

# CITY OF SALIDA SOAKING POOLS ANALYSIS AND SURVEY RESULTS

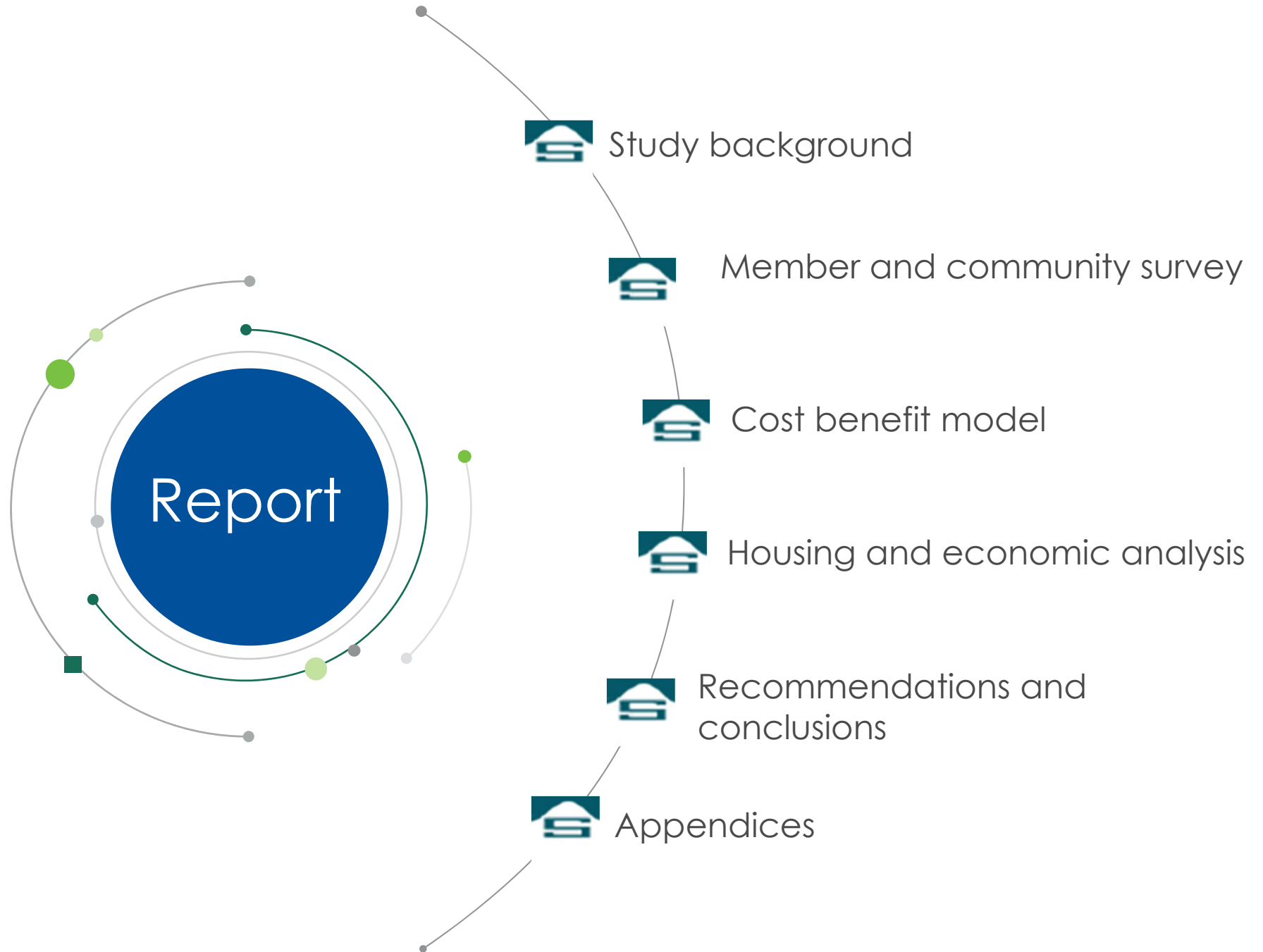
FINAL REPORT  
DECEMBER 2020



**BBC**  
RESEARCH &  
CONSULTING

Prepared for

City of Salida Parks and Recreation Department





# Study Background

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# 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.*



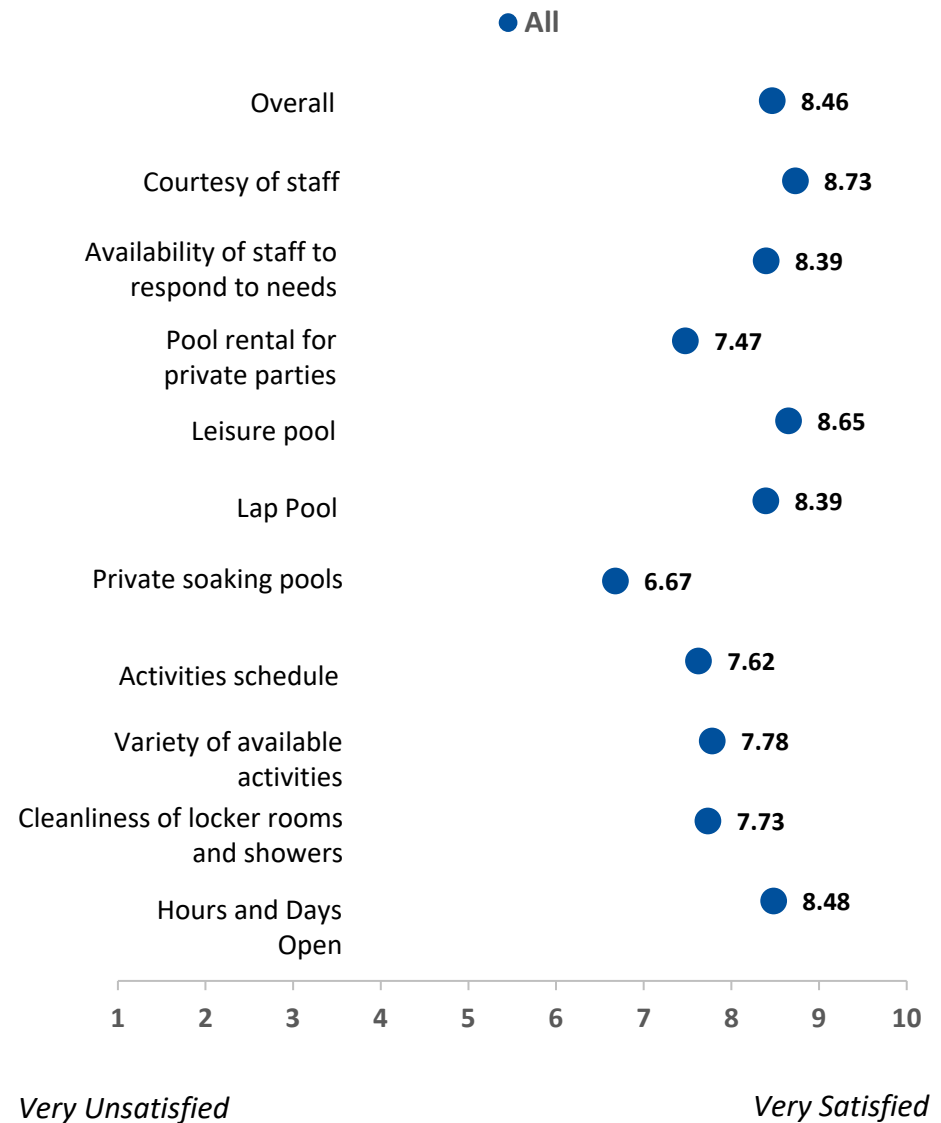
- The analysis included a member and resident survey.
- The study team also reviewed an incorporated information from the recent cost recovery study.
- BBC reviewed prices, operations, and fiscal data for other hot springs facilities in Colorado.
- BBC reviewed research on the potential impact of COVID19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

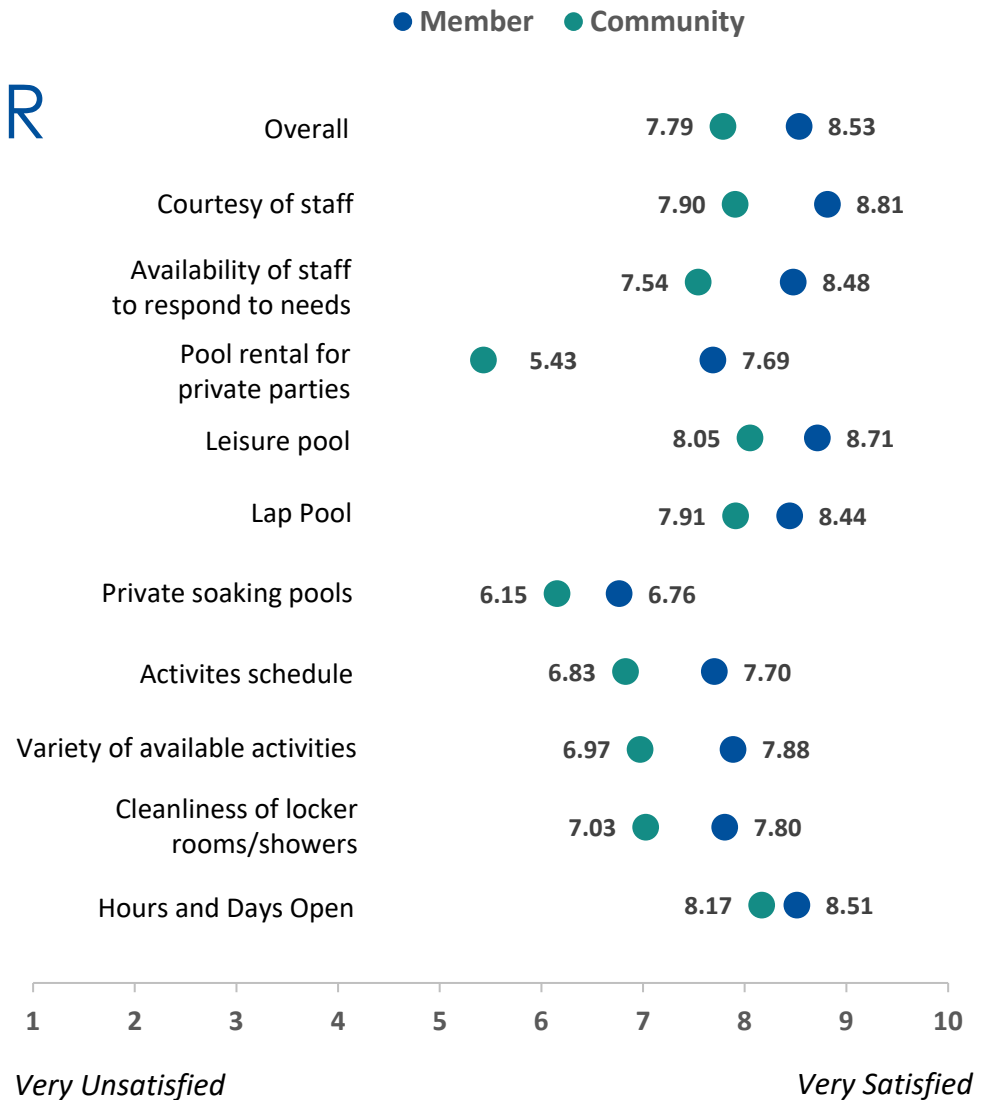


Notes:

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)



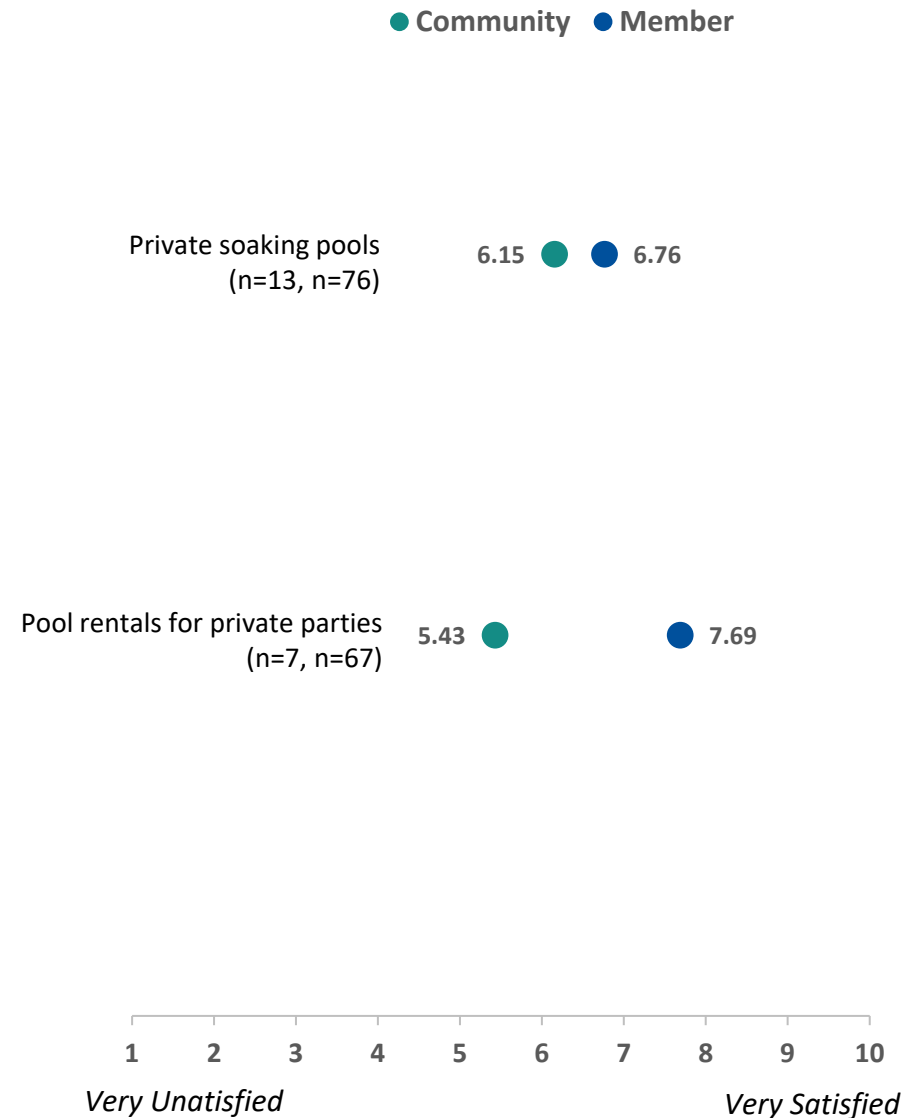
Notes:

