



12951 Weaver Lake Road
Maple Grove, MN 55369

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growingtogethermaplegrove.org

TO: Community Center Working Group (CCWG)

FROM: Chuck Stifter, Parks and Recreation Director

CC: Heidi Nelson, City Administrator; Angie Dehn, Community Center Manager;
Aimee Peterson, Recreation Superintendent

DATE: April 4, 2022

SUBJECT: Community Center Working Group meeting – April 7, 2022

Introduction

Thank you again your willingness to participate in the Community Center expansion and renovation project. You each are invited to bring your knowledge, experience, and passion to engage in the continued planning and design discussion and also to provide input on the public communication effort. This group plans to meet monthly through October in preparation for the local option sales tax vote in early November.

Meetings will generally include a presentation followed by discussion. The series of monthly meetings will be held on the first Thursday of each month in the Senior Center at the Community Center.

Meeting

The April 7 meeting will start with a tour of the facility. Staff will guide the working group through the facility to view the public and back of house spaces. The tour will occupy the bulk of our meeting but we intend to have some time at the end to share some information around questions asked at the March 15 meeting and listen and respond to new questions.

Information and Data

Communication Update

We have revised our communication message to focus on a singular master plan related to the financial strategy that utilizes the half cent local sales tax which will be voted on by residents in November. If the sales tax is not approved by residents some critical infrastructure issues will need to be addressed and such a project will be addressed by Council at that time and will likely be paid for by an increase in resident property tax levy.

Community Center Budget

Attachment B is a copy of the 2022 Community Center Budget. The community center operates as an enterprise business meaning revenues generated support the operating costs. The community center in its current operating philosophy recovers about 70-80% of its expenses, historically.

Community Center Operational Philosophy

- The Community Center currently operates as a combination of a program-driven and a membership-based facility. While it is heavily programmed, there are drop-in opportunities and seasonal passes available for the aquatic center and pickleball, as well as annual memberships for aquatics, indoor playground, gymnasium and ice arena.
- Memberships are available on a yearly basis. Season passes are available for the aquatic center and pickleball only. All member pricing includes differential membership rates for residents and non-residents, as well as variable pass rates for individuals, youth / seniors, and families.
- Revenues stem from monthly memberships, drop-in / daily fees, seasonal / annual passes, rentals and permits, program fees, permit fees and concession services.
- Pricing for memberships, rentals and programs are based on an internal review of the area market in like facilities and programs. The Park Board reviews rates and fees annually.

Community Center Feasibility Study

In 2019 the city retained consultants for professional services including architecture and feasibility study. Attached is the full study (**Attachment C**) completed by PROS Consulting. The work included analysis of national and regional trends, demographics, review of similar community center providers, completion and summary of statistically valid survey and an operational and financial plan. The data used to complete the report provides results at a point of time. It is important to note that over the course of the planning, the study will need to be revisited to provide updates reflective of the final master plan or a minimum investment project.

Parking Demand Study

Attachment D is a parking demand study completed by our consultant that outlines the parking need based on a master plan build out that includes a third sheet of ice. Important to point out is the building configuration in the master plan has two major



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entry points – east (Lifetime side) and west (community center side) which will spread the parking demand to maximize park space availability. You will notice the study concludes the parking planned for the facility falls short on the east side. Staff have confirmed the library ramp can fill that gap with additional available spaces. Hennepin County, the owner of the ramp, has agreed to allow public ramp use that exceeds the 50% designated in the study allowing the community center to meet the park demand for the master plan project. It is important to note that over the course of the planning, the parking study will need to be revisited to provide updates reflective of the final master plan or a minimum investment project.

Funding –Bonding Scenarios

At the March meeting, Working Group members inquired about the potential tax impacts for the Master Plan project if the sales tax referendum is not approved. Staff will review the bonding scenarios during the April meeting.

We strongly encourage you to familiarize yourself with the project by visiting the website growingtogethermaplegrove.org.

Please feel free to contact me at cstifter@maplegrovern.gov / 763-494-6501 with any questions or if you are unable to attend.

We look forward to your active participation and especially appreciate your time and commitment. They will be very beneficial as the Community Center expansion and renovation project unfolds.