



TOWN OF JOHNSTOWN AQUATICS CENTERS FEASIBILITY STUDY

Final Plan Presentation

June 3, 2024



Johnstown
Colorado



Counsilman · Hunsaker
AQUATICS FOR LIFE



BALLARD KING
ASSOCIATES LLP



Architecture | Interiors | Aquatics



MARKET ANALYSIS

MARKET ANALYSIS

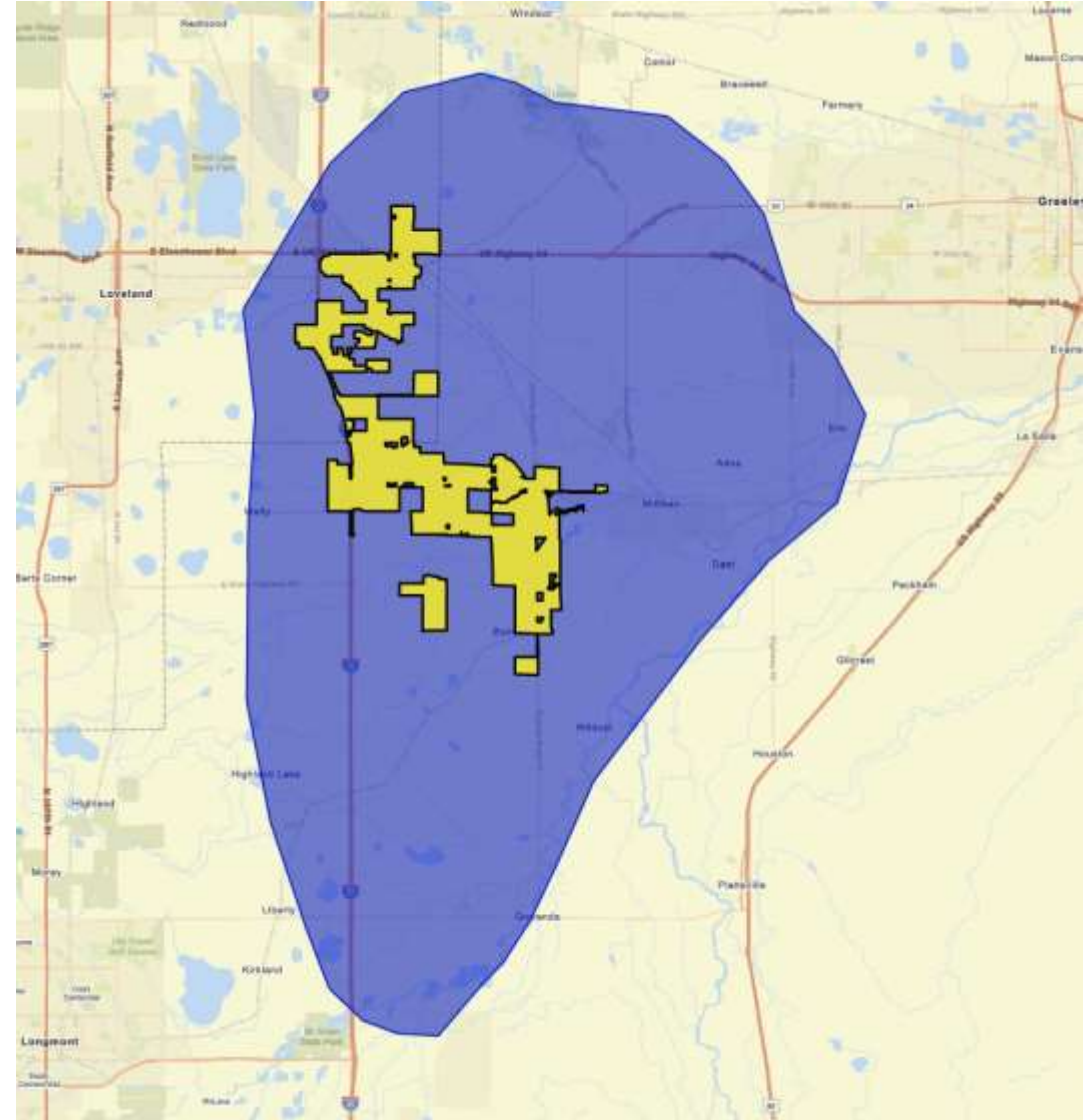
SERVICE AREA

PRIMARY SERVICE AREA

Johnstown, CO

SECONDARY SERVICE AREA

15-minute Drive



Johnstown
Colorado



MARKET ANALYSIS

DEMOGRAPHIC SUMMARY

	Primary Service Area	Secondary Service Area
Population:		
2020 Census	17,303	48,021
2022 Estimate	18,221	54,732
2027 Estimate	20,380	60,305
Households:		
2020 Census	6,185	16,760
2022 Estimate	6,573	19,178
2027 Estimate	7,310	21,107
Families:		
2020 Census	4,491	12,613
2022 Estimate	5,186	15,191
2027 Estimate	5,756	17,581
Average Household Size:		
2020 Census	2.80	2.86
2022 Estimate	2.77	2.85
2027 Estimate	2.79	2.85
Ethnicity (2022 Estimate):		
Hispanic	16.5%	17.9%
White	81.2%	80.3%
Black	0.7%	0.7%
American Indian	0.9%	0.8%
Asian	1.6%	1.4%
Pacific Islander	0.1%	0.1%
Other	5.2%	5.8%
Multiple	10.4%	11.0%
Median Age:		
2020 Census	34.6	34.8
2022 Estimate	37.7	37.1
2027 Estimate	37.6	36.8
Median Income:		
2022 Estimate	\$107,568	\$106,991
2027 Estimate	\$118,576	\$118,007

^[1] From the 2010-2020 Census, the Primary Service Area experienced a 5.18% increase in population.

^[2] From the 2010-2020 Census, the Secondary Service Area experienced a 5.88% increase in population.



