

10-YEAR STRATEGIC PLAN

2024



BASIN
RECREATION

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CHAPTER 1: INTRODUCTION

ABOUT SNYDERVILLE BASIN SPECIAL RECREATION DISTRICT

The Snyderville Basin Special Recreation District (“The District”) serves the community of the Snyderville Basin in Summit County, Utah. Bordering Park City and within a half hour of Salt Lake City, Snyderville Basin is known for its proximity and easy access to world class outdoor recreation opportunities and hosts a thriving year-round population who value the wealth of trails, water access, parks, and open space access which surround them.

The District was established in 1986 to provide recreational services to the residents of unincorporated western Summit County. Since then, The District has grown to include a variety of recreation and leisure facilities and programs to serve the community.

From Olympians to youth basketball, The District prides itself on providing opportunities for all ages and abilities.

Recreation is an integral part of life to the Snyderville Basin community. The District is unique in that it provides both indoor and outdoor programming, recreation facilities, as well as community leisure activities. In addition to the provision of programming and facilities, The District manages over 2,700 acres of open space and over 170 miles of paved, soft surface and natural surface trails. In addition to a thriving year-round population, The District serves visitors and part-time residents who depend on use of The District's facilities and activities throughout the year.

Like many mountain communities, Summit County has experienced significant growth over the last decade. The population in Summit County has increased 40 percent since 2000. In 2010 to 2020 alone, Summit County grew by 15 percent, and is expected to grow by another 40 percent by 2060. Much of this growth is occurring within the eastern portion of the Snyderville Basin Special Recreation service area, and in communities in eastern Summit County.

This rapid population growth has surpassed the capacity for much of the exiting recreational infrastructure provided by The District and surrounding recreation providers. This has created a shortage of facility space, increasing competition for community and private events by the public and local organizations. The District has increased staffing to provide appropriate support for growing recreation needs, which has diminished administrative space critical for day-to-day operations.

THE DISTRICT AT A GLANCE:



PROJECT AREA

The District operates within the Snyderville Basin Service District - shown in the Project Area Map. The District prioritizes service to residents located within the Snyderville Basin Service area, and also provides important recreation and leisure services to outlying communities, Park City residents, and visitors enjoying the many recreation and leisure assets within the area.

ABOUT THE PLAN

With a diverse representation of residents and visitors, The District has struggled to meet the high demands of District users, an issue that only increases as the Snyderville Basin area experiences significant growth. This 10-Year Plan is one of two guiding documents developed during a 2023 strategic planning process, and is complemented by a 5-Year Trails and Open Space plan. Both volumes were developed over the course of a year to paint a clear picture of The District vision, mission, and guiding values. These documents support future decision making, identify strategic next steps for The District and provide guidance on operations, finances and project implementation to support the growing need for The District services and facilities.

This 10-Year Plan identifies options to navigate land acquisition, construction of future facilities, partnership agreements, operation planning, facility financing and District financial planning, and overarching “Big Move” goals for The District.

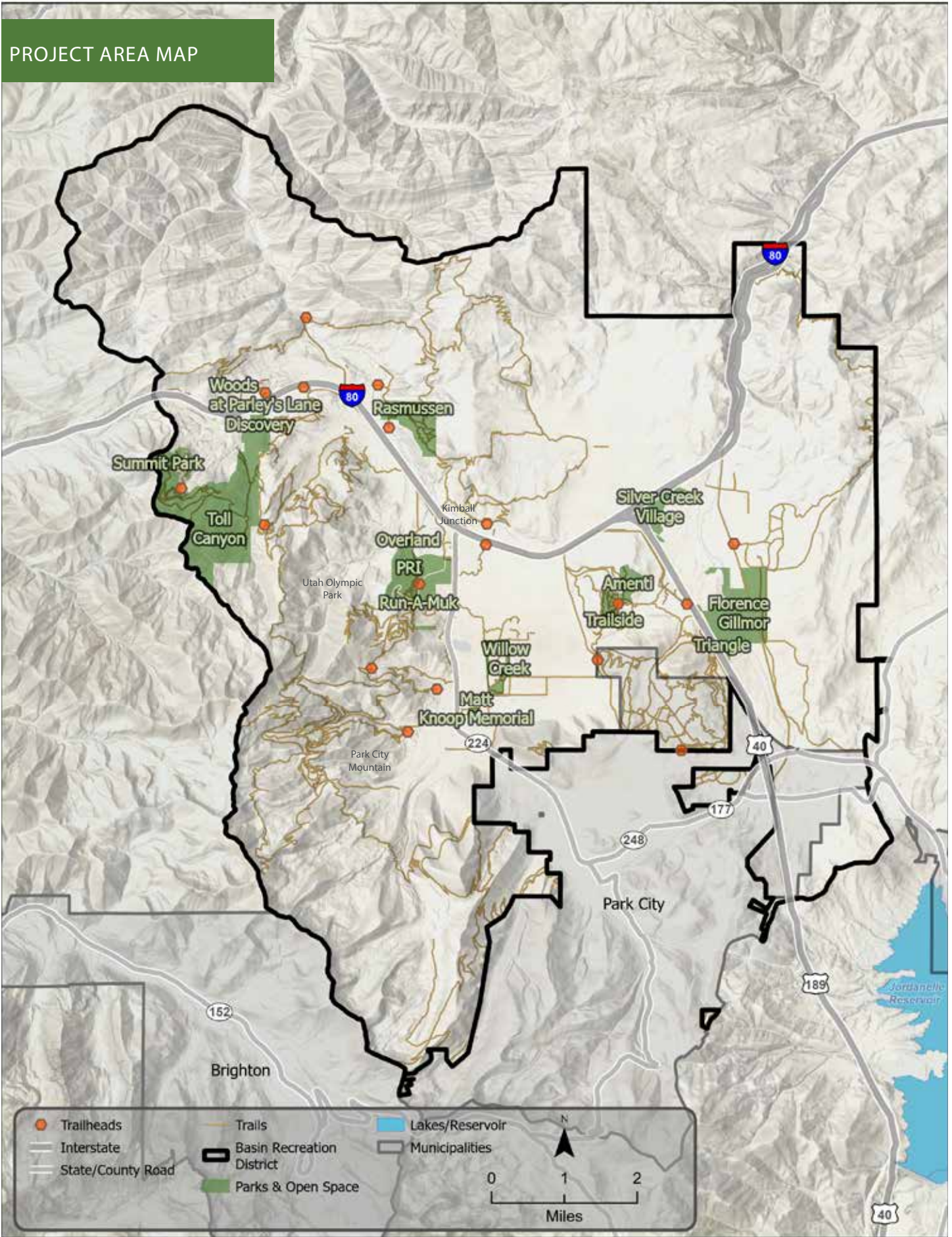
This document is organized into the following chapters:

- **District Vision**
- **Mission and Guiding Principles**
- **Key Trends and Conditions**
- **Big Moves**
- **Financial Planning**
- **Implementation**
- **Evaluation Metrics**
- **Appendices**

OVERVIEW OF THE PLANNING PROCESS

The planning process took place from August, 2022 to February, 2024. In addition to this 10-Year Strategic Action Plan, the process developed a 5-Year Trail and Open Space Plan, and a Conceptual Development Plan for a set of District-owned parcels in the Silver Creek Area. The 5-Year Trails and Open Space Plan, and the Development Plan can be found in volumes II and III of this document.

PROJECT AREA MAP



PROJECT TEAMS

STRATEGIC PLANNING ACTION COMMITTEE

A group of District Board and staff leaders who met bi-weekly to ensure project direction and success.

BASIN RECREATION STAFF

Regular communication with District leadership and departmental staff throughout the project.

THE DISTRICT BOARD

Monthly check-ins with the full District Administrative Control Board.

The seven-member District Administrative Control Board is appointed by the Summit County Council to oversee The District.

PROJECT TIMELINE

As shown in the figure below, this planning process included public engagement, an analysis of existing facilities and resources, a market assessment detailing national trends and those within the The District Service Area. District Staff also provided crucial feedback recognizing operational and management gaps existing within The District.

PHASE	2022					2023											
	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1 Kickoff & Project Management	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
2 Building a Foundation of Research & Analysis	Completed	Active	Active	Active	Active	Active	Active	Active	Active	Active	Completed	Completed	Completed	Completed	Completed	Completed	Completed
3 Visioning & Engagement	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
4 Thinking Ahead: 10-year Master Plan	Completed	Completed	Completed	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Completed
5 Trails & Open Space 5-year Management Plan	Completed	Completed	Completed	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Completed
6 Planning for Silver Creek Village	Completed	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active

OUTREACH AND ENGAGEMENT

The planning process for the 10-Year Strategic Plan, 5-Year Trail and Open Space Plan, and Silver Creek Village Conceptual Development Plan was guided by outreach with district staff, coordination with the Snyderville Basin Special Recreation District Administrative Control Board, user group collaboration, and public outreach. The outreach consisted of virtual and in-person opportunities, with a recognition that the Snyderville Basin community is susceptible to engagement fatigue.

The project team identified several common themes from open houses, an interactive map, focus groups, and user group interviews. These themes were incorporated into high-level recommendations for review.

The project team conducted the following engagement sessions:

PUBLIC ENGAGEMENT

- Community Open Houses
- Tabling at the Ski Swap, Run-A-Muk, and at Bob's Basin Trailhead
- Newsletters and Postings in Partnership with the Marketing Team
- Website and Social Pinpoint Survey
- Four Topic Specific Focus Groups
- External User Group Interviews
- A Project Steering Committee

STAFF BOARD ENGAGEMENT

- Staff Visioning Session
- Follow Up Visioning Session
- Staff Departmental Interviews and Walkthroughs
- Follow-up Departmental Interviews
- Three Board SAP Committee Work Sessions
- On the Ground Trails and Open Space Assessment
- Bi-weekly Project Management Meetings with District Management
- Ongoing Board Review Meetings

The following section will provide more detail on the various engagement methods that were conducted.

VIRTUAL ENGAGEMENT

Early in the process, the project team launched a project website to offer background information on the project, information on upcoming engagement opportunities, team contact information, and to provide summaries of engagement events and project findings.

www.getmovingbasinrec.org

In addition to the project website, the team developed an interactive Social Pinpoint map to collect feedback, spark community discussion, and identify critical needs for recreation and leisure opportunities in the Snyderville Basin area. The map has garnered 1,562 total visits from 525 unique users resulting in over 300 comment threads.

Virtual materials were advertised through The District Newsletters, a press release, posted flyers at District facilities, on Nextdoor.com, on several local Facebook groups, and to various recreation groups who interface with The District on a regular basis.

Comments collected via the Social Pinpoint Map have been included in Appendix A.





STEERING COMMITTEE

The project Steering Committee was developed from staff recommendation and included representatives from Summit County, Park City School District, Park City Parks and Recreation, The Utah Olympic Legacy Foundation, the Park City Fire District, the Snyderville Basin Special Recreation District Board, the Park City Community Foundation and the Park City Chamber of Commerce. The Steering Committee reviewed project material, provided outreach recommendations, site specific considerations, and shared important information. The Steering Committee met three times over the course of the project.

USER GROUP INTERVIEWS

User group interviews allowed the project team to dive deeper into issues heard during broader community engagement. User group engagement offered an opportunity to get feedback from representatives from the various communities within the Snyderville Basin ecosystem. For example, the project team leveraged leaders in the under-represented communities group to provide insight into community members who are challenging to reach through traditional engagement methods.

The project team conducted user group meetings throughout this process based on eight group types. Each group received a preliminary 90 minute interview in early 2023, with follow-ups conducted as needed for groups with extensive feedback or for those representing communities/ user groups with sensitive issues. Group organization included:

- Community recreation groups including youth club sports officials and adult recreation club leaders
- Resorts including Park City Mountain Resort (PCMR), Woodward (did not respond to several contact attempts), the Utah Olympic Park, Deer Valley, and Mayflower Resorts
- Under-represented community leaders including the Park City Community Foundation and the Solomon Fund
- Community organizations including the National Ability Center, Running with Ed, the Youth Sports Alliance, Park City Seniors, and several others
- Education Partners with Park City School District (PCSD) including Superintendent Gildea and the High School Athletic Director
- Other Public Recreation providers including North and South Summit County, Park City Ice Arena, and Park City Municipal
- Trails and Open Space groups including Mountain Trails, Summit Land Conservancy, Utah Open Lands, Summit County Open Lands, and Park City Mountain Biking
- Transportation and Transit Officials with the County

Different user groups were engaged at different levels during the project. For example, several meetings were had with the County's Transportation Planning team and Park City Municipal Corporation (PCMC) due to the close collaboration needed to develop realistic recommendations. However other user groups, like the Resorts group, were engaged early in the process received updates as the plan neared completion. User group sessions occurred on an invite only basis from staff recommendation and project team evaluations.

Please see Appendix B for key user group findings.

FOCUS GROUPS

A set of four public focus groups were hosted in January, 2023. These focus groups were open to the public and provided workshop opportunities to communicate facility needs, membership and programming needs, and outdoor facility opportunities. These sessions were held via Zoom to maximize public participation. The four focus groups included:

- A youth focus group for grades 6-12
- A Silver Creek area focus group
- A focus group covering memberships and programming gaps, challenges, and opportunities
- A focus group centered on outdoor facilities including trails and open space, and all other outdoor facilities including fields, play areas and courts.

A summary of key perspectives from each focus group is included in Appendix B. Key perspectives were also posted to the project website for all to view.

OPEN HOUSES AND BOOTHS

Three open houses provided opportunities for the public to interact with the project team, ask questions, and provide input related to existing challenges and opportunities to enhance future District services. The project team also tabled at several locations to capture casual conversation with District Facility users. Locations included the Park City Ski Swap, Run-A-Muk, and Bob's Basin Trailhead. The booths also provided a mechanism to gather contacts and refer people to the project website.

OPEN HOUSE 1

Open House 1 took place at the Basin Recreation Field House in October of 2022 and focused on visioning and the identification of service gaps in The District.

OPEN HOUSE 2

Open House 2 took place at the Basin Recreation Field House in early March 2023 and unveiled draft vision, mission and guiding values for The District, in addition to two preliminary design concepts for the Silver Creek area. The focus for the Silver Creek element was to prioritize spaces which were identified as “critical” from prior staff and community engagement.



STATISTICALLY VALID SURVEY

In fall 2023, Corona Insights, in partnership with SE Group and The District, conducted a comprehensive statistically valid survey among residents. This survey, crucial for understanding community perspectives, aimed to assess voter intentions and opinions regarding a potential bond measure for new facilities. Additionally, it explored residents' support for The District, their preferences for various types of recreational facilities, and valued community assets. The findings from this survey have been pivotal in informing the 10-year plan, underscoring The District's value to the community, the reliance on its facilities, and the need for effective communication and education about future district initiatives.

WHAT IS A STATISTICALLY VALID SURVEY?

A statistically valid survey is designed to accurately reflect the views or characteristics of a broader population by using a representative and sufficiently large sample. This involves selecting participants through random sampling to accurately reflect the demographics and characteristics of the entire population. The survey must feature unbiased, clear questions and use reliable measures to accurately capture the intended data.

Survey Methodology

- 4,000 active voters within Basin Recreation were mailed an invitation to participate in the online survey.
- 10 days later, voters received a reminder postcard.
- 656 voters provided usable responses to the survey, representing a 14% response rate.

Strategic Communication: Key to Gaining Support for Future District Initiatives

The survey results underscore the critical need for effective communication, marketing, and educational strategies to gain public support for future district initiatives such as a bond measure. Despite the positive perception of The District and its efficient use of resources, the mixed response to the bond initiative highlights a significant opportunity. By targeting marketing and educational efforts towards those voters who could have opinion swayed - the 'Moveable Middle' - and by addressing the specific interests of younger voters and frequent facility users, The District can better articulate the benefits of the bond.

Clear and compelling communication about how a bond could fund highly desired amenities like groomed winter trails and indoor swimming pools, could also address community priorities like water quality. Such an approach might pivot undecided voters towards support. This strategic approach is not just about gaining immediate support for the bond but also about fostering long-term community engagement and trust in The District's vision and initiatives.

For more detailed information about the results of this survey please contact District Staff.



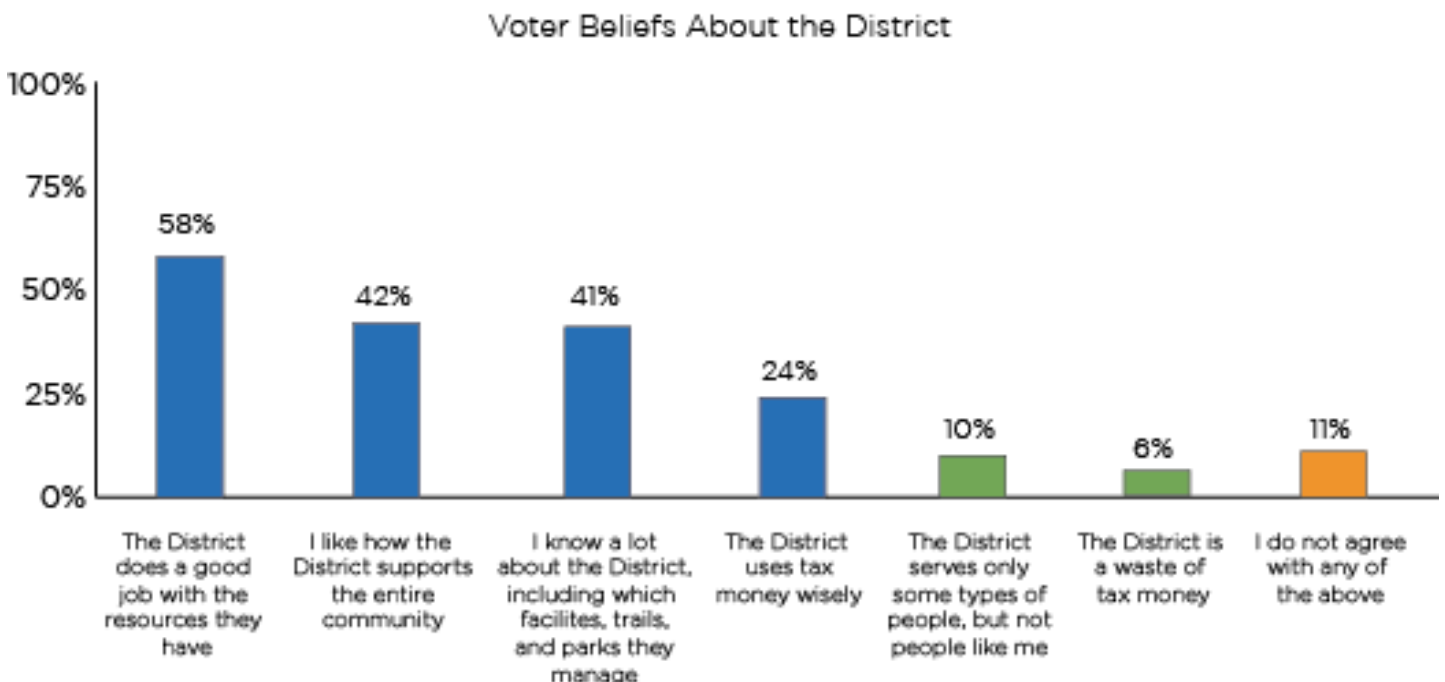
STATISTICALLY VALID SURVEY KEY TAKEAWAYS

1. COMMUNITY PERCEPTION OF THE DISTRICT

Overall Positive Views: The majority of respondents held positive views and knowledge about the existing recreational facilities, programs, trails, and parks The District has to offer.

Efficient Use of Resources: Over half agreed that The District effectively utilizes its resources.

Limited Negative Perceptions: Very few respondents viewed The District as a waste of tax money.



2. SUPPORT FOR THE BOND INITIATIVE

Mixed Initial Support: While there was initial support, 51% indicated they would vote against the bond, highlighting the need for enhanced marketing efforts.

Higher Support Among Specific Groups: Younger voters (18-44) and frequent users of The Districts trails and facilities showed greater support.

3. THE 'MOVEABLE MIDDLE' VOTER SEGMENT

Undecided Voters: A significant portion of voters are undecided, suggesting that a clear, appealing plan could sway them towards supporting the bond.

4. COMMUNITY PRIORITIES AND FACILITY DESIRES

Community Priorities: Over half of the respondents support tax increases for water quality protection.

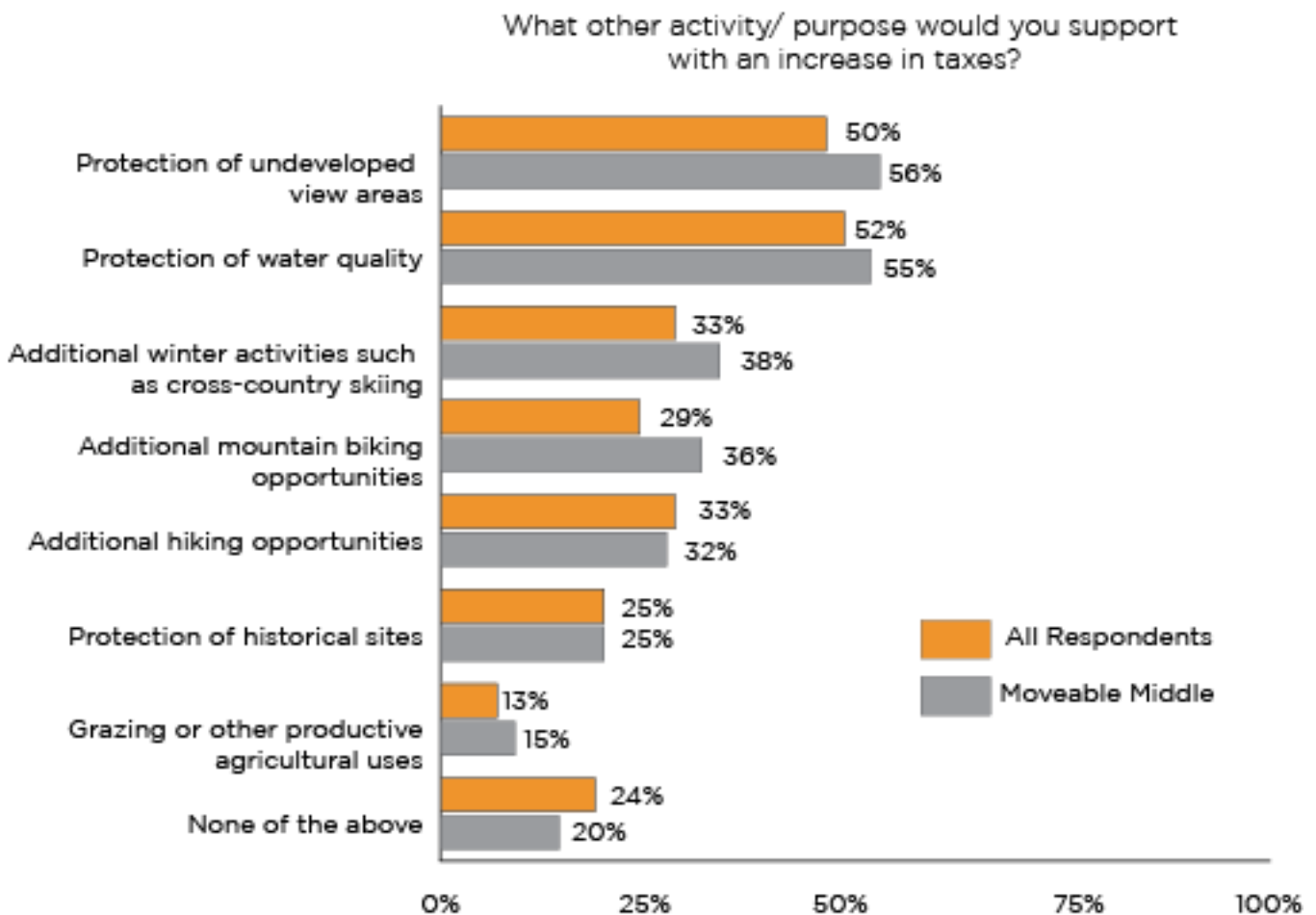
The Moveable Middle's Preferences: This group showed more support for tax increases tied to specific community benefits like water quality protection, viewshed protection, winter activities, mountain biking, and agricultural uses.

Top Desired Amenities: Outdoor groomed winter trails, and indoor swimming pools with play areas, are highly desired by both the general respondents and the Moveable Middle.

Least Desired Amenities: Outdoor turf fields, indoor turf fields, and outdoor pickleball courts were the least popular.

Indoor Turf Fields: Only 26% of frequent facility users want this included in the bond.

Youth Preferences: Over half of the 18-34 age group favored an indoor climbing wall and outdoor groomed winter trails.



ENGAGEMENT TAKEAWAY SUMMARY

The project team concluded the following based on recurring conversations at each level of public engagement. Please see Appendix A and B for a full summary of perspectives.

1

The District has a severe shortage of field space.

According to the Market Assessment, the Park City community is already past capacity on existing field space for the spring, summer and fall months. Frequent public and staff comments support this.