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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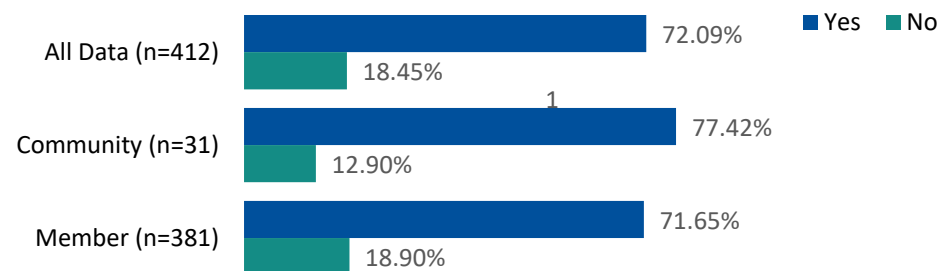


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# LIKELY TO RENEW/PURCHASE

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**



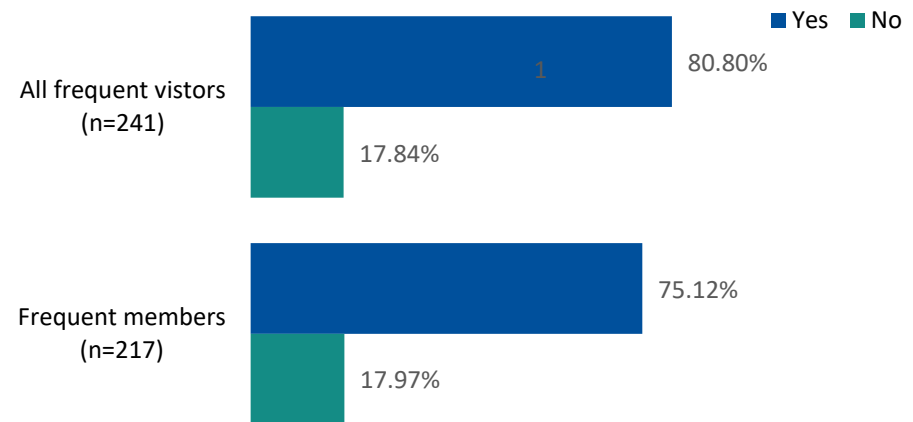
Notes:

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.

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# REASON FOR NOT BEING LIKELY TO RENEW MEMBERSHIP

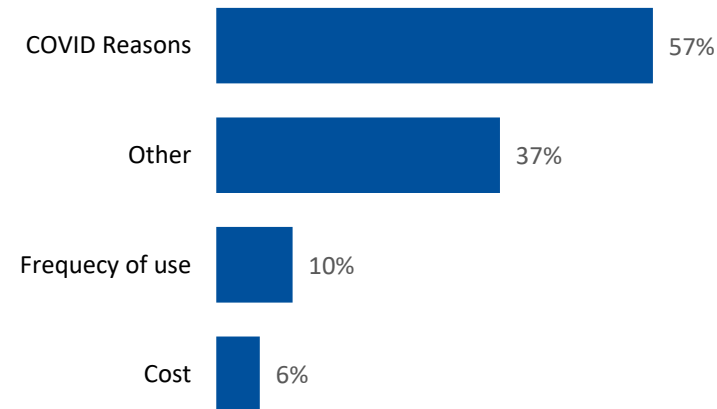
OF THOSE UNLIKELY TO RENEW, 53% OF RESPONDENTS REPORTED REASONS RELATED TO COVID.

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

## OTHER REASONS INCLUDED

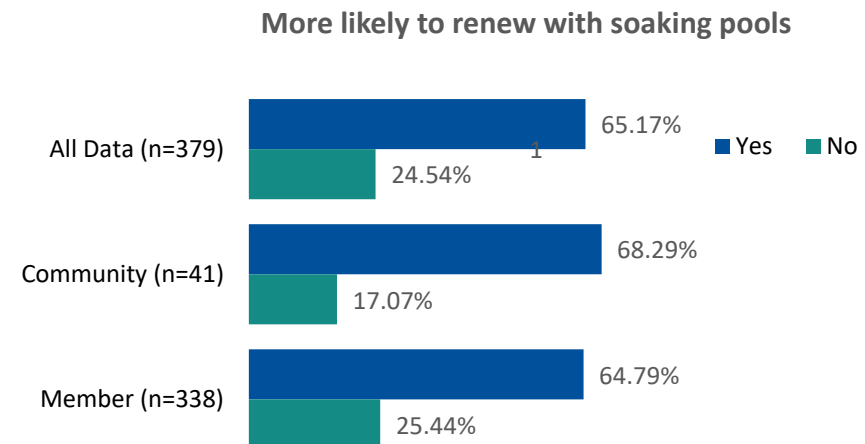
- *People finding other exercise and fitness options*
- *Facility policies and cleaning unrelated to COVID.*

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

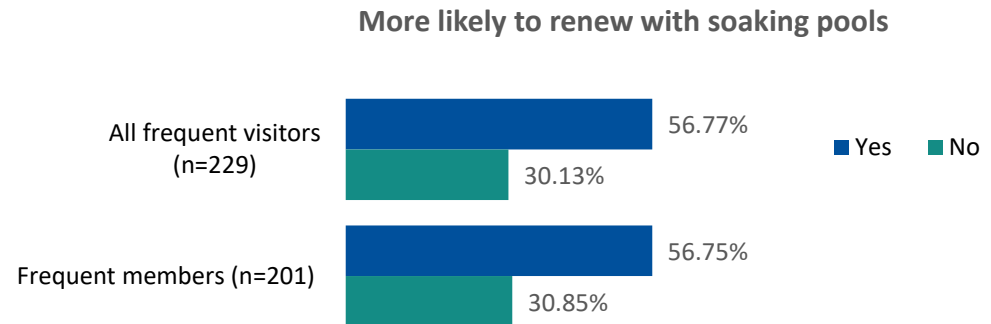


## Notes

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



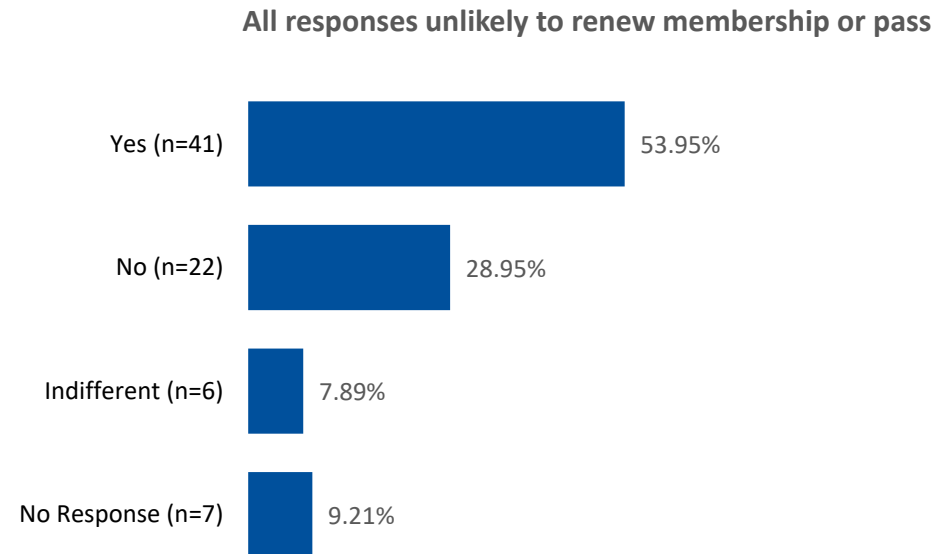
## Notes

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

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## 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.



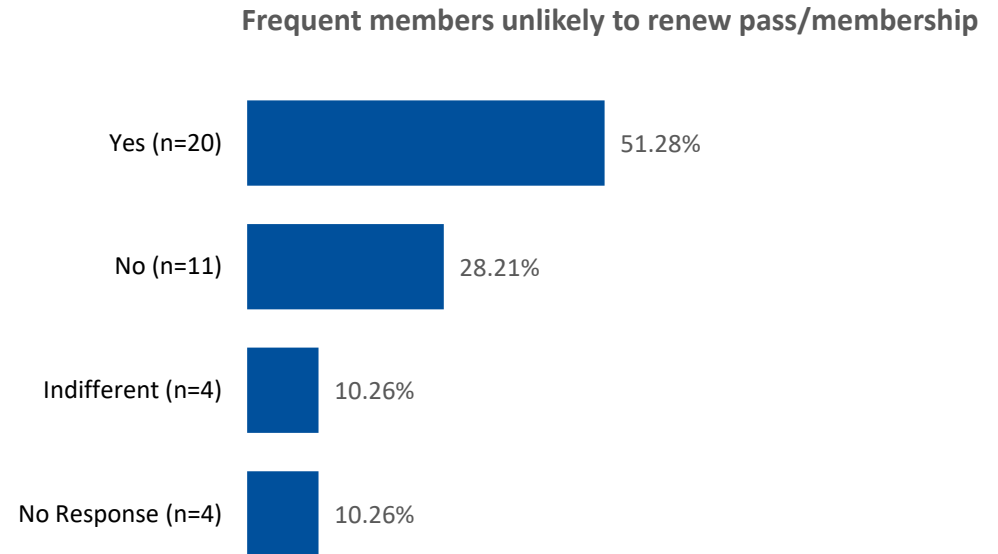
### Notes

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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.



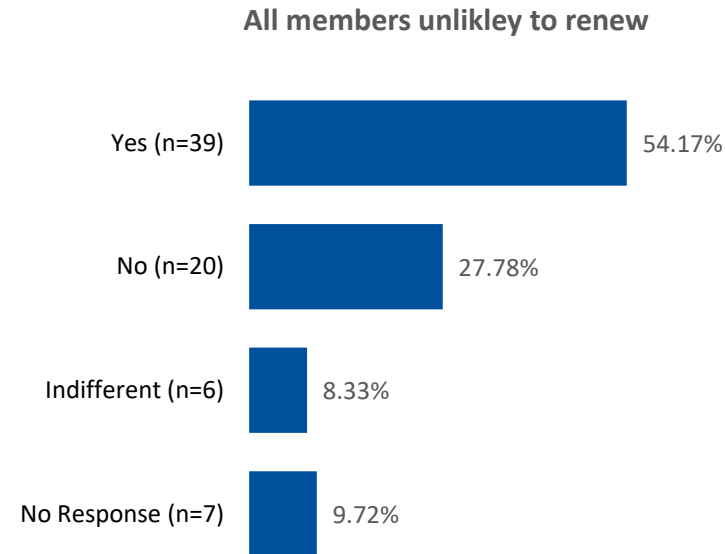
### Notes

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. "Members" is defined as data that was received through the Member survey sent to the list of members provided by Salida
3. "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"

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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.

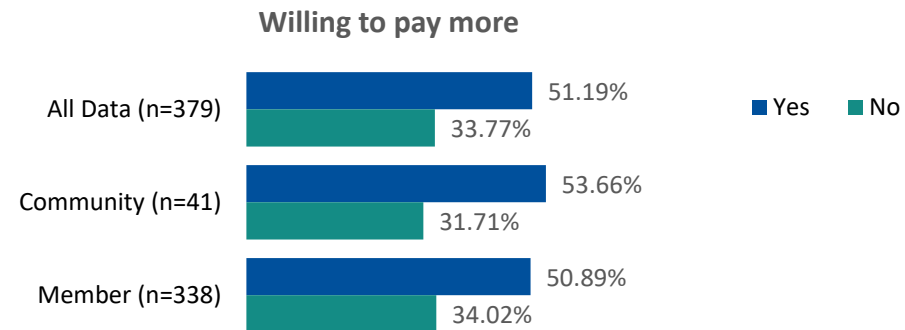




# WILLING TO PAY MORE FOR SOAKING POOL

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



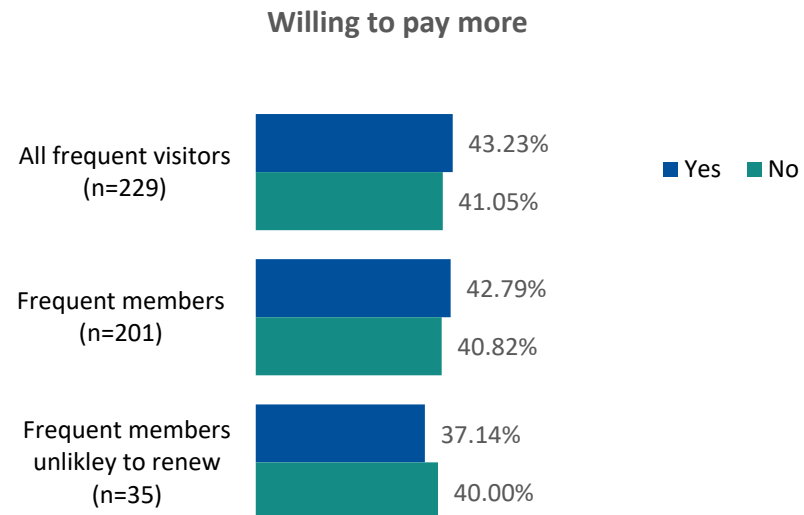
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2. "Member" is defined as data that was received through the Member survey sent to the list of members provided by Salida
3. Willing to pay more is defined as those who had a response of "10%", "15%", or "20%" to the increased amount they would be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



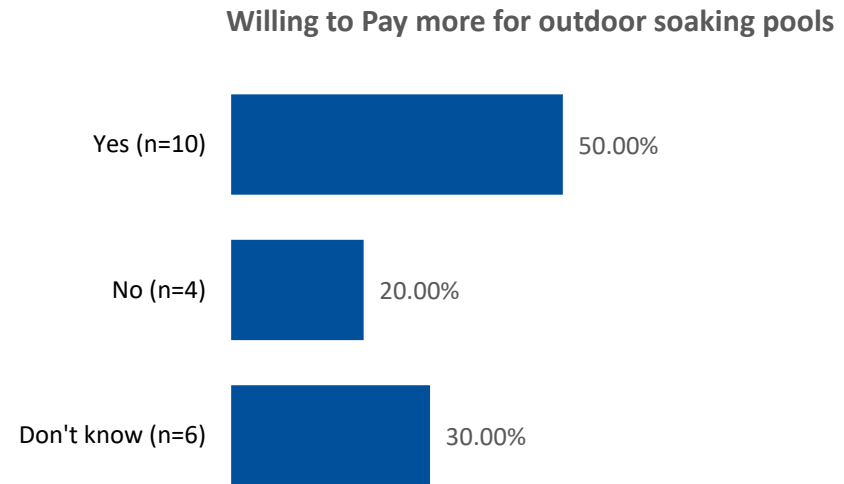
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# WILLING TO PAY MORE FOR SOAKING POOL

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.