Johnstown
Colorado

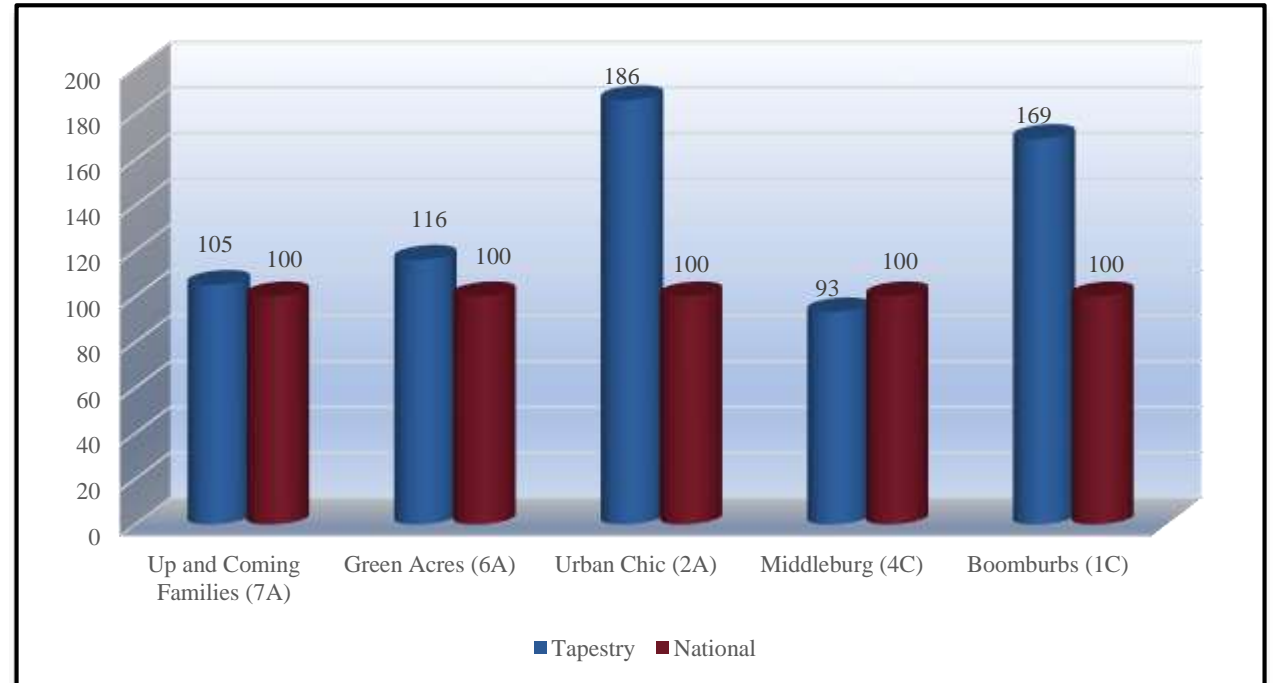


MARKET ANALYSIS

DEMOGRAPHIC SUMMARY

TAPESTRY SEGMENTATION	PRIMARY SERVICE AREA	
	PERCENT	CUMULATIVE PERCENT
Up and Coming Families (7A)	30.9%	30.9%
Green Acres (6A)	20.5%	51.4%
Urban Chic (2A)	14.9%	66.3%
Middleburg (4C)	12.2%	78.5%
Boomburbs (1C)	11.0%	89.5%

ENTERTAINMENT SPENDING



Johnstown
Colorado



PARTICIPATION

PARTICIPATION RATES IN PRIMARY SERVICE AREA

	Age	Income	Region	Nation	Average
Swimming	16.2%	19.5%	17.6%	15.6%	17.2%
Did Not Participate	20.8%	20.5%	20.1%	20.6%	20.5%