2

The District Field house is past capacity for its indoor field space, weight, and cardio space square footage. As The District continues to grow, this will become evident.

3

With proper plowing, **the public is willing to settle for outdoor turf practice areas**, although it can be inferred that the preference would be to have additional indoor space.

4

Transportation connections to the Silver Creek site area are concerns for elected officials and community members alike. The existing limited access to the site will likely be reflected in the scale of the proposed development.

5

The District has the opportunity to enhance their Open Space management practice, particularly in invasive species mitigation.

6

The entirety of Summit County lacks indoor activity space, particularly for children. Consideration of “indoor winter activities” such as a climbing wall or indoor playground is extremely desired by the community. A child watch center is also a common ask from the community and recreation spaces.

7

The strong consensus is that **District Staff do a great job managing facilities** and providing high quality experiences.

8

Additional mechanical / storage space is a critical need for existing operations and improving staff capacity.

9

The District is the preferred recreation provider for many residents in the area. For community members who rely on financial assistance or registration support, this often means spaces fill up before support can be provided. In recent years many under-represented community members have been pushed out of the Snyderville Basin boundary, but still remain active members in the community through employment and social connections. Expanding financial assistance opportunities to those outside of The District boundary has been suggested, as well as providing a need-based fee option for the Field house.



CHAPTER 2: DISTRICT VISION, MISSION, AND GUIDING PRINCIPLES

The visioning elements in this chapter are tools for communicating District and community priorities within the decision-making process.

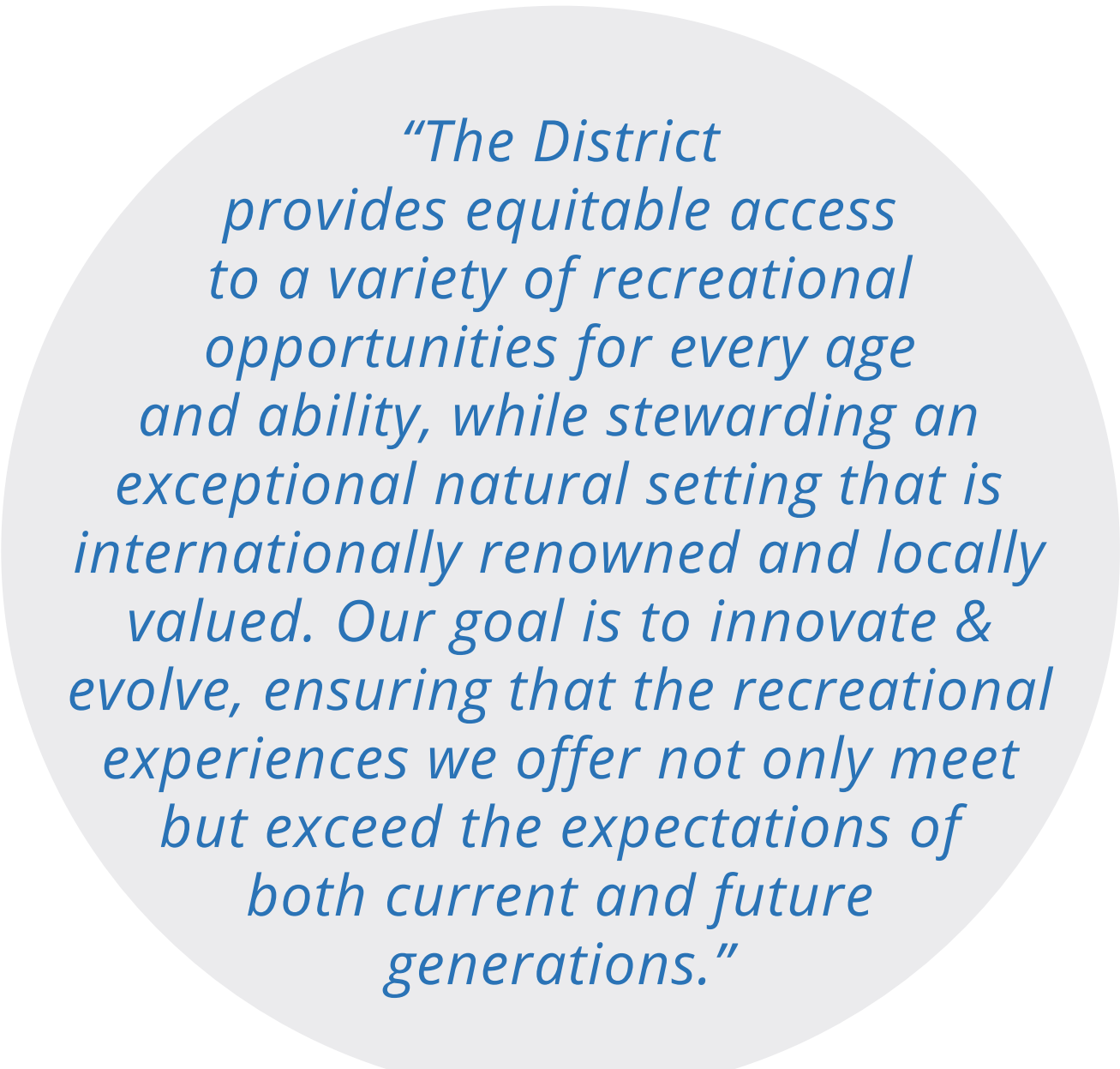
The District is responsible for providing recreational opportunities to The District residents. In order to achieve this effectively, it is crucial for The District to have a clear vision for the future. This vision is crucial because it provides direction, motivates action, creates a sense of community, and enables adaptation to change. It is an essential ingredient for progress and success in the long term.

This vision chapter contains three crucial elements: The Vision Statement, Mission Statement and Guiding Principles. These components provide the footing for The District to make decisions, measure progress, and foster innovation.

The vision for The District was carefully developed during a series of events including visioning workshops with The District staff, discussion with user groups and open house events with local community members. The result of these events was a variety of foundational ideas and concepts that The District should strive for now and in the future.

DISTRICT VISION

The Vision Statement is an aspirational blueprint to communicate where The District would like to be a decade from now. The vision demonstrates clear and consistent messaging for the organization. The Vision Statement guides district priorities and provides high-level direction during decision making efforts.



“The District provides equitable access to a variety of recreational opportunities for every age and ability, while stewarding an exceptional natural setting that is internationally renowned and locally valued. Our goal is to innovate & evolve, ensuring that the recreational experiences we offer not only meet but exceed the expectations of both current and future generations.”

DISTRICT MISSION STATEMENT

The Mission Statement describes The District's purpose and primary objectives. It outlines what the organization does, who it serves, and how it serves them. This element should be used to help guide activities, initiatives, and behavior in the organization. Whereas the vision sets an aspirational goal, the mission is a reality-based method to reach the vision.

"The District is committed to operational excellence, providing top-notch facilities, trails, parks, and programs that inspire lifelong recreational engagement. Through strategic collaborations, The District enhances and protects amenities while championing sustainability and ecological diversity. Basin aims to deepen the community's connection to recreation, promote informed ownership, and ensure inclusive opportunities for all."



GUIDING PRINCIPLES

Guiding Principles are an set of achievable values that can be used to guide The District's actions. They provide a framework for how The District operates and interacts with users. These principles ensure that The District's values and beliefs set forth in the vision statement are reflected in operations. They also provide a benchmark for progress and project prioritization.



HIGH QUALITY OF SERVICE AND OPERATIONAL EXCELLENCE

- Provide well-maintained facilities
- Maintain a sufficient numbers of skilled staff
- Communicate clearly and consistently to the public
- Support community organizations and partnerships
- Maintain well-organized departments
- Provide suitable administrative and support spaces
- Utilize state-of-the-industry tools and technology



ENVIRONMENTAL STEWARDSHIP

- Follow principles of conservation and sustainability
- Create and maintain low-impact, purposeful trail systems
- Create space for a variety of recreation user groups
- Facilitate relationships with the natural world
- Protect wildlife & ecological systems



EMPOWER LOCAL COMMUNITIES

- Encourage users who are courteous, considerate and inclusive
- Encourage individuals to take ownership for the conditions of public recreation facilities
- Promote safe and enjoyable interactions between users
- Provide clear expectations, guidelines and rules



COMMUNITY CONNECTION

- Encourage community gathering and events in district-managed facilities
- Foster community alliances and collaborations
- Provide opportunities for all ages and abilities
- Be considerate of different family needs



EQUITABLE ACCESS

- Host a variety of community program types
- Inspire users to try something new
- Enhance access to natural spaces
- Ensure all facilities are inclusive and welcoming
- Maintain affordability
- Collaborate with partners to serve a variety of skill levels



NEW PROGRAMMING & FACILITIES

- Prioritize the needs of under-served groups
- Equitably create opportunities for all ages
- Provide year round opportunities
- Enhance the capacity of high-demand spaces through careful consideration



PRINCIPLES FOR EQUITABLE AND INCLUSIVE PARK AND TRAIL DESIGN

To create parks and trails that are welcoming and accessible to everyone, certain guiding principles must be followed. These principles ensure that outdoor spaces are not only enjoyable but also inclusive, culturally sensitive, and sustainable for all community members.

Inclusive Design and Accessibility

Trails and parks should be physically accessible to everyone, including individuals with disabilities. Features like wheelchair-friendly paths, tactile paving, available ADA restrooms and Braille signage ensure usability and dignity for all visitors.

Cultural Sensitivity and Representation

Spaces should reflect and celebrate the cultural diversity of the community. Incorporating local art and design, and involving the community in the planning process to foster a sense of ownership and cultural inclusivity.

Addressing Socio-Economic Barriers

Equity also means overcoming socio-economic barriers. Parks and trails should be easily accessible to all community areas, offering free or low-cost activities, supported by amenities like public transportation access and safe facilities.

Environmental Sustainability and Education

Sustainable design and environmental education are key. Using eco-friendly materials, preserving natural habitats, and offering educational programs encourage environmental stewardship and a deeper connection with nature.

Regular Assessment and Improvement

Continual feedback and adaptation are crucial. Regular community engagement and usage analysis can help ensure these spaces meet evolving community needs, maintaining their relevance and accessibility for all.



CHAPTER 3: KEY TRENDS AND EXISTING CONDITIONS

MARKET SUMMARY

In 2023, a comprehensive market summary was undertaken to assess The District's recreational landscape. The purpose of this study was to shed light on the prevailing trends and conditions within the area's recreation market. The information gathered covered The District's basic demographic makeup, the delineation of service area boundaries (see map on page 29), insights from national recreation market surveys and participation indexes, census data on recreation activity participation and national surveys on arts and cultural activity. The following is a condensed presentation of the key findings from this research, while the detailed market summary can be accessed in Appendix C.

KEY FINDINGS

Based on demographic and market analysis, The District is in need of additional recreation facilities to support the growing Snyderville Basin Community. The District's population, both in the primary and secondary service areas, is substantial enough to fully support additional facilities. Its favorable demographic profile, with a median age in line with national figures, signifies vast potential for participation from young families and diverse age groups in a wide range of recreation and aquatic programs. The area boasts higher than average median household incomes, indicating strong financial support for The District's programs and services, leading to more favorable cost recovery prospects. The District's adults also indicate a heightened propensity for engaging in various recreation activities compared to national rates, highlighting a robust demand for such facilities. The area's increasing popularity in certain sports underscores the need for additional recreation facilities to serve not just The District, but also the surrounding areas.

DEMOGRAPHIC FINDINGS

The population within The District is such that an indoor aquatic and recreation center could be supported. Having a sufficiently sized population is advantageous because it allows for modest penetration rates with regards to membership and day passes.

The median age of around 40 is reflective of State and National trends. This median age points to young families with children, which are significant participants in recreation and aquatic programs. Aquatics specifically is an activity that appeals to every age.

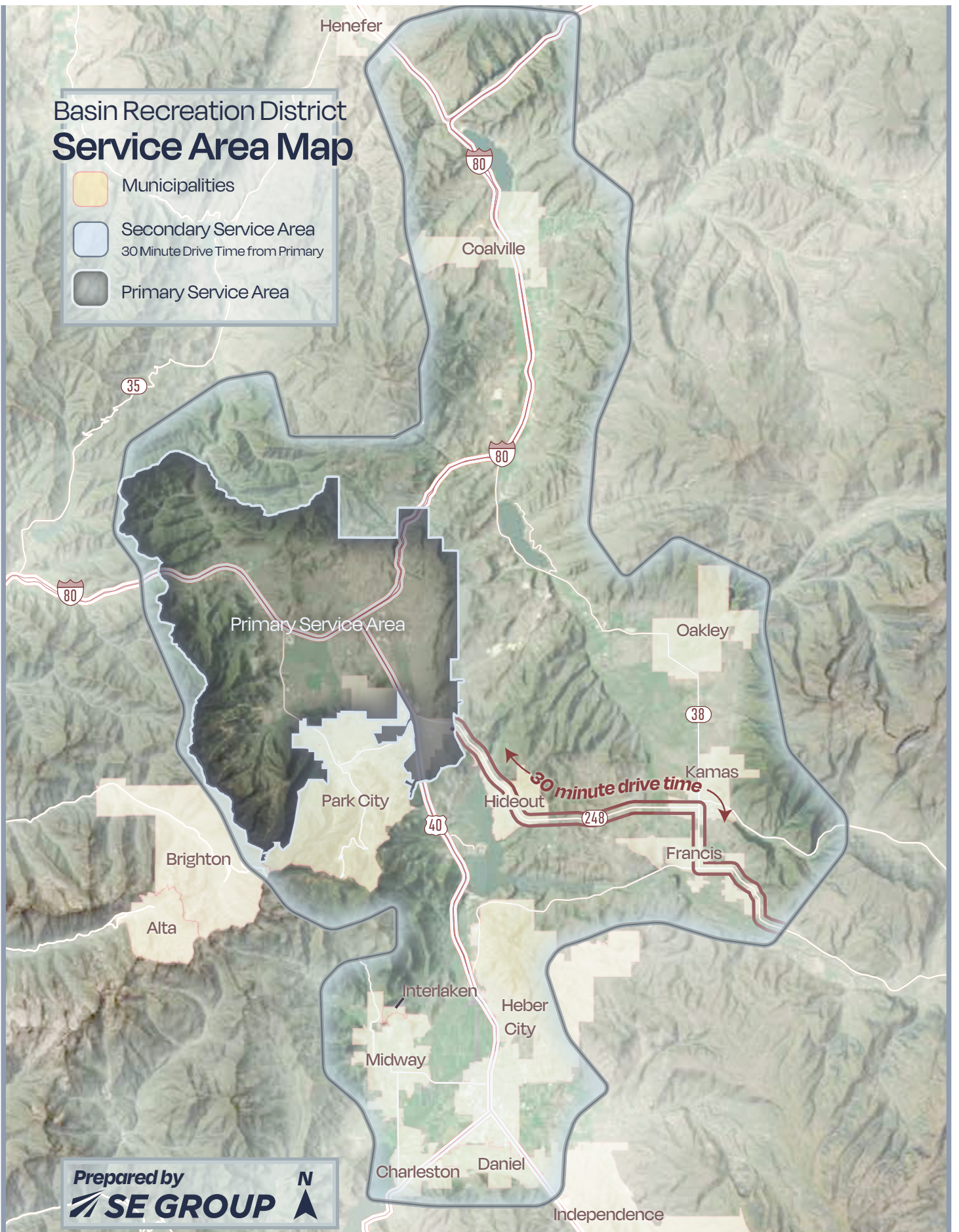
The age distribution is such that 20.1% is under the age of 18 and 30.2% is over the age of 55. These two age groups will be significant users of programs and services. Additionally, it is projected that 5-17 and 55+ age categories are projected to increase through 2027.

The median household income in The District far exceeds the level of the State of Utah and the United States. Income level is important when it comes to price point for programs and services, and subsequently impacts the cost recovery level of a facility. The income level suggests that the service areas can support additional recreation facilities and an aquatic center.

Household budget expenditures and the recreation spending potential are consistent with the median household income. This consistency is important for the financial performance of the future facility. It is also important to note, specific to recreation, that those dollars are currently being spent with other providers by City residents.

Basin Recreation District Service Area Map

-  Municipalities
-  Secondary Service Area
30 Minute Drive Time from Primary
-  Primary Service Area



DEMOGRAPHIC OVERVIEW

SECONDARY SERVICE AREA

Population: 76,671

Median Age: 36.5

Racial Makeup:

- 83.6% White
- 13.2% Hispanic
- 0.4% Black
- 0.5% Native American
- 1.5% Asian
- 0.1% Pacific Islander
- 6.6% Other
- 7.3% Multiple Races

PRIMARY SERVICE AREA

Population: 21,710 Residents Total

Household Size: 2.67

Median Age: 40.2

Racial Makeup:

- 85.7% White
- 8.5% Hispanic
- 0.5% Black
- 0.3% Native American
- 2.2% Asian
- 0.1% Pacific Islander
- 3.9% Other
- 7.5% Multiple Races

	2022 Area Median Income Estimates
Basin Recreation District	\$144,636
Secondary Service Area	\$103,098
State of Utah	\$81,491
Nationally	\$72,414

	Percent of Households with Children
Basin Recreation District	36.1%
Secondary Service Area	37.4%

THE MARKET POTENTIAL FOR ADULT PARTICIPATION

This assessment integrates several market indicators, such as the Market Potential Index, which evaluates participation numbers in various outdoor activities based on data from the National Sporting Goods Association’s 2020 Survey, and the Spending Potential Index for Entertainment and Recreation, aiming to gauge the potential of the Sports and Leisure Market. This index compares utilization and market spending potential to the national average, set at a value of “100.” For values over 100, this indicates that The District exceeds the national average for that activity and suggests a high demand for that activity.

For a comprehensive review of the complete index assessment, please refer to Appendix C. The key findings from this index assessment are as follows:

THE SPENDING POTENTIAL INDEX

State: 100 of national average

Primary Service Area: 178 of national average

Secondary Service Area: 140 of national average

In the The District Service Area, the overall propensity for adults to participate in all recreation activities is greater than the national participation rates.

The following 15 sports displayed the most substantial deviation from the national average of 100:

Basin Recreation District Top Ranked Activities	
ACTIVITY	MPI
Skiing	158
Ice Skating	156
Pilates	153
Tennis	147
Jogging/ Running	143
Ping Pong	142
Yoga	142
Road Biking	135
Mountain Biking	134
Hiking	134
Aerobic Exercise	131
Frisbee	129
Swimming	126
Backpacking	125
Zumba	123

According to census data, the sports with the highest participation and that are increasing in popularity in Basin District are:

- *Exercise Walking*
- *Exercise with equipment*
- *Hiking*
- *Swimming*
- *Aerobic Exercise*

FINANCIAL CONDITIONS

It is imperative for The District to have a clear understanding of their financial standing and make informed decisions to ensure sustainability and growth. This section delves into the financial trajectory of The District over a span of five years, shedding light on its expenses, revenue streams, and the implications of its financial decisions, all while offering a glimpse into its operational efficiency and future prospects.

EXPENSES

The expense budget of The District has significantly evolved over time. Previously based on a cost-accounting model, The District has transitioned to a more streamlined format. The primary functional areas incurring the highest expenses include: Recreation (1) and Administration (2).

When comparing FY2018 to FY2022, the changes are as follows:

- | | | | |
|----------------------|---------|-----------------------|---------|
| • Administrative | +204.7% | • Trails & Open Space | +218.8% |
| • Parks & Facilities | +226.3% | • Rec Department | +75.1% |

Notably, the steepest rise in expenses is in the Parks & Facilities, followed by Trails & Open Space, and the Administrative. This significant increase can be attributed to a number of factors including the pandemic, supply chain issues, and inflation over the 5-year span.

REVENUES

The primary source of the increase in revenues from 2018 to 2022 is taxes. This increase is partially due to inflation. There is also a substantial increase in Miscellaneous revenue, but that figure makes up 4.3% of the total budget.

When comparing FY2018 to FY2022, the changes are as follows:

- | | | | |
|-----------------------|---------|-----------------|---------|
| • Taxes | +199.0% | • Interest | +157.3% |
| • Intergovernmental | +655.5% | • Miscellaneous | +419.1% |
| • Charges for Service | +125.1% | | |

REVENUES	FY2022	FY2021	FY2020	FY2019	FY2018
TAXES	\$7,059,116	\$6,888,954	\$6,253,874	\$3,633,624	\$3,547,657
INTERGOVERNMENTAL	\$65,550	\$290,585	\$185,241	\$15,500	\$10,000
CHARGES FOR SERVICE	\$2,274,803	\$1,774,905	\$1,076,861	\$1,982,600	\$1,817,935
INTEREST	\$92,117	\$15,169	\$34,339	\$68,187	\$58,579
MISC	\$302,000	\$23,801	\$8,659	\$15,907	\$16,408
TOTAL	\$9,515,387	\$8,978,272	\$7,566,222	\$5,716,319	\$5,439,850

EXPENSES	FY2022	FY2021	FY2020	FY2019	FY2018
ADMINISTRATION	\$2,246,299	\$1,722,937	\$1,280,905	\$1,149,403	\$1,097,110
PARKS & FACILITIES	\$2,044,099	\$1,406,067	\$1,108,010	\$0	\$0
PARKS	\$0	\$0	\$0	\$689,505	\$664,432
TRAILS & OPEN SPACE	\$2,021,681	\$1,459,106	\$1,518,647	\$0	\$0
OPEN SPACE	\$0	\$0	\$0	\$753,817	\$211,910
TRAILS	\$0	\$0	\$0	\$611,199	\$538,260
RECREATION	\$2,556,096	\$1,575,768	\$1,201,696	\$634,562	\$666,567
FIELD HOUSE	\$0	\$0	\$0	\$1,387,612	\$1,520,577
CAPITAL OUTLAY	\$0	\$0	\$67,890	\$0	\$0
TOTAL	\$6,687,240	\$5,619,180	\$5,357,600	\$4,751,149	\$4,482,738

OTHER	FY2022	FY2021	FY2020	FY2019	FY2018
EXCESS (DEFICIT)	\$2,828,147	\$3,354,093	\$2,208,622	\$965,170	\$957,112
OTHER SOURCES					
TRANSFERS IN	\$0	\$0	\$0	\$0	\$194,826
PARK CITY ICE	(\$50,000)	(\$50,000)	(\$50,000)	(\$50,000)	(\$50,000)
TRANSFER OUT	(\$1,500,000)	(\$1,400,000)	(\$1,374,671)	(\$19,500)	(\$1,012,534)
EXCESS (DEFICIT)	\$1,278,147	\$1,904,093	\$783,951	\$895,670	\$89,404
FUND BAL. 1/1	\$6,769,998	\$4,865,905	\$4,081,954	\$3,186,284	\$3,096,881
FUND BAL. 12/13	\$8,048,145	\$6,769,998	\$4,865,905	\$4,081,954	\$3,186,285

OBSERVATIONS AND OPPORTUNITIES

Over the past half-decade, The District has experienced a noteworthy surge in funding. A pivotal reason for this financial boost has been the near doubling of tax revenue during this period. While it's crucial to account for inflation when assessing this revenue upswing, The District's current financial standing is robust. This strong position enables the continuation and perhaps even the expansion of its present facilities and programs.

Supporting this positive trajectory is the evident population growth within The District. Between 2000 and 2010, The District witnessed a 31.5% increase in its resident numbers, followed by a further 19.3% growth from 2010 to 2020. This steady population rise provides a compelling argument in favor of The District potentially seeing even more increases in tax revenue in the foreseeable future. However, an essential facet to bear in mind is that these figures primarily pertain to residents. The calculations don't encompass the substantial influx of tourists, who are frequent and significant users of The District's facilities.

With its current budget, The District has the flexibility to introduce a few minor projects. The costs for maintaining and operating these projects can be managed within the existing financial framework. However, if there's an aspiration to amplify services—like expanding indoor spaces, trails, open spaces, or athletic fields—it's evident that additional funding will be indispensable for both capital expenditures and ongoing operations.

To maintain clarity and efficiency in financial tracking, it is recommended that The District persists with its existing method of budgeting. Grouping expenses and revenues into broader categories, such as the Parks & Facilities Department, Trails & Open Space Department, and Recreation Department, perfectly complements The District's strategic approach to service provision. With sound financial strategies and the backing of a growing community, The District is poised for continued success and service enhancement in the coming years.



