

28 March 2019



**Cary Park District  
Recreation & Aquatic Feasibility  
Final Report**

**Prepared By:**



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# **EXECUTIVE SUMMARY**





## CHAPTER ONE – EXECUTIVE SUMMARY

### INTRODUCTION

Williams Architects / Aquatics in association with PROS Consulting was retained by the Cary Park District to conduct a feasibility study for an indoor Recreation Facility and an Outdoor Aquatic Center.

Williams Architects / Aquatics is a national design, architecture, engineering and planning firm. Established over 45 years ago, we have built a solid reputation and our firm is ready to take on new design challenges in order to achieve creative, cogent and inspired architectural solutions! We collaborate to produce designs that enrich people's lives, and assist communities, agencies and organizations succeed.

PROS Consulting has assisted with the program analysis, market study and operational plan and proforma. Over the past 20 years, Williams Architects / Aquatics has had the pleasure of working with PROS Consulting on 25 similar studies. PROS Consulting, Inc. is a full-service management consulting and planning firm focusing on services to government and not-for-profit agencies. The PROS Team has worked on more than 900 projects in 46 states and 7 countries. They offer strong technical competence with extensive industry experience gained from working in local governments, and in major consulting and sports and recreation related firms.

### PROJECT BACKGROUND AND UNDERSTANDING

The Cary Park District completed a Comprehensive Master Plan in 2016. This plan included a community engagement component which placed a high priority on a new indoor recreation center and outdoor aquatic center. The CMP Action Plan called for a feasibility study for these facilities to be conducted in 2018 with the goal for possible implementation in 2020. This study includes the following:

**1. Stakeholder Input**

Gather input from key stakeholders, staff and the Park District Board regarding important criteria to include in the facilities.

**2. Program Analysis**

Define current and new programming that would ultimately need to be supported with the new indoor recreation center and the new outdoor aquatic center.

**3. Market Analysis**

Review current demographics and competitor facilities in the area and confirm demand / support for the proposed facilities.

**4. Conceptual Designs**

As an outcome of the Stakeholder Input, Program Analysis and Market Analysis, prepare Conceptual Designs for the new facilities for the purpose of this study. For the purposes of this study the location for the new facilities would be Cary Grove Park.

**5. Comparative Analysis**

Review existing facilities at the community center, outdoor pool, preschool and senior center to determine impact of constructing the new facilities will have on them. Explore opportunities for repurposing and / or combining facilities.

**6. Capital Cost Estimates**

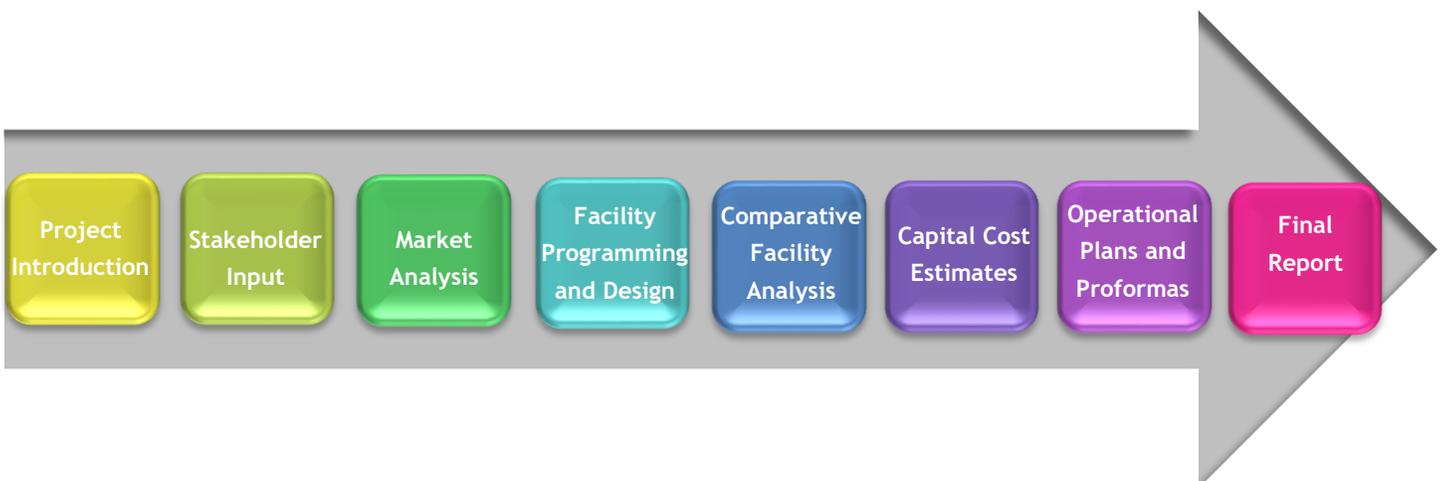
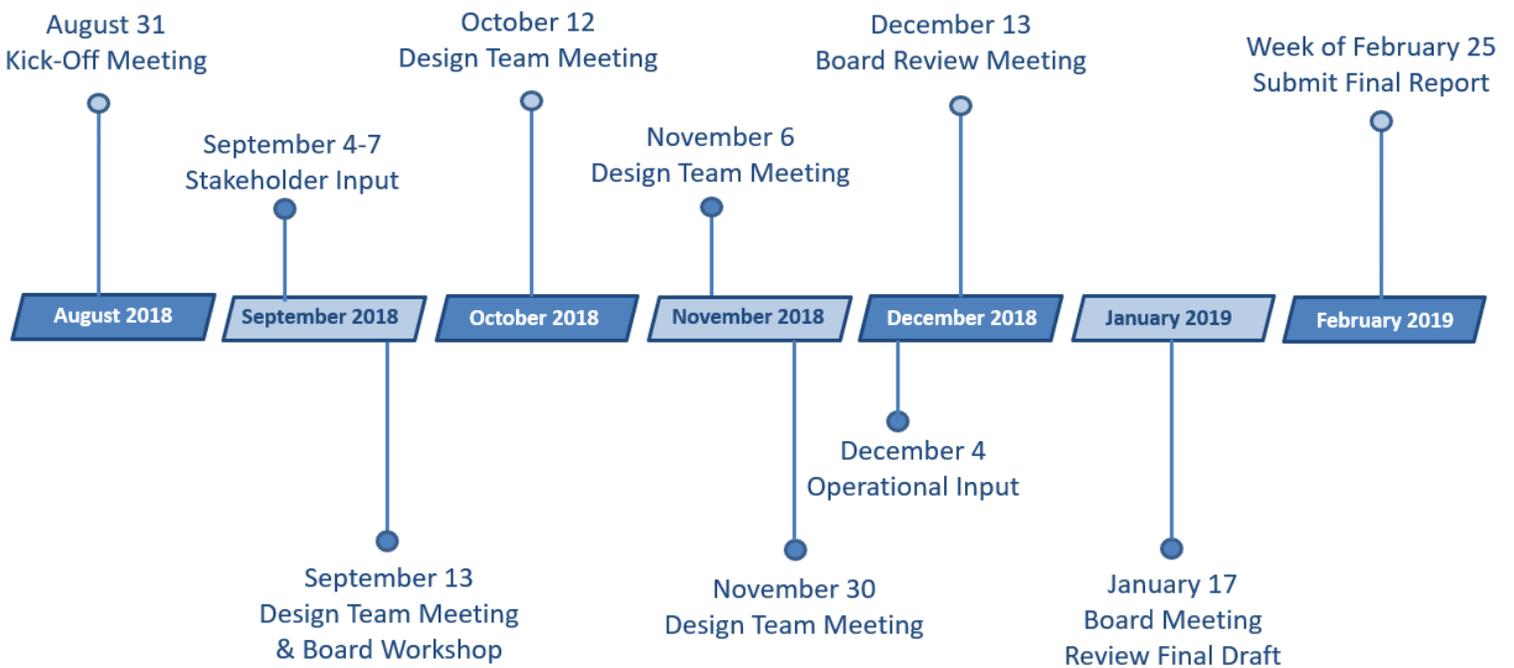
Prepare capital cost estimates for the new facilities and repurposed / combined existing facilities.

**7. Operational Plans and Proformas**

Provide operational plans including staffing projections to run both facilities. Include 5-year proformas of operational costs.

**PROJECT PROCESS**

The diagram below illustrates how this planning process unfolded to produce the recommendations included in this report.





## CORE STRATEGIES

The project was based around the following three basic core strategies:

- **Objective Analysis** – the project must be founded on an objective approach that demonstrated to all interested and affected parties that the final outcome was based on good data, sound analysis, and valid assumptions.
- **Market Focus** – Careful consideration of the market position and to have first and foremost; a broad focus with an emphasis on staff and community input to identify opportunities in the market place desired by the community. This market focus considered available resources along with initiatives that included:
  - Defining the market of potential users, market rates, level of capacity needed, and the additional amenities required to support the existing users and potential new users. The goal is to enhance the user experience and to make the facilities meet the financial goals of the Park District.
  - Marketing recommendations that are strategically developed to support public need and operational success.
- **Financial Sustainability and Economic Viability** – The financial performance of the proposed facilities requires them to generate revenue to sufficiently support operational expenses at a responsible ratio to other forms of financial support available. The level of financial sustainability will be set by the Cary Park District based on their community values.

## DESIRED OUTCOMES

This study has been developed under the following guiding principles and desired outcomes:

- Build a shared vision for the indoor Recreation and outdoor Aquatic Center in Cary Park District community.
- Utilize best practice means and trends to help meet the needs of current and future residents.
- Determine the optimal staffing structure and operational metrics to ensure maximum return on investment.
- Craft a business plan that identifies and illustrates the long term viability of the facilities as they apply to operational costs and potential revenue generation.
- Develop a partnership model to potentially enhance the successful operations of the facilities.
- Provide the Cary Park District with valuable information so to allow the Board of Commissioners and Staff to make informed decisions going forward.

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## CONCLUSIONS

This study was the result of an action item in the 2016 Comprehensive Master Plan (CMP).

The study explores the potential development of outdoor aquatics and indoor recreation. In the CMP the Public ranked outdoor aquatic and indoor recreation needs very high.

The findings of this study reinforce the desire by the Cary Park District Board of Commissioner, Staff and Residents for improved indoor recreation and outdoor aquatic facilities. The market analysis supports these findings and demonstrates a market for new facilities. While the study limited the site to Cary Grove Park, the Cary Park District should consider other locations in the community if/when the decision is made to proceed with one or both projects. The Operational Plan and resultant Proformas identify the positive results of combining the facilities at a single location.

The stakeholders including the Board of Commissioner and staff confirmed this need and helped define more specifically the program needs and the facility spaces and amenities.

The Recreation Center and Aquatic Center Conceptual Plans were developed to meet the needs and goals of the community with an opportunity for future expansion. The Recreation Center has two options: one with a two-court gym and the other with an indoor turf space. This was the result of input that indicate both the gym and indoor turf will serve the defined programmatic needs.

The market study indicates minimal population growth and an aging demographic. The competitor assessment confirms a market niche and the facilities will be supported by the community if they are built.

We developed proformas for five options including:

1. Stand alone Aquatic Center
2. Stand alone Recreation Center with Gymnasium
3. Stand alone Recreation Center with Turf
4. Combined Aquatic Center and Recreation Center with Gymnasium
5. Combined Aquatic Center and Recreation Center with Turf

The proformas range from the stand alone Aquatic Center at a projected cost recovery of 74% to the combined facilities with turf at 109%. These are fairly predictable percentages and help establish realistic expectations.

This information should be used as a guide and will need to be updated based on the final decisions of what the Cary Park District will actually build. The proformas outlined in the various facility options are conservative in nature so as to not overstate what a facility can produce in revenue or expenses until a more refined program is laid out and approved by the Cary Park District. The goal at this point in the process is to inform the District Board and staff as well as the public, what the facilities are capable of earning in revenue to offset operational costs and what it will cost to operate each year.

This study includes Capital Cost Estimates for each facility. These estimates include anticipated contingencies, fees and other costs for a total project cost. The Cary Park District must determine how to fund the construction cost of the facilities. Potential funding sources include:

- Current Bonding Capacity
- Tax Rate Increase
- Bond Referendum



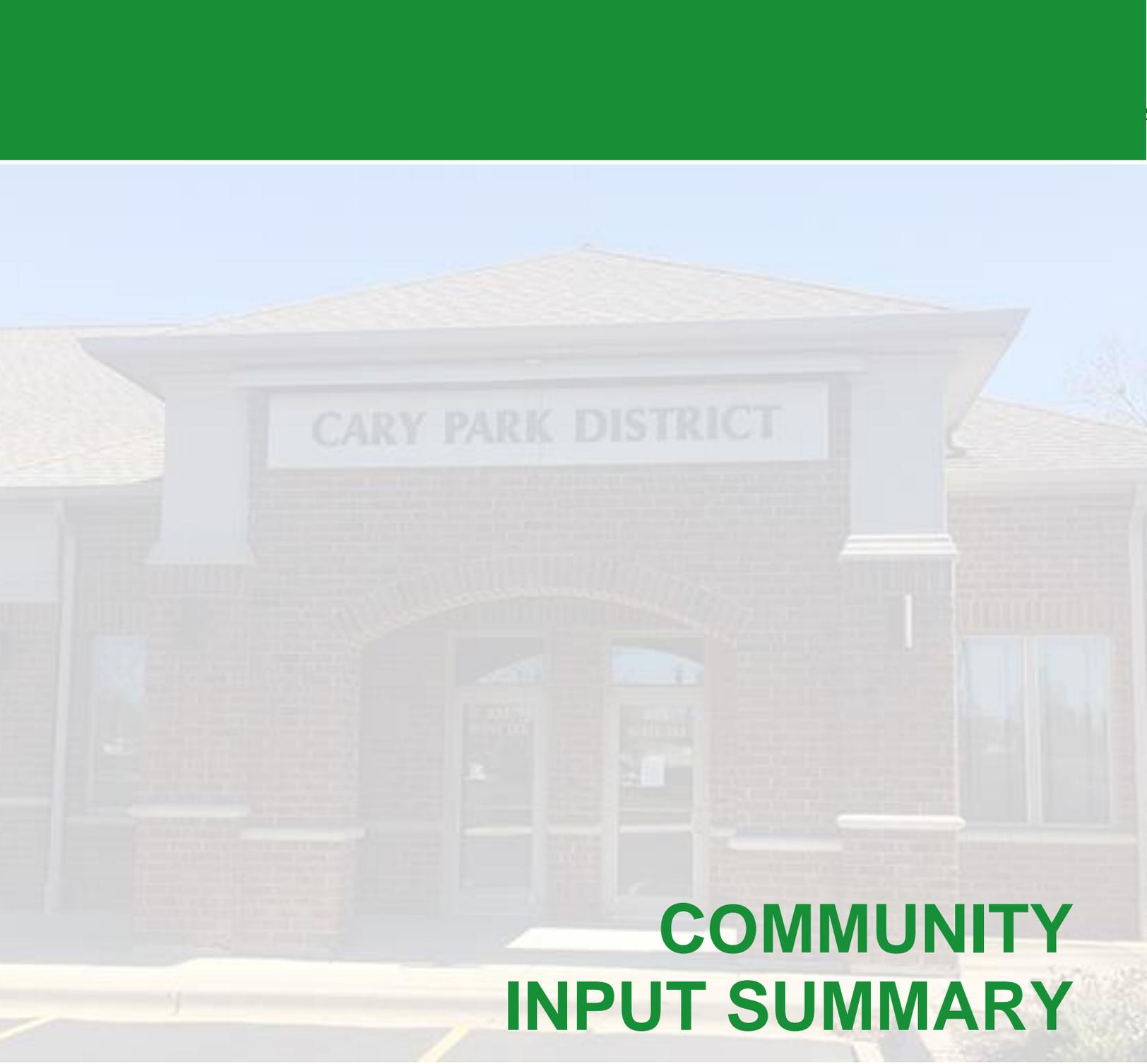
- Grants
- Partnerships
- Private Donations

The information provided in this report is not intended to convey the final and only solutions. The information is beneficial in providing a basis from which the Cary Park District can make informed decisions as the Cary Park District considers new recreational facilities in response to the community's expressed desires and the scope and financial obligations to meet those desires.

We recommend the Cary Park District use the information in this report to further assess the types of facilities, locations and funding commitments. These may include a phased approach and consideration for constructing the facilities at the same or separate sites.

This will most likely require additional public engagement to better define the threshold for the funding.

Williams Architects and PROS have enjoyed working with the Cary Park District on this study and we are available to further assist once the Cary Park District determines how to move forward.



CARY PARK DISTRICT

# COMMUNITY INPUT SUMMARY



## PUBLIC PARTICIPATION PROCESS

Substantial community input was received during the Comprehensive Master Plan. This included a Districtwide Community Survey that resulted in 731 respondents, well beyond the projected 400 responses. Additionally, the residents participated in Public Open Houses and Stakeholder Meetings. This study is a result of the community's positive response to adding new indoor recreation and outdoor aquatics. Further resident input was desired for this study. The following additional input is from residents, community organizations, Park District Staff and the Board of Commissioners.

### **Residents and Community Organizations Input**

The Cary Park District provided a list of 34 stakeholders from representative organizations in the community that would potentially use the new facilities. Organizations and individuals represented include:

- Cary Barracudas
- Cary-Grove Youth Baseball
- Cary-Grove Youth lacrosse
- Jr. Trojans Football/CYSA
- Camp ECHO Staff
- Camp ECHO Families
- Pool Staff
- Pool Families
- Preschool Families
- Preschool Staff
- Group Fitness Staff
- Front Desk Staff
- Cary-Grove High School
- D26 School District
- Village of Cary
- Foundation Board Members

The Williams team conducted 19 phone interviews. A summary of responses is below.

- Cary Park District has a good reputation:
  - Well maintained facilities
  - Well run programs
  - Professional Staff
  - Always looking to improve
- There is need in the community for an Indoor Recreation Center and a new Outdoor Pool. The indoor facility should include the following spaces/activities:
  - Multi-functional Gymnasium Space
  - Multi-functional Turf
  - Adult Fitness & Wellness
  - Multi-Purpose Space for programming rentals, community events
  - Indoor Track
  - Space for the Arts and Theatrical Performances
  - Indoor Pool
- Potential Partners Include:
  - School District(s)
  - The Village of Cary
  - Local Sports Organizations
  - Health Organizations
  - McHenry County College
  - Corporate Partnerships

- 
- What to do with the existing pool?
    - Keep both pools and potentially enclose existing pool
    - Convert to Preschool with a playground
    - Expand the Community Center
    - Sell to Village or Developer
  
  - Generally the stakeholders believe the community will support the new facilities.

The Williams Team also conducted meetings with the Cary Park District Staff and Board to gather their input on the potential needs for the new facilities.

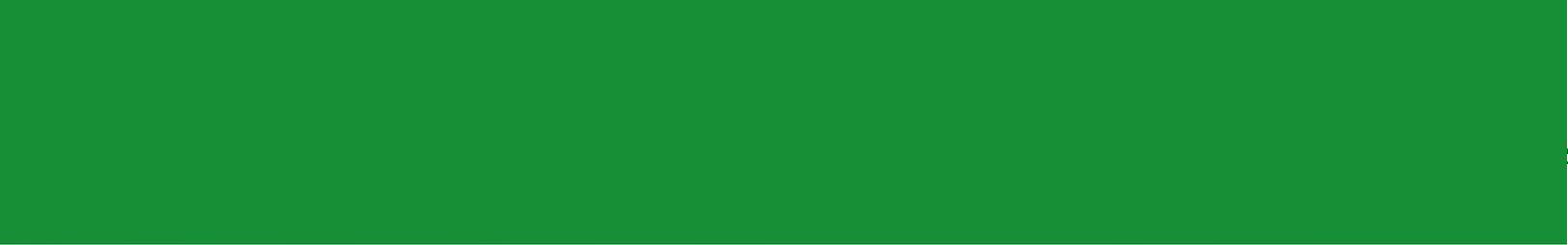
**Staff Comments:**

- The Cary Park District staff reinforces the positive relationships with the community.
- The staff believes they do a good job with the older facilities the Cary Park District owns and operates.
- The ideal scenario would be to build combined facilities at Cary Grove Park.
- The staff would like to increase the number of preschool rooms.
- Any new facility would require additional staff to operate.
- Combined facilities would increase efficiency from a maintenance and programming perspective.
- A phased approach would help spread out financial obligations.
- Potential partnerships could include local sports organizations, and local hospital.
- Amenities to include are gym space, fitness center, group fitness, program rooms, seniors, preschool, multipurpose space and turf.
- Aquatics should consider zero entry, spray play features, designated lap swimming, slides, and a lazy river.

**Board Comments:**

- The Cary Park District has a rich history in the community built on providing excellent programming and facilities at a very reasonable cost.
- The Cary Park District is sensitive to maintaining a balance of services provided by the other providers already operating in or near the community. (YMCA and Centegra are examples).
- The opportunity to partner with other organizations such as the Village, nearby Park Districts and the School Districts should be considered if/when facility improvements are contemplated.
- It is important to consider Seniors and Preschool in any new facility.
- Programs and amenities that are important when designing new facilities include turf fields, adult programming, youth swimming, fitness, multipurpose space, meeting rooms and gymnasium space.
- If new facilities are developed, the existing Community Center could be repurposed for seniors and/or preschool use, filling a need in both areas. If this does not happen, then the property could be sold and developed for other uses.
- The Board generally agrees that based on the need, the community would financially support new facilities if they were built.

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# **DEMOGRAPHICS / MARKET ANALYSIS**



## CHAPTER THREE – DEMOGRAPHIC / MARKET ANALYSIS

### COMMUNITY PROFILE

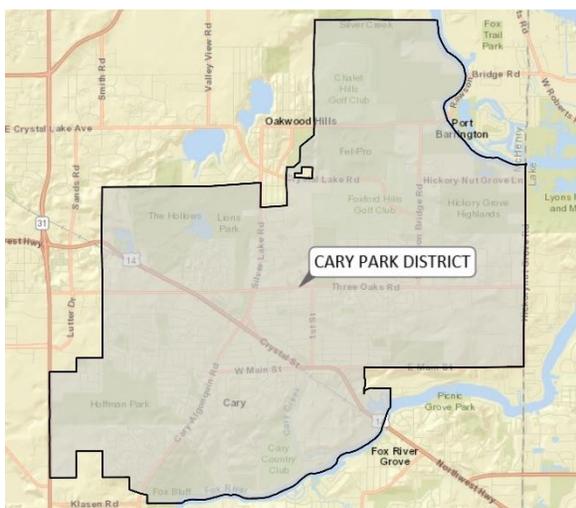
#### DEMOGRAPHIC ANALYSIS

The Demographic Analysis provides an understanding of service area populations for the Cary Park District. For purposes of this analysis, two service areas were created for the District: The Park District and a 15-minute drive time “regional” service area. The analyses are reflective of the total population, and its key characteristics such as age segments, income levels, race, and ethnicity for each service area.

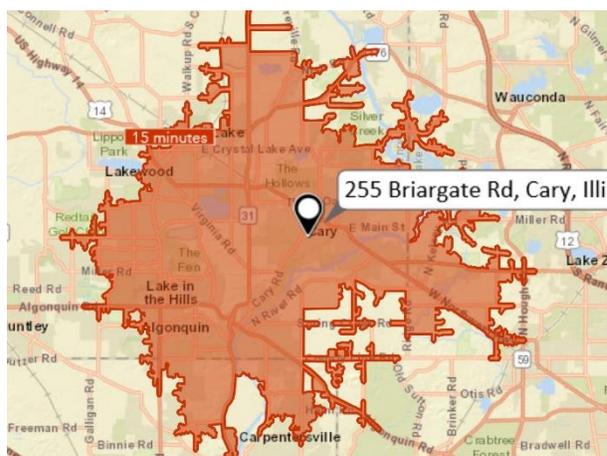
It is important to note that future projections are all based on historical patterns and unforeseen circumstances during or after the time of the projections could have a significant bearing on the validity of the final projections.

#### METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from ESRI, the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in July 2018 and reflects actual numbers as reported in the 2010 Censuses and estimates for 2018 and 2023 as obtained by ESRI. Straight line linear regression was utilized for projected 2028 and 2033 demographics. The boundaries for each of the service areas utilized for the demographic analyses are shown below.



Park District



15 Minute Drive Time Regional Service Area

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## RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2010 data on race are not directly comparable with data from the 2000 Census and earlier censuses; caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2010) definitions and nomenclature are used within this analysis.

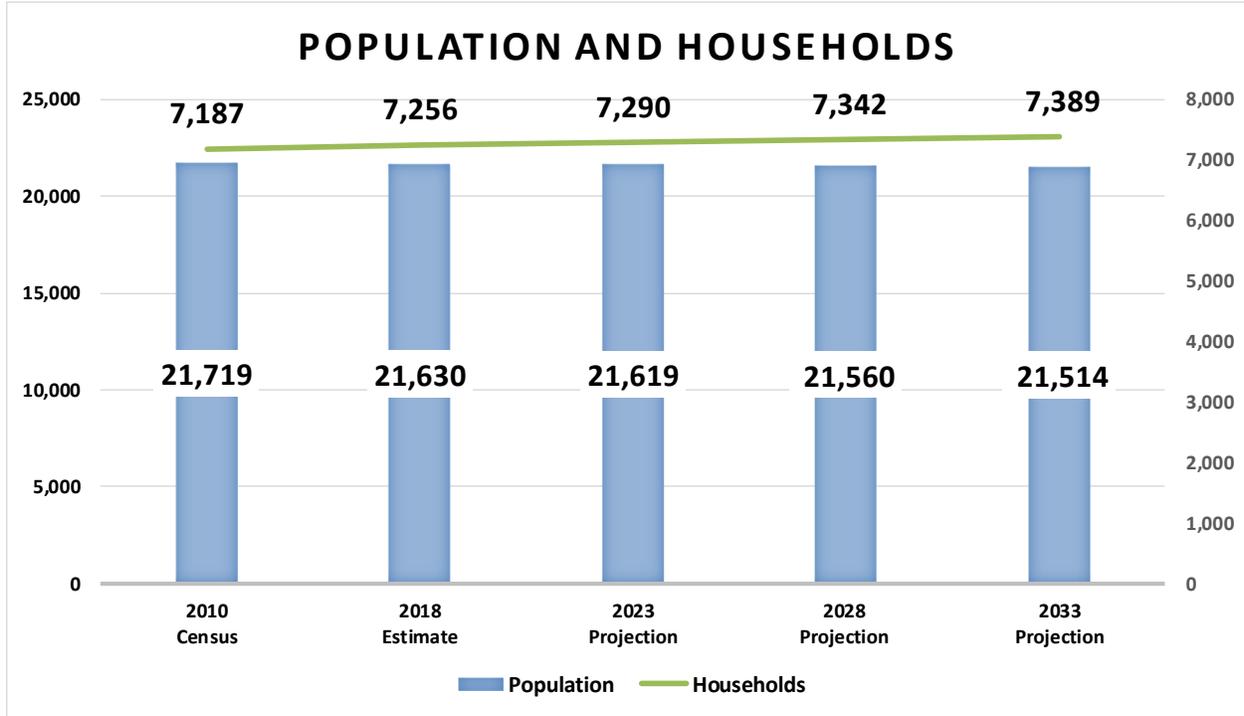
- American Indian – This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment
- Asian – This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam
- Black – This includes a person having origins in any of the black racial groups of Africa
- Native Hawaiian or Other Pacific Islander – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands
- White – This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa
- Hispanic or Latino – This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race



### CARY PARK DISTRICT POPULACE – (DISTRICT ONLY)

#### POPULATION – DISTRICT ONLY

The Park District’s population has remained relatively unchanged over the last eight years and is currently



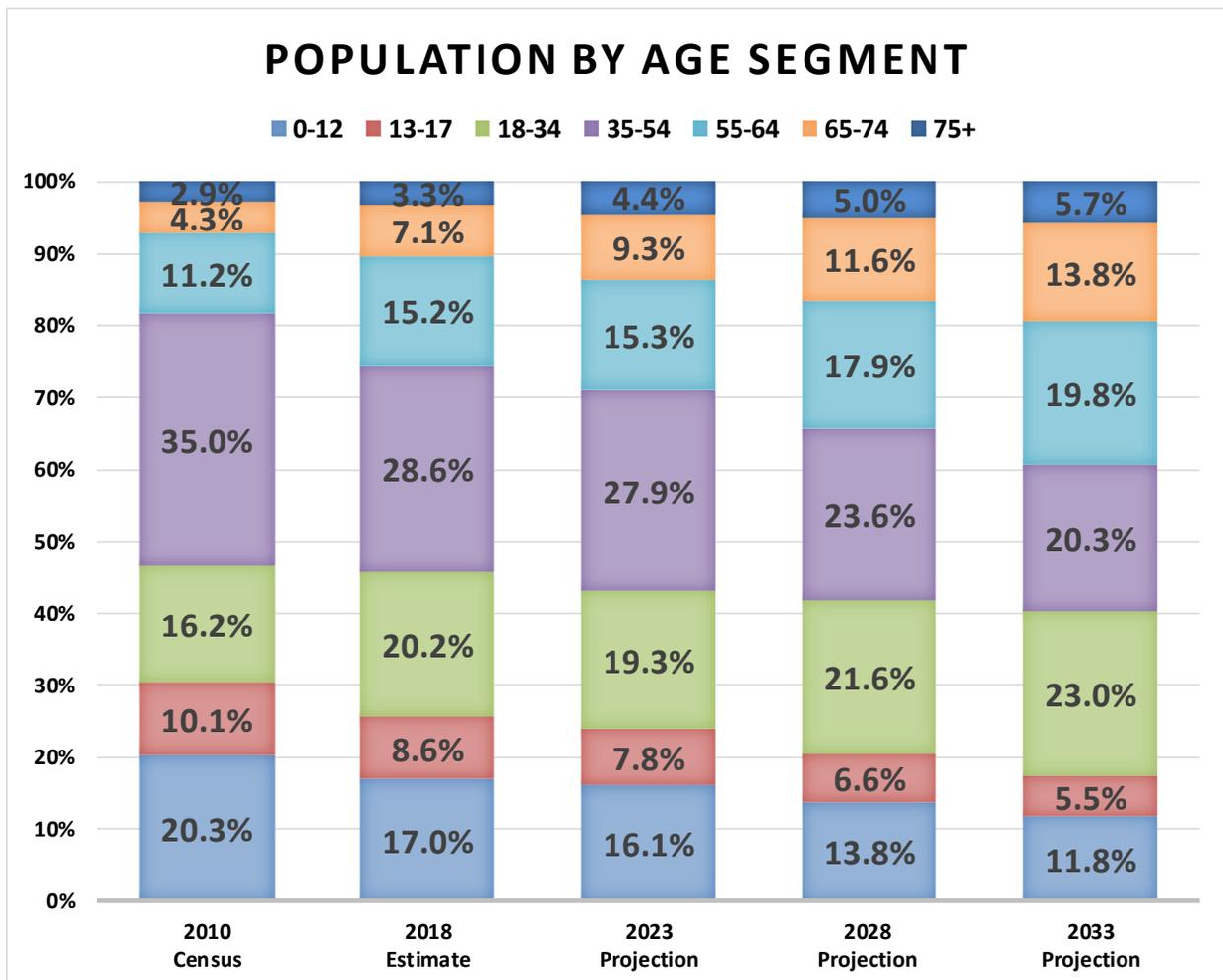
estimated at 21,630 individuals. Projecting ahead, the total population is expected to continue to remain relatively the same over the next 15 years. Based on predictions through 2033, the service area is expected to have 21,514 residents living within 7,389 households.

