES



Matt Ross Community Center - Overland Park, KS

TYPICAL SITES



Grandview Community Center - Grandview, MO

TYPICAL SITES

1. A **minimum of 5 acres**, but a **preference for 7 to 10 acres** to accommodate a 60,000 sf building plus associated parking, green space and the potential for future expansion.
2. **Vehicular access** from a main thoroughfare in town, with secondary access from a separate city street.
3. A site that is safe and easy to **access on a bicycle or on foot**, with direct access from the Katy Trail a definite advantage.
4. Located **near the geographical center of town**, easily access from all parts of the city and the surrounding service area.
5. **Near the downtown area** to encourage reinvestment in the historic heart of the city.
6. **Near other public amenities** such as the middle school, the Katy Depot or Liberty Park.

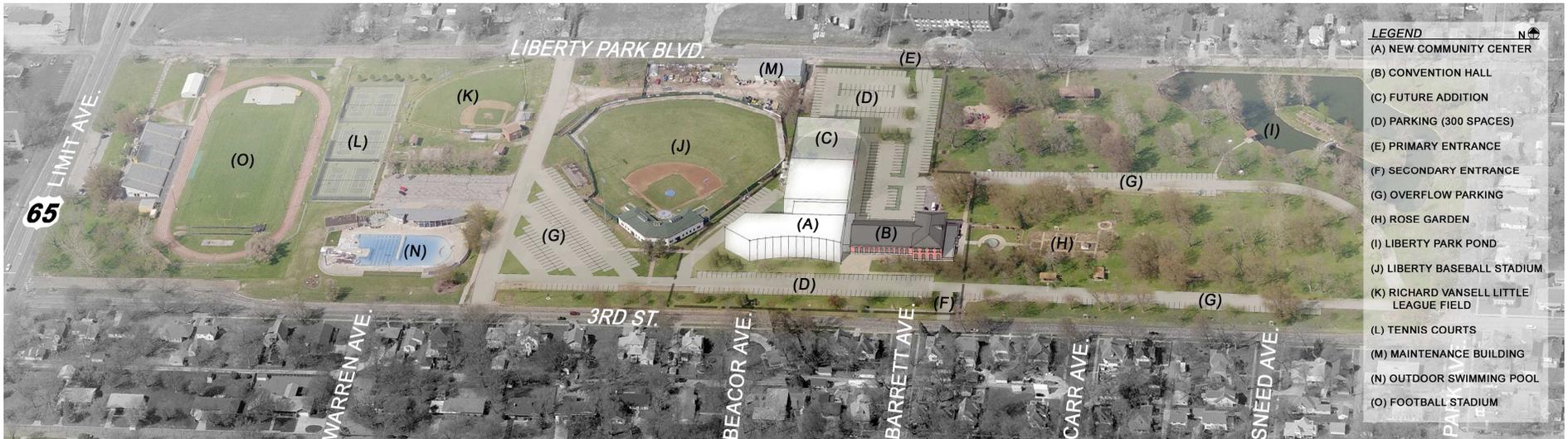
LOCATION ATTRIBUTES



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