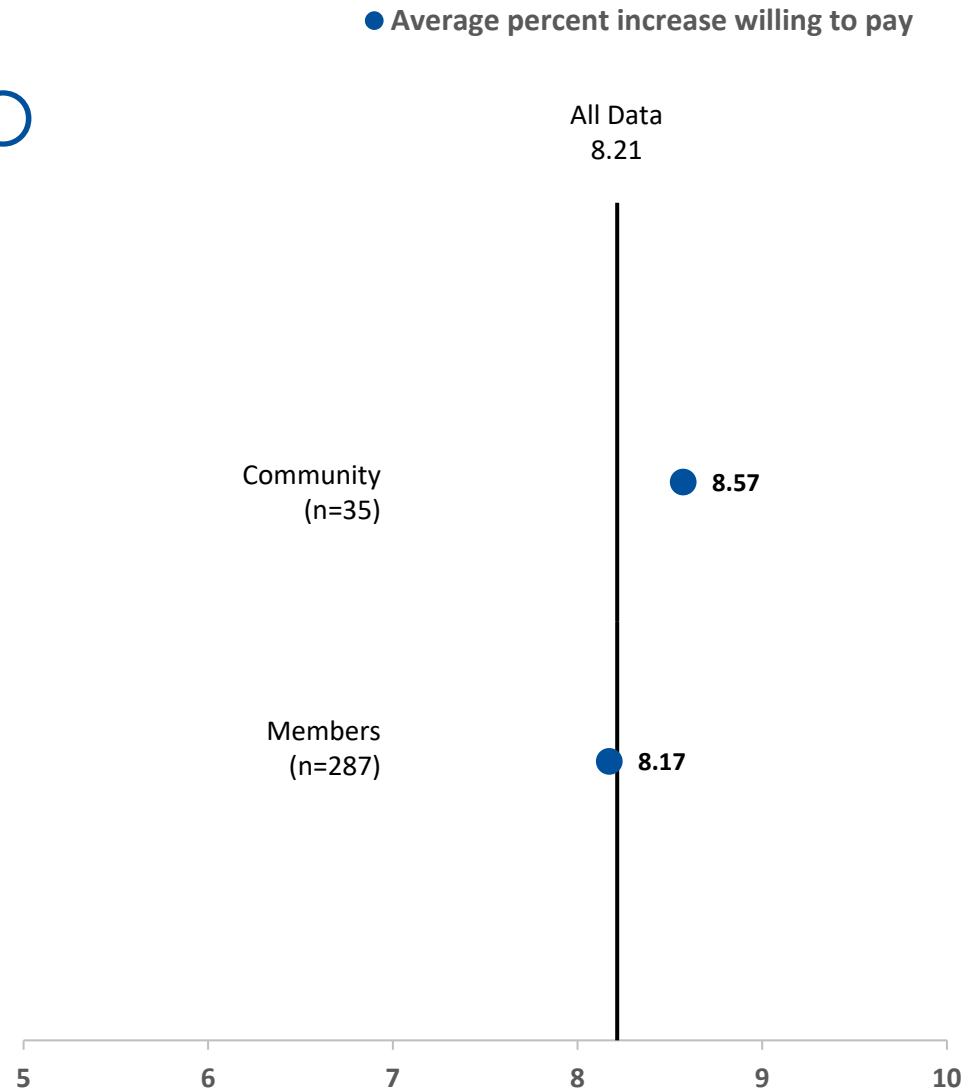


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# ADDITIONAL AMOUNT WILLING TO PAY ALL RESPONSES

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



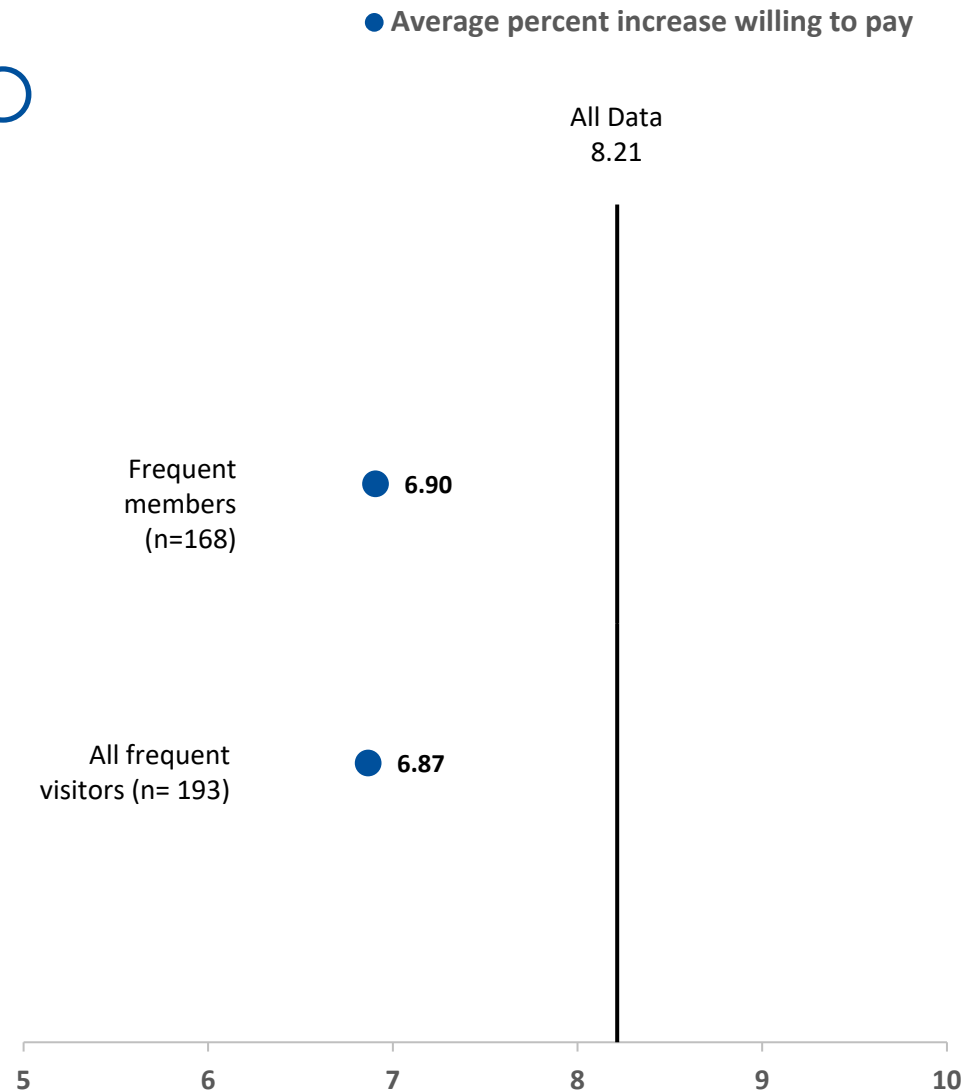
## Notes

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,



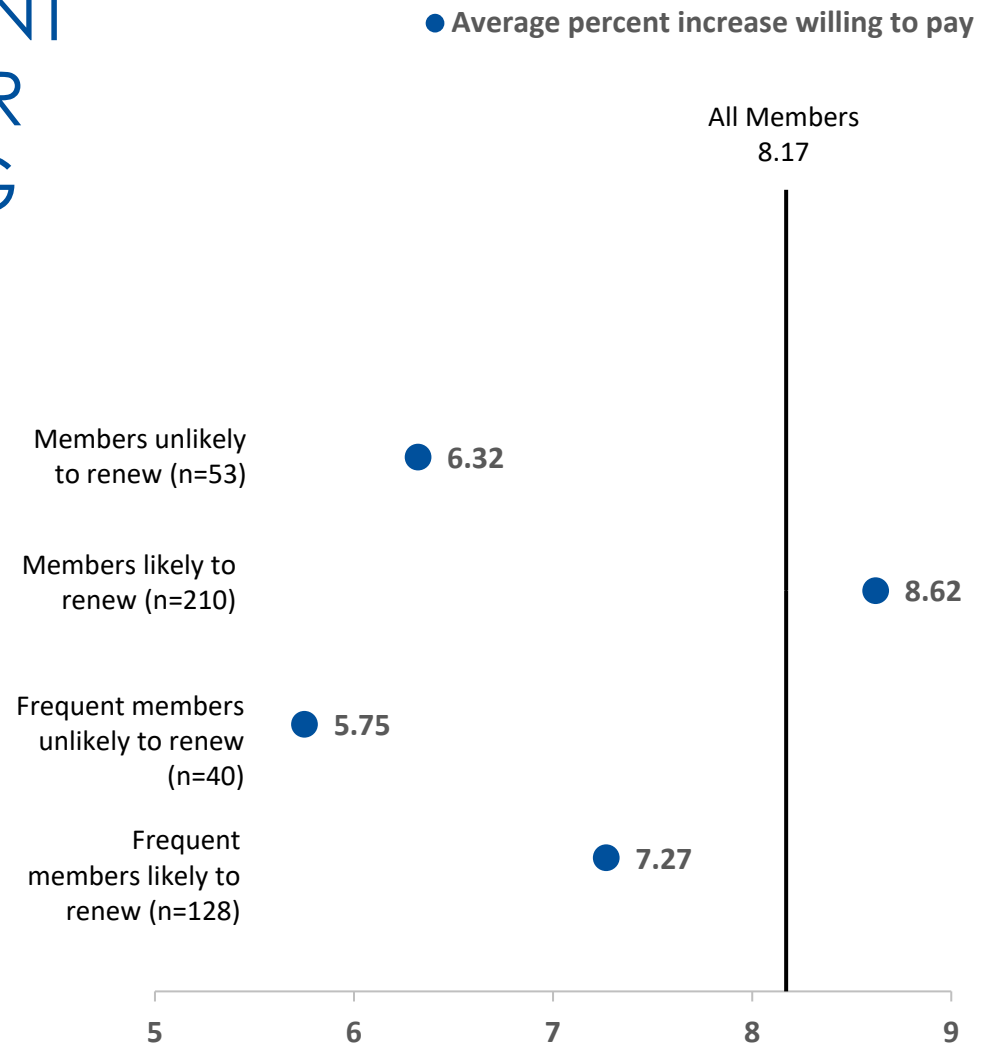
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# ADDITIONAL AMOUNT WILLING TO PAY FOR OUTDOOR SOAKING POOLS