### AGE SEGMENT - DISTRICT

Evaluating the population by age segments, the “neighborhood” service area exhibits a fairly balanced distribution among the major age segments. Currently, the largest age segment is the 35-54, making up 28.6% of the population.

The overall age composition of the population within the service area is projected to undergo an aging trend. While most of the younger age segments are expected to decrease in population percentage (with the exception of the 18-34 segment); those who are 55 and older are projected to increasing over the next 15 years, making up 28.3% of the population by 2033. This is assumed to be a consequence of a vast amount of the Baby Boomer generation shifting into the senior age segment.

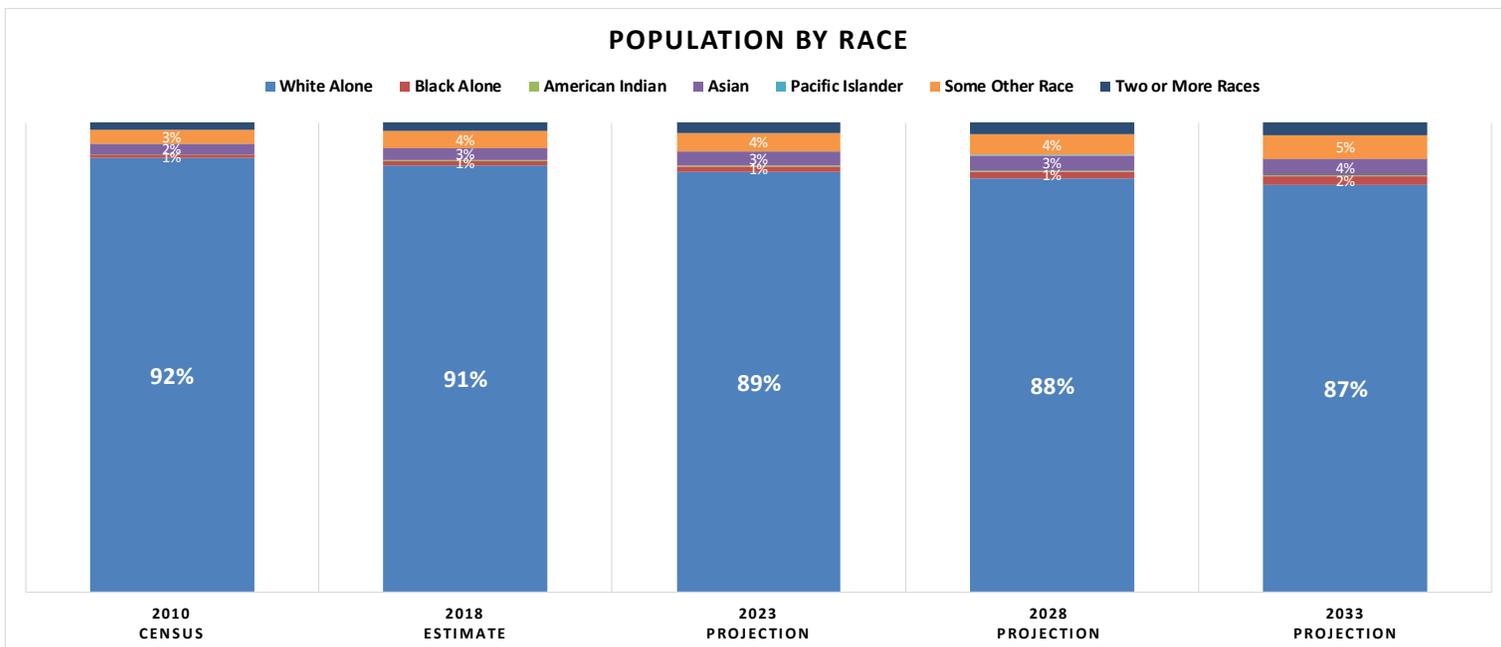
Given the differences in how the active adults (55 and older) participate in park programming, the trend is moving toward having at least two to three different program age segments for older adults. When developing the park and recreation system, the District should evaluate recreational experiences that would cater to active adults who are 55-64, 65–74, and 75+ age segments.



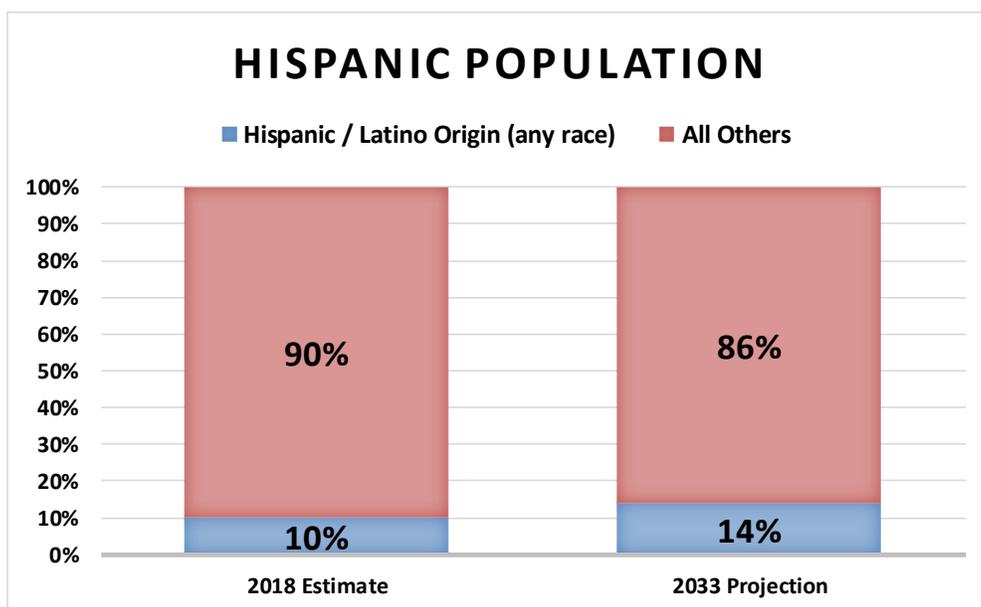


### RACE AND ETHNICITY - DISTRICT

In analyzing race, the neighborhood service area’s current populations are predominately White Alone. The 2018 estimates show that 91% of the service area’s population falls into the White Alone category, while the Some Other Race category (4%) represents the largest minority. The predictions for 2033 expect that the service area’s population by race will change in that White Alone will decrease by 4% while Black Alone will increase by 2% and the Asian and Some Other Race segments will grow by 1% each.

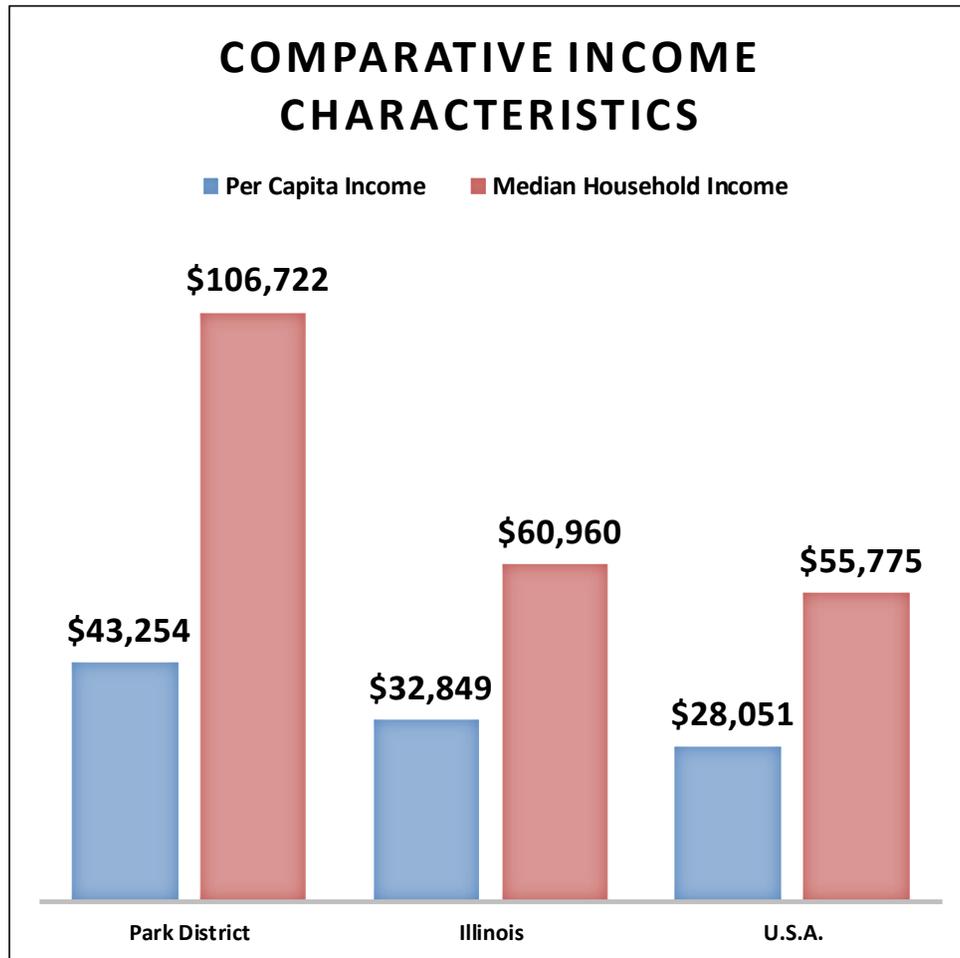


Based on the 2018 estimate, those of Hispanic/Latino origin represent 10% of the service area's total population. The Hispanic/Latino population is expected to experience an increase of 4% to 14% by 2033.



## HOUSEHOLDS AND INCOME - DISTRICT

As seen in the chart below, the service area's per capita and median household income levels are significantly above state and national averages.





## PARK DISTRICT DEMOGRAPHIC IMPLICATIONS

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The following implications are derived from the analyses provided above. Each implication is organized by the outlined demographic information sections.

### POPULATION

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The population is slightly increasing and is projected to remain relatively stable over the next 15 years. With a stable population, park and recreation services must continue to adapt as other demographic factors change such as age and ethnicity.

### AGE SEGMENTATION

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The service area has a very broad age segmentation with the largest group being 35-54 with the second largest group being 18-34. With an aging population, providing access to services and programs for the 55+ population will need to increase while continuing to be focused on multitude of age segments simultaneously and equally challenging as age segments have different preferences towards activities. Equal distribution across all age segments will require the District to continue to provide programs, services, parks and facilities that appeal to all residents.

### RACE AND ETHNICITY

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A slightly diversifying population will likely focus the District on providing traditional and non-traditional programming and service offerings while always seeking to identify emerging activities.

### HOUSEHOLDS AND INCOME

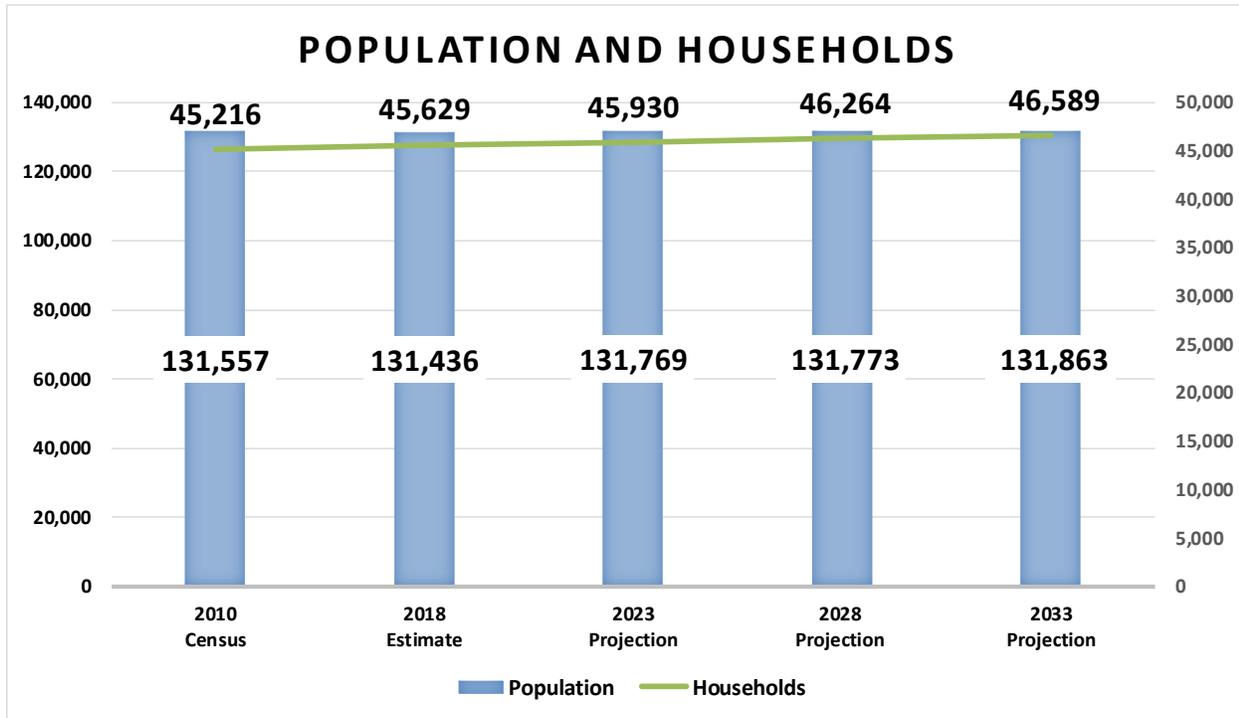
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With a median and per capita household income significantly higher than that of the state and national averages, it will be important for the District to prioritize providing offerings that are first class with exceptional customer service while emphasizing the need to create revenue generation.

## PARK DISTRICT POPULACE - (15 MINUTE DRIVE TIME SERVICE AREA)

### POPULATION - REGIONAL

The regional service area's population has remained relatively unchanged in recent years and is currently estimated at 131,436 individuals. Projecting ahead, the total population is expected to remain the same over the next 15 years. Based on predictions through 2033, the service area is expected to have 131,863 residents living within 46,589 households.



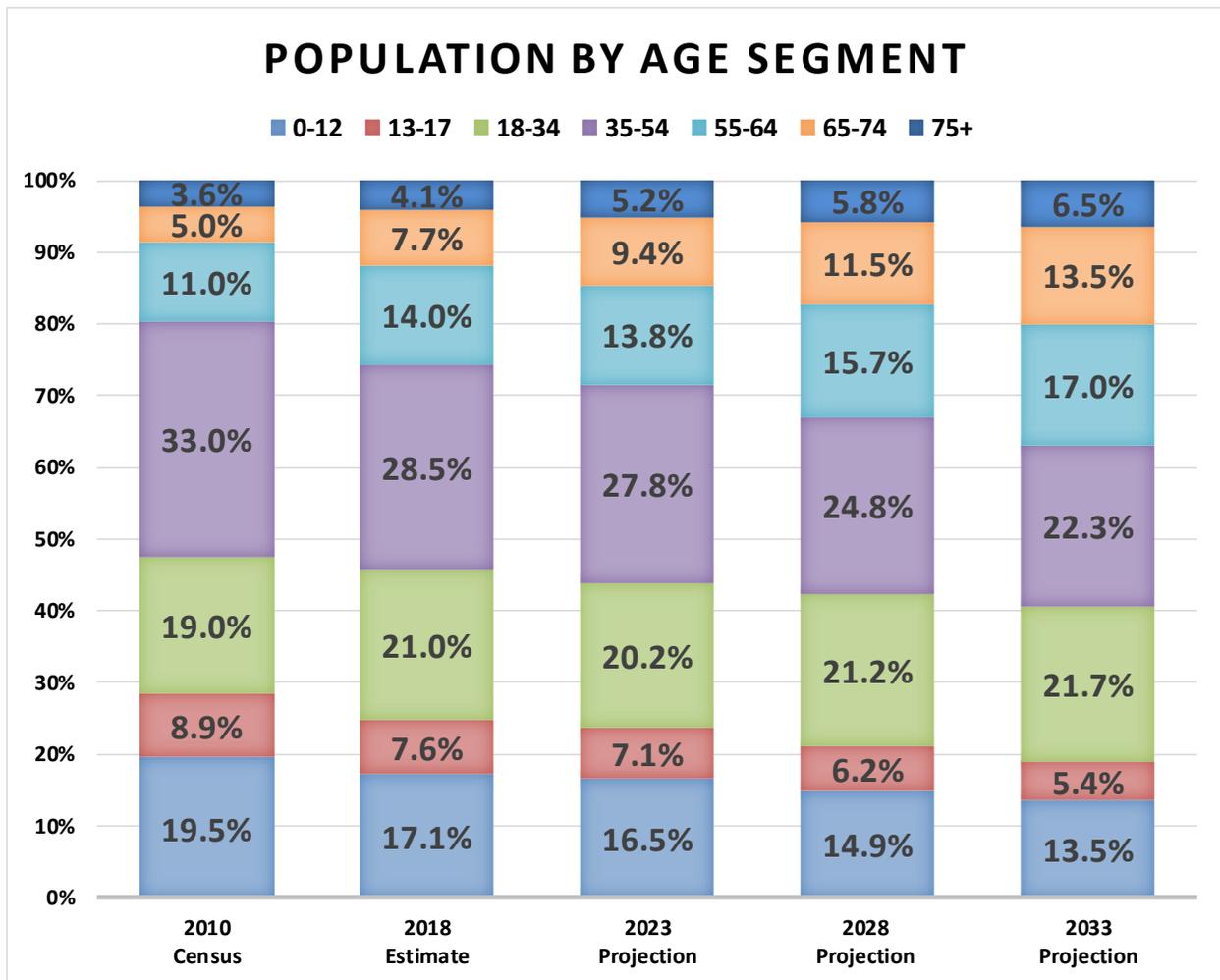


### AGE SEGMENT - REGIONAL

Evaluating the population by age segments, the regional service area exhibits a fairly balanced distribution among the major age segments. Currently, the largest age segment is the 35-54, making up 28.5% of the population.

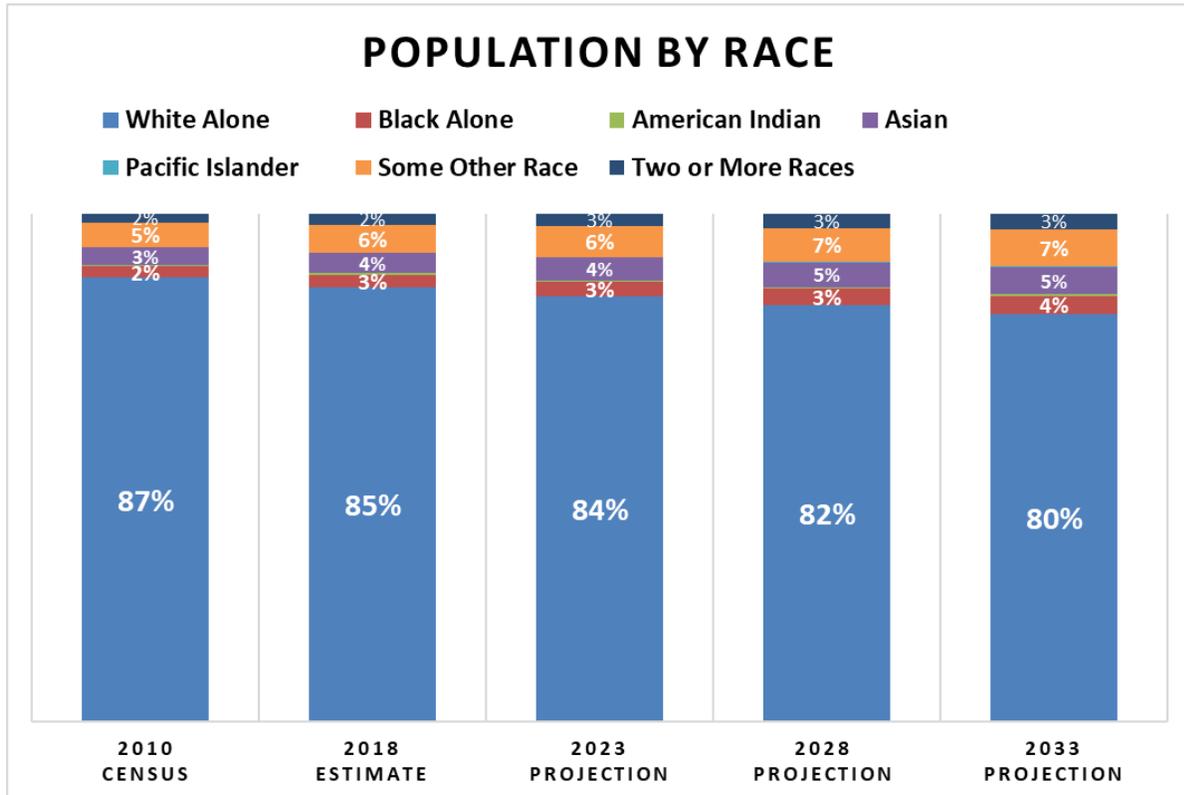
The overall age composition of the population within the service area is projected to undergo an aging trend as the only age segment expected to grow significantly are those 55 and older. This age segment is projected to increase over the next 15 years, making up 37% of the population by 2033. This is assumed to be a consequence of a vast amount of the Baby Boomer generation shifting into the senior age segment.

Given the differences in how the active adults (55 and older) participate in park programming, the trend is moving toward having at least two to three different program age segments for older adults. When developing the park and recreation system, the District should evaluate park experiences that would cater to active adults who are 55-64, 65-74, and 75+ age segments.



### RACE AND ETHNICITY - REGIONAL

In analyzing race, the neighborhood service area's current populations are predominately White Alone. The 2018 estimates show that 85% of the service area's population falls into the White Alone category, while the Some Other Race and Asian categories represent the largest minority at 6% and 4% respectively. The predictions for 2033 expect that the service area's population by race will change in that White Alone will



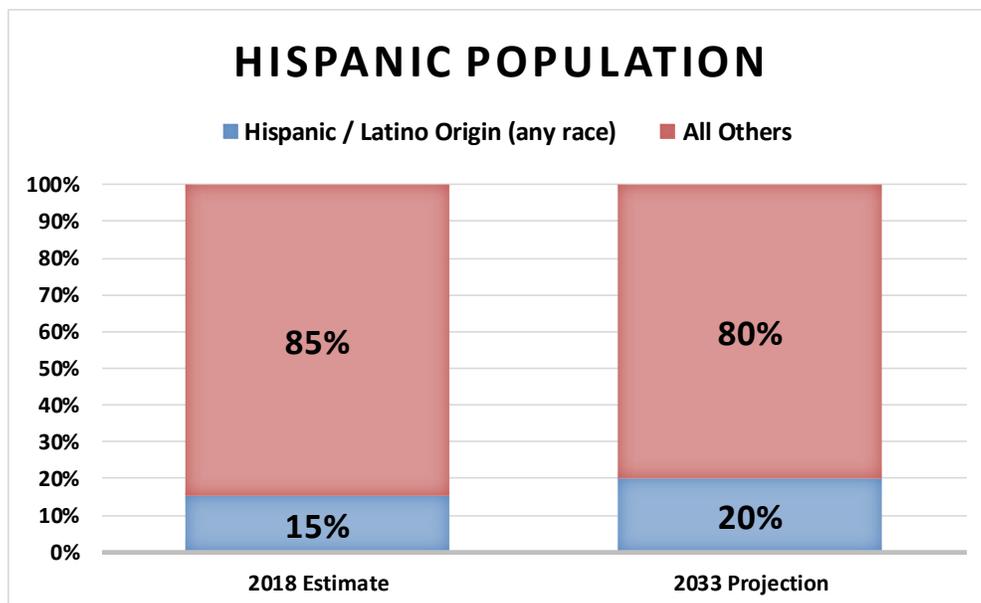
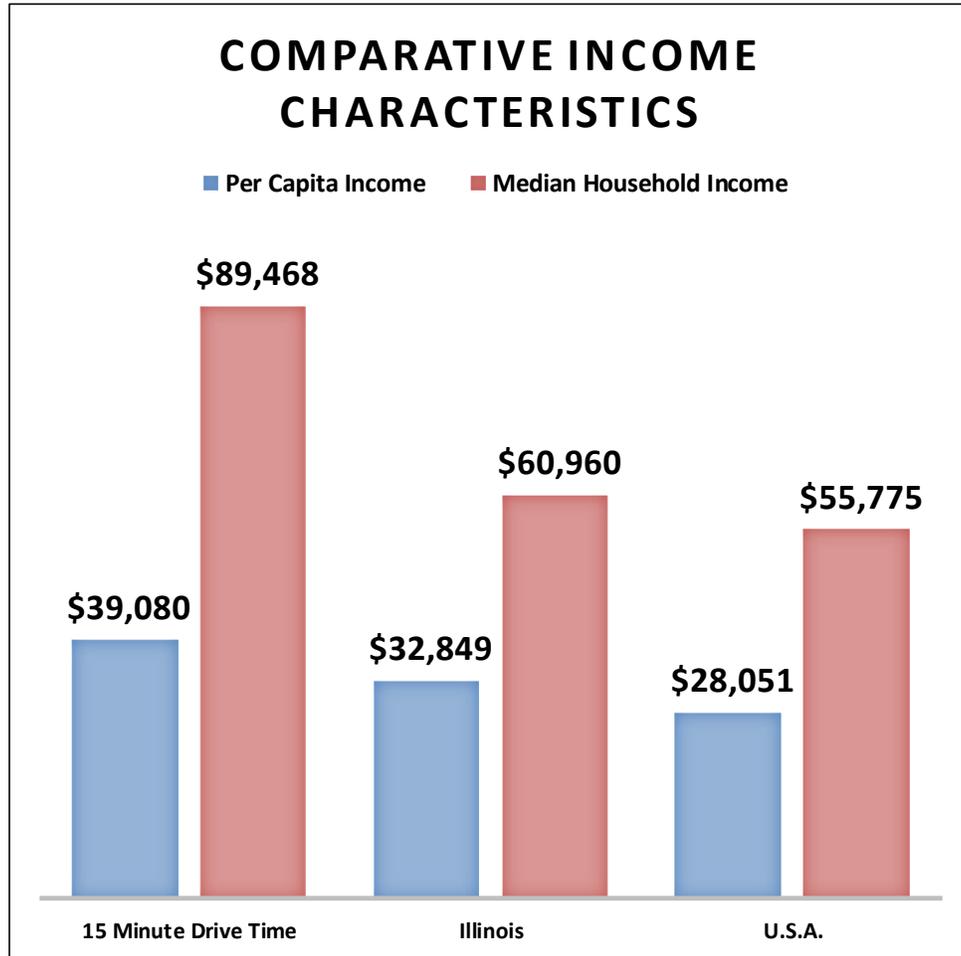
decrease by 5% while all other race segments will increase by approximately 1% each.

Based on the 2018 estimate, those of Hispanic/Latino origin represent 15% of the service area's total population. The Hispanic/Latino population is expected to experience an increase of 5% to 20% by 2033.



### HOUSEHOLDS AND INCOME - REGIONAL

As seen in the chart below, the service area's per capita and median household income levels are above state and national averages.



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## REGIONAL SERVICE AREA DEMOGRAPHIC IMPLICATIONS

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The following implications are derived from the analyses provided above. Each implication is organized by the outlined demographic information sections.

### POPULATION

---

The population is slightly increasing and is projected to experience a 6.1% population growth over the next 15 years. With a growing population, park and recreation services must continue to grow to keep up with the population.

### AGE SEGMENTATION

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The service area has a very broad age segmentation with the largest group being 35-54 with the second largest group being 55+. With an aging population, providing access to services and programs for the 55+ population will need to increase while continuing to be focused on multitude of age segments simultaneously and equally challenging as age segments have different preferences towards activities. Equal distribution across all age segments will require the District to continue to provide programs, services, parks and facilities that appeal to all residents.

### RACE AND ETHNICITY

---

A slightly diversifying population will likely focus the District on providing traditional and non-traditional programming and service offerings while always seeking to identify emerging activities.

