



CITY COUNCIL WORK SESSION

448 E. 1st Street, Room 190 Salida, Colorado 81201

Monday, March 01, 2021 - 6:00 PM

AGENDA

Please register for the City Council Work Session

<https://attendee.gotowebinar.com/register/8054749917914710285>

After registering, you will receive a confirmation email containing information about joining the webinar.

DISCUSSION ITEMS

1. Outdoor Soaking Pools Market Analysis Report Presentation
2. Street Lighting Presentation
3. Code Enforcement Changes



MEMORANDUM

DATE: 3/1/2021

FROM: Parks and Recreation

TO: Salida City Council

SUBJECT: Outdoor soaking pools market analysis report

Background Information:

Prior to the COVID 19 shut down, the Department of Parks and Recreation entered into a contract with BBC research and consulting to develop a market analysis that considers the potential for building and operating outdoor soaking pools in Centennial Park. The research project was delayed and ultimately adapted due to COVID 19 and the numerous new considerations that it brought with it.

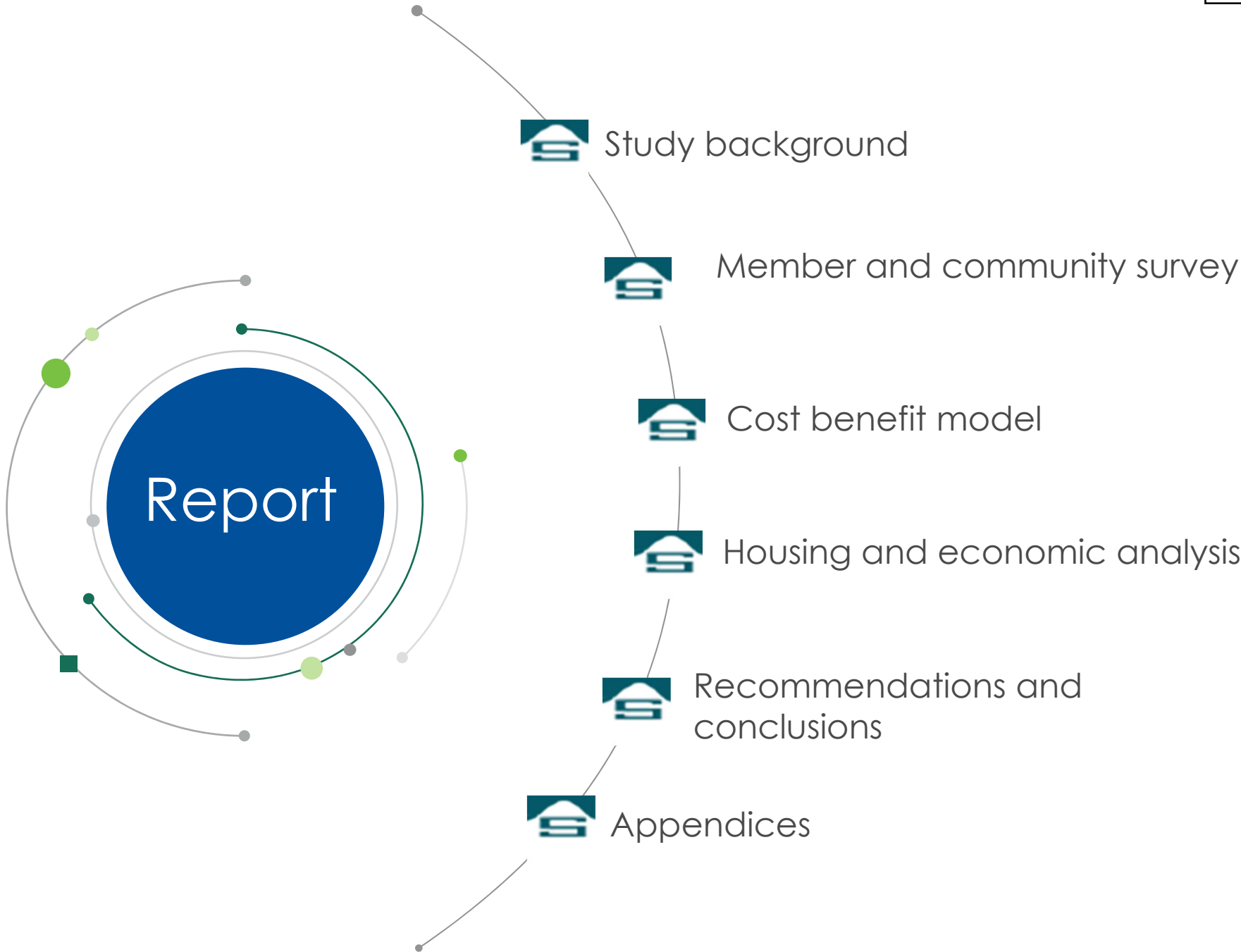
The outdoor soaking pools project has been a long standing desire of the City Council, but met delays when the original project estimate was greater than budgeted for. Since that original setback, the council asked staff to conduct more research and explore more options. Council has received input from Ehler's on a path forward, and now receives this report from BBC Research and Consulting and the letter of support from the Hot Springs Connection. This offers more information for the council to consider as you discuss options for moving forward with Outdoor Soaking Pools project.

CITY OF SALIDA SOAKING POOLS ANALYSIS AND SURVEY RESULTS

FINAL REPORT
DECEMBER 2020



Prepared for
City of Salida Parks and Recreation Department





Study Background

STUDY BACKGROUND

SOAKING POOL ANALYSIS

The City of Salida is considering installing outdoor soaking pools at the Salida Hot Springs Aquatic Center. With assistance from the Colorado Department of Local Affairs (DOLA), the City retained BBC Research & Consulting (BBC) to conduct a market analysis examining the potential impacts of the proposed investment.



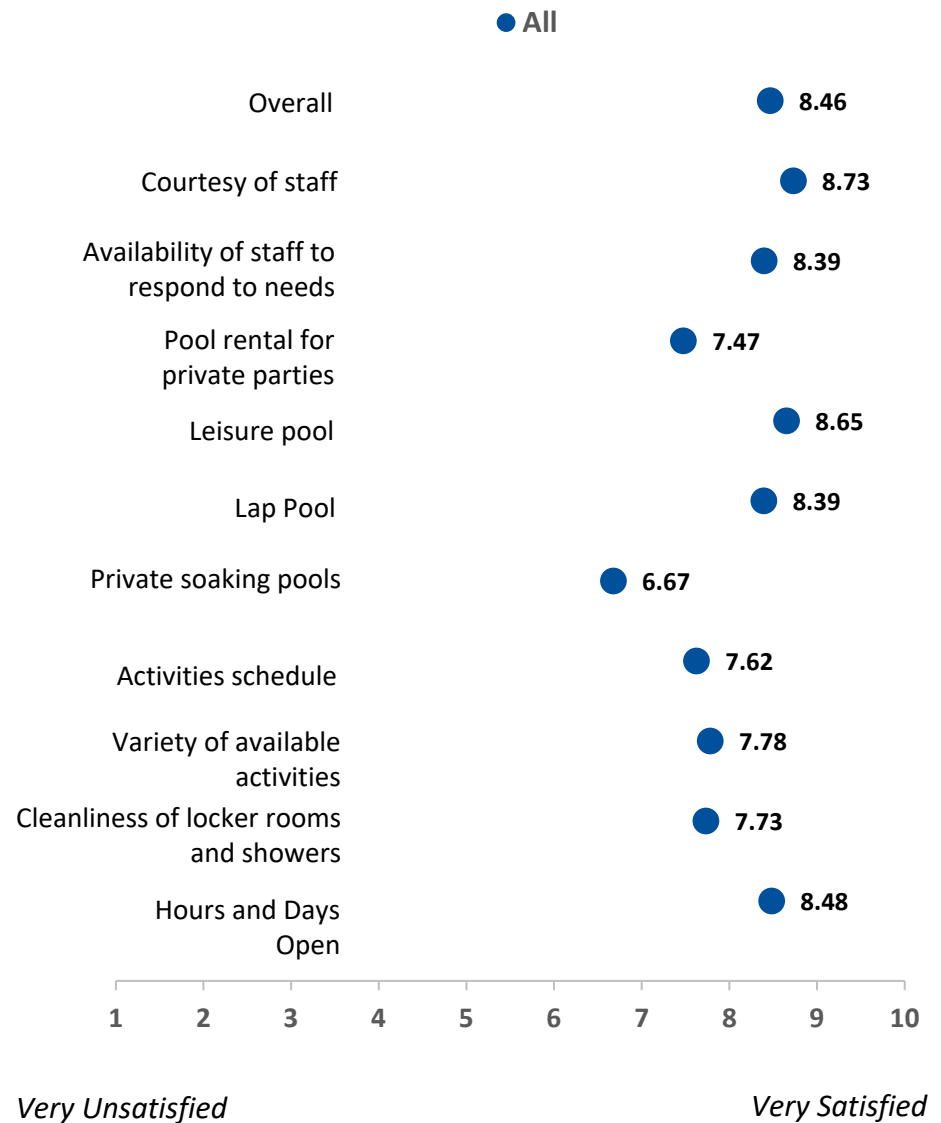
- The analysis included a member and resident survey.
- The study team also reviewed an incorporated information from the recent cost recovery study.
- BBC reviewed prices, operations, and fiscal data for other hot springs facilities in Colorado.
- BBC reviewed research on the potential impact of COVID19 on Salida and the aquatics center.



Member and Community Survey

SATISFACTION WITH AQUATIC CENTER – ALL DATA

IN GENERAL RESPONDENTS ARE SATISFIED WITH THE VARIOUS ASPECTS OF THE AQUATIC CENTER.

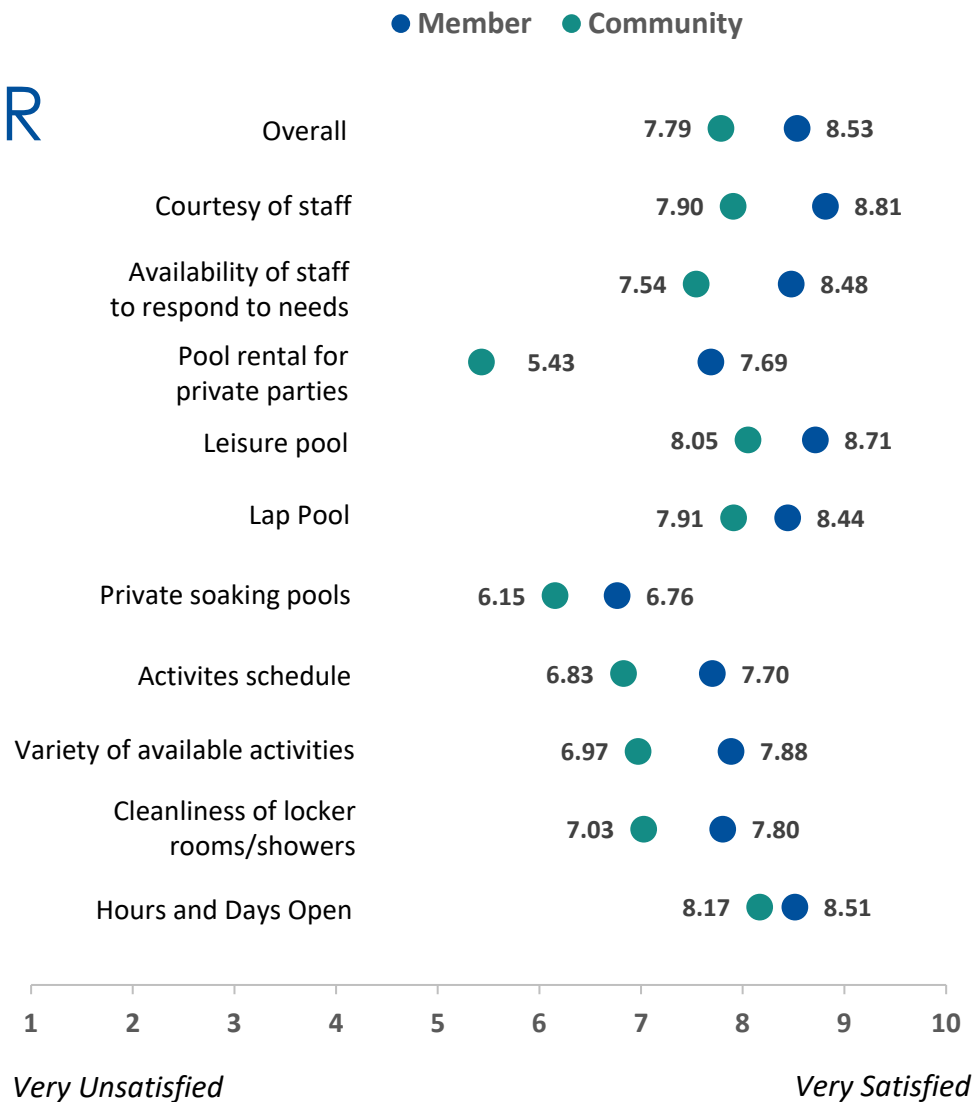


Notes:

1. Those who didn't respond to the question or had a response of "N/A" were excluded from this calculation.

SATISFACTION WITH THE AQUATIC CENTER

MEMBER SATISFACTION APPEARS TO BE HIGHER, BUT THE NUMBER OF COMMUNITY SURVEYS WAS LIMITED (N=45)



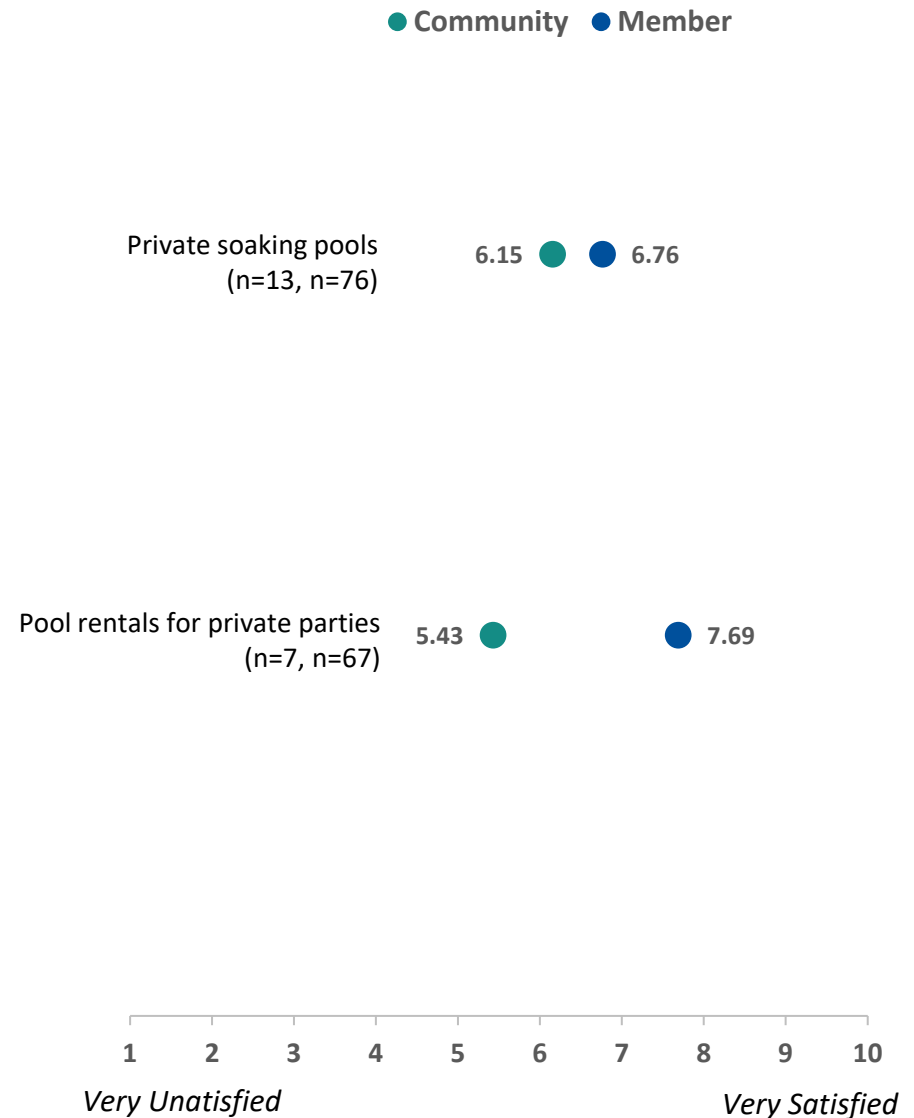
Notes:

- 1. Due to response rate in the community survey, these results may not accurately reflect the opinions of the community
- 2. Those who didn't respond to the question or had a response of "N/A" were excluded from this calculation.

SATISFACTION WITH THE AQUATIC CENTER

WHILE THESE TWO ATTRIBUTES HAD THE LOWEST AVERAGE SATISFACTION, IT IS IMPORTANT TO NOTE THAT MANY RESPONDENTS DID NOT RATE THESE ITEMS

- 71% of the community respondents and 83% of the member respondents either didn't have an opinion or didn't respond to their satisfaction with the private soaking pools
- 84% of the community and 85% of the member respondents either didn't have an opinion or didn't respond to their satisfaction with the pool rentals for private parties.



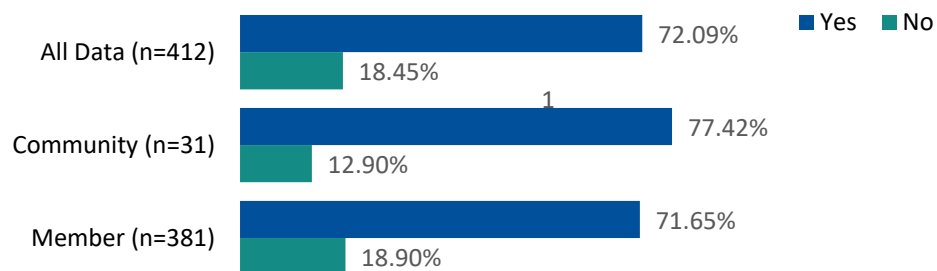
Notes:

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2. Those who didn't respond to the question or had a response of "N/A" were excluded from this calculation.

LIKELY TO RENEW/PURCHASE

IN BOTH SURVEYS, A MAJORITY RESPONDED THAT THEY ARE LIKELY TO RENEW THEIR MEMBERSHIP OR PURCHASE A NEW PASS.

Proportion likely to renew or purchase a membership



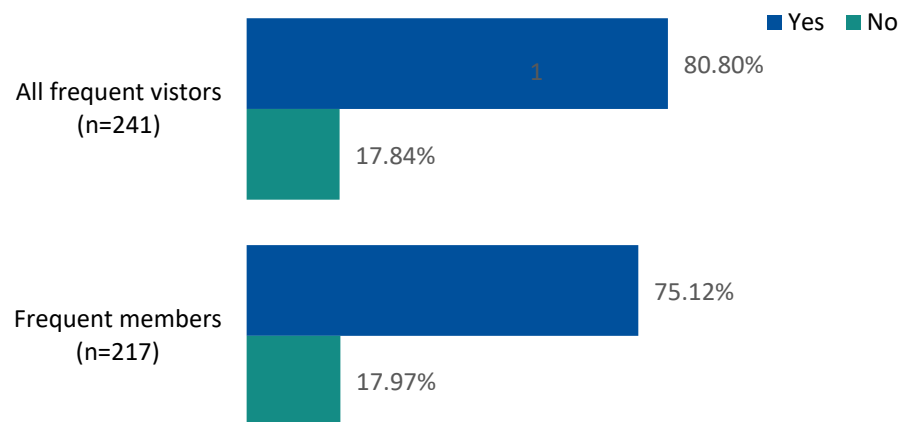
Notes:

1. The number of observations in each reflects the number of people who responded with an answer of 1-10 or "N'A" to the survey question "Please rate how likely you are to renew your membership or purchase a new pass"
2. People who didn't respond to this question in the survey were excluded from this calculation.

LIKELY TO RENEW/PURCHASE

LOOKING AT RESPONSES BASED ON HOW FREQUENTLY PEOPLE VISITED THE CENTER BEFORE COVID-19 FREQUENT MEMBERS AND FREQUENT VISITORS FROM THE COMMUNITY SURVEY ARE VERY LIKELY TO RENEW THEIR MEMBERSHIP OR PASS.

Proportion likely to renew or purchase a membership



Notes:

1. "Frequent" is defined as those who indicated they visited the Aquatic Center "a few times a month" or "at least once every week" before the covid-19 pandemic.
2. People who didn't respond to the question were excluded from the calculation.

REASON FOR NOT BEING LIKELY TO RENEW MEMBERSHIP

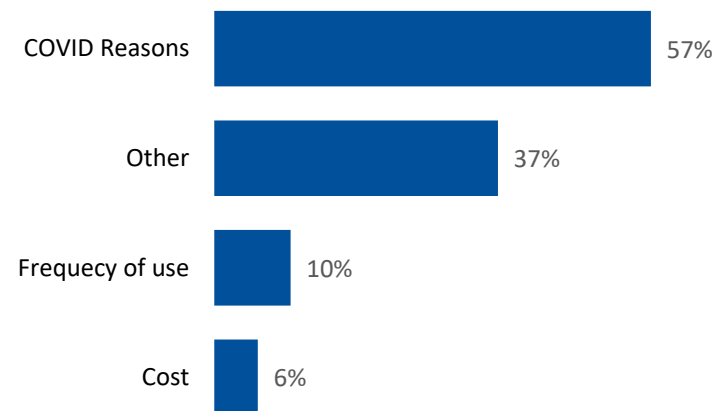
OF THOSE UNLIKELY TO RENEW, 53% OF RESPONDENTS REPORTED REASONS RELATED TO COVID.

