



MARSHALL

**CULTIVATING THE BEST IN US**

Documentation of Regional Significance

The City of Marshall, located in Lyon County, is a regional center and the heart of southwest Minnesota. With a diverse economic base and strong foundation in agriculture, Marshall supports the region's workforce, employment base, healthcare, education, retail, and hospitality needs. Marshall is home to approximately 14,000 residents and 6,000+ households. The City delivers a comprehensive Community Services program for both its citizens and visitors. Amenities include eight municipal parks totaling over 150 acres, that include trails, fishing ponds, picnic shelters, Rolle Bolle courts, an outdoor Aquatic Center, Red Baron Arena & Expo, Schwan Regional Amateur Sports Complex, Liberty Park bandshell with weekly summer concerts and the national award winning American Legion Field.

Regional significance as addressed in this document relates to the providing higher levels of services and facilities arising from demands for employment, commercial activity, transportation, leisure/recreation, and an overall quality of life.

### **Employment; Total Population**

Marshall embraces 18 employers that each have over 100 employees. According to employment estimates, the city doubles its daytime population to more than 25,000.

### **Local Sales Tax; Retail Sales & Pull Factor**

In 2012, Marshall voters approved a Local Sales Tax (0.5%) that funded an expansion to the MERIT Center along with a regional amateur sports facility, now identified as Red Baron Arena & Expo. Local Sales Tax revenue reports are reflective of Marshall being a regional shopping destination with receipts steadily increasing each month pre-COVID and all of 2021. A pull factor compares the local taxable sales per capita to that of the state. A pull factor higher than 1.0 typically indicates that businesses are pulling customers from outside the community. Marshall has significantly increased its pull factor from 1.35 in 2007 to 1.55 in 2018.



DOCUMENTATION OF REGIONAL SIGNIFICANCE

Marshall Aquatic Center



## **MARSHALL AQUATIC CENTER BACKGROUND INFORMATION**

The Marshall Aquatic Center (MAC) has served the residents of Marshall and surrounding communities for more than 50 years—a long time for a community recreation facility. The current facility is showing its age and has numerous deficiencies in code compliance, operations, customer experience and maintenance costs.