### HOUSEHOLDS AND INCOME

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With a median and per capita household income above that of state and national averages, it will be important for the District to prioritize providing offerings that are first class with exceptional customer service while seeking opportunities to create revenue generation.



## RECREATION TRENDS ANALYSIS

The Trends Analysis provides an understanding of national, regional, and local recreational trends. This analysis examines participation trends, activity levels, and programming trends. It is important to note that all trends are based on current and/or historical patterns and participation rates.

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### NATIONAL TRENDS IN RECREATION

#### METHODOLOGY

The Sports & Fitness Industry Association's (SFIA) *Sports, Fitness & Recreational Activities Topline Participation Report 2018* was utilized in evaluating the following trends:

- National Trends in Sport and Fitness Participation
- Core vs. Casual Participation
- Activity by Generation

The study is based on findings from surveys carried out in 2017 and the beginning of 2018 by the Physical Activity Council, resulting in a total of 30,999 online interviews – both individual and household surveys. A sample size of 30,999 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.27 percentage points at a 95 percent confidence interval. Using a weighting technique, survey results are applied to the total U.S. population figure of 298,325,103 people (ages six and older). The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S.

#### CORE VS. CASUAL PARTICIPATION

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness and recreational activities more than 50 times per year, while for sports, the threshold for core participation is typically 13 times per year.

In a given activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than casual participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants.

#### INACTIVITY RATES / ACTIVITY LEVEL TRENDS

SFIA also categorizes participation rates by intensity, dividing activity levels into five categories based on the caloric implication (i.e., high calorie burning, low/med calorie burning, or inactive) and the frequency of participation (i.e., 1-50 times, 50-150 times, or above) for a given activity. Participation rates are expressed as 'super active' or 'active to a healthy level' (high calorie burning, 151+ times), 'active' (high calorie burning, 50-150 times), 'casual' (high calorie burning, 1-50 times), 'low/med calorie burning', and 'inactive'. These participation rates are then assessed based on the total population trend over the last five years, as well as breaking down these rates by generation.

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## NATIONAL SPORT AND FITNESS PARTICIPATORY TRENDS

### NATIONAL TRENDS IN GENERAL SPORTS

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The sports most heavily participated in the United States were Golf (23.8 million in 2016) and Basketball (23.4 million), which have participation figures well in excess of the other activities within the general sports category. The popularity of Golf and Basketball can be attributed to the ability to compete with relatively small number of participants. Even though Golf has experienced a recent decrease in participation, it still continues to benefit from its wide age segment appeal and is considered a life-long sport. Basketball's success can be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game.

Since 2012, Rugby and other niche sports, like Boxing, Lacrosse, and Roller Hockey have seen strong growth. Rugby has emerged as the overall fastest growing sport, as it has seen participation levels rise by 82.8% over the last five years. Based on the five-year trend, Competitive Boxing (42.6%), Lacrosse (35.1%), and Roller Hockey (34.2%) have also experienced significant growth. In the most recent year, the fastest growing sports were Boxing for Competition (13.1%) and Pickleball (11.3%).

During the last five years, the sports that are most rapidly declining include Ultimate Frisbee (-39.1%), Touch Football (-22.8%), Tackle Football (-16.0%), and Racquetball (-13.4%). For the most recent year, Ultimate Frisbee (-14.9%), Badminton (-12.6%), Gymnastics (-10.7%), and Volleyball-Sand/Beach (-9.9%) underwent the largest declines.

In general, the most recent year shares a similar pattern with the five-year trends; suggesting that the increasing participation rates in certain activities have yet to peak in sports like Rugby, Lacrosse, Field Hockey, and Competitive Boxing. However, some sports that increased rapidly over the past five years have experienced recent decreases in participation, including Squash, Ice Hockey, Roller Hockey and Volleyball-Sand/Beach. The reversal of the five-year trends in these sports may be due to a relatively low user base (ranging from 1-5 million) and could suggest that participation in these activities may have peaked.

### CORE VS. CASUAL TRENDS IN GENERAL SPORTS

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The most popular sports, such as Basketball and Baseball, have a larger core participant base (engaged 13+ times annually) than casual participant base (engaged at least 1 time annually). Less mainstream, less organized sports such as Ultimate Frisbee, Roller Hockey, Squash, and Competitive Boxing have larger casual participation. Although these sports increased in participation over the last five years, the newcomers were mostly casual participants that may be more inclined to switch to other sports or fitness activities, resulting in the declining one-year trends.



National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2012	2016	2017	5-Year Trend	1-Year Trend
Golf * (2011, 2015, and 2016 data)	25,682	24,120	23,815	-7.3%	-1.3%
Basketball	23,708	22,343	23,401	-1.3%	4.7%
Tennis	17,020	18,079	17,683	3.9%	-2.2%
Baseball	12,976	14,760	15,642	20.5%	6.0%
Soccer (Outdoor)	12,944	11,932	11,924	-7.9%	-0.1%
Softball (Slow Pitch)	7,411	7,690	7,283	-1.7%	-5.3%
Football, Flag	5,865	6,173	6,551	11.7%	6.1%
Badminton	7,278	7,354	6,430	-11.7%	-12.6%
Volleyball (Court)	6,384	6,216	6,317	-1.0%	1.6%
Football, Touch	7,295	5,686	5,629	-22.8%	-1.0%
Soccer (Indoor)	4,617	5,117	5,399	16.9%	5.5%
Football, Tackle	6,220	5,481	5,224	-16.0%	-4.7%
Volleyball (Sand/Beach)	4,505	5,489	4,947	9.8%	-9.9%
Gymnastics	5,115	5,381	4,805	-6.1%	-10.7%
Track and Field	4,257	4,116	4,161	-2.3%	1.1%
Cheerleading	3,244	4,029	3,816	17.6%	-5.3%
Racquetball	4,070	3,579	3,526	-13.4%	-1.5%
Pickleball	N/A	2,815	3,132	N/A	11.3%
Ultimate Frisbee	5,131	3,673	3,126	-39.1%	-14.9%
Ice Hockey	2,363	2,697	2,544	7.7%	-5.7%
Softball (Fast Pitch)	2,624	2,467	2,309	-12.0%	-6.4%
Lacrosse	1,607	2,090	2,171	35.1%	3.9%
Wrestling	1,922	1,922	1,896	-1.4%	-1.4%
Roller Hockey	1,367	1,929	1,834	34.2%	-4.9%
Rugby	887	1,550	1,621	82.8%	4.6%
Field Hockey	1,237	1,512	1,596	29.0%	5.6%
Squash	1,290	1,549	1,492	15.7%	-3.7%
Boxing for Competition	959	1,210	1,368	42.6%	13.1%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

\*2017 information not available for **Golf**. Information to be released by National Golf Foundation. Participation figures above reflect 2011, 2015, and 2016 data.

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## NATIONAL TRENDS IN GENERAL FITNESS

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Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. These activities also have very few barriers to entry, which provides a variety of options that are relatively inexpensive to participate in and can be performed by most individuals.

The most popular fitness activity, by far, is Fitness Walking, which had about 110.8 million participants in 2017, increasing 2.7% from the previous year. Other leading fitness activities based on total number of participants include Treadmill (52.9 million), Free Weights (52.2 million), Running/Jogging (50.7 million), Weight/Resistance Machines (36.2 million), and Stationary Cycling (36.0 million).

Over the last five years, the activities growing most rapidly are Non-Traditional / Off-Road Triathlons (74.7%), Trail Running (57.6%), and Aerobics (32.7%). Over the same time frame, the activities that have undergone the most decline include: Boot Camps Style Cross Training (-11.3%), Stretching (-7.5%), and Weight/Resistance Machines (-6.9%).

In the last year, activities with the largest gains in participation were Triathlon Non-Traditional/Off Road (10.1%), Running/Jogging (7.1%), and Trail Running (6.6%). From 2016-2017, the activities that had the most decline in participation were Traditional/Road Triathlon (-8.9%), Cardio Kickboxing (-3.0%), and Calisthenics/Bodyweight Exercise (-2.6%).

## CORE VS. CASUAL TRENDS IN GENERAL FITNESS

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It should be noted that many of the activities that are rapidly growing have a relatively low user base, which allows for more drastic shifts in terms of percentage, especially for five-year trends. Increasing casual participants may also explain the rapid growth in some activities. For instance, core/casual participation trends showed that over the last five years, casual participants increased drastically in Non-Traditional/ Off Road (119.6%) and Tai Chi (26.9%), while the core participant base of both activities experienced significantly less growth.



National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2012	2016	2017	5-Year Trend	1-Year Trend
Fitness Walking	114,029	107,895	110,805	-2.8%	2.7%
Treadmill	50,839	51,872	52,966	4.2%	2.1%
Free Weights (Dumbbells/Hand Weights)	N/A	51,513	52,217	N/A	1.4%
Running/Jogging	51,450	47,384	50,770	-1.3%	7.1%
Weight/Resistant Machines	38,999	35,768	36,291	-6.9%	1.5%
Stationary Cycling (Recumbent/Upright)	35,987	36,118	36,035	0.1%	-0.2%
Stretching	35,873	33,771	33,195	-7.5%	-1.7%
Elliptical Motion Trainer*	28,560	32,218	32,283	13.0%	0.2%
Free Weights (Barbells)	26,688	26,473	27,444	2.8%	3.7%
Yoga	23,253	26,268	27,354	17.6%	4.1%
Calisthenics/Bodyweight Exercise	N/A	25,110	24,454	N/A	-2.6%
Choreographed Exercise	N/A	21,839	22,616	N/A	3.6%
Aerobics (High Impact)	16,178	21,390	21,476	32.7%	0.4%
Stair Climbing Machine	12,979	15,079	14,948	15.2%	-0.9%
Cross-Training Style Workout	N/A	12,914	13,622	N/A	5.5%
Stationary Cycling (Group)	8,477	8,937	9,409	11.0%	5.3%
Trail Running	5,806	8,582	9,149	57.6%	6.6%
Pilates Training	8,519	8,893	9,047	6.2%	1.7%
Cardio Kickboxing	6,725	6,899	6,693	-0.5%	-3.0%
Boot Camp Style Cross-Training	7,496	6,583	6,651	-11.3%	1.0%
Martial Arts	5,075	5,745	5,838	15.0%	1.6%
Boxing for Fitness	4,831	5,175	5,157	6.7%	-0.3%
Tai Chi	3,203	3,706	3,787	18.2%	2.2%
Barre	N/A	3,329	3,436	N/A	3.2%
Triathlon (Traditional/Road)	1,789	2,374	2,162	20.8%	-8.9%
Triathlon (Non-Traditional/Off Road)	1,075	1,705	1,878	74.7%	10.1%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

\*Cardio Cross Trainer is merged to Elliptical Motion Trainer

## NATIONAL TRENDS IN OUTDOOR RECREATION

Results from the SFIA report demonstrate a contrast of growth and decline in participation regarding outdoor/adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or within a group, and are not as limited by time constraints.

In 2017, the most popular activities, in terms of total participants, from the outdoor / adventure recreation category include: Day Hiking (44.9 million), Road Bicycling (38.8 million), Freshwater Fishing (38.3 million), and Camping within ¼ mile of Vehicle/Home (26.2 million).

From 2012-2017, BMX Bicycling (83.4%), Adventure Racing (56.3%), Backpacking Overnight (38.3%), and Day Hiking (30.1%) have undergone the largest increases in participation. Similarly, in the last year, activities growing most rapidly include: BMX Bicycling (10.0%), Backpacking Overnight (8.1%), and Day Hiking (6.6%).

The five-year trend shows activities declining most rapidly were In-Line Roller Skating (-20.7%), Camping within ¼ mile of Home/Vehicle (-16.5%), and Birdwatching (-9.2%). More recently, activities experiencing the largest declines were Adventure Racing (-15.7%), Traditional Climbing (-9.4%), and In-Line Roller Skating (-2.1%).

## CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION

Regarding the national trend of outdoor activities participation is on the rise, all activities, except for In-Line Roller Skating and Freshwater Fishing, underwent increases in casual participation over the last five years. Any decline in participation over the last five years was mainly ascribed to decreases in core participants for activities such as In-Line Roller Skating (-32.6%), Skateboarding (-10.7%), Road Bicycling (-10.4%), Camping Recreational Vehicle (-10.0%), and Archery (-3.2%).

National Participatory Trends - Outdoor / Adventure Recreation					
Activity	Participation Levels			% Change	
	2012	2016	2017	5-Year Trend	1-Year Trend
Hiking (Day)	34,519	42,128	44,900	30.1%	6.6%
Bicycling (Road)	39,790	38,365	38,866	-2.3%	1.3%
Fishing (Freshwater)	39,002	38,121	38,346	-1.7%	0.6%
Camping (< 1/4 Mile of Vehicle/Home)	31,454	26,467	26,262	-16.5%	-0.8%
Camping (Recreational Vehicle)	15,903	15,855	16,159	1.6%	1.9%
Fishing (Saltwater)	12,000	12,266	13,062	8.9%	6.5%
Birdwatching (>1/4 mile of Vehicle/Home)	13,535	11,589	12,296	-9.2%	6.1%
Backpacking Overnight	7,933	10,151	10,975	38.3%	8.1%
Bicycling (Mountain)	7,265	8,615	8,609	18.5%	-0.1%
Archery	7,173	7,903	7,769	8.3%	-1.7%
Fishing (Fly)	5,848	6,456	6,791	16.1%	5.2%
Skateboarding	6,227	6,442	6,382	2.5%	-0.9%
Roller Skating, In-Line	6,647	5,381	5,268	-20.7%	-2.1%
Bicycling (BMX)	1,861	3,104	3,413	83.4%	10.0%
Adventure Racing	1,618	2,999	2,529	56.3%	-15.7%
Climbing (Traditional/Ice/Mountaineering)	2,189	2,790	2,527	15.4%	-9.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	



### NATIONAL TRENDS IN AQUATIC ACTIVITY

Swimming is unquestionably a lifetime sport, which is most likely why it has experienced such strong participation growth among the American population. In 2017, Fitness Swimming is the absolute leader in overall participation (27.1 million) for aquatic activities, due in large part to its broad, multigenerational appeal. In the most recent year, Fitness Swimming reported the strongest growth (2.0%) among aquatic activities, while Aquatic Exercise and Competitive Swimming experienced decreases in participation.

Aquatic Exercise has had a strong participation base of 10.4 million, however it also has recently experienced a slight decrease in participants (-1.1%). Based on previous trends, this activity could rebound in terms of participation due largely to ongoing research that demonstrates the activity's great therapeutic benefit coupled with increased life expectancies and a booming senior population. Aquatic Exercise has paved the way as a less stressful form of physical activity, while allowing similar benefits as land-based exercises, such as aerobic fitness, resistance training, flexibility, and balance. Doctors are still recommending Aquatic Exercise for injury rehabilitation, mature patients, and patients with bone or joint problems. Compared to a standard workout, Aquatic Exercise can significantly reduce stress placed on weight-bearing joints, bones, and muscles, while also reducing swelling.

National Participatory Trends - Aquatics					
Activity	Participation Levels			% Change	
	2012	2016	2017	5-Year Trend	1-Year Trend
Swimming (Fitness)	23,216	26,601	27,135	16.9%	2.0%
Aquatic Exercise	9,177	10,575	10,459	14.0%	-1.1%
Swimming (Competition)	2,502	3,369	3,007	20.2%	-10.7%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

### CORE VS. CASUAL TRENDS IN AQUATIC ACTIVITY

While all activities have undergone increases in participation over the last five years, most recently, casual participation (1-49 times) is increasing much more rapidly than core participation (50+ times). For the five-year timeframe, casual participants of Competition Swimming increased by 56.2%, Aquatic Exercise by 24.8%, and Fitness Swimming by 21.0%. However, core participants of Competition Swimming decreased by -6.5% and Aquatic Exercise declined by -4.6% (from 2012 to 2017).

## ACTIVITY BY GENERATION

Analyzing participation by age for recreational activities reveals that fitness and outdoor sports were the most common activities across all generations. Breaking down activity level by generation shows a converse correlation between age and healthy activity rates.

**Generation Z (born 2000+)** were the most active, with only 17.6% identifying as inactive. Approximately 65% of individuals within this generation were active in 2017; with 26.3% being active to a healthy level, 18.5% being active & high calorie, and 20.1% being casual active & low/med calorie.

Almost half (46.7%) of **millennials (born 1980-1999)** were active to a healthy level (35.4%) or active & high calorie (11.3%), while 24.0% claimed they were inactive. Even though this inactive rate is much higher than Generation Z's (17.6%), it is still below the national inactive rate (28%).

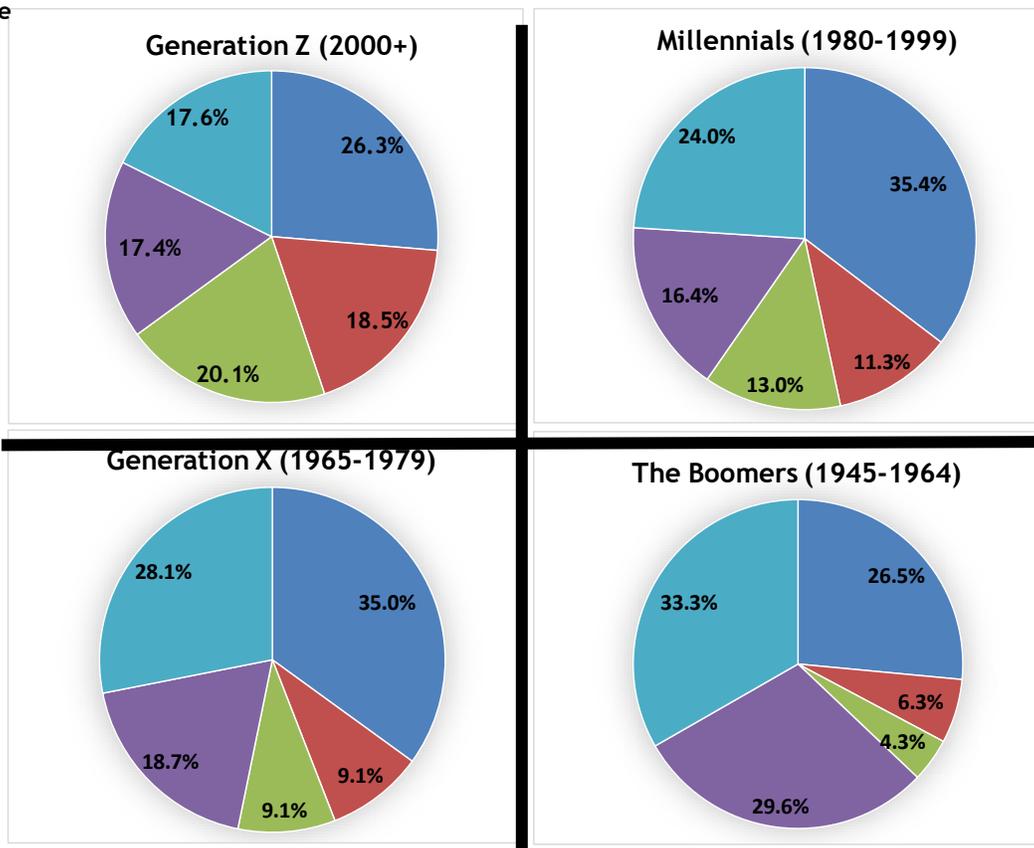
**Generation X (born 1965-1979)** has the second highest active to a healthy level rate (35.0%) among all generations, only being 0.4% less than Millennials. At the same time, they also have the second highest inactive rate, with 28.1% not active at all.

**The Boomers (born 1945-1964)** were the least active generation, with an inactive rate of 33.3%. This age group tends to participate in less intensive activities. Approximately 34% claimed to engage in casual & low/med calorie (4.3%) or low/med calorie (29.6%) burning activities.

### 2017 PARTICIPATION RATES BY GENERATION

US population, Ages 6+

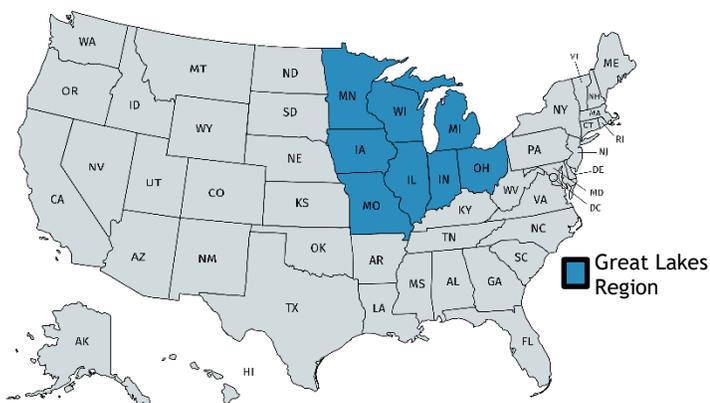
■ Active to a Healthy Level 
 ■ Active & High Calorie 
 ■ Casual & Low/Med Calorie 
 ■ Low/Med Calorie 
 ■ Inactive



\*Times per year: Casual (1-50), Active (51-150), Active to Healthy Level (151+)

**NATIONAL AND REGIONAL PROGRAMMING TRENDS**  
**PROGRAMS OFFERED BY PARK AND RECREATION AGENCIES (GREAT LAKES REGION)**

NRPA's *Agency Performance Review 2018* summarize key findings from NRPA Park Metrics, which is a benchmark tool that compares the management and planning of operating resources and capital facilities of park and recreation agencies. The report contains data from 1,069 park and recreation agencies across the U.S. as reported between 2015 and 2017.

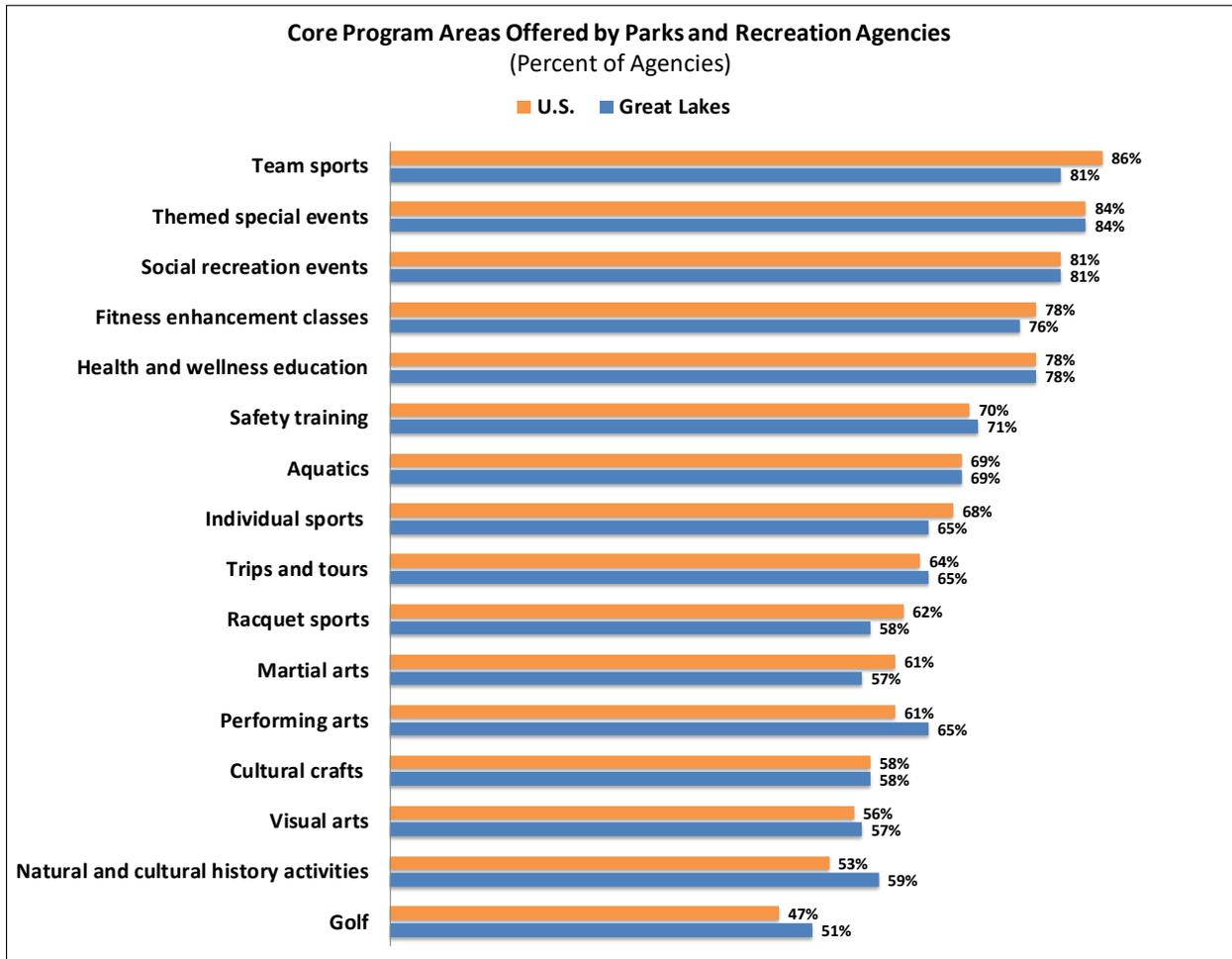


The report shows that the typical agencies (i.e., those at the median values) offer 161 programs annually, with roughly 60% of those programs being fee-based activities/events.

According to the information reported to the NRPA, the top five programming activities most frequently offered by park and recreation agencies, both in the U.S. and regionally, are described in the table below.

Top 5 Most Offered Core Program Areas (Offered by Parks and Recreation Agencies)	
U.S. (% of agencies offering)	Great Lakes Region (% of agencies offering)
<ul style="list-style-type: none"> <li>• Team sports (86%)</li> </ul>	<ul style="list-style-type: none"> <li>• Themed special events (84%)</li> </ul>
<ul style="list-style-type: none"> <li>• Themed special events (84%)</li> </ul>	<ul style="list-style-type: none"> <li>• Team sports (81%)</li> </ul>
<ul style="list-style-type: none"> <li>• Social recreation events (81%)</li> </ul>	<ul style="list-style-type: none"> <li>• Social recreation events (81%)</li> </ul>
<ul style="list-style-type: none"> <li>• Fitness enhancement classes (78%)</li> </ul>	<ul style="list-style-type: none"> <li>• Health and wellness education (78%)</li> </ul>
<ul style="list-style-type: none"> <li>• Health and wellness education (78%)</li> </ul>	<ul style="list-style-type: none"> <li>• Fitness enhancement classes 76%</li> </ul>

A complete comparison of regional and national programs offered by agencies is as follows:



When comparing Great Lakes agencies to the U.S. average, team sports, themed special events, fitness enhancement classes, and health and wellness education were all identified as top five most commonly provided program areas offered regionally and nationally.

In general, Great Lakes park and recreation agencies offered programs at a very similar rate as the national average. However, based on a discrepancy threshold of 5% or more, Great Lakes agencies are offering natural and cultural history activities at a higher rate than the national average. Contradictory, the Great Lakes Region is trailing the national average in regards to team sports.



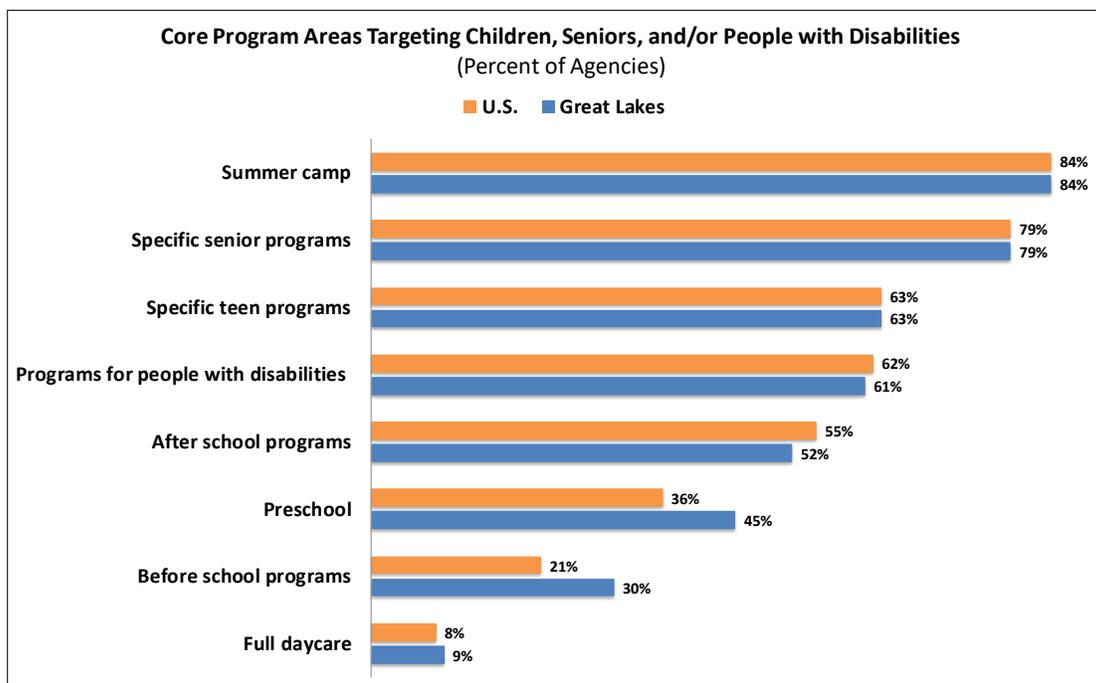
### TARGETED PROGRAMS FOR CHILDREN, SENIORS, AND PEOPLE WITH DISABILITIES

For better understanding of targeted programs by age segment, the NRPA also tracks program offerings that cater specifically to children, seniors, and people with disabilities, on a national and regional basis. This allows for further analysis of these commonly targeted populations. According to the 2018 NRPA Agency Performance Review, approximately 79% of agencies offer dedicated senior programming, while 62% of park and recreation agencies provide adaptive programming for individuals with disabilities.