IT IS NOT UNREASONABLE TO BELIEVE THESE PEOPLE WOULD RENEW THEIR MEMBERSHIP OR PASS WHEN COVID IS LESS OF A CONCERN.

OTHER REASONS INCLUDED

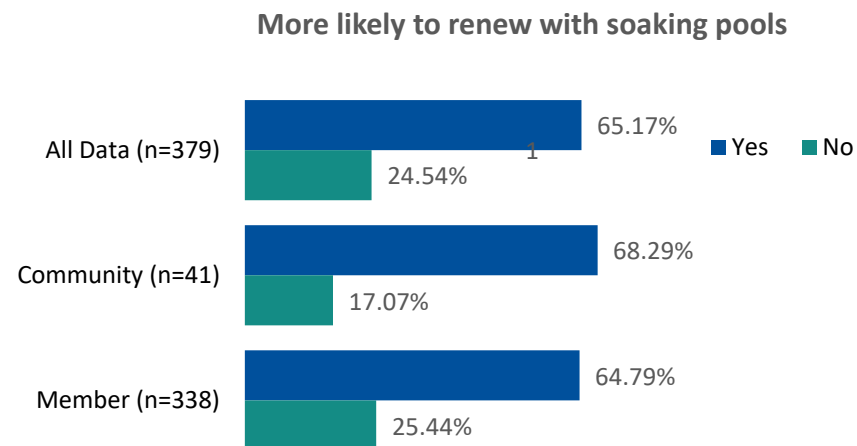
- *People finding other exercise and fitness options*
- *Facility policies and cleaning unrelated to COVID.*

Reason for being unlikely to renew



IMPACT OF SOAKING POOLS ON RENEWAL AND PURCHASE

A MAJORITY OF RESPONDENTS ARE MORE LIKELY TO RENEW OR PURCHASE A MEMBERSHIP AND SHOW INTEREST IN THE ADDITION OF THE OUTDOOR SOAKING POOLS

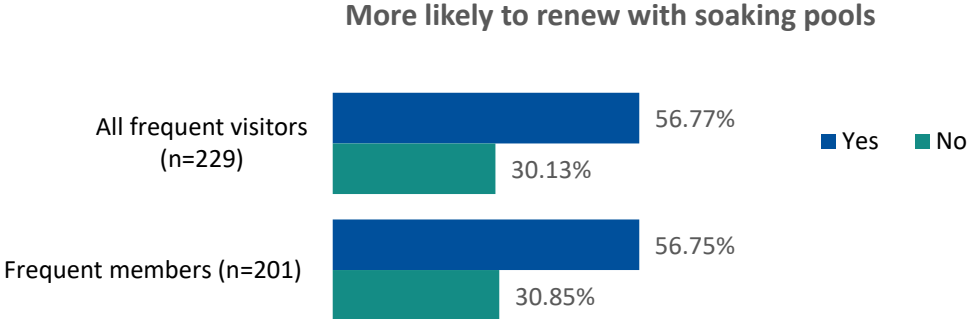


Notes

1. Those who didn't respond to this question were excluded in this calculation.
2. While some people who indicated that they would renew before the addition of the soaking pools and indicated that they are unlikely to renew/purchase after the addition of the soaking pools, it is unlikely that people would be no longer want to renew after the new addition.

IMPACT OF SOAKING POOLS ON RENEWAL AND PURCHASE

FREQUENT MEMBERS AND FREQUENT VISITORS FROM THE COMMUNITY SURVEY SHARE A SIMILAR INTEREST IN THE SOAKING POOLS AND ARE JUST AS LIKELY TO RENEW OR PURCHASE A MEMBERSHIP/PUNCH PASS WITH THE ADDITION



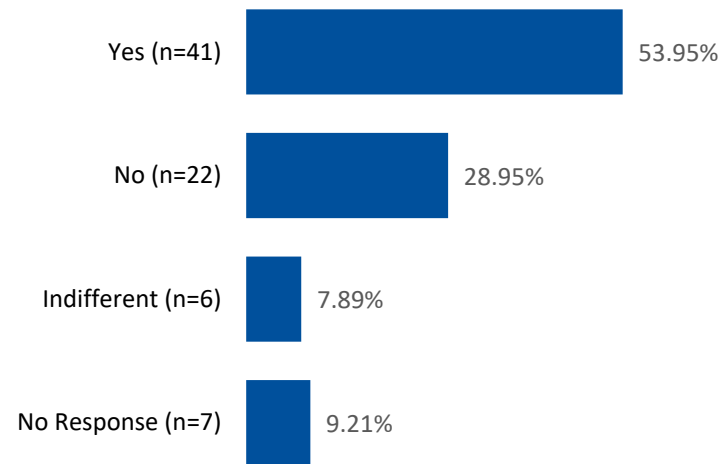
Notes

- 1. "Frequent Visitor" defined as those who responded as having of visited the Aquatic Center "A few times every month" or "At least once every week" before COVID-19.
- 2. "unlikely to renew" defined as those who responded with a value of 1 through 5 to the question "Please rate how likely you are to renew your membership or purchase a new pass"
- 3. Those who didn't respond to the question were excluded from the calculation

LIKELY TO RENEW/PURCHASE WITH ADDITION OF SOAKING POOLS

OUT OF THE 18% OF PEOPLE WHO INDICATED THAT THEY WERE UNLIKELY TO RENEW THEIR MEMBERSHIP OR PASS, 54% WOULD RENEW IF THE OUTDOOR SOAKING POOLS WERE ADDED.

All responses unlikely to renew membership or pass



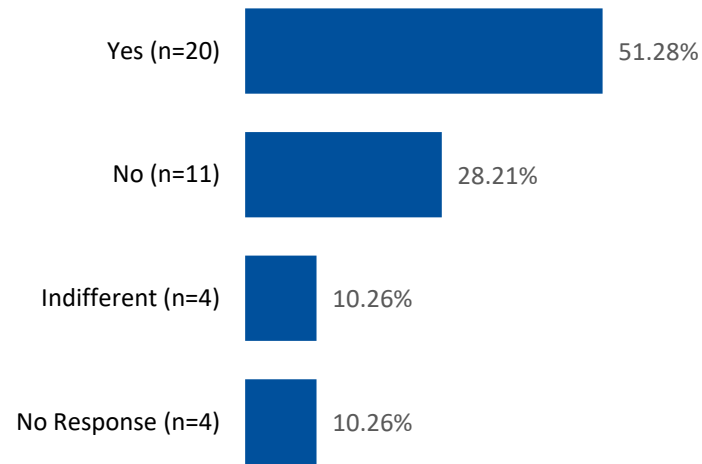
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LIKELY TO RENEW/PURCHASE WITH ADDITION OF SOAKING POOLS

OUT OF THE 18% OF MEMBERS WHO **FREQUENTLY VISIT** WHO WERE UNLIKELY TO RENEW THEIR MEMBERSHIP OR PASS, 51% WOULD RENEW IF THE OUTDOOR SOAKING POOLS WERE ADDED.

Frequent members unlikely to renew pass/membership

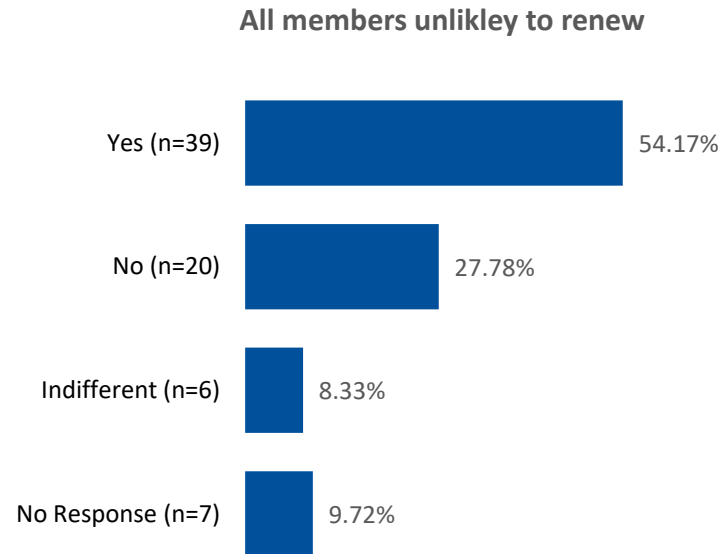


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2. "Members" is defined as data that was received through the Member survey sent to the list of members provided by Salida
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LIKELY TO RENEW/PURCHASE WITH ADDITION OF SOAKING POOLS

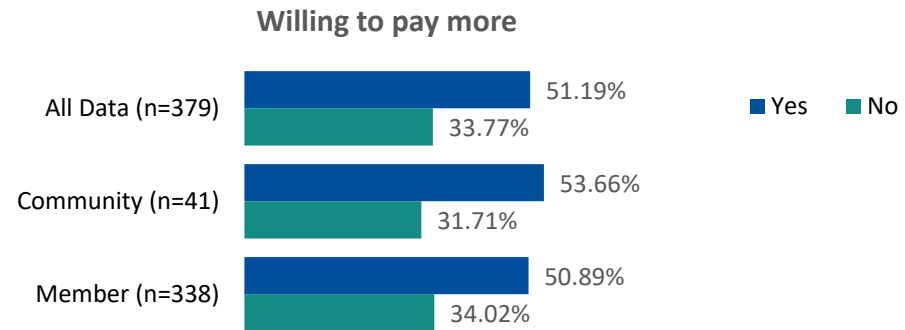
OUT OF THE 19% OF **ALL MEMBERS** THAT WERE UNLIKELY TO RENEW THEIR MEMBERSHIP OR PASS, 54% WOULD RENEW IF THE OUTDOOR SOAKING POOLS WERE ADDED.



WILLING TO PAY MORE FOR SOAKING POOL

A MAJORITY OF RESPONDENTS IN EACH SURVEY ARE WILLING TO PAY MORE FOR THE SOAKING POOLS.

- 15% of all respondents were unsure if they would be willing to pay more for the outdoor soaking pools



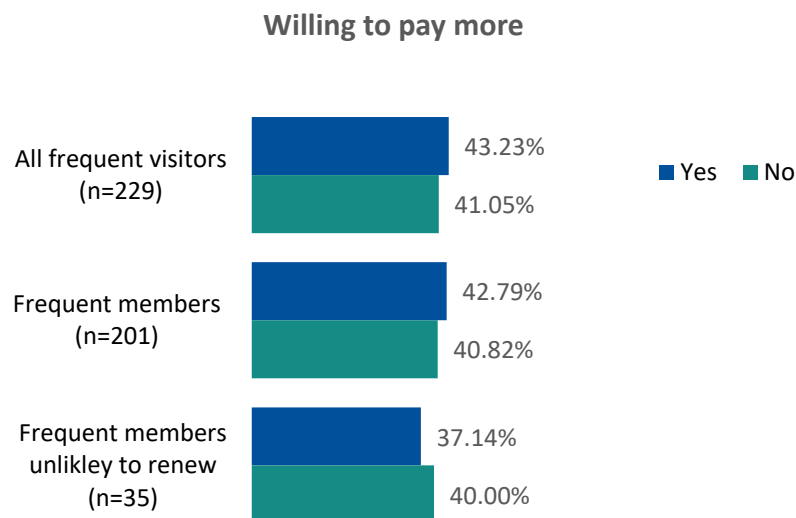
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2. "Member" is defined as data that was received through the Member survey sent to the list of members provided by Salida
3. Willing to pay more is defined as those who had a response of "10%", "15%", or "20%" to the increased amount they would be willing to pay to offset costs of soaking pools

WILLING TO PAY MORE FOR SOAKING POOL

FREQUENT MEMBERS AND FREQUENT VISITORS FROM THE COMMUNITY SURVEY ARE JUST ABOUT AS WILLING TO PAY MORE FOR THE SOAKING POOLS

- *Out of the frequent members unlikely to renew that indicated that they would likely renew with the addition of the soaking pools, 50% indicated that they would be willing to pay more for the outdoor pools*

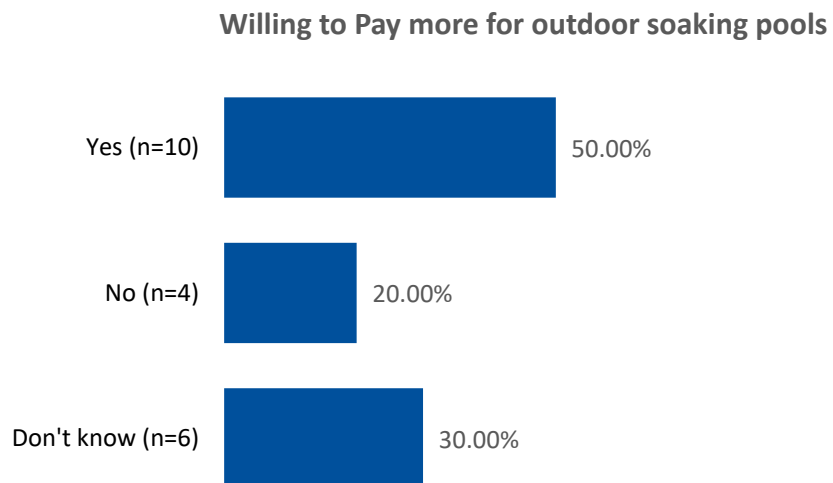


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WILLING TO PAY MORE FOR SOAKING POOL

OUT OF THE **FREQUENT MEMBERS** WHO INDICATED THAT THEY ARE LIKELY TO RENEW ONLY AFTER THE OUTDOOR SOAKING POOLS ARE ADDED, 50% INDICATED THAT THEY WOULD BE WILLING TO PAY MORE FOR THE OUTDOOR POOLS.



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ADDITIONAL AMOUNT WILLING TO PAY ALL RESPONSES

RESPONDENTS FROM THE MEMBER SURVEY ARE SLIGHTLY LESS WILLING TO PAY MORE THAN THOSE FROM THE COMMUNITY SURVEY.



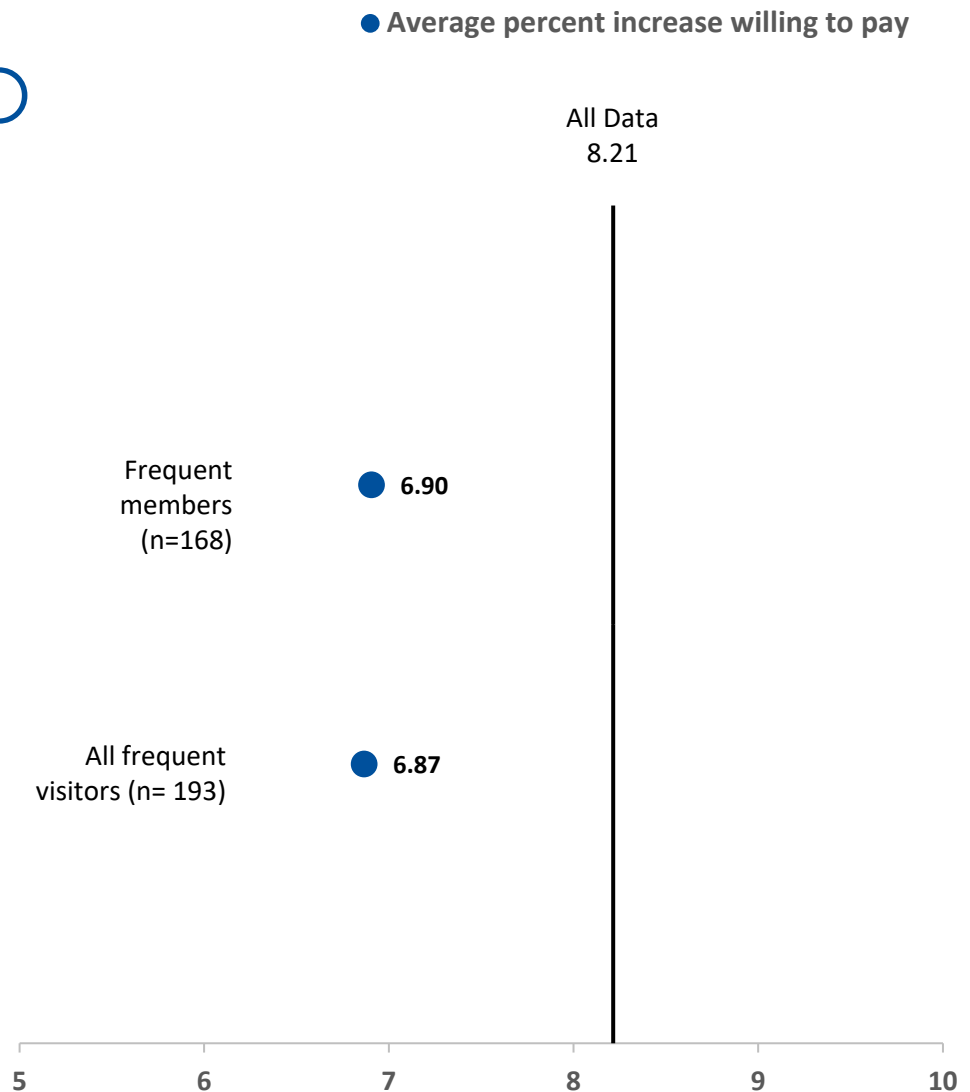
Notes

1. "No" Responses to the question "If the Aquatic Center were to add the outdoor soaking pools, would you be willing to pay an additional 10%, 15%, or 20% for your membership or pass to help offset the costs of this addition" were coded as 0 and responses of "I don't know" were left as null values.

ADDITIONAL AMOUNT WILLING TO PAY ALL RESPONSES

ALL FREQUENT VISITORS AND MEMBERS ARE WILLING TO PAY A LOWER AMOUNT FOR THE SOAKING POOLS

- 16% OF RESPONDENTS WHO VISIT THE AQUATIC CENTER OFTEN ARE UNSURE IF THEY WOULD PAY MORE,



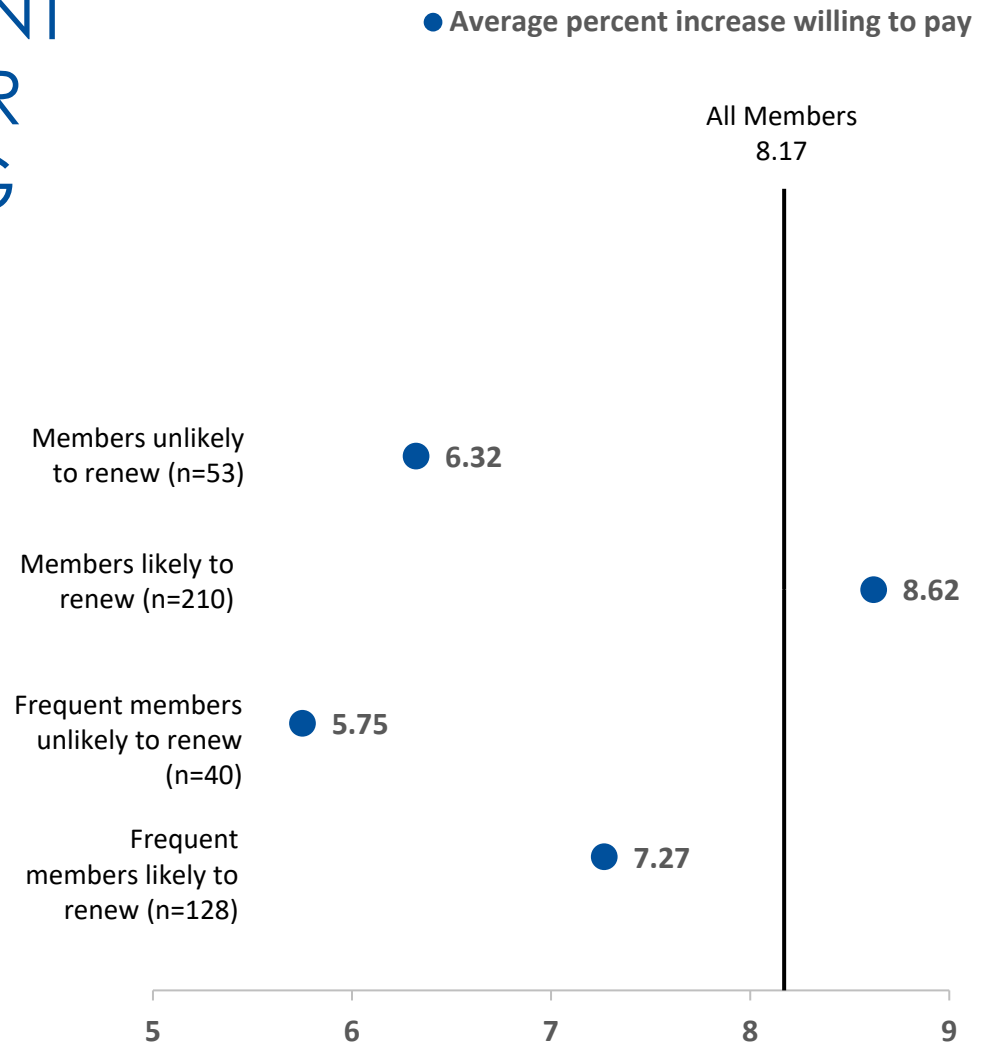
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ADDITIONAL AMOUNT WILLING TO PAY FOR OUTDOOR SOAKING POOLS

WHEN ONLY LOOKING AT THE MEMBER SURVEY RESPONSES, MEMBERS THAT ARE LIKELY TO RENEW ARE WILLING TO PAY MORE FOR THE SOAKING POOLS.