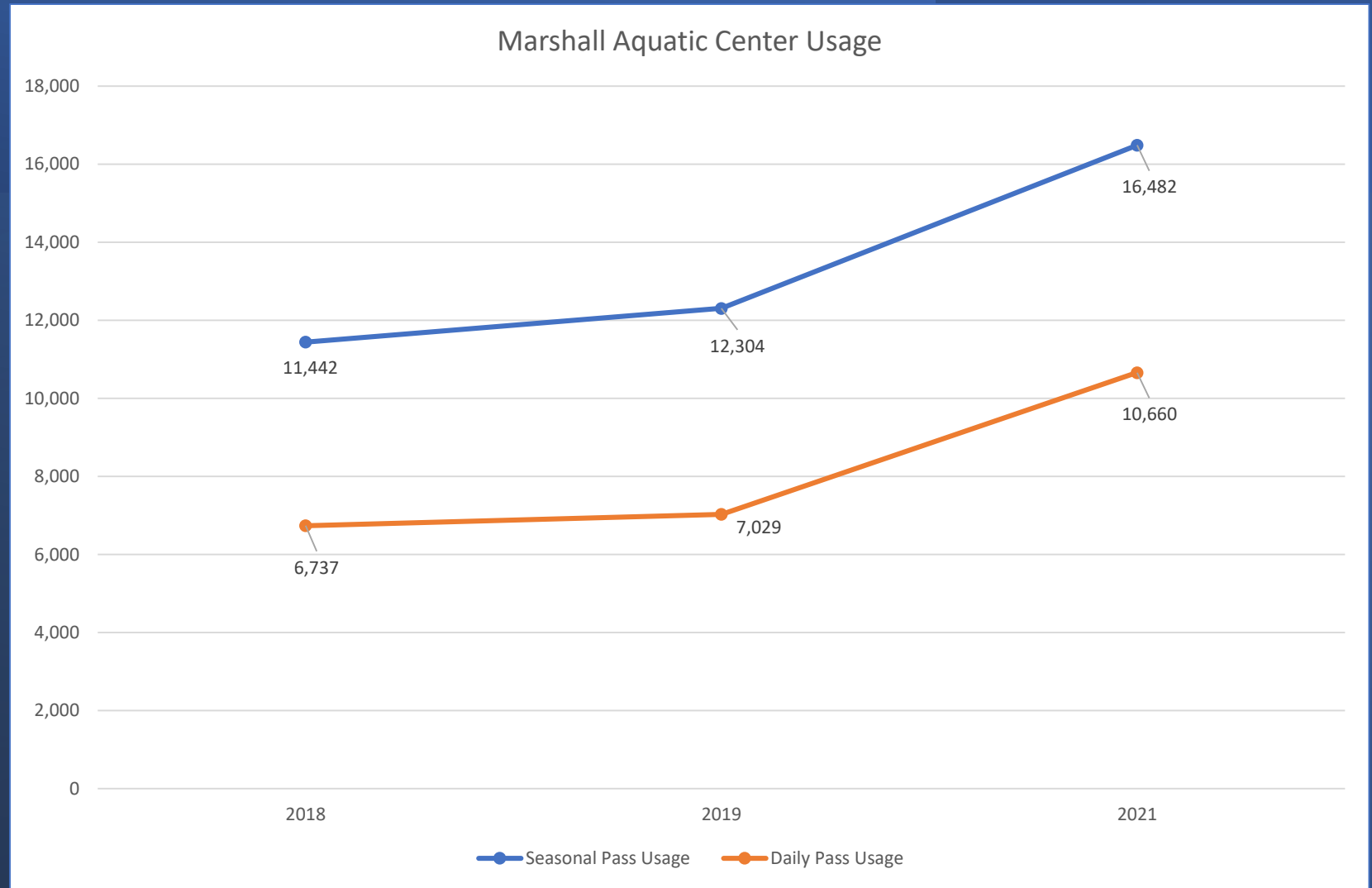
The existing MAC includes three (3) vessels: a diving pool with 1-meter and 3-meter diving boards, a lap/ general use pool with a waterslide, and a wading pool. It also includes a bathhouse and concessions building. The original facility was constructed in the late 1960's.

The lap/general-use pool and diving pool were renovated in 2008, including repair of significant structural failures within the diving pool. Structural failure of the vessels has reoccurred since the 2008 repairs. The structures of both the lap/general use-pool and diving pool have significant cracking and structural deterioration at the gutter joint, internal expansion joints, and wall to floor interface. Water intrusion is evident by the delamination of the concrete surface and associated tile and plaster finishes at these locations. City staff has documented that the lap/general-use pool and diving pool are currently losing water due to leaks at a rate of 12,000 to 15,000 gallons per day (1,080,000 to 1,350,000 gallons per summer based on a three-month use period). This is an extreme amount of water loss for a pool vessel. Movement and flow of this magnitude of water around and beneath the vessels is likely creating significant unseen issues within the supporting soils and exterior face of the unseen concrete vessels beneath. It is extremely likely that the internal steel reinforcing is severely corroded in areas around and near the points of significant leakage.

The existing bathhouse and concessions building suffers from many conditions typical of a building more than 50 years old. It has numerous code compliance issues and many of the building components are inadequate, function poorly or are decayed beyond reasonable repair. The building also has numerous issues in how it serves the users and presents itself to the public. City staff have made a good effort to maintain the building over time and to make accommodation for the changing uses and expectation of the public, but its limitations are extensive. Many areas of the building do not meet the American with Disabilities Act. The interior poses the greatest challenge to the building. Much of it is in poor and unattractive condition. Today's users of recreation facilities expect the facilities to have a high-quality, attractive finish and fit their expectations of a good recreational experience. The current facility does not meet that standard.