Based on information reported to the NRPA, the top three activities that target children, seniors, and/or people with disabilities most frequently offered by park and recreation agencies are described in the tables below.

Top 3 Most Offered Core Program Areas (Targeting Children, Seniors, and/or People with Disabilities)	
U.S. (% of agencies offering)	Great Lakes Region (% of agencies offering)
<ul style="list-style-type: none"> <li>Summer camp (84%)</li> </ul>	<ul style="list-style-type: none"> <li>Summer camp (84%)</li> </ul>
<ul style="list-style-type: none"> <li>Senior programs (79%)</li> </ul>	<ul style="list-style-type: none"> <li>Senior programs 79%)</li> </ul>
<ul style="list-style-type: none"> <li>Teen programs (63%)</li> </ul>	<ul style="list-style-type: none"> <li>Teen programs (63%)</li> </ul>

A complete comparison of regional and national programs offered by agencies is as follows:



Agencies in the Great Lakes tend to offer targeted programs at an almost identical rate as the national average. The only significant discrepancy is when it comes to preschool and before school program, which the Great Lakes Region offers at a higher rate than the national average.

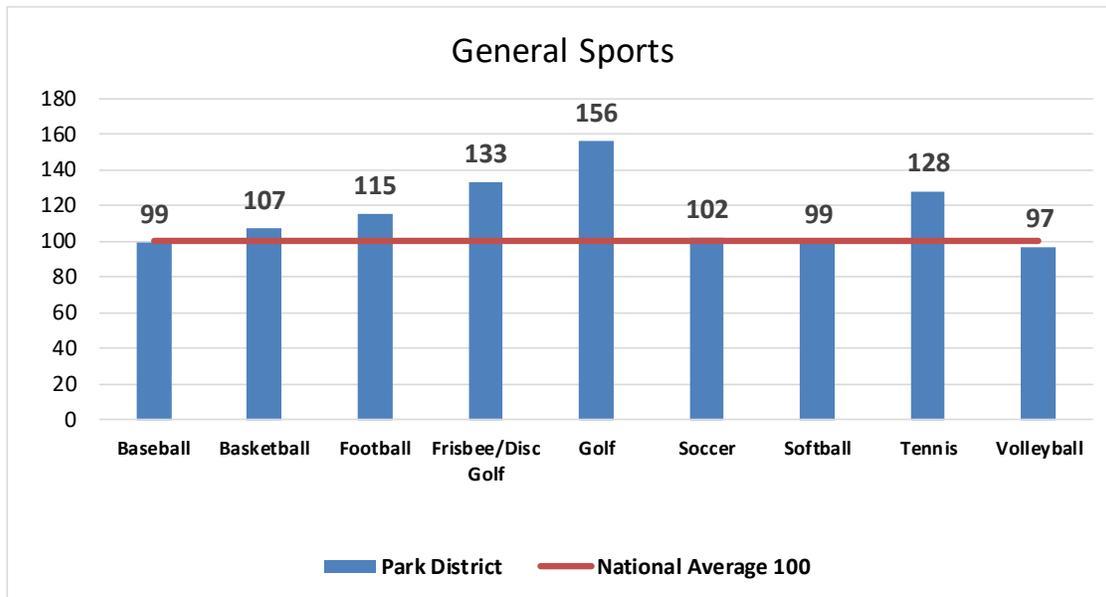
## LOCAL SPORT AND MARKET POTENTIAL - DISTRICT

The following charts show sport and leisure market potential data from ESRI. A Market Potential Data (MPI) measures the probable demand for a product or service within a service area. The MPI shows the likelihood that a resident of the target area will participate in certain activities when compared to the US National average. The national average is 100, therefore numbers below 100 would represent a lower than average participation rate, and numbers above 100 would represent higher than average participation rate. The service area is compared to the national average in three (3) categories – general sports, fitness and outdoor activity.

### NEIGHBORHOOD SERVICE AREA MARKET POTENTIAL

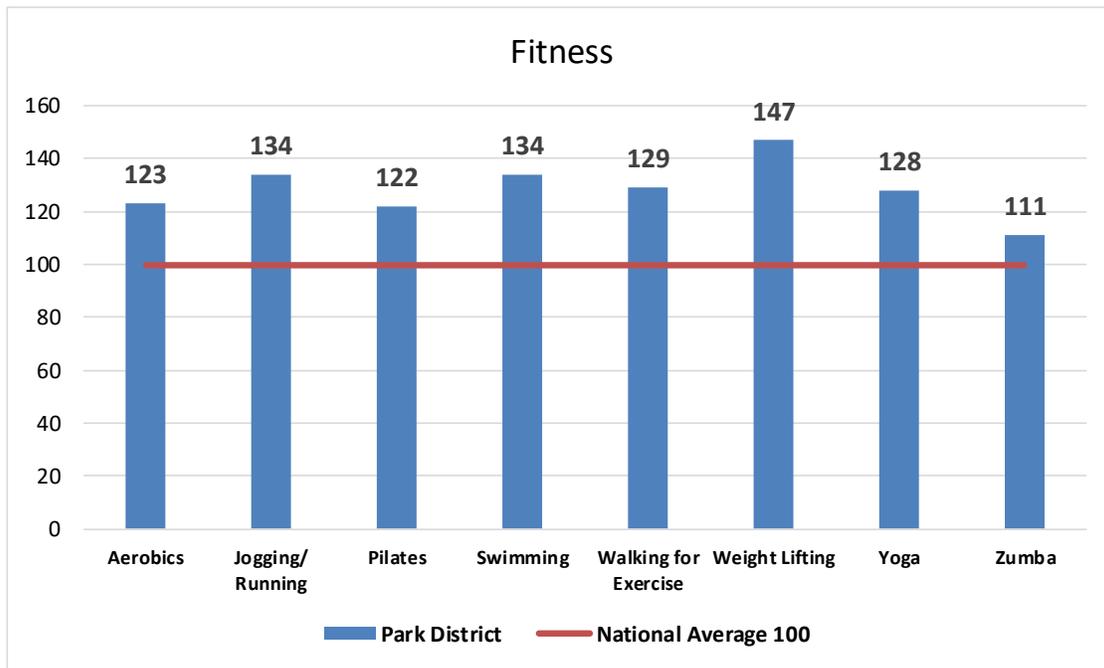
Overall, the neighborhood service area demonstrates above average market potential index (MPI) numbers; this is particularly noticeable when assessing the fitness and outdoor recreation market potential tables. All activities from the fitness and outdoor recreation market potential tables have MPI scores of above 100; The other table (general sports) has three activities that rank slightly below average MPI score. These overall MPI scores show that District will have to be very strategic and creative in offering formal park and recreational activities to attract residents of the new recreational facilities.

### GENERAL SPORTS MPI

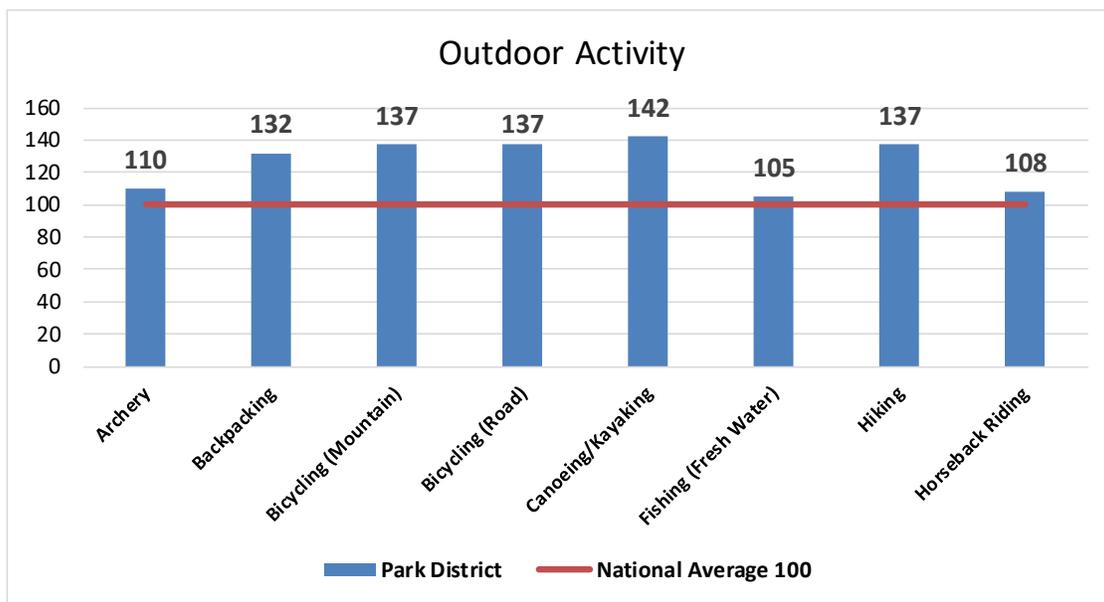




### FITNESS MPI



### OUTDOOR RECREATION MPI

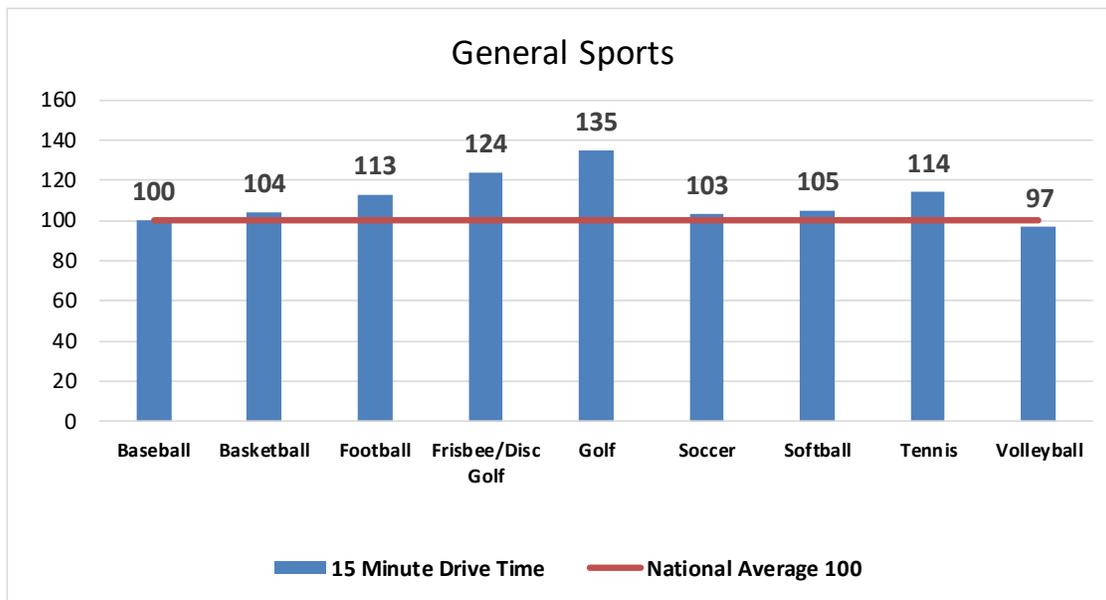


## REGIONAL SERVICE AREA MARKET POTENTIAL

Overall, the regional service area demonstrates average to above average market potential index (MPI) numbers; this is particularly noticeable when assessing the fitness, general sports and outdoor recreation market potential tables. Almost all activities have market potential tables have MPI scores of 100+; These overall high MPI scores show that regional service area has particularly strong participation rates when it comes to recreational activities. This becomes significant for when the District considers building new facilities or starting up new programs; giving them a strong tool to estimate resident attendance.

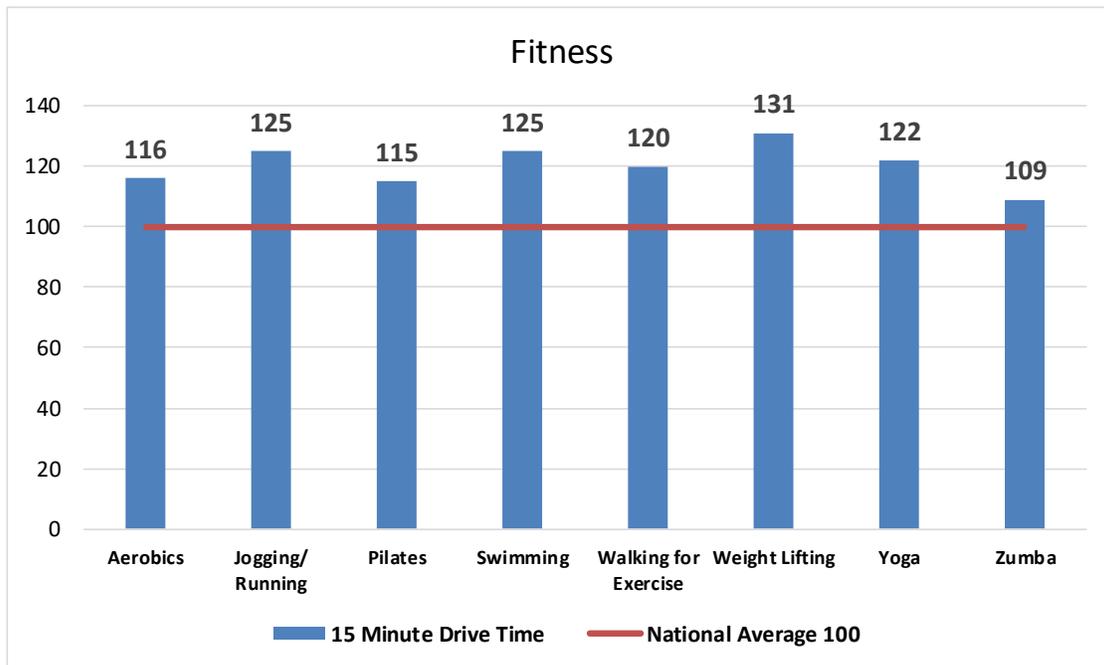
High index numbers (100+) are significant because they demonstrate that there is a greater potential that residents of the service area will actively participate in offerings provided by the District.

### GENERAL SPORTS MPI

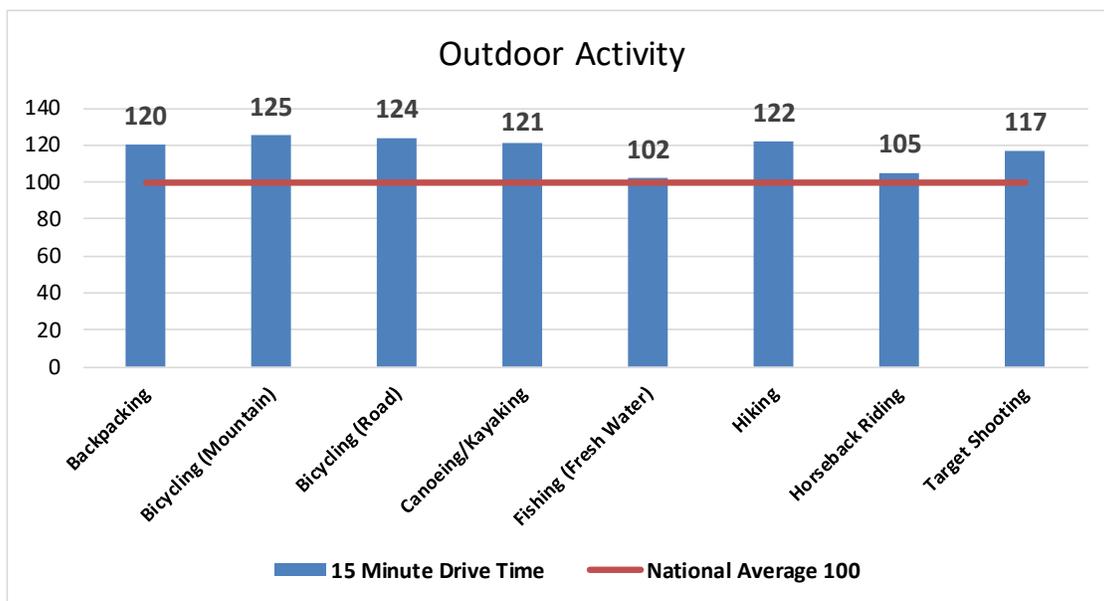




### FITNESS MPI



### OUTDOOR RECREATION MPI



## SIMILAR PROVIDER ANALYSIS

### INTRODUCTION

In addition to the Demographics and Trends Analysis, PROS Consulting also conducted a Similar Provider Analysis comparing surrounding recreation facilities. This Similar Provider Analysis is a key component of the broader Market Analysis, which allows Cary Park District (CPD) to benchmark against other comparable recreation facilities to better determine gaps and/or overlaps in the provision of services.

### METHODOLOGY

The initial concentration of this assessment were recreation facilities within a 15-minute drive time of CPD's current Community Center (255 Briargate Road, Cary, IL). Due to limited findings, the search boundaries were expanded to encompass an approximated 30-minute drive time from the current Community Center. **See map to the right**

The two primary focuses of this Similar Provider Analysis were:

- Recreation and Fitness Centers
- Aquatic Facilities

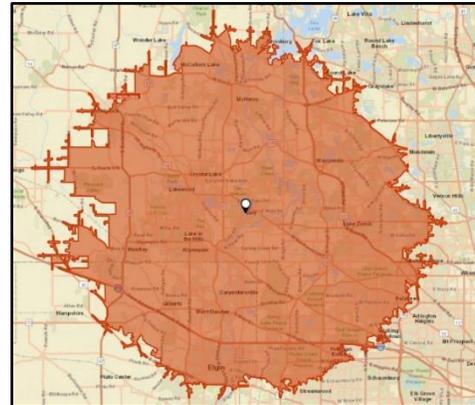


Figure 1: 30-Minute Drive Time Service Area

Within the allotted 30-minute drive-time, a total of 46 facilities were identified (22-recreation/fitness centers & 25-aquatic centers). This included a variety of local gyms, YMCA's, swimming schools, senior centers, water parks, and other recreation providers. Once identified, similar providers were then assessed based on amenity offerings, traditional pricing information, and operating hours information.

Recreation & Fitness Centers	Aquatic Centers
Cary Park District Community Center **	Cary Park District Community Center **
Sage YMCA **	Sage YMCA **
Centegra Health Bridge Fitness Center (Crystal Lake) **	Dolphin Swim Club **
Centegra Health Bridge Fitness Center (Huntley) **	Lions Armstrong Memorial Pool **
Canlan Sportsplex **	Bear Paddle Swim School **
Life Time Fitness (Algonquin) **	Life Time Fitness (Algonquin) **
Barrington Park District - Fitness and Recreation Center	Barrington Park District - Aquatic Center **
LA Fitness (Lake Zurich)	Dolphin Cove Family Aquatic Center
LA Fitness (West Dundee)	LA Fitness (Lake Zurich)
Rakow Center	LA Fitness (West Dundee)
McHenry Recreation Center	Rakow Center
Randall Oaks Community Center	Merkel Aquatic Center
Foglia YMCA	Foglia YMCA
Buehler YMCA	Buehler YMCA
Woodstock Recreation Center	Hawthorn Woods Aquatic Center
Prairie Stone Sports & Wellness Center	Stingray Bay Family Aquatic Center
Falcon Park Recreation Center	Lords Park Family Aquatic Center
Midtown Athletic Club	Wing Park Family Aquatic Center
The Centre of Elgin	Adventure Island/Lap Pool
Community & Fitness Center (Palatine)	Prairie Stone Sports & Wellness Center
Taylor Family Branch YMCA (Elgin)	The Centre of Elgin
Mundelein Community Center	Palatine Family Aquatic Center
	Taylor Family Branch YMCA (Elgin)
** Facilities within 15-minute drive time	Woodstock Water Works
	Seascape Family Aquatic Center
	Park View Health & Fitness Center (Mundelein CC)

Figure 2: Complete List of Similar Providers

## RECREATION AND FITNESS CENTERS

### SIMILAR PROVIDERS

Below is a table that lists all of the recreation and fitness center that were assessed during this Similar Provider Analysis. Additionally, an estimated drive time from CPD's current Community Center along with each facility's location were also identified. The facilities are sorted from closest to furthest drive time from CPD Community Center. A more detailed list of individual providers can be found in **Appendix A**.

	Facility	Distance (Minutes)	Located (City)
Recreation & Fitness Centers	Cary Park District Community Center	0	Cary, IL 60013
	Sage YMCA	9	Crystal Lake, IL 60014
	Centegra Health Bridge Fitness Center (Crystal Lake)	11	Crystal Lake, IL 60014
	Canlan Sportsplex	11	Barrington, IL 60010
	Life Time Fitness (Algonquin)	14	Algonquin, IL 60102
	Barrington Park District - Fitness and Recreation Center	15	Barrington, IL 60010
	LA Fitness (West Dundee)	17	West Dundee, IL 60118
	LA Fitness (Lake Zurich)	20	Lake Zurich, IL 60047
	Centegra Health Bridge Fitness Center (Huntley)	18	Huntley, IL 60142
	Rakow Center	19	Carpentersville, IL 60110
	McHenry Recreation Center	19	McHenry, IL 60050
	Randall Oaks Community Center	21	West Dundee, IL 60118
	Foglia YMCA	25	Lake Zurich, IL 60047
	Buehler YMCA	22	Palatine, IL 60067
	Woodstock Recreation Center	24	Woodstock, IL 60098
	Prairie Stone Sports & Wellness Center	24	Hoffman Estates, IL 60192
	Falcon Park Recreation Center	27	Palatine IL 60074
	Midtown Athletic Club	25	Palatine, IL 60074
	The Centre of Elgin	26	Elgin, IL 60120
	Community & Fitness Center (Palatine)	27	Palatine, IL 60067
Taylor Family Branch YMCA (Elgin)	28	Elgin, IL 60123	
Mundelein Community Center	34	Mundelein, IL 60060	

A wide variety of facilities were captured when analyzing recreation and fitness providers. Once the similar providers were identified, key attributes were compared for each; such as amenities, pricing strategies, and operating hours. Please note, some facilities did not have information readily available, so there may be instances where information is missing or incomplete. All data was obtained directly from each similar provider's official website or from an onsite facility representative via phone/email.



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## SUMMARY OF RECREATION AND FITNESS CENTERS PROVIDERS

The following is brief description of each recreation/fitness center that was assessed. Note: to the right of each facility's name is the estimated driving distance from CPD Community Center.

### COMMUNITY/RECREATION CENTERS

- Cary Park District Community Center (0.0 Miles; 0 Min)  
The Cary Park District Community Center was built in 1978 and offers rentable space to host parties, receptions, showers, and/or meetings. Showcasing a variety of different rooms from 400 to 1500 square feet, the Community Center can accommodate small-to-medium sized groups.
- Barrington Park District-Fitness and Recreation Center (7.2 Miles; 15 Min)  
The Fitness and Recreation center features the administrative offices, a state-of-the-art 4,500-square-foot Fitness Center, gymnasium with walking track, meeting and community rooms, two preschool rooms and more.
- Buehler YMCA (11.8 Miles; 22 Min)  
The Buehler YMCA is proud to serve more than 18,000 members, provide more than 2,000 programs annually, and employ more than 350 staff.
- Canlan Sportsplex (4.8 Miles; 11 Min)  
Canlan Sportsplex Lake Barrington is a facility that is the ultimate destination for athletes, fans and anyone who loves sports! This state-of-the-art 175,000 square foot facility is located in Lake Barrington, IL, making CSLB the largest multi-sport and fitness complex in the Midwest.
- Falcon Park Recreation Center (13.6 Miles; 27 Min)  
The Falcon Recreation Center is a 49,000 square foot facility that includes an indoor turf, a full-size Gymnasium, 12-lap/mile walking track, program/meeting rooms, offices, and much more.
- Foglia YMCA (11.7 Miles; 25 Min)  
Foglia YMCA offers the Leaders Club is a national YMCA of the USA program, and an essential component of the Teen Council. The Leaders Club strives to develop leadership skills and foster a culture of service among teens ages 12 to 18.
- McHenry Recreation Center (10.1 Miles; 19 Min)  
The recreation center features a 4,500 square foot fitness center, locker rooms, available babysitting, plus two studios for dance and group exercise.
- Mundelein Community Center (18.6 Miles; 34 Min)  
Hold your practice, group outing or weekend tournament at the Mundelein Community Center's gym. There's plenty of space with two recreational-sized courts. Great for volleyball or basketball.
- Prairie Stone Sports & Wellness Center (14 Miles; 25 Min)  
This state-of-the-art facility features equipment including strength training and free weights; more than 150 pieces of cardiovascular equipment, two group fitness studios with over 50 classes per week; 25 yard lap pool, zero-depth activity pool, whirlpool and steam rooms. It also features an indoor track, three gyms, an indoor climbing wall, Pilates training, indoor tennis courts, access to child care (nominal fee) and more.
- Randall Oaks Community Center (10.5 Miles; 21 Min)  
Randall Recreation Center has many programs and fun activities, such as the family Nerf night where members can bring their families and nerf guns and engage in various target challenges.
- Rakow Center (10.0 Miles; 19 Min)  
Recreation Center that offers various amenities, such as a gym, indoor track, programming rooms and racquetball courts.



- Sage YMCA (3.8 Miles; 9 Min)  
The Sage YMCA is part of the YMCA of Metro Chicago which serves more than 200,000 individuals with 29 member and program centers, five resident camps, and dozens of partner sites across seven counties.
- Taylor Family Branch YMCA (15.3 Miles; 28 Min)  
The YMCA first opened in Elgin in 1866. We serve 3800 members in Fox River Valley communities such as Elgin, South Elgin, Gilberts, Dundee, Carpentersville, Hampshire, Geneva, St. Charles, Streamwood, and Bartlett.
- The Centre of Elgin (14.0 Miles; 26 Min)  
Serving over 1,000,000 guests annually, The Centre of Elgin is the City's foremost recreational facility providing residents with nearly 185,000 sq.-ft of leisure space.
- Woodstock Recreation Center (13.2 Miles; 24 Min)  
The Recreation Center is responsible for the scheduling and upkeep of Vail Field, the Town's athletic and activities field, located on South Street. We utilize the field as well as both the Elementary and Union High School's fields and gyms for many of our activities.

## FITNESS CENTERS

- Cary Park District Fitness Center (within Community Center) (0.0 Miles; 0 Min)  
Located within the Cary Park District Community Center, the Fitness Center offers state-of-the-art cardio machines, strength equipment, and free weights. The facility also has locker rooms with showers and free WiFi for users. The Fitness Center has annual and monthly memberships with no enrollment fees, as well as add on services in personal training, fitness assessments, and group fitness classes.
- Barrington Park District – Fitness and Recreation Center (7.2 Miles; 15 Min)  
The fitness facility within the Fitness and Recreation Center offers many programs and amenities, such as Group Training. Work in small groups with a certified Personal Trainer and use fun, innovative equipment such as battle ropes, kettle bells, and so much more.
- Buehler YMCA (11.8 Miles; 22 Min)  
Smart Start is a fitness plan that eases you into better health, one week at a time. Using evidence-based, incremental approach, Buehler YMCA helps map out personalized fitness plans that's right for every member.
- Centegra Health Bridge Fitness Center (Crystal Lake) (4.6 Miles; 11 Min)  
The Fitness Center offers Personal Training solutions for all health, fitness and weight loss goals. Regardless of the experience or physical ability, our professional, certified Personal Trainers will provide guidance safely and efficiently.
- Centegra Health Bridge Fitness Center (Huntley) (9.7 Miles; 18 Min)  
As a Member, you'll enjoy access to over 200 group fitness classes weekly. Their group fitness instructors are certified and highly trained to give you the very best classes in McHenry County.
- Community & Fitness Center (Palatine) (14.4 Miles; 27 Min)  
The fitness center features an indoor walk track (14-lap mile). This facility sits within a 49,000 square foot Community Center.

- Foglia YMCA (11.7 Miles; 25 Min)  
Foglia YMCA offers Y MaxTraining System Personal Training, which is a unique personal training methodology that was designed with results in mind. It's a complete exercise and nutrition system customized to your goals, nutritional habits, health and fitness experience and pre-dispositions.
- LA Fitness – Lake Zurich (9.5 Miles; 20 Min)  
Access state-of-the-art exercise equipment at 600+ clubs across the US and Canada 7 days a week.
- LA Fitness – West Dundee (9.5 Miles; 17 Min)  
Enjoy 20+ group classes, basketball, racquetball, heated pool, Personal Training and Kids Klub, many at no extra cost
- Life Time Fitness - Algonquin (6.6 Miles; 14 Min)  
Life Time champions a healthy and happy life for its members across 138 destinations in 38 major markets in the U.S. and Canada. As the nation's only Healthy Way of Life brand, Life Time delivers an unmatched athletic resort experience and provides a comprehensive healthy living, healthy aging and healthy entertainment experience that goes well beyond fitness to encompass the entire spectrum of daily life for individuals, couples and families of all ages.
- Midtown Athletic Club (14.0 Miles; 25 Min)  
Whether the goal is to burn calories, tone up or boost your endurance, Midtown offers hundreds of group exercise classes per week including cycling, yoga, and dance in state-of-the art studios.
- Prairie Stone Sports & Wellness Center (13.3 Miles; 24 Min)  
Our multiple fitness floors provide a friendly environment that will help motivate you to move your body in ways that will produce results. Our cardiovascular and strength equipment including: Precor, Life Fitness, Cybex, Stairmaster, Free Motion, Matrix, and Octane, is located strategically throughout the club to be used to construct an engaging and productive workout
- Sage YMCA (3.8 Miles; 9 Min)  
The mission of the YMCA of Metro Chicago is to develop strong children, families and communities across Metropolitan Chicago through academic readiness, character development, violence prevention, fitness and healthy living.
- Taylor Family Branch YMCA - Elgin (15.3 Miles; 28 Min)  
The Taylor Family YMCA is a branch of the Golden Corridor Family of YMCAs. The three branches of the Golden Corridor Family YMCA include: Campanelli YMCA (Schaumburg); Taylor Family YMCA (Elgin); and Edwards YMCA Camp (East Troy, Wisconsin) who proudly work together to strengthen the community! Y members receive full access to both Campanelli and Taylor YMCAs.
- The Centre of Elgin (14.0 Miles; 26 Min)  
The Centre of Elgin is the City's foremost recreational facility providing residents with nearly 185,000 sq.-ft of leisure space. Get fit by joining The Centre's health and fitness club or by signing up for one of The Centre's group exercise classes. Other features include three full-sized basketball courts, two racquetball courts, a pre-school wing, meeting rooms, and the Heritage Ballroom, which provides beautiful banquet space for everything from weddings to executive business luncheons.