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*

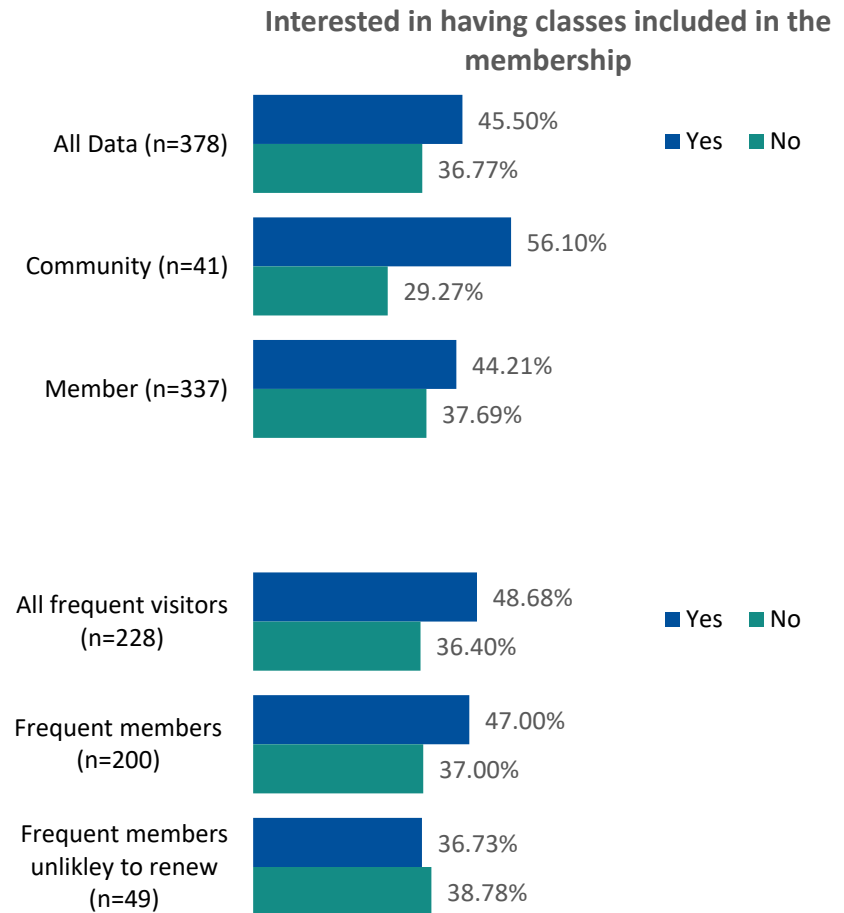


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# INTEREST IN HAVING CLASSES INCLUDED IN PRICE OF MEMBERSHIP

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



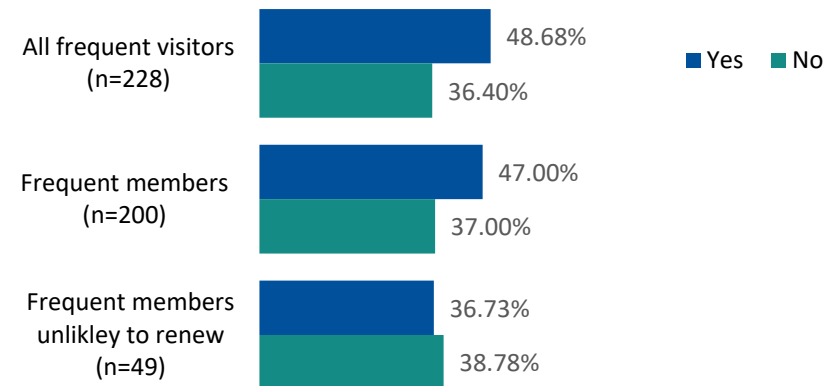
## Notes

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2. People who didn't respond to the question were excluded from this calculation.

# 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



## Notes

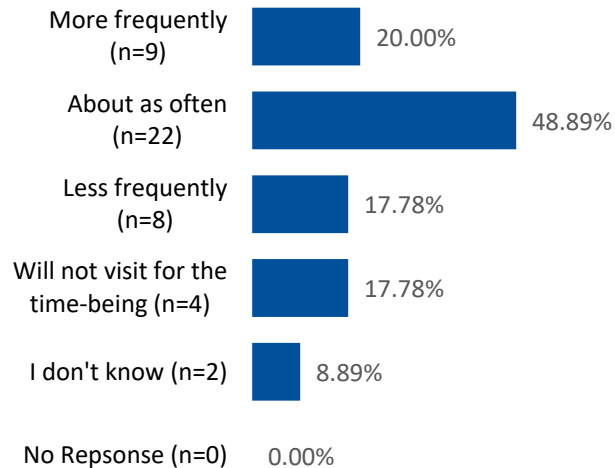
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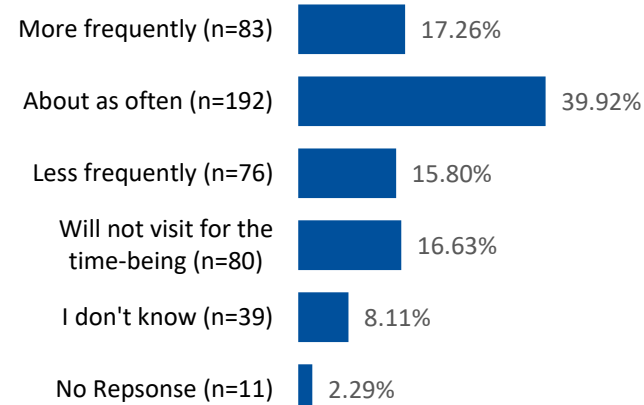
# FREQUENCY OF VISITS AS SALIDA REEMERGES FROM COVID

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

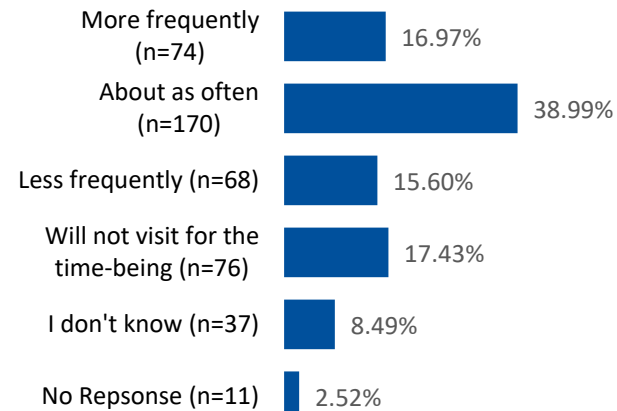
**Community Survey**



**All Data**



**Member Survey**

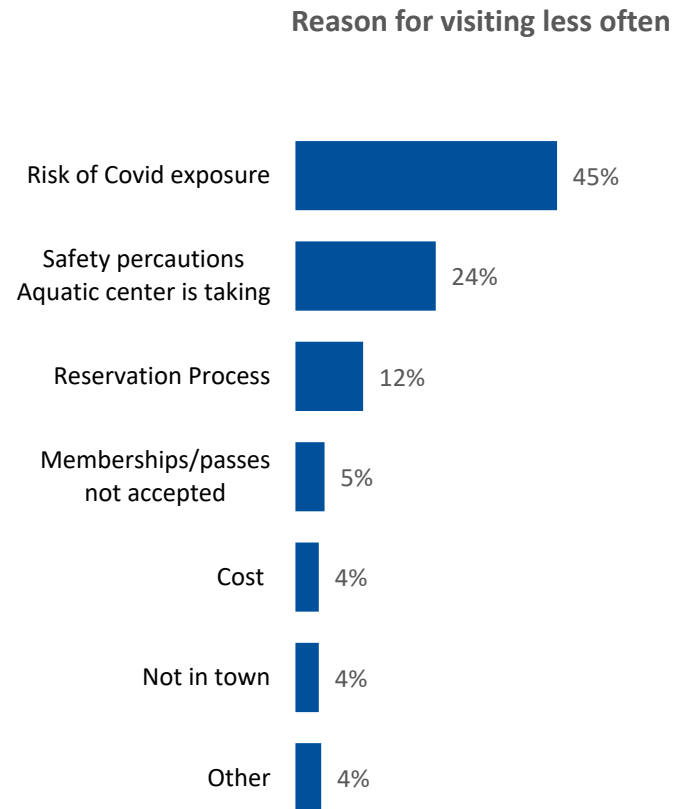


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# REASON FOR VISITING LESS FREQUENTLY AS SALIDA BEGINS TO REOPEN

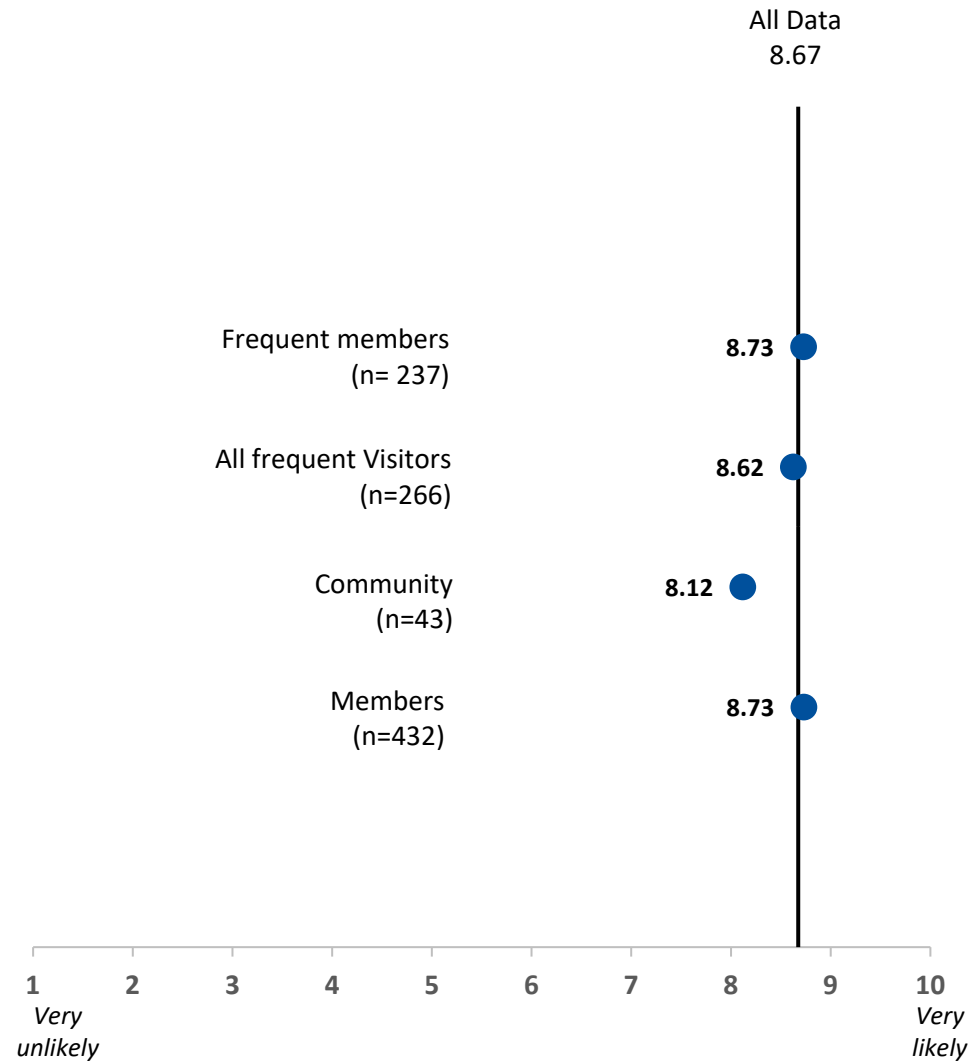
## SAFETY PRECAUTIONS AQUATIC CENTER IS TAKING INCLUDES:

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



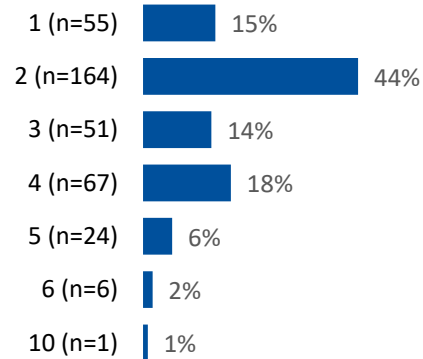
# LIKELIHOOD OF RECOMMENDING CENTER

OVERALL, PEOPLE ARE  
LIKELY TO RECOMMEND  
THE AQUATIC CENTER

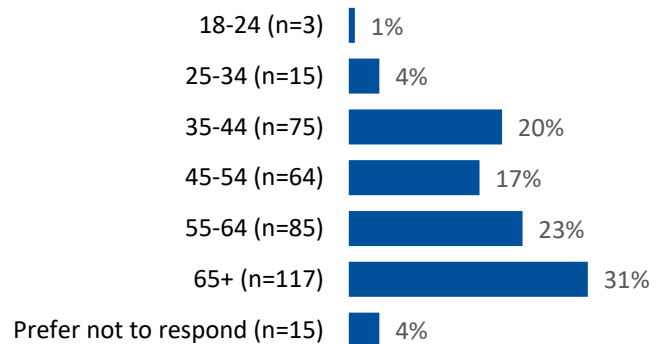


# DEMOGRAPHICS

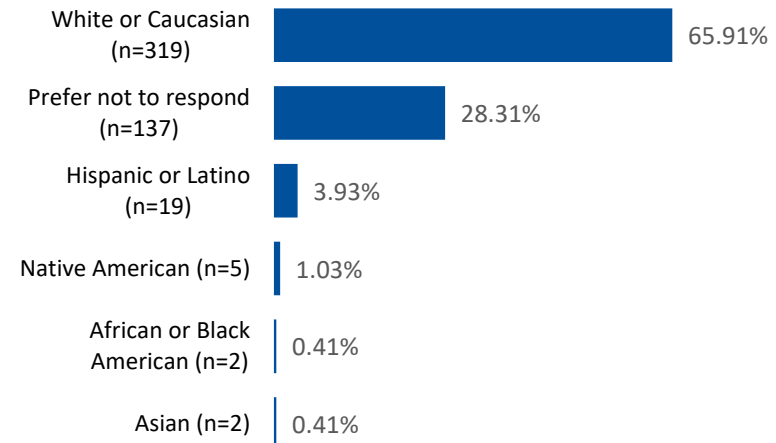
## Number of People Living in Household



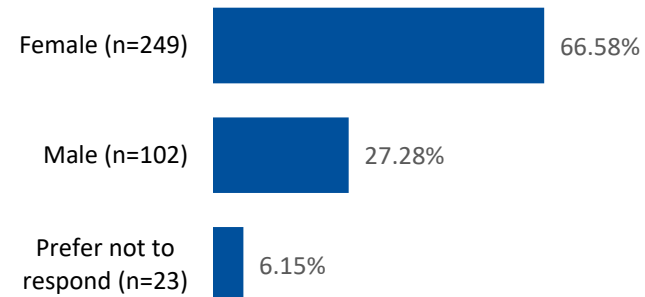
## Age



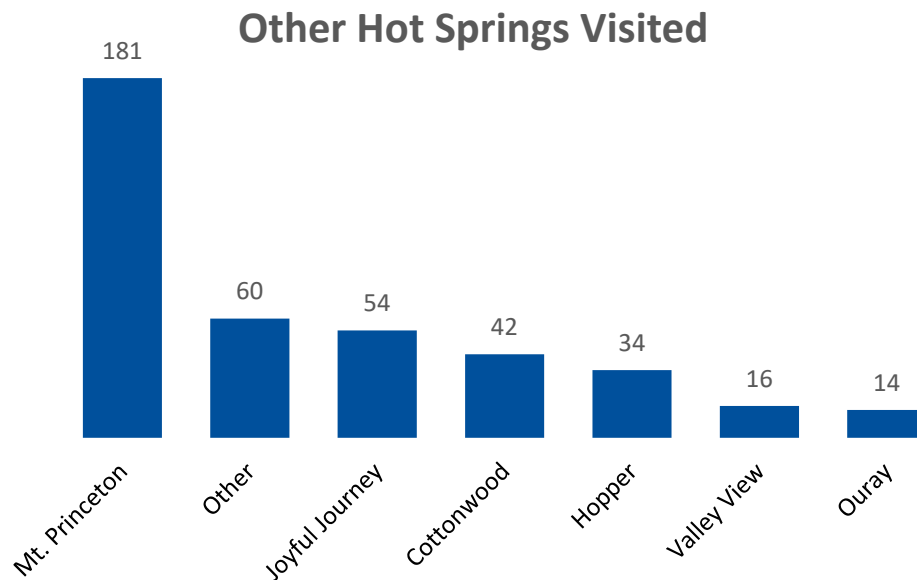
## Race/Ethnicity



## 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

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## 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."