RECREATION DEVELOPMENT CONSIDERATION ANALYSIS

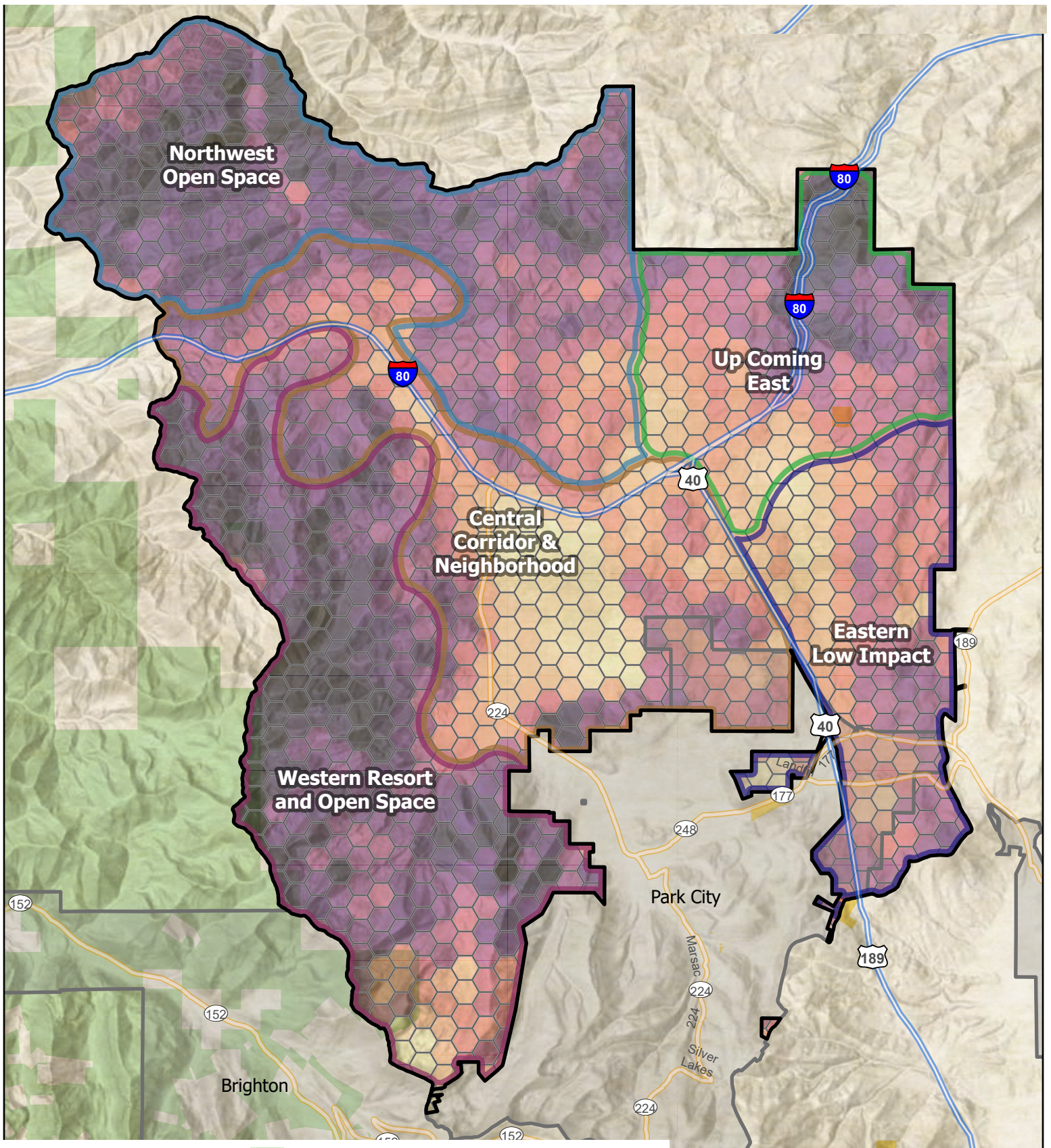
The District is committed to creating and managing a vast network of trails, recreational facilities, and trailheads for the benefit of both residents and visitors. The organization emphasizes high-quality maintenance and diverse outdoor activities, while also prioritizing the preservation of the region's unique ecological landscapes, including wetlands and critical habitats.

Central to implementing these goals is the Recreational Development Consideration Analysis- a tool that evaluates the general feasibility and resources needed for various projects in different areas within The District. This analysis aims to ensure that The District can make informed and strategic decisions when considering any new additions to the trail network or district recreational facilities. The intention for this approach is to ensure a balance between expanding recreational opportunities and ecological preservation, especially in an ever-changing financial environment.

This analytical framework evaluates five key factors of recreational development and presents them in a composite map that can be referenced to gauge relative suitability for future recreational development. These key factors include:

1. Slope
2. Accessibility and proximity to existing trails
3. Wetland preservation
4. Critical habitat conservation
5. Invasive weed management

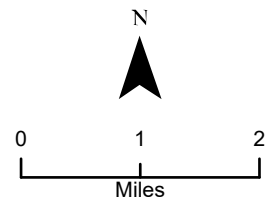
Each of these factors is discussed in greater detail on the following pages.



- Interstate
- State/County Road
- SBSRD Boundary
- 50 Acre Grid
- Municipalities
- Bureau of Land Management

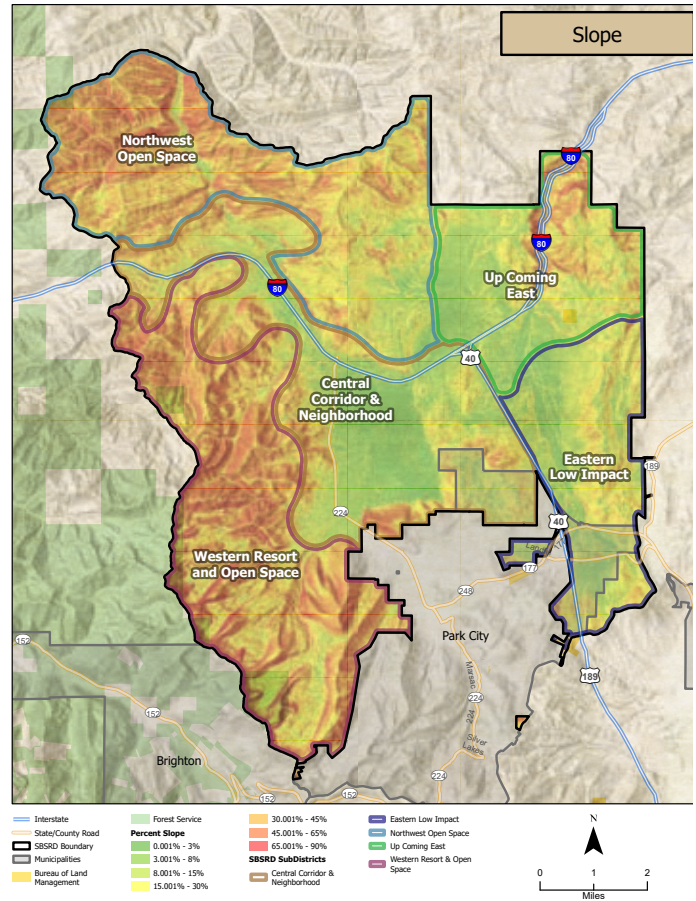
- Forest Service
- Recreation Development Consideration**
- Low Consideration
- High Consideration

- SBSRD SubDistricts**
- Central Corridor & Neighborhood
- Eastern Low Impact
- Northwest Open Space
- Up Coming East
- Western Resort & Open Space



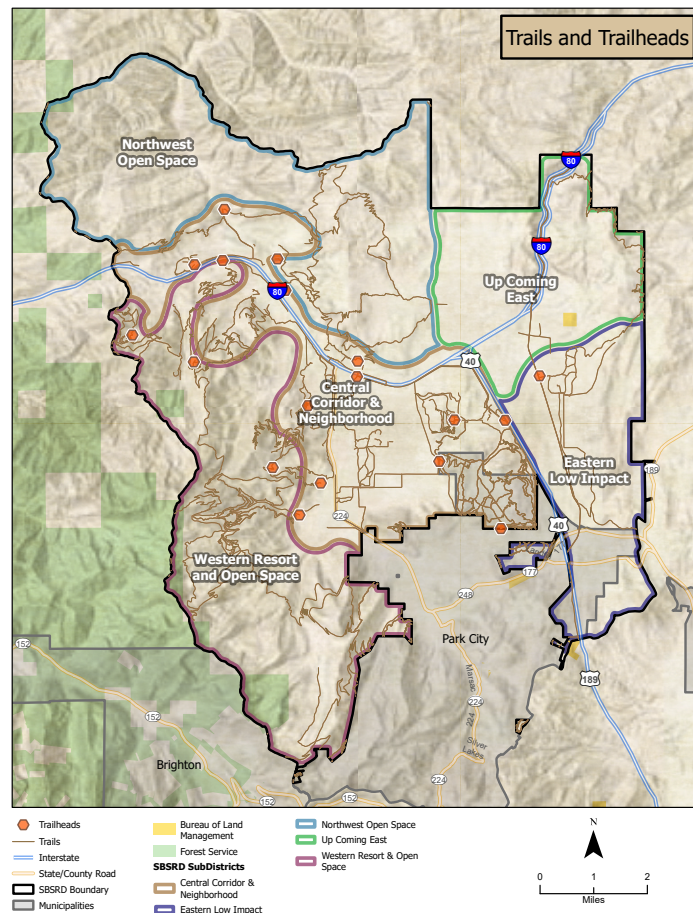
1. SLOPES:

The topography of the land, characterized by steep or gentle slopes, plays a significant role in determining the level of effort and cost for trail development. Steep slopes necessitate extensive grading, erosion control, and specialized engineering, all of which drive up construction costs. Additionally, safety considerations mandate features like retaining walls and switchbacks. The steeper the terrain, the more labor and materials are required, making it challenging and expensive to develop recreational amenities.



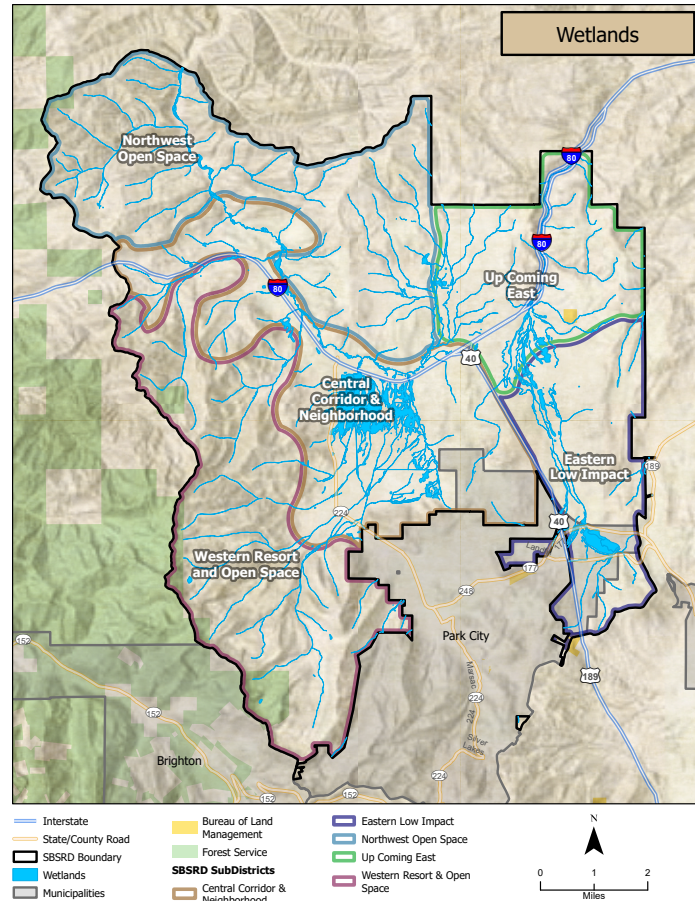
2. ACCESS AND PROXIMITY (TRAILS AND TRAILHEADS):

Proximity to existing trails and easy access points can significantly reduce the cost and effort of developing new recreational facilities. Trails that connect seamlessly to an established network often require less infrastructure development, saving time and resources. The availability of suitable access points plays a pivotal role in determining whether a new trail or facility is easy or challenging to develop.



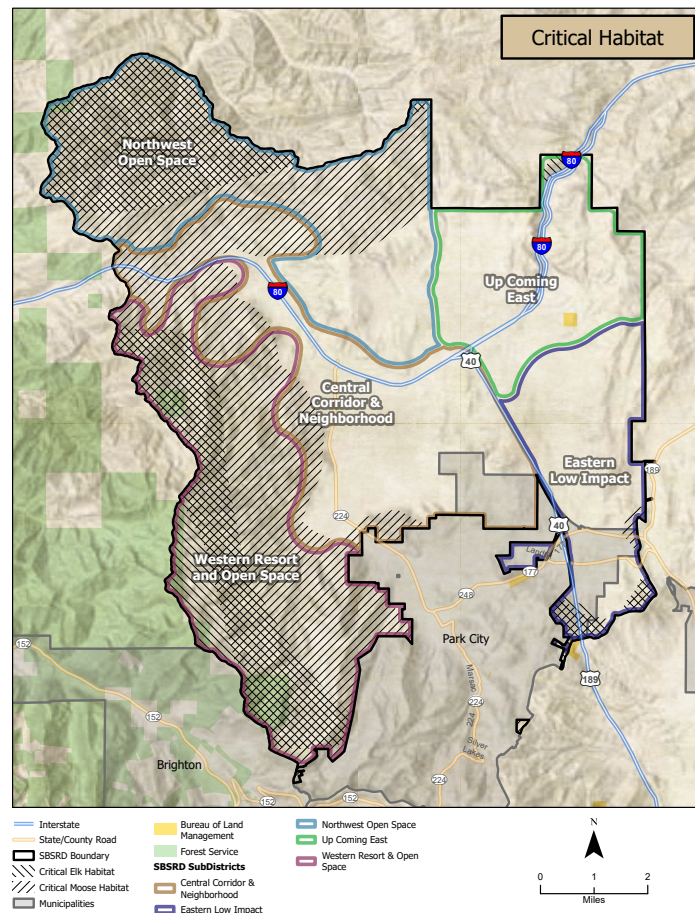
3. WETLANDS:

Wetlands are ecologically sensitive areas where the development of recreational facilities and trails must be approached with great care. Regulatory constraints can lead to complex permitting requirements, mitigation measures, and consultations with environmental agencies. All of these factors can increase the time and expense associated with development. Specialized materials and construction techniques may be necessary to avoid disturbing these vital ecosystems, further impacting the overall project cost.



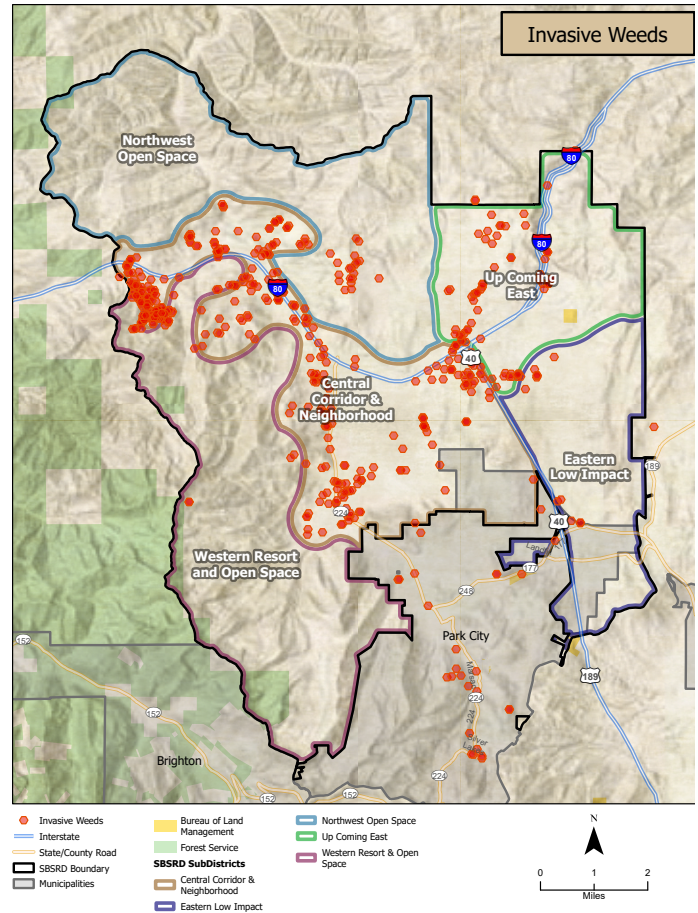
4. WILDLIFE HABITATS:

Preservation of wildlife habitats is integral to responsible development within The District. Areas with critical wildlife habitats may require restricted access, specialized design to minimize disruption, and conservation measures. These considerations can increase construction costs and time, but they are essential to ensure the protection of native species and the overall ecological balance in the region.



5. INVASIVE WEEDS

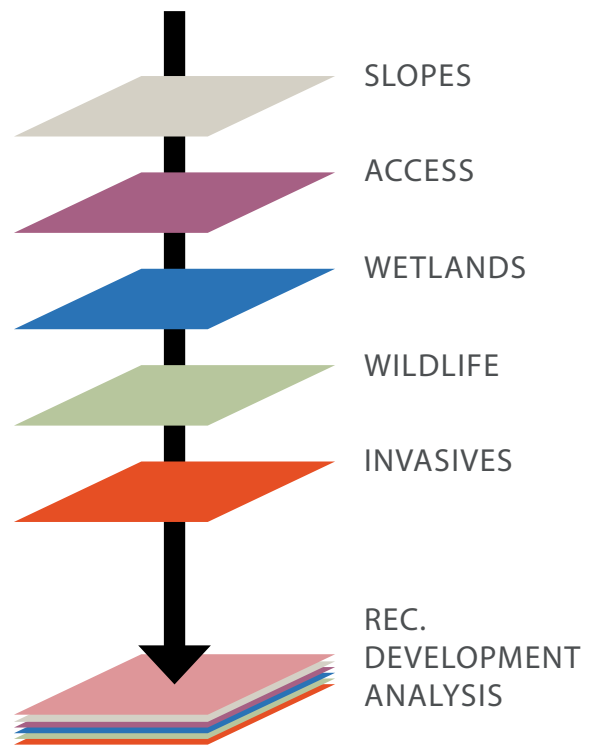
Invasive weeds present a long-term challenge to trail development and maintenance. Managing invasive species is an ongoing effort that demands additional resources and funds. The cost associated with herbicide applications, mechanical removal, and the restoration of native plant communities can significantly contribute to the total expense of trail development over time.



OVERLAY:

When we integrate all these factors, a clearer picture emerges of potential areas within The District best suited for adding recreational trails or facilities. This analysis also provides a rough estimate of development costs, with darker shaded areas suggesting higher expenses or complexity in development.

While not an absolute or final measure of feasibility, this analysis offers valuable guidance for decision-making and shapes discussions about expanding recreation facilities.



COMMUNITY BENCHMARKING

The purpose of this section is to support decision making by comparing the Basin Recreation District with similar districts. This comparison is crucial as it offers valuable insights into The District's performance relative to its counterparts. By analyzing data from areas with similar demographics, landscapes, and outdoor resources, The District can identify strengths and weaknesses and set realistic improvement goals. Additionally, this comparison sheds light on how other outdoor recreation providers allocate their resources. This can inform local decision making and enable The District to develop initiatives that have demonstrated positive outcomes elsewhere.

For this comparison, we have chosen three communities: *Jackson, WY; Blaine County, ID; and Sedona, AZ.* Though no two communities are exactly alike, these districts provide similar services to their respective communities. The analysis focuses on budgets, populations served, acres of land and trails managed, and recreational assets managed by each district. By using this information, the approximate budget allocated per person and per acre is calculated. These calculations serve as important assessment baselines.





TETON COUNTY/ JACKSON, WY

This City/County joint department mirrors Snyderville Basin in its draw of global visitors to iconic outdoor landscapes. Jackson faces many capacity and management challenges due to tourism and local use combined. This area has developed a unique model of recreation management to account for the services they provide to both Jackson and Teton County residents.

WHY IT WAS CHOSEN: This community is a ‘top of class’ example for recreation in the intermountain west. High resident incomes and a similar mountain setting to Snyderville make it a clear comparable.

KEY TAKEAWAYS: While the recreation department in Jackson manages numerous unique recreational facilities and serves a larger population, than The District, Jackson’s budget is higher than that of other case studies. And while they oversee a similar amount of open space, their trail management responsibilities are reduced due to the presence of surrounding federal lands. The agency exemplifies effective strategies for allocating funds across park and indoor facility resources. As a community popular with tourists and grappling with housing shortages, their approach to creative contracting and collaboration in maintenance and staffing offers valuable lessons. A noteworthy aspect of Teton County/Jackson Parks and Recreation is their operation as a county agency under a Joint Powers Agreement between the Town and the County. This arrangement provides insightful lessons in joint management strategies, particularly in acknowledging that facilities in the city and county serve the same population regardless of ownership.



BLAINE COUNTY RECREATION DISTRICT

This central Idaho county lies at the mouth of the iconic sawtooth mountains. A tax-funded recreation district spanning the communities of Sun Valley, Ketchum, and Hailey, Idaho. This area draws visitors from across the nation, and is a destination for part time residents and second homeowners.

WHY IT WAS CHOSEN: Located in the intermountain west. Tax funded recreation district that develops and manages trails, parks and recreation facilities. Located in a affluent and rapidly growing community. The parallels with Basin Recreation are clear.

KEY TAKEAWAYS: This district is most directly comparable to Basin Recreation, both in terms of structure (a multi-community recreation district as opposed to a municipality) and in terms of per-capita spending. And while they do not have as great a focus on managing fields or parks/openspace, they do support a variety of community programming, unique facilities and trails. Additionally, their sales of day and season passes to ski networks and indoor facilities, offers an good model for future study. Additional information on the Blaine County Recreation District (BCRD) is available as a case study in the Basin Recreation 5 year strategic plan.



SEDONA, ARIZONA

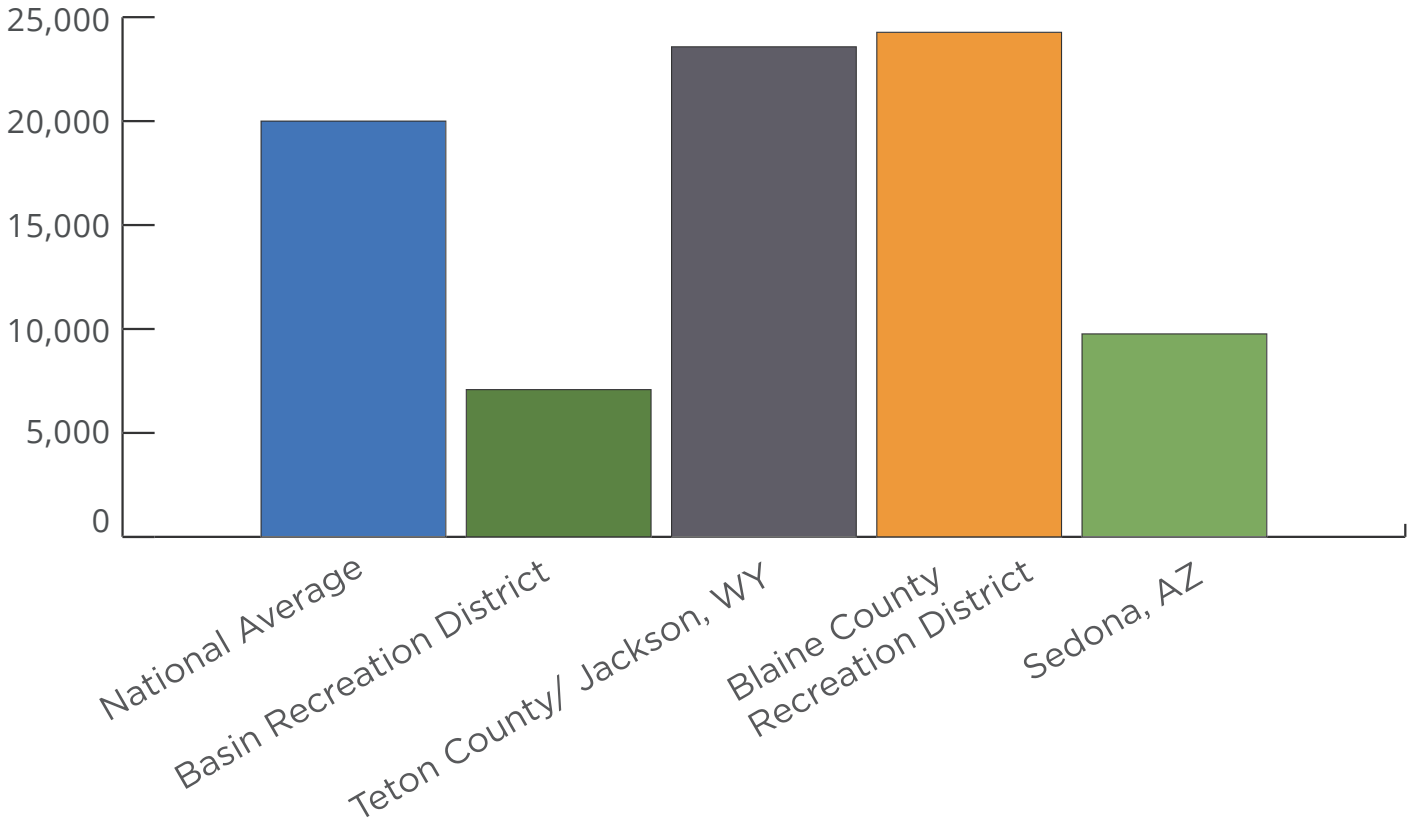
A (much warmer) global recreation destination, Sedona is an example of a municipal recreation provider which supplies a similar sized community with a wide variety of outdoor recreation assets.