MAP OF RECREATION & FITNESS FACILITIES

**MAP LEGEND**



CPD Community Center

- A) Sage YMCA
- B) Centegra Health Bridge Fitness Center (Crystal Lake)
- C) Life Time Fitness - Algonquin
- D) Barrington Park District Fitness and Recreation Center
- E) LA Fitness - West Dundee
- F) LA Fitness - Lake Zurich
- G) McHenry Recreation Center
- H) Foglia YMCA
- I) Buehler YMCA
- J) Prairie Stone Sports & Wellness Center
- K) Midtown Athletic Club
- L) The Centre of Elgin
- M) Community & Fitness Center Palatine
- N) Taylor Branch Family YMCA Elgin
- O) Canlan Sportsplex
- P) Rakow Center
- Q) Randall Oaks Community Center
- R) Woodstock Recreation
- S) Falcon Park Recreation Center
- T) Mundelein Community Center
- U) Centegra Health Bridge Fitness Center (Huntley)

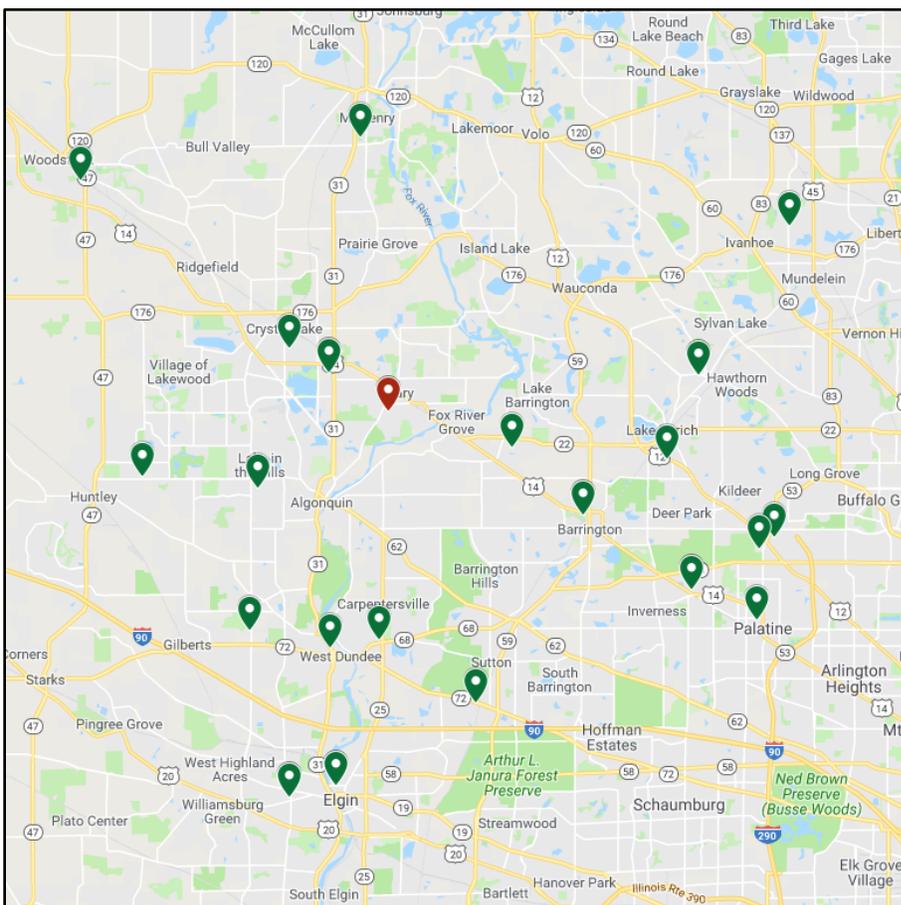


Figure 4: Map of Recreation and Fitness Facilities

## AMENITY OFFERINGS

The table below summarizes the various recreation and fitness center amenities available through each similar provider within the targeted service area. This type of analysis allowed for a snapshot comparison of each facility and their offerings.

When analyzing these recreational and fitness facilities, amenities such as Fitness Centers (95%), Gymnasium (82%), Locker Rooms (82%), Group Exercise Studio (82%), Personal Training (82%) and Child Care (82%) emerged as being the most frequently offered; with a large majority of similar providers providing these features. The least offered amenities among similar provider facilities were: Teen Center/Programs (27%), Warm Water Therapy (23%), and Concessions/Juice Bars (23%). These are of particular interest because a lack of certain amenity types may indicate an opportunity to satisfy a need and/or a gap in service for the communities served by CPD and its surrounding cities within the targeted service area.

Recreation & Fitness Center Amenities Provided	Gymnasium	Running/Walking Track	Racquet Court	Fitness Center	Group Exercise Studio	Locker Rooms	Teen Center/Programs	Class / Meeting Spaces	Child Care	Rentals	Senior Center/Programs	Concessions / Juice Bar	Warm Water Therapy	Personal Training	Sauna/Steam Room
Cary Park District Community Center				X	X	X		X		X				X	
Sage YMCA	X		X	X	X	X	X	X	X	X	X			X	
Centegra Health Bridge Fitness Center (Crystal Lake)			X	X	X	X			X					X	
Canlan Sportsplex	X			X				X	X	X	X	X		X	
Life Time Fitness (Algonquin)	X		X	X	X	X		X	X				X	X	X
Barrington Park District - Fitness and Recreation Center	X			X	X	X				X	X			X	
LA Fitness (West Dundee)	X		X	X	X	X			X			X		X	X
LA Fitness (Lake Zurich)	X		X	X	X	X			X			X		X	X
Centegra Health Bridge Fitness Center (Huntley)			X	X	X	X			X					X	
Rakow Center	X	X	X	X				X		X			X		X
McHenry Recreation Center				X	X	X		X	X	X	X				
Randall Oaks Community Center	X	X		X				X	X	X					
Foglia YMCA	X			X	X	X	X	X	X	X	X			X	X
Buehler YMCA	X			X	X	X	X	X	X	X	X			X	X
Woodstock Recreation Center	X	X	X	X	X	X		X	X	X	X		X	X	X
Prairie Stone Sports & Wellness Center	X			X	X	X			X					X	
Falcon Park Recreation Center	X	X						X		X					
Midtown Athletic Club	X	X	X	X	X	X		X	X			X	X	X	X
The Centre of Elgin	X	X	X	X	X	X	X	X	X	X	X		X	X	
Community & Fitness Center (Palatine)	X	X		X	X	X	X	X	X	X				X	
Taylor Family Branch YMCA (Elgin)	X			X	X	X	X	X	X	X		X		X	X
Mundelein Community Center/Park View Health & Fitness Center	X	X		X	X	X		X	X	X	X			X	

Figure 5: Summary of Facility Offerings by Amenity Type

**FACILITY PRICING**

**RENTAL RATES**

The following section compares rental fee prices of the analyzed recreation/community centers within the targeted service area. This form of analysis is useful for CPD when developing its own rates by comparing the existing rates for rental services within each market served. The following price flow averages the low and high ends of general pricing for various open spaces. This also breaks down pricing of residential versus non-residential price rates. This will provide a general idea of how pricing is observed amongst the surround similar providers.



Figure 6: Average of Rental Rates

When analyzing various rental rates within the surrounding Cary, IL service area, Falcon Park Recreation Center stands out for having the lowest residential and non-residential monthly rate (\$17/\$21.25 per month). However, Canlan Sportsplex and Barrington Park District Fitness and Recreation Center have the lowest general rental pricing of the provided recreation/community facilities (\$55 per month). On the other end of the pricing spectrum, Canlan Sportsplex offers the highest rental rate charging a flat fee of \$500 for their full sports field. Falcon Park Recreation Center offers the highest residential fee for their full gym rental of \$140 per hour, also offering the highest fee for non-residential rate of \$175 per hour. Evaluating facility rental rates, these tend to vary considerably amongst recreation centers depending on the number of hours, type of space utilized, and member versus non-member pricing in some cases. Note that the pricing provided is of various space types. Some can offer higher pricing primarily because of the space or room it reflects.

**(See Appendix B for Full Pricing Charts)**

## FITNESS CENTER PRICING

The following chart (**Figure 7**) shares various program and necessary fees associated with the fitness similar providers. Of the few fitness facilities, the overall pricing breakdown is a make-up of membership, personal vs. group vs. team fitness, and fitness training fees. It's also important to point out that not all of the information was available due to inaccessibility of the pricing as it pertains to membership. Overall, fitness pricing is diverse within the service area of the 30-min drive time. A full breakdown of fitness pricing of a few similar providers can be found below showing the offerings of programs, leagues and/or clubs, as well as specific fitness pricing amongst these facilities.

Fitness Breakdown		
Fitness Facilities	Programs/Classes	Fitness Pricing
CPD Fitness Center	Personal Training, fitness assessments, and group fitness	<p><u>Personal Training:</u> Requires \$45 fitness assessment 30-min: \$23 / 5 sessions: \$98 / 10 sessions: \$175 1-hr: \$40 / 5 sessions: \$190 / 10 sessions: \$350 Semi-Private (2 ppl) 1-hr: \$55 / 5 or 10 sessions: \$225 or \$425</p> <p><u>Group Fitness Classes</u> Drop-In: R-\$6/NR-\$9 Unlimited Pass (each season): R-\$108/NR-\$162 Unlimited Pass (2 seasons): R-\$188/NR-\$282 Punch Card (5 punches): R-\$30/NR-\$45 Punch Card (10 punches): R-\$60/NR-\$90 Punch Card (15 punches): R-\$90/NR-\$135</p>
Centegra Health Bridge Fitness Center (Crystal Lake)	Group Fitness, Personal Training, Health & Nutrition Program	<u>Personal Training &amp; Group Fitness Pricing:</u> Members-\$90, Non-Members-\$115
Life Time Fitness (Algonquin)	Spa, Weight Loss Program, Personal Training, Group Fitness, Pilates, Yoga	<p><u>Day Pass:</u> (1 Pass)-\$25 (5 Passes)-\$100</p> <p><u>Monthly Fee:</u> \$75/mo.</p>
Barrington Park District Recreation and Fitness Center	Group Fitness, Personal Training, Yoga	<p><u>Team Training:</u> (Adult) Resident-\$69, Non-Resident-\$74 (Seniors) Resident-\$53, Non-Resident-\$58</p> <p><u>Small Group Training:</u> (Adult) Resident-\$89, Non-Resident-\$94 (Seniors) Resident-\$81, Non-Resident-\$86</p> <p><u>Corporate Membership:</u> \$89</p>
LA Fitness (West Dundee)	Group Fitness, Personal Training, Whirlpool Spa, Sauna	<p><u>Online Membership:</u> *Initiation Fee - \$99 (Single Club) \$25.99/mo. (Multi Club) \$35.99/mo.</p>
Centegra Health Bridge Fitness Center (Huntley)	Group Fitness, Personal Training, Health & Nutrition Program	<u>Personal Training &amp; Group Fitness Pricing:</u> Members-\$90, Non-Members-\$115
LA Fitness (Lake Zurich)	Group Fitness, Personal Training, Whirlpool Spa, Sauna	<p><u>Online Membership:</u> *Initiation Fee - \$99 (Single Club) \$25.99/mo. (Multi Club) \$35.99/mo.</p>
Prairie Stone Sports & Wellness Center	Personal Training, Health Coaching, Nutrition Program	<i>Fitness Pricing N/A</i>
Midtown Athletic Club	Group Exercise, Personal Training, Small Group Training	<i>Fitness Pricing N/A</i>

Figure 7: Fitness Offerings and Pricing

**HOURS OF OPERATION**  
**RECREATION CENTERS/COMMUNITY CENTERS**

The final metric assessed as part of the similar provider analysis is weekly operating hours. By comparing each recreation/community center similar providers' hours of operation, it will assist CPD in determining the appropriate business hours.

Since the business model and participation level varies between facilities, operating hours range from 83 hours a week up to 109 hours, with 99.59 hours as a weekly average.

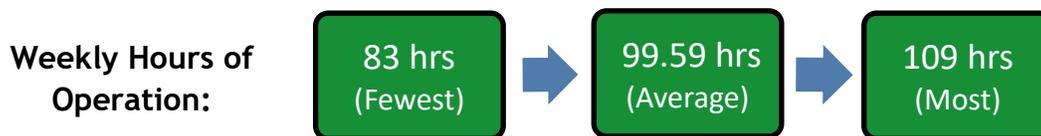


Figure 8: Average of Recreation/Community Center Operational Hours

Evaluating the table below (Figure 9) Community Center - Palatine is open for business the fewest hours per week (83 hours), while Buehler YMCA allows access to members the most hour per week (109 hours).

	Provider	Hours of Operation
Recreation/Community Centers	Cary Park District Community Center	M-Th: 5:30a-10p; F: 5:30a-8p; Sa-Su: 7a-6p Total Weekly Hours: 102.5
	Buehler YMCA	M-F: 5a-10p; Sa: 6a-7p; Su: 7a-6p Total Weekly Hours: 109
	Barrington Park District-Fitness and Recreation Center	M-F: 7a-9p; Sa: 8a-5:30p; Su: 9a-4p Total Weekly Hours: 86.5
	Canlan Sportsplex	M-T: 8a-8p; W, Sa: 8a-11p; Th: 8a-10p; F: 8a-9p; Su: 9a-11p Total Weekly Hours: 95
	Community Center - Palatine	M-F: 9a-10p; Sa: 7a-5p; Su: 7a-3p Total Weekly Hours: 83
	Falcon Park Recreation Center	M-Su: 7a-10p Total Weekly Hours: 105
	Foglia YMCA	M-F: 5a-10p; Sa: 6a-6p; Su: 7a-5p Total Weekly Hours: 107
	Mundelein Community Center	M-Th: 5:30a-9:30p; F: 5:30a-8p; Sa: 7a-5p; Su: 8a-4p Total Weekly Hours: 96.5
	Rakow Center	M-F: 5:30a-10p; Sa-Su: 7a-5p Total Weekly Hours: 102.5
	Randall Oaks Community Center	M-F: 5:30a-10p; Sa-Su: 7a-5p Total Weekly Hours: 102.5
	Sage YMCA	M-F: 5a-9:30p; Sa-Su: 6:30a-4:30p Total Weekly Hours: 102.5
	Taylor Family Branch YMCA (Elgin)	M-F: 5a-10p; Sa: 5:45a-4p; Su: 8a-4p Total Weekly Hours: 103.25
	The Centre of Elgin	M-F: 5a-9p; Sa: 7a-5p; Su: 8a-5p Total Weekly Hours: 99
	Woodstock Recreation Center	M-F: 5a-9p; Sa-Su: 7a-5p Total Weekly Hours: 100

Figure 9: Recreation/Community Center Hours of Operation

## FITNESS CENTERS

The final metric assessed as part of the similar provider analysis is weekly operating hours. By comparing each fitness similar providers' hours of operation, it will assist CPD in determining the appropriate business hours.

Since the business model and participation level varies between facilities, operating hours range from 83 hours a week up to 168 hours, with 112.05 hours as a weekly average.

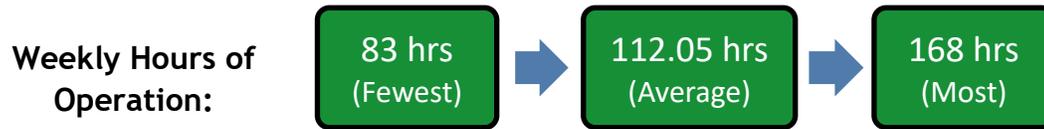


Figure 10: Average of Fitness Center Operational Hours

Evaluating the table below (**Figure 11**) Community Fitness Center is open for business the fewest hours per week (83 hours), while Life Time Fitness - Algonquin allows access to members the most hours per week (168 hours); it's open 24 hours a day and every day. The Fitness Center in the Cary Park District is near the similar provider average, with a total of 102.5 operating hours per week.

	Provider	Hours of Operation
Fitness Centers	Cary Park District Community Center	M-Th: 5:30a-10p; F: 5:30a-8p; Sa-Su: 7a-6p Total Weekly Hours: 102.5
	Buehler YMCA	M-F: 5a-10p; Sa: 6a-7p; Su: 7a-6p Total Weekly Hours: 109
	Centegra Health Bridge Fitness Center (Crystal Lake)	M-F: 5a-10p; Sa-Su: 6a-7p Total Weekly Hours: 111
	Centegra Health Bridge Fitness Center (Huntley)	M-F: 5a-11p; Sa: 6a-10p; Su: 6a-9p Total Weekly Hours: 121
	Community Fitness Center (Palatine)	M-F: 9a-10p; Sa: 7a-5p; Su: 7a-3p Total Weekly Hours: 83
	Foglia YMCA	M-F: 5a-10p; Sa: 6a-6p; Su: 7a-5p Total Weekly Hours: 107
	LA Fitness (Lake Zurich)	M-Th: 5a-11p; F: 5a-10p; Sa-Su: 8a-8p Total Weekly Hours: 113
	LA Fitness (West Dundee)	M-Th: 5a-11p; F: 5a-10p; Sa-Su: 8a-8p Total Weekly Hours: 113
	Langendorf Park	M-F: 5a-9:30p; Sa-Su: 7a-6p Total Weekly Hours: 104.5
	Life Time Fitness (Algonquin)	Open 24 Hours
	Midtown Athletic Club	M-F: 5a-10:30p; Sa-Su: 6a-8p Total Weekly Hours: 115.5
	Park View Health & Fitness (Mundelein Community Center)	M-Th: 5a-9p; F: 5a-8p; Sa-Su: 7a-5p Total Weekly Hours: 99
	Prairie Stone Sports & Wellness Center	M-Th: 5a-11p; F: 5a-10p; Sa-Su: 6a-9p Total Weekly Hours: 119
	Sage YMCA	M-F: 5a-9:30p; Sa-Su: 6:30a-4:30p Total Weekly Hours: 102.5
	Taylor Family Branch YMCA (Elgin)	M-F: 5a-10p; Sa: 5:45a-4p; Su: 8a-4p Total Weekly Hours: 103.25

Figure 11: Fitness Facilities Hours of Operation

## AQUATIC FACILITIES

Below is a table that lists all of the similar providers representing in the form of aquatics. A more detailed list of individual providers can be found in **Appendix A**.

	Facility	Distance (Minutes)	Located (City)
Aquatic Centers	Cary Park District Community Center	0	Cary, IL 60013
	Sage YMCA	9	Crystal Lake, IL 60014
	Dolphin Swim Club	9	Crystal Lake, IL 60014
	Centegra Health Bridge Fitness Center (Crystal Lake)	11	Crystal Lake, IL 60014
	Lions Armstrong Memorial Pool	11	Algonquin, IL 60102
	Bear Paddle Swim School	12	Lake in the Hills, IL 60156
	Life Time Fitness (Algonquin)	14	Algonquin, IL 60102
	Barrington Park District - Aquatic Center	15	Barrington, IL 60010
	LA Fitness (West Dundee)	17	West Dundee, IL 60118
	Dolphin Cove Family Aquatic Center	18	Carpentersville, IL 60110
	Merkel Aquatic Center	18	McHenry, IL 60050
	Centegra Health Bridge Fitness Center (Huntley)	18	Huntley, IL 60142
	Rakow Center	19	Carpentersville, IL 60110
	LA Fitness (Lake Zurich)	20	Lake Zurich, IL 60047
	Buehler YMCA	22	Palatine, IL 60067
	Stingray Bay Family Aquatic Center	24	Huntley, IL 60142
	Hawthorn Woods Aquatic Center	24	Hawthorn Woods, IL 60047
	Prairie Stone Sports & Wellness Center	25	Hoffman Estates, IL 60192
	Foglia YMCA	25	Lake Zurich, IL 60047
	Wing Park Family Aquatic Center	25	Elgin, IL 60120
	Adventure Island/Lap Pool	25	Elgin, IL 60120
	The Centre of Elgin	25	Elgin, IL 60120
	Midtown Athletic Club	25	Palatine, IL 60074
	Woodstock Water Works	26	Woodstock, IL 60098
	Lords Park Family Aquatic Center	27	Elgin, IL 60120
	Community & Fitness Center (Palatine)	27	Palatine, IL 60067
	Palatine Family Aquatic Center	27	Palatine IL 60067
	Taylor Family Branch YMCA (Elgin)	27	Elgin, IL 60123
	Seascape Family Aquatic Center	28	Hoffman Estates, IL 60169
	Park View Health & Fitness Center (Mundelein Community Center)	32	Mundelein, IL 60060

Figure 12: Summary of Aquatic Similar Providers

A wide variety of facilities were captured when analyzing the aquatic similar providers, including YMCA's, aquatic centers, swim schools, outdoor pools, and community centers; all of which met the selected criteria. Once the aquatic similar providers were identified, key attributes were compared for each; such as amenities, program offerings, pricing strategies, and operating hours. Please note, some facilities did not have information readily available, so there may be instances where information was missing or incomplete. All data was obtained directly from each similar provider's official website or from an onsite facility representative via phone/email.



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## SUMMARY OF AQUATIC FACILITY PROVIDERS

The following is brief description of each aquatic facility that was assessed. Note: To the right of each facility's name is the estimated driving distance from CPD Community Center.

### AQUATIC FACILITIES

- Cary Park District Community Center (0.0 Miles; 0 Min)  
Cabana Rentals are available to receive VIP treatment when you reserve your own shaded area. A cooler of water will be provided with your reservation. Plus, skip the lines at the concession stand and order right from your cabana.
- Adventure Island/Lap Pool (14.0 Miles; 25 Min)  
Adventure Island offers a recreation pool features a zero-depth entry, geysers, and whirling water, as well as a shipwrecked boat for sliding fun, tipping toucans for water showers, and a 25-foot water slide with a separate plunge pool.
- Barrington Park District-Aquatic Center (7.2 Miles; 15 Min)  
BPD Aquatic Center's Aqualusion pool now has a permanent red water depth security line on the pool floor. This line serves as a warning to swimmers that there is a change in water depth to deeper water.
- Bear Paddle Swim School (6.4 Miles; 12 Min)  
Bear Paddle Swim School specializes in the best in swim lessons. They provide swim lessons and water safety training for children of all ages.
- Buehler YMCA (11.8 Miles; 22 Min)  
The Buehler YMCA is proud to serve more than 18,000 members, provide more than 2,000 programs annually, and employ more than 350 staff.
- Centegra Health Bridge Fitness Center (Crystal Lake) (4.6 Miles; 11 Min)  
The indoor Aquatic Centers feature McHenry County's best indoor pools – including warm water therapy pools, lap lanes, zero-depth pools, play features for children, whirlpools and spa pools.
- Centegra Health Bridge Fitness Center (Huntley) (9.7 Miles; 18 Min)  
They offer a wide variety of classes including children's swim lessons for all levels, lifeguard certifications, adult swim classes, arthritis water exercise courses and many more.
- Community & Fitness Center (Palatine) (14.4 Miles; 27 Min)  
Learn to swim and enjoy recreational aquatics activities at the Palatine Park District! The District offers a variety of classes at all three aquatics facilities, including lifeguard training, snorkeling, scuba diving, water polo, swimming lessons for all ages, and a USA Swimming competitive swim team program.
- Dolphin Cove Family Aquatic Center (9.4 Miles; 18 Min)  
Dolphin Cove Family Aquatic Center's Interactive water play Discovery fountain will bring loads of water fun to our Sandcastle Beach area. Children can choose from the bubblers, the flushing funnel, flow gates and the paddle wheel to enhance their day in the sand.
- Dolphin Swim Club (4.4 Miles; 9 Min)  
Dolphin Swim Club features two pools, 89-degree water, family-friendly private changing rooms, hair dryers, large viewing area, play area, snack bar, and birthday party room.
- Foglia YMCA (7.1 Miles; 25 Min)  
Foglia YMCA offers the Leaders Club is a national YMCA of the USA program, and an essential component of the Teen Council. The Leaders Club strives to develop leadership skills and foster a culture of service among teens ages 12 to 18.



- Hawthorn Woods Aquatic Center (12.3 Miles; 24 Min)  
Hawthorn Woods Aquatic Center operates from Memorial Day weekend through Labor Day offering exciting features, such as a 6-lane, 25-yard competition pool, zero-depth activity pool, a diving well and much more.
- LA Fitness-Lake Zurich (9.5 Miles; 20 Min)  
Founded in Southern California in 1984, LA Fitness continues to seek innovative ways to enhance the physical and emotional wellbeing of our increasingly diverse membership base.
- LA Fitness-West Dundee (9.5 Miles; 17 Min)  
The strong and successful growth stems from the commitment to understanding and meeting the distinct needs of each community LA Fitness serves.
- Lions Armstrong Memorial Pool (4.9 Miles; 11 Min)  
Lions Armstrong offers a fun program in Flick n' Float where guests can enjoy a movie at the pool.
- Life Time Fitness (Algonquin) (14 Miles; 14 Min)  
From luxury locker rooms and premier classes to coaching, training and so much more, Life Time is here to provide support in living the life residents imagine.
- Lords Park Family Aquatic Center (13.8 Miles; 27 Min)  
Lords Park Family Aquatic Center has something to offer everyone from water-gliding thrill seekers to castle-building sand dwellers. This zero-depth entry pool is perfect for anyone looking to keep cool all summer long.
- Merkel Aquatic Center (10.5 Miles; 18 Min)  
The Merkel Aquatic Center proudly offers American Red Cross Learn-to-Swim Classes.
- Midtown Athletic Club (14.0 Miles; 25 Min)  
Swimmers will further develop their stroke technique and improve speed while learning teamwork skills in a fun, competitive environment.
- Palatine Family Aquatic Center (14.5 Miles; 27 Min)  
The District offers a variety of classes at all three aquatics facilities, including lifeguard training, snorkeling, scuba diving, water polo, swimming lessons for all ages, and a USA Swimming competitive swim team program.
- Park View Health & Fitness Center (18.6 Miles; 32 Min)  
Park View features an 8000 square foot fitness center, state of the art strength & cardio equipment. Including; Life Fitness, Precor, Cybex, Techno gym, full complement of free weights up to 100 lbs.
- Prairie Stone Sports & Wellness Center (14 Miles; 25 Min)  
This state-of-the-art facility features an aquatic facility with a 25 yard lap pool, zero-depth activity pool, whirlpool and steam rooms.
- Rakow Center (10.0 Miles; 19 Min)  
An indoor pool (open year-round) is an eight-lane pool, which offers something for everyone: Swim Lessons, Water Fitness, Swim Team, Open Swim and Lap Swim.
- Sage YMCA (3.8 Miles; 9 Min)  
YMCA aquatics offers opportunities with Swim Teams, Water Fitness and 'Learn-to-Swim' Lessons as well.
- Seascape Family Aquatic Center (17.4 Miles; 28 Min)  
The award-winning water park offers various fun amenities such as a heated pool, water slides, diving area, water playground, zero depth entry and many more for all ages.

- 
- Stingray Bay Family Aquatic Center (12.3 Miles; 24 Min)  
Stingray Bay Aquatic Center features two 138' long water slides, play & spray features, zero depth simulated beach entry, six competition swim lanes and many more for the whole family to enjoy!
  - Taylor Family Branch YMCA-Elgin (6.9 Miles; 27 Min)  
Taylor Family Branch offers many aquatic programs such as private/semi private lessons, beginner/starter swim lessons and a swim team that competes in both YMCA and USA swimming meets.
  - The Centre of Elgin (14.0 Miles; 25 Min)  
The City of Elgin (The Centre) has joined USA Swimming Foundations water safety initiative, Make A Splash. Make-A-Splash partners with learn-to-swim providers across the country to provide swimming lessons and educate kids on the importance of learning how to swim.
  - Wing Park Family Aquatic Center (13.9 Miles; 25 Min)  
The Wing Park facility includes a 22,653 sq. foot recreation pool, double flume slide, sand volleyball court, diving hopper, four water play features, bathhouse, competition lap pool, children's play area, and a concession building.
  - Woodstock Water Works (16.4 Miles; 26 Min)  
Woodstock Water Works includes a zero-depth recreation pool with a double flume slide and play features in the shallow end, an eight-lane competition/lap pool with a one-meter and three-meter diving board, a baby pool, two shelters, a tot play lot, and much more.