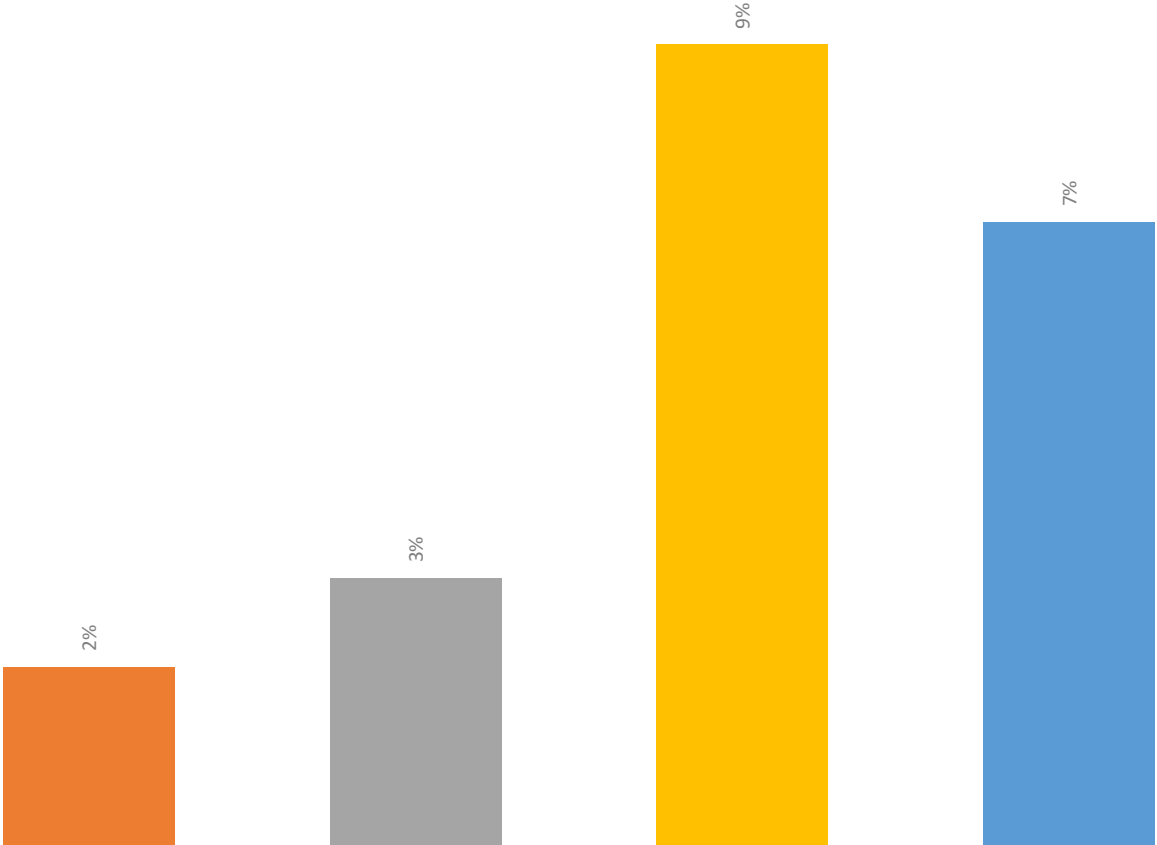
Use of the Marshall Aquatic Center has steadily increased over the last few years for both seasonal pass holders as well as daily pass users.

Due to Covid-19, no daily passes were issued in 2020 for tracking purposes. The Marshall Aquatic Center was one of the few pools that managed to stay open during the pandemic in the area.