WHY IT WAS CHOSEN: A similar sized community, also known for its trail access, Sedona offers a demographically similar community in a geographically unique context.

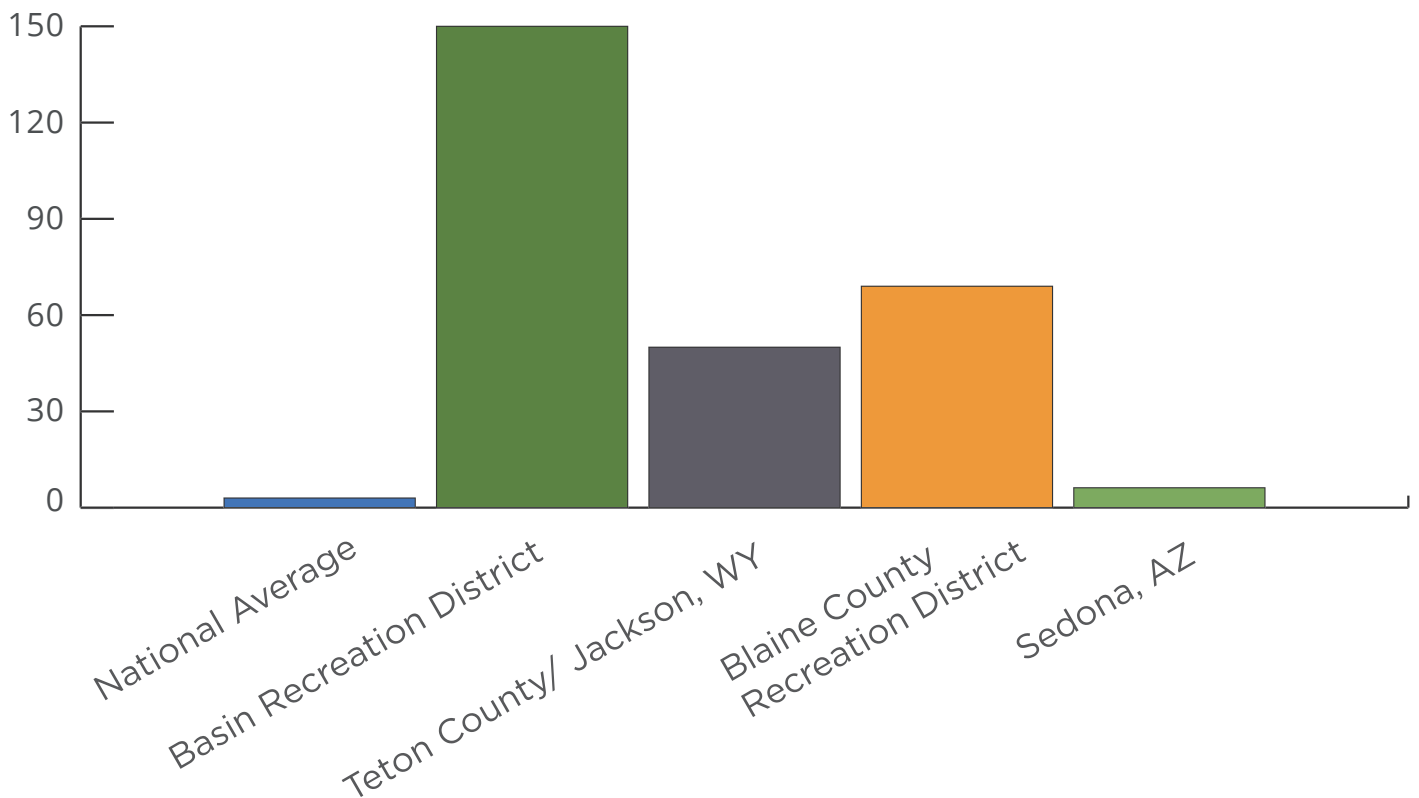
KEY TAKEAWAYS: Sedona offers a distinct combination of facilities, differing from Basin Recreation's emphasis on trails. Their array of unique amenities includes a performance venue, community pools, and a museum, offering diverse culture and arts experiences beyond pure recreation. A significant portion of Sedona's outdoor recreational activities are overseen by the US Forest Service. Consequently, a larger share of their budget is allocated to indoor facilities, especially the community pool, aligning well with the local community's needs.



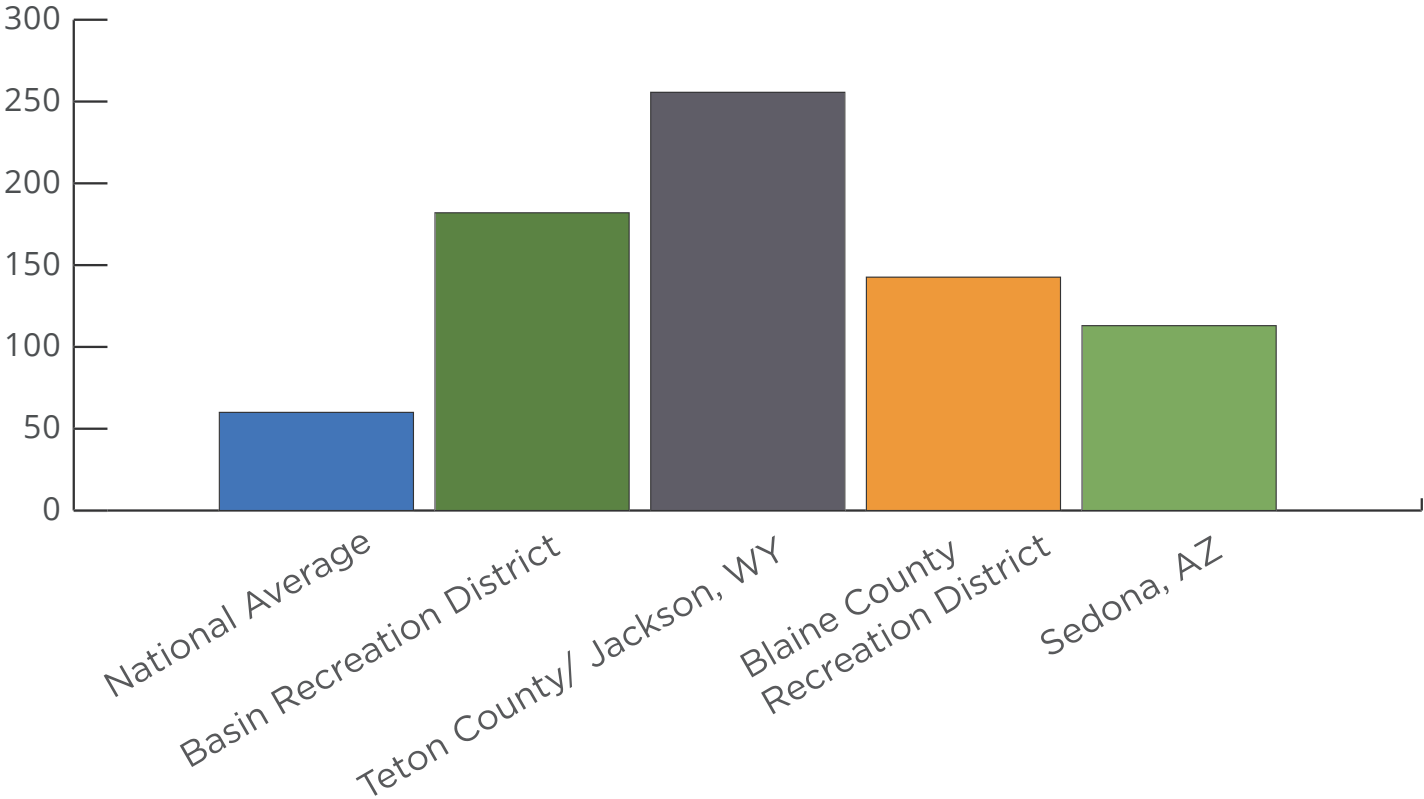
CASE STUDY: POPULATION COMPARISON

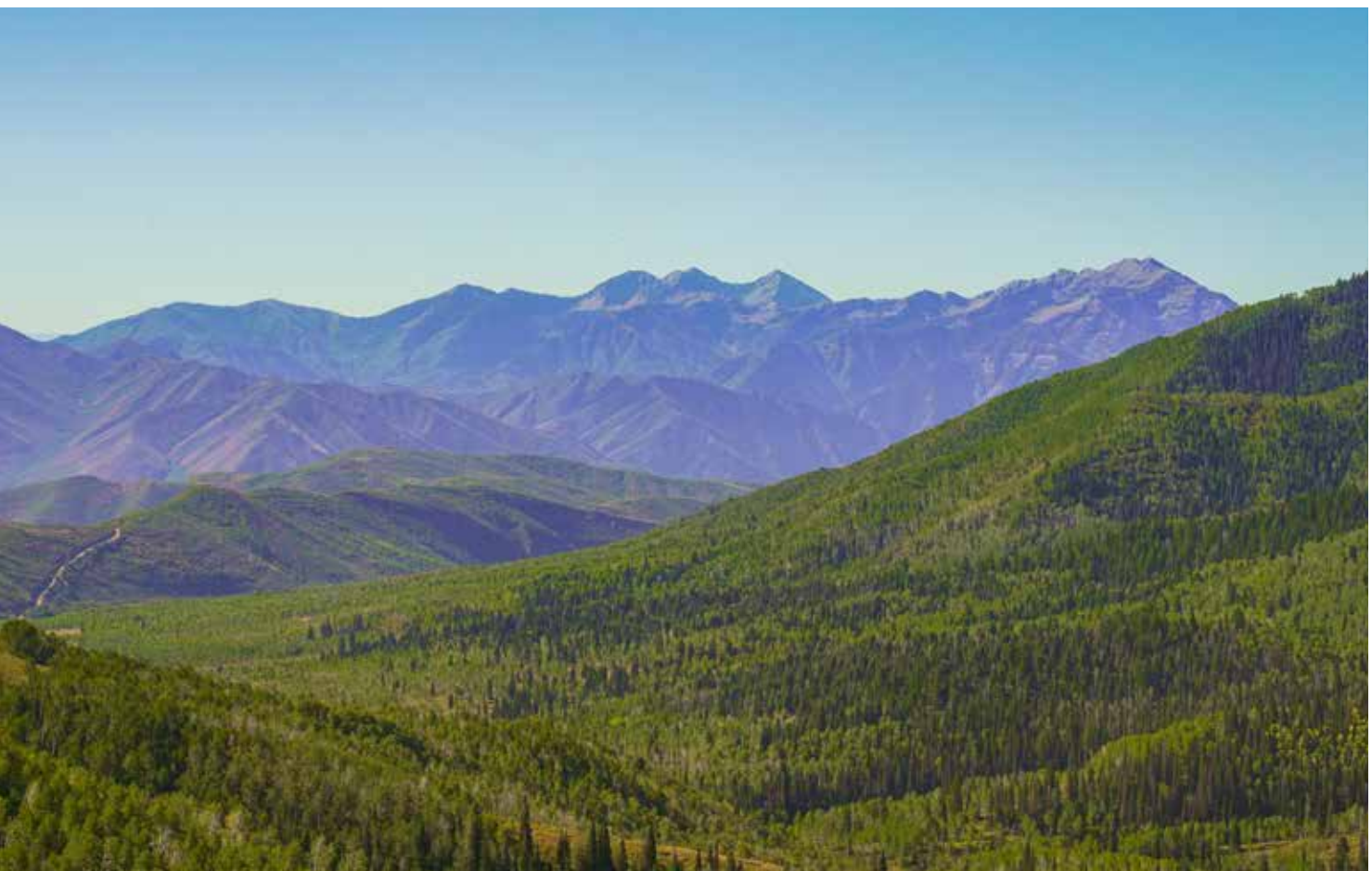


CASE STUDY: MILES OF TRAILS COMPARISON



CASE STUDY: BUDGET PER CAPITA COMPARISON





CHAPTER 4: BIG MOVES

Big Moves are overarching recommendations to steer The District’s strategic direction for the next decade. These insights stem from staff feedback, community interaction, existing facility assessments, market analyses, and interviews with user groups. The ‘Big Moves’ are categorized into three areas:

1. Financial Moves
2. Operational Moves
3. Community Moves

The table that follows outlines each Big Move. Each move is complemented by specific objectives and actions, offering detailed implementation guidance. Additionally, a set of quantifiable metrics is provided in Chapter 5 to track the progress of these implementations in the future.



BIG MOVES SUMMARY TABLE



High Quality of
Service &
Operational
Excellence

1. FINANCIAL		
Move 1.1: Explore Grant Funding Opportunities	x	
<ul style="list-style-type: none"> ▸ Develop management strategy for grant funds ▸ Strengthen partnerships to apply and manage grant funds 		
Move 1.2: Explore Bonding Options		
<ul style="list-style-type: none"> ▸ Assess and identify optimal bonding strategies to secure substantial capital for major basin recreation projects. 		
Move 1.3: Support and Reinvest in Staff	x	
<ul style="list-style-type: none"> ▸ Identify and support career progression opportunities for district staff 		
Move 1.4: Create Financially Self-Sustaining Programs	x	
<ul style="list-style-type: none"> ▸ Implement a financial model for self-sustaining programs 		
2. OPERATIONAL		
Move 2.1: Formalize & Establish Subdistricts	x	
<ul style="list-style-type: none"> ▸ Utilize the subdistrict map to guide acquisition, development planning, and as a platform to communicate different needs within the district. 		
Move 2.2: Restructure Agreements and Facility Access	x	
<ul style="list-style-type: none"> ▸ Increase the district's agency in all partnerships and agreements 		
Move 2.3: Become a Fully Transparent Organization	x	
<ul style="list-style-type: none"> ▸ Determine operational cost goals 		
3. COMMUNITY		
Move 3.1: Enhance Equity		
<ul style="list-style-type: none"> ▸ Ensure equitable access & opportunity 		
Move 3.2: Strengthen Community Partnerships	x	
<ul style="list-style-type: none"> ▸ Establish formal process for expanding basin rec offerings to ensure consistent focus on core services. ▸ Create a "Friends Of" Community Support Program ▸ Collaborate with Community Groups and Partners to Manage Programs, Events, and Facilities 		
Move 3.3: Deliver Essential Community Needs		
<ul style="list-style-type: none"> ▸ Expand Essential Indoor and Outdoor Facility Needs ▸ Reprogram existing facilities such as the District Offices and Field house alongside other facilities 		



Environmental Stewardship	Educational Opportunities for the Public	Community Connection	Equitable Access	New Programming and Facilities
x			x	x
				x
x				x
x	x	x	x	
		x		
			x	

FINANCIAL BIG MOVES

1.1 EXPLORE GRANT FUNDING OPPORTUNITIES



Grant funding stands as a reservoir of potential for institutions like The District. With a plethora of grant opportunities available (see Table on page 55-56), grants offer to supplement existing income streams and support specific programs or infrastructure developments that resonate with the community or specialized interest groups. This approach is particularly prudent for The District given its robust tax revenue base, which can be leveraged for matching funds, significantly enhancing the likelihood of securing grants. With a strategic push towards grant funding, The District can diversify its financial resources, thereby ensuring more sustainable operations and the potential for expanded services.

OBJECTIVE: Develop a management strategy for grant funds

Establish a clear framework that delineates the roles and responsibilities regarding grant management. Whether it's collaborating with partners or deploying internal staff, the management strategy must be tailored to the specific project the grant caters to.

ACTION: Grant Research and Identification

Regularly scout for grants that align with The District's objectives. This involves staying updated with databases, government portals, and non-profit organizations offering grants relevant to recreational activities and infrastructure.

ACTION: Capacity Building Workshops

Organize periodic training sessions for staff to understand the intricacies of grant writing, management, and reporting. This equips the team with the required skills to effectively secure and utilize grants.

ACTION: Integrate Grants into the Budget

To keep The District's financial plans holistic, it's imperative that grant funding is featured as a distinct line item within the annual budget. This approach ensures transparency and accountability while also earmarking funds for specific projects.

OBJECTIVE: Strengthen partnerships to apply for and manage grant funds

Having good partnerships can make managing grants easier. These partnerships will allow The District to harness local knowledge, resources, and expertise in the application and management of grants, ensuring they are effectively secured and implemented for maximum community benefit.

ACTION: Identify goals for grant funding with user groups

Initiate regular dialogues and meetings with key user groups to understand shared goals and potential synergies. Moreover, these partnerships can aid in effective grant implementation, ensuring projects truly resonate with community needs and making the most of combined resources and expertise. This approach can strengthen grant applications and streamlined project execution.

ACTION: Utilize grants to support niche programs and infrastructure

Grants should be sought to drive forward initiatives that might not be feasible solely through tax revenue or which cater to niche segments of the community.

ACTION: Engage and educate the community about grants

Engage with the community to identify recreational needs and preferences. This not only aids in proposing more community-centric projects for grants but also garners local support which can be pivotal in the grant application process.



	Source	Maximum Funding Amount	Local Match	Funding
<u>Land Water Conservation Fund</u>	Federal	Maximum grant request \$2,500,000	50%	Local go
<u>Outdoor Recreation Planning Assistance (ORPA)</u>	State	Technical Assistance	No Match	Municip
<u>Clean Vessel Act</u>	Federal	N/A	N/A	Educatic activity r
<u>Boating Access</u>		N/A	N/A	Launchin related r
<u>Children's Outdoor Recreation and Education</u>	State	\$15,000	20%, a portion of which needs to be cash (cash matches can be staff time, equipment purchaes, project-specific items or cash donations/grants from other sources)	Educatic
<u>OHV Access and Education</u>	Federal	N/A	N/A	nonprof least one • protec • educat
<u>OHV Recreation Grant</u>	Federal	Trail Work – \$1,500-\$350,000 Access Protection – \$1,500-\$350,000 Education – \$1,500-\$350,000 per application Search and Rescue (SAR) – \$1,500-\$150,000 per application Snowmobile – \$1,500-\$150,000 per application OHV Tourism – \$1,000-\$15,000 per application	25%	Municipa as nonpr in the st
<u>Recreational Trails Program</u>	Federal	\$150,000	All funding awarded under the RTP program is subject to a 20% sponsor match. Match may be comprised of sponsor cash, in-kind services, volunteer labor, or donations. An additional requirement for a 5% non-federal share is imposed on federal agencies applying for funding.	Federal nonprof ✓ Acquis ✓ Maint ✓ Devel ✓ Const ✓ Purch ✓ Const ✓ Purch ✓ Devel ✓ Opera
<u>Recreation Restoration Infrastructure Grant</u>	State	\$150,000	no financial match, but the applicant should have a sponsored volunteer or other agreement with their local Forest Service office, BLM field office, National Park unit, or with the appropriate unit within the Utah Department of Natural Resources and letter of support from land manager	The RRI areas th
<u>Utah Outdoor Recreation Grant</u>	State	\$200,000	county-based matching scale from 50%-20% based on population size and average household income	Municip the area retaining
<u>River Trails Conservation Assistance</u>	Federal	Technical Assistance	0%	commun federal a
<u>People for Bikes Grants</u>	Private	\$10,000	no match	- Non-pr status. - Local o - Small b disadvan
<u>Trail Accelerator Grants</u>	Private	\$30,000	50%	- Local, r manage - Mounta - Project charge.
<u>The Skatepark Project</u>	Private	\$50,000	No set match, but they say ideally the organization already has ~40% of the funds before applying	Public ch construc goals, or skatepar
<u>Community Wildfire Defense</u>	Federal	\$250,000 for the creation or updating of a Community Wildfire Protection Plan. \$10 million for a project described within a Community Wildfire Protection Plan less than 10 years old. For planning purposes, the total Federal funding available through the CWDG competitive process could be up to \$250 million for this second round.	10% non-federal match for proposals to develop or update a Community Wildfire Protection Plan. 25% non-federal match for proposals to implement projects described within a Community Wildfire Protection Plan. Match waiver request available for communities meeting the definition of underserved, nationally recognized Tribes, and Pacific Islands.	- Units o - Indian notice o - Non-pr - State fe - Alaska Corpora

Eligibility	Contact
governments, Tribal governments, and state agencies	Evan Beitsch: LWCF Coordinator. Phone: (385) 835-0778. Email: ebeitsch@utah.gov
State agencies, counties, Tribal governments	Carly Lansche: Statewide Recreation Planning Coordinator. Phone: (385) 499-1216. Email: clansche@utah.gov
Construction/ informational programs, construction/ maintenance of pump-out and dump stations, any necessary to hold and transport sewage to sewage treatment plants	Ty Hunter: Grant Coordinator. Phone: (801) 440-5106. Email: tyhunter@utah.gov
Boating, docking, facilities, navigation aids, engineering, outreach, operation and maintenance, AIS projects	Craig Walker: Boating Access Coordinator. Phone: (801) 834-1970. Email: craigwalker@utah.gov
National institutions, local governments, Tribal governments, nonprofit organizations	Caroline Weiler. Email: cweiler@utah.gov
Nonprofit organizations who qualify as being tax-exempt under section 501(c)(3) and who have at least one full-time employee and has as a primary part of its mission to: provide access to public lands by motor vehicle operators; or educate the public about appropriate off-highway vehicle use.	N/A
Counties, municipalities, state, federal and tribal governments, and OHV organizations incorporated as nonprofit corporations	Rachel Toker: Grant Coordinator. Email: racheltokerk@utah.gov
State agencies, state agencies, political subdivisions of the state, organizations incorporated as a nonprofit corporation. Eligible projects:	Caroline Weiler. Email: cweiler@utah.gov
<ul style="list-style-type: none"> Acquisition of property for trails and/or trailheads. Maintenance and restoration of existing trails. Development and rehabilitation of trailside and trailhead facilities, including restrooms. Construction of new trails that increase regional connectivity. Purchase and/or lease trail construction and maintenance equipment. Construction of new trails (with appropriate authorizations on federally-managed lands). Installation or replacement of signs, kiosks, or other wayfinding infrastructure. Development and/or dissemination of trail-related publications ex. maps, brochures, etc.* Implementation of educational programs to promote safety & environmental protection related to trails. 	
Grant funding can be used to rehabilitate or restore recreation amenities on public lands in areas that receive high visitation.	Patrick Morrison Grant Program Manager (UORG) patrickmorrison@utah.gov
Counties, municipalities, tribal governments and non profit organizations. Must increase visitations to trails and/or offer an economic opportunity to the community to focus on attracting and/or retaining residents	Patrick Morrison Grant Program Manager (UORG) patrickmorrison@utah.gov
Community groups, nonprofit organizations, tribal governments, national parks, and local, state and federal agencies	Ericka Pilcher RTCA_Apps_IMR@nps.gov
Nonprofit organizations, including organizations relying upon a fiscal sponsor for their nonprofit status	infrastructure@peopleforbikes.org
For state government agencies or federal agencies working locally. Community businesses, such as bicycle retailers and community-oriented businesses serving disadvantaged communities.	
Municipal, state, or federal government agencies, and 501(c)(3) nonprofits that actively manage parks and trails may apply. Mountain bike clubs and IMBA Local partners. Organizations which are primarily based on private land must be fully open to the public and free of fees.	Marty Caivano. Email: marty.caivano@imba.com
Nonprofits, organization with plans to build a custom concrete skatepark, organization that's planning a new skatepark, organizations that have already achieved some significant fundraising, organizations that have secured a location for a skatepark, skateparks that are free to use and skateparks located on public property	contact@skatepark.org
Local governments representing communities located in an area with a risk of wildfires (Indian Tribes (please apply through either the Indian Tribes/Alaska Native Corporations specific to the applicable regional notice) or nonprofit organizations including homeowner associations that assist such communities, forestry agencies (including U.S. territories and interests) or Alaska Native Corporations (please apply through either the Indian Tribes/Alaska Native Corporations specific notice or the applicable regional notice)	N/A



1.2 EXPLORE BONDING OPTIONS



Exploring bonding options to fund larger District projects can offer multiple advantages. Bonds provide significant lump-sum capital upfront, allowing for the immediate commencement and timely completion of expansive projects without the typical financial constraints. Bonds also spread the cost of these projects over a longer period, ensuring that future beneficiaries of the recreation facilities also contribute to their financing. Bonding can also potentially harness favorable market conditions, securing capital at lower interest rates, and optimizing the overall financing structure.

OBJECTIVE: Assess and identify optimal bonding strategies to secure substantial capital for major District projects

Bonds are a key resource for funding recreational projects, but their success depends on political support and public approval. Effective communication about the bond's purpose and benefits is essential to gain voter support. Additionally, clear explanation of the bond's financial structure, including repayment and impact on taxpayers, is crucial for informed decision-making.

