



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.