PARTICIPATION RATES IN SECONDARY SERVICE AREA

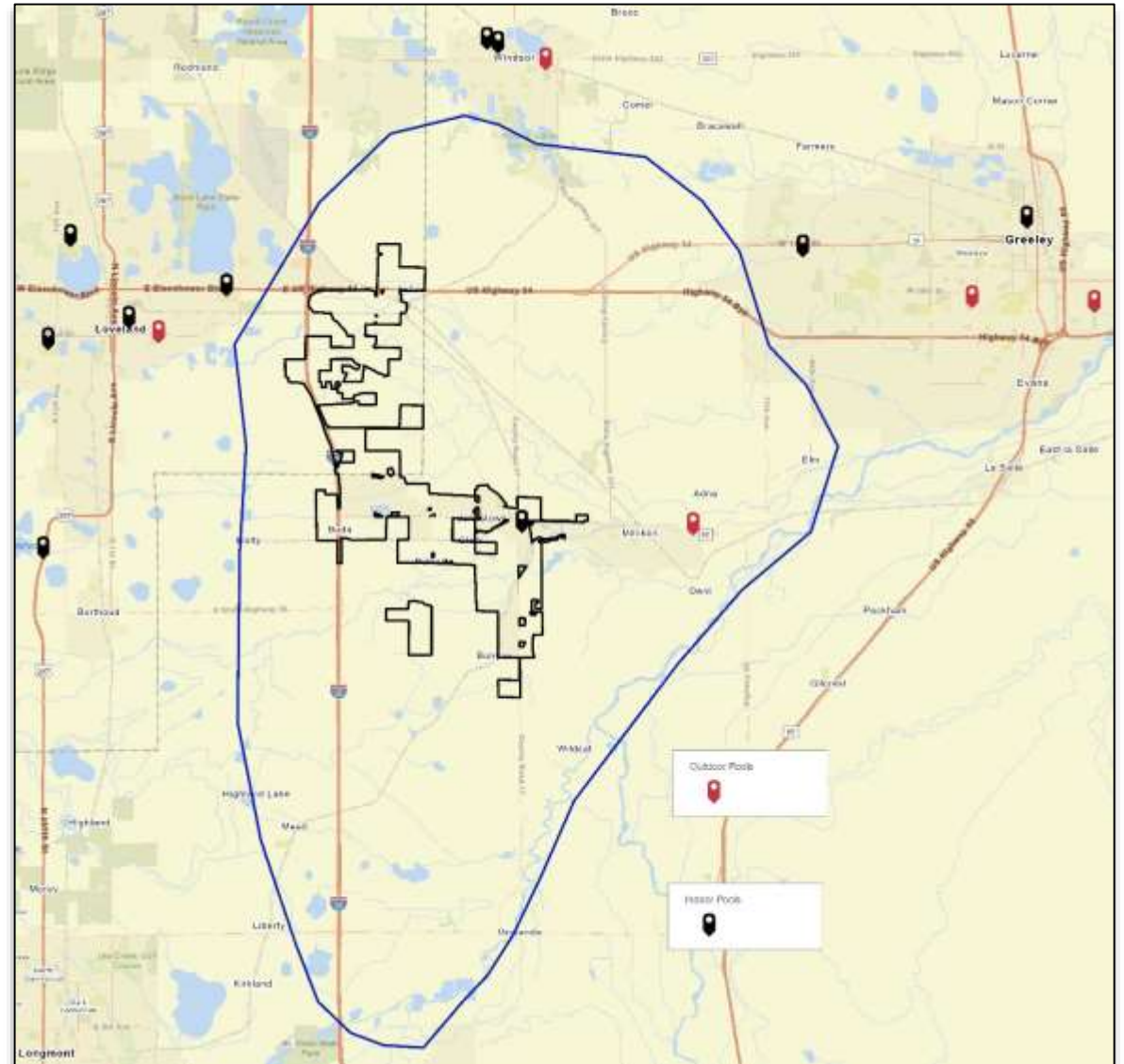
	Age	Income	Region	Nation	Average
Swimming	16.2%	19.5%	17.6%	15.6%	17.2%
Did Not Participate	20.9%	20.5%	20.1%	20.6%	20.5%



- Leisure / recreational aquatic activities
 - Zero depth entry, interactive play structures, slides, lazy rivers
- Instructional / fitness programming
- Therapy
- Social / relaxation
- Special events / rentals



- **OUTDOOR POOLS**
 - Milliken Water Works
 - Chimney Park Pool
 - Winona Outdoor Pool
 - Centennial Pool
 - Discovery Bay Waterpark
- **INDOOR POOLS**
 - Windsor HS Pool
 - Windsor Community Rec Center
 - Berthoud Recreation Center
 - Johnstown YMCA
 - Loveland HS Pool
 - Greeley Family FunPlex
 - Mountain View Aquatic Center
 - Chilson Recreation Center
 - Dick Hewson Aquatic Center





MARKET SUMMARY

- Population - Facility would need to rely on secondary service area for participation
- Median Age – Lower than CO & US
- HH with Children – Higher than CO & US
- HH Income – Significantly Higher than CO & US
- HH Expenditures – Consistent with income



- Tapestry segments exceed the national average for recreational participation
- Market potential for swimming exceeds the national number
- Recreational water focusing on families and children
- Lack of aquatic facilities in service areas



PUBLIC INPUT

- 3-pronged Approach
- June 27, 2023 Public Meeting
- Online Survey
- Ongoing meetings and interaction with the Steering Committee