ACTION: Research various bond structures to determine the most favorable terms and conditions, such as tax-exempt municipal bonds that can offer lower interest rates

By understanding the different bond options available, municipalities can select the most cost-effective method, ensuring project feasibility and long-term financial sustainability.

ACTION: Achieve Community Support for Through Transparent Communication

Securing public buy-in can expedite the bond approval process and ensure that residents understand and support the project.





1.3 SUPPORT AND REINVEST IN STAFF



The Mountain West, has witnessed a significant rise in housing prices and the cost of living, particularly in mountain town communities. This trend directly translates into major challenges with employee retention, especially in job markets with lower pay scales. It is crucial to prioritize the attraction and retention of exceptional staff. While some degree of turnover is expected, it is essential to place great emphasis on supporting employees, acknowledging and rewarding their dedication, and optimizing their potential. By offering adequate support and resources, the organization can establish an environment where staff can thrive and make meaningful contributions for many years.

OBJECTIVE: Identify and support career progression opportunities for district staff

We've learned that The District has staff who've dedicated time to understanding fundamental operational procedures. The transition of these staff members from labor roles to project managers will not only enhance The District's ability to take on projects "in-house" but also retain a valuable knowledge base within the organization. Additionally, this transition provides an opportunity for career growth and development for the staff involved.

ACTION: Outsource everyday support work to local contractors

Upon evaluating the day-to-day operations of The District, it has become evident that certain crucial tasks are being neglected due to the significant time consumption of smaller, routine operations. To address this issue, a recommended solution would involve restructuring the task allocation by outsourcing the smaller, everyday tasks, such as dog poop removal and trail development. For effective implementation, it's vital to set clear performance standards for subcontracted services, ensuring they align with The District's expectations. This strategic shift will enable District staff to focus more on larger, more crucial tasks and objectives.

ACTION: Establish an employee housing program to attract and retain talent

Establishing an employee housing program is a strategic approach to attract and retain talent within an organization. This program involves providing housing options or assistance to employees, which helps alleviate the challenges they may face due to rising housing costs. To start, The District should conduct a thorough assessment of the housing needs and preferences of its employees. This can be done through surveys or interviews to gather valuable insights. Based on this information, the organization can explore different housing solutions. Some of these options might include:

- Offer a subsidized housing program for employees.
- Secure property and build or partner with a developer to build an employee housing facility.
- Partner with local housing providers to secure housing units for staff.
- Provide financial assistance for employees seeking housing, such as down-payment assistance or rent assistance.
- Collaborate with financial institutions or non-profit lenders to negotiate group loan rates or develop a loan product specifically tailored for The District's employees.

It is crucial to establish clear eligibility criteria and a transparent application process to ensure fairness. Additionally, the organization should regularly evaluate and adjust the program based on employee feedback and market conditions. By implementing an employee housing program, the organization demonstrates its commitment to supporting employees' well-being, enhancing job satisfaction, and ultimately attracting and retaining top talent.

ACTION: Support managerial cross training opportunities for career development

Offering career advancement opportunities to staff members will have multiple benefits for both the individuals and The District. By providing avenues for career progression, the staff will be equipped with the necessary skills and knowledge to support The District's growth. This could be accomplished by implementing training programs, mentoring initiatives, internal promotions, career path development, cross-training opportunities, performance management systems, and professional development support for employees. Additionally, such opportunities will instill confidence in the staff members, as they will feel valued and empowered in their careers. This sense of confidence will ultimately contribute to their overall job satisfaction and motivation to excel in their roles, which in turn will positively impact the success of The District.

ACTION: Identify a career ladder within The District

After gathering feedback from both staff and management within The District, it has become apparent that there is a lack of clear understanding regarding career progression opportunities within the organization. To address this issue, it is crucial to clarify and outline a well-defined career ladder that can be easily communicated to the staff. By providing this clarity, staff members can be properly trained, and the process will be smoother as The District continues to grow and requires additional management-level staff.



1.4 CREATE FINANCIALLY SELF-SUSTAINING PROGRAMS



Creating financially self-sustaining programs is paramount for long-term viability and resilience. Such programs reduce dependency on fluctuating external funding sources, ensuring consistent service delivery even in uncertain economic climates. By establishing programs that generate their own revenue or operate within their allocated budgets, organizations can reallocate funds towards innovation, expansion, and addressing emerging community needs.

OBJECTIVE: Implement a financial model for self-sustaining programs

This objective encapsulates the essential components of creating financially self-sustaining programs: the development of a sustainable financial model, the aim for resilience and consistent services, and the potential for reinvestment into the organization's growth and responsiveness to community demands.

ACTION: Conduct a program cost analysis

Conduct a comprehensive evaluation of all costs associated with each program, from staffing and equipment to marketing and overhead. This analysis will provide clarity on the true cost of running each program and help set appropriate pricing or funding strategies.

ACTION: Implement the Cost Recovery Pyramid

The proposed cost recovery pyramid aligns seamlessly with the overarching objectives of the District. Not only does it emphasize the pivotal role of delivering essential recreational opportunities to the public, but it also underscores the importance of streamlining district operations. Most park and recreation departments carry an inherent potential for revenue generation. However, striking a balance is essential. While revenue is a key aspect, an equally significant focus lies in ensuring maximum participation, which enriches the community experience.

It is imperative to understand that the cost recovery pyramid is exclusively tailored to reflect the programs The District provides. The programs' location, specifically the individual facilities they're housed in, play a pivotal role in determining the overall cost recovery. A case in point is the fieldhouse facility, which presents a promising prospect for achieving substantial cost recovery. Several contributing factors include:

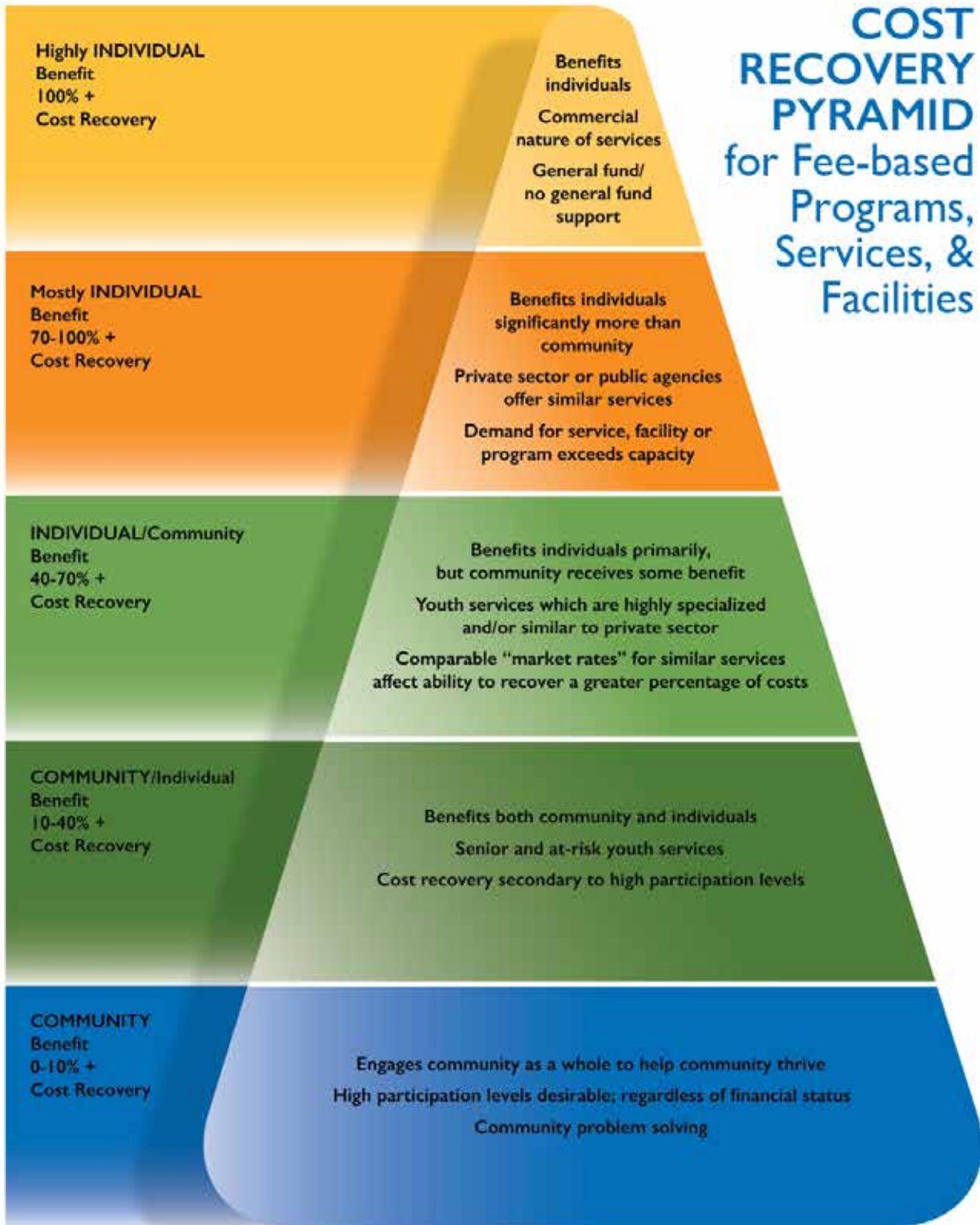
- **Facility Design and Systems:** The architectural design and integrated systems of the facility translate to a reduced operational cost on a per square foot basis. This efficiency paves the way for higher cost recovery.
- **Membership Orientation:** As a facility driven by memberships, a significant chunk of its revenue, typically ranging between 60-70%, is harvested from membership fees. Membership-based models usually sustain a consistent revenue stream, reinforcing the facility's financial health.
- **Diverse Program Offerings:** Beyond memberships, the facility boasts a range of other programs. Each of these programs, when looked at in the light of the cost recovery pyramid, brings in positive revenue. The cumulative effect of these programs further accentuates the revenue graph.

In utilizing this tool, The District would be well-advised not to pigeonhole individual facilities into specific cost recovery brackets. The rationale behind this stems from the myriad of variables each facility presents - from operational costs and staffing nuances to the inherent flexibility in accommodating various programs. These variables, in concert, can sway the cost recovery metrics of a facility, making a one-size-fits-all approach potentially misleading. In essence, while the cost recovery pyramid serves as a valuable tool in assessing program efficiencies, discernment is crucial when applying its principles to individual facilities within The District.





COST RECOVERY PYRAMID for Fee-based Programs, Services, & Facilities



OPERATIONAL BIG MOVES

2.1 FORMALIZE AND ESTABLISH SUBDISTRICTS

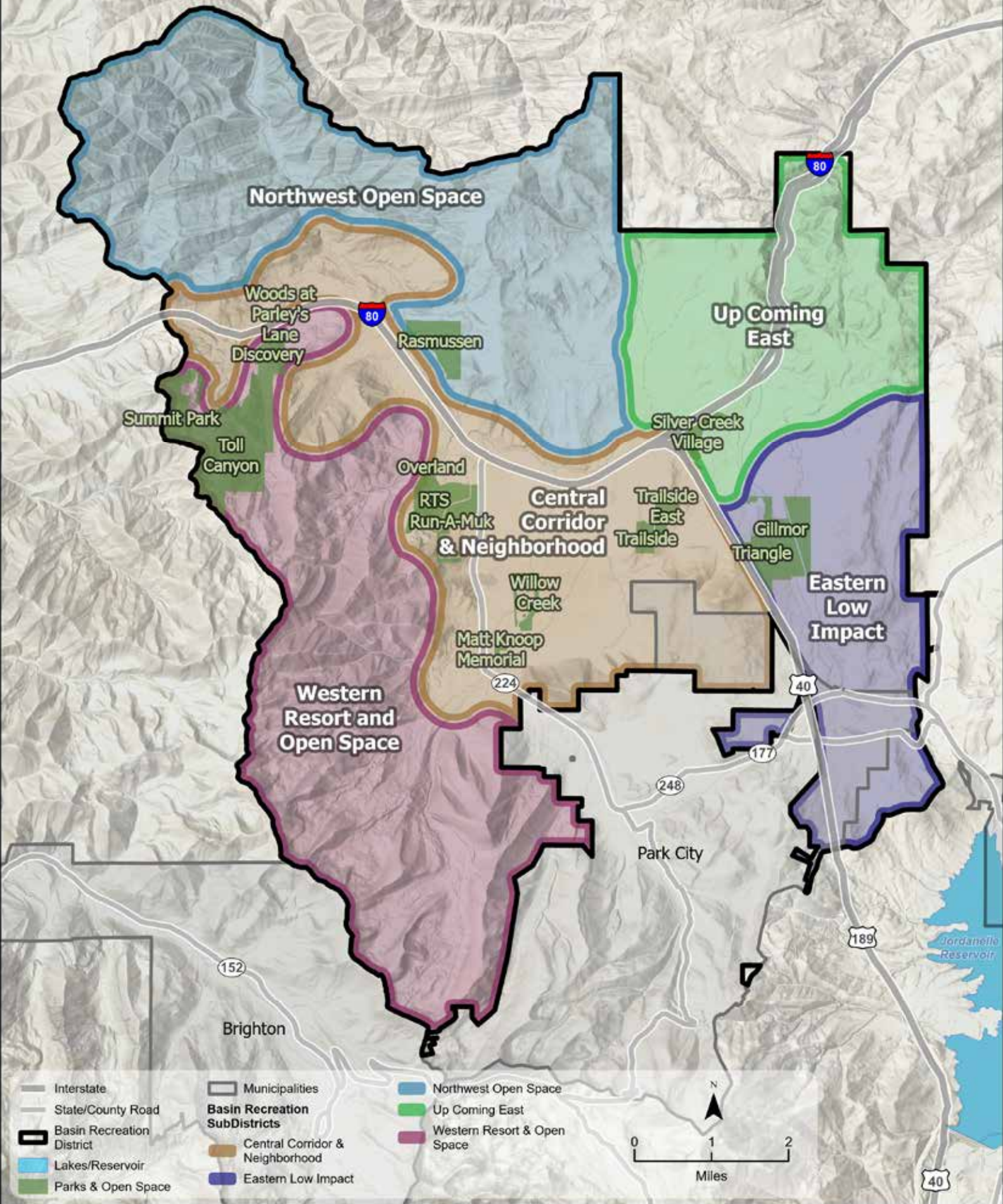


The establishment of subdistricts offers an important tool to communicate direction across the 2,300 acres of open space, 170 miles of trail, and various indoor and outdoor facilities managed by The District. Subdistricts allow for a management decisions based on geographic, environmental and land use contexts. The development of subdistricts also provides a manageable framework for resource planning and budgeting, and can be used as a communications tool between The District and community, elected officials, and user groups.

OBJECTIVE: Utilize the subdistrict map to guide acquisition, development planning and as a platform to communicate different needs within The District

With limited staff capacity, large variety of facilities, and several distinct partnerships, The District is challenged to align organizational goals to support acquisition and new facility development. The integration of a subdistrict map is pivotal in creating consistency for determining the use of new land opportunities while recognizing challenges and limitations which might vary across different areas. This is intended to function both as an internal tool for communication and decision-making as well as a framework for external discussions between The District, the County and other regional recreation providers.

Basin Recreation Subdistrict Map



Northwest Open Space

Up Coming East

Woods at Parley's Lane Discovery

Rasmussen

Summit Park
Toll Canyon

Silver Creek Village

Overland

Central Corridor & Neighborhood

Trailside East
Trailside

Gillmor Triangle

Eastern Low Impact

Western Resort and Open Space

RTS Run-A-Muk
Willow Creek
Matt Knoop Memorial

Park City

Brighton

Jordanella Reservoir

- Interstate
- State/County Road
- ▭ Basin Recreation District
- ▭ Lakes/Reservoir
- ▭ Parks & Open Space

- ▭ Municipalities
- Basin Recreation SubDistricts**
- ▭ Central Corridor & Neighborhood
- ▭ Eastern Low Impact

- ▭ Northwest Open Space
- ▭ Up Coming East
- ▭ Western Resort & Open Space



CENTRAL CORRIDOR & NEIGHBORHOOD DISTRICT

The Central Corridor & Neighborhood subdistrict is characterized as a relatively developed neighborhood, commercial and corridor area. This subdistrict has some valued open spaces and hosts a variety of recreational offerings. This subdistrict contains much of the residential development within The District and key regional transportation corridors. In addition to several District-owned natural space assets, the subdistrict encompasses Swaner Nature preserve and EcoCenter, a 1,200-acre preserve at the heart of Snyderville Basin. Hi Ute Ranch also sits within the boundary of this sub-district as a valued cultural and open space landmark.

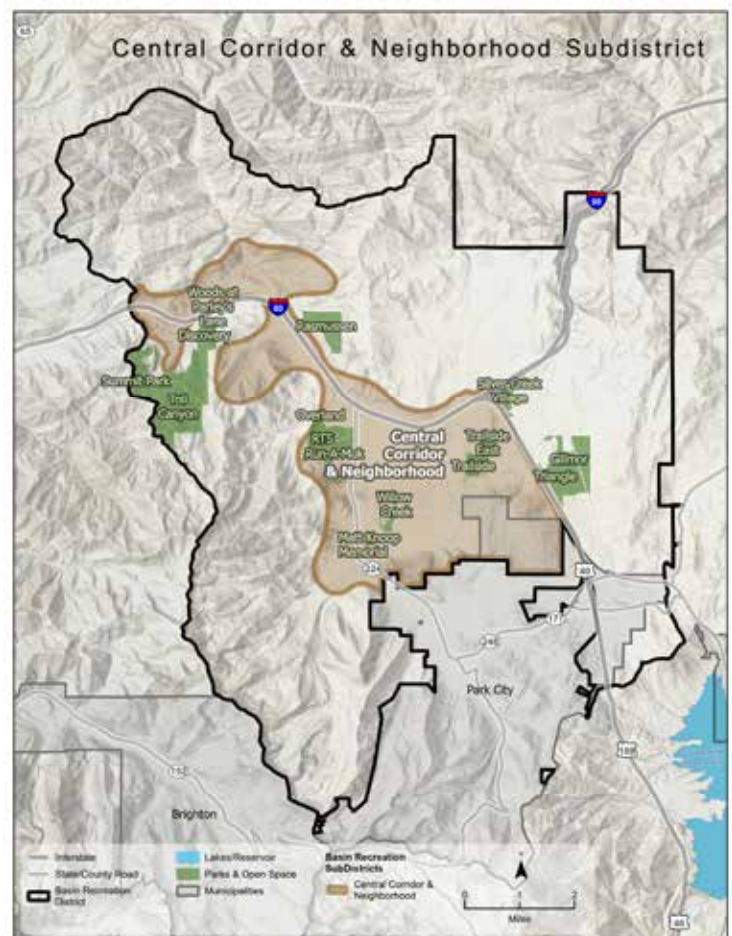
STRENGTHS: A diversity of vibrant neighborhood and commercial atmosphere; Existing bicycle and pedestrian connection routes between districts; A high-concentration and diversity of recreational assets and opportunities; High visitation to existing facilities.

CHALLENGES: Large transportation systems and roads inhibit pedestrian and bicycle connectivity from north to south; Limited connectivity restricts movement between the Kimball Junction area and the Silver Creek and Highland estates neighborhoods; Additional development is a concern in undeveloped and open space areas; Few public community parks west of Kimball Junction reduce equity for western neighborhoods.

OPPORTUNITIES: Future focus should be on the preservation and interpretation of existing open space, as well as an increased focus on safe bicycle and pedestrian connections; non-building recreational opportunities, such as public parks, should be explored in this sub-district to improve District-wide recreation equity

for all ages and to support the needs of different user recreational user types.

EXISTING DISTRICT FACILITIES: The Field house, Willowcreek Park, Matt Knoop Park, Run-a-Muk, Millennium Trail, PRI, RTS, and the East 224 Trail, Gorgoza, Amenti, Trailside, Spring Creek, Mid-Mountain Trail



WESTERN RESORT AND OPEN SPACE DISTRICT

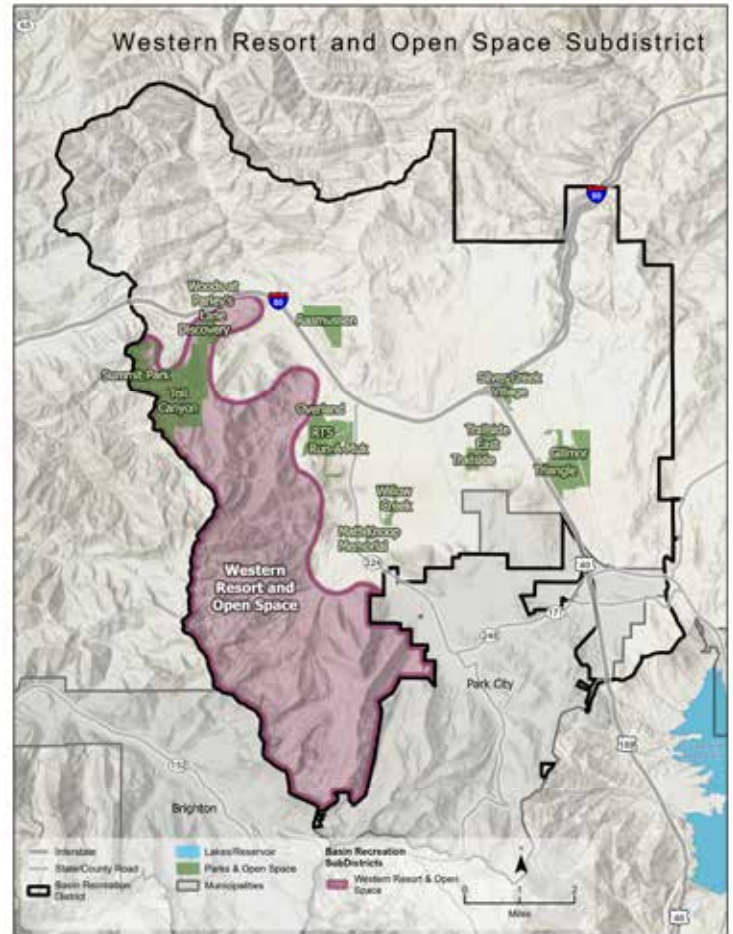
The Western Resort and Open Space subdistrict is comprised of large open space areas with several large landowners including Vail Resorts and the Utah Olympic Legacy Foundation. The subdistrict stretches from Iron Mountain to Summit Park and hosts several popular trails which move through privately owned lands and neighborhood areas.

STRENGTHS: Popular trail and open space assets provide access points into several different neighborhoods

CHALLENGES: Large open space areas require extensive open space management; reliance on resort user groups for access; parking at popular trailheads is limited, no existing agreements with landowners to guarantee access in perpetuity

OPPORTUNITIES: Explore partnership opportunities to share resources with resort user groups; establish a standard open space management program to increase management capacity within this area, better define open space management agreements with landowners

EXISTING DISTRICT FACILITIES: Ambush Trail, Colin’s Trail, Mid Mountain trail, Pinecone Ridge, Rob’s Trail, UOP, Summit Park Open Space, Road to WOS/ Short Stack, Over Easy



NORTHWEST OPEN SPACE DISTRICT

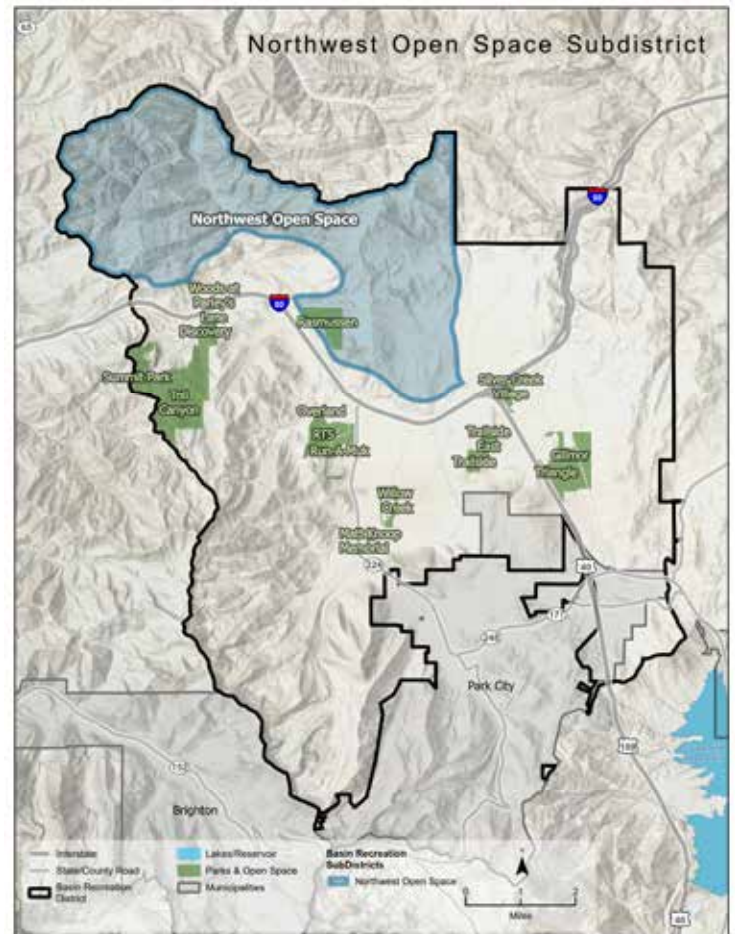
This subdistrict is characterized by open space bordering existing neighborhoods. This area has several popular trail systems including the Flying Dog, 24-7, and Glenwild trails and the Rasmussen Open Space. The East Canyon Creek Watershed also runs through this area, providing valuable open space assets, habitat and ecological services.