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## 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).”

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# 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"

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

"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."



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## 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.”

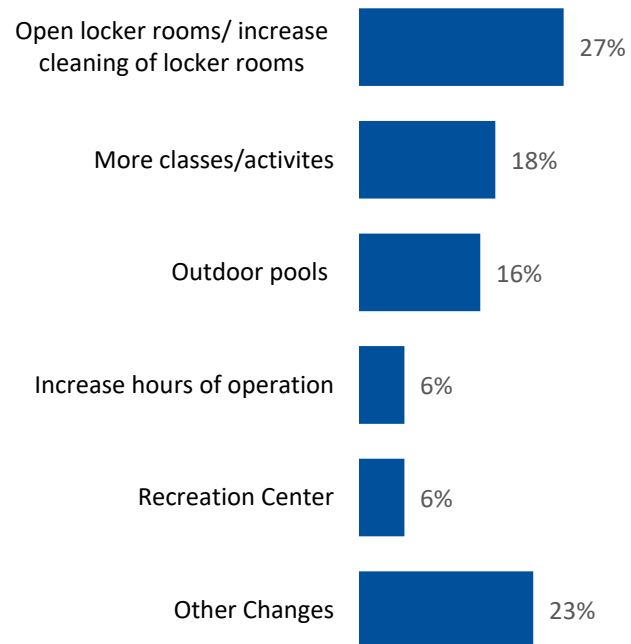
“...access to indoor and outdoor soaking pools is very interesting to me, availability is very limited to-date.”

“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.”

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# 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

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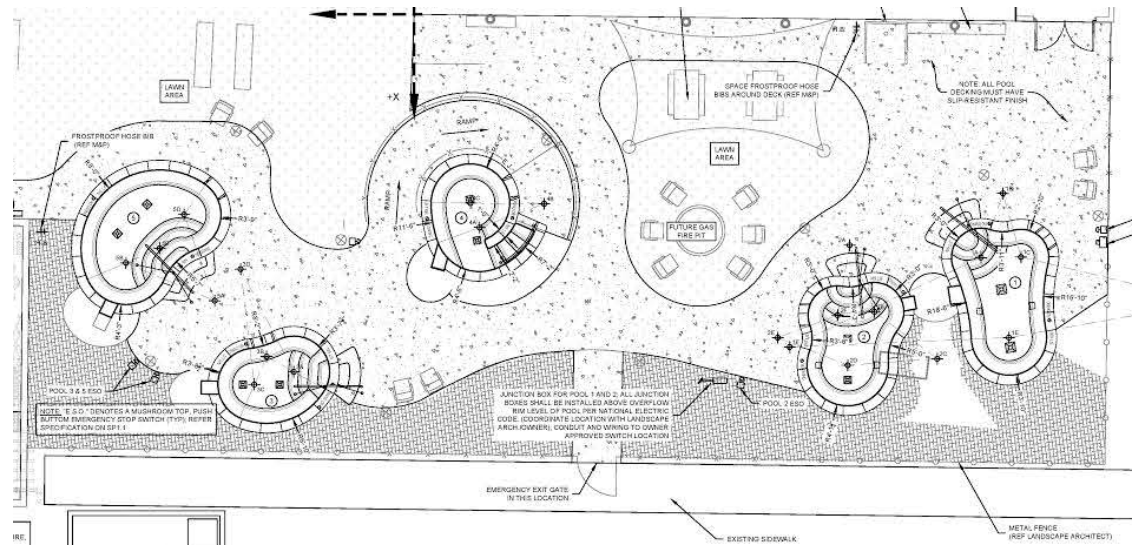
# SOAKING POOLS REVENUES AND COSTS

*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.

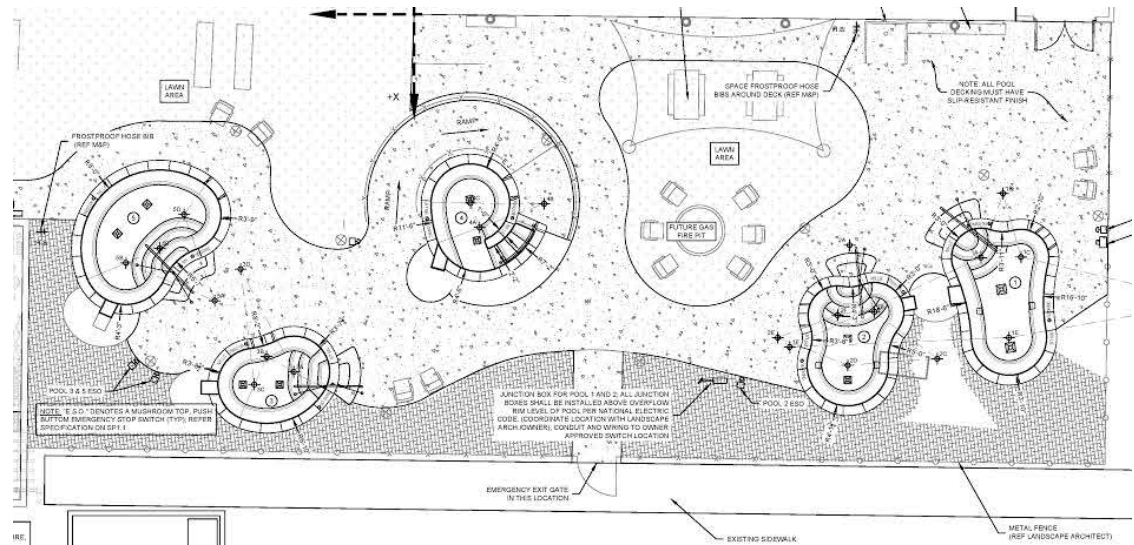
# SOAKING POOL CAPITAL PLANS

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



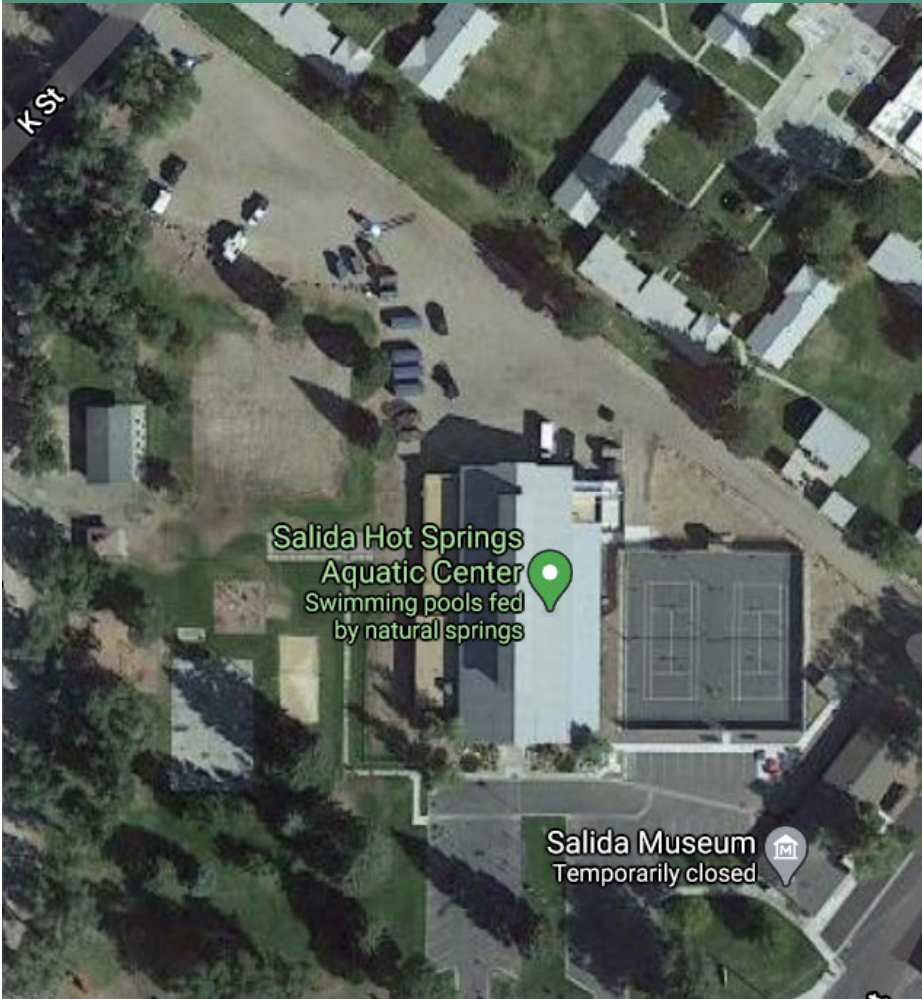
# SOAKING POOL OPERATIONS

- \$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

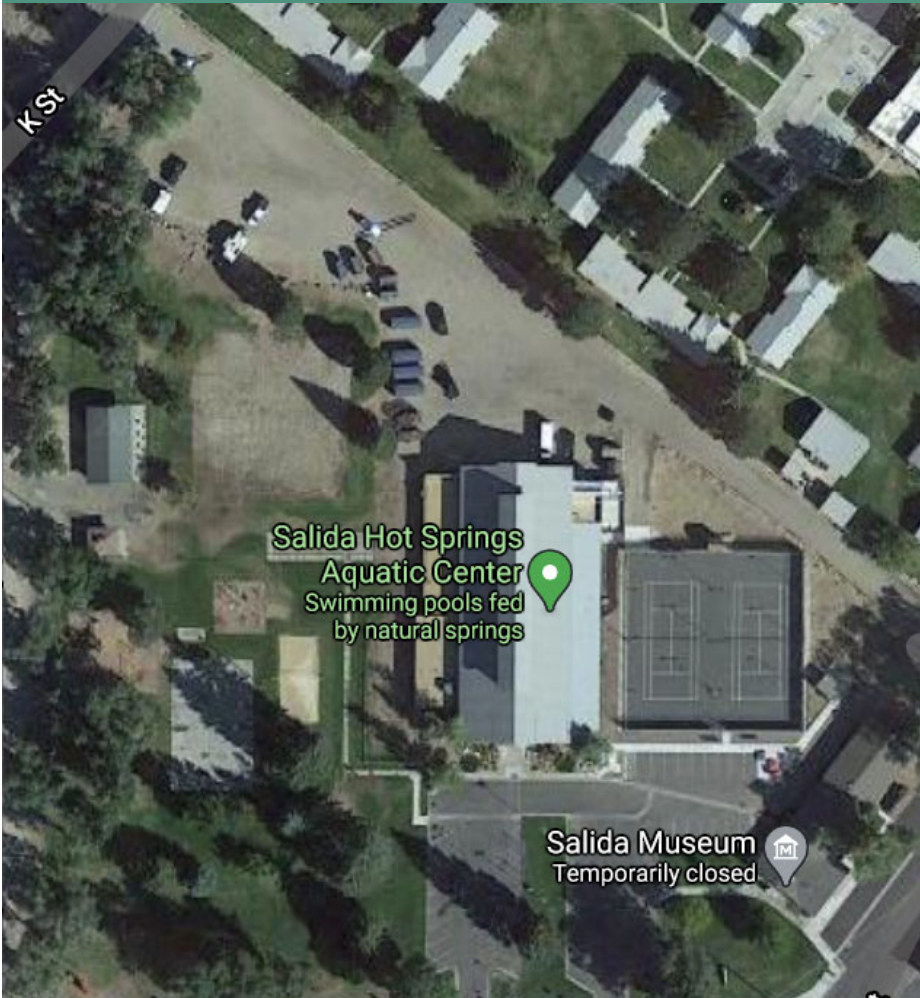
CAPITAL IMPROVEMENT PLAN  
ALLOCATION: \$960,000

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%
<b>ANNUAL PAYMENT</b>	<b>\$48,900</b>	<b>\$43,100</b>	<b>\$36,000</b>