MAP OF AQUATIC CENTERS



**MAP LEGEND**

- CPD Community Center
- A) Sage YMCA
- B) Dolphin Swim Club
- C) Lions Armstrong Memorial Pool
- D) Bear Paddle Swim School
- E) Barrington Park District Aquatic Center
- F) Dolphin Cove Family Aquatic Center
- G) LA Fitness - (Lake Zurich)
- H) Rakow Center
- I) Merkel Aquatic Center
- J) Foglia YMCA
- K) Buehler YMCA
- L) Stingray Bay Family Aquatic Center
- M) Hawthorn Woods Aquatic Center
- N) Lords Park Family Aquatic Center
- O) Wing Park Family Aquatic Center
- P) Prairie Stone Sports & Wellness Center
- Q) The Centre of Elgin
- R) Adventure Island/ Lap Pool
- S) Palatine Family Aquatic Center
- T) Taylor Family Branch YMCA- Elgin
- U) Woodstock Water Works
- V) Seascape Family Aquatic Center
- W) Park View Health & Fitness Center
- X) Centegra Health Bridge Fitness Center (Crystal Lake)
- Y) Centegra Health Bridge Fitness Center (Huntley)
- Z) Life Time Fitness (Algonquin)
- AA) Community & Fitness Center (Palatine)
- AB) Midtown Athletic Club (Palatine)
- AC) LA Fitness (West Dundee)

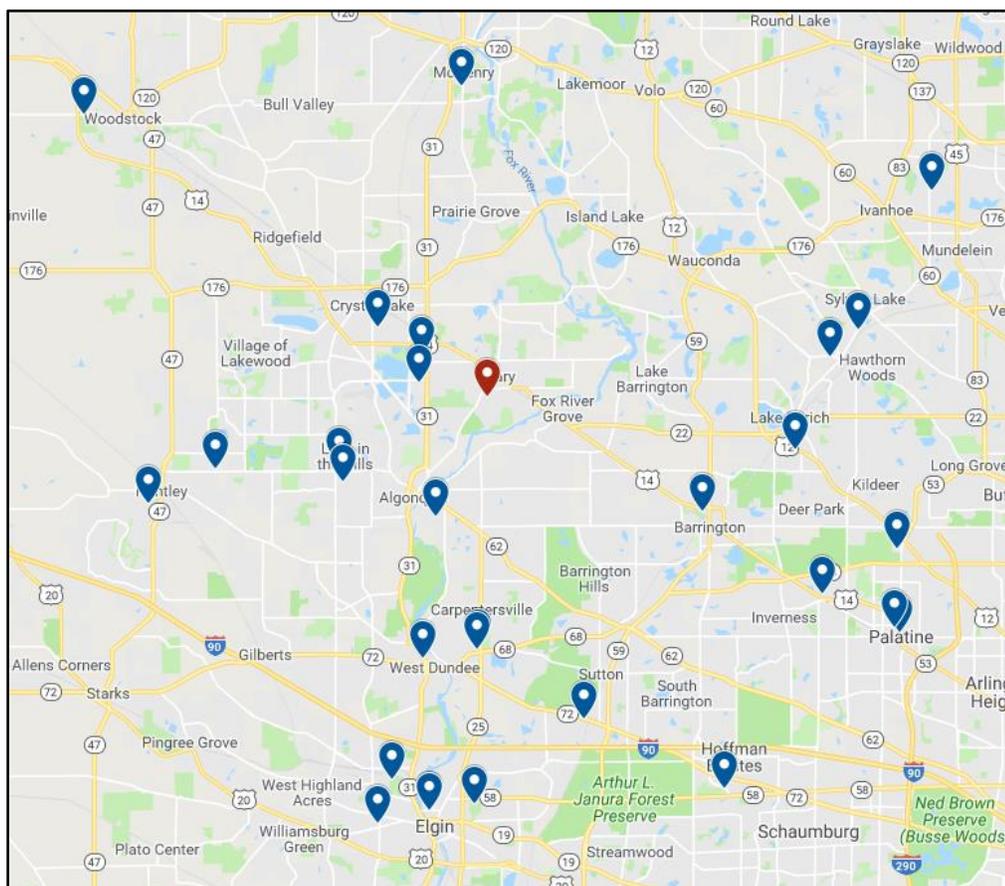


Figure 13: Map of Aquatic Facilities

## AMENITY OFFERINGS

The table below summarizes the various aquatic amenities provided by providers within the service area in a matrix format that allows for quick comparison of each facility.

When analyzing these aquatic recreation facilities, Lap Swim Lanes (77%), Diving Boards (67%), and Indoor Pool (67%) emerged as the most frequently offered amenities; with most similar provider offering these features. The least offered amenities among aquatics similar provider facilities were: child care (33%), Zero Depth Entry (30%), and Concessions/Juice Bars (23%) – these are of particular interest because a lack of certain amenity types may indicate an opportunity to satisfy a need and/or a gap in service for the communities served by near and surrounding communities of Cary, IL.

Aquatic Center Amenities Provided	Zero Depth Entry	Lap Swim Lanes	Diving Boards	Water Play Features	Outdoor Pool	Indoor Pool	Camps/Clinics	Child Care	Swim Clubs/ Teams	Concessions / Juice Bar
Cary Park District Community Center		X	X		X		X		X	X
Sage YMCA		X	X			X	X	X	X	
Dolphin Swim Club		X	X	X		X	X		X	X
Centegra Health Bridge Fitness Center (Crystal Lake)	X	X		X	X	X			X	
Lions Armstrong Memorial Pool		X	X	X	X				X	
Bear Paddle Swim School		X	X	X		X	X	X		
Life Time Fitness (Algonquin)		X		X	X	X	X	X		
Barrington Park District - Aquatic Center		X	X	X	X		X		X	
Dolphin Cove Family Aquatic Center	X		X	X	X					X
LA Fitness (West Dundee)		X				X		X		X
Centegra Health Bridge Fitness Center (Huntley)	X	X		X	X	X			X	
Rakow Center		X	X			X			X	
LA Fitness (Lake Zurich)		X				X		X		X
Merkel Aquatic Center		X	X	X	X		X		X	
Foglia YMCA		X	X			X	X	X	X	
Buehler YMCA		X	X			X	X	X	X	
Hawthorn Woods Aquatic Center	X	X	X	X	X		X		X	X
Stingray Bay Family Aquatic Center	X		X	X	X				X	X
Lords Park Family Aquatic Center	X			X	X					
Wing Park Family Aquatic Center	X			X	X					
Adventure Island/Lap Pool	X	X	X	X		X	X			
Prairie Stone Sports & Wellness Center		X		X		X		X		
The Centre of Elgin		X	X	X		X	X			
Midtown Athletic Club					X	X	X		X	
Community & Fitness Center (Palatine)					X	X	X		X	
Palatine Family Aquatic Center		X	X	X	X	X				
Taylor Family Branch YMCA (Elgin)		X	X			X	X	X	X	
Woodstock Water Works		X		X		X				
Seascape Family Aquatic Center	X		X	X	X		X			
Park View Health & Fitness Center (Mundelein Community Center)		X	X			X	X	X	X	

Figure 14: Summary of Facility Offerings by Amenity Type

### AQUATIC PROGRAM RATES

The following section compares price averages of various programs offered by each aquatic similar provider within the service area. This form of analysis is useful for CPD when developing its own pricing by comparing the existing rates for facility programs and fees within the market served. As seen below, various programs and fees exist within Instructional & Open Swim Rates, Season Passes, and Family Season Passes.



Figure 15: Average Program Price Flow

When analyzing the aquatic similar providers, various fees are examined as shown in the above flow charts. The Centre of Elgin offers a lower fee for Tot Instructional Swim for \$3, while the Bear Paddle Swim School offers private instructional swim lessons for \$230. The Dolphin Cove Family Aquatic Center offers free open swim for ages 2 and under, while Stingray Bay Family Aquatic Center offers open swim for \$11 for adults. **(See Appendix D for Full Pricing)**

**AQUATIC RESIDENT VS. NON-RESIDENT PRICE RATES**

The following charts show the breakdown between resident and non-resident pricing as it compares to some of the previous standard pricing averages. These price rates were captured utilizing the same aquatic similar providers from research. Resident versus Non-Resident pricing deals primarily with the citizens residents; if they currently reside within the taxable service area or outside the area’s limits.

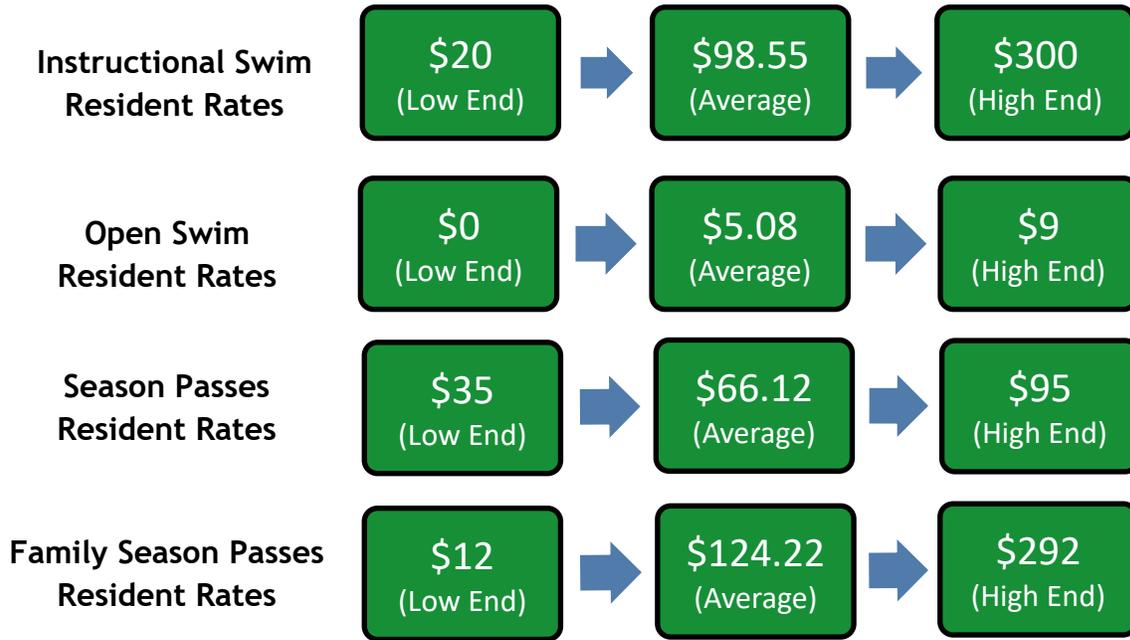


Figure 16: Average Resident Program Price Flow



Figure 17: Average Non-Resident Program Price Flow

### HOURS OF OPERATION

The final metric assessed as part of the similar provider analysis is weekly operating hours. By comparing each similar providers' hours of operation, it will assist CPD in determining the appropriate business hours for Cary Park District. Since the business model and participation level varies between facilities, operating hours range from 8 hours a week up to 113 hours, with 51.12 hours as a weekly average.

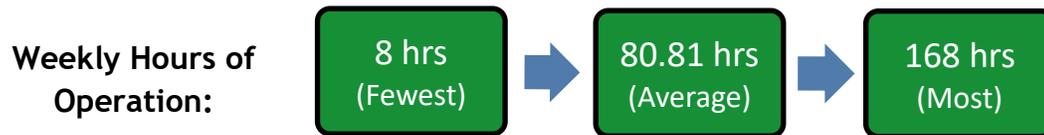


Figure 18: Average of Aquatic Weekly Operational Hours

Evaluating the table below (Figure 19) Woodstock Water Works is open for business the fewest hours per week (8 hours), while LA Fitness-Lake Zurich allows access to members the most hour per week (113 hours).

	Provider	Hours of Operation
Aquatic Centers	Cary Park District Community Pool	M-Th: 5:30a-10p; F: 5:30a-8p; Sa-Su: 7a-6p Total Weekly Hours: 102.5
	Adventure Island/Lap Pool	M-Th: 4p-6p; F: 4p-8p; Sa-Su: 12p-5p Total Weekly Hours: 22
	Barrington Park District-Aquatic Center	M-F: 7a-9p; Sa: 8a-5:30p; Su: 9a-4p Total Weekly Hours: 86.5
	Bear Paddle Swim School	M,F: 3p-8p; T-Th: 9a-8p; Sa-Su: 9a-7p Total Weekly Hours: 63
	Buehler YMCA	M-F: 5a-10p; Sa: 6a-7p; Su: 7a-6p Total Weekly Hours: 109
	Centegra Health Bridge Fitness Center (Crystal Lake)	M-F: 5a-10p; Sa-Su: 6a-7p Total Weekly Hours: 111
	Centegra Health Bridge Fitness Center (Huntley)	M-F: 5a-11p; Sa: 6a-10p; Su: 6a-9p Total Weekly Hours: 121
	Community Fitness Center (Palatine)	M-F: 9a-10p; Sa: 7a-5p; Su: 7a-3p Total Weekly Hours: 83
	Dolphin Cove Family Aquatic Center	M-Th: 10:30a-8p; F: 11:30a-8p; Sa-Su: 12:30p-6p Total Weekly Hours: 57.5
	Dolphin Swim Club	M-Th: 8a-8:30p; F: 8a-6p; Sa: 8a-5p; Su: 12p-4p Total Weekly Hours: 73
	Foglia YMCA	M-F: 5a-10p; Sa: 6a-6p; Su: 7a-5p Total Weekly Hours: 107
	Hawthorn Woods Aquatic Center	M: 11a-5p; Sa-Su: 11a-7p Total Weekly Hours: 24
	LA Fitness (Lake Zurich)	M-Th: 5a-11p; F: 5a-10p; Sa-Su: 8a-8p Total Weekly Hours: 113
	LA Fitness (West Dundee)	M-Th: 5a-11p; F: 5a-10p; Sa-Su: 8a-8p Total Weekly Hours: 113
	Langendorf Park	Seasonal Hours/ Hours Vary
	Life Time Fitness (Algonquin)	Open 24 Hours
	Lions Armstrong Memorial Pool	Sa-Su: 12p-6p Total Weekly Hours: 12
	Lords Park Family Aquatic Center	M-Th: 12p-5p; F-Sa: 12p-7:30p; Su: 12p-6p Total Weekly Hours: 41
	Merkel Aquatic Center	M-Th: 12:30pm-5p; F: 12:30p-7p; Sa-Su: 12p-6p Total Weekly Hours: 36.5
	Midtown Athletic Club	M-F: 5a-10:30p; Sa-Su: 6a-8p Total Weekly Hours: 115.5
	Mundelein Community Center - Indoor Pool	M-Th: 5:30a-9:30p; F: 5:30a-8p; Sa: 7a-5p; Su: 8a-4p Total Weekly Hours: 96.5
	Palatine Family Aquatic Center	M-Su: 11a-8p Total Weekly Hours: 63
	Park View Health & Fitness Center	M-Th: 5:30a-9:30p; F: 5:30a-8p; Sa-Su: 7a-5p Total Weekly Hours: 98.5
	Prairie Stone Sports & Wellness Center	M-Th: 5a-11p; F: 5a-10p; Sa-Su: 6a-9p Total Weekly Hours: 119
	Rakow Center	M-F: 5:30a-10p; Sa-Su: 7a-5p Total Weekly Hours: 102.5
	Sage YMCA	M-F: 5a-9:30p; Sa-Su: 6:30a-4:30p Total Weekly Hours: 102.5
	Seascape Family Aquatic Center	M-Su: 11:45a-7:30p Total Weekly Hours: 54.25
	Stingray Bay Family Aquatic Center	M-Th: 11a-7p; F: 11a-8p; Sa-Su: 12p-7p Total Weekly Hours: 55
	Taylor Family Branch YMCA (Elgin)	M-F: 5a-10p; Sa: 5:45a-4p; Su: 8a-4p Total Weekly Hours: 103.25
	The Centre of Elgin	M-F: 5a-9p; Sa: 7a-5p; Su: 8a-5p Total Weekly Hours: 99
Wing Park Family Aquatic Center	M-Th: 12p-6p; F-Sa: 12p-7:30p; Su: 12p-6p Total Weekly Hours: 45	
Woodstock Water Works	Sa: 12p-8p Total Weekly Hours: 8	

Figure 19: Summary of Aquatic Facilities Operational Hours

## MEMBERSHIP RATES

### RECREATION/COMMUNITY MEMBERSHIP PRICING BREAKDOWN

The following section compares monthly membership prices offered by specific recreation/community similar providers within the targeted service area. This form of analysis is useful for CPD when developing its own membership rates by comparing the existing rates for facility membership. Depending on each facility's pricing strategy, types of membership rates offered vary (i.e. youth, family, senior, couples, student, etc.).

Membership Pricing Breakdown					
	Youth	Young Adult	Adult	Senior	Family/Household
Cary Park District Community Center (Fitness Membership)	-	R: \$16-\$19 per month NR: \$24-\$29 per month	R: \$16-\$19 per month NR: \$24-\$29 per month	R: \$13-\$15 per month NR: \$20-\$23 per month	R: \$32-\$38 per month NR: \$48-\$57 per month
Buehler YMCA	\$26 per month	\$29 per month	\$64 per month	-	\$95 per month \$109 per month
Taylor Family Branch YMCA *+\$25 joiner fee	\$21 per month	\$25 per month	\$44 per month	\$33 per month	\$68 per month
Foglia YMCA	\$26 per month	\$29 per month	\$64 per month	-	\$95 per month \$109 per month
Sage YMCA	\$26 per month	\$29 per month	\$60 per month	-	\$95 per month \$109 per month
McHenry Recreation Center	-	\$27 per month * R-\$30 enroll. fee * NR-\$50 enroll. fee	\$35 per month * R-\$30 enroll. fee * NR-\$50 enroll. Fee	\$27 per month * R-\$30 enroll. fee * NR-\$50 enroll. Fee	(add'l household) \$21 per month * R-\$20 enroll. fee * NR-\$30 enroll. fee
Woodstock Recreation Center	FREE w/parent member	\$32-\$45 per month Student (14-25): \$20-\$30/mo	\$32-\$45 per month	\$23-\$32 per month	(add'l household member) \$23-\$35 per month
** Community Fitness Center (Palatine)		R-\$11 per month NR-\$14 per month	R-\$12 per month NR-\$15 per month	R-\$11 per month NR-\$14 per month	(add'l household member) R-\$10 per month NR-\$12 per month

\* One-time Fee is required for new member application

\*\* R-Resident; NR-Non-Resident

Figure 20: Summary of Specific Monthly Membership Rates

CPD fitness membership pricing is much lower than other similar providers for most pricing tiers. Youth Membership shows Woodstock Recreation Center offering a low-end cost of FREE per month with the accompaniment of a parent membership, while YMCA (Buehler, Foglia and Sage) offers a high-end of \$26 per month. Young Adult Membership also shows Woodstock Recreation Center offering a low-end cost of FREE per month with accompaniment of a parent membership, while YMCAs (Buehler, Foglia and Sage) once again offer a high-end of \$29 per month. Adult membership shows Community Fitness Center of Palatine offers a low-end cost within residential pricing of \$145 per year; which equates to approximately \$12 per month. However, the YMCAs (Buehler and Foglia) offer a high-end cost of \$64 per month. Senior membership is not offered amongst all recreation/community centers, but Community Fitness Center of Palatine offers a low-end residential cost of \$130 per year, which equates to approximately \$11 per month. However, Taylor Family Branch YMCA offers a high-end cost of \$33 per month. Lastly, Family/Household Memberships shows Taylor Family Branch YMCA offers the first family member to be added converting into a family plan for \$35 per month for a low-end cost. However, the YMCAs (Buehler, Sage and Foglia) offer a high-end cost for \$95 per month. (See Appendix C for Full Pricing Charts)



### FITNESS CENTER PRICING

The following section compares membership pricing of the analyzed fitness centers within the targeted service area. This form of analysis is useful for CPD when developing its own rates by comparing the existing rates for fitness membership within the service area. The pricing chart below (**Figure 23**) is a very robust breakdown of various fitness facility pricing.

Fitness Breakdown		
Fitness Facilities	Programs/Classes	Fitness Pricing
CPD Fitness Center	Personal Training, fitness assessments, and group fitness	<p><u>Personal Training:</u> Requires \$45 fitness assessment 30-min: \$23 / 5 sessions: \$98 / 10 sessions: \$175 1-hr: \$40 / 5 sessions: \$190 / 10 sessions: \$350 Semi-Private (2 ppl) 1-hr: \$55 / 5 or 10 sessions: \$225 or \$425</p> <p><u>Group Fitness Classes</u> Drop-In: R-\$6/NR-\$9 Unlimited Pass (each season): R-\$108/NR-\$162 Unlimited Pass (2 seasons): R-\$188/NR-\$282 Punch Card (5 punches): R-\$30/NR-\$45 Punch Card (10 punches): R-\$60/NR-\$90 Punch Card (15 punches): R-\$90/NR-\$135</p>
Centegra Health Bridge Fitness Center (Crystal Lake)	Group Fitness, Personal Training, Health & Nutrition Program	<u>Personal Training &amp; Group Fitness Pricing:</u> Members-\$90, Non-Members-\$115
Life Time Fitness (Algonquin)	Spa, Weight Loss Program, Personal Training, Group Fitness, Pilates, Yoga	<p><u>Day Pass:</u> (1 Pass)-\$25 (5 Passes)-\$100</p> <p><u>Monthly Fee:</u> \$75/mo.</p>
Barrington Park District Recreation and Fitness Center	Group Fitness, Personal Training, Yoga	<p><u>Team Training:</u> (Adult) Resident-\$69, Non-Resident-\$74 (Seniors) Resident-\$53, Non-Resident-\$58</p> <p><u>Small Group Training:</u> (Adult) Resident-\$89, Non-Resident-\$94 (Seniors) Resident-\$81, Non-Resident-\$86</p> <p><u>Corporate Membership:</u> \$89</p>
LA Fitness (West Dundee)	Group Fitness, Personal Training, Whirlpool Spa, Sauna	<p><u>Online Membership:</u> *Initiation Fee - \$99 (Single Club) \$25.99/mo. (Multi Club) \$35.99/mo.</p>
Centegra Health Bridge Fitness Center (Huntley)	Group Fitness, Personal Training, Health & Nutrition Program	<u>Personal Training &amp; Group Fitness Pricing:</u> Members-\$90, Non-Members-\$115
LA Fitness (Lake Zurich)	Group Fitness, Personal Training, Whirlpool Spa, Sauna	<p><u>Online Membership:</u> *Initiation Fee - \$99 (Single Club) \$25.99/mo. (Multi Club) \$35.99/mo.</p>
Prairie Stone Sports & Wellness Center	Personal Training, Health Coaching, Nutrition Program	<i>Fitness Pricing N/A</i>
Midtown Athletic Club	Group Exercise, Personal Training, Small Group Training	<i>Fitness Pricing N/A</i>

Figure 23: Summary of Fitness Program Rates

When analyzing various membership and/or program pricing of the fitness facilities, primary pricing is broken up by resident versus non-resident pricing. Barrington Park District Recreation and Fitness Center offers levels of membership; Essential and Premium. The membership is divided into several different categories: Adult, Seniors, Student, 3-Mo., and 3-Mo. Senior or Student Memberships. LA Fitness (Lake Zurich & West Dundee) offer the most reasonable membership packages. The fees are very simple and straight forward. They offer a single club (\$25.99 per month) and multi-club (\$35.99 per month). This fitness membership provides residents with full access and amenities of these club locations. Compared to other membership details, this is a general idea of the simplicity, yet fruitful membership packages that are affordable.

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## RECOMMENDATIONS

Based on the findings from this similar provider analysis, with consideration from the demographics and trends analysis, the Consulting Team proposes the following recommendations:

- Most similar providers offer fitness centers, group exercise studios, gymnasiums, and aquatics, so these have been identified as essential amenity offerings and should be present if a new community center is developed.
- Cary Park District service areas both have above average market potential (MPI) scores for weight lifting, swimming and jogging/running, which is a strong indicator that fitness and aquatics amenities are important for the new facility. Additionally, with running/walking tracks only being currently offered by a few similar providers this could satisfy a community need and allow CPD to differentiate itself from other recreation/community centers in the region.
- Although 16 out of 23 aquatic similar providers offer water play features, it's important to point out only 7 of the facilities offers zero depth entry; which is a feature of strong interest. This may signal an opportunity for differentiation by adding more features as so.
- Less than 25% of all 44 similar providers assessed designate a formal concession area/juice bar. Again, this could be an opportunity to make CPD centers unique to the area, especially considering cafes and juice bars are a trending feature in fitness clubs nationwide. Adding concessions should also lead to ancillary revenues that help supplement user fees.
- Findings from the similar provider analysis suggest personal training and group fitness classes are fundamental program areas, as a majority of the similar providers (81%) offer at least one program within both program areas. For this reason, CPD should consider offering both personal training and group fitness classes at the suggested new facility development.
- Currently, only 6 similar providers are offering teen programs or have a teen center available. CPD should consider this within programming to ensure this population segment is adequately served.
- Findings from the demographics and trends analysis show team sports has popular participation within the Great Lakes Region (81% participation compared to 86% participation US average). Analyzing the amenities portion of aquatic similar providers, it's important to mention that swim clubs/teams are present in over 50% of the aquatic center similar providers. This would be an opportunity to offer more aquatic team amenities within the new developed facility in Cary, IL.
- With all similar providers offering seven-day access to their facilities, it is recommended that CPD also considers to allow members access Monday through Sunday in the new facility. While it is expected CPD will operate similar hours to other providers, it must ensure facility operating hours are optimized to reflect actual usage, with the understanding that hours of operation are not set in stone and should be reevaluated periodically for effectiveness.
- Based on the strong presence of YMCA facilities in the region and the similarities in the organizational mission, CPD should open up communication with the local YMCAs to ensure they are complementing each other and engaging in healthy competition. There may also be potential for partnership opportunities to increase effectiveness of programming and address underserved portions of the community.

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**CORE PROGRAMS  
& CONCEPTUAL DESIGN**



## CORE PROGRAMS

Core programs are described as programs that facilities and amenities are developed for in a facility whether it is indoors or outdoors that includes square footage commitments to support these core programs. These would include core programs for the following areas:

- **Gyms** for basketball, volleyball, pickleball and open gym use for general play for youth and adults of all ages. This will include practice, games, clinics, and tournaments.
- **Pools** for learn to swim programs, fitness swim, competitive swim, water therapy and open swim play for youth and adults of all ages.
- **Fitness space** for teens and adults to include cardio, strength, and free weight amenities, and group fitness rooms and amenities. This would include a walking track.
- **Preschool space** for licensed child care ages 2-5 years old and drop-in child watch for users of the facilities.
- **Common program** spaces for active seniors who want to enjoy spaces for educations, skill development, exercise, games, arts and crafts and social gathering areas.
- **Teen space** for teens to have available for social gatherings, after school programs and skill development spaces.
- **Administration space** for management of the facilities and programs.
- **Concession space** for retail and food services for users of the facility.
- **Common space** for storage, restrooms, family changing rooms, hallways and gathering spaces in the facility.

## BUILDING SPACE PROGRAMS:

Building Space Programs are developed as an outcome of the defined District programming that the facility is intended to support. The space program determines the specific spaces in the building, size of these spaces and common area needed to support the space.

When totaled, this program provides an approximate overall size of the facility.

## RECREATION CENTER

### Williams Architects, Ltd.

**Architects  
Planners**

500 Park Blvd, Suite 800, Itasca, IL 60143  
www.Williams-Architects.com 603.221.1212

### BUILDING SPACE PROGRAM - CARY RECREATION CENTER

### Summary

Cary Park District Feasibility Study		Project #	2018-046	
Cary Park District		Revised :	10.23.2018	
10.04.2018				
Zone	Description	Program Range Square Feet	Target SF	Actual SF
100	Athletic	20,660 - 34,468	28,160	0
	Common Area	2,840 - 6,532	3,840	#DIV/0!
		23,500 - 41,000	32,000	#DIV/0!
200	Indoor Therapy Pool	1,150 - 5,780	0	0
	Common Area	150 - 1,220	0	#DIV/0!
		1,300 - 7,000	0	#DIV/0!
300	Health & Fitness	5,730 - 15,760	12,990	0
	Common Area	970 - 3,440	2,310	#DIV/0!
		6,700 - 19,200	15,300	#DIV/0!
400	Seniors / Active Adult	8,900 - 15,540	4,185	0
	Common Area	2,000 - 5,160	915	#DIV/0!
		10,900 - 20,700	5,100	#DIV/0!
500	Preschool	4,340 - 5,740	4,920	0
	Common Area	960 - 1,960	1,080	#DIV/0!
		5,300 - 7,700	6,000	#DIV/0!
600	Interactive Play Areas	1,600 - 2,950	1,500	0
	Common Area	200 - 550	200	#DIV/0!
		1,800 - 3,500	1,700	#DIV/0!
700	General Program	7,840 - 12,745	4,640	0
	Common Area	1,760 - 4,255	200	#DIV/0!
		9,600 - 17,000	1,700	#DIV/0!
800	Arts & Crafts	2,182 - 7,425	0	0
	Common Area	318 - 1,375	0	#DIV/0!
		2,500 - 8,800	0	#DIV/0!
900	Teen Center	430 - 2,120	0	0
	Common Area	70 - 680	0	#DIV/0!
		500 - 2,800	0	#DIV/0!
1000	Facility Administration	2,680 - 3,530	2,240	0
	Common Area	620 - 1,170	460	#DIV/0!
		3,300 - 4,700	2,700	#DIV/0!