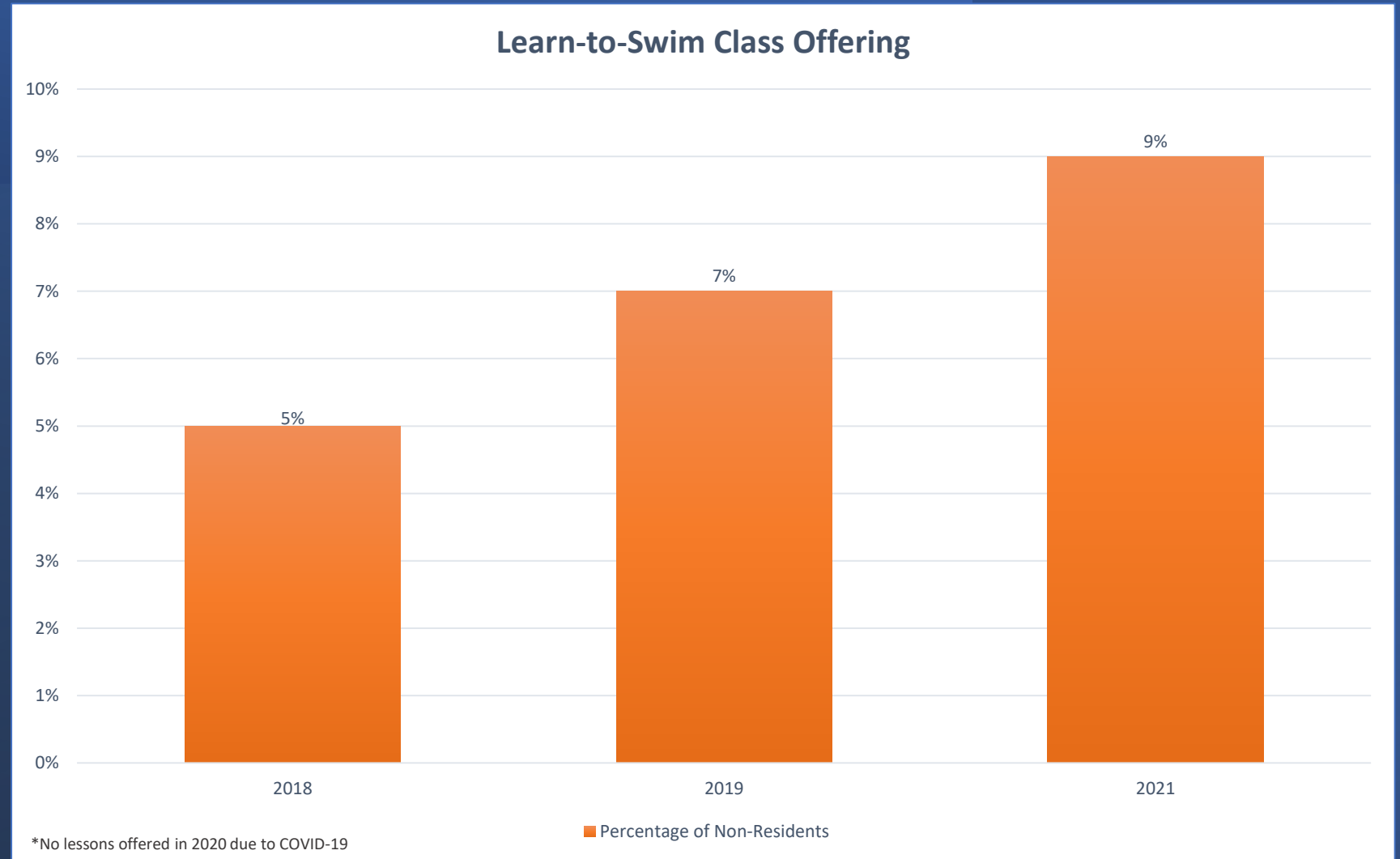


# PERCENTAGE OF NON-RESIDENT SEASON PASS HOLDERS

2018 2019 2020 2021



Learn-to-Swim is a class offered by Marshall Community Services that utilizes the Aquatic Center. Over the past few years, non-resident enrollment has increased.