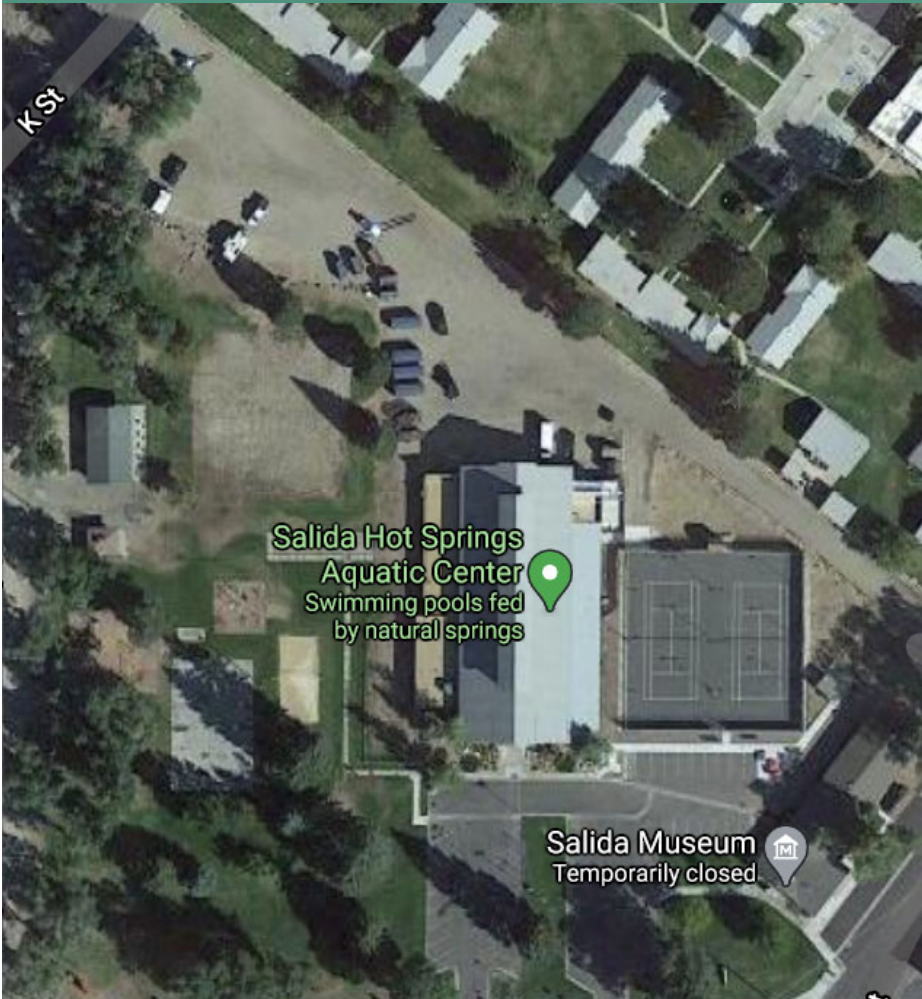
\*Interest Rates vary due to many factors. These rates were estimated using conservative assumptions for AA and A Municipal Bond Rates from <https://www.fmsbonds.com/market-yields/> , <http://www.munibondadvisor.com/market.htm>, and <https://www.bloomberg.com/markets/rates-bonds/government-bonds/us>

## 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%
<b>ANNUAL PAYMENT</b>	<b>\$48,900</b>	<b>\$37,300</b>	<b>\$88,700</b>

\*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



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	<b>\$78,900</b>
-------------------	-----------------

## Expenses

Operating expenses (including lifeguard)	\$59,000
Cost of financing	<u>\$48,900</u>
Total	<b><u>\$107,900</u></b>

Net revenue (loss)	(\$29,000)
--------------------	------------

*Net loss implies cost recovery of 73 percent*

# COST BENEFIT ANALYSIS – YEAR 15 EXAMPLE

## Revenues

Operating revenue	<b>\$119,300</b>
-------------------	------------------

## Expenses

Operating expenses (including lifeguard)	\$89,200
--	----------

Cost of financing	<u>\$48,900</u>
-------------------	-----------------

Total	<b><u>\$138,100</u></b>
-------	-------------------------

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	<b>\$160,400</b>
-------------------	------------------

## Expenses

Operating expenses (including lifeguard)	\$119,900
--	-----------

Cost of financing	<u>\$0</u>
-------------------	------------

Total	<b><u>\$119,900</u></b>
-------	-------------------------

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 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 <b>Annual financing details</b>			
9 Payments		annually	
10 Period		20 years	
11 Interest rate		1.50%	
12 Annual cost		\$ 48,926	
13			
14 <b>Operation costs</b>			
15 With lifeguard		\$59,000 per year	
16 Cost recovery		1.34	
17 Assumed inflation		3%	
18			
19 <b>Projected revenues (year 1)</b>			
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

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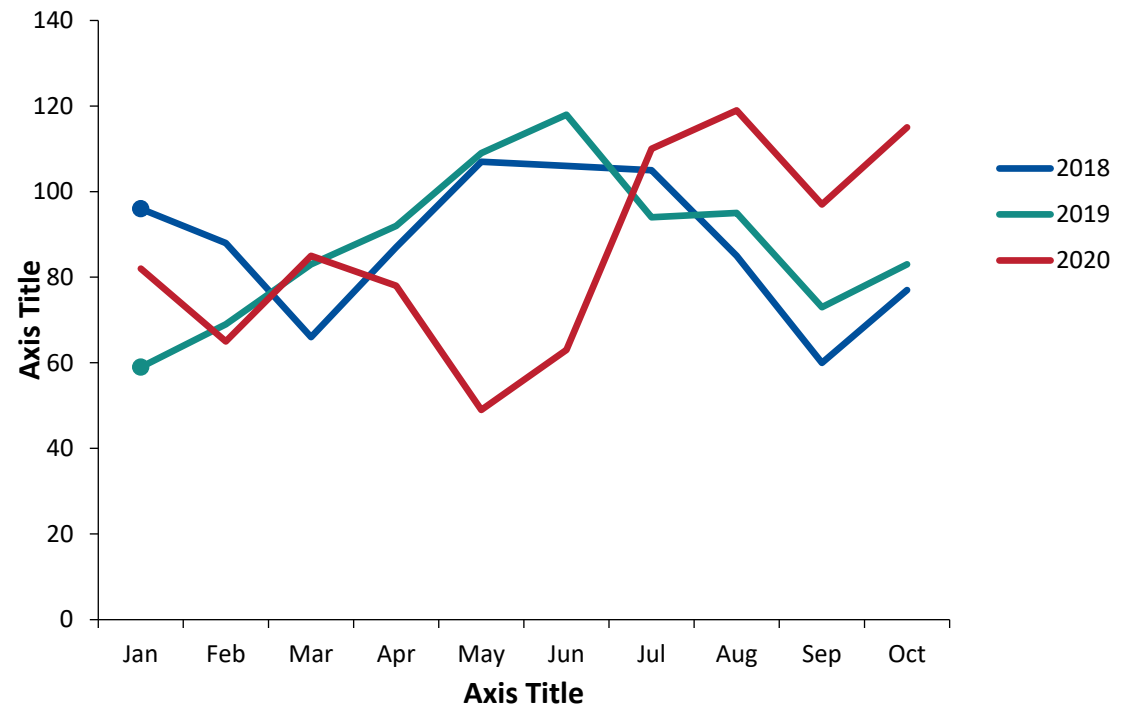
## ZOOM TOWNS

*“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

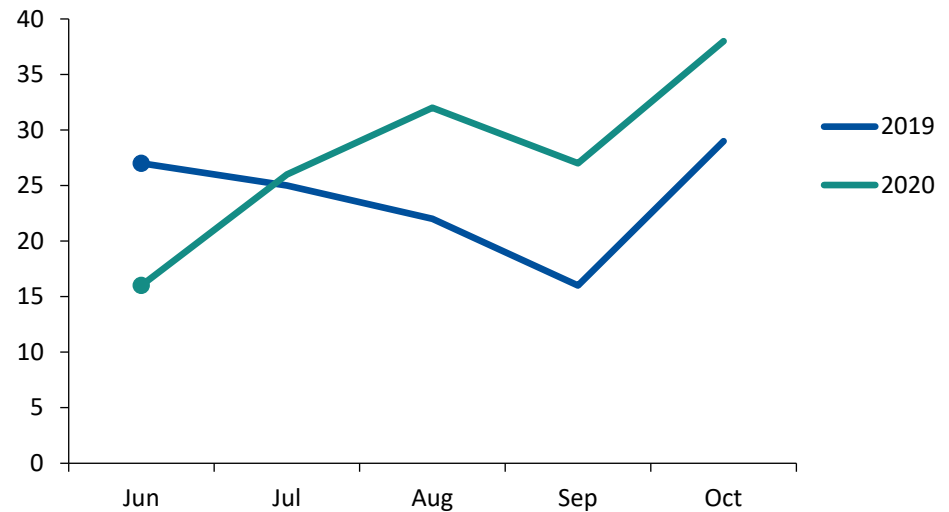
While Chaffe County sales declined during the first few months of the Pandemic, they rebounded later in the year and have exceeded previous years over the past few months



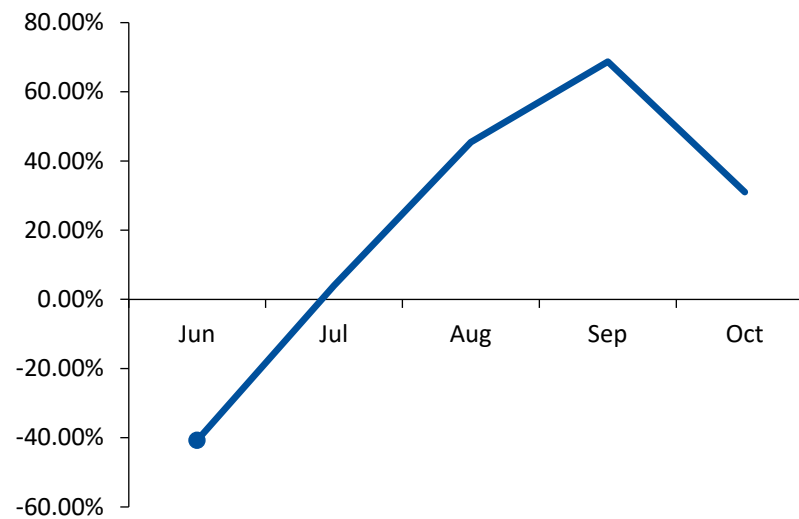
# HOME SALES IN SALIDA

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

## 2020 Housing Sales



## 2020 Year-to-Year Change



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# 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

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## 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.

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## 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.

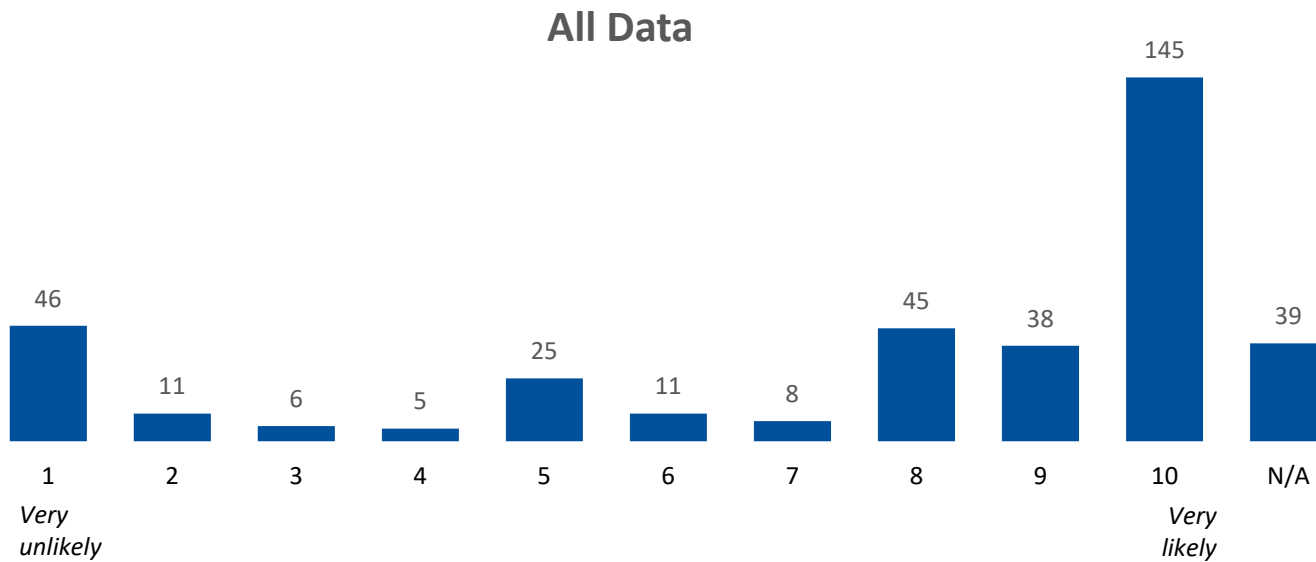


# Appendices

# APPENDIX A: ADDITIONAL MEMBER SURVEY RESULTS

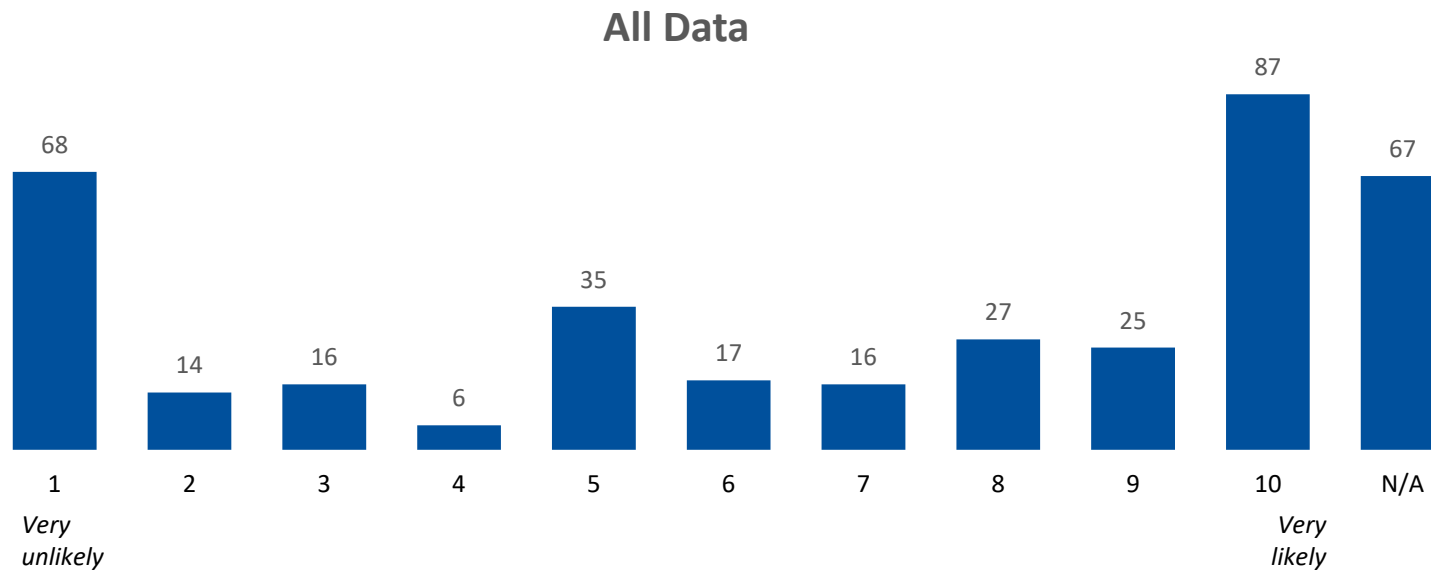
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# LIKELY TO RENEW/PURCHASE WITH ADDITION OF SOAKING POOLS