- Members likely to renew account for 65% of all responses and are willing to pay more on average for the soaking pools than the average amount for all the data

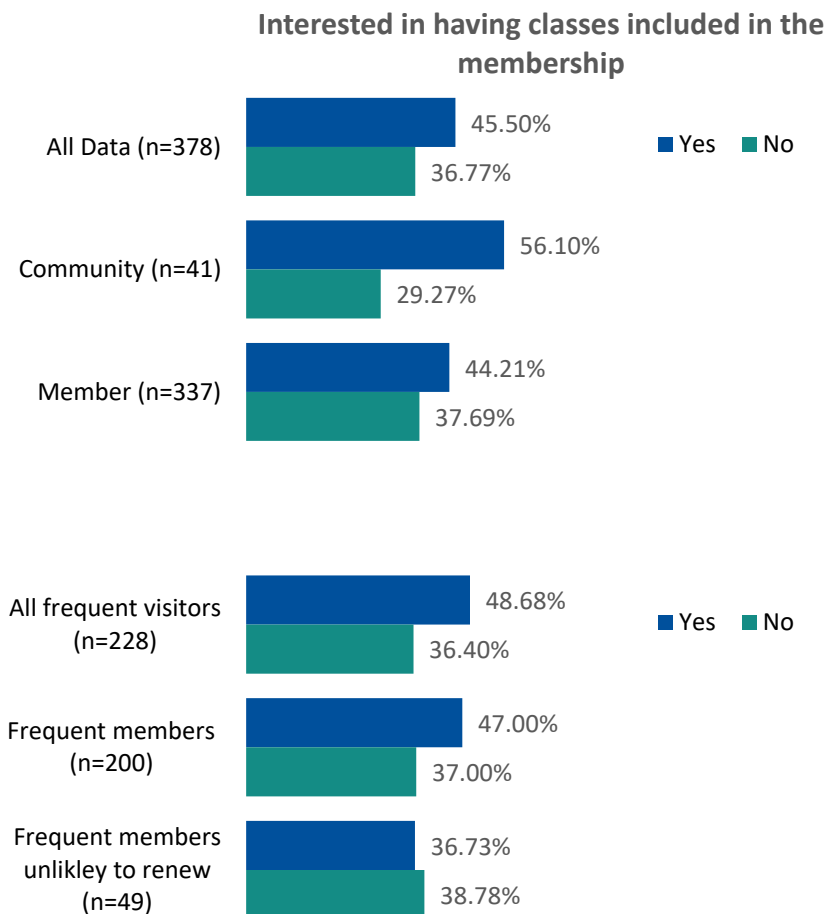


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INTEREST IN HAVING CLASSES INCLUDED IN PRICE OF MEMBERSHIP

MEMBERS AND COMMUNITY MEMBERS ARE SPLIT ABOUT INCLUDING CLASSES IN THE MEMBERS.



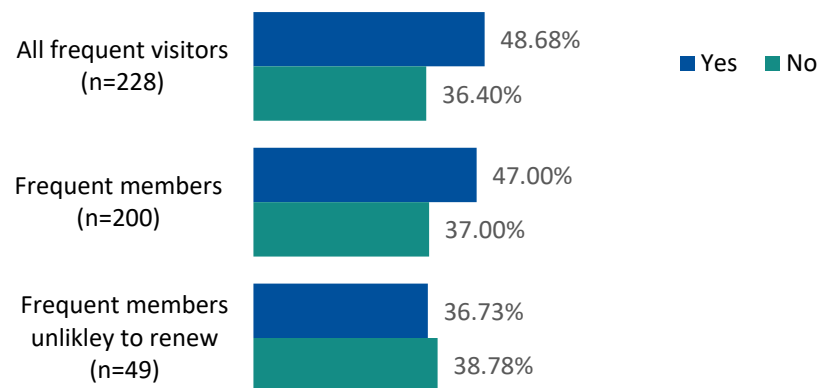
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INTEREST IN HAVING CLASSES INCLUDED IN PRICE OF MEMBERSHIP

FREQUENT VISITORS FROM THE COMMUNITY SURVEY AND FREQUENT MEMBERS ARE EQUALLY INTERESTED IN HAVING ACCESS TO CLASSES AND REC PROGRAMS INCLUDED IN THE PRICE OF A MEMBERSHIP.

Interested in having classes included in membership



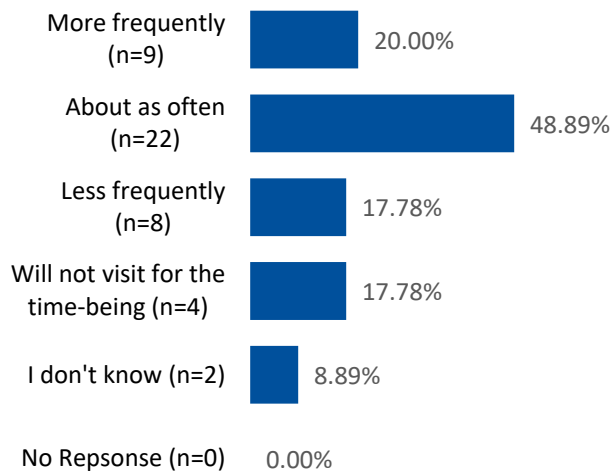
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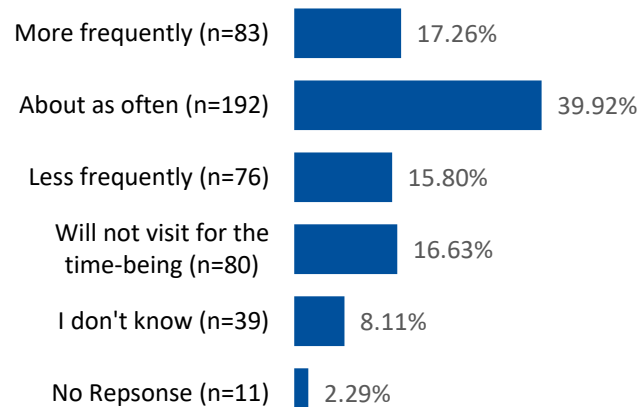
FREQUENCY OF VISITS AS SALIDA REEMERGES FROM COVID

IN GENERAL, RESPONDENTS WILL CONTINUE TO USE THE AQUATIC CENTER AS IT BEGINS TO REOPEN WHILE TAKING SAFETY PRECAUTIONS.

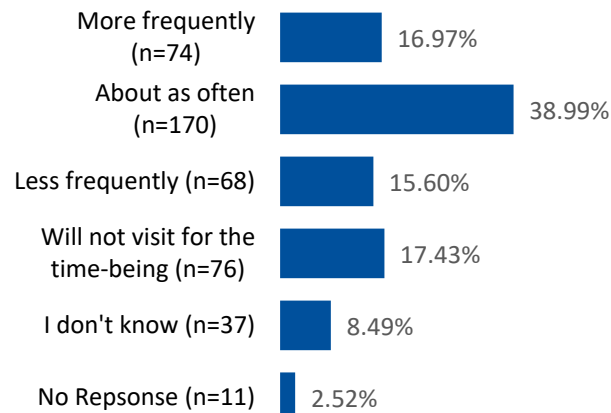
Community Survey



All Data



Member Survey

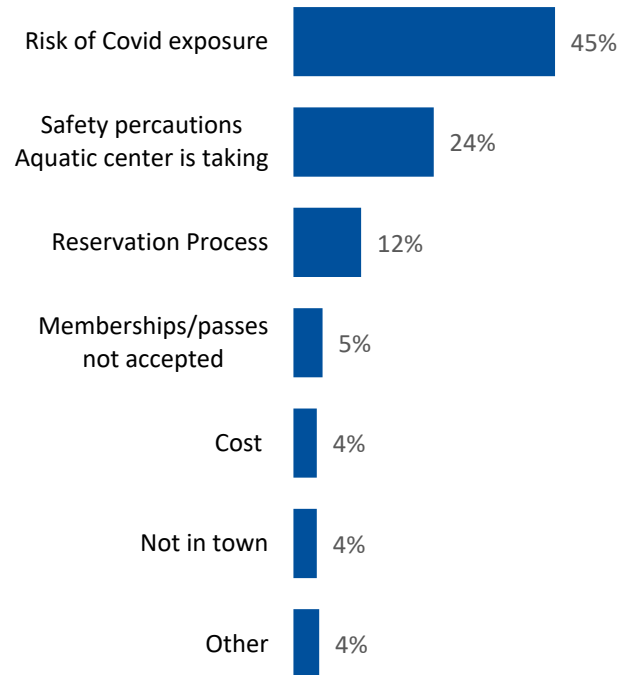


REASON FOR VISITING LESS FREQUENTLY AS SALIDA BEGINS TO REOPEN

SAFETY PRECAUTIONS AQUATIC CENTER IS TAKING INCLUDES:

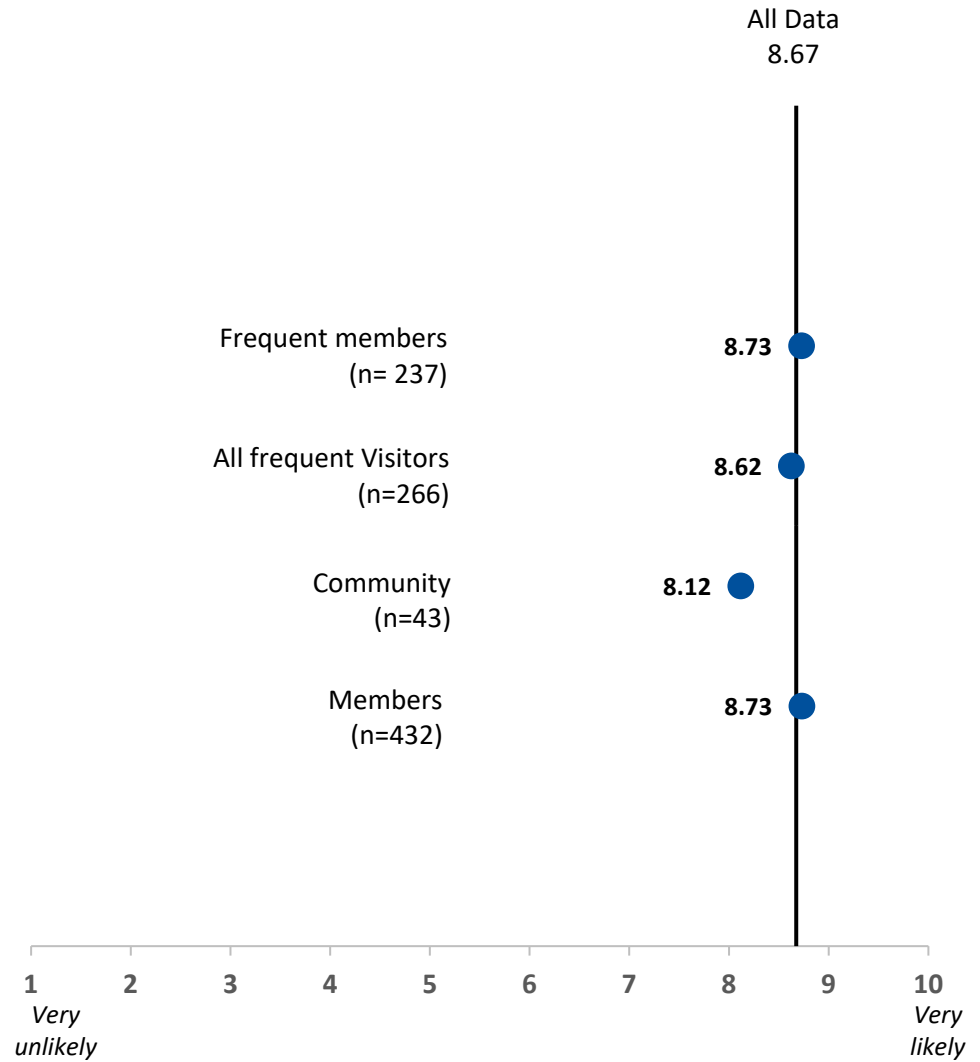
- *Locker rooms not being available*
- *Limited lanes and classes*
- *Mask mandates*

Reason for visiting less often



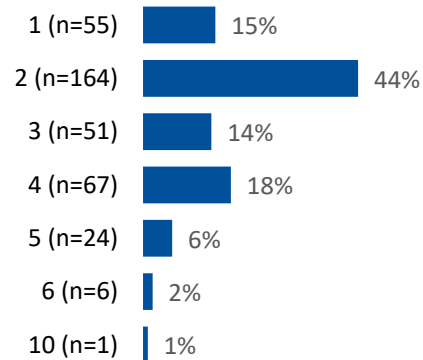
LIKELIHOOD OF RECOMMENDING CENTER

OVERALL, PEOPLE ARE LIKELY TO RECOMMEND THE AQUATIC CENTER

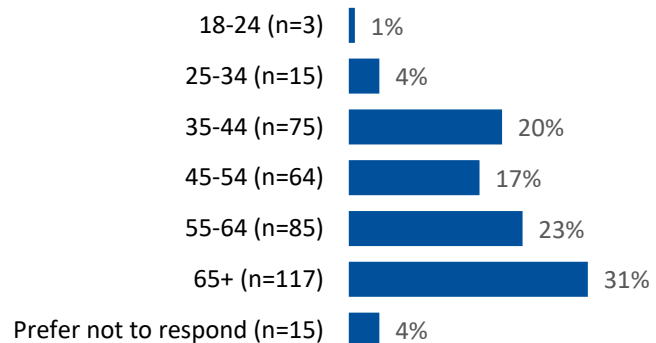


DEMOGRAPHICS

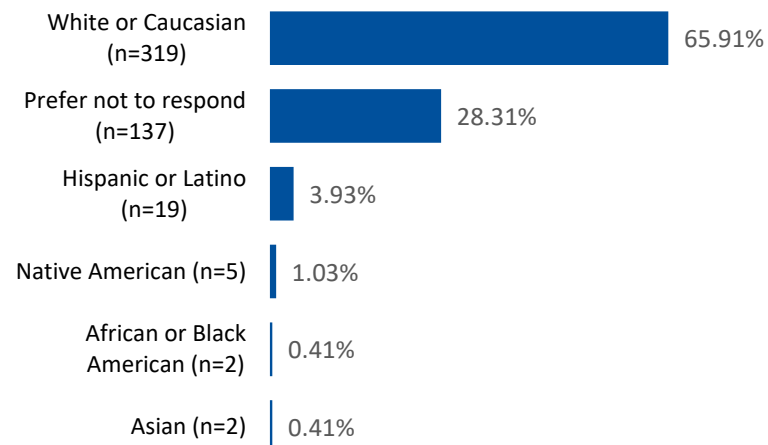
Number of People Living in Household



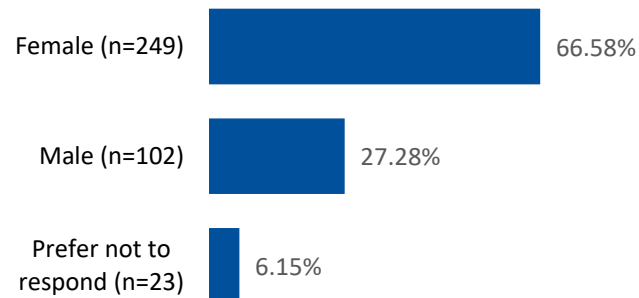
Age



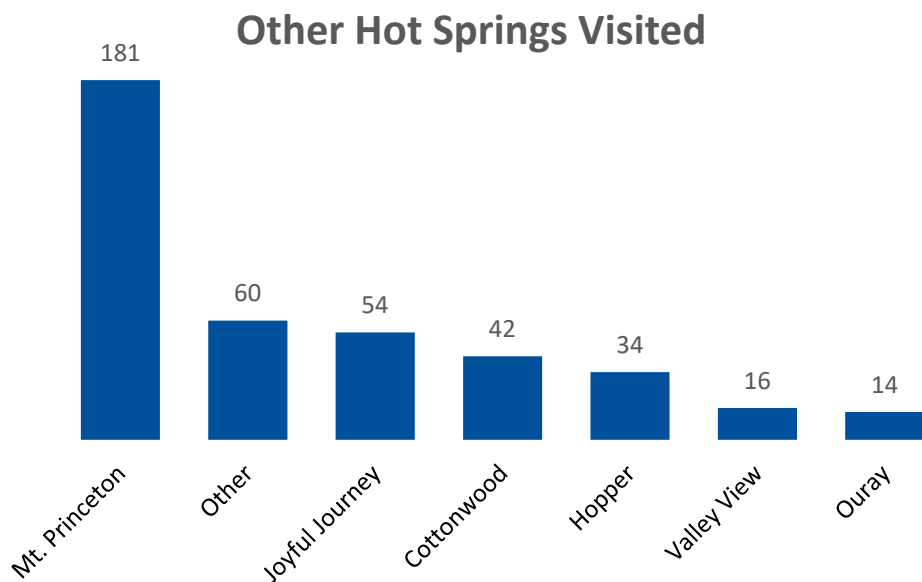
Race/Ethnicity



Gender Identity



OTHER HOT SPRINGS VISITED BY SURVEY TAKERS



MT. PRINCETON

- MON-THURS: \$20 ADULT \$15 CHILD/SENIOR
- FRI-SUN: \$25 ADULT. \$20 CHILD/SENIOR

JOYFUL JOURNEY

- ADULT: \$15
- LOCAL SOAK: \$12
- CHILDREN (5-14): \$12
- SENIORS (65+): \$12

COTTONWOOD HOT SPRINGS

- MON-THURS: ADULT \$20 CHILD (<16) \$18
- FRI-SUN: ADULT \$24 CHILD (<16) \$20

SURVEY COMMENTS

"I am a fairly frequent lap swimmer, and I love this pool. My only issue is that it is too cold! It takes about 100 yards for me to warm up. PLEASE turn up the heat a couple of degrees."

"Wanted to make the point that I very much value the kayak rolling sessions in the winter spring, and would like to see more. Especially further into the spring so to coincide with the start of whitewater kayaking season."

"...The pool is a huge asset to this community. I hope everyone continues to come. I was impressed with how it's managing to stay open though this crises."

"Punch pass worked well for use for my granddaughter and I before employed here, and worked well for my granddaughter and an occasional friend since."

COMMENTS – MEMBERSHIP CHANGES

“[I would like to see] discounts on rec activities or swim lesson if [a member has] an annual family pass. (bought the punch card because of small usage and no additional benefits)”

“[I would like] All classes be included in membership”

“I would like other recreational uses included in the punch pass as they become available. Currently, from what i know, we only have entry into the pool.”

“I might be better suited to punch passes, but I bought an annual pass to support the facility. Likely to still support with annual pass... [would like to see a] Combination [of] benefits with other recreation activities (e.g. pickle ball).”

COMMENTS

It would be helpful to have more lifeguards so that kids can use the various recreational options (climbing; diving; slide) simultaneously. That has been the biggest disappointment; visiting and not getting to use the favorite parts of the facility (pre-Covid)..."

"Have more lanes open when there are classes in the pool. Generally the classes have more room than is needed and at times there are only 2 lanes open with excessive crowding in the lanes or swimmers waiting for lanes."

"Have a separate kids/adult area, have more things for older kids to enjoy, evening classes"

"Make some adult only options so that we don't need to worry about covid and kids who are trying to have fun. The kids are great but sometimes when we are soaking kids get super close or splash while they are playing and we are trying to relax."

"I'm a lap swimmer so a clear schedule of when the pool is open for lap swimming and the number of lanes open."

COMMENTS – RESPONSE TO SOAKING POOLS

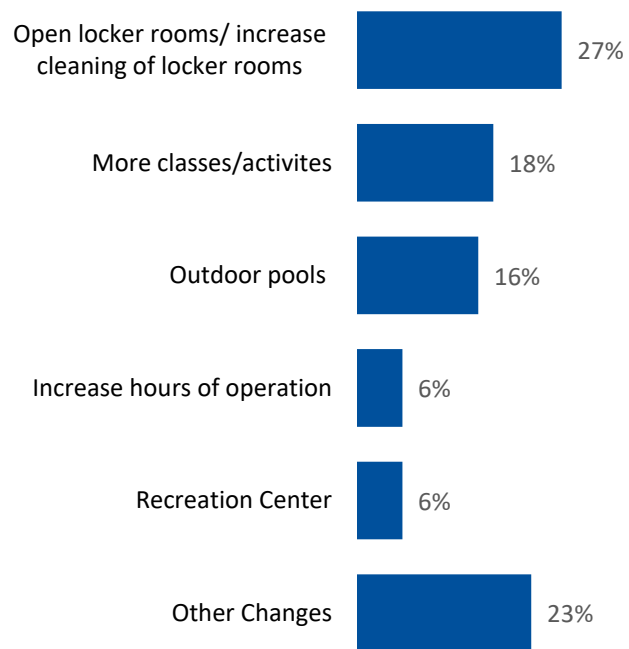
“Outdoor pools would be great as the leisure pool is often so busy. Would also bring in more visitors to help balance keeping it affordable for locals.”

“...access to indoor and outdoor soaking pools is very interesting to me, availability is very limited to-date.”

“An outdoor pool would be an incredible addition to pool users and would hopefully open up more designated lap hours.”

“I am most interested in lap lanes and love the idea of outside soaking pools. Price point matters.”