# Indoor Recreation Facility

Documentation of Regional Significance



## **2021 COMMUNITY SURVEY RESULTS**

In early October 2021, over 300 registered voters participated in a survey and were asked what additional park and recreation projects would they support for the region. In addition, the survey asked respondents to indicate support for different funding options. The main goal of the survey was to determine public support in the City's future park and recreation work.

The main body of the survey asked voters their opinions about possible improvements to the City's parks and potential amenities which could be added. Walking and biking trails, indoor play area for children, and lighting for baseball and softball fields had the highest positive reaction. Another important consideration for future park and recreation work is funding and understanding what the public would support in terms of paying for projects. Reactions to an extension of the current sales tax were generally good, at 74% positive.

A key finding in the survey was overwhelming support for the importance of parks and recreation to quality of life and attractiveness of the community. The results support the notion that in order to remain a regional hub, it is vitally important to continually provide recreation offerings within Marshall.

## **2019 BRANDING SURVEY RESULTS**

In August of 2019, a branding survey was conducted for the City of Marshall by North Star. The results showed there was a high percentage of people who felt Marshall was lacking entertainment and activities. With an increasing number of sporting tournaments and events bringing visitors to Marshall each year, there is a need to expand the community's recreational offerings.

## **2017 YMCA SURVEY RESULTS**

From April - May 2017 the Marshall Area YMCA commissioned Y-USA to study the compelling needs of the community in order to inform their program expansion plans. An online survey instrument was distributed throughout the community to best identify the top community needs in the areas of youth development, healthy living and social responsibility. The survey results support there is a regional need for an additional outlet to offer adult and youth activities.

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# City of Marshall Minnesota