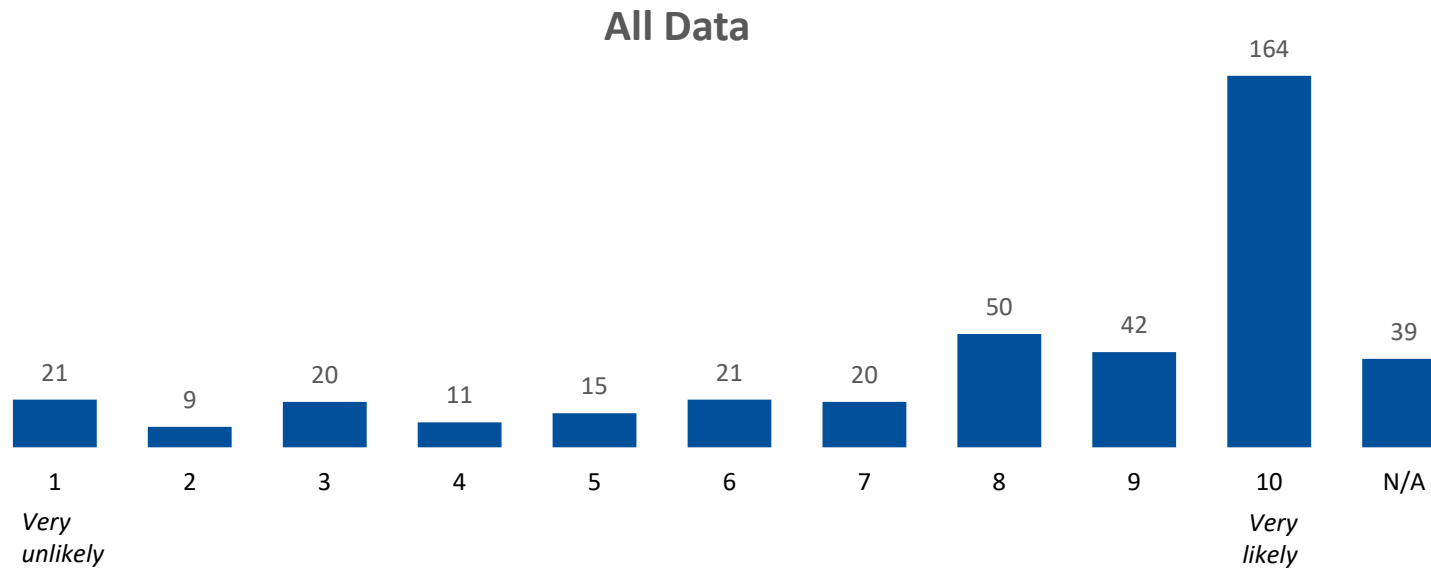
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## INTEREST IN HAVING CLASSES INCLUDED IN PRICE OF MEMBERSHIP



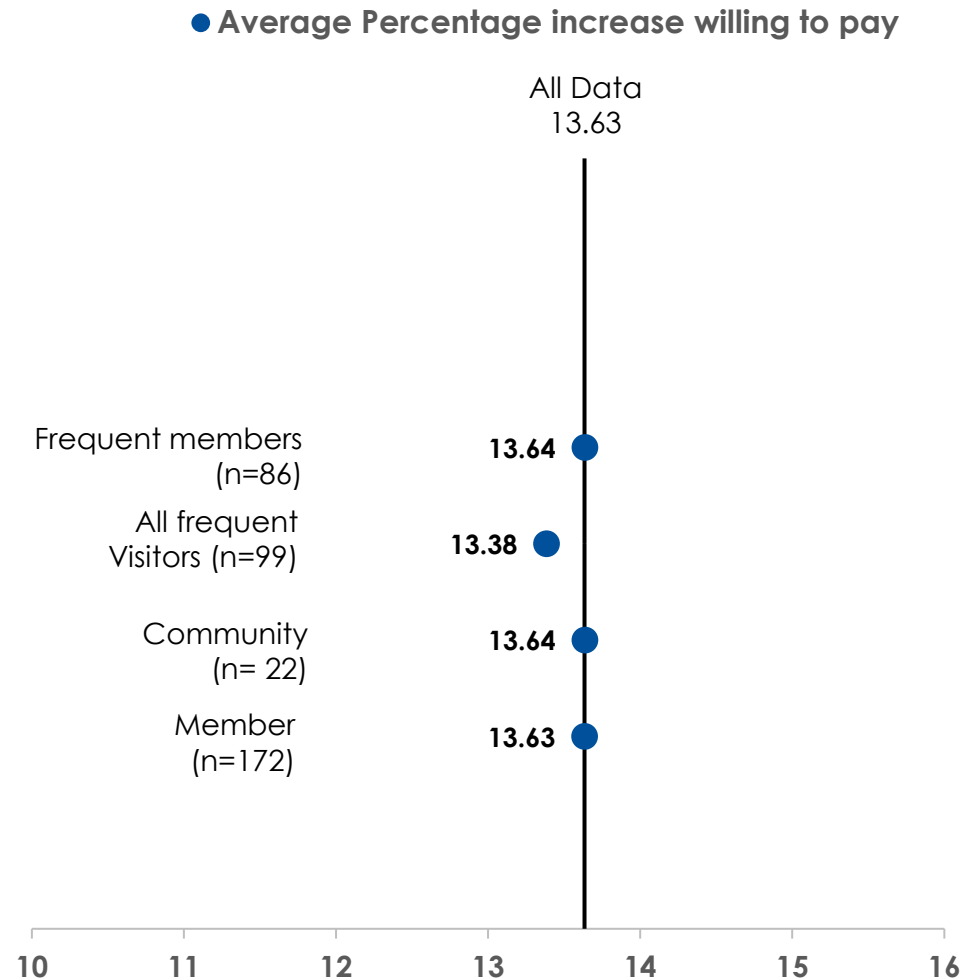
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# LIKELIHOOD TO RENEW MEMBERSHIP / PURCHASE NEW PASS





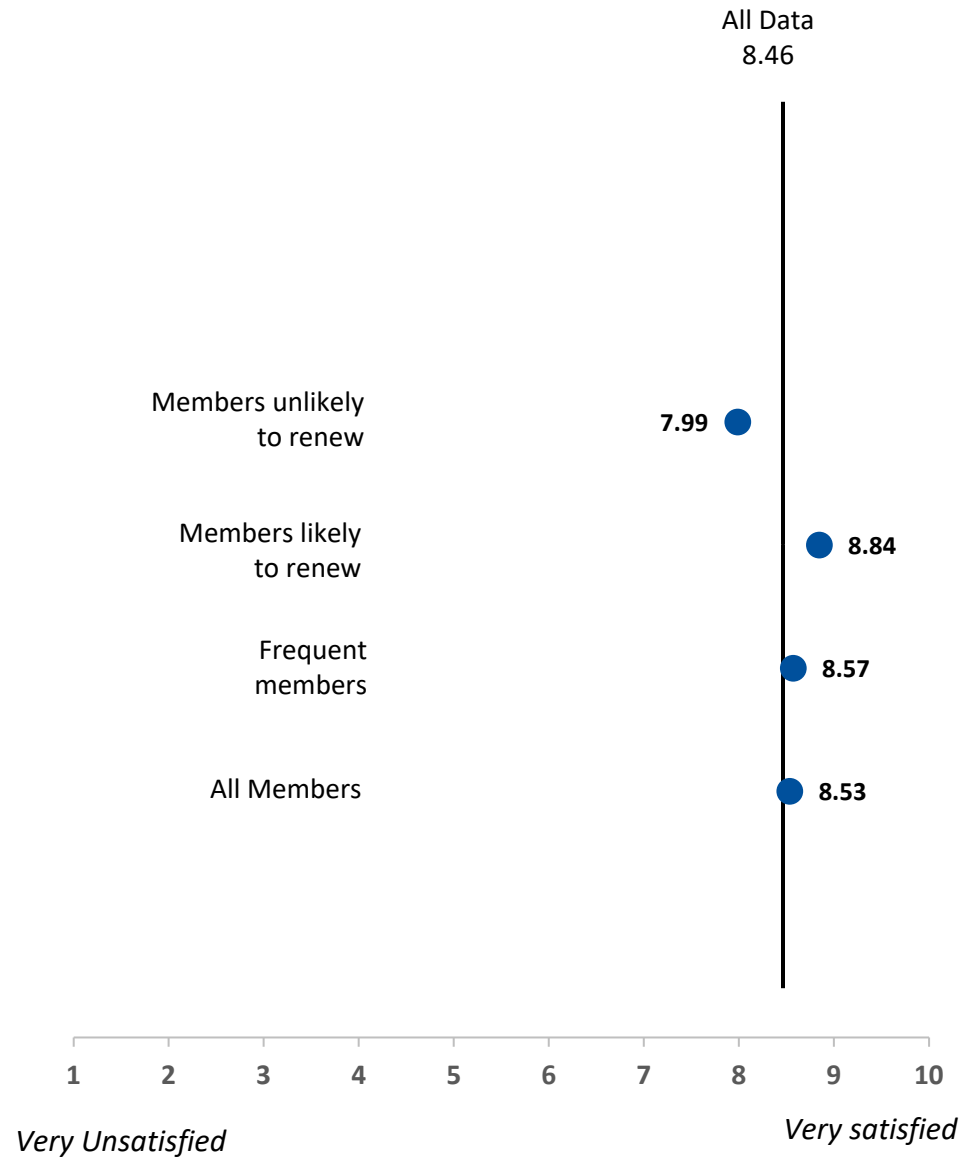
# ADDITIONAL AMOUNT WILLING TO PAY (YES RESPONSES ONLY)