SERVICES AND CHANGES THE CENTER COULD INCLUDE TO IMPROVE VISITS



OTHER CHANGES INCLUDE CATEGORIES THAT ACCOUNT FOR 5% OR LESS OF THE RESPONSES. THESE INCLUDE BUT AREN'T LIMITED TO:

- Changes relating to staffing
- Adding adult only times
- Having a separate area for children
- including more benefits to memberships



Cost Benefit Analysis

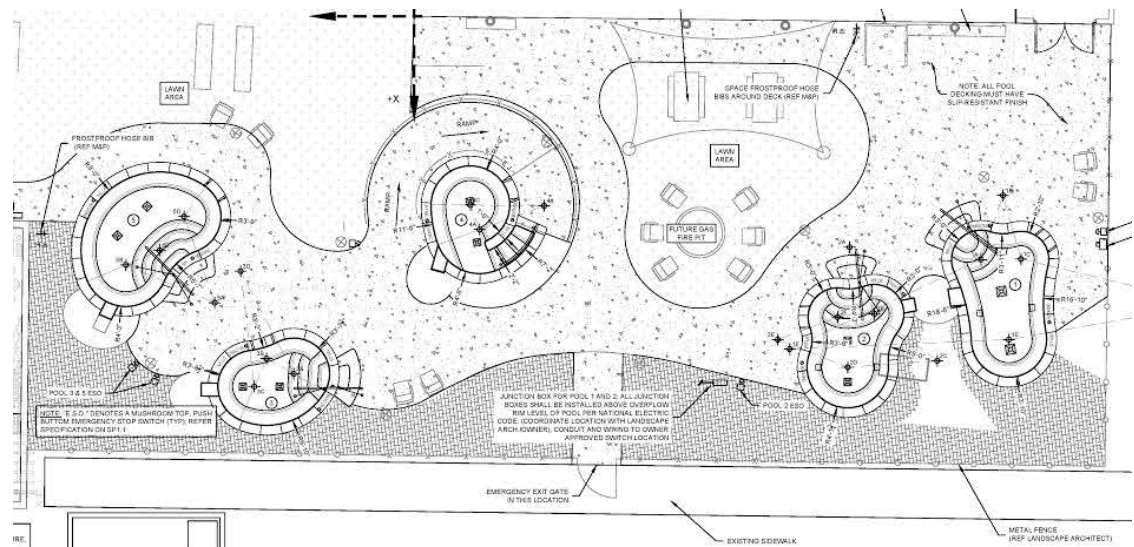
SOAKING POOLS REVENUES AND COSTS

BBC worked with City staff to analyze potential costs and revenues for the soaking pools. Below is a summary of key data for this analysis.

- Costs for the soaking pool are estimated to be \$20,000 annually without a full-time lifeguard or \$59,000 with a full-time lifeguard
- Current revenues for the indoor soaking pools are \$30,000 with revenues exceed costs by 34 percent according to the Rec Center cost-recovery study.
- The total capital cost for the soaking pools is approximately \$1.8 million
- The City capital improvement plan currently has \$960,000 set aside for the pools, leaving a gap in funding of approximately \$840,000.

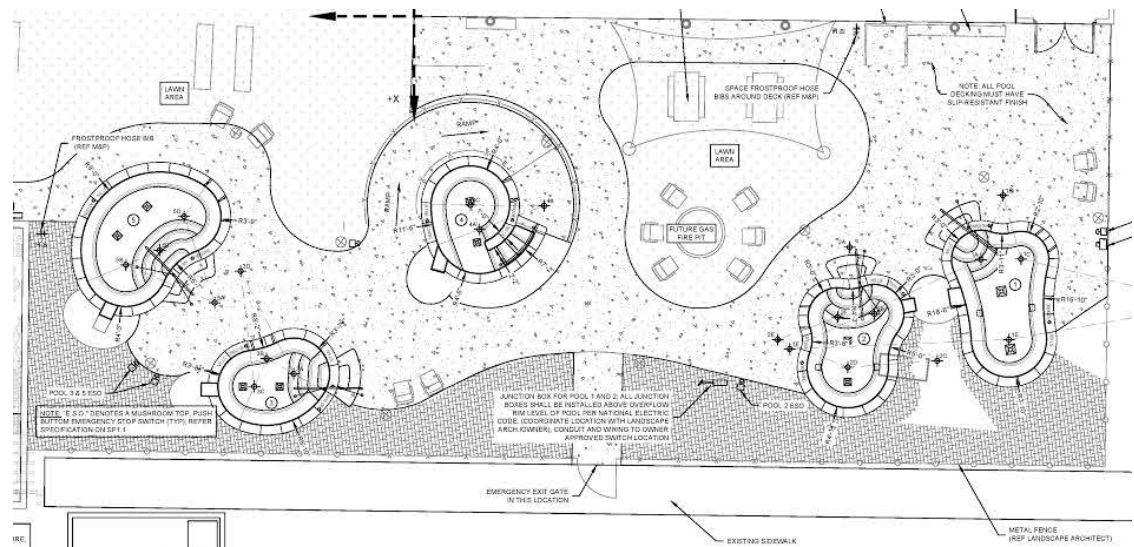
SOAKING POOL CAPITAL PLANS

- Five pools
- Different sizes and temperatures
- Outdoor showers and sitting areas
- Total cost to build: \$1.8 million



SOAKING POOL OPERATIONS

- \$20,000 annually without lifeguard
- \$59,000 with lifeguard
- Assuming 1.34 cost recovery, operational revenue approximately \$80,000 year
- Implies \$1,300 in revenue per month per pool



SOAKING POOL FINANCING



TOTAL COST: \$1.8 MILLION

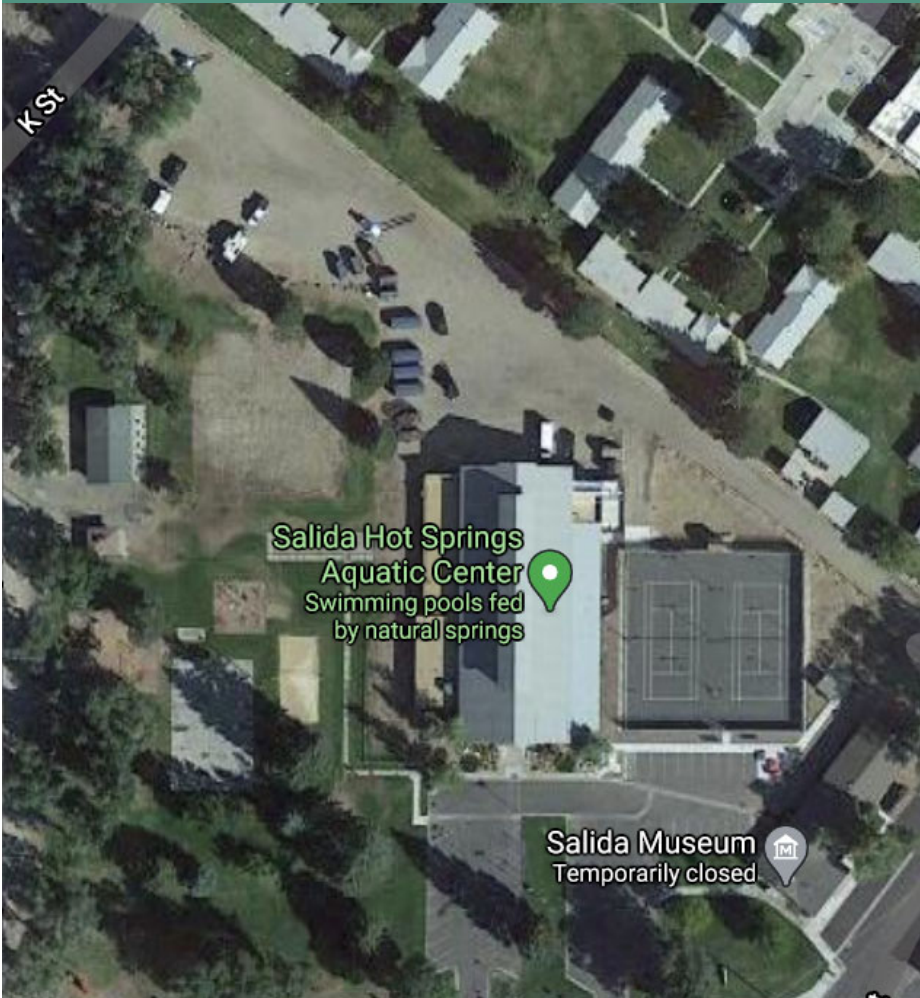
CAPITAL IMPROVEMENT PLAN
ALLOCATION: \$960,000

REMAINING FUNDS REQUIRED:
\$840,000

SHORTFALL OPTIONS:

- GENERAL OBLIGATION LOAN
- GRANTS
- REDUCTION IN PROJECT SCOPE

SOAKING POOL FINANCING



LOAN MODELING

- CREATED TO HELP FRAME DECISIONS FOR THE CITY
- ASSUMPTIONS INCLUDE LOAN TERM, RATE, PRINCIPAL AMOUNT

*As an example, a **20-year loan** with an interest **rate of 1.5 percent** for the entire current capital shortfall (\$840,000) would require annual payments of **\$48,900**.*

FINANCING EXAMPLES

SCENARIO	BASE ASSUMPTIONS	GRANT FUNDING OR SCOPE REDUCTION	ADJUSTED TERM (30-YEARS)
LOAN TERM	20-YEAR	20-YEAR	30-YEAR
ADDITIONAL FUNDING	NONE	\$100,000 GRANT OR SCOPE REDUCTION	NONE
TOTAL PRINCIPAL	\$840,000	\$740,000	\$840,000
INTEREST RATE*	1.5%	1.5%	1.7%
ANNUAL PAYMENT	\$48,900	\$43,100	\$36,000

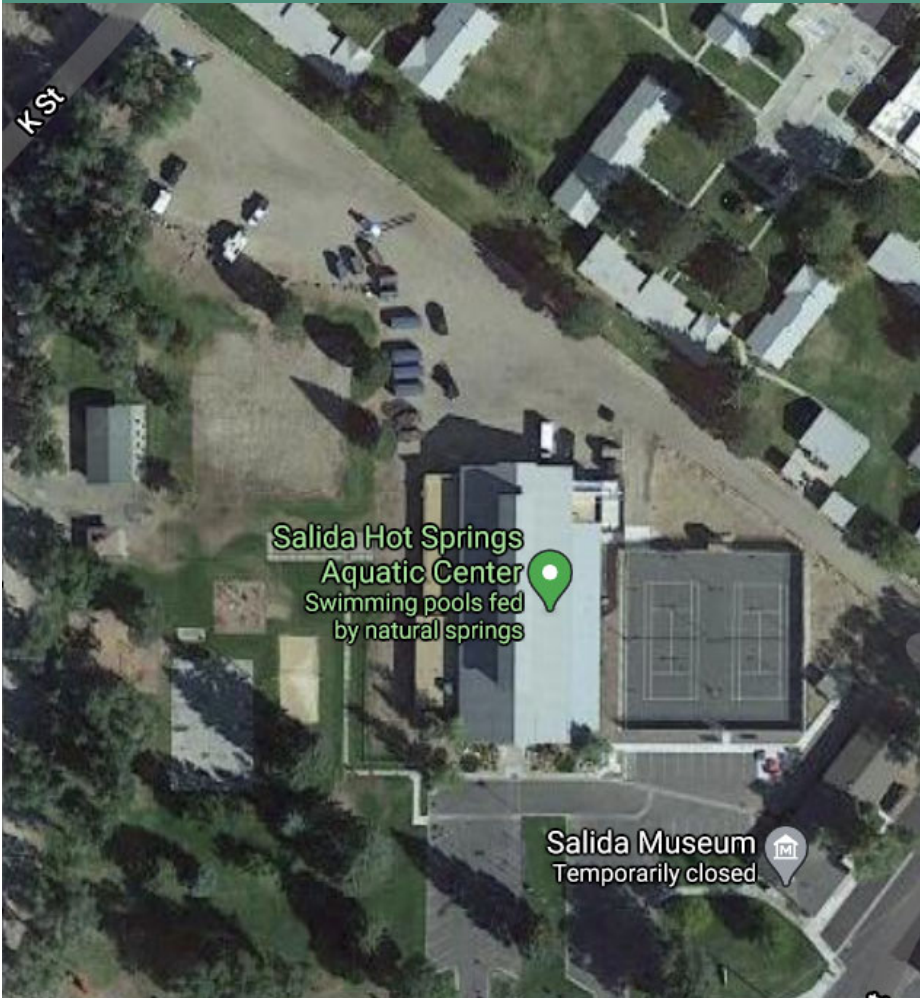
*Interest Rates vary due to many factors. These rates were estimated using conservative assumptions for AA and A Municipal Bond Rates from <https://www.fmsbonds.com/market-yields/>, <http://www.munibondadvisor.com/market.htm>, and <https://www.bloomberg.com/markets/rates-bonds/government-bonds/us>

FINANCING EXAMPLES (CONTINUED)

SCENARIO	BASE ASSUMPTIONS	GRANT FUNDING OR SCOPE REDUCTION	ADJUSTED TERM (10-YEARS)
LOAN TERM	20-YEAR	20-YEAR	10-YEAR
ADDITIONAL FUNDING	NONE	\$200,000 GRANT OR SCOPE REDUCTION	NONE
TOTAL PRINCIPAL	\$840,000	\$640,000	\$840,000
INTEREST RATE*	1.5%	1.5%	1.0%
ANNUAL PAYMENT	\$48,900	\$37,300	\$88,700

*Interest Rates vary due to many factors. These rates were estimated using conservative assumptions for AA and A Municipal Bond Rates from <https://www.fmsbonds.com/market-yields/>, <http://www.munibondadvisor.com/market.htm>, and <https://www.bloomberg.com/markets/rates-bonds/government-bonds/us>

SOAKING POOL REVENUE MODEL



REVENUE MODELING ASSUMPTIONS:

- POOL CAPACITY NUMBERS BASED ON INFORMATION PROVIDED BY CITY
- ENTRY PRICE FOR SOAKING POOLS PROVIDED BY CITY
- SEASONS OF THE YEAR AND EXPECTED CAPACITY BASED OFF TYPICAL ACADEMIC YEAR
- WEEKENDS ARE LIKELY TO HAVE MORE VISITORS THAN WEEKDAYS

SOAKING POOL REVENUE MODEL



COST PER PERSON: \$15

TIME SLOTS PER DAY: 4

POTENTIAL YEARLY REVENUE ASSUMING:

- CAPACITY HOLDS FOR ALL 4 TIME SLOTS: \$520,000 - \$950,000
- CAPACITY HOLDS FOR 3 TIME SLOTS AND REDUCED FOR 1 TIME SLOT: \$470,000 - \$810,000
- CAPACITY HOLDS FOR 3 TIME SLOTS ONLY: \$390,000 - \$710,000

COST BENEFIT ANALYSIS



Base case assumptions



Maximum cost of operations (including lifeguard)



\$78,900/year in revenue (conservative compared to potential revenue discussed above)



Assume 20-year loan financing with no grant funding



Evaluated over 25-years with inflation*

* The City's audited financial reports indicate that buildings and improvements are given an estimated useful life span of 20-40 years. BBC also consulted state and federal guidance and determined that 25 years is a conservative lifetime estimate for an in ground concrete pool.

COST BENEFIT ANALYSIS – YEAR 1 EXAMPLE

Revenues	
Operating revenue	\$78,900
Expenses	
Operating expenses (including lifeguard)	\$59,000
Cost of financing	<u>\$48,900</u>
Total	<u>\$107,900</u>
Net revenue (loss)	(\$29,000)

Net loss implies cost recovery of 73 percent

COST BENEFIT ANALYSIS – YEAR 15 EXAMPLE

Revenues	
Operating revenue	\$119,300
Expenses	
Operating expenses (including lifeguard)	\$89,200
Cost of financing	<u>\$48,900</u>
Total	<u>\$138,100</u>
Net revenue (loss)	(\$18,800)

Net loss implies cost recovery of 86 percent

Revenues and expenses inflated at 3 percent annually

COST BENEFIT ANALYSIS – YEAR 25 EXAMPLE

Revenues	
Operating revenue	\$160,400
Expenses	
Operating expenses (including lifeguard)	\$119,900
Cost of financing	<u>\$0</u>
Total	<u>\$119,900</u>
Net revenue (loss)	\$40,500

Net revenue implies cost recovery of 134 percent

Revenues and expenses inflated at 3 percent annually

COST BENEFIT ANALYSIS - SUMMARY



OVER 25 YEARS:

Net present value of \$250,000 in losses

Average increase of 50 overnight tourist days per year would offset losses economically

Average increase in 900 overnight tourist days would offset losses fiscally

TOURISM IN CHAFFEE COUNTY

APPROXIMATELY 200,000 OVERNIGHT VISITORS ANNUALLY TO CHAFFEE COUNTY.

OVERNIGHT SALIDA VISITORS SPEND APPROXIMATELY \$370/DAY AND GENERATE \$19 IN LOCAL TAXES.

ANNUAL SPENDING IN CHAFFEE COUNTY IN 2019: \$128 MILLION

ADJUSTABLE EXCEL MODEL FOR CITY STAFF

INPUTS INCLUDE:

Overall costs

Revenue Assumptions

Financing details

Tourism comparisons

	A	B	C
1	Soaking pools capital cost	\$ 1,800,000	
2	Current capital allotment	\$ 960,000	
3	Grants	\$ -	
4	Remainder for financing	\$ 840,000	
5	Daily economic impact per tourist (present value)	\$ 366	
6	Daily fiscal impact per tourist (present value)	\$ 19	
7			
8	Annual financing details		
9	Payments	annually	
10	Period	20 years	
11	Interest rate	1.50%	
12	Annual cost	\$ 48,926	
13			
14	Operation costs		
15	With lifeguard	\$59,000 per year	
16	Cost recovery	1.34	
17	Assumed inflation	3%	
18			
19	Projected revenues (year 1)		
20	Based on cost recovery	\$78,884	
21			
22	Total year one annual cost (financing and operations)	\$107,926	
23	Total year one revenue	\$78,884	
24	Net (year one)	(\$29,042)	
25	Operational and capital cost recovery (year one)	73%	
26	Year 1 tourism days required to offset economic impacts	70	1.6 additional visitors per

CONCLUSIONS

- *Based on current operations it is likely that the Soaking pools will recover their operational costs*
- *Under current assumptions, it is unlikely that the pools would also cover the debt service for capital financing*
- *A modest uptick in tourism due to the soaking pools would likely result in an overall economic benefit for the City*
- *Given the volatility of current economic, fiscal, and public health conditions, BBC provided a model for future use by City staff*



Housing and Economic Analysis

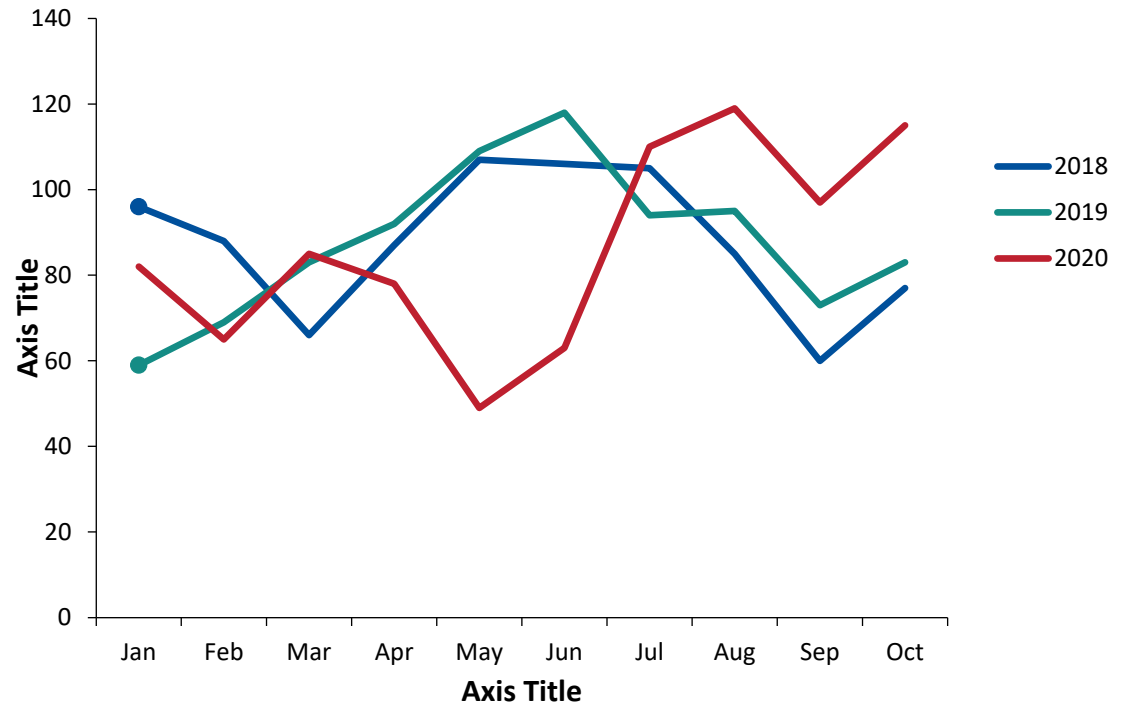
ZOOM TOWNS

“Zoom towns” are described as towns and cities that have seen housing market booms as remote work become more common. Several factors contribute to Salida’s attractiveness as a Zoom town

- Proximity to Denver and Colorado Springs
- Existing recreation opportunities
- Housing prices (compared to other mountain communities and desirable neighborhoods in the Metro area)
- Reputation for arts and culture

QUALIFIED REAL ESTATE SALES TRENDS CHAFFEE COUNTY

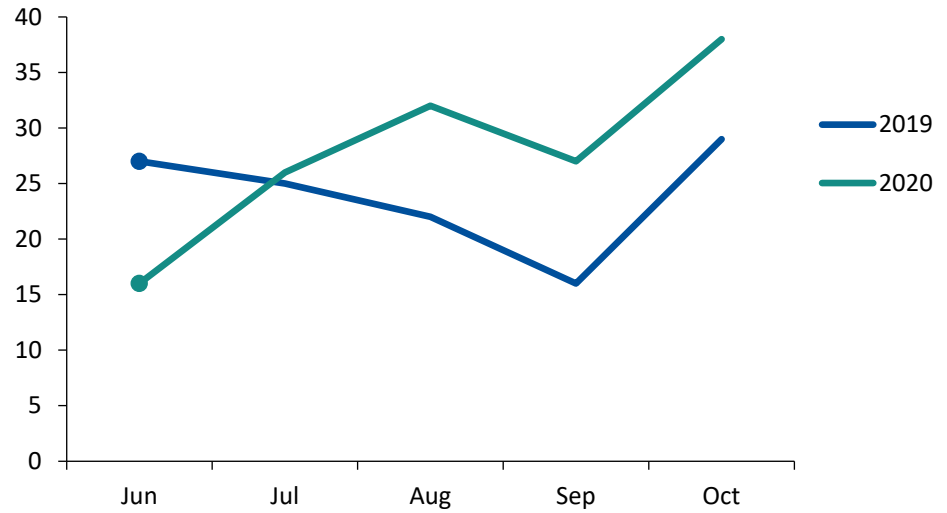
While Chaffe County sales declined during the first few months of the Pandemic, they rebounded later in the year and have exceeded previous years over the past few months



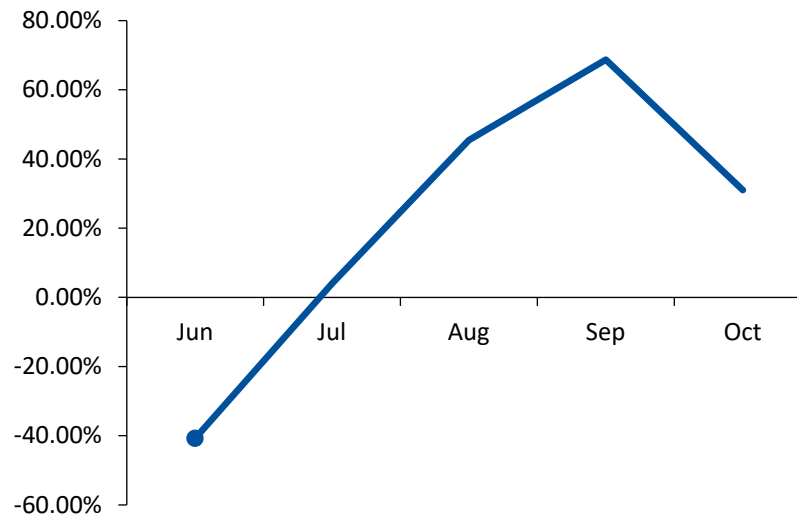
HOME SALES IN SALIDA

Trends in Salida mirror those of the County overall, with strong growth in the fall months.