RECREATION CENTER

**Williams Architects, Ltd.**

**Architects  
Planners**

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www.Williams-Architects.com 603.221.1212

**BUILDING SPACE PROGRAM - CARY RECREATION CENTER**

**Summary**

Cary Park District Feasibility Study			Project #	2018-046
Cary Park District				
10.04.2018			Revised :	10.23.2018
Zone	Description	Program Range Square Feet	Target SF	Actual SF
1100	Common Spaces	4,970 - 7,405	2,245	0
	Common Area	1,130 - 2,495	455	#DIV/0!
		6,100 - 9,900	2,700	#DIV/0!
1200	Utility Spaces	5,900 - 10,180	4,710	0
	Common Area	1,300 - 3,420	990	#DIV/0!
		7,200 - 13,600	5,700	#DIV/0!
1300	Retail / Rental	1,630 - 2,800	1,000	0
	Common Area	270 - 700	200	#DIV/0!
		1,900 - 3,500	1,200	#DIV/0!
1400	Parking	0 - 0	0	0
	Common Area	0 - 0	0	#DIV/0!
THIS AREA NOT INCLUDED IN THE TOTALS BELOW		0 - 0	0	#DIV/0!
1500	Central Administration	5,660 - 8,700	2,955	0
	Common Area	1,240 - 2,900	645	#DIV/0!
		6,900 - 11,600	3,600	#DIV/0!
1600	Parks Administration	3,520 - 4,870	3,050	0
	Common Area	780 - 1,630	650	#DIV/0!
		4,300 - 6,500	3,700	#DIV/0!
<b>Net Programmed Square Foot Area</b>		<b>77,192 - 140,013</b>	<b>72,595</b>	<b>0</b>
% of Gross Area that is Common Space		15.91% - 21.12%	14.99%	#DIV/0!
Common Area [1]		<b>14,608 - 37,487</b>	<b>12,805</b>	<b>#DIV/0!</b>
<b>Gross Square Feet (Building only)</b>		<b>91,800 - 177,500</b>	<b>85,400</b>	<b>#DIV/0!</b>
Average Cost / Square Foot		\$ 0.00 - \$ 0.00	\$ 0.00	#DIV/0!
<b>Estimated Building Construction Cost</b>		<b>\$ 0.00 - \$ 0.00</b>	<b>\$ 0.00</b>	<b>#DIV/0!</b>

BUILDING SPACE PROGRAMS

AQUATIC CENTER

**Williams Architects, Ltd.**

**Architects  
Planners**

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Williams@Williams-Architects.com 630.221.1212

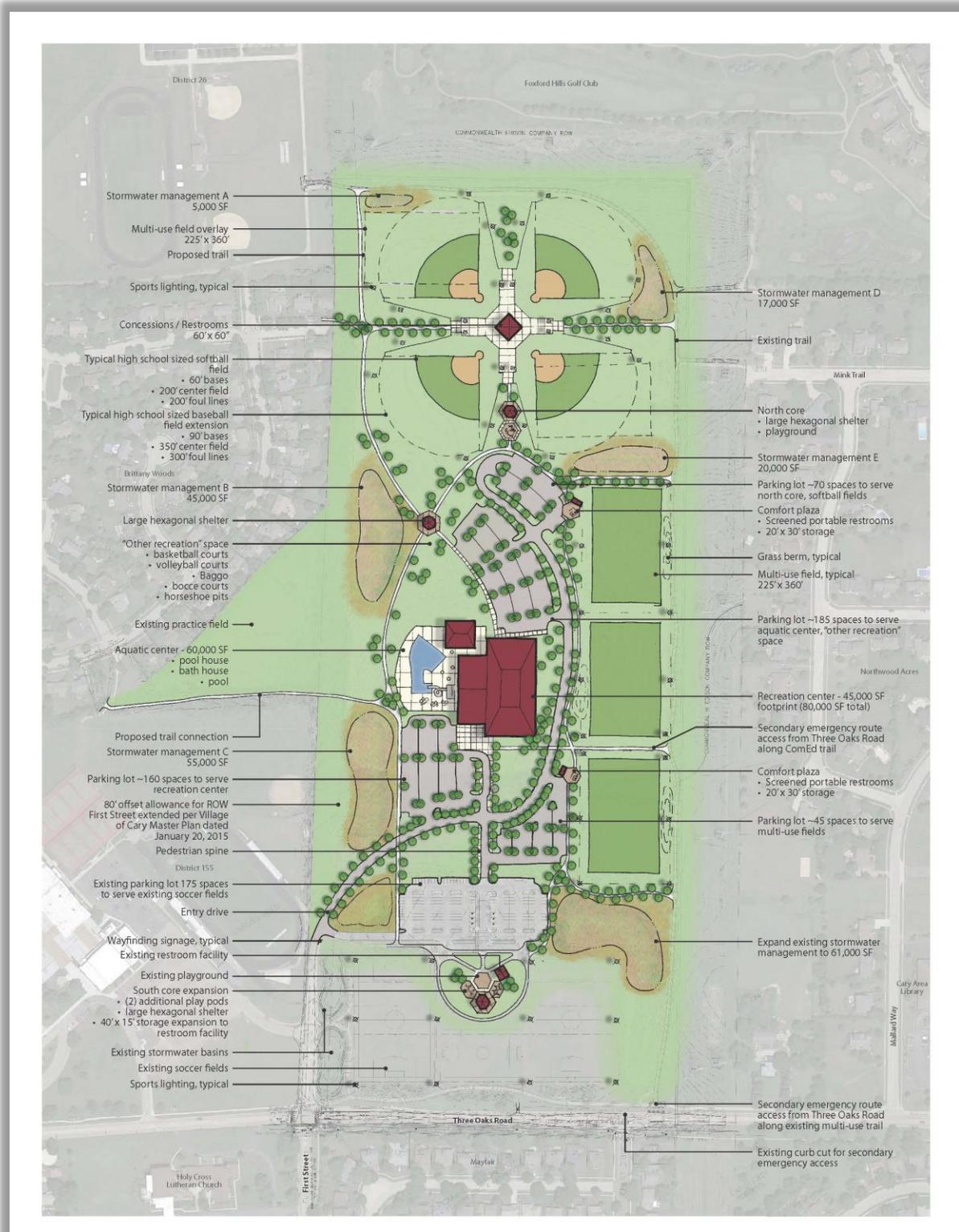
**FACILITY SPACE PROGRAM - CARY PARK DISTRICT**

**Summary**

OUTDOOR POOL AT CARY GROVE PARK			Project #	2018-046
Cary Park District			Revised :	0-Jan-00
1-Oct-18				
Zone	Description	Program Range Square Feet	Revised Target SF	Actual SF
100	Aquatic Elements	35,400 - 48,700	41,800	0
	Common Area	0 - 0	16,300	#DIV/0!
		35,400 - 48,700	58,100	#DIV/0!
200	Support Structures	4,650 - 6,710	4,490	0
	Common Area	1,050 - 2,090	1,010	#DIV/0!
		5,700 - 8,800	5,500	#DIV/0!
300	Lawn / Sand / Hard Paved Areas	37,300 - 53,200	0	0
	Common Area		0	#DIV/0!
		46,600 - 76,000	0	#DIV/0!
400	Facility Requirements			
	Common Area			
500	Water Attractions Equipment			
	Common Area			
600	Concession Equipment			
	Common Area			
700	Maintenance Equipment			
	Common Area			
800	Administrative Equipment			
	Common Area			
<b>Net Programmed Square Foot Area</b>		<b>77,350 - 108,610</b>	<b>46,290</b>	<b>0</b>
% of Gross Area that is Common Space				#DIV/0!
Common Area [1]				#DIV/0!
<b>Gross Square Feet (Building and Fenced Area)</b>				#DIV/0!
Average Cost / Square Foot [5]				#DIV/0!
<b>Estimated Building Construction Cost</b>		<b>\$ 0.00 - \$ 0.00</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>

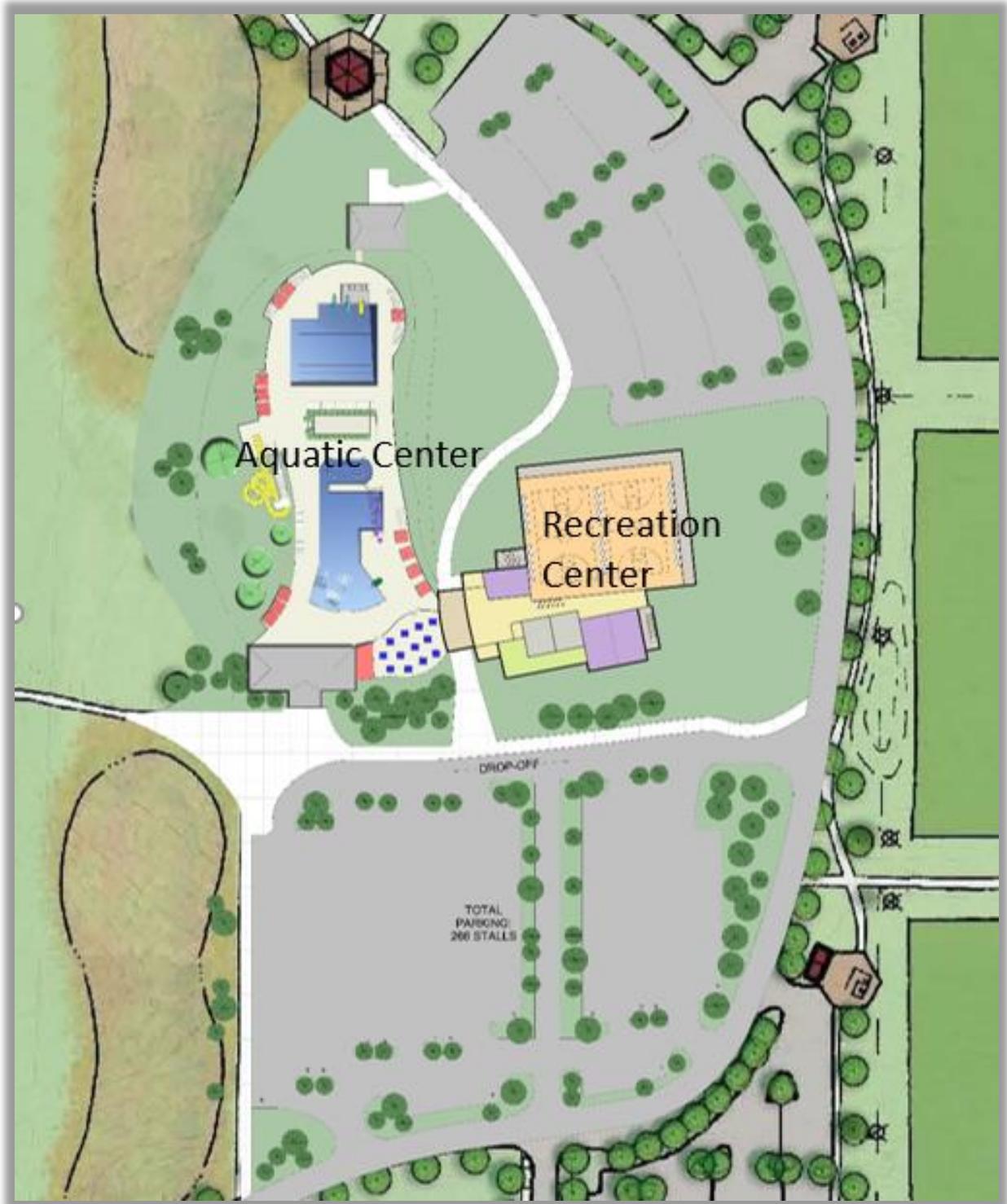
### CARY GROVE MASTER PLAN

This study was based on the assumption the facilities would be constructed at Cary Grove Park. Below is the previously completed Master Plan for the park showing the general location of the proposed improvement.



## RECREATION CENTER & AQUATIC CENTER AT CARY GROVE SITE

Following is the Conceptual Site Plan showing the updated conceptual footprints of the Aquatic Center and Recreation Center and related modifications to the previously prepared Park Master Plan.



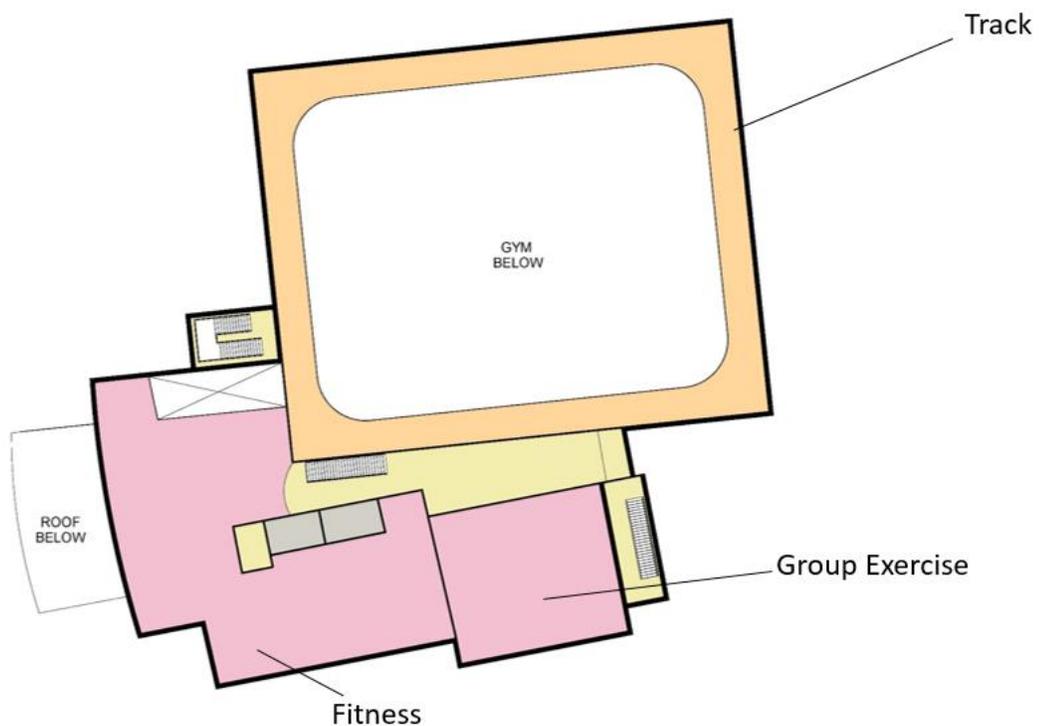
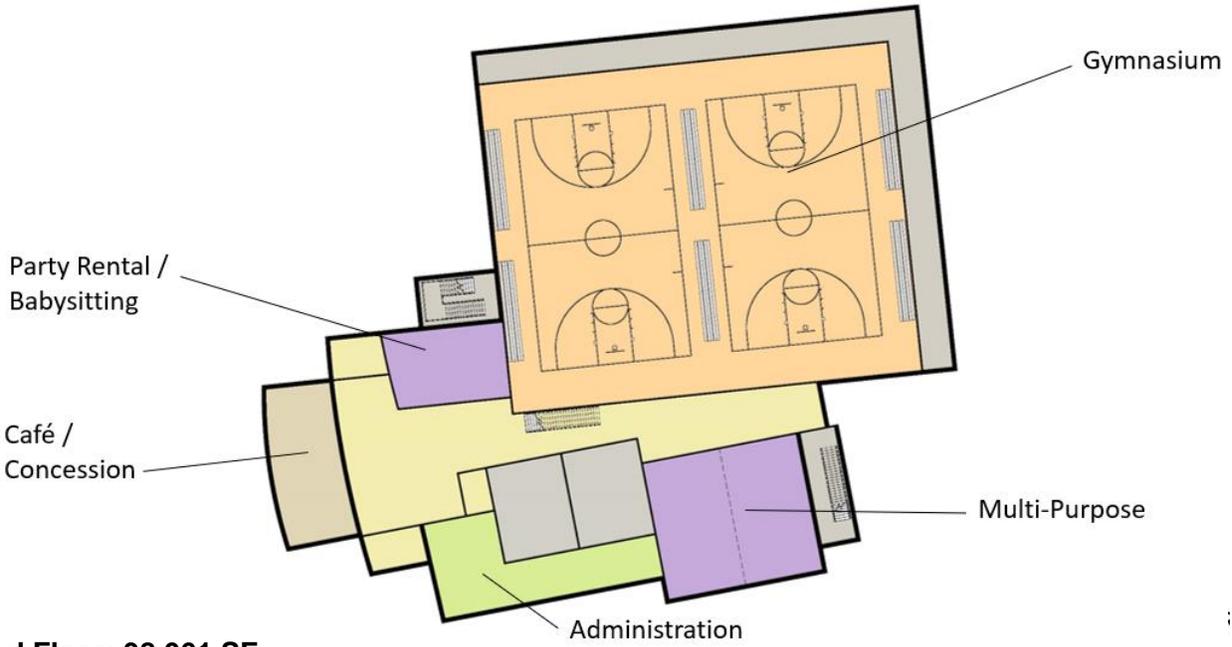


## CONCEPT DESIGN

Facility Conceptual Plans are a direct result of stakeholder input and the Building Space Program. Two options are included for the Recreation Center. Option 1 including a 2 Court Gymnasium and Option 2 including Indoor Turf.

### RECREATION CENTER – 2 COURT GYM

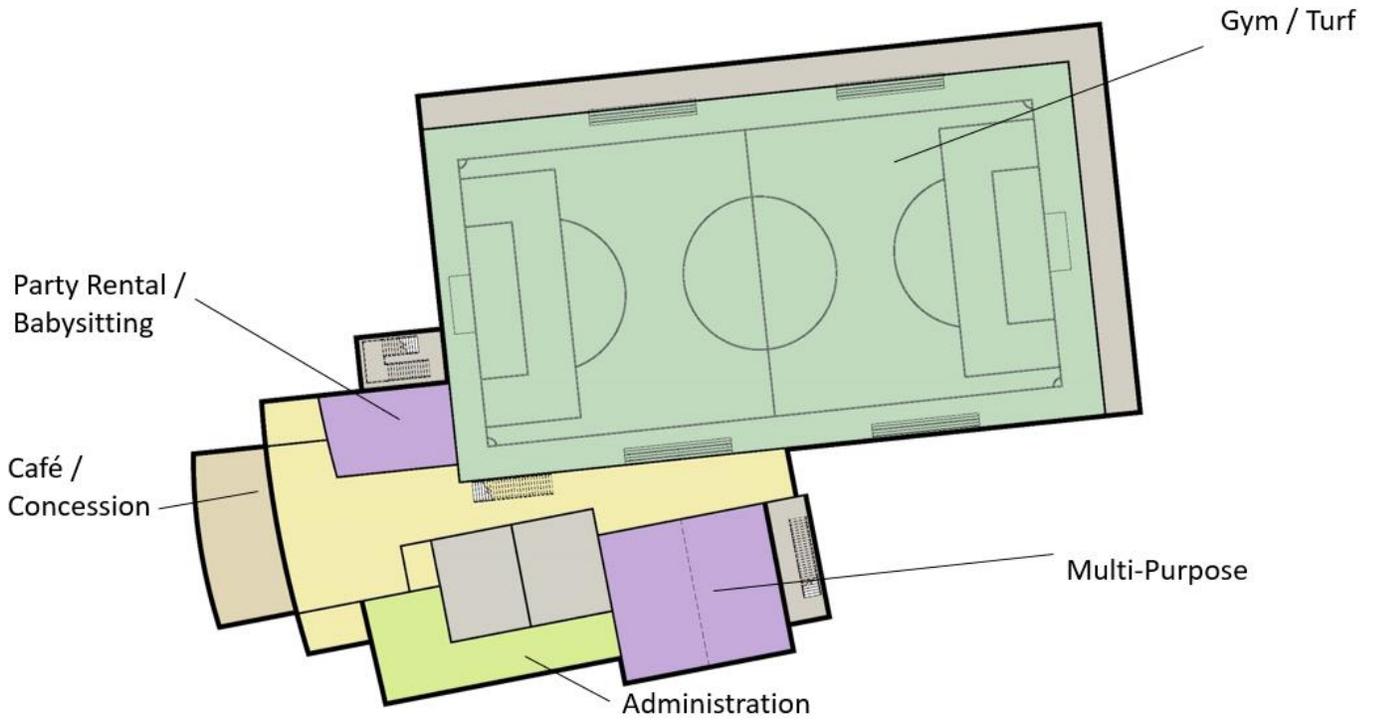
GROSS SF: 46,709



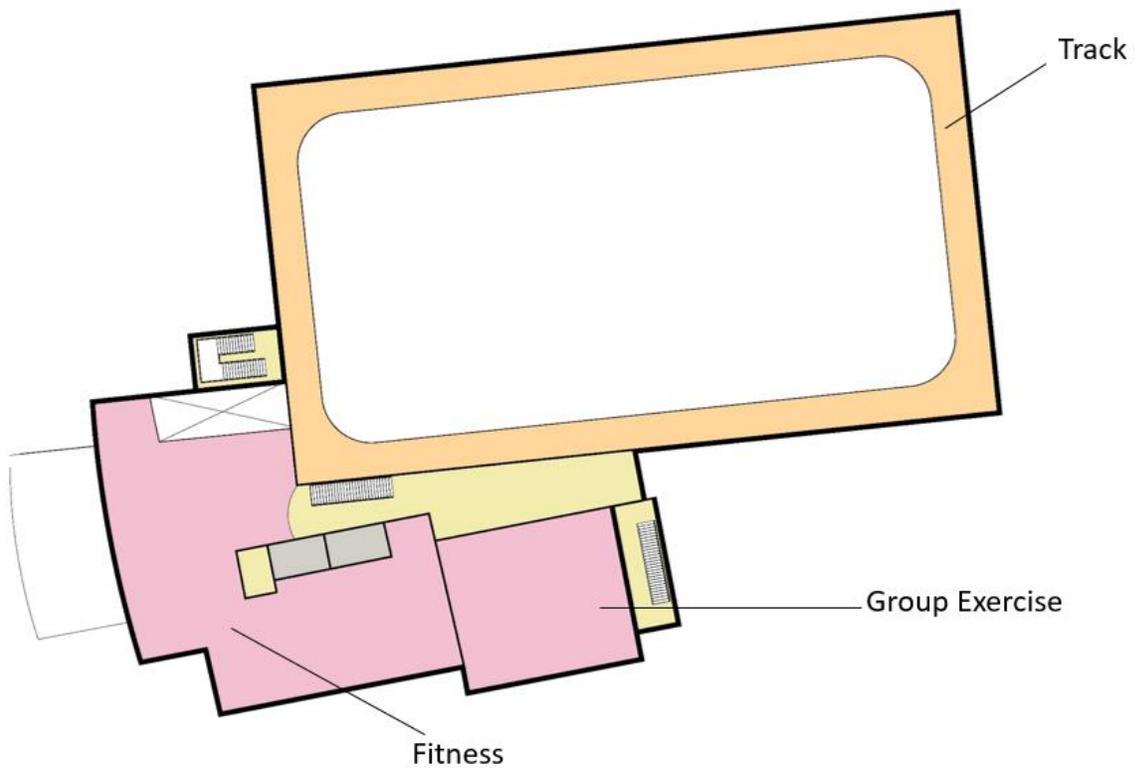
CONCEPT DESIGN

RECREATION CENTER - TURF

GROSS SF: 55,781



Ground Floor: 44,529 SF



Upper Floor: 11,352 SF

CONCEPT DESIGN  
AQUATIC CENTER



## EXISTING PLAN

As part of the study, Williams Architects looked at the potential to repurpose the existing Community Center to include expanded Preschool Rooms and the Senior Center. This option would assume closing the current Preschool at Lions Park and the Senior Center.



## OUTDOOR AQUATIC CENTER REPRESENTATIVE IMAGES

### OUTDOOR AQUATIC CENTER



Foreground: Lap Pool with deep water area for diving boards and drop slides  
Background: Zero entry activity pool with multiple features including a current channel.



Zero entry with overhead shade and water play features.



Zero entry with overhead shade, water play features and a themed tot slide.



Step in entry with benches and bubbles. Accessible ramp entry beyond.



Step in entry with transition to ramp



Competitive lap pool with deep water area for diving and drop slide



Current Channel in foreground with lilly pad walk beyond.



Drop slide and climbing wall



Tot pool with themed slide in foreground. Spray play area in background.



Spray play area



Spray play area



Large themed spray play structure



Lilly pad walk with water cannons



Shaded concessions area



Body Flume Slide with run out trough

## INDOOR RECREATION CENTER REPRESENTATIVE IMAGES

### INDOOR RECREATION CENTER



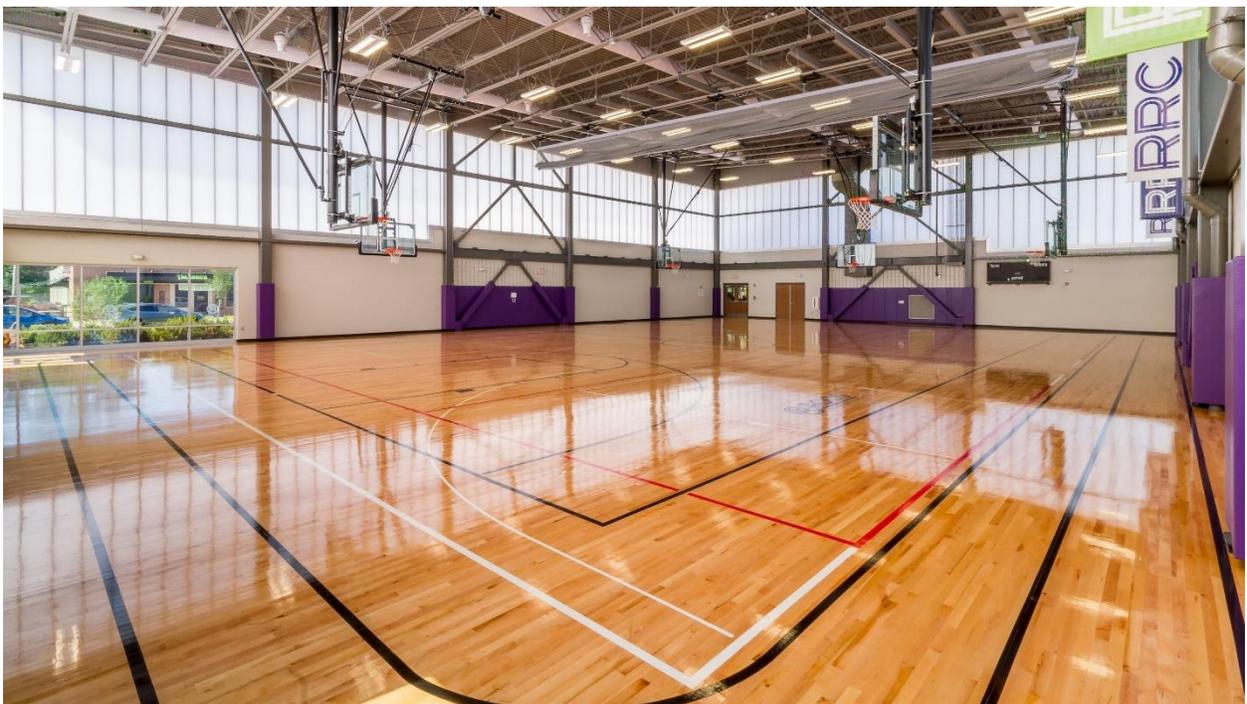
Lobby, gathering space



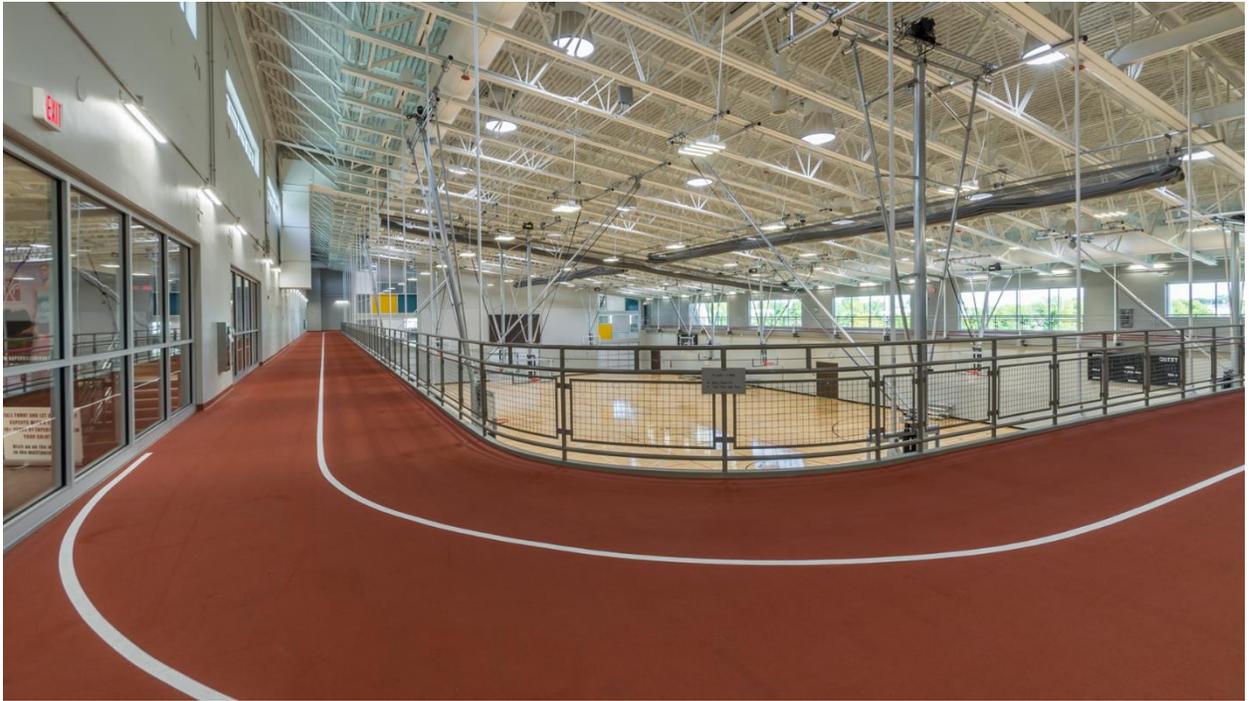
Food service area at Lobby



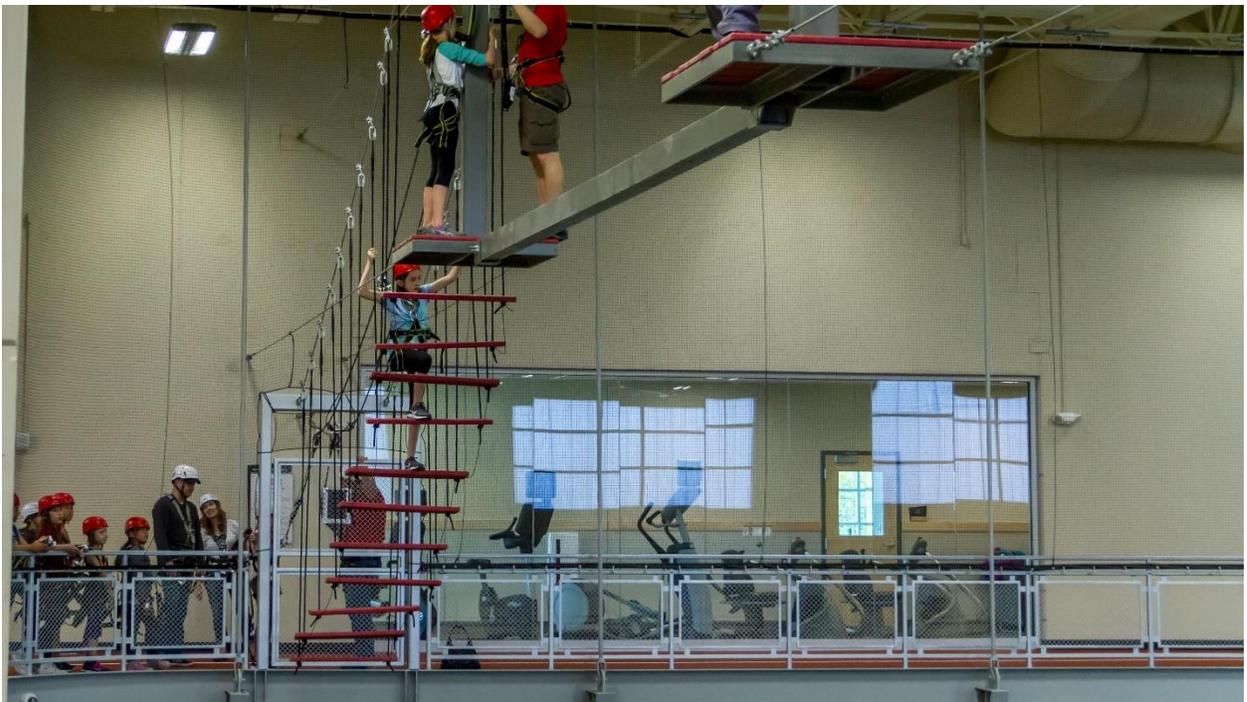
Multi court gymnasium with suspended track above