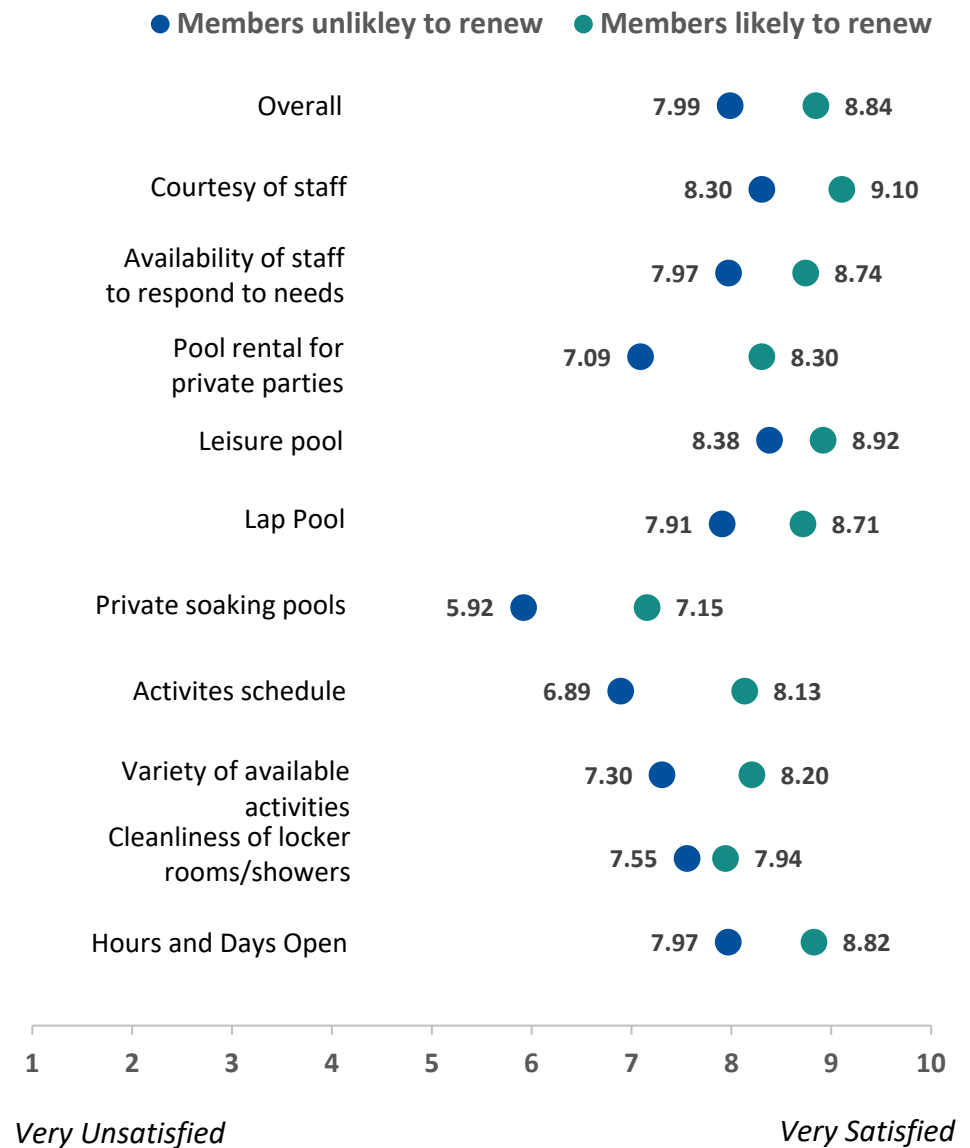
## Notes

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

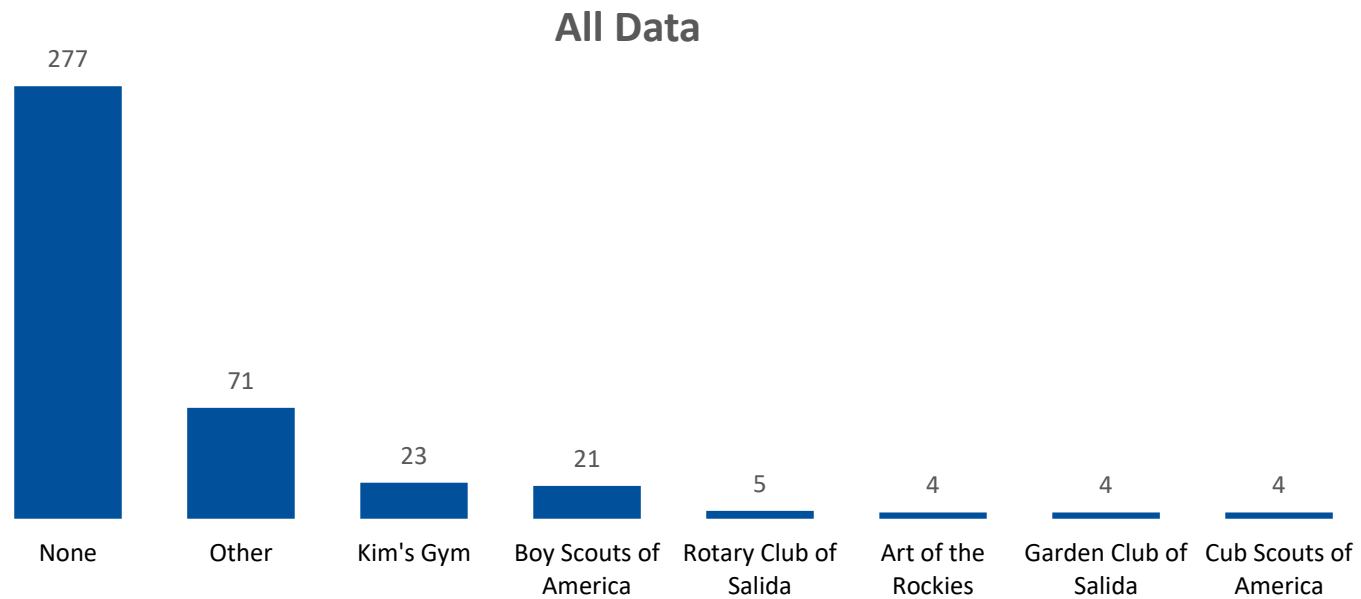


# SATISFACTION WITH AQUATIC CENTER - MEMBERS



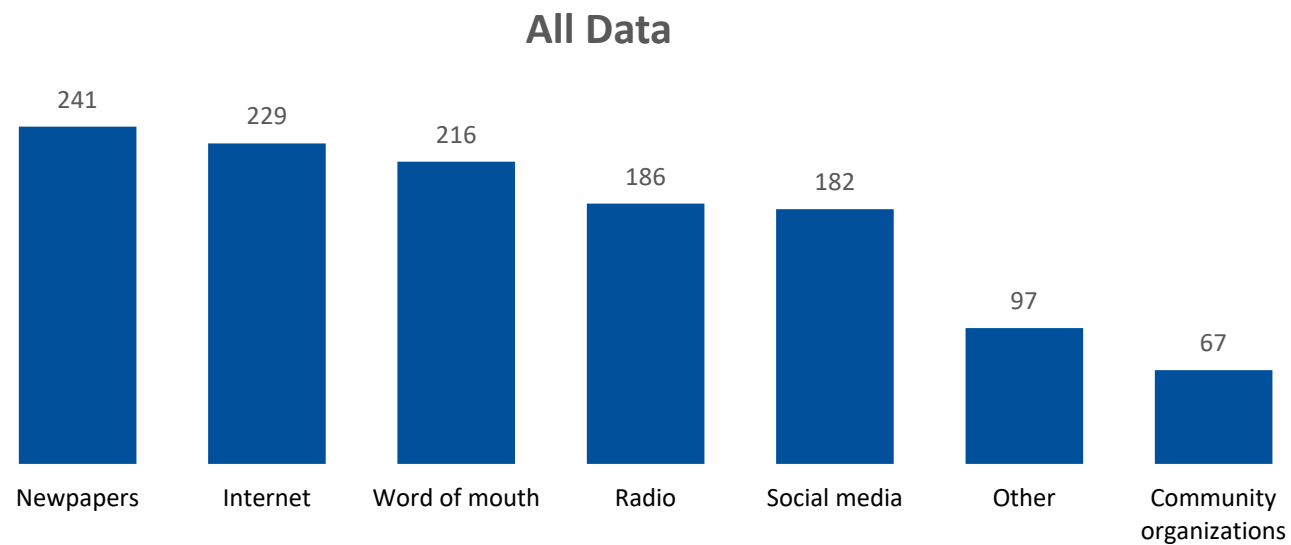
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## OTHER ORGANIZATIONS



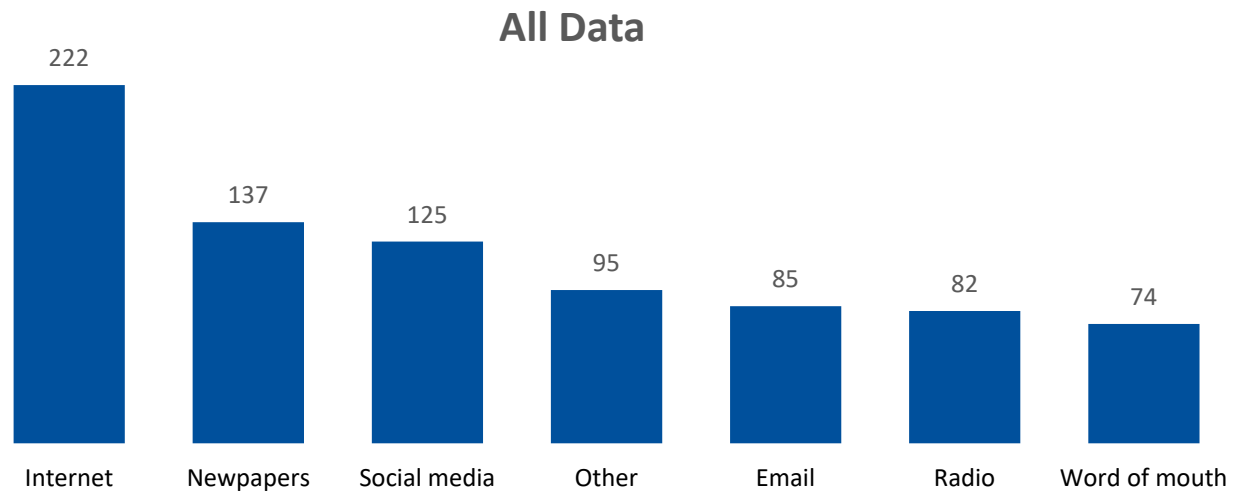
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# NEWS SOURCES FOR COMMUNITY INFORMATION



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## NEWS SOURCES FOR AQUATIC CENTER INFORMATION



# APPENDIX B: SURVEY INSTRUMENTS

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# 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!



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# 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?**

- |  |   |
|--|---|
| <input type="radio"/> At least once every week | <input type="radio"/> A few times every year          |
| <input type="radio"/> A few times every month  | <input type="radio"/> Once a year or less             |
| <input type="radio"/> Once every month         | <input type="radio"/> 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.

- |                                       |   |
|---------------------------------------|---|
| <input type="radio"/> More frequently | <input type="radio"/> Will not visit for the time-being |
| <input type="radio"/> Less frequently | <input type="radio"/> I don't know                      |
| <input type="radio"/> About as often  |   |

\* 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.

☐ Kim's Gym

☐ Rotary Club of Salida

☐ Art of the Rockies

☐ Boy Scouts of America

☐ Garden Club of Salida

☐ I am not a member at any of these organizations

☐ Cub Scouts of America

☐ Other (please specify)

---

# COMMUNITY SURVEY

## Communication Preferences

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

- |   |  |
|---|--|
| <input type="checkbox"/> Radio                  | <input type="checkbox"/> Outdoor billboards      |
| <input type="checkbox"/> Newspapers             | <input type="checkbox"/> Social media            |
| <input type="checkbox"/> Television             | <input type="checkbox"/> Word of mouth           |
| <input type="checkbox"/> Magazines              | <input type="checkbox"/> Community organizations |
| <input type="checkbox"/> Internet               | <input type="checkbox"/> Telephone               |
| <input type="checkbox"/> Other (please specify) |  |

\* 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:

☐ 2 years of age and under

☐ 9-12 years of age

☐ 3-5 years of age

☐ 13-17 years of age

☐ 6-8 years of age

☐ I don't have children at home

\* 29. 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

☐ 55-64

☐ 25-34

☐ 65+

☐ 35-44

☐ I prefer not to respond

☐ 45-54

\* 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?

- |   |   |
|---|---|
| <input type="radio"/> Less than 12 years                      | <input type="radio"/> Bachelor's degree     |
| <input type="radio"/> High school graduate or equivalent      | <input type="radio"/> Post-graduate degree  |
| <input type="radio"/> Trade, vocational, or associates degree | <input type="radio"/> Prefer not to respond |
| <input type="radio"/> Other (please specify):                 |   |

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

- |  |   |
|--|---|
| <input type="radio"/> Less than \$25,000                       | <input type="radio"/> Between \$100,000 and less than \$125,000 |
| <input type="radio"/> Between \$25,000 and less than \$50,000  | <input type="radio"/> Between \$125,000 and less than \$150,000 |
| <input type="radio"/> Between \$50,000 and less than \$75,000  | <input type="radio"/> \$150,000 or more                         |
| <input type="radio"/> Between \$75,000 and less than \$100,000 | <input type="radio"/> 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?

- |  |   |
|--|---|
| <input type="radio"/> At least once every week | <input type="radio"/> A few times every year          |
| <input type="radio"/> A few times every month  | <input type="radio"/> Once a year or less             |
| <input type="radio"/> Once every month         | <input type="radio"/> 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"/>

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# 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

☐ Will not visit for the time-being

☐ Less frequently

☐ I don't know

☐ About as often

\* 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.

- |  |   |
|--|---|
| <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

---

# 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.

☐ Kim's Gym

☐ Rotary Club of Salida

☐ Art of the Rockies

☐ Boy Scouts of America

☐ Garden Club of Salida

☐ I am not a member at any of these organizations

☐ Cub Scouts of America

☐ Other (please specify)



---

# MEMBER SURVEY

## Communication Preferences

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

- |   |  |
|---|--|
| <input type="checkbox"/> Radio                  | <input type="checkbox"/> Outdoor billboards      |
| <input type="checkbox"/> Newspapers             | <input type="checkbox"/> Social media            |
| <input type="checkbox"/> Television             | <input type="checkbox"/> Word of mouth           |
| <input type="checkbox"/> Magazines              | <input type="checkbox"/> Community organizations |
| <input type="checkbox"/> Internet               | <input type="checkbox"/> Telephone               |
| <input type="checkbox"/> Other (please specify) |  |

\* 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:

☐ 2 years of age and under

☐ 9-12 years of age

☐ 3-5 years of age

☐ 13-17 years of age

☐ 6-8 years of age

☐ 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

☐ 55-64

☐ 25-34

☐ 65+

☐ 35-44

☐ I prefer not to respond

☐ 45-54

\* 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?

- |   |   |
|---|---|
| <input type="radio"/> Less than 12 years                      | <input type="radio"/> Bachelor's degree     |
| <input type="radio"/> High school graduate or equivalent      | <input type="radio"/> Post-graduate degree  |
| <input type="radio"/> Trade, vocational, or associates degree | <input type="radio"/> Prefer not to respond |
| <input type="radio"/> Other (please specify):                 |   |

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

- |  |   |
|--|---|
| <input type="radio"/> Less than \$25,000                       | <input type="radio"/> Between \$100,000 and less than \$125,000 |
| <input type="radio"/> Between \$25,000 and less than \$50,000  | <input type="radio"/> Between \$125,000 and less than \$150,000 |
| <input type="radio"/> Between \$50,000 and less than \$75,000  | <input type="radio"/> \$150,000 or more                         |
| <input type="radio"/> Between \$75,000 and less than \$100,000 | <input type="radio"/> 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"/>



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