2020 Housing Sales



2020 Year-to-Year Change



TOURISM AND FUTURE TOURISM

Since 2000, visitor-generated spending in Colorado has on average increased by 4.1% per year. In Chaffee county, tourism and visitor spending has changed from 2010-2018 with

- Tourist spending on overnight in has increased on average by 9.75% per year from 2010-2018 with a projected increase of 8.91% from 2018-2019
- Visitor growth in increasing during the COVID-2019 pandemic
- A predicted 8 million visitors by 2026, if growth continues at the same rate prior to the COVID-19 pandemic



Recommendations and Conclusions

CONCLUSIONS AND RECOMMENDATIONS

The concept of soaking pools are popular with residents and community members with a majority of respondents indicating that they see additional value in having outdoor pools.

The facilities would likely broaden the number of residents who would consider visiting the recreation center and attract regional residents and visitors.

Recommendation: Continue to build support among current members and users. It is important to differentiate the current soaking pools from the proposed pools. Community members may be a source of potential funding or ideas on how to bring this project (or future infrastructure improvements) to fruition.

CONCLUSIONS AND RECOMMENDATIONS

Financial models and continued housing growth in Salida point to the viability of the soaking pools, especially when considering the Salida tourism economy as a whole.

Even with very conservative revenue assumptions, financial models indicate that addition of soaking pools would likely be a benefit to the community overall, if not to the overall finances of the Aquatic Center.

Recommendation: Continue to refine the model based on available financial and operations data for the proposed pools.

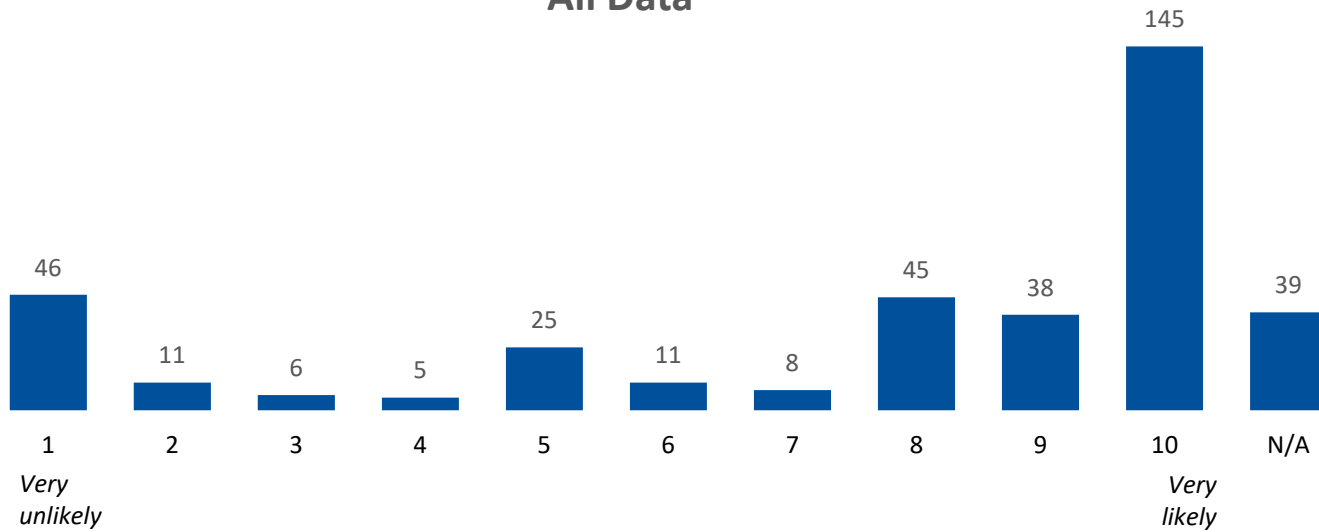


Appendices

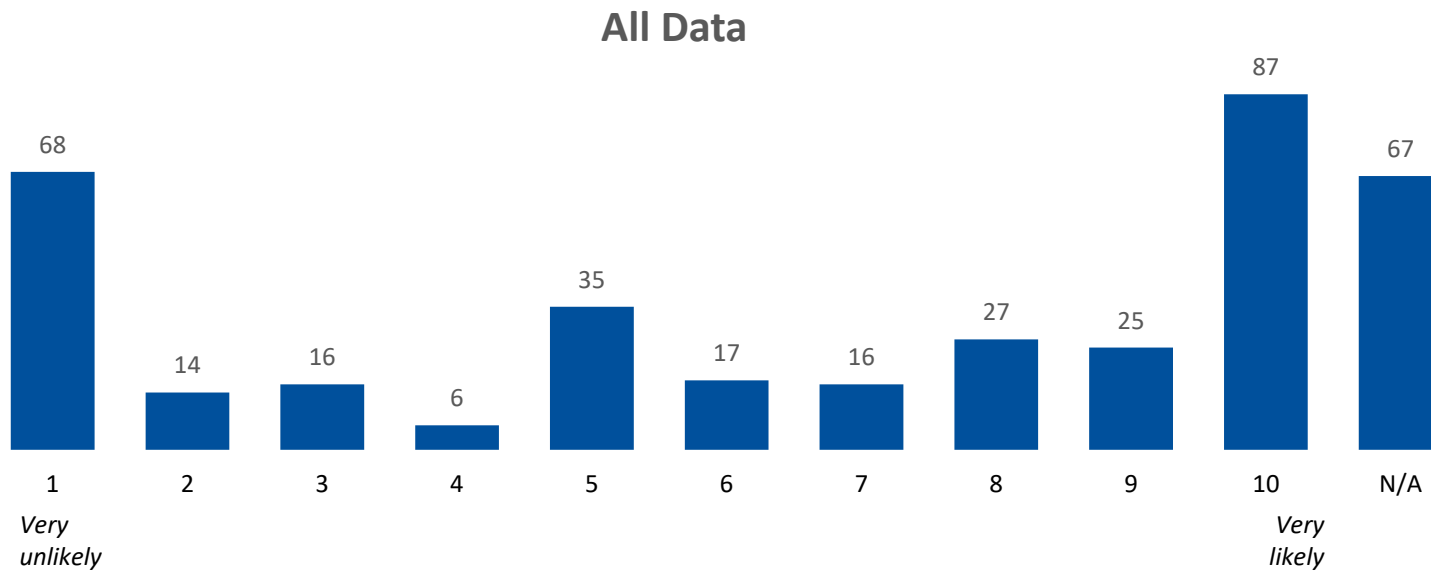
APPENDIX A: ADDITIONAL MEMBER SURVEY RESULTS

LIKELY TO RENEW/PURCHASE WITH ADDITION OF SOAKING POOLS

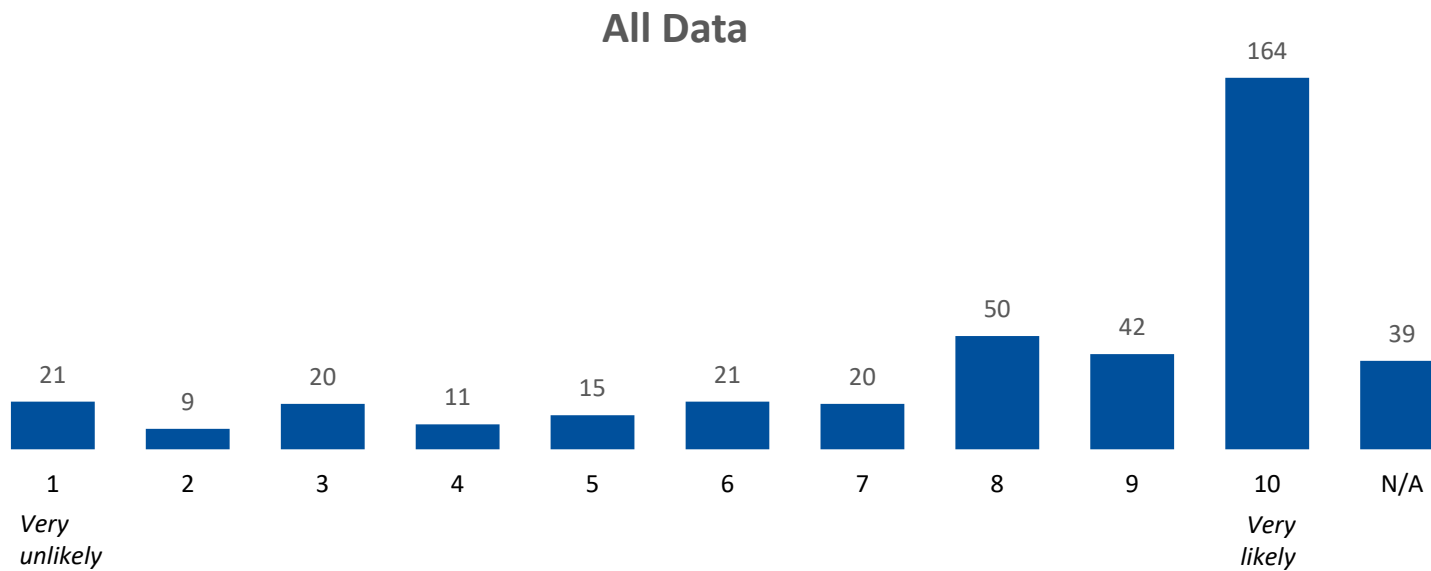
All Data



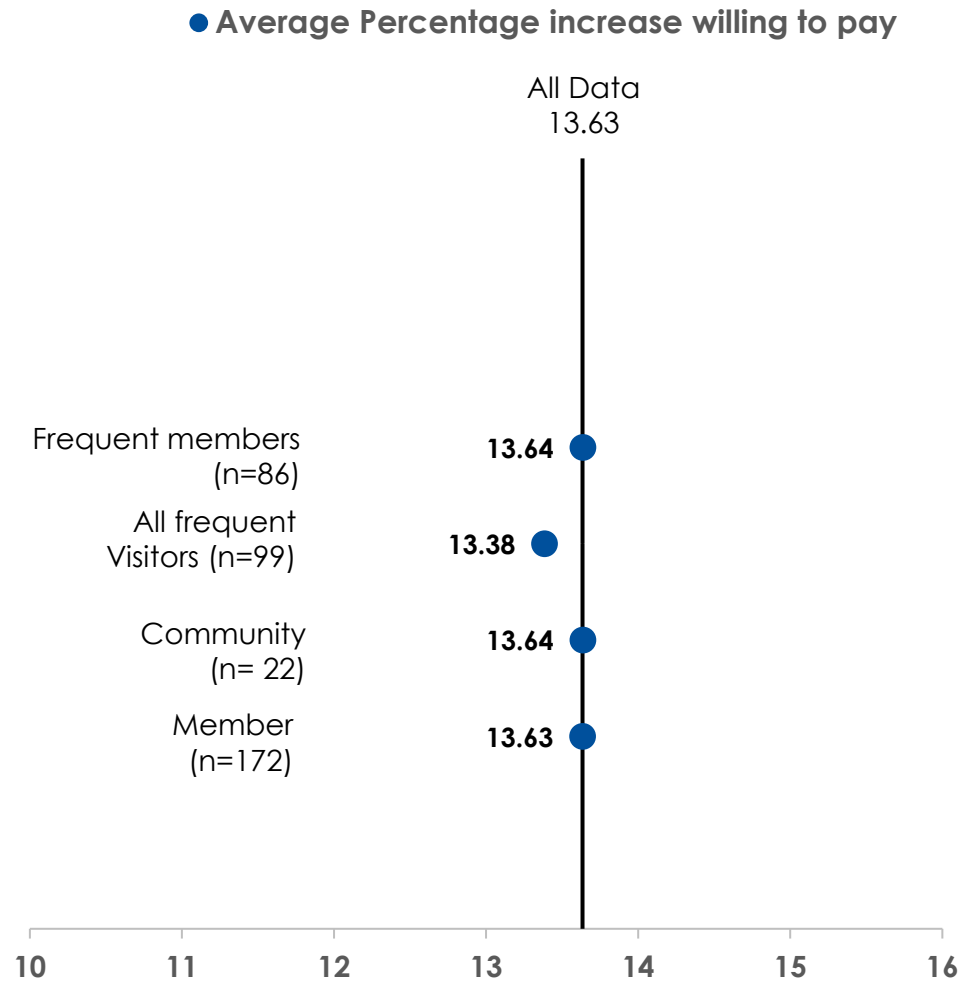
INTEREST IN HAVING CLASSES INCLUDED IN PRICE OF MEMBERSHIP



LIKELIHOOD TO RENEW MEMBERSHIP / PURCHASE NEW PASS



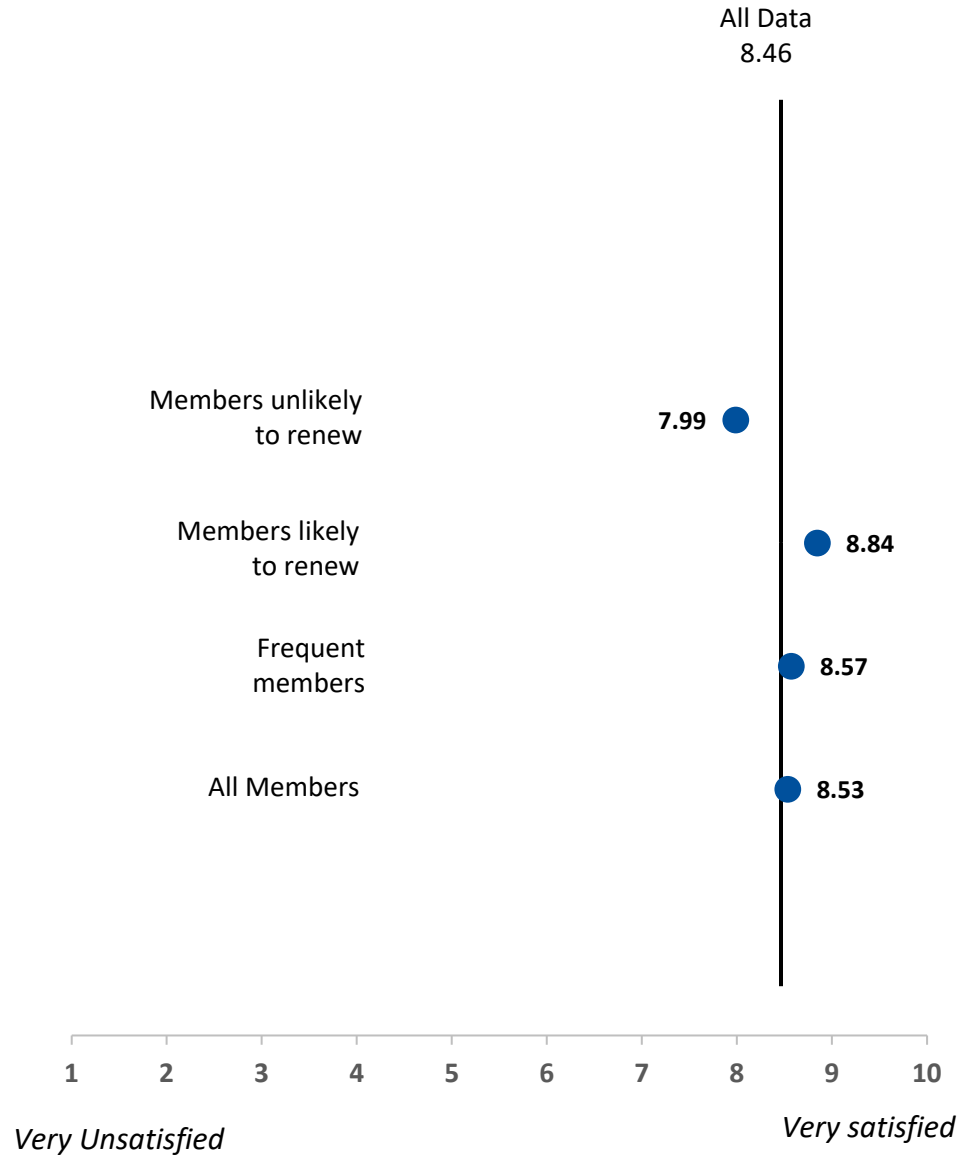
ADDITIONAL AMOUNT WILLING TO PAY (YES RESPONSES ONLY)



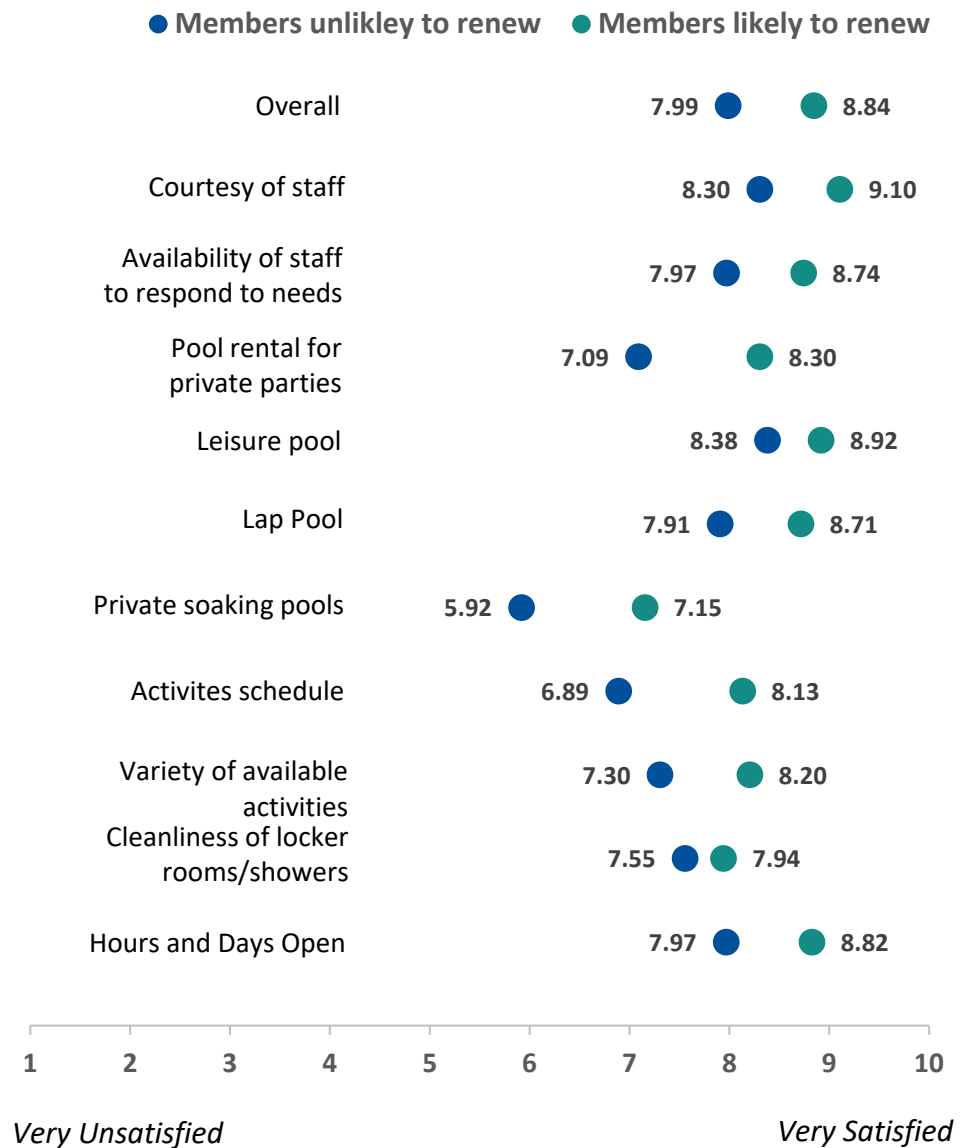
Notes

1. Responses of "No" and "I don't know" to the question "If the Aquatic Center were to add the outdoor soaking pools, would you be willing to pay an additional 10%, 15%, or 20% for your membership or pass to help offset the costs of this addition" were excluded for this analysis.