STRENGTHS: Valued visual and ecological open space; extensive trail system which connects east-west along the north-end of The District, much of which is south facing and provides early season outdoor recreation opportunities

CHALLENGES: Limited formal connections into the Emerging East subdistrict; large open space areas require extensive open space management

OPPORTUNITIES: Formalize connections between the East Canyon subdistrict and the Emerging East; establish a standard open space management program to increase management capacity within this area

EXISTING DISTRICT FACILITIES: Rasmussen Open Space, Flying Dog Trail Network, Glenwild, Bob's Basin, 24-7



UPCOMING EAST DISTRICT

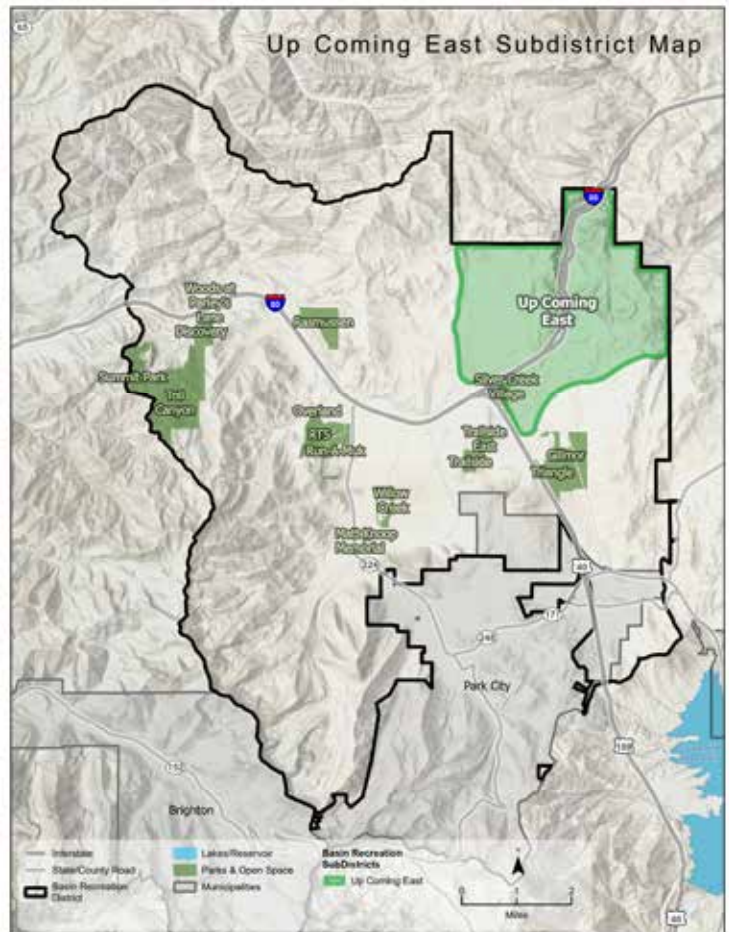
This is a rapidly growing subdistrict. This subdistrict has historically assumed a rural character and remains one of the few areas within The District with a vibrant equestrian community. This subarea has few established connections into surrounding subdistricts. With the exception of the recently acquired Silver Creek Village parcel this area has no existing District facilities. Rapidly increasing residential growth in the Silver Creek area has emphasized the need for additional recreational opportunities to keep pace with district-wide growth.

STRENGTHS: Contains most of the remaining undeveloped land in The District creating opportunity for new facilities, lit facilities, open space preservation

CHALLENGES: Very limited connectivity to other neighborhoods and subdistricts; no existing recreation facilities; The persistent residential and commercial development in the area suggests a dynamic environment that requires prompt and decisive action to meet the needs of residents.

OPPORTUNITIES: Additional indoor and outdoor facilities to deliver essential community facility need in subdistrict and enhance overall district facility equity, enhanced connectivity between neighborhoods; open space preservation of areas with a historical public use pattern and central neighborhood hubs

EXISTING DISTRICT FACILITIES:
Silver Creek Site



EASTERN LOW IMPACT

This area has experienced limited growth due to several complex factors including several sensitive areas, a wide distribution of contaminated soils, and hillside areas. However, this area will likely grow in the next ten years with uses compatible with the unique characteristics of the area. Existing District facilities in this subdistrict include undeveloped parcels adjacent to US-40.

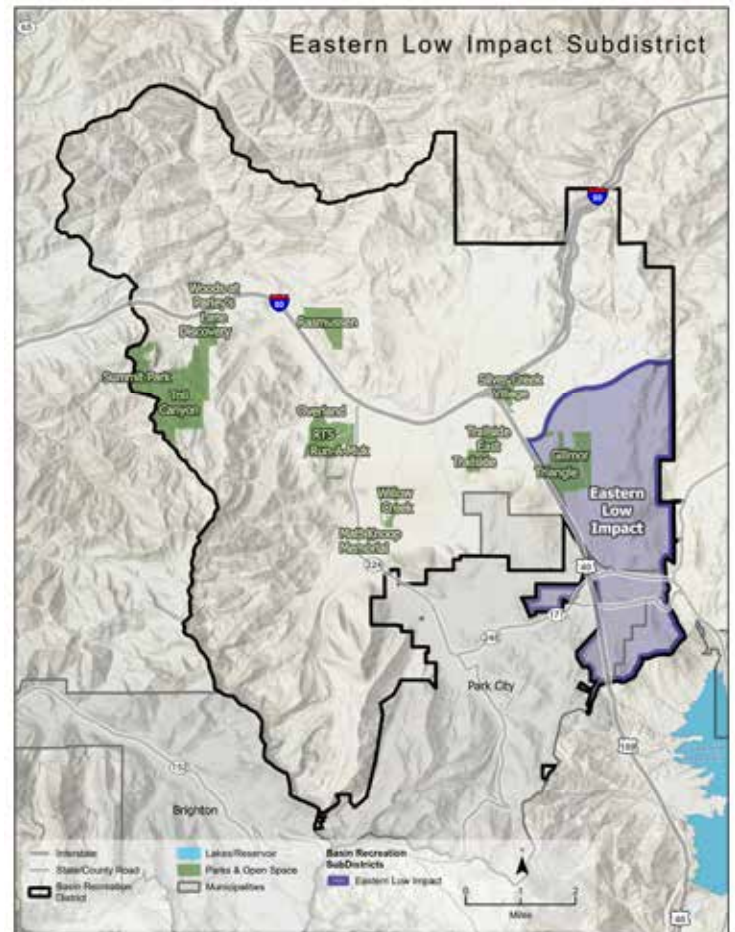
STRENGTHS: Limited existing development; several undeveloped District-owned parcels

CHALLENGES: Contaminated soils, wetland areas and hillsides present developmental barriers in this area; Future EPA remediation work will be required limiting the number of long-term facilities (for now)

OPPORTUNITIES: “Temporary” installments (boardwalk trails, interpretative information); Additional fields or courts to meet critical outdoor facility need; Limited existing residential may support lighted facilities

EXISTING DISTRICT FACILITIES:

Williams, Triangle, Gillmore



ACTION: Develop Land Management Plans for each subdistrict

Subdistrict planning will allow The District to plan for the unique characteristics of the whole. While the central subdistrict may require more public engagement cycles for project planning, other low-impact districts may have greater environmental costs. The presence of wetlands, existing trails, infrastructure access points and other factors will contribute to a subdistrict's 'baseline' management costs and project complexities. Working with local universities, The District could develop land management plans to inform decision making. Each land management plan should quantify environmental, physical, and cultural resources for each district. These studies can help anticipate future costs and guide decision making in investments throughout The District.

ACTION: Standardize management needs for newly acquired parcels based upon subdistrict location and planned facility types

In recent years, The District has acquired several open space areas from the county, and an additional acquisition of hundreds of acres of open space is still underway. While these acquisitions are critical for facility expansion and open space protection, these acquisitions strain staff operational capacity within the Trails and Open Space department, and the budgeting and planning for District land assets. The development of a process to identify the management needs of new parcels prior to acquisition could allow The District to better anticipate needs. Using subdistricts, staff can provide a more accurate estimate of the resources needed to manage a particular parcel, and plan for those efforts based on the surrounding land use.

ACTION: Quantify and track land management and project costs

District management should work with staff to collect all planning, design and construction costs from the past 2-5 years to develop general cost estimates and develop an ongoing cost-tracking mechanism. This mechanism can be compiled to improve the accuracy of District cost estimation. By collecting typical costs for maintenance, trail construction, facility development, planning, and design - and assigning those costs to specific subdistricts, The District's ability to accurately forecast finances will be greatly improved.

ACTION: Incorporate the Recreation Development Consideration Analysis for decision-making.

The recreation development analysis, described in Chapter 3, can greatly assist in decision making about facility acquisition, development or maintenance. This analysis provides a rough estimate of project complexity and development costs, based on a landscape and infrastructure criteria.



2.2 RESTRUCTURE AGREEMENTS



The District maintains ongoing agreements with different user groups across the Snyderville Basin and Park City area. Coordination between The District and these various groups is organized through a complex set of interlocal and organizational agreements. Strengthening The District’s power within these agreements and reframing how agreements are created and managed is an important step towards reacting to changing conditions and coordinating with partnering organizations.

OBJECTIVE: Increase The District’s agency in all partnerships and agreements

Existing agreements provide guidance to staff on the management of shared spaces and resources within the region. However, many of the existing agreements between The District and partnering groups place The District at a disadvantage when it comes to scheduling internal use and programming at District facilities. While The District acknowledges the importance of providing field space for community benefit, it is frequently placed in a position of prioritizing external activities rather than District-run programs. An example of this is the use of the Fieldhouse for non-District related programming, in turn displacing District-run programs. This Strategic Plan recommends The District have a Facility Use and Access Agreement template for each facility that clearly reflects The District’s priorities and can be uniformly applied to reduce unintended conflicts and inefficiencies.

ACTION: Develop a structured approach to interlocal agreement coordination

District staff are challenged by the complex nature of existing agreements, and communication between staff and agreement holders is often reactionary and resource intensive. This makes enforcement and coordination of agreements extremely difficult. The development of a structured annual review between The District and each agreement holder is recommended to review the relevance of agreements in upcoming projects and ensure all parties are following their agreement.

ACTION: Quantify district value within agreements

It is recommended that The District begin to record and quantify the value of the space offered within agreements (for example, the “rentable” cost of field space that The District is “donating” to a given agreement). This will strengthen The District’s position as a true community asset and provide a tool for communicating the

community benefit that The District provides on an annual basis.

ACTION: Add a District Staff Person to coordinate and enforce agreements

Existing staff are generally working at or past capacity within their existing job descriptions. The development of an additional position dedicated to oversee agreement policy, coordination with agreement holders, and as a general partnership liaison is recommended. Such a position may also play an important enforcement role that existing staff may feel hesitant towards due to their existing relationships with the community and partnering organizations.





2.3 BECOME A FULLY TRANSPARENT ORGANIZATION



As The District grows, it is increasingly important to maintain a clear organizational structure and transparent communication methods. By prioritizing transparency, The District fosters credibility and accountability with partners, employees and community members. Additionally, building these systems of transparency will help The District with tracking progress, costs and managing operations more effectively. Ultimately, prioritizing transparency will strengthen relationships and ensure long-term success and support for future initiatives.

OBJECTIVE: Determine operational cost goals

While any specific cost metric is bound to change over time, it will be important to maintain a relatively accurate idea of operational costs in relation to the amount of managed land. Developing subdistrict management plans will be a key component of determining operational costs across The District.

By setting specific cost goals, The District can strive for continuous improvement and identify areas where costs can be optimized. This helps in maintaining financial sustainability and ensuring that resources are allocated wisely.

ACTION: Develop an annual report summarizing accomplishments, annual participation, and future initiatives

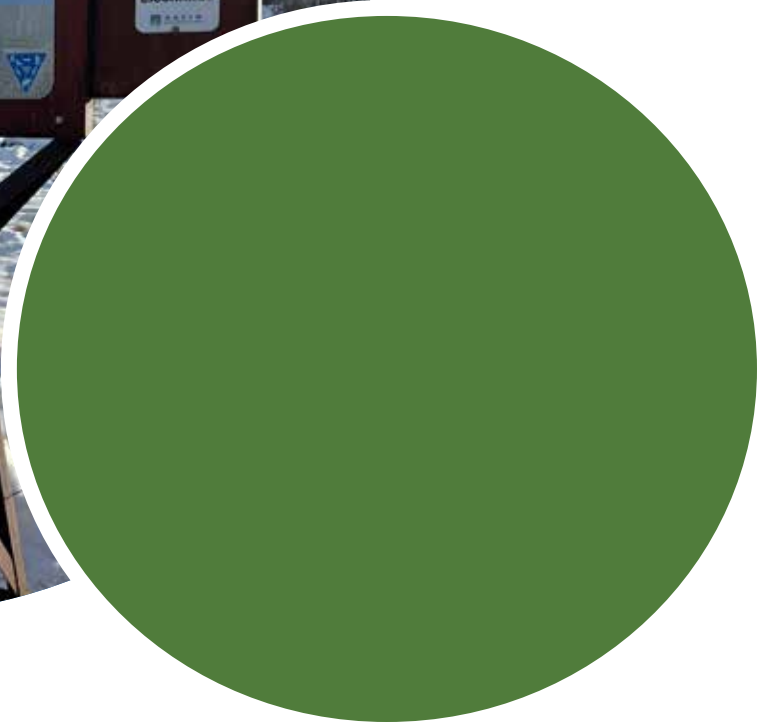
To enhance transparency, the initial stride is to ensure regular reporting to user groups and the public. By consistently providing updates and information, The District can foster open communication and accountability to its user groups, ensuring they are well-informed. Simultaneously, these reports serve as a valuable tool for The District itself, allowing it to monitor and evaluate its own progress and make necessary adjustments when required.

ACTION: Conduct an operational cost analysis as a regular part of operational planning.

It has become evident that there are certain management and operational costs that exceed the capacity of The District. This is particularly noticeable in the interlocal agreements, where the operational costs, based on commitments made to various partners, may not be sustainable in the long run. To address this, conducting an operational cost analysis will be beneficial for The District. This analysis will shed light on areas of concern and allow The District to identify potential issues. It will

enable The District to negotiate improved agreements with partners that align more effectively with The District's capacity, ensuring a sustainable and viable approach moving forward.

Introducing subdistricts can further refine this analysis, offering a granular view of operational costs and planning. By segmenting into subdistricts, The District can pinpoint specific areas with disproportionate expenses, facilitating more targeted budgeting and strategic operational decisions.



COMMUNITY MOVES

3.1 ENHANCE EQUITY



OBJECTIVE: Ensure equitable access & opportunity

Equity is addressed through two primary avenues: equity in access, and equity in opportunity. Equity in access ensures that any community member, regardless of their age, race, ethnicity, or ability (among many other considerations) has the opportunity to select one of several District facilities and participate in a variety of programs offered. Equity in opportunity, however, considers the “balance” in which different programs are offered based on community need and interest. Equity should be a quintessential consideration for The District for the next ten years.

ACTION: Recognize diverse financial needs

Many residents value The District’s provision of low-cost opportunities for a range of ages and abilities. While The District facilities remain affordable for much of the community, many residents are still priced out of District programs and facility use due to rising cost of living. The consideration of financial assistance such as a sliding fee scale and reduced program costs based on financial need are recommended to enhancing District operation.

Previously, those experiencing financial hardship had access to scholarships through Youth Sports Alliance (YSA), but this is now limited for those who live outside of The District. The loss of access to these scholarship opportunities for youth participation has inhibited many community members from registering in programs that they had previously been involved in. The additional scholarship opportunities for youth outside of District boundaries is needed to expand communitywide equity to non-traditional “residents”.

The biggest challenges associated with scholarship programs are the awareness of the program and the uncomfortable process of access. The District currently funds these efforts internally. It would be worth investigating if there are potential partners in the community that would be interested in partial or complete funding of these programs. Additionally, The District could consider a Community Outreach position that would help identify the financial need and equity of programs.

ACTION: Provide recreation opportunities for all ages and abilities

Youth programs hosted by The District experience a high community demand. While The District offers a variety of programs for K-12, opportunities for the youngest community members are limited. Providing additional programmable space intended for children under 6, and programs catering specifically towards that age demographic are recommended. In addition to youth programming, the development of senior programming is in demand. There is a strong regional shift of demand from senior center involvement towards increased participation at local recreation centers and within outdoor amenities. Providing appropriate senior programming for Park City's active aging population should reflect changing recreational interest and enhanced social opportunities.

The District provides a range of facility options for all ability levels, but should continue focusing on the development of facilities with multiple recreational opportunities for all physical ability levels, particularly in trails and open space areas. Additional information on adaptive trails can be found in the 5-Year Trail Assessment.

ACTION: Actively support community members of diverse language and cultural backgrounds

The District's collaboration with local non-profit organizations has fostered several programs which work with different cultural and linguistic needs across Snyderville Basin. Interest continues to grow within these communities, and The District historically relied on outside support to provide community access to those who need assistance registering and participating in programs. While local non-profits remain invaluable to The District and community to enhance access, nonprofit capacity to register and provide information to Spanish speaking community members is limited. It is recommended that The District expand marketing efforts, information services, and customer support to reach key communities with limited English capabilities.

ACTION: Support equity for different user types

As a leading community recreation provider, The District offers a wide range of activities. The District should strike a balance between the broader desires of the community and the unique needs of niche groups. While groups like dog owners have their clear demands, it's also important to cater to smaller, more specialized groups. By adopting this balanced growth approach, The District ensures a consistently high quality of offerings without overly concentrating resources on any one particular demand.



3.2 STRENGTHEN COMMUNITY PARTNERSHIPS AND RECOGNIZE COMMON GOALS



District Staff work closely with community interests and user groups to enhance services and provide a diversity of recreation opportunities. Often, staff are approached by community members and groups with specific recreational interests and needs, which may or may not exist within the range of opportunities currently offered. The District is at a distinct advantage relative to comparable recreation districts because of the level of citizen participation in community recreation. The opportunity to leverage citizen participation and resources should be explored. Capitalizing on community partnerships encourages collaboration, shared resources, and joint efforts towards achieving common objectives, such as enhancing recreational opportunities and promoting community stewardship. Moreover, community partnerships can also leverage additional support, whether it be in the form of volunteers, funding, or resources, thus enhancing The District's capacity to provide recreational experiences.

OBJECTIVE: Establish formal process for expanding The District's offerings to ensure consistent focus on core services.

The District hosts passionate user groups and recreation interests, highlighting the need for a structured system to leverage community support while exploring new programming options. District staff are frequently approached by new recreation interest groups outside of existing district operations seeking District assistance in the provision of new recreational activities. While new interests offer the potential to expand the diversity of programs offered, they can also strain existing resources and limited staff capacities. A formal program should be established to explore new recreation opportunities. For example, resident groups interested in attaining new facilities for a specific use, such as a niche field sport, must prove an existing user base, organizational 501c3 status, and financial capacity to reduce or minimize district impact. The District may in turn offer long term land leasing at a low cost, or infrastructure support based on District contractual agreements with the given organization.

ACTION: Collect baseline inventory of participation rates per activity type

An effort should be made to develop a clear understanding of community participation rates in the broad range of activities offered by The District. This information can then be used to distinguish core offerings from more fringe activities. Associating this input with known staff and maintenance costs can provide the foundation of a more formal policy to establish new services.

ACTION: Establish and promote policy to guide development of new services and facilities

Based on studied use rates and personnel and maintenance costs, The District should build basic requirements to consider the addition of new services or construction of new facilities requested by the public. The development of these requirements could be in house or through additional planning studies. These requirements can then guide the public expectations when requesting additional District services.

OBJECTIVE: Create a “Friends of” community support program

During the engagement process, it became evident that residents and partners living in and using District facilities are deeply committed to land stewardship, environmental sustainability, and minimizing the impacts of recreational activities. Achieving these common goals requires a range of tools and a general understanding and cooperation within the community. This can be accomplished through continued public engagement, organized events, and awareness campaigns through the form of a “Friends of” organization. This program would foster a sense of shared ownership and promote effective land stewardship. The development of such a program should focus on supporting District initiatives, volunteerism, and activities beyond the scope of staff responsibilities. This opportunity may be explored through the development of an affiliated non-profit or foundation which relies on some District guidance, but could function separate from day-to-day District operations if desired.

ACTION: Organize a task force to review the feasibility and community interest in forming a “Friends of The District” 501c3 Non Profit Group

This team will investigate legal and financial frameworks, engage with community members to measure interest, and draft a strategic outline with a mission and goals for the prospective non-profit. The final deliverable will be a feasibility report providing a roadmap for the non-profit’s formation. This effort would be particularly suitable in conjunction with a major development effort or capital campaign.

OBJECTIVE: Collaborate with community groups and partners to manage programs, events and facilities

Working with partners to deliver services and manage events or recreation facilities is a critical step for The District for a variety of reasons. From a relational perspective, such collaborations fortify bonds between The District and diverse community groups. Working closely with these partners demonstrates a commitment to inclusivity and responsiveness to community needs. It also broadens The District's reach and appeal, as each group brings with it a unique constituency, enhancing community engagement and participation. These strengthened ties not only build trust and goodwill but also create a robust network of advocates to support The District's broader mission and future initiatives.

The District's collaboration with community groups and partners to manage programs and events holds financial advantages and cost saving opportunities. This is achieved by leveraging the resources, expertise, and volunteer networks that these groups inherently possess. Partners may absorb some of the direct costs such as staffing, equipment, and maintenance, which would otherwise draw from The District's budget. Moreover, community partners often have access to alternative funding sources, including grants and sponsorships, which can further reduce the financial burden on The District.

ACTION: Establish clear objectives

Define what The District aims to achieve through these partnerships, including financial goals, community engagement targets, and programmatic outcomes.

ACTION: Identify potential partners and create clear agreements

Assess local community groups, non-profits, and businesses that align with The District's goals and have a vested interest in community development. Once identified, The District can create formal agreements that delineate roles, responsibilities, financial contributions, and other expectations to ensure a mutual understanding and to prevent potential conflicts.

ACTION: Engage in open communication and provide support

Foster an environment of open dialogue to ensure all partners are heard and can contribute to the decision-making process effectively. The District can also offer training, tools, and other resources to enable partners to manage programs successfully while ensuring alignment with The District’s standards and practices.

ACTION: Monitor and evaluate results

Implement a system for monitoring the performance of managed programs and conduct regular evaluations to ensure goals are being met and to identify areas for improvement.







CHAPTER 5: METRICS OF EVALUATION

This section delineates a systematic approach to realizing the ambitious objectives—termed “Big Moves”—set forth in our plan. To facilitate this, we propose a robust framework of evaluation criteria designed to serve as benchmarks for success and guideposts in The District review process. By adhering to these criteria, The District’s “Big Moves” will be poised for strategic execution, ensuring that our initiatives are progressive, accountable, and aligned with our community’s evolving needs. Also included is the Assessment Guide for evaluating individual projects. This tool will be used by staff to gauge the alignment of proposals with the values and principles established in this plan.

BIG MOVE	CRITERIA FOR EVALUATION:
1.1 Explore Grant Funding Opportunities	<ul style="list-style-type: none"> • Monitor the number of state and federal grants applied for and successfully awarded, with the aim to increase awarded grants.
1.2 Explore Bonding Options	<ul style="list-style-type: none"> • Establish a joint task force with the County to advance bonding efforts and report progress on a quarterly basis.
1.3 Support Staff and Career Development	<ul style="list-style-type: none"> • Record the professional development of staff, targeting an increase in conference or training session attendance. • Celebrate staff achievements by documenting certifications and educational advancements annually. • Implement a comprehensive annual performance review system to identify promotion and professional development opportunities.
1.4 Create Financially Self-Sustaining Programs	<ul style="list-style-type: none"> • Evaluate the financial performance of each program, aiming for a specific percentage of programs to meet or exceed the service level targets. • Conduct semi-annual reviews to ensure programs are on track to financial self-sustainability.
2.1 Formalize And Establish Subdistricts	<ul style="list-style-type: none"> • Achieve formal adoption of subdistrict boundaries and nomenclature by The District board within the fiscal year. • Assess community understanding and acceptance of the subdistricts through surveys or public forums by a specific date.
2.2 Restructure Agreements and Facility Access	<ul style="list-style-type: none"> • Prioritize and implement improvements as recommended in the Interlocal Agreement Evaluation. • Increase the number of improved agreements annually. • Conduct a bi-annual review to ensure that new agreements circumvent previously identified pitfalls.
2.3 Become A Fully Transparent Organization	<ul style="list-style-type: none"> • Produce and disseminate an annual report to the board and the public detailing district goals, achievements, and challenges. • Quantify outreach efforts about District Goals – tally the number of communications like emails, reports, community meetings, and record the attendance and engagement levels.
3.1 Enhance Equity	<ul style="list-style-type: none"> • Compare district user demographics with community demographics to ensure proportional representation, aiming for an increase in underrepresented groups' participation. • Develop and track outreach initiatives, specifically targeting communication efforts to reach diverse community segments.
3.2 Strengthen Community Partnerships and Recognize Common Goals	<ul style="list-style-type: none"> • Track the number of new community partnerships formalized through agreements, contracts or MOUs. • Track volunteer participation by annually, enhancing program delivery and community engagement.