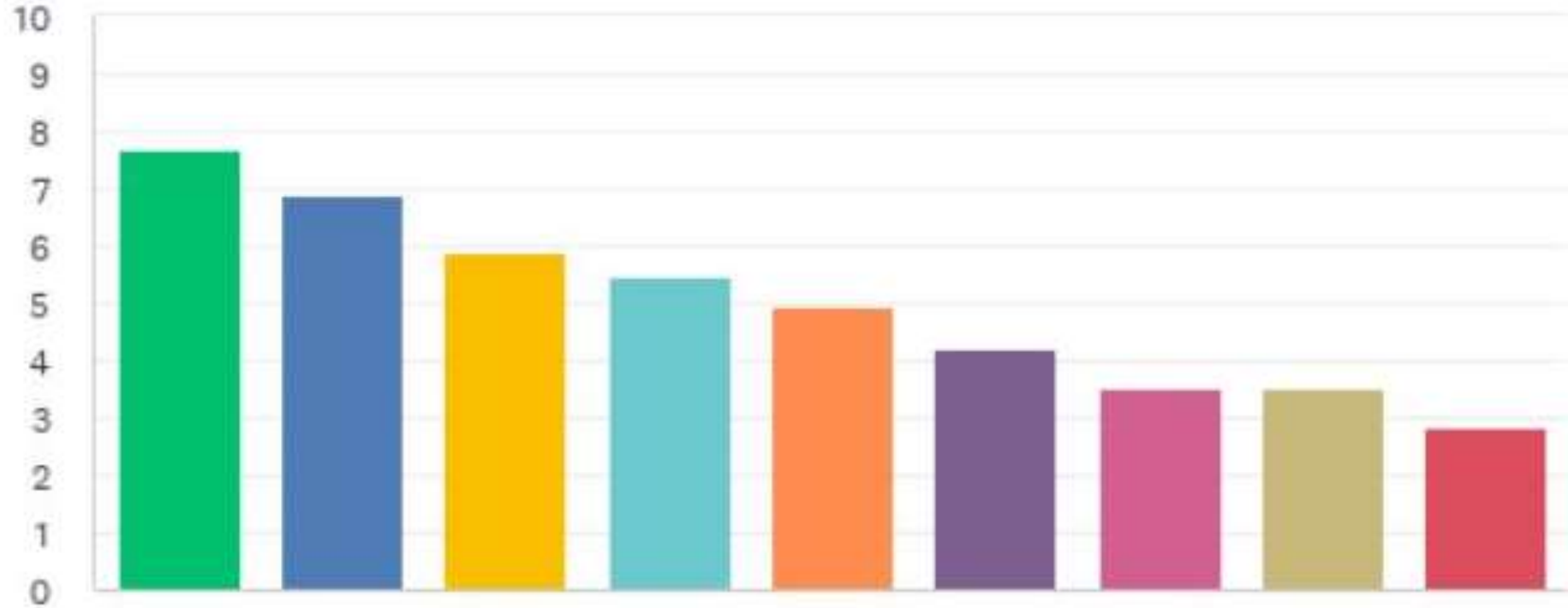


- Age group
- Household Age Demographic
- Current aquatic participation (seasonal)
- Desired amenities in a potential facility
- Dedicated hours by user groups
- Potential funding mechanism
- Preferred travel distance to facility
- How likely to recommend to others



QUESTION –

What types of amenities and features would you like to see in a new outdoor aquatic center?

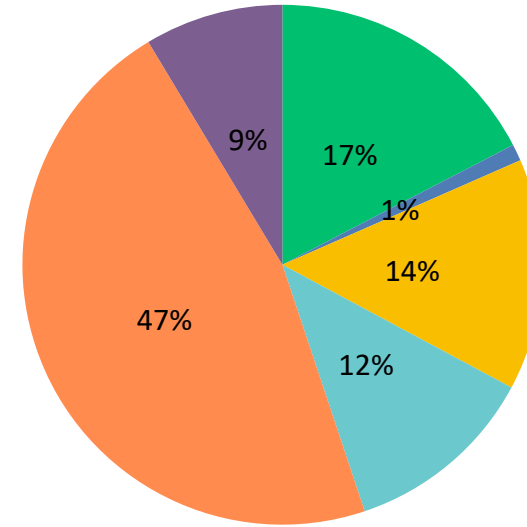


1. Fun Pool with Slides
2. Lazy River
3. Children's Splash Area
4. Shade Structures and Seating
5. Lap Pool for Fitness
6. Diving Boards or Platforms
7. Climbing Wall
8. Snack Bar / Concessions
9. Aquatic Sports Courts



QUESTION –

How would you prefer to fund the construction of the pool?