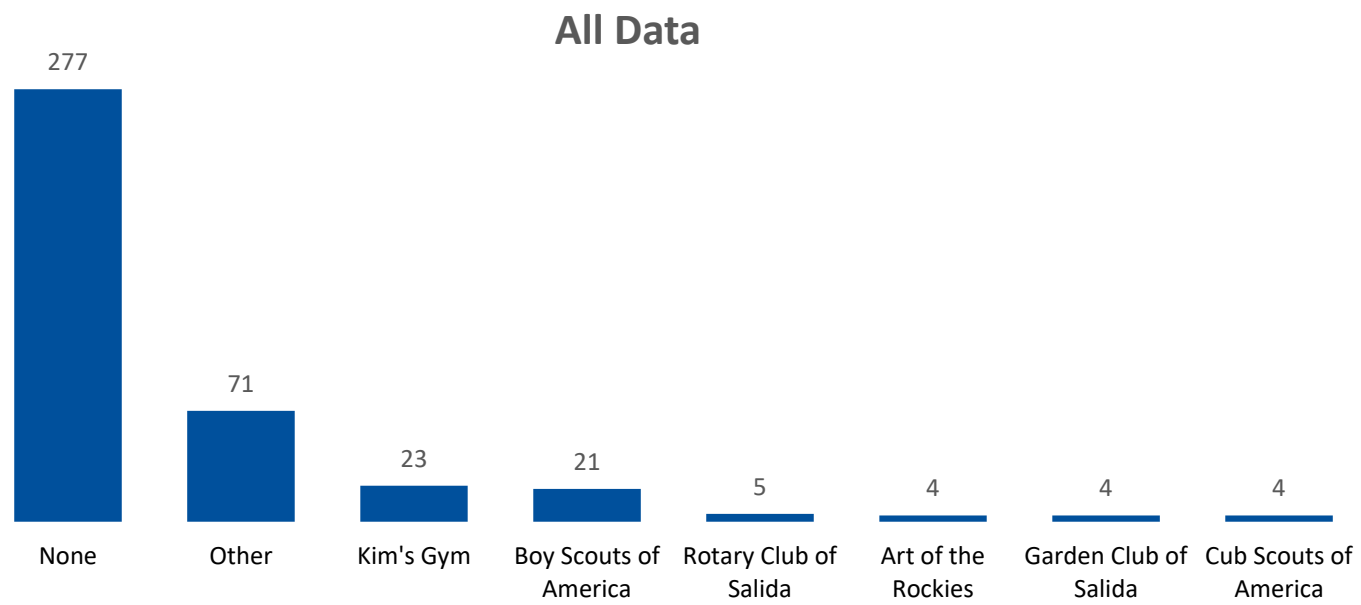
OVERALL SATISFACTION - MEMBERS



SATISFACTION WITH AQUATIC CENTER - MEMBERS

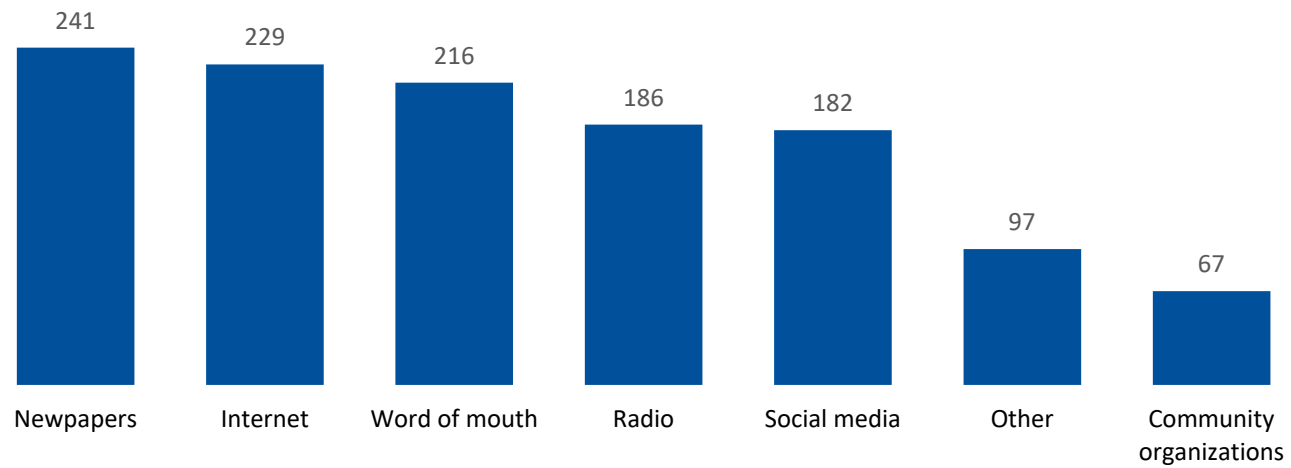


OTHER ORGANIZATIONS

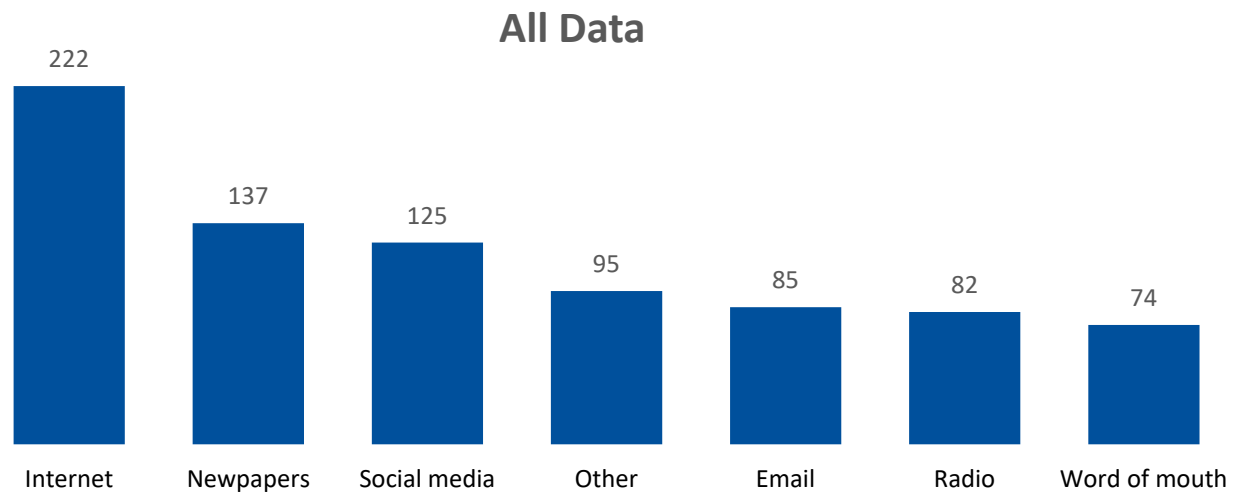


NEWS SOURCES FOR COMMUNITY INFORMATION

All Data



NEWS SOURCES FOR AQUATIC CENTER INFORMATION



APPENDIX B: SURVEY INSTRUMENTS

COMMUNITY SURVEY

The City of Salida's Hot Spring Aquatic Center is conducting a survey to learn about your experiences as a community member of Salida. As a community member of Salida your opinion regarding these topics is extremely important. By completing this survey, you will give the City valuable information it can use to improve the Aquatic Center. The survey should take about 10 minutes to complete, and your responses will be kept anonymous and confidential. The findings will be presented in an economic impact and market study that will be publicly accessible later this year.

Thank you for your support!

COMMUNITY SURVEY

First we want to understand your use of and satisfaction with the Aquatic Center *before* the COVID-19 pandemic

* 1. About how often did you visit the Aquatics Center Before the COVID-19 pandemic?

- At least once every week
- A few times every month
- Once every month
- A few times every year
- Once a year or less
- Have not yet visited/new member

* 2. About how often did you use or participate in the following activities while at the Aquatic Center before the COVID-19 pandemic?

	At least once every week	A few times every month	Once every month	A few times every year	Once a year or less	Have not yet used/new member
Lap pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private soaking tubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COMMUNITY SURVEY

* 3. Thinking about all of your experiences at the Aquatic Center before the COVID-19 pandemic, please rate your satisfaction with the following aspects of the Aquatic Center. Please rate your satisfaction with each aspect on a scale from 1 to 10, where 1 indicates very *dissatisfied* and 10 indicates very *satisfied*. If you do not have an opinion about a particular aspect, please select "N/A".

	1	2	3	4	5	6	7	8	9	10	N/A
Hours and days open	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of locker rooms/showers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of available activities (e.g., swim lessons, fitness classes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private soaking pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lap pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pool rental for private parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of staff to respond to needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COMMUNITY SURVEY

* 4. Thinking again about all of your experiences at the Aquatic Center before the COVID-19 pandemic, please rate your overall satisfaction with the Aquatic Center. Please rate your overall satisfaction on a scale from 1 to 10, where 1 indicates very *dissatisfied* and 10 indicates very *satisfied*. If you do not have an opinion, please select "N/A".

1	2	3	4	5	6	7	8	9	10	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 5. Please rate how likely you are to recommend the Aquatic Center to others. Please make your rating on a scale of 1 to 10, where 1 means that it is *extremely unlikely* that you will recommend the Aquatic Center, and a rating of 10 means that you are *extremely likely* to recommend the Aquatic Center. If you do not have an opinion, please select "N/A."

1	2	3	4	5	6	7	8	9	10	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COMMUNITY SURVEY

Next, we'd like your thoughts about visiting the Aquatic Center as our community begins reemerging from COVID-19 restrictions, that is, when most people resume normal work-related and recreational activities.

* 6. As our community begins reemerging from COVID-19 restrictions, How often do you think you'll visit the Aquatic Center knowing that the Center is currently taking precautionary measures to stop the spread of the virus in the facility? Click [here](#) to see the Aquatic Center's reopening process.

- More frequently
- Less frequently
- About as often
- Will not visit for the time-being
- I don't know

* 7. Please briefly explain why you think you'll visit the Aquatic Center less often.

COMMUNITY SURVEY

Membership and Passes

* 8. Are you currently a member or hold a pass at the Aquatic Center?

- Yes
- No

Membership and Passes

* 9. Please rate how likely you are purchase a membership or pass in the future for the Aquatic Center. Please make your rating on a scale of 1 to 10, where 1 means that it is *extremely unlikely* that you will purchase a membership or pass, and 10 means that you are *extremely likely* to purchase a membership or pass. If you don't have an opinion, please select "N/A".

1	2	3	4	5	6	7	8	9	10	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COMMUNITY SURVEY

* 10. Please indicate why you are unlikely to purchase a membership or pass to the Aquatic Center.

- Cost (too expensive)
- Place of residence is too far from the Aquatics Center
- Not interested in a membership or pass to the Aquatic Center
- Have a membership to a different rec/fitness center
- Frequency of use (wouldn't use it enough)
- Other (please specify)

* 11. Please indicate why you don't currently hold a membership or pass at the Aquatic Center. (Select all that apply)

- Cost (too expensive)
- Place of residence too far from the Aquatic Center
- Not interested in a pass or membership to the Aquatic Center
- Have a membership to a different rec/fitness center
- Frequency of use (don't use the center enough)
- Other (please specify)

* 12. Are there any other benefits that you would like to see that would impact your decision to purchase a membership or pass?

COMMUNITY SURVEY

Membership and Passes

You or your family may have more than one type of membership or pass to the Aquatic Center, but please think about the membership or pass you most recently purchased as you answer the next few questions.

* 13. Please tell us what membership or pass you mostly recently purchased.

* 14. Please tell us about the punch pass you most recently purchased.

- | | |
|--|---|
| <input type="radio"/> Soaking pool, 10 punch pass | <input type="radio"/> Adult 15 punch pass |
| <input type="radio"/> Family pass (10 youth/10 adult visits) | <input type="radio"/> Youth 15 punch pass |
| <input type="radio"/> Fitness add-on pass (6- or 12-month) | <input type="radio"/> Arthritis class 10 punch pass |
| <input type="radio"/> Senior 15 punch pass | |

Other (please specify)

* 15. Please indicate how much you value your most recent membership or pass to the Aquatic Center.

- It's worth more than I paid
- It's worth exactly what I paid
- It's worth less than I paid
- I don't know

COMMUNITY SURVEY

* 16. Please rate how likely you are to renew your membership or purchase a new pass in the future for the Aquatic Center. Please make your rating on a scale of 1 to 10, where 1 means that it is *extremely unlikely* that you will renew your membership or purchase a new pass, and 10 means that you are *extremely likely* to renew your membership or purchase a new pass. If you don't have an opinion, please select "N/A".

1	2	3	4	5	6	7	8	9	10	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Membership and Passes

* 17. Please tell us why you are relatively unlikely to renew your membership or purchase a new pass for the Aquatic Center.

* 18. Are there any other benefits you would like to see as part of the most recent membership or pass you purchased?

COMMUNITY SURVEY

Future Changes

* 19. The Aquatic Center is considering changing the memberships to the aquatic center. Please rate how interested you are in the option of having access to classes and rec programs being included in the price of a membership instead of an add-on. Please make your rating on a scale of 1 to 10, where 1 means that you are *very uninterested* in the option of having access to classes to rec programs being included in the price of a membership, and 10 means you are *very interested* in the option. If you do not have an opinion, please select "N/A".

1	2	3	4	5	6	7	8	9	10	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 20. The Aquatic Center is considering adding outdoor soaking pools to the aquatic center. Please rate how likely you are to renew your membership or purchase a new membership/pass because of this potential change. Please make your rating on a scale of 1 to 10, where 1 means that it is *extremely unlikely* that you will renew your membership or purchase a new pass, and 10 means that you are *extremely likely* to renew your membership or purchase a new pass. If you do not have an opinion, please select "N/A."

1	2	3	4	5	6	7	8	9	10	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 21. If the Aquatic Center were to add the outdoor soaking pools, would you be willing to pay an additional 10%, 15%, or 20% for your membership or pass to help offset the costs of implementing the changes?

<input type="radio"/> 10%	<input type="radio"/> No
<input type="radio"/> 15%	<input type="radio"/> I don't know
<input type="radio"/> 20%	

* 22. Please tell us what services Salida Aquatic Center could include or what changes the Center could adopt to improve your future visits.

COMMUNITY SURVEY

* 23. In the past year have you visited any hot springs in the region?

- No
- Yes (Please Specify)

* 24. What other area organizations are you or a family member a member of? Please refer to the list below and select any organizations where you are also a member of or have purchased a pass at. Select "I am not a member of any of these organizations" if none are applicable.

- | | |
|---|--|
| <input type="checkbox"/> Kim's Gym | <input type="checkbox"/> Rotary Club of Salida |
| <input type="checkbox"/> Art of the Rockies | <input type="checkbox"/> Boy Scouts of America |
| <input type="checkbox"/> Garden Club of Salida | <input type="checkbox"/> I am not a member at any of these organizations |
| <input type="checkbox"/> Cub Scouts of America | |
| <input type="checkbox"/> Other (please specify) | |

COMMUNITY SURVEY

Communication Preferences

* 25. What sources do you rely on for news about your community? *(Select all that apply.)*

- Radio
- Newspapers
- Television
- Magazines
- Internet
- Other (please specify)
- Outdoor billboards
- Social media
- Word of mouth
- Community organizations
- Telephone

* 26. From which of the following sources do you prefer to receive information about membership updates and events at the Aquatic Center? *(Select all that apply.)*

- Radio
- Newspapers
- Television
- Magazines
- Internet
- Outdoor billboards
- Social media
- Word of mouth
- Community organizations
- Telephone
- None of these
- Other (please specify)

COMMUNITY SURVEY

Demographics

* 27. Including you, how many people permanently live in your household?

* 28. If you have children under the age of 18, check all ages that apply:

- | | |
|---|--|
| <input type="checkbox"/> 2 years of age and under | <input type="checkbox"/> 9-12 years of age |
| <input type="checkbox"/> 3-5 years of age | <input type="checkbox"/> 13-17 years of age |
| <input type="checkbox"/> 6-8 years of age | <input type="checkbox"/> I don't have children at home |

* 29. Which which gender do you identify?

- Male
- Female
- Prefer not to respond
- Prefer to self-describe:

COMMUNITY SURVEY

Demographics

* 30. Into which age category do you fall?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- I prefer not to respond

* 31. Which of the following categories best describe your your ethnic/racial background? (*Select all that apply*)

- White or Caucasian
- African American or Black
- Hispanic or Latino
- Native American or Alaskan Native
- Asian or Pacific Islander
- I prefer not to respond
- Other (please specify):

COMMUNITY SURVEY

Demographics

* 32. What is the highest level of education you have completed?

- Less than 12 years
- High school graduate or equivalent
- Trade, vocational, or associates degree
- Other (please specify):
- Bachelor's degree
- Post-graduate degree
- Prefer not to respond

* 33. What was your total household income from all sources, before taxes, in 2019?

- Less than \$25,000
- Between \$25,000 and less than \$50,000
- Between \$50,000 and less than \$75,000
- Between \$75,000 and less than \$100,000
- Between \$100,000 and less than \$125,000
- Between \$125,000 and less than \$150,000
- \$150,000 or more
- I prefer not to respond

COMMUNITY SURVEY

Contact Information

34. Please provide the following contract information.

Name	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text" value="-- select state --"/>
ZIP/Postal Code	<input type="text"/>
Country	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

MEMBER SURVEY

The City of Salida's Hot Spring Aquatic Center is conducting a survey to learn about your experiences as a current/past member of the Aquatic Center. As a current/past member of the Aquatic Center, your opinion regarding these topics is extremely important. By completing this survey, you will give the City valuable information it can use to improve the Aquatic Center. The survey should take about 10 minutes to complete, and your responses will be kept confidential. The findings will be presented in an economic impact and market study that will be publicly accessible later this year.

Thank you for your support!

MEMBER SURVEY



First we want to understand your use of and satisfaction with the Aquatic Center *before* the COVID-19 pandemic

* 1. About how often did you visit the Aquatics Center Before the COVID-19 pandemic?

- At least once every week
- A few times every month
- Once every month
- A few times every year
- Once a year or less
- Have not yet visited/new member

* 2. About how often did you use or participate in the following activities while at the Aquatic Center before the COVID-19 pandemic?

	At least once every week	A few times every month	Once every month	A few times every year	Once a year or less	Have not yet used/new member
Lap pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private soaking tubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

MEMBER SURVEY

* 3. Thinking about all of your experiences at the Aquatic Center before the COVID-19 pandemic, please rate your satisfaction with the following aspects of the Aquatic Center. Please rate your satisfaction with each aspect on a scale from 1 to 10, where 1 indicates very *dissatisfied* and 10 indicates very *satisfied*. If you do not have an opinion about a particular aspect, please select "N/A".

	1	2	3	4	5	6	7	8	9	10	N/A
Hours and days open	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of locker rooms/showers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of available activities (e.g., swim lessons, fitness classes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activities schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private soaking pools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lap pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pool rental for private parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of staff to respond to needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

MEMBER SURVEY

* 4. Thinking again about all of your experiences at the Aquatic Center before the COVID-19 pandemic, please rate your overall satisfaction with the Aquatic Center. Please rate your overall satisfaction on a scale from 1 to 10, where 1 indicates very *dissatisfied* and 10 indicates very *satisfied*. If you do not have an opinion, please select "N/A".

1	2	3	4	5	6	7	8	9	10	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 5. Please rate how likely you are to recommend the Aquatic Center to others. Please make your rating on a scale of 1 to 10, where 1 means that it is *extremely unlikely* that you will recommend the Aquatic Center, and a rating of 10 means that you are *extremely likely* to recommend the Aquatic Center. If you do not have an opinion, please select "N/A."

1	2	3	4	5	6	7	8	9	10	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

MEMBER SURVEY

Next, we'd like your thoughts about visiting the Aquatic Center as our community begins reemerging from COVID-19 restrictions, that is, when most people resume normal work-related and recreational activities.

* 6. As our community begins reemerging from COVID-19 restrictions, How often do you think you'll visit the Aquatic Center knowing that the Center is currently taking precautionary measures to stop the spread of the virus in the facility? Click [here](#) to see the Aquatic Center's reopening process.

- More frequently
- Less frequently
- About as often
- Will not visit for the time-being
- I don't know

* 7. Please briefly explain why you think you'll visit the Aquatic Center less often.

MEMBER SURVEY

Membership and Passes

You or your family may have more than one type of membership or pass to the Aquatic Center, but please think about the membership or pass you most recently purchased as you answer the next few questions.

* 13. Please tell us what membership or pass you mostly recently purchased.

* 14. Please tell us about the punch pass you most recently purchased.

- Soaking pool, 10 punch pass
- Family pass (10 youth/10 adult visits)
- Fitness add-on pass (6- or 12-month)
- Senior 15 punch pass
- Adult 15 punch pass
- Youth 15 punch pass
- Arthritis class 10 punch pass

Other (please specify)

* 15. Please indicate how much you value your most recent membership or pass to the Aquatic Center.

- It's worth more than I paid
- It's worth exactly what I paid
- It's worth less than I paid
- I don't know

MEMBER SURVEY

* 16. Please rate how likely you are to renew your membership or purchase a new pass in the future for the Aquatic Center. Please make your rating on a scale of 1 to 10, where 1 means that it is *extremely unlikely* that you will renew your membership or purchase a new pass, and 10 means that you are *extremely likely* to renew your membership or purchase a new pass. If you don't have an opinion, please select "N/A".

1	2	3	4	5	6	7	8	9	10	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Membership and Passes

* 17. Please tell us why you are relatively unlikely to renew your membership or purchase a new pass for the Aquatic Center.