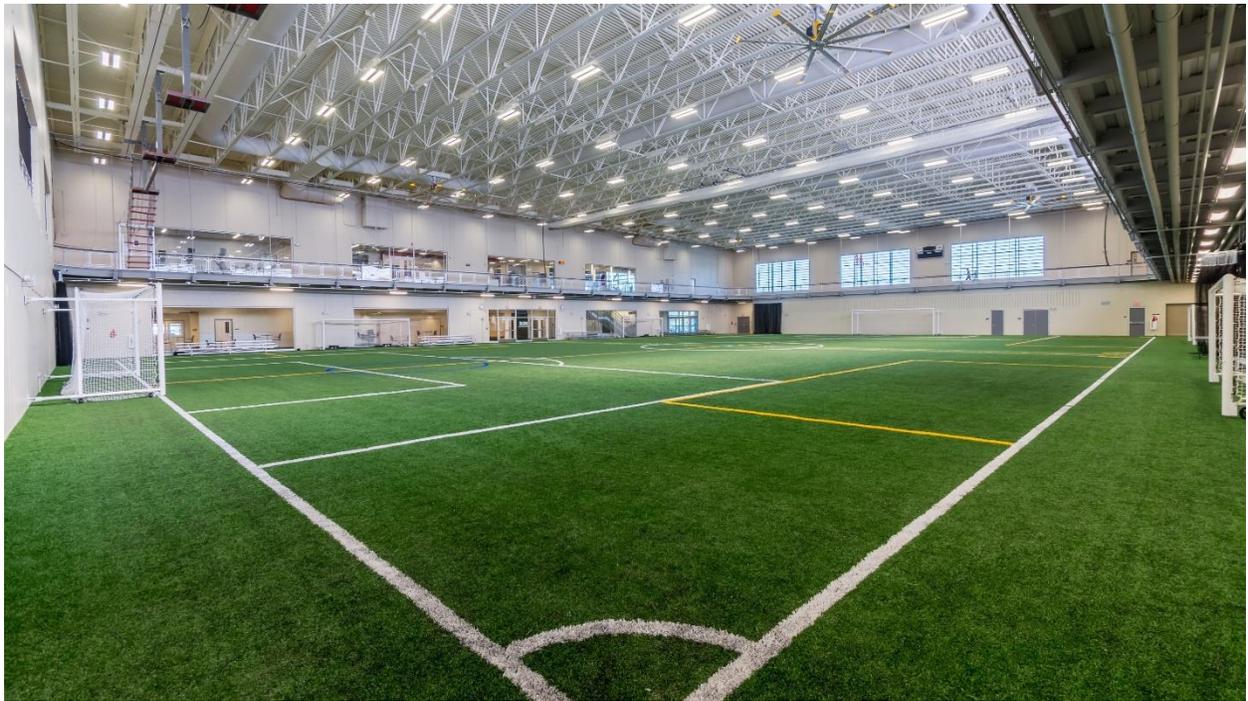
Single court gymnasium with track at perimeter



Upper level track



Upper level ropes course



Indoor turf field



Courts in foreground and turf in background



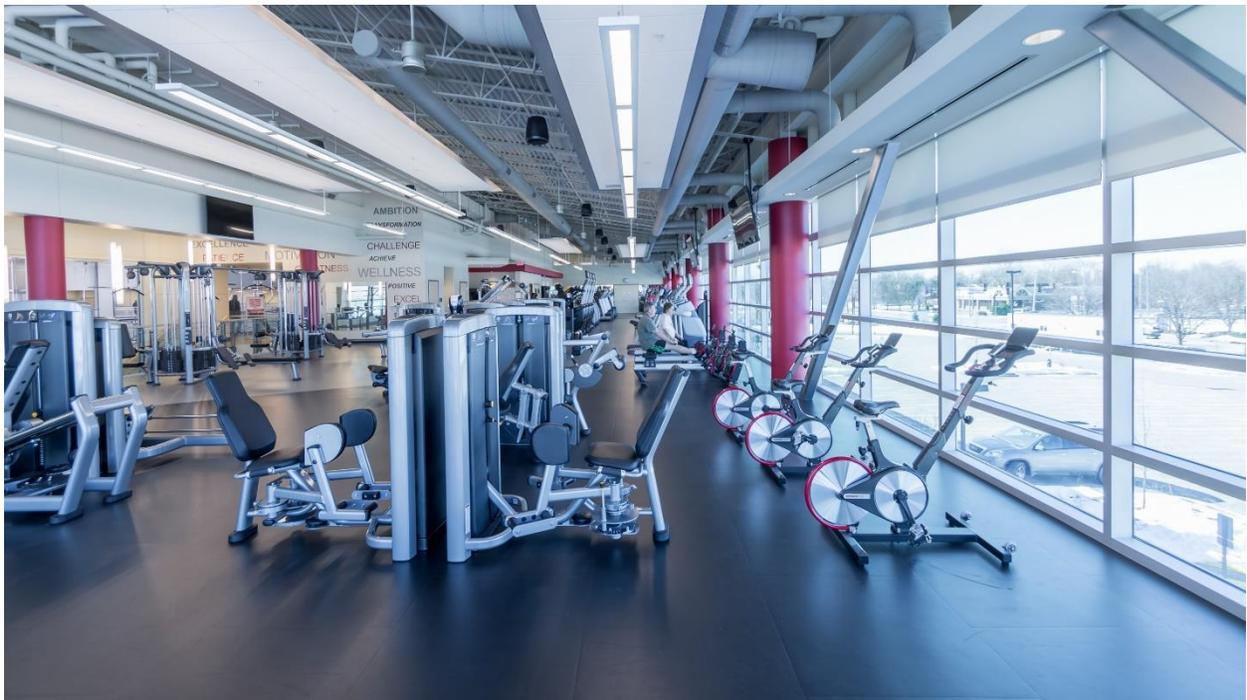
Multi-Purpose Rooms with movable divider walls



Multi-purpose rooms with movable divider walls. Set up for child play in foreground and meeting in background



Fitness Center



Fitness Center



Group Exercise



Group Exercise



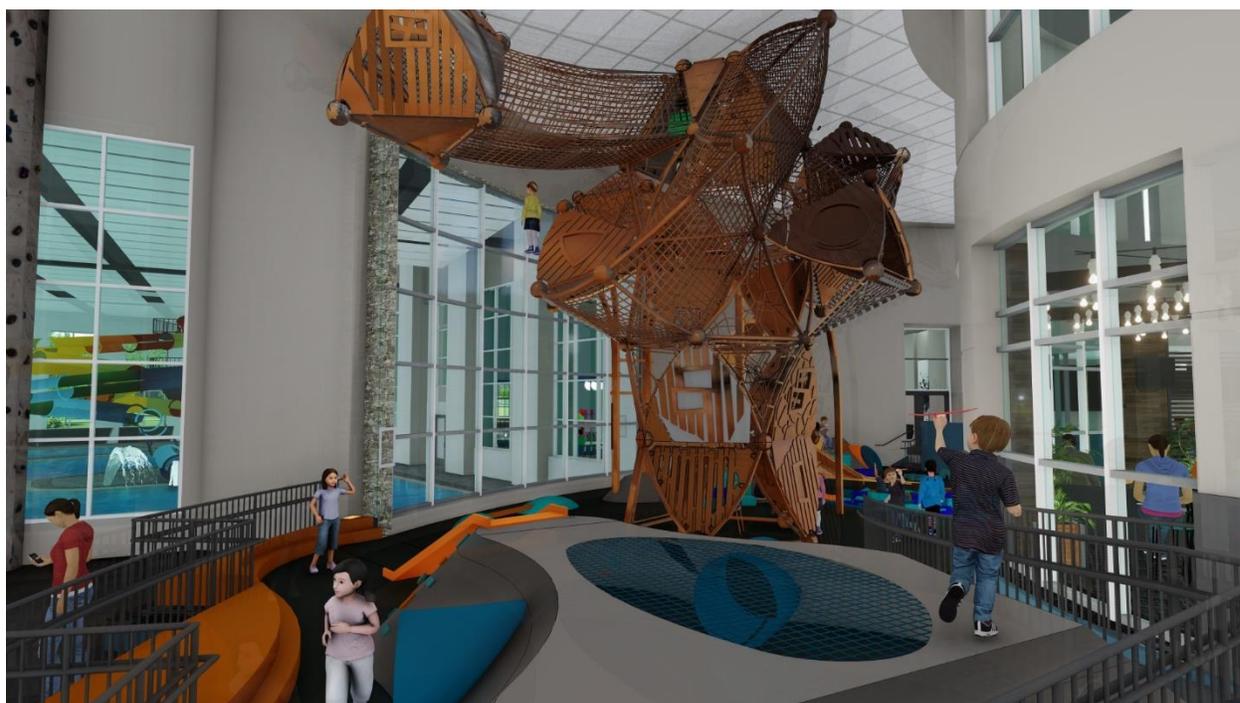
Indoor "Ninja Warrior" apparatus



Childcare space



Indoor Play Structure



Indoor Play Structure



Preschool Room



## CAPITAL COST OPINIONS

Due to the very early conceptual nature of the proposed facilities, the cost opinions show a range in cost. Costs do include all anticipated building and site costs, general contractor costs, contingencies and soft costs. No escalation is included at this time.

## RECREATION CENTER WITH 2-COURT GYM

Range in Cost

Site Development	\$ 422,400	to	\$ 466,900
Building	\$12,431,700	to	\$13,740,300
General Conditions	\$ 3,959,200	to	\$ 4,376,000
Total Hard Cost	\$16,813,300	to	\$18,583,200
Soft Costs	\$ 2,353,900	to	\$ 2,601,700
Total Project Cost	\$19,167,200	to	\$21,184,900

## RECREATION CENTER WITH TURF

Range in Cost

Site Development	\$ 504,450	to	\$ 557,600
Building	\$14,846,200	to	\$16,409,000
General Conditions	\$ 4,728,000	to	\$ 5,225,700
Total Hard Cost	\$20,078,600	to	\$22,192,300
Soft Costs	\$ 2,811,000	to	\$ 3,106,900
Total Project Cost	\$22,889,600	to	\$25,299,200

CAPITAL COST OPINIONS

PARKING AND INFRASTRUCTURE

	<u>Range in Cost</u>		
Site Development	\$ 2,427,600	to	\$ 2,683,200
General Conditions	\$ 747,700	to	\$ 826,300
Total Hard Cost	\$ 3,175,300	to	\$ 3,509,500
Soft Costs	\$ 444,500	to	\$ 491,300
Total Project Cost	\$ 3,619,800	to	\$ 4,000,800

AQUATIC CENTER

	<u>Range in Cost</u>		
Site Development	\$ 190,000	to	\$ 210,000
Pools	\$ 2,530,800	to	\$ 2,797,200
Pool Site	\$ 727,700	to	\$ 804,300
Building	\$ 1,702,400	to	\$ 1,881,600
General Conditions	\$ 1,833,700	to	\$ 2,026,700
Total Hard Cost	\$ 6,984,600	to	\$ 7,719,800
Soft Costs	\$ 908,000	to	\$ 1,003,600
Total Project Cost	\$ 7,892,600	to	\$ 8,723,400



## CAPITAL COST OPINIONS

## EXISTING COMMUNITY CENTER

	<u>Range in Cost</u>		
Site Development	\$ 975,000	to	\$ 1,072,500
Building	\$ 2,870,081	to	\$ 3,157,089
General Conditions	\$ 1,184,300	to	\$ 1,302,730
Total Hard Cost	\$ 5,029,381	to	\$ 5,532,319
Soft Costs	\$ 704,200	to	\$ 774,620
Total Project Cost	\$ 5,733,581	to	\$ 6,306,939



# **OPERATIONAL & FINANCIAL PLAN**





## CHAPTER FIVE – OPERATIONAL AND FINANCIAL PLAN

### OPERATIONAL AND FINANCIAL PLAN ASSUMPTIONS

Operational and financial assumptions describe an operational philosophy on how revenues and expenses are arrived to develop the operational proforma for the facility described in each facility option. This is demonstrated over a six-year period with the cost to operate and maintain the facility for that period of time and how revenues are arrived to support the operational costs such as what memberships will cost, what programs will cost and daily access will cost.

Proformas are described as a moment in time and will vary year to year-based on market conditions for similar type of spaces in the region. There are various types of proforma's outlined in the feasibility study because of the various facility options and scenarios outlined by the design team to address the Cary Park District's need for recreation and aquatic space. This information should be used as a guide and will need to be updated based on the final decisions of what the Cary Park District will actually build. The proformas outlined in the various facility options are conservative in nature so as to not overstate what a facility can produce in revenue or expenses until a more refined program is laid out and approved by the Cary Park District. The goal at this point in the process is to inform the Cary Park District Board and staff as well as the public what the facilities are capable of earning in revenue to offset operational costs and what it will cost to operate each year.

#### **Proformas include the following assumptions:**

- Hours of operation per week and day of the week.
- Staffing levels and hours required for fulltime staff, part-time staff, seasonal staff and contractors who teach classes in the facilities and operate and maintain the facilities 365 days a year. This would include employee benefits costs as well.
- Utility costs based on square feet of the building by core program area.
- Insurance cost to protect the Cary Park District from accidents occurring on the site.
- Equipment and supplies needed to provide program services and maintain facilities on daily, weekly and yearly basis.
- Maintenance costs to take care of the facilities which includes supply costs.
- Capital improvement monies to repair and update the building on a yearly basis.
- Marketing costs to promote the programs and services of the facilities being developed.
- Revenues from yearly membership fees, daily fees and programs fees based on specific programs offered in the facilities and the number of users for each program and amenity type in the building or pool site. These will vary by the market for similar type of spaces and programs in the region and the cost recovery goals established by the Cary Park District Board.
- Earned income revenues are described as rentals of space for exclusive use of the building or areas in the building, concessions, sponsorships and partnerships associated with the facility and programs.

PRO FORMAS

OUTDOOR AQUATICS FACILITY  
(STAND ALONE)

<b>Pro Forma Revenues &amp; Expenditures</b>						
CARY AQUATIC CENTER						
<b>BASELINE: REVENUES AND EXPENDITURES</b>						
Revenues	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Outdoor Aquatics	\$199,750.00	\$205,742.50	\$211,914.78	\$218,272.22	\$224,820.38	\$231,565.00
<b>Total</b>	<b>\$199,750.00</b>	<b>\$205,742.50</b>	<b>\$211,914.78</b>	<b>\$218,272.22</b>	<b>\$224,820.38</b>	<b>\$231,565.00</b>
Expenditures	1th Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Outdoor Aquatics	\$269,760.15	\$277,852.95	\$286,188.54	\$294,774.20	\$303,617.43	\$312,725.95
<b>Total</b>	<b>\$269,760.15</b>	<b>\$277,852.95</b>	<b>\$286,188.54</b>	<b>\$294,774.20</b>	<b>\$303,617.43</b>	<b>\$312,725.95</b>
<b>Total Cost Recovery</b>	<b>74%</b>	<b>74%</b>	<b>74%</b>	<b>74%</b>	<b>74%</b>	<b>74%</b>



PRO FORMAS

COMMUNITY CENTER WITH GYMNASIUM

**Pro Forma Revenues & Expenditures**

CARY COMMUNITY CENTER WITH GYMNASIUM

**BASELINE: REVENUES AND EXPENDITURES**

Revenues	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Passes	\$726,830.00	\$748,634.90	\$771,093.95	\$794,226.77	\$818,053.57	\$842,595.18
Administration	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Building Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Custodial	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Fitness	\$54,450.00	\$56,083.50	\$57,766.01	\$59,498.99	\$61,283.95	\$63,122.47
Recreation	\$124,810.00	\$128,554.30	\$132,410.93	\$136,383.26	\$140,474.75	\$144,689.00
Parties	\$7,500.00	\$7,725.00	\$7,956.75	\$8,195.45	\$8,441.32	\$8,694.56
Rentals	\$3,500.00	\$3,605.00	\$3,713.15	\$3,824.54	\$3,939.28	\$4,057.46
Child Care	\$2,500.00	\$2,575.00	\$2,652.25	\$2,731.82	\$2,813.77	\$2,898.19
Concessions	\$15,000.00	\$15,450.00	\$15,913.50	\$16,390.91	\$16,882.63	\$17,389.11
<b>Total</b>	<b>\$934,590.00</b>	<b>\$962,627.70</b>	<b>\$991,506.53</b>	<b>\$1,021,251.73</b>	<b>\$1,051,889.28</b>	<b>\$1,083,445.96</b>

Expenditures	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Passes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Administration	\$430,554.50	\$439,249.30	\$448,288.29	\$457,685.14	\$467,454.03	\$477,609.75
Building Maintenance	\$183,362.00	\$184,653.80	\$185,991.12	\$187,375.60	\$188,808.94	\$190,292.89
Custodial	\$134,090.50	\$135,205.50	\$136,355.95	\$137,542.99	\$138,767.81	\$140,031.62
Fitness	\$206,348.00	\$208,387.00	\$210,506.06	\$212,708.34	\$214,997.11	\$217,375.80
Recreation	\$97,677.50	\$98,107.50	\$98,553.80	\$99,017.03	\$99,497.82	\$99,996.87
Parties	\$17,324.60	\$17,344.60	\$17,365.40	\$17,387.03	\$17,409.53	\$17,432.93
Rentals	\$2,000.00	\$2,070.00	\$2,142.50	\$2,217.59	\$2,295.37	\$2,375.93
Child Care	\$34,649.20	\$34,679.20	\$34,710.10	\$34,741.93	\$34,774.71	\$34,808.47
Concessions	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>\$1,106,006.30</b>	<b>\$1,119,696.90</b>	<b>\$1,133,913.22</b>	<b>\$1,148,675.64</b>	<b>\$1,164,005.33</b>	<b>\$1,179,924.27</b>
<b>Total Cost Recovery</b>	<b>85%</b>	<b>86%</b>	<b>87%</b>	<b>89%</b>	<b>90%</b>	<b>92%</b>

PRO FORMAS

COMMUNITY CENTER WITH INDOOR TURF

**Pro Forma Revenues & Expenditures**

CARY COMMUNITY CENTER WITH INDOOR TURF

**BASELINE: REVENUES AND EXPENDITURES**

Revenues	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Passes	\$726,830.00	\$748,634.90	\$771,093.95	\$794,226.77	\$818,053.57	\$842,595.18
Administration	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Building Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Custodial	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Fitness	\$54,450.00	\$56,083.50	\$57,766.01	\$59,498.99	\$61,283.95	\$63,122.47
Recreation/Turf	\$189,910.00	\$195,607.30	\$201,475.52	\$207,519.78	\$213,745.38	\$220,157.74
Parties	\$7,500.00	\$7,725.00	\$7,956.75	\$8,195.45	\$8,441.32	\$8,694.56
Rentals	\$3,500.00	\$3,605.00	\$3,713.15	\$3,824.54	\$3,939.28	\$4,057.46
Child Care	\$2,500.00	\$2,575.00	\$2,652.25	\$2,731.82	\$2,813.77	\$2,898.19
Concessions	\$15,000.00	\$15,450.00	\$15,913.50	\$16,390.91	\$16,882.63	\$17,389.11
<b>Total</b>	<b>\$999,690.00</b>	<b>\$1,029,680.70</b>	<b>\$1,060,571.12</b>	<b>\$1,092,388.25</b>	<b>\$1,125,159.90</b>	<b>\$1,158,914.70</b>

Expenditures	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Passes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Administration	\$430,554.50	\$439,249.30	\$448,288.29	\$457,685.14	\$467,454.03	\$477,609.75
Building Maintenance	\$183,362.00	\$184,653.80	\$185,991.12	\$187,375.60	\$188,808.94	\$190,292.89
Custodial	\$134,090.50	\$135,205.50	\$136,355.95	\$137,542.99	\$138,767.81	\$140,031.62
Fitness	\$206,348.00	\$208,387.00	\$210,506.06	\$212,708.34	\$214,997.11	\$217,375.80
Recreation/Turf	\$97,677.50	\$98,107.50	\$98,553.80	\$99,017.03	\$99,497.82	\$99,996.87
Parties	\$34,149.20	\$34,169.20	\$34,190.00	\$34,211.63	\$34,234.13	\$34,257.53
Rentals	\$2,000.00	\$2,070.00	\$2,142.50	\$2,217.59	\$2,295.37	\$2,375.93
Child Care	\$22,570.00	\$22,600.00	\$22,630.90	\$22,662.73	\$22,695.51	\$22,729.27
Concessions	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>\$1,110,751.70</b>	<b>\$1,124,442.30</b>	<b>\$1,138,658.62</b>	<b>\$1,153,421.04</b>	<b>\$1,168,750.73</b>	<b>\$1,184,669.67</b>

<b>Total Cost Recovery</b>	<b>90%</b>	<b>92%</b>	<b>93%</b>	<b>95%</b>	<b>96%</b>	<b>98%</b>
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PRO FORMAS

COMMUNITY CENTER WITH GYM & OUTDOOR AQUATICS

**Pro Forma Revenues & Expenditures**

CARY COMMUNITY CENTER WITH GYMNASIUM AND OUTDOOR AQUATICS

**BASELINE: REVENUES AND EXPENDITURES**

Revenues	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Passes	\$900,740.00	\$927,762.20	\$955,595.07	\$984,262.92	\$1,013,790.81	\$1,044,204.53
Administration	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Building Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Custodial	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Fitness	\$54,450.00	\$56,083.50	\$57,766.01	\$59,498.99	\$61,283.95	\$63,122.47
Recreation	\$124,810.00	\$128,554.30	\$132,410.93	\$136,383.26	\$140,474.75	\$144,689.00
Parties	\$7,500.00	\$7,725.00	\$7,956.75	\$8,195.45	\$8,441.32	\$8,694.56
Rentals	\$3,500.00	\$3,605.00	\$3,713.15	\$3,824.54	\$3,939.28	\$4,057.46
Child Care	\$2,500.00	\$2,575.00	\$2,652.25	\$2,731.82	\$2,813.77	\$2,898.19
Concessions	\$15,000.00	\$15,450.00	\$15,913.50	\$16,390.91	\$16,882.63	\$17,389.11
Outdoor Aquatics	\$110,500.00	\$113,815.00	\$117,229.45	\$120,746.33	\$124,368.72	\$128,099.79
<b>Total</b>	<b>\$1,219,000.00</b>	<b>\$1,255,570.00</b>	<b>\$1,293,237.10</b>	<b>\$1,332,034.21</b>	<b>\$1,371,995.24</b>	<b>\$1,413,155.10</b>

Expenditures	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Passes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Administration	\$430,554.50	\$439,249.30	\$448,288.29	\$457,685.14	\$467,454.03	\$477,609.75
Building Maintenance	\$183,362.00	\$184,653.80	\$185,991.12	\$187,375.60	\$188,808.94	\$190,292.89
Custodial	\$134,090.50	\$135,205.50	\$136,355.95	\$137,542.99	\$138,767.81	\$140,031.62
Fitness	\$206,348.00	\$208,387.00	\$210,506.06	\$212,708.34	\$214,997.11	\$217,375.80
Recreation	\$97,677.50	\$98,107.50	\$98,553.80	\$99,017.03	\$99,497.82	\$99,996.87
Parties	\$17,324.60	\$17,344.60	\$17,365.40	\$17,387.03	\$17,409.53	\$17,432.93
Rentals	\$2,000.00	\$2,070.00	\$2,142.50	\$2,217.59	\$2,295.37	\$2,375.93
Child Care	\$34,649.20	\$34,679.20	\$34,710.10	\$34,741.93	\$34,774.71	\$34,808.47
Concessions	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Outdoor Aquatics	\$112,300.00	\$113,455.00	\$114,644.65	\$115,869.99	\$117,132.09	\$118,432.05
<b>Total</b>	<b>\$1,218,306.30</b>	<b>\$1,233,151.90</b>	<b>\$1,248,557.87</b>	<b>\$1,264,545.63</b>	<b>\$1,281,137.42</b>	<b>\$1,298,356.32</b>
<b>Total Cost Recovery</b>	<b>100%</b>	<b>102%</b>	<b>104%</b>	<b>105%</b>	<b>107%</b>	<b>109%</b>

PRO FORMAS

COMMUNITY CENTER WITH INDOOR TURF & OUTDOOR AQUATICS

**Pro Forma Revenues & Expenditures**

CARY COMMUNITY CENTER WITH INDOOR TURF AND OUTDOOR AQUATICS

**BASELINE: REVENUES AND EXPENDITURES**

Revenues	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Passes	\$900,740.00	\$927,762.20	\$955,595.07	\$984,262.92	\$1,013,790.81	\$1,044,204.53
Administration	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Building Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Custodial	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Fitness	\$54,450.00	\$56,083.50	\$57,766.01	\$59,498.99	\$61,283.95	\$63,122.47
Recreation/Turf	\$189,910.00	\$195,607.30	\$201,475.52	\$207,519.78	\$213,745.38	\$220,157.74
Parties	\$7,500.00	\$7,725.00	\$7,956.75	\$8,195.45	\$8,441.32	\$8,694.56
Rentals	\$3,500.00	\$3,605.00	\$3,713.15	\$3,824.54	\$3,939.28	\$4,057.46
Child Care	\$2,500.00	\$2,575.00	\$2,652.25	\$2,731.82	\$2,813.77	\$2,898.19
Concessions	\$15,000.00	\$15,450.00	\$15,913.50	\$16,390.91	\$16,882.63	\$17,389.11
Outdoor Aquatics	\$110,500.00	\$113,815.00	\$117,229.45	\$120,746.33	\$124,368.72	\$128,099.79
<b>Total</b>	<b>\$1,284,100.00</b>	<b>\$1,322,623.00</b>	<b>\$1,362,301.69</b>	<b>\$1,403,170.74</b>	<b>\$1,445,265.86</b>	<b>\$1,488,623.84</b>

Expenditures	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Passes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Administration	\$430,554.50	\$439,249.30	\$448,288.29	\$457,685.14	\$467,454.03	\$477,609.75
Building Maintenance	\$183,362.00	\$184,653.80	\$185,991.12	\$187,375.60	\$188,808.94	\$190,292.89
Custodial	\$134,090.50	\$135,205.50	\$136,355.95	\$137,542.99	\$138,767.81	\$140,031.62
Fitness	\$206,348.00	\$208,387.00	\$210,506.06	\$212,708.34	\$214,997.11	\$217,375.80
Recreation/Turf	\$97,677.50	\$98,107.50	\$98,553.80	\$99,017.03	\$99,497.82	\$99,996.87
Parties	\$34,149.20	\$34,169.20	\$34,190.00	\$34,211.63	\$34,234.13	\$34,257.53
Rentals	\$2,000.00	\$2,070.00	\$2,142.50	\$2,217.59	\$2,295.37	\$2,375.93
Child Care	\$22,570.00	\$22,600.00	\$22,630.90	\$22,662.73	\$22,695.51	\$22,729.27
Concessions	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Outdoor Aquatics	\$112,300.00	\$113,455.00	\$114,644.65	\$115,869.99	\$117,132.09	\$118,432.05
<b>Total</b>	<b>\$1,223,051.70</b>	<b>\$1,237,897.30</b>	<b>\$1,253,303.27</b>	<b>\$1,269,291.03</b>	<b>\$1,285,882.82</b>	<b>\$1,303,101.72</b>
<b>Total Cost Recovery</b>	<b>105%</b>	<b>107%</b>	<b>109%</b>	<b>111%</b>	<b>112%</b>	<b>114%</b>