- Sales tax increase – this would provide dedicated funding that comes from everyone who shops in Johnstown - residents and visitors alike.
- Property tax increase – this would provide dedicated funding that comes from Johnstown residents only.
- Donations and fundraising
- Corporate sponsorships
- Combination of the above
- Other (please specify)





SITE PLAN

SITE PLAN



Johnstown
Colorado





COST OPINION

COST OPINION

- Based on 2023 built cost facilities data and square foot costs
- Contains anticipated soft costs
- Contains owner contingency
- Contains contractor general conditions
- Contains contractor contingency



Johnstown
Colorado



COST OPINION

Johnstown Field Site Aquatics Complex

Concept Design - Preliminary Estimate of Construction Costs

01/11/24

Item

Demo Work

Misc existing demolition

Quantity	Unit	Unit Cost	Extension
1	ls.	\$ 5	\$ 120,000
Subtotal			\$ 120,000

SITE WORK

Earthwork / Site Prep

Site Lighting

New Parking Paving / striping / signage / curb cuts

Storm Water Retention

Access Road Improvements

Utility Service Extension

6	Ac	\$ 50,000	\$ 300,000
3	Ac	\$ 25,000	\$ 75,000
3	Ac	\$ 200,000	\$ 600,000
1	ls.	\$ 150,000	\$ 150,000
1	ls.	\$ 250,000	\$ 250,000
1	ls.	\$ 250,000	\$ 250,000
Subtotal			\$ 1,625,000

LANDSCAPE & SOIL PREPARATION

Canopy Tree (4-5" cal)

Mid-size Tree

Ornamental Trees (10" Ht. min) (min 10%)

Sod

Landscape Buffer Enhancement (North and between amenities)

Planting beds (0.2ac soil, mulch, plant material)

Irrigation

Seeding (non irrigated areas)

40	ea	\$ 1,500	\$ 60,000
10	ea	\$ 1,200	\$ 12,000
6	ea	\$ 1,750	\$ 10,500
9,000	sf	\$ 2	\$ 18,000
12,000	sf	\$ 4	\$ 48,000
4,000	sf	\$ 8	\$ 30,000
20,000	sf	\$ 2	\$ 40,000
100,000	sf	\$ 0	\$ 25,000
Subtotal			\$ 243,500.00

Pool Deck

Concrete Pool Deck

Pool Deck Drainage System

Pool Deck Fencing

Pool Deck Lighting

60,775	sf	\$ 8	\$ 486,200
25,000	sf	\$ 3	\$ 75,000
1,480	lf	\$ 150	\$ 222,000
1	ls.	\$ 60,000	\$ 60,000
Subtotal			\$ 843,200



Johnstown
Colorado



COST OPINION

SITE FURNISHINGS

Shade Sails	6	ea	\$	12,000	\$	72,000
Cabanas	10	ea	\$	6,000	\$	60,000
Large Umbrellas	14	ea	\$	4,500	\$	63,000
Picnic / Pavilion Shade structure	1	ea	\$	35,000	\$	35,000
Furniture	1	ls.	\$	50,000	\$	50,000
On Deck Lockers	1	ls	\$	3,250	\$	3,250
On Deck Showers	4	ls	\$	6,000	\$	24,000
Subtotal						\$ 307,250

POOLS AND FEATURES

NEW OUTDOOR POOL

Spray Pad	2,170	sf	\$	357	\$	774,690
4 Lane programming Pool	3,800	sf	\$	550	\$	2,090,000
Spa	460	sf	\$	1,650	\$	759,000
Activity Pool	22,000	sf	\$	550	\$	12,100,000