2021 Community Survey  
Summary of Results

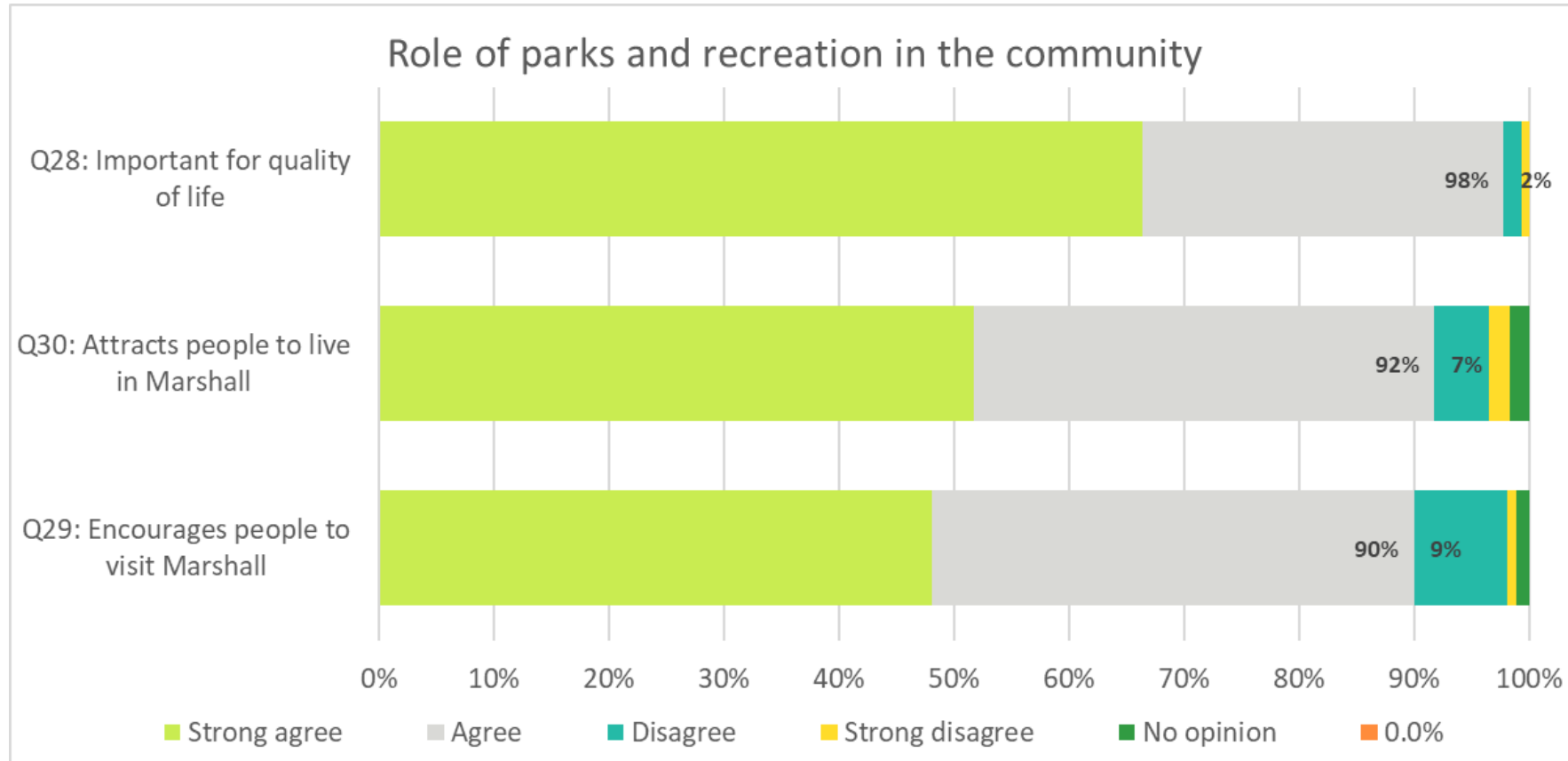


# Role of Parks in the Community

“I am going to read you a handful of statements about the role of parks and recreation facilities in the community.

For each statement, please tell me whether you strongly agree, agree, disagree, or strongly disagree with it.”

# Role of Parks in the Community (*cont.*)





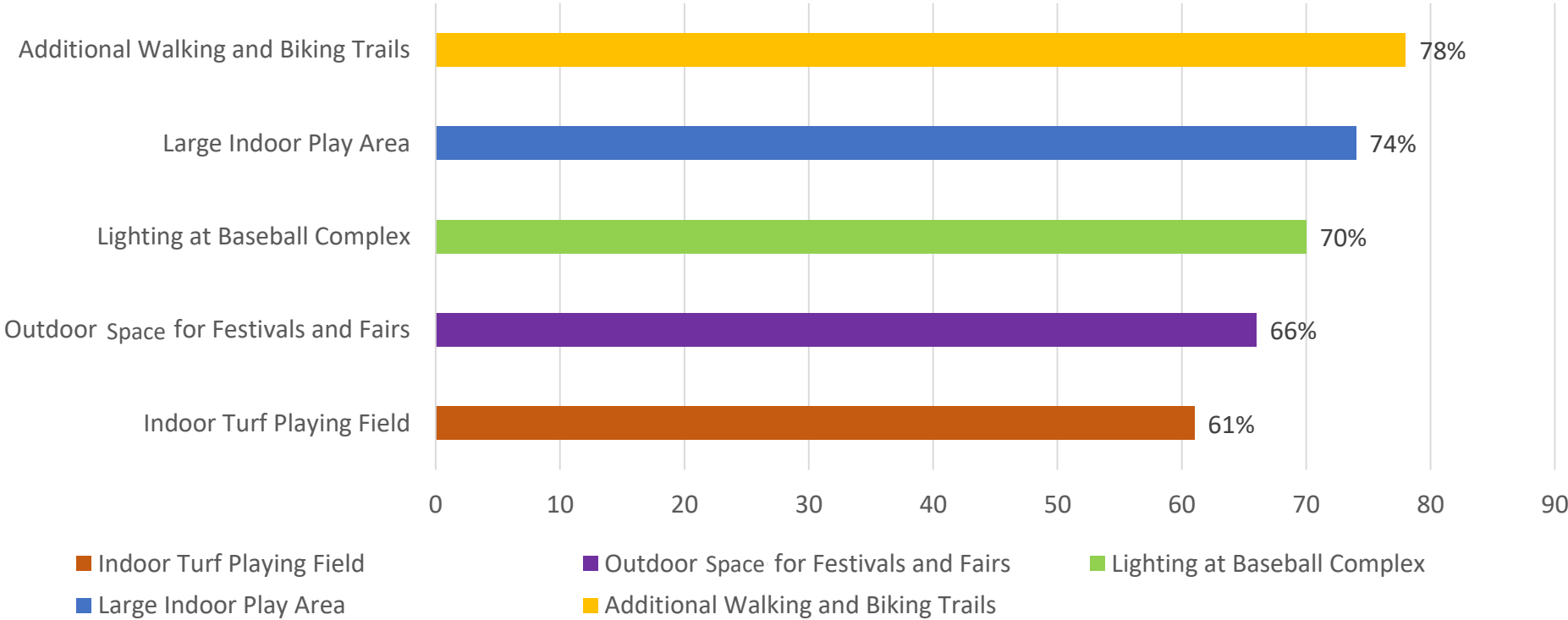
# Role of Parks in the Community *(cont.)*