ASSESSMENT GUIDE

This section offers a pathway towards achieving this strategic plan's Big Moves. This outline of decision making criteria which can be used for benchmarks and in The District review process. This section includes evaluation metrics for internal review, as well as review of local partnership agreements.

THE DISTRICT'S DECISION MAKING GUIDE

This decision-making tool provides information to support The District's internal and external conversations with the county, partners, and other user groups about potential changes to The District's recreational assets, programs, and management strategies. The tool should help ensure future decisions reflect District and community values and priorities while reflecting the financial and operational realities at play.

THE TOOL USES A FOUR-STEP PROCESS FOR EVALUATION AS FOLLOWS:

1. Document the Proposed Change in assets, programs, and management.
2. Evaluate the Proposed Change's alignment with The District's Mission & Vision.
3. Identify which Guiding Principles and desired potential outcomes are achieved by the proposed change.
4. Assess the ability of the Proposed Change to provide progress towards The District's desired "Big Moves".

Step 1: Document Proposed Change in Assets, Programs, and Management

Details	Short Answer
Project Description	
Department or internal team involved	
Partners Involved	
Size and Extent of Project or Proposed Change (acres, miles of trail, etc.)	

Step 2: Evaluate the Proposed Change's Alignment with District's Mission & Vision

Vision	Yes/No	Notes
Does the project or proposed change support The District's ability to host a diversity of recreational opportunities?	Y / N	
Does the project or proposed change support stewardship of the beautiful natural environment of the Snyderville Basin?	Y / N	
Does the project or proposed change support providing equitable access to recreational and leisure activities for every age and ability?	Y / N	
Does the project or proposed change seek to help balance stewardship and public recreation activities?	Y / N	

Mission	Yes/ No	Notes
Does the project or proposed change provide outstanding facilities, trails, parks and programs?	Y / N	
Does the project or proposed change inspire individuals and families to engage in lifelong recreational pursuits?	Y / N	
Step 3: Identify Guiding Principles and Desired Outcomes Potential Achieved by Proposed Change.		
Guiding Principle or Desired Outcome	Yes/ No	Notes
Does the project or proposed change prioritize a high quality of service...		
1. Through well maintained facilities?	Y / N	
2. By providing community programs?	Y / N	
3. With safety as an important consideration?	Y / N	
4. With exceptional communication with the public?	Y / N	
5. By supporting community partnerships?	Y / N	
Does the project or proposed change foster environmental stewardship...		
1. Guided by conservation and sustainability?	Y / N	
2. With Low-impact trail systems?	Y / N	
3. Creating space for many types of users?	Y / N	
4. Connecting people with nature?	Y / N	
5. Protecting wildlife & ecological systems?	Y / N	

DOES THE PROJECT OR PROPOSED CHANGE STRIVE FOR OPERATIONAL EXCELLENCE...		
1. By maintaining an appropriate number of staff with valued skills?	Y / N	
2. By providing well organized departments?	Y / N	
3. By providing needed administrative and support spaces?	Y / N	
4. With access to important industry technology?	Y / N	
5. Sharing resources with landowners and other agencies serving a wide range of users from kids to Olympians?	Y / N	
Does the project or proposed change enable education opportunities...		
1. By encouraging users who are courteous, considerate and inclusive?	Y / N	
2. By promoting safe and enjoyable interactions between users?	Y / N	
3. Through the provision of clear expectations, guidelines and rules?	Y / N	
Does the project or proposed change develop a strong community connection...		
1. By empowering local communities?	Y / N	
2. With opportunities for all ages and abilities?	Y / N	
3. With consideration for different family needs?	Y / N	
4. In district-managed facilities which encourage community gathering and events?	Y / N	
Does the project or proposed change provide equitable access...		
1. By hosting a variety of community program types?	Y / N	

2. By inspiring users to try something new?	Y / N	
3. By enhancing access to natural spaces?	Y / N	
4. By ensuring all facilities are inclusive and welcoming?	Y / N	
5. While maintaining affordability?	Y / N	

Does the project or proposed change explore new programming & facilities...

1. Prioritizing the needs of under-served groups	Y / N	
2. Equitably creating opportunities for all ages	Y / N	
3. Which provide year round opportunities	Y / N	
4. With consideration towards enhancing the capacity of high-demand spaces	Y / N	

Step 4: Assess the Ability of the Proposed Change to Provide Progress Toward's The District's Desired "Big Moves"

Big Move	Yes/ No	Notes
1. Does the project or proposed change explore grant funding opportunities?	Y / N	
2. Does the project or proposed change explore bonding options?	Y / N	
3. Does the project or proposed change support staff and career development?	Y / N	
4. Does the project or proposed change help create financially self-sustaining programs?	Y / N	
5. Does the project or proposed change help formalize & establish subdistricts?	Y / N	

6. Does the project or proposed change aid agreements and facility access?	Y / N	
7. Does the project or proposed change promote organizational transparency?	Y / N	
8. Does the project or proposed change enhance equity?	Y / N	
9. Does the project or proposed change strengthen community partnerships and recognize common goals?	Y / N	
10. Does the project or proposed help in delivering essential community needs?	Y / N	

APPENDICES



Appendix A- Social Pinpoint Comments

Comment	Up Votes	Down Votes
I love this bike park. My kids use it often.	10	1
This underpass bike path needs some light	8	0
My favorite dog park in the area because of the amount of open space	5	0
Run a muk is fantastic. I use it a couple times per week. It would be nice if there was a porta potty though. Also a sign that lets people know that you can park on the other side as well. (I know there is a porta potty over there 😊).	3	0
Love all the mtb trails. WOS, Bob's basin and Trailside are amazing. More money should go to these facilities	6	0
Provide more community gathering spaces, I'd love to see more public space in the Kimball Junction.	2	1
Please expand your Nordic skiing options	5	3
Please make Flying Dog directional on the weekend, maybe alternate direction on Saturday/Sunday.	8	2
Uphill traffic should have the right away, regardless of user type.	6	7
Please teach etiquette and user education	3	1
More off-leash areas	2	2
Please create more hiking areas	6	0
Please balance intermediate and advanced riding opportunities, not enough advanced riding right now	3	4
Social programming for youth is very important, please continue to offer this.	2	0
I would suggest making a parking area closer to the Parley's Summit exit and build connecting trails to get to the Summit Park Trail System.	2	0
I would love it if a playground was built somewhere near the Summit Park neighborhood. The closest playgrounds are either private or on school grounds and are closed during school hours	6	1

There is a gap in the paved bike path in front of Woodward. It would be great if the existing paths were reconnected like they used to be before Woodward moved in	1	0
I love the splash pad!!	5	0
I love the groomed nordic trails in this area!	3	0
Please keep the underpass that goes under I-80 as it is. This connects the Wasatch Trail in Silver Creek to the Rail Trail that goes along Promontory. Do not widen it or allow motorized vehicle use.. Equestrians use this tunnel to access the Rail Trail from Silver Creek. If you change this tunnel to accommodate motorized vehicles, you will cut off access to the trails that lead to Coalville and Park City for all equestrians. Thank you.	7	1
This is about the Rail Trail that goes along Promontory and connects Silver Creek Estates to Coalville and to Park City. Please do NOT pave this trail. Paving it will eliminate the ability of equestrians to use this trail and to access Park City trails, Coalville, etc. The current state is in tune with the character of the surrounding area which is rural. Maintaining the rail trail as is considerably less costly than maintaining a paved trail. Thank you.	11	3
Create an equestrian center that provides stabling, an indoor arena and a cross country jumping course. The demand for equestrian facilities is very high in Summit County and there are no public equestrian facilities near Park City. Summit County supports all kinds of sports EXCEPT equestrian sports. Please create an equestrian facility in one of the only equestrian neighborhoods (rural-residential) in Park City.	4	9
I would love to see electric car chargers like those at PC Marc...it makes a huge difference for me as to where I will work out. Thanks for all you do!	1	1
Please continue the morning, 600AM, workout classes in the field house. They are well attended and well run.	1	0
Expand the adult tennis program at Trailside. Currently only a beginner course is provided. Add an intermediate (3.0-3.5) and organized mixed doubles play.	5	1

Would love to see a model airport somewhere in town. For flying rc airplanes, and maybe tied in with a rc track for cars and rc rock crawler course. Rc has gotten extremely popular and the parks that offer this in Salt lake city are always busy.	4	5
Please keep the remaining two tennis courts as tennis courts and do not introduce pickleball onto those courts. These courts are well used and the number of public tennis courts in the Basin area is limited.	14	1
This area has gotten extremely popular, specially with people coming up from salt lake city to escape the summer heat. would love to see more trails and places to disperse the amount of users in this area.	5	0
It would be awesome to see basin rec collaborate with pinebrook masters association on maintaining the local pond for ice skating in the winter. we love the willow creek pond and basin does a great job maintaining it. this would service a different part of the community.	3	4
skate park !	1	0
Add an "adult outdoor jungle gym", similar to the one at Quinn's Junction, to Matt Knoop's park. This will be useful for outdoor workouts such as Power Hour and HIIT.	2	1
Reduced speed limit or more enforcement / signage required due to the number of people speeding up to this dog park / trail head. There are >20 kids that live on Sunrise and cars are speeding up and down on a consistent basis. I've seen several close calls and would hate to have something terrible happen. Trailside does a great job with low speed limits and police enforcement especially during high traffic times of the week / day.	1	0

Something needs to be done about the excess of parents driving their kids to school! Why do we even have school buses if more than half of the student body gets driving by their parents? There should be a tax on dropping your child off at school! especially when most of the parents drive massive suv's or trucks and have one child in the car! The tax could go towards increase teachers pay and providing more staffing for schools. Most just leave their cars running in the trailside lot.	5	1
Pickle ball players should treat park staff with more respect and politeness! Their sense of entitlement is insane!	21	0
Which type of gathering spaces are you interested in?	0	0
Are there any specific locations you'd like to see expanded?	0	0
Any specific features you'd like to see that you enjoy at other parks?	0	0
This lot would be a perfect spot for a Summit Park play park. It has a unique spring and flowing water and is accessible	1	0
The dirt road here needs to consistently plowed to provide parking in the winter. As is it is limited for parking because of snow.	1	0
It's long past time for the promised trails to be developed on the hi Ute property. This access was part of the agreement to conserve this property.	4	0
If a new facility is in the discussion, would love a climbing wall with lead, top rope, and bouldering options. A pool for kids with a slide would also be great. Kind of like what they have in Kamas.	10	0
Please update the locker rooms at Basin.	1	0
I play tennis on these courts all Summer and hope they can remain as a tennis use.	1	0
If you are going to build anything within the existing indoor area please add racquetball courts.	1	1
Please have the pool be open for children beyond lessons. We need open swim opportunities. Ecker Hill Aquatic Center is closed to open swim. We have to drive to Kamas or SLC for our kids to swim (30 minute drive). Swimming is a life skill and everyone should have the opportunity to learn and practice during an open swim.	6	0

We would love to have a designated equestrian space with arenas, stalls and turnouts. There are a large number of horses and riders in the Park City area and not a lot of accommodations. Thank you for considering this idea for open available space.	0	3
This area really needs an equestrian facility like they have in Oakley. It can be a place open to the public for equestrian events of all disciplines, lessons and even a center honoring the legacy of the horse on the West. It would be nice to have a unpaved trails where equestrians can enjoy safe trail riding without worrying about bikes or motorized vehicles speeding around corners which can spook horses and cause accidents.	1	6
more tennis programs would be great!	0	0
It would be great to extend the bike path or bike lane on Old Ranch Rd between Willow Creek and Trailside neighborhoods. Lots of bikers headed to the bike park or Round Valley, road bikers, runners, etc	15	0
Yes, this easement was established in 2004. What is the master plan and timeline to allow access and develop trails?	0	0
Hunter Trail, the north extension of the mid-mountain trail should be connected to a trail system in Toll Canyon. This would keep traffic out of Pinebrook, as it obvious the HOA doesn't like bikes, and allow access to both Summit Park and Gorgoza Park.	3	1
IMO, the development should be balanced across the community and ability level (beginner to Expert). I appreciate the Arcylon and Dead Reckoning trails in Pinebrook (my local trail). Would be nice if each neighborhood could have the same. I'd like to think my annual donations are going to build and maintain expert trails (Empire, Raspberry Lane, Dead Reckoning) but also support all levels of riding.	0	3
Thank you for the installation of the flashing signs to help with traffic calming! The kids riding to school (and their parents) are so grateful!	5	0

The stretch from Silver summit parkway intersection to here is sketchy on a bike. There is a dedicated bike lane, but still a little nerve-wracking to ride before connecting again with the bike path	5	0
Anticipate there to be a need for additional traffic calming during peak times with the new addition of the turf fields.	4	0
Need a safer way to cross over the overpass as a pedestrian when traveling from Silver Summit Parkway/Highland Drive to the roundabout... perhaps some sort of bike lane barrier to help shield the pedestrians from the vehicles? Anticipate likely more pedestrian traffic as Silver Creek Village gets built out.	5	0
Drivers turning right to get onto 40 do not reliably use their right-hand turn signal. It makes it difficult for drivers to get off the exit to make a left onto Silver Summit Parkway, leading to a backup on the off-ramp/exit. Make a turning lane to get onto 40? Or put up a sign to remind drivers to use their turn signal? Or make the off-ramp a right-hand only and force drivers to use the roundabout?	2	0
Basin doesn't need to develop harder trails or easier trails. trails built should reach the majority of skill level for people to enjoy. creating expert trails serves a small percentage of people. leave the expert trails for Private land ownership	2	2
Here would be a cool place to have a full 18 basket disc golf course. lots of opportunities for different shots to be had.	3	2
This would be a cool spot for a disc golf course. With the trees and steep mountain terrain. However this could impact more congestion, and crowds considering bikers, hikers, and snowsports	1	2
We need additional indoor and outdoor pickleball to meet the growing demand in the Park City and Summit County area. A facility would need 8 indoor courts and 16 outdoor courts.	4	1

<p>I understand your concern. Just so you understand: Many parents are not allowed to have their kids ride the bus. You have to live a certain distance away from the school to be allowed to ride the bus. You could say, "well, they should walk then" but my 5 year old would have to walk through 2 busy roundabouts, and 1 gas station in order to get to school (not to mention weather issues). There is also a shortage of bus drivers in the district. People who apply to ride the bus get denied.</p>	1	0
<p>Would love to see an aquatic center with slides and splash area (better for younger kids), Like south summit has too!</p>	2	0
<p>Basin Recreation needs to offer some kind of childcare. Parents with young children are underserved... This would be like not offering classes for Senior Citizens. This should be a top priority for our community. Yes, there are classes where parents can bring their children, but that makes it so parents often are constantly interrupted and not getting the mental break and physical exercise they need. Plus, those classes are only offered for a few unique formats. Obstacles can be overcome.</p>	13	1
<p>Yes!</p> <p>If you don't want to have to get licensing to change diapers, we know facilities that just go get the parents when a child's diaper needs to be changed.</p> <p>Matt Knoop park is also not super safe for children at Power Hour. Children are often playing in the playground far away from parents in the class on the field. A child could run into the street before a parent is able to get there. Many parents can't even see their children from where they are standing.</p>	2	0

Can we make the area within kimball junction/redstone more bike friendly? I love the trail around redstone and the preserve, but once you head into the shopping district it's very dicey biking around. I try to bike to the grocery store but once I get off the Paved trail it feels like I have no where to bike safely without being on the road. Maybe a trail or at least signs so bikers, pedestrians and drivers are all cautious of each other and know each other's rights/right of ways?	3	0
I would love to have indoor pool option with aquatic playground, as well as childcare during exercise classes. Indoor track	3	1
Summit Park is full of young families. A playground is really needed.	0	0
Not sure about location but having a family friendly pool like the one in Kamas is the one thing we are always sad we don't have. Slides, kids area. Etc. Also a park/playground closer to Summit Park. It's always a longish drive for us to take the kids to the closest one.	7	0
I'd love to see another splash pad in Park City. Trailside seems like a great place for one. I love the one at the Sandy Ampitheatre as it has a few different areas of water play with a grassy area right nearby. Allows for kids to do multiple activities outside right in one spot. The splash pad at the fieldhouse is good, but small and in a parking lot.	1	0
Pine brook should not exclude public from accessing trails. This hinders the community from getting involved. Pine brook serves themselves.	4	1
Would love to see more swimming options for toddlers and infants. Especially classes where they can learn life skills. We tried to sign up for classes this summer and they filled up fast! Open swims would be a major plus too!	0	0

While I agree that traffic can be heavy, this comment is short-sighted. I look forward to the days that I can ride bikes with my two young children to/from school, but remember that this is an elementary school. I don't want my kids biking on Highland Drive, and they can't yet get up and down the hills needed for us to get to school on the trails from our house. We don't qualify for a bus. I'm actually impressed with how smooth drop off and pick up is. I've never seen cars left with engines on.	0	0
Could there be a tennis court and pickle ball court at the Cline Dalhe (sp?) parcel? It's owned by the county. I think it's between Jeremy Ranch Elem and the Powder Paws/Office park development	1	2
Would love to see childcare as an option so parents can workout while their kiddos play! Power Hour is an amazing opportunity for parents to get in a workout without having to hire a babysitter but you really can't be 100% IN. I always recommend Power Hour to newbies to PC as an opportunity for new residents to meet other parents, very grateful it's an option!	8	0
This is a huge deal for me too. I moved here several years ago and would have been paying membership fees for the entire time we've lived here if there was childcare available onsite. As the other commenter said, I'd happily come change my child's diaper if needed. I can't justify paying for a membership when I'd never be able to go since I have preschool aged kids. With childcare available, member numbers would certainly increase!	5	0
Stop grooming this trail in April so that the snow will melt faster and I can return to riding my bike to work on it. I avoid it when there is still patches of snow and ice on it.	0	0
Basin should support the ice arena more. A lot of us basin residents use it.	2	0

<p>Please include an option for childcare while parents exercise at Basin Rec. Having childcare is often the determining factor when families choose gym memberships. Park city has very little or no gym options with childcare and yet the demand is great. Currently I pay a babysitter 25\$ an hour so I can go exercise. 50\$/ day + gym membership so I am able to exercise for 1.5 hour. Does that make sense?</p>	0	0
<p>I wonder if there would be consideration of putting a bike lane in here - on both sides of the road - on Trailside Drive between Old Ranch Road and as far as Trailside School. There is currently an area on both sides between the road and sidewalk which is gravel. It's about 3 ft wide and I think it would be an idea to put blacktop there and have it as a safe space to ride (or run in the winter) rather than the gravel, which gets washed out, and filled with pot holes, and looks messy.</p>	0	0
<p>While my kids are now in school full time, this would have been super helpful for me when they were younger. My husband is a pilot with odd hours and scheduling, so I could never commit to any classes that did not allow children. Additionally, while I very much appreciated the classes that allow kids to come and hang out while I worked out, I was often distracted as I tried to keep an eye on them. Having the option for childcare onsite would, in my opinion, be very helpful for moms of littles.</p>	1	0
<p>Childcare would be a game changer for me! I'm a new mom and would love to be able to freely workout again.</p>	3	0
<p>Consider adding more fat bike groomed trails in the winter. Upgrade the splashpad or expand to more locations because it's too congested. Consider adding more toddler and mommy classes and offer hourly childcare at the basin rec.</p>	2	0
<p>If any indoor changes will be made, please add racquetball courts. And continue to protect open space lands.</p>	0	0
<p>If we have a park keep it as natural as possible (i.e. use gravity for slides, keep lots of native vegetation, etc.).</p>	0	0
<p>This is another location where a park can be placed.</p>	1	0

<p>I agree that this would be a great location for a new indoor, kid-friendly play/sports facility. There's not much for kids to do inside in Park City. Woodward has limited hours and is very expensive. An indoor pool would be amazing, but I'd also love an indoor play area with slides and climbing structures for a variety of ages. Could even have a mini golf area, indoor soccer field, etc. Consider space for party rooms as additional revenue stream.</p>	0	0
<p>It would be great if the two tennis courts at Willow Creek Park could be lined for Pickleball too and portable nets were made available, that would create 4 extra courts. Willow Creek Park is the primary location for the Park City Pickleball scene and there are regularly 32 people playing, with another 25 - 30 people waiting to play all while the two tennis courts sit completely vacant and unused over 95% of the time.</p>	0	4
<p>Please consider improving the lighting in the basketball courts area at Basin Rec. For Pickleball specifically, the lighting is very funky and the balls are really hard to see regardless of ball color.</p> <p>It would also be great to see additional dedicated indoor Pickleball courts built (with outdoor surfaces). Pickleball is the fastest growing sport in the world and there is a huge Pickleball scene in PC that needs additional courts both indoors and out. Thanks for all that you do!</p>	0	0
<p>It would be great to see 8 dedicated indoor Pickleball courts built (with outdoor surfaces) along with 16 outdoor courts (with lights). Pickleball is the fastest growing sport in the world and there is a huge Pickleball scene in PC that needs additional courts both indoors and out. Thanks for all that you do!</p>	0	2
<p>It would be great to see 8 dedicated indoor Pickleball courts built (with outdoor surfaces) along with 16 outdoor courts (with lights). Pickleball is the fastest growing sport in the world and there is a huge Pickleball scene in PC that needs additional courts both indoors and out. Thanks for all that you do!</p>	0	0

It would be great to see additional Pickleball courts built anywhere it is possible. Pickleball is the fastest growing sport in the world and there is a huge Pickleball scene in PC that needs additional courts both indoors and out. Thanks for all that you do!	0	2
Make all Basin Rec trails open to Class I e-bikes, or at least legalize for senior citizens without restriction.	1	1
Work with the school district to upgrade to an Olympic 50 meter pool at the Aquatic Center. Add more parking for the Aquatic Center and fields surrounding Ecker Hill School.	1	0
Splash pad at city park would be awesome	2	0
Would be great if any of the facilities at trailside park were equipped to house a concession stand.	0	0
Same! I have a two month old baby and I'm wondering how I'll keep my body healthy when the weather turns. The MARC shut down their childcare and I used it all the time for my older kids. I'll happily come change diapers! It's shocking that park city doesn't offer childcare.	0	0
I would love a basic park. A slide, swings, 2 platforms with a bridge connecting them. And maybe some monkey bars. The parks at JRES and the outlet mall are great. The park at Ecker Middle school is horrible for little kids	0	0
Invest in a VeloSolutions pump track (https://velosolutions.com/pumptracks/) either at the trailside park, Matt Knoop, or near the jump park in town. They're so fun--for kids and grown-ups alike!--and since they're paved, they'd be usable earlier in the spring, and later in the fall than dirt pump tracks.	3	0
Please bring back the punch passes!	3	0

I may be totally out of the recreation loop here and my comments have nothing to do with childcare; however, I believe childcare should be offered.. Correct me if Im wrong. It's insane that Park City/Basin Rec taxpayers with all our young families can't have access to a public pool facility such as what Kamas has year round. Right now, I believe you have to join a private club and sign a contract to find anything close to that. Our Aquatic Center located at Treasure Mountain Middle school has no	3	0
no slides or other fun water activities for our youngsters over the winter months. The MARC's outdoor pool is closed over the winter. The fieldhouse pool at Kimball Junction is also outside so it's not utilized to its fullest extent. Why were there no options for that pool to remain open year round and covered from the elements from the beginning? There are so many rec centers in SLC that have combined pools and ice rinks and climbing walls and classes offering so much more to their residents fo	1	0
Indoor and/or outdoor beach volleyball courts	0	1
Directional trails!	2	1
Make the flyingdog directional in spring and fall	2	2
Connect wasatch crest trail to toll canyon without having to poach pinebrook trails	2	1
expand indoor soccer/baseball facilities for spring and fall recreation	1	0
No MORE PICKLEBALL. the sport wont grow forever and we will be left with alot of empty courts.	0	0
A magic carpet or handle tow on or adjacent to trailside bike park for community kids skiing! With big businesses owning the resorts it is clear the local community should take a hand in providing it's young kids the opportunity to learn to ski.(PCMR charging for parking as an example) Trailside park has great terrain for "beginners"skiing.Can be done in small footprint way relative to the soccer fields, bike park, playground, tennis courts,dog park,bathrooms and 2parking lots already in place.	6	0

