



PERC

Poulsbo Events &
Recreation Center



PERC Status Report

Tonight we'll present:

December 2020 -March 2021 PERC Activity

- Community Survey Results
- Steering Committee Kick Off
- Progress on Market Analysis
- PERC Online Open House and Zoom Community Chats
- Site Concept/Space Planning Consultant Selection



Community Survey Results

- ✓ Community Survey open Fall 2020
- ✓ Over 15,000 contacts
- ✓ 1300 survey responses
- ✓ Hundreds signed up for email list
- ✓ 82% from Poulsbo; 10% from Kingston, Suquamish, Indianola



Community Survey Results

✓ Indoor Recreation:

- Aquatics, Cardio/Fitness and Yoga/Pilates top activities
- Key take aways – a place for activities during cold/rainy weather; multi-use facilities; don't duplicate existing offerings

✓ Outdoor Recreation:

- Walking/Running Trails, Soccer, Ultimate Frisbee
- Key take aways – light sports fields, trails that connect with Poulsbo's trail network

✓ Events:

- Performing arts, lectures, multi-day events, weddings
- Key take aways – community needs spaces for groups to gather, trainings, social events, classes and lectures



Community Survey Results

✓ Overall Survey Key Take Aways

- Strong community preferences for indoor and outdoor recreation uses
- Strong sentiment to not duplicate programs and services that are already offered in the community
- 74% supportive of ballot measure to fund construction costs
- Strong volunteerism and continued interested in the project



PERC Steering Committee

✓ Overview:

- Advisory to City Council
- Provides technical expertise and advocacy

✓ Participation:

- 30 community leaders + 8 City staff
- Additional meetings as study continues to progress
- Participates in smaller working groups organized around the ILA tasks (market analysis, draft management plan, site concept and financial)

✓ Kick-off Meeting:

- January 28th
- Presented and solicited feedback on community survey results
- Organized into work groups



PERC Steering Committee

✓ Key Messages from Steering Committee:

- Poulsbo needs a meeting space that can attract users to multi-day events
- Avoid shifting revenues from other regional needs
- Market the facility heavily and maximize the hours of operation
- Need to convince the community of the economic benefit of the PERC
- Needs to be some blending of uses between NKREC and PERC



Progress on Market Analysis

- ✓ **Market Analysis Work To Date:**
 - Demographic assessment of anticipated catchment area
 - Research of national and regional recreation trends
 - Review of similar facilities in region and state
 - Interviews with potential user groups
 - Interviews with steering committee members with relevant expertise
 - Presented at Market Analysis Work Group



Progress on Market Analysis

✓ Market Analysis Key Take Aways to date:

- There is very strong interest in the PERC.
- Community members are excited for this new facility.
- PERC won't be able to include everything for everyone. Know what type of facility it will be and focus on that.
- To be a destination facility, PERC needs to invest in specific facility components, rather than spreading too thin across all areas.
- Swimming pools are very expensive to operate.
- Invest well to become a destination facility



PERC online open house and zoom community chats

- ✓ PERC Online Open House March 1-31st
- ✓ Zoom Community Chats are scheduled for Saturday, March 27th from 10-11:30 am and Tuesday, March 30th 5-6:30 pm
 - Meeting link details at www.cityofpoulsbo.com/perc
- ✓ Short questionnaire to refine preference priorities from community survey
- ✓ Additional opportunities for input and preferences



Phase 1 Progress Report

Looking Ahead:
April –June
2021

✓ **Community Engagement**

- Zoom Community Chats
- Continue to consolidate preferences
- Community Steering Committee work group meetings
- Continued update of webpage

✓ **Market Analysis**

- Begin alternatives and financial analysis based on community preferences and site

✓ **Concept Planning**

- Selection of architectural firm and under contract



Phase 1 Progress Report

3-Phase Process Timeline

- P1: FEASIBILITY STUDY**
- Community Input
 - Market Analyses
 - Concept Plan
 - Management Plan
 - Financial Plan

- P2: DESIGN & DEVELOPMENT**
- Architectural Plans
 - Recreation Facility Plans
 - Site Engineering
 - Capital Funding Strategies
 - Partner Agreements
 - Construction Plans and Specs

- P3: CONSTRUCTION**
- Events Center
 - Outdoor Recreation Facilities
 - Indoor Recreation/Fitness
 - PERC amenities



Funding Process

P2: REQUEST TO KPFD

- City Council resolves to pursue Phase II funding – Fall 2021
- PERC request to KPFD Board for \$1.75M to \$2.0M for Phase 2 – Design and Development

P3: REQUEST TO KPFD

- City Council resolves to move forward with Phase 3
- Community vote for City share of construction - 2023-2024
- PERC request to KPFD Board for remaining share of construction





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QUESTIONS?