* 18. Are there any other benefits you would like to see as part of the most recent membership or pass you purchased?

MEMBER SURVEY

Future Changes

* 19. The Aquatic Center is considering changing the memberships to the aquatic center. Please rate how interested you are in the option of having access to classes and rec programs being included in the price of a membership instead of an add-on. Please make your rating on a scale of 1 to 10, where 1 means that you are *very uninterested* in the option of having access to classes to rec programs being included in the price of a membership, and 10 means you are *very interested* in the option. If you do not have an opinion, please select "N/A".

1	2	3	4	5	6	7	8	9	10	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 20. The Aquatic Center is considering adding outdoor soaking pools to the aquatic center. Please rate how likely you are to renew your membership or purchase a new membership/pass because of this potential change. Please make your rating on a scale of 1 to 10, where 1 means that it is *extremely unlikely* that you will renew your membership or purchase a new pass, and 10 means that you are *extremely likely* to renew your membership or purchase a new pass. If you do not have an opinion, please select "N/A."

1	2	3	4	5	6	7	8	9	10	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 21. If the Aquatic Center were to add the outdoor soaking pools, would you be willing to pay an additional 10%, 15%, or 20% for your membership or pass to help offset the costs of implementing the changes?

<input type="radio"/> 10%	<input type="radio"/> No
<input type="radio"/> 15%	<input type="radio"/> I don't know
<input type="radio"/> 20%	

* 22. Please tell us what services Salida Aquatic Center could include or what changes the Center could adopt to improve your future visits.

MEMBER SURVEY

* 23. In the past year have you visited any hot springs in the region?

- No
- Yes (Please Specify)

* 24. What other area organizations are you or a family member a member of? Please refer to the list below and select any organizations where you are also a member of or have purchased a pass at. Select "I am not a member of any of these organizations" if none are applicable.

- | | |
|---|--|
| <input type="checkbox"/> Kim's Gym | <input type="checkbox"/> Rotary Club of Salida |
| <input type="checkbox"/> Art of the Rockies | <input type="checkbox"/> Boy Scouts of America |
| <input type="checkbox"/> Garden Club of Salida | <input type="checkbox"/> I am not a member at any of these organizations |
| <input type="checkbox"/> Cub Scouts of America | |
| <input type="checkbox"/> Other (please specify) | |

MEMBER SURVEY

Communication Preferences

* 25. What sources do you rely on for news about your community? (Select all that apply.)

- Radio
- Newspapers
- Television
- Magazines
- Internet
- Other (please specify)
- Outdoor billboards
- Social media
- Word of mouth
- Community organizations
- Telephone

* 26. From which of the following sources do you prefer to receive information about membership updates and events at the Aquatic Center? (Select all that apply.)

- Radio
- Newspapers
- Television
- Magazines
- Internet
- Outdoor billboards
- Social media
- Word of mouth
- Community organizations
- Telephone
- None of these
- Other (please specify)

MEMBER SURVEY

Demographics

* 27. Including you, how many people permanently live in your household?

* 28. If you have children under the age of 18, check all ages that apply:

- | | |
|---|--|
| <input type="checkbox"/> 2 years of age and under | <input type="checkbox"/> 9-12 years of age |
| <input type="checkbox"/> 3-5 years of age | <input type="checkbox"/> 13-17 years of age |
| <input type="checkbox"/> 6-8 years of age | <input type="checkbox"/> I don't have children at home |

* 29. Which which gender do you identify?

- Male
- Female
- Prefer not to respond
- Prefer to self-describe:

MEMBER SURVEY

Demographics

* 30. Into which age category do you fall?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- I prefer not to respond

* 31. Which of the following categories best describe your your ethnic/racial background? (*Select all that apply*)

- White or Caucasian
- African American or Black
- Hispanic or Latino
- Native American or Alaskan Native
- Asian or Pacific Islander
- I prefer not to respond
- Other (please specify):

MEMBER SURVEY

Demographics

* 32. What is the highest level of education you have completed?

- Less than 12 years
- High school graduate or equivalent
- Trade, vocational, or associates degree
- Other (please specify):
- Bachelor's degree
- Post-graduate degree
- Prefer not to respond

* 33. What was your total household income from all sources, before taxes, in 2019?

- Less than \$25,000
- Between \$25,000 and less than \$50,000
- Between \$50,000 and less than \$75,000
- Between \$75,000 and less than \$100,000
- Between \$100,000 and less than \$125,000
- Between \$125,000 and less than \$150,000
- \$150,000 or more
- I prefer not to respond

MEMBER SURVEY

Contact Information

34. Please provide the following contract information.

Name	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text" value="-- select state --"/>
ZIP/Postal Code	<input type="text"/>
Country	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>



HOT SPRINGS CONNECTION

970/948-4923 • HotSpringsConnection.com • vicky@hotspringsconnection.com

MEMO

Date: February 15, 2021

To: Diesel Post, City of Salida, Director of Parks and Recreation

From: Vicky Nash, Hot Springs Connection, Inc.

RE: **Letter of Support for Salida Hot Springs Aquatics Center Expansion**

As one of the founding board members of the Hot Springs Business & Trade Association, and also the creator of the Hot Springs Connection industry conference and the Hot Springs of America website, as well as, the manager of the Colorado Historic Hot Springs Loop marketing collaboration, I am thrilled to see the vision of expanding the Salida Hot Springs Aquatics Center.

One of our goals is to encourage the development of new hot springs spa projects throughout the United States. The conceptual renderings and video for the new Salida Hot Springs pools are very impressive and would be a wonderful addition to the Chaffee County tourism market.

In these rapidly changing times, offering personalized health and wellness experiences are more important than ever before. The practice of balneology has been used for centuries as a healing therapy and to enhance overall wellbeing. There is a tremendous opportunity to build upon this concept in Colorado.

I strongly encourage you to become actively involved with the Hot Springs Business & Trade Association and also to attend the next Hot Springs Connection event in May 2021. They are both invaluable resources and provide wonderful networking opportunities. DHM Design is one of our preferred partners at the event.

We fully support the City of Salida's vision for this project and feel it would be very successful.

Vicky Nash, founder and CEO
 Hot Springs Connection Inc. and Hot Springs of America Inc.
 965 Westbank Road
 Glenwood Springs, CO 81601
vicky@hotspringsconnection.com
 970-948-4923



MEMO

Date: March 1, 2021

To: Mayor and City Council

FROM: David Lady, P.E., Director of Public Works

RE: Street Lighting Evaluation
Clanton and Associates

Street lighting within a community has the ability to affect the quality of life and help define the character of a community. The City of Salida has over 500 street lights that impact a variety of different character districts including residential, commercial, and highway frontages along with facilities, parks, and trail spaces. Currently, the street lighting, public parking lots, and public park lights are owned and maintained by XCEL Energy. Currently, the City spends approximately \$90,000 on energy consumption billing for these lights each year.

Lighting technology has changed considerably in the past 10 years which allows for a more efficient management of lighting for both public and private installations. These changes vary from:

- Ability to utilize solar/renewable energy
- Dimming capabilities to reduce light trespass/energy consumption
- Bulb designs such as LED, and other design parameters to meet certain criteria

The City worked with XCEL Energy a number of years back when a portion of the lights in the City were transitioned to LED. These improvements did not implement any dimming technology or include broad evaluation of community goals, however, total energy consumption was reduced. Identifying community goals, reviewing cost analysis information, developing lighting standards, and preparing a master plan would provide guidance for lighting improvements in the future. Adoption of lighting improvements and standards may offer an opportunity to partner with other organizations and technology developments such as:

- Partner light installations with 5G and other network improvements as some communities have done
- Dark sky initiatives or in partnership with groups such as Brown's Canyon National Monument

Clanton and Associates is a national company with a local presence in Colorado and has been of assistance with providing preliminary discussions of lighting planning concepts. A comprehensive study of the existing facilities, options, cost analysis, and development of a master plan is expected to be in the \$80-100k cost range (depending on final scope). Staff desires feedback from Council to determine if evaluation and planning efforts presented by Clanton and Associates are desired at this time or if it should be budgeted for a future date.

UND

CLANTON & ASSOCIATES

SALIDA STREET LIGHTING

Dane Sanders
President
dane@clantonassociates.com



OUTLINE

Item 2.

EXPERIENCE & QUALIFICATIONS

STREET LIGHTING EVALUATION OVERVIEW

EXAMPLE PROJECT GOALS

EXAMPLE PROCESS & PHASING

PLANNING FOR THE FUTURE

SUMMARY & QUESTIONS



EXPERIENCE & QUALIFICATIONS

Item 2.

LIGHTING MASTER PLANS

- Salt Lake City, UT
- City of South Salt Lake, UT
- City of Bozeman, MT
- City & County of Denver, CO
- City of Pueblo, CO
- City of Westminster, CO
- City of Anchorage, AK
- City of San Diego, CA
- City of San Jose, CA
- City of Seattle, WA
- UC Berkeley, CA
- Olde Town Arvada, CO
- Aurora Light Rail Corridor, CO
- Three Springs, Durango, CO

PUBLIC REALM LIGHTING DESIGN



THOUGHT LEADERSHIP

- Illuminating Engineering Society
- International Dark Sky Association
- US Green Building Council
- WELL Building Institute
- California Title 24 Energy Code
- City Lighting Ordinances
- Smart Cities
- Renewable Energy & MicroGrid

SALIDA STREET LIGHTING

PHASE 1: STREET LIGHTING EVALUATION

Item 2.



PHASE 2: STREET LIGHTING MASTER PLAN



PHASE 1: STREET LIGHTING EVALUATION

1 Develop Street Lighting Options

DEFINE PROJECT GOALS



Visibility



Initial Costs



Light Pollution



Safety & Security



Long Term Life Cycle Costs



Light Trespass



Health & Wellbeing



Maintenance



Wildlife



Design Aesthetics



Energy



Environment

PHASE 1: STREET LIGHTING EVALUATION

1

Evaluate Existing Street Lighting

PHOTOGRAPH & MEASURE

Acceptable Conditions

Minimal Improvements:

1-for-1 Luminaire Replacement on Existing Poles



Moderately Acceptable Conditions

Supplemental Improvements:

1-for-1 Luminaire Replacement on Existing Poles and Supplement with Additional Light Poles



Poor Conditions

Comprehensive Improvements:

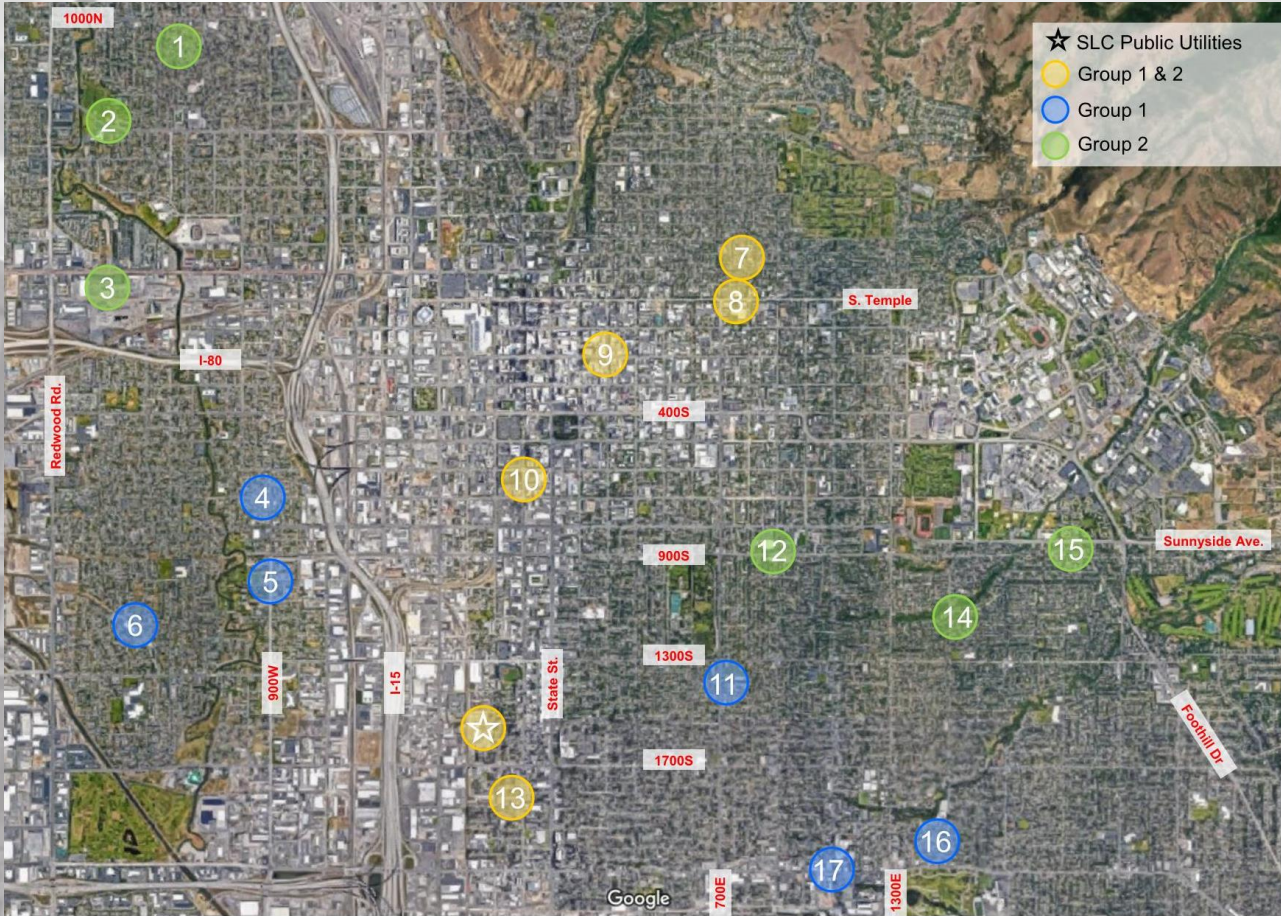
Extensive Additional Lighting and Electrical Required



PHASE 1: STREET LIGHTING EVALUATION

1 Evaluate Existing Street Lighting

STAKEHOLDER LIGHTING SURVEYS



Independent Web-based Map Survey

Example Questions

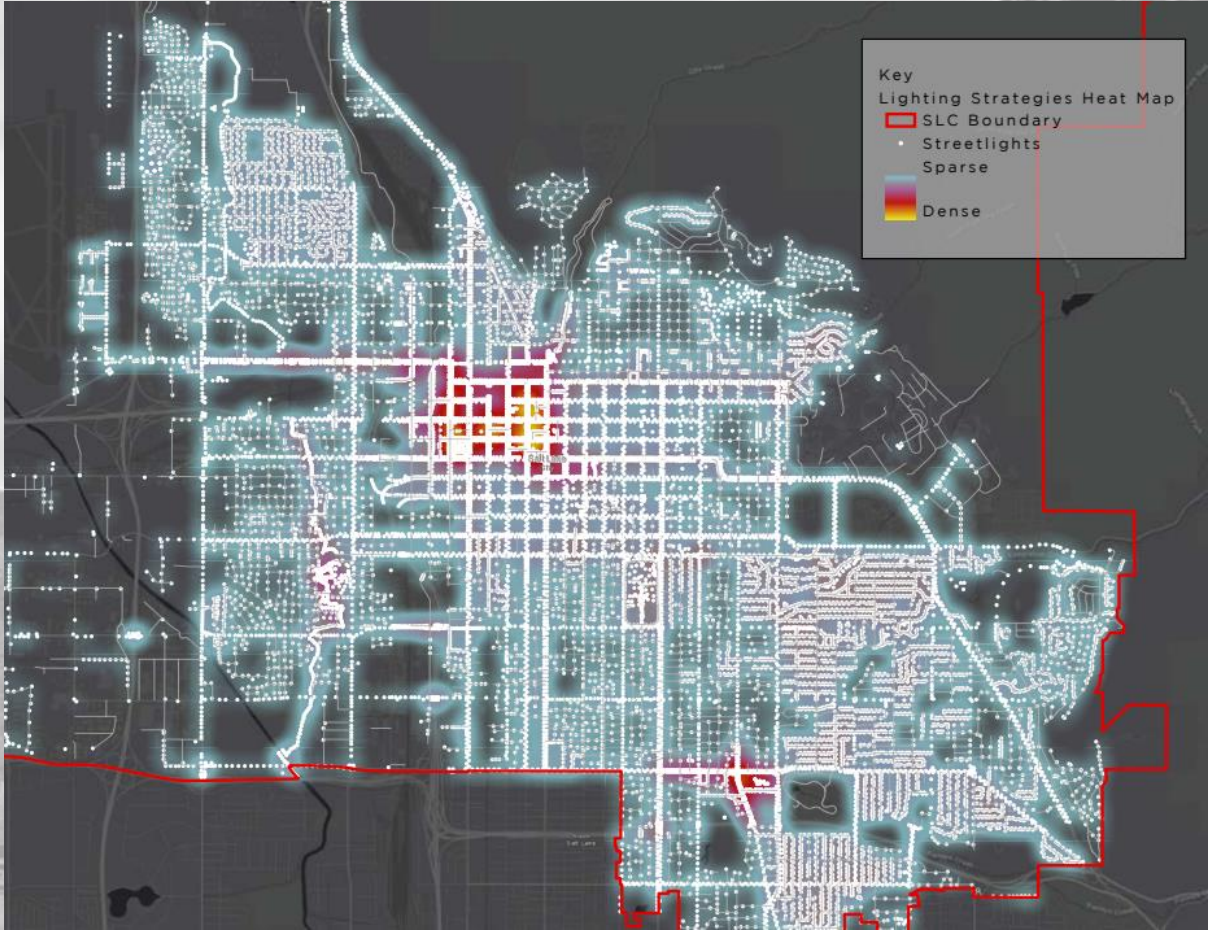
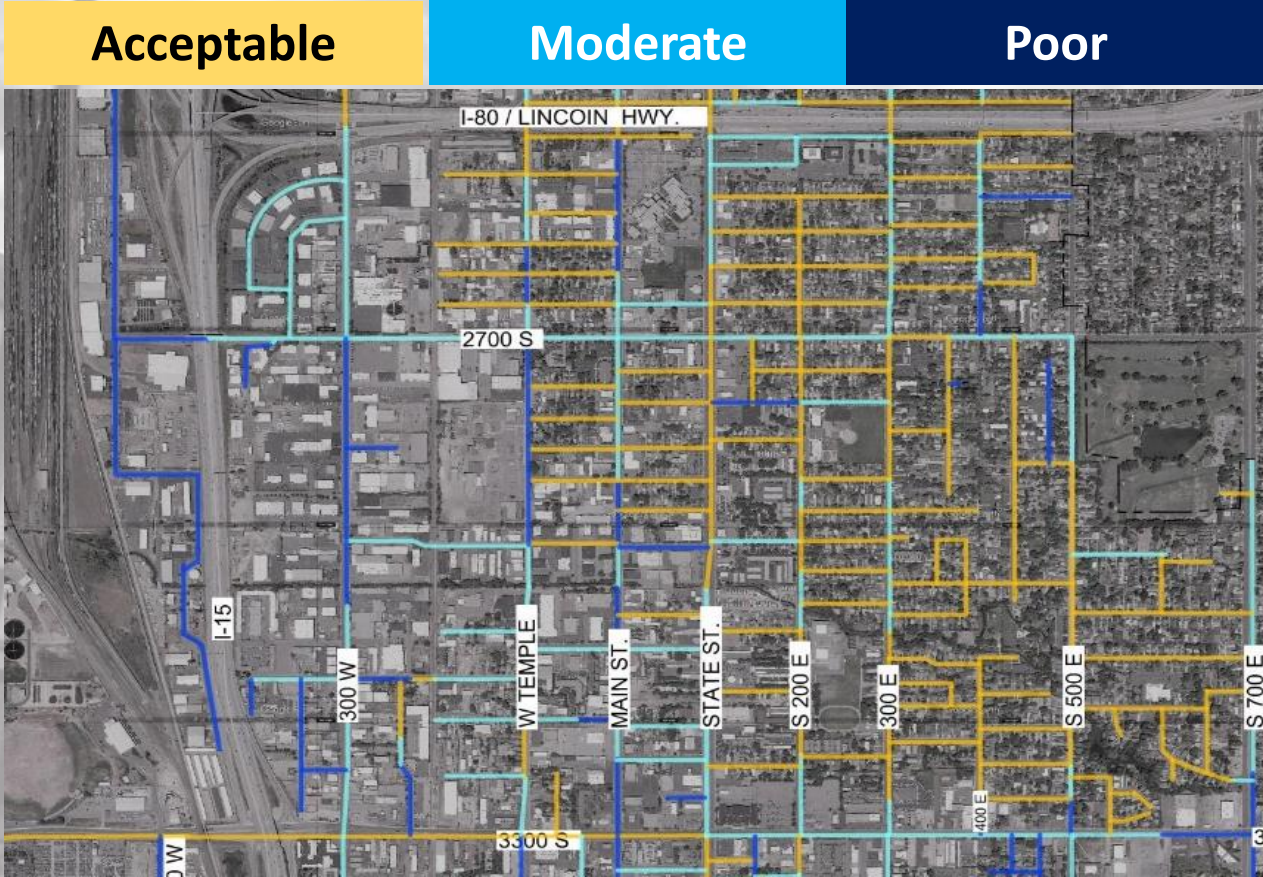
- Would you feel safe walking here at night?
- Is the lighting comfortable?
- Is there enough light on the street?
- Is there enough light on the sidewalk?