POOL AMENITIES

Sprays & Geysers	1	ls.	\$	75,000	\$	75,000
Play Structure	1	ls.	\$	250,000	\$	250,000
1 M Diving Board	1	ea.	\$	15,000	\$	15,000
Lazy River Mechanical	1	ea.	\$	60,000	\$	60,000
Water Slide and Tower	1	ea.	\$	425,000	\$	425,000
Water Slide Mechanical	1	ea.	\$	100,000	\$	100,000
Vortex	1	ea.	\$	25,000	\$	25,000

POOL EQUIPMENT / FURNISHINGS

Lifeguard Stands	5	ea.	\$	4,000	\$	20,000
Handicap Lift	2	ea.	\$	8,000	\$	16,000
Signage	1	ls.	\$	25,000	\$	25,000
Subtotal						\$ 16,734,690

Dewatering (Not Needed)

\$ -

POOL TOTAL

\$ 16,734,690



Johnstown
Colorado



COST OPINION

POOL HOUSE BUILDING AND MECHANICAL ROOM

New Building Finished Area	5,530	sf	\$	350	\$	1,935,500
New Building Exterior Overhang at entry	781	ls	\$	120	\$	93,720
New Enclosed Storage and Pool Equipmenmt Building	3,730	sf	\$	180	\$	671,400
FF&E / Security / LV	1	ls.	\$	150,000	\$	150,000
				Subtotal	\$	2,850,620

CURRENT DIRECT COST OPINION

\$ 22,724,260

ESCALATION NOT INCLUDED

\$ -

\$ -

BID DATE DIRECT COST OPINION

\$ 22,724,260

GC COSTS

Project General Conditions	6%		\$	1,363,456
Construction Contingency	5%		\$	1,136,213
Construction Contingency	14%		\$	3,181,396





OPERATIONAL ANALYSIS

OPERATIONAL ANALYSIS

- Best practices associated with aquatic operations
- Conservative approach
- Assumes first year of operations to be 2026 or later
- Town would be the operator
- Assumes 12-week period of operations
- Accounts for alternate providers in the market
- Accounts for wage structure in the market



Johnstown
Colorado



OPERATIONAL ANALYSIS

- Assumes the town will pay for water and sewer
- No charge backs are contained for HR, AR/AP, it support marketing, etc.
- Annual subsidy within the normal range within the industry
- Allocation for future equipment replacement



Johnstown
Colorado





ANTICIPATED EXPENSES AND REVENUE

ANTICIPATED EXPENSES AND REVENUE

	Year 1	Year 2	Year 3	Year 4	Year 5
Expenses	\$860,287	\$868,889	\$894,956	\$921,805	\$949,459
Revenue	\$632,340	\$663,957	\$697,155	\$711,098	\$725,320
	(\$227,947)	(\$204,932)	(\$197,801)	(\$210,707)	(\$224,139)
Percentage w / Capital	73.5%	76.4%	77.9%	77.1%	76.4%
Capital (cumulative)	\$50,000	\$100,000	\$150,000	\$200,000	\$250,000



Johnstown
Colorado





SUMMARY

- The existing outdoor aquatic offerings in the service area currently below industry recommendations
- The survey suggests the most favorable method for funding would be a sales tax increase
- There will likely be the need for a subsidy for ongoing operations
- Both sites would provide space for the current programming needs of the service area



- Field site would provide for future expansion and connectivity to existing facilities and future development within the overall site
- A plan for the field site was developed for logical future expansion
- A discussion is contained in the report regarding suggested future steps that can be taken to move the project forward





THANK YOU

Questions and Answers



Johnstown
Colorado



Counsilman · Hunsaker
AQUATICS FOR LIFE



BALLARD KING
ASSOCIATES LLP



Architecture | Interiors | Aquatics