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- Very little disagreement with the importance of parks and recreation to quality of life and attractiveness of the community.
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# Additional Park and Recreation Projects Supported

Percent Likelihood to Support





City of Marshall  
**Park Amenities Community Survey October 2021**

The next set of questions included ten different improvements under consideration as extensions to the planned Aquatic Center project. These options were read in random order, to minimize the potential that items might be rated higher or lower due to their placement within the list.

**Q6: Build a large indoor playground area for use by children during the cold winter months.**

	More likely	Less likely	No difference	No Opinion
All Voters	74.3%	20.1%	4.9%	0.7%
Male	68.6%	26.6%	4.8%	---
Female	79.5%	14.2%	5.0%	1.4%
Non-user	52.9%	41.2%	5.9%	---
1-12 visits	74.6%	18.4%	6.1%	0.9%
13-25 visits	58.1%	38.7%	3.2%	---
26-50 visits	82.9%	12.2%	4.9%	---
More than 50	72.3%	21.7%	4.8%	1.2%
Parent	77.0%	17.8%	5.1%	---
Non-Parent	72.8%	21.3%	4.8%	1.1%
Age 18-34	87.1%	10.9%	2.0%	---
35-44	78.6%	13.3%	6.8%	1.3%
45-54	63.1%	32.7%	4.2%	---
55-64	74.3%	16.5%	9.2%	---
65+	64.7%	29.0%	4.5%	1.9%
Ward 1	75.4%	20.6%	4.0%	---
Ward 2	73.9%	18.9%	5.9%	1.3%
Ward 3	73.7%	21.0%	4.6%	0.6%
Less Active/New Voter	84.1%	10.1%	4.6%	1.3%
Active Voter	71.6%	24.6%	3.4%	0.4%
Very Active Voter	57.0%	32.0%	11.0%	---
High School	74.0%	22.8%	3.2%	---
Some College	71.8%	20.2%	5.2%	2.9%
Bachelor's	74.7%	19.7%	4.8%	0.8%
Graduate	72.7%	22.9%	4.4%	---
HH Income <\$50k	72.3%	19.4%	8.3%	---
\$50-75k	70.3%	19.1%	8.7%	1.9%
\$75-100k	82.0%	16.1%	2.0%	---
\$100-150k	63.9%	30.8%	4.4%	0.9%
>\$150k	82.6%	17.4%	---	---
Homeowner	66.3%	27.8%	4.8%	1.1%
Renter	82.2%	13.3%	4.4%	---