PHASE 1: STREET LIGHTING EVALUATION

1 Evaluate Existing Street Lighting

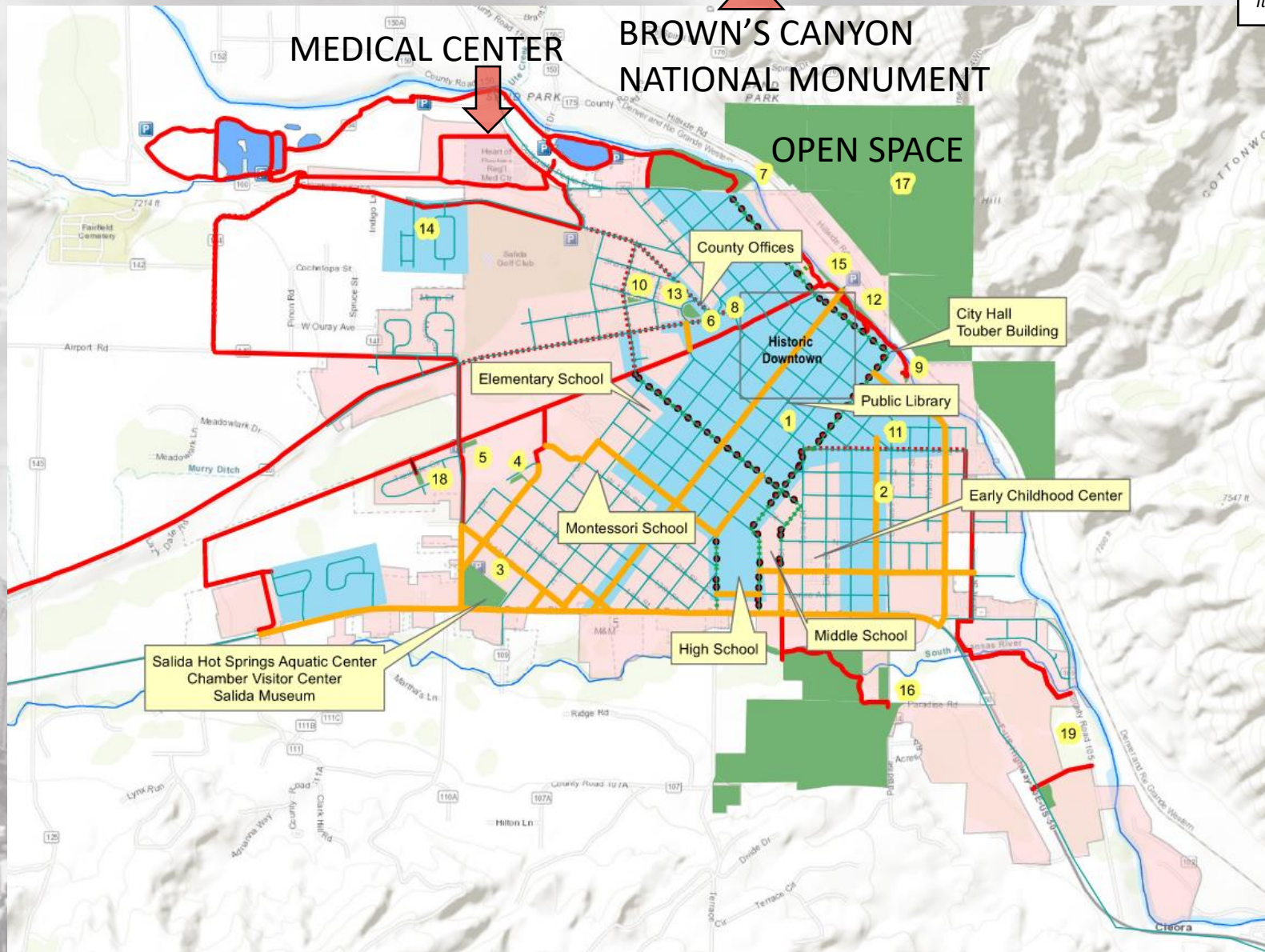
MAPPING OF EXISTING CONDITIONS



PHASE 1: STREET LIGHTING EVALUATION

Item 2.

- Pedestrian Facilities**
-  Pedestrian_Designated_Priorities_Routes
-  Trails
-  Safe Routes to School
-  Sharrows
-  Bike Lanes
-  General Sidewalk C&G Area



SALIDA STREET LIGHTING

PHASE 1: STREET LIGHTING EVALUATION

2

Develop Street Lighting Options

CREATE CHARACTER DISTRICTS



F ST. BRIDGE



F ST. DOWNTOWN



US-50 / E. RAINBOW BLVD



1000 F ST.



CRESTONE

Historic Pedestrian

Historic Downtown

Transitional

Industrial

PHASE 1: STREET LIGHTING EVALUATION

Item 2.

2

Develop Street Lighting Options

CREATE LIGHTING WARRANTS

Road Classification	Adjacent Land Use	High Pedestrian Conflict Area	Medium Pedestrian Conflict Area	Low Pedestrian Conflict Area
Arterial	Commercial	Continuous	Continuous	Non-Continuous
	Industrial	Continuous	Continuous	Non-Continuous
	Residential	Continuous	Non-Continuous	Non-Continuous
	Open Space	Continuous	Non-Continuous	Non-Continuous
Collector	Commercial	Continuous	Continuous	Non-Continuous
	Industrial	Continuous	Continuous	Non-Continuous
	Residential	Continuous	Non-Continuous	Non-Continuous
	Open Space	Non-Continuous	Non-Continuous	Not Warranted
Local	Commercial	Continuous	Non-Continuous	Non-Continuous
	Industrial	Continuous	Non-Continuous	Non-Continuous
	Residential	Non-Continuous	Non-Continuous	Non-Continuous
	Open Space	Non-Continuous	Non-Continuous	Not Warranted

PHASE 1: STREET LIGHTING EVALUATION

2

Develop Street Lighting Options

ADAPTIVE LIGHTING CONTROLS



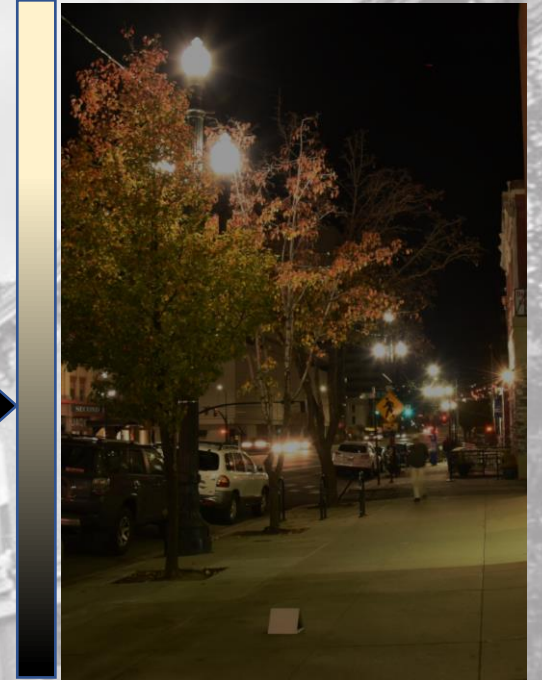
Dusk to 10pm
Light to Criteria



10pm to 12am
Reduce Pedestrian
Criteria



12am to 2am
Light to Criteria



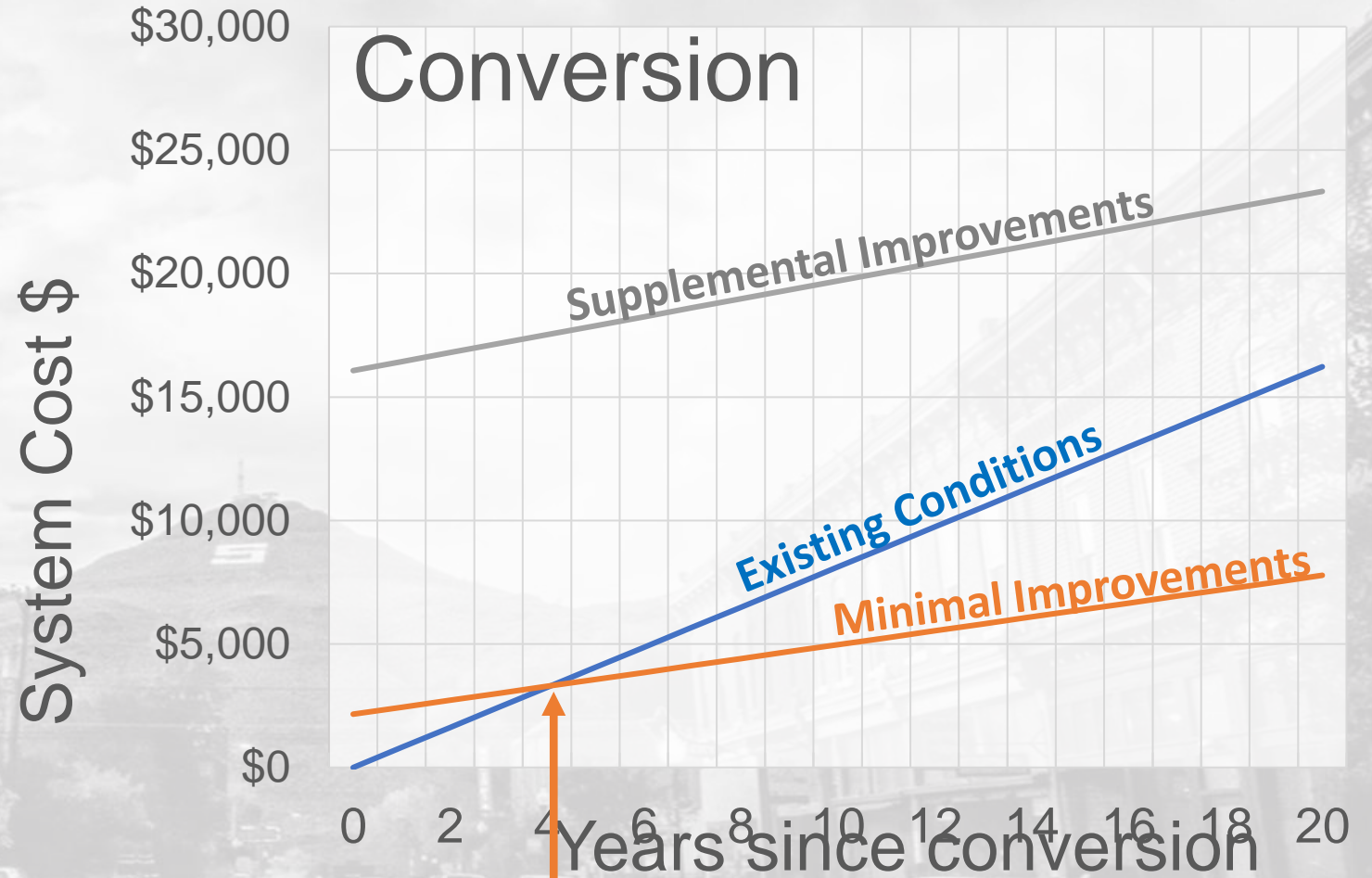
2am to Dawn
Reduce to Low Ped
Criteria

3

Life Cycle Costs

- Initial project cost
- Annual maintenance cost
- Annual energy cost
- Net present value system cost over 10 years
- Total savings in net present value over 10 years
- System payback (yrs)

4-Lane Arterial LED Conversion



Approximate 4.5 Year System Payback

4

Public & Stakeholder Engagement

GATHER INPUT FOR GOALS & OUTCOMES

Public & Stakeholder Meetings

- Affirm Goals & Priorities
- Gather Feedback

 Visibility	 Initial Costs	 Light Pollution
 Safety & Security	 Long Term Life Cycle Costs	 Light Trespass
 Health & Wellbeing	 Maintenance	
 Design Aesthetics	 Energy	

Pilot Demonstrations








- Mock-ups
- Stakeholder survey of new LED lights
- Dimming Levels
- Color Temperature
- Lighting Control System

5

Develop Street Lighting Master Plan

LIGHTING STRATEGIES

	Street Lighting	Pedestrian Lighting	Public Transportation	Accent Lighting	Feature Lighting	Luminaire/Style	Luminaire	Electrical Needs	Auxiliary Features
Downtown	✓	✓	<input checked="" type="checkbox"/> Bus Stops <input checked="" type="checkbox"/> Rail Stations	✓	✓	Contemporary - Landscape Forms Torres		<input checked="" type="checkbox"/> Event Power <input checked="" type="checkbox"/> Stage Power <input checked="" type="checkbox"/> Holiday Receptacles	<input type="checkbox"/> Flag Pole Mount <input checked="" type="checkbox"/> Planters <input checked="" type="checkbox"/> Banner Arms
East Streetcar	✓	✓	<input checked="" type="checkbox"/> Bus Stops <input checked="" type="checkbox"/> Rail Stations	✓		Contemporary - Landscape Forms Leo		<input type="checkbox"/> Event Power <input type="checkbox"/> Stage Power <input checked="" type="checkbox"/> Holiday Receptacles	<input type="checkbox"/> Flag Pole Mount <input type="checkbox"/> Planters <input checked="" type="checkbox"/> Banner Arms
State Street	✓		<input checked="" type="checkbox"/> Bus Stops <input type="checkbox"/> Rail Stations			Historic - Holophane Esplanade		<input type="checkbox"/> Event Power <input type="checkbox"/> Stage Power <input type="checkbox"/> Holiday Receptacles	<input checked="" type="checkbox"/> Flag Pole Mount <input type="checkbox"/> Planters <input checked="" type="checkbox"/> Banner Arms
Corridor Commercial	✓	✓	<input checked="" type="checkbox"/> Bus Stops <input type="checkbox"/> Rail Stations			Industrial - Cobrahead & We-ef ASP500		<input type="checkbox"/> Event Power <input type="checkbox"/> Stage Power <input type="checkbox"/> Holiday Receptacles	<input checked="" type="checkbox"/> Flag Pole Mount <input type="checkbox"/> Planters <input checked="" type="checkbox"/> Banner Arms
Heavy Traffic Industrial	✓		<input checked="" type="checkbox"/> Bus Stops <input type="checkbox"/> Rail Stations			Industrial - Cobrahead		<input type="checkbox"/> Event Power <input type="checkbox"/> Stage Power <input type="checkbox"/> Holiday Receptacles	<input type="checkbox"/> Flag Pole Mount <input type="checkbox"/> Planters <input type="checkbox"/> Banner Arms

5

Develop Street Lighting Master Plan

LIGHTING STRATEGIES



Commercial



Industrial



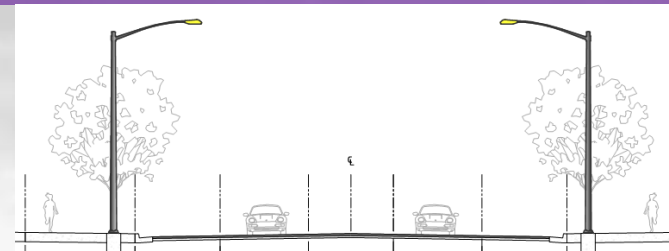
Retail / Restaurant / Civic



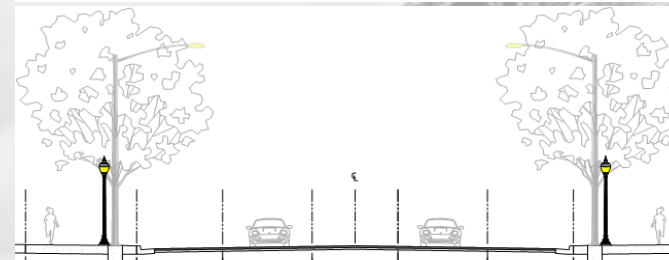
Residential



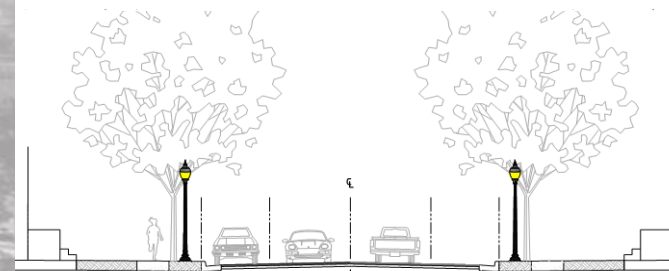
Open Space



Street Lighting Only



Street & Pedestrian Lighting



Pedestrian Lighting Only



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Develop Street Lighting Master Plan

LIGHTING CRITERIA

Lighting Criteria Based on Pedestrian Activity Level

Pedestrian Activity Level	Thresholds
Low	<10 people per hour
Medium	10 to 100 people per hour
High	100+ people per hour



Pedestrian Activity	Roadway		Sidewalks
	Average Luminance (cd/m ²)	Luminance Avg:Min Ratio	Average Illuminance (fc)
High ³	1.2	3.0	1.0 ⁴
Medium	0.9	3.0	0.5
Low	0.6	3.5	0.4

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Develop Street Lighting Master Plan

LIGHTING SPECIFICATIONS

Strategy	Commercial	Retail/ Restaurant/ Civic	Industrial	Multifamily Residential	Single Family Residential	Open Space & Wildlife Habitat
Example Lighting Strategy	Continuous Street	Continuous Street Continuous Ped	Int. Only Street	Continuous Street Non-Cont. Pedest.	Int. Only Street Non-Cont. Pedest.	Non-Continuous
Shielding (Backlight)	B3	B3	B1	B2	B1	B1
Shielding (Uplight)	U0 – U2	U0 – U2	U0	U0	U0	U0
Spectrum	≤3000 K	≤3000 K	≤2200 K	≤3000 K	≤2700 K	≤2200 K
Dimming	Yes	Yes	Yes	Yes	Yes	Yes
Part-night Lighting	No	No	Yes	No	No	Yes
Intensity	Manual & Network Dimming	Manual & Network Dimming	Manual & Network Dimming	Manual & Network Dimming	Manual & Network Dimming	Manual & Network Dimming

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Develop Street Lighting Master Plan

OTHER CONSIDERATIONS

5G Small Cell



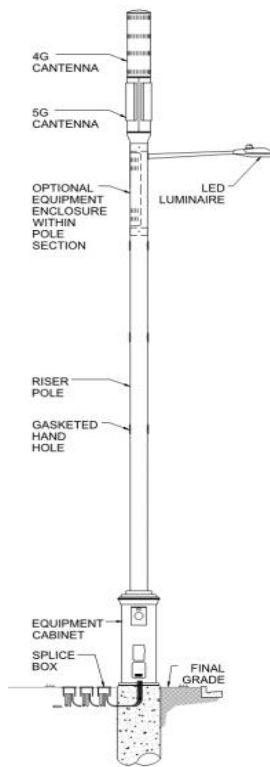
City and County of Denver

Small Cell Infrastructure Design Guidelines

Department of Public Works
Engineering Division



Type 3A - Cantenna



Smart Cities



- Control pilot program
- Asset management control integration
- Adaptive lighting controls

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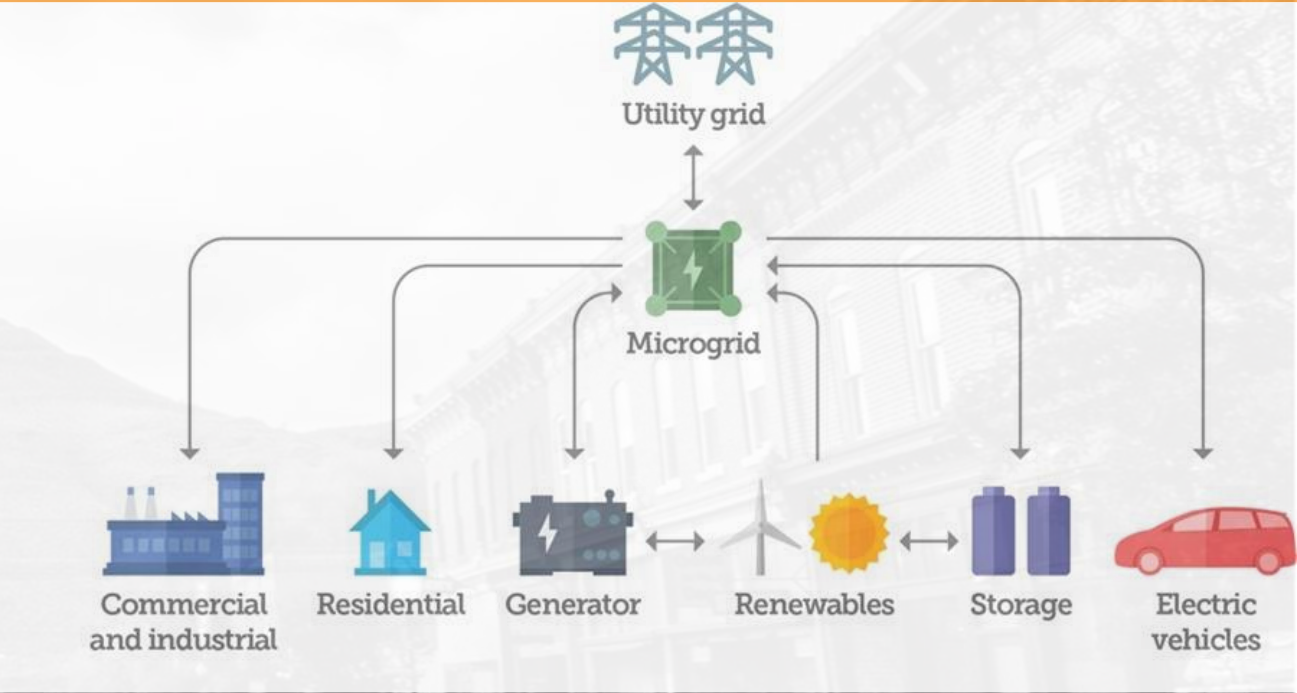
Develop Street Lighting Master Plan

OTHER CONSIDERATIONS

Solar Power



MicroGrid



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Priorities and Phasing



CLANTON & ASSOCIATES



QUESTIONS?

CLANTON & ASSOCIATES



THANK YOU!

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