Absolutely needed in our community for the children to learn to ski in a fun, safe environment. They don't need a big resort just a little ski lift, a few easy runs. Of course snowmaking and a a small cat would be needed but we should be able to get most of this equipment donated Let's do it	1	0
This trailhead needs a yearround bathroom!	0	0
This trailhead needs a year-round bathroom	3	0
The new turf fields at Trailside are a great idea but it is only 1/2 way there. We need those fields to have lights on them in the evening and a dome on them for winter use. There are so many club/rec sports in this town but not enough facilities that accommodate our winter weather for these teams to get the field time they need to be good.	1	2
All of the trends saw pickleball is going to continue to grow, especially in the 18-35 demographic. Projections have it growing 4x in the next 8 years. Good news is 16 pickleball courts only take up the space of 4 tennis courts.	0	0
I completely agree!! Lights and a dome! And some Girls' lacrosse lines. :)	0	0
Can Treasure be turned into indoor field space? There is a major lack of indoor field space compared to the demand in the winter.	1	0
It would be wonderful to have a public "plaza" or gathering space which could be activated by music, comedy,etc	1	0
Climbing Gym!	4	0
Buy the property at the rasmussen & Homestead corner and add facility for recreation courts or open space.	0	0
More trails for walking. Buy up and help preserve the land/wilderness. Preserve the land!	0	0
Sledding Hill!	0	0
A hiking-only trail along the southwest region of the property would create a great connector trail.	0	0
Climbing/bouldering gym please!!!	4	0

Share Trails! Even Days = Bike/ski Odd Days = Off leash dogs (Like Millcreek)	0	6
Tissle Removal	0	0
Indoor Sauna	1	0
Dedicated Trails	0	0
My taxes have gone up 1000% and I will have to sell my home because the county spends too much money	1	2
Pool and Workout area	0	0
Preserve Horse Heratige in PC	0	0
More taxes on Silver Creek Homes to pay for their facilities. I can't afford to pay for them.	1	0
More designated dog-friendly trails	1	2
Pave the parking lot at Run-A-Muk Please	1	0
Lap swimming for adults	0	0
Safe Walking Trails preserved (no extreme biking on them) in beautiful areas	1	0
Pickleball, dog park, and working out facility with climbing gym	1	0
Need indoor AND outdoor pickleball courts	0	1
Indoor Pickleball with tennis-court surfacing	1	3
XC ski track - Charge for skiing with out-of-county pricing	0	0
Create family/kids alpine skiing magic carpet or t-bar by bike park	2	0
Pickleball for all seasos!	0	3
More indoor Pickleball	1	1
There are lights in the underpass, they don't always go on. Are they motion activated?	0	0
More Nordic Skiing!	0	0
Spend \$ on ADA compliant trail center posts & gates at street crossings for safety	0	0
Create large barn-like facility (Like Rlvers Bottom) Open it Th-F-S-S for private events. MTW- days for 501c3 and other "public" events and building will pay for itself!	0	0
Indoor Pickleball facility with actual court surfaces	0	1
Add a family/leisure aquatic facility in Silver Creek!	5	0
Creat multi-use trails with equestrian facilities.	0	1
More winter rec opportunities	0	0

Equestrian areas should be separated because they don't pick up poop	0	0
is there any way to get an easement to connect silver creek trail in this area to the rail trail near the Promontory Trail head? This would allow us to stay off the road.	0	0
Reroute of Rob's to bypass private property and remain open year round.	1	0
Would love to see this become directional!	0	0
Would love to see an aquatic center like the one in Kamas! Indoor rec pool and 50m lap lanes.	2	0
Please do not pave this rail or create more development around it! Cyclists like the gravel path and there's no need to pave it and increase the cost and time to maintain it. There are enough paved trails in the area.	0	0
It would be great to develop a proper trail to main Summit Park area trails from here. Perhaps develop the old highway as a wheelchair accessible trail. Other than it's proximity to I-80 it is beautiful.	0	0
Trail that connects New Toll Canyon/Toll Canyon to Mid-mountain trail, thereby connecting to rest of Basin Rec trail system.	1	0
Extend Toll Creek trail to PCMR/Canyons and more trails in general.	0	0
Basin needs to support the ice arena	0	0
A pool for kids--similar to Kamas pool, for indoor year round use.	1	0
Unfortunately this is not the right area for this idea. They park the life-flight helicopters at the sewer treatment plant. They can't fly around drones and model airplanes.	0	0
Need a working crosswalk. Some of the current signs are missing and there is not one painted on the road. No one stops. I think a blinking light that can we pushed when one wants to cross the road would work best.	0	0
An overpass/underpass. Or a complete stop light. This is a very dangerous crosswalk. Most don't stop even when light is pushed to cross. The light only works some of the time.	0	0
Add another sheet of ice. Indoor preferably, but outdoor during the winter would help alleviate some of the needed use.	0	0

Connect this underpass with a trail over to the rail trail. Right now, one is forced onto the road for several miles to get back to dirt trails. A connection from here across the fields to the rail trail would make recreation more accessible.	2	0
Please bring back the punch pass option at the rec center!	1	0
I love the splashpad!	0	0
Please bring back the punch passes!	1	0
I'd love to see the Road to WOS loop become directional.	0	0
For the love of God, Stop the Dakota Pacific Project!	0	0
Disc Golf Course. Start here and zoom through Triangle. be neat to have an 18 hole course. its low maintenance, easy to build, low foot print, and most people have the ability to play. please consider	1	0
Trail maintenance and improvements long overdue. Trails are rutted and not maintained. Additional trails and loops need to be added to disperse traffic and use.	0	0
Realign new multi use trails to better fit with the user flow and traffic. New trails are not well aligned and do not connect well with ingress/egress points.	1	0
Please put up no parking signs along the road by trailside park. My son was cut off on his bike by a soccer mom who never even saw him when he crashed and injured himself. There are enough parking lots in the area that parking along the road is not necessary.	1	0
Have any future bike path for Old Ranch Road, cut through W. 5200 N. This would help connect the Silver Springs area with Trailside and beyond.	0	0
This trail is way under used because it is too over grown. I little work to clear the overgrown brush would increase use and keep down the bloody shins. Not sure this is Basin recs, trail ?	0	0
Love the snow kiting option here.	2	0
This is indeed a Basin Rec Trail! Thanks for the comment!	0	0

Appendix B- Engagement Findings

Focus Group Perspective Summary

Silver Creek Summary

Exterior

- Create dedicated covered bike storage with ample bike parking.
- Consider the impact of wind and snow drifting during the winter.
- Provide covered/protected areas for spectators.
- Explore opportunities for exterior fields, potentially on other sites.
- Facilitate wildlife crossing and minimize disturbance of natural landscape.
- Ensure sufficient site parking.
- Consider low-impact outdoor lighting at a later phase in the implementation process- not immediately critical.
- Need for playground/park which accommodates several age groups.
- Create separation between field space and rec center space.
- Explore site interaction with dedicated bike lanes connecting into surrounding neighborhoods.
- Avoid concentrating all facilities in one area, okay to disperse.
- Prioritize turn over grass to allow year-round use.
- Ease of access to the site from US-40/I-80 is critical to success.
-

Indoor

- Maximize indoor space.
 - o Interest in a “low and wide” facility to preserve neighborhood views, but allow ample recreation space.
- Kid-proof space and provide age-appropriate “unstructured” play areas.
- Create passive areas like shaded picnic areas.
- Create a similar feel to a “community center”.
- Food and beverage service is not a priority. This can be satisfied by surrounding services in area, with on-site needs met by vending on-site.
 - o Concession space may be an option if site will host competitions
- Provide lounge/seating space.
- New concepts of recreation including a climbing wall, ping pong, etc.
- Provide “unprogrammed” time for community use.
- Provide seating and simple spectator amenities.
- Provide publicly available multipurpose space for events, meetings, dancing/other programming.

Programming and Memberships Summary

- Programming offerings have increased over time.
- Fitness programs add extra value to the existing fieldhouse membership.
- Camps add value to the community, especially during holidays and school breaks.
 - o Basin Recreation has enough variety to satisfy camp needs, other than overnight.
- Explore opportunity for futsal league, current participants commute to Heber.
- Provide class opportunities in the evenings to support residents working traditional work hours.
- Expand on mountain-biking seminars for all levels.
- Target aquatics for younger families.
- The community has a historical reliance on camps for childcare.
 - o Expand camp hours to better align with working hours.
 - o Provide day-camp opportunities during non-traditional times (school breaks, holidays) for working parents.
- Prices are reasonable compared to other providers in the area.
- Prices feel unsustainable – relying on increasing taxes doesn't feel sustainable.
- Reliance on taxing provides equitable access to the greater community.
- Gaps:
 - o Childcare
 - o Aquatics
 - o Indoor space
- Ensure we are providing access for lower income groups and a strong focus on equity.
 - o Identify opportunities to spread information on access and information.
- Identify opportunities for non-competitive youth recreation outside of high school sports, and for offseason participation.

Outdoor Facilities

Trails & Open Space

- Trespassing in areas where restoration is occurring is an issue in areas.
 - o Restoration and recreation is not equivalent.
 - o Biggest impacts are: off lease dogs and invasive weeds at trailheads.
- Invasive weeds can be dealt with by educating more people, so they can pull weeds independently.
- There is a need for public land dedicated to equestrian use.
- Provide more multi-use trail and equestrian specific trails
- Basin Recreation can partner with open space managers to education about trail etiquette and invasive weed management by helping a multi-faceted public education.

Fields, Courts, Play Areas, etc:

- Facilities are generally approachable, inviting, high quality, accessible, and well managed.

- There is a need for protected public equestrian facility to increase access to equestrian recreation and therapy for the community.
- Extended field hours through additional low-impact lighting.
- Create a consistent and standardized system for field resting.
- Ensure new turf fields are “safe fields” (i.e. adding a shock pad under turf)
- Manage resourcing during seasonal “spikes” when several programs are underway and there is limited capacity.
- Future pickleball facilities should recognize the importance of seating and community space in the vicinity. Pickleball is a community sport.
- Don’t compromise facilities by meeting different groups halfway. Invest in full facilities to best need community need.
- Explore opportunities for partnerships to support community recreation to provide community skiing, equestrian, etc.
- Establish a snow-removal plan to maximize facility use.
- More programming for all level youth – create opportunities for recreational level activities – off season recreational programming.

Stakeholder Engagement Summary

PCSD

Key Points:

- Limited facility space is limiting program sizes
- Communication within Interlocal Agreement is working very well for PCSD
- Additional indoor space is critical to mainlining a consistent level of service
- 50m lap pool in extremely high demand
- High-ceiling multiuse area (preferably with turf) is in critical need for the PCSD
- Combined facility development between PCSD, Basin Rec and Summit County is a community priority
- Additional outdoor field space, especially with plowable astro-turf, is critical
 - o LED low-impact lights, like at Quinns and Dozier, are strongly desired not critical
- Providing public transportation between High School and facility is critical

Community Recreation

Key Points:

- Basin Recreation usually provides great communication.

- Critical need for winter practice space, and spaces with lighting.
- Rapidly growing programs are outpacing facility capacity.
- Develop criteria for space allocation, this should focus on creating equity between user groups.
- Maintaining relatively affordable facility space is important to providing equity in programming.
- Ensure that pricing aligns with program group size, facility use need, and availability of space for group use.
- Community recreation groups have outpaced available space in the Park City area and must travel to Salt Lake City for facilities.
- Basin Recreation provides value in their new participant programs, filling the gap between new participants and club-level participation.

Community Groups

Key Points

- Interaction with district staff is effective and easy (permitting, event planning, etc)
- Affordability and accessibility of facilities is important.
- Provide flexible opportunities for facility use (punch cards)
- Transit is critically for connecting trailheads, rec facilities, and major destinations like schools and social facilities
- Moving forward, better coordination between similar programs in different organizations would help reduce competition. There is value in resource sharing and communication between recreational programmers
- Tap into existing resources like elementary school gyms and field to provide additional facility space
- Provide a place for teenagers to be
- Provide a range of senior programming in partnership with senior centers and groups
- Trailheads are limited by parking and may present safety concerns from overcrowding.

Trails & OS

Key Points

- There is clear communication across trail managers.

- Participants support shared resources when possible.
- Changing trail use (i.e. lift served riding) is impacting trails in a new way, requiring maintenance more often.
- Trailhead parking is a critical need.
- Focus on long-term connections to different trail systems across the county.
- Open space management is adequate but needs more attention within District planning.

Resorts

Key Points

- All managers are experiencing heavy trail use, requiring more communication with Basin Recreation to manage use
- Interest in connecting the up and coming Mayflower trail system with surrounding networks
- Create user specific trails to help separate uses in critical spaces
- Consider the impact of restricted easements on land owners - ensure they have access to use facilities on land for events and programs internally
- Focus on regional solutions for common problems. There are shared issues along managers but often solutions only go towards areas with funding.
- Create a standard for what Open Space should/shouldn't be used for
- Create collaborative process for invasive mitigation between different agencies.

Transportation

Key Points

- County is conducting a study for the "Home Depot" offramp and intersection
 - o Study should identify more options for connectivity, with the potential to add another ramp south of 40
- Evaluate enhanced opportunities between Pace and Highland, and from the site to Trailside
- Consider EV Options for Site
- Active transportation connectivity should be a large focus of the project, and should consider the tunnels connecting under 40 and I-80
- The transit team prefers the "ride and dial" approach rather than fixed routes to outlying facilities

County Recreation

Key Points

- More ice capacity needed. City is exploring potential expansion in the Quinn's area.
 - o Ice is not a community priority
- MARC undergoing macroplanning process
 - o Rebuilding MARC pools
 - o Expansion to include additional courts
- Greatest need is field space
 - o City would prefer to add lighting to extend hours rather than build new fields
- City prefers a "tradeoff" with Basin to match facility for facility rather than cost splitting or sharing responsibility – Basin provides x, the city provides y.
- Critical need for daycare and camp opportunities
- Eliminate barriers for moving kids from city rec to private programs with scholarships
- Initiate a sliding fee scale
- Set clear commitment standards for future resource sharing

Underrepresented Community Leaders

- The Park City Foundation relies on the flexibility of Basin Recreation during registration to allow additional time for registration. Working with ESL families lengthens the time needed to register for youth programs in particular.
- PCF is exploring the idea of community ambassadors to get families signed up for programs and assist in registration. PCF would love to see collaboration between the District and ambassadors to promote the program and provide perks for these community volunteers.
- Many Latino families are moving out of Park City and into Wasatch County, yet still working in Park City. PCMC allows for families working in PC to apply to scholarship programs, even if their residence is outside of municipal boundary. PCF likes this and would be interested in the District explored this.
- RISE is interested in providing opportunities for intermural or seasonal non-competitive leagues for all students, but especially students who want to improve their skills in low-pressure environments.
- The current registration system is extremely challenging for many parents. Between limited Spanish capabilities at District facilities and limited capacity for PCF assistance, many families are left in the dark.
- Continuing to build trust is critical to strengthening these relationships.
- MARC offers income scale, and free admission when school is out, Free Monday for students – winter "places" for teens. PCF and local residents value this and would love to see Basin Recreation explore similar options.

Appendix C- Market Summary

Ballard*King & Associates (B*K) as a sub-consultant for SE Group is completing a master plan for Basin Recreation District. The first step to complete this scope of work is to determine service areas for analysis and recreation/leisure activities.

B*K accesses demographic information from Environmental Systems Research Institute (ESRI) who utilizes 2020 Census data and their demographers for 2022-2027 projections. In addition to demographics, ESRI also provides data on housing, recreation, and entertainment spending and adult participation in activities. B*K also uses information produced by the National Sporting Goods Association (NSGA) to overlay onto the demographic profile to determine potential participation in various activities.

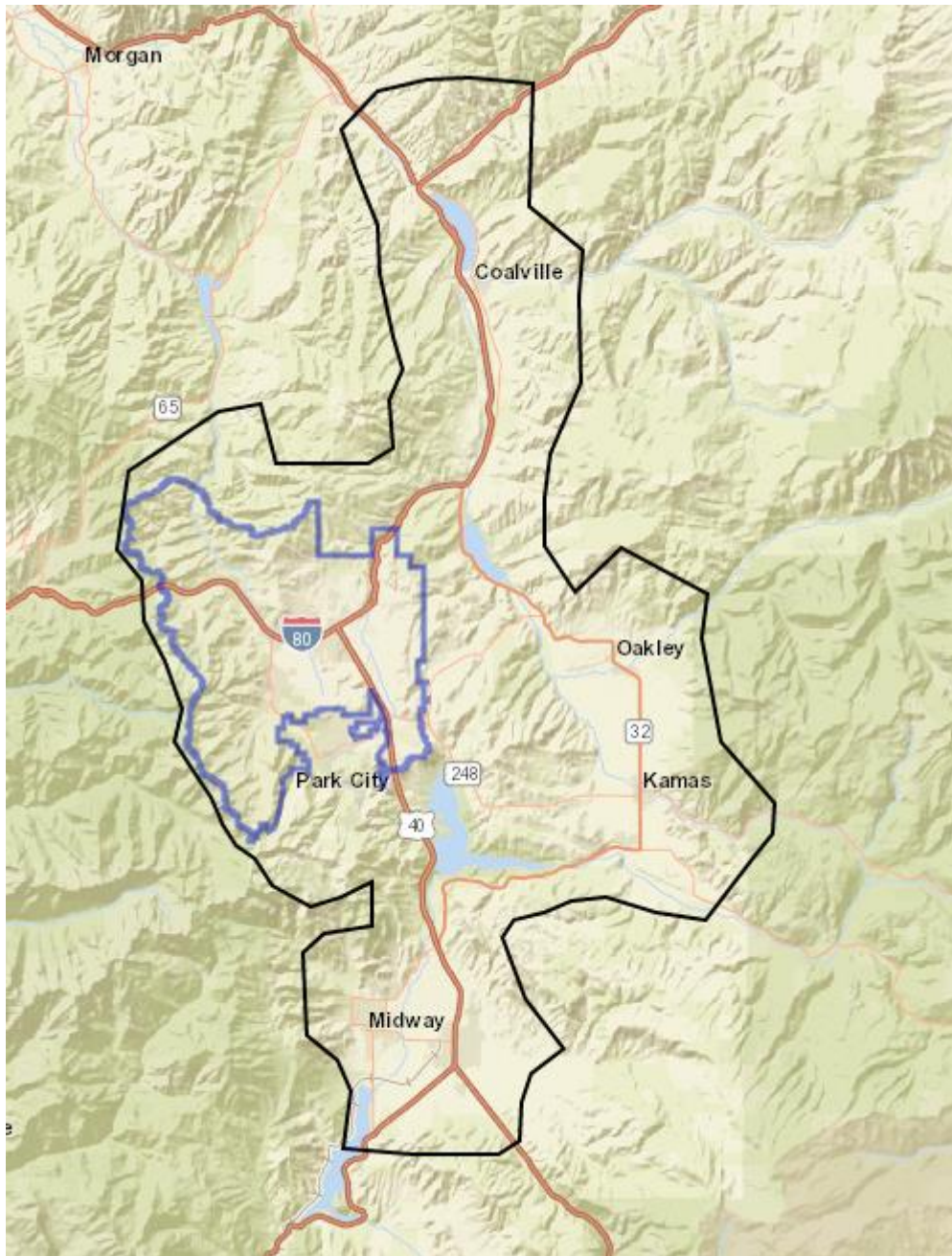
Service Areas: The information provided includes the demographics from the Basin Recreation District (Primary Service Area) and a larger Secondary Service Area comparison data for the State of Utah and the United States.

Primary Service Areas are defined as the distance people will travel on a regular basis (a minimum of once a week) to utilize recreation facilities. Use by individuals outside of this area will be much more limited and will focus more on special activities or events.

Service areas can flex or contract based upon a facility's proximity to major thoroughfares. Other factors impacting the use as it relates to driving distance are the presence of alternative service providers in the service area. Alternative service providers can influence participation, membership, daily admissions and the associated penetration rates for programs and services.

Service areas can vary in size with the types of components in the facility.

Map A – Service Area Maps



- Blue Boundary – Basin Recreation District, Primary Service Area
- Black Boundary – Approximate 30-Minute Drive Time, Secondary Service Area

Demographic Summary

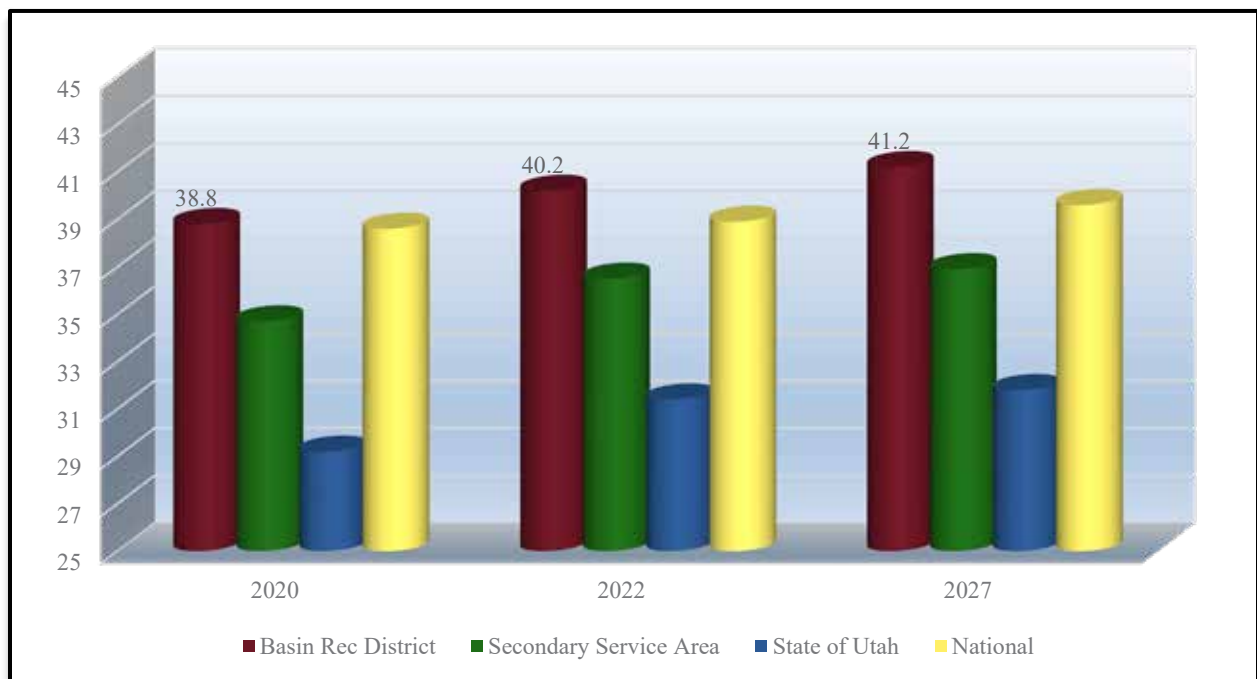
	Basin Rec District	Secondary Service
Population:		
2020 Census	20,922	72,294
2022 Estimate	21,710	76,671
2027 Estimate	22,316	81,512
Households:		
2020 Census	7,748	25,114
2022 Estimate	8,042	26,447
2027 Estimate	8,270	28,014
Families:		
2020 Census	5,356	17,359
2022 Estimate	5,729	19,485
2027 Estimate	5,862	20,625
Average Household Size:		
2020 Census	2.69	2.86
2022 Estimate	2.69	2.88
2027 Estimate	2.69	2.90
Ethnicity (2022 Estimate):		
Hispanic	8.5%	13.2%
White	85.7%	83.6%
Black	0.5%	0.4%
American Indian	0.3%	0.5%
Asian	2.2%	1.5%
Pacific Islander	0.1%	0.1%
Other	3.9%	6.6%
Multiple	7.5%	7.3%
Median Age:		
2020 Census	38.8	34.7
2022 Estimate	40.2	36.5
2027 Estimate	41.2	36.9
Median Income:		
2022 Estimate	\$144,636	\$103,098
2027 Estimate	\$165,465	\$112,395

Age and Income: The median age and household income levels are compared with the national number as both of these factors are secondary determiners of participation in recreation activities. The lower the median age, the higher the participation rates are for most activities. The level of participation also increases as the median income level goes up.

Table A – Median Age:

	2020 Census	2022 Projection	2027 Projection
Basin Rec District	38.8	40.2	41.2
Secondary Service Area	34.7	36.5	36.9
State of Utah	29.2	31.4	31.8
Nationally	38.6	38.9	39.6

Chart A – Median Age:



The median age in Basin Rec District is similar to the State of Utah and the National number. A lower median age typically points to the presence of families with children. Parks and recreation activities, programs and events draw a large demographic but tend to be most popular with youth and their parents. Grandparents are becoming an increasing part of the household though as they care for and are involved with their grandchildren.

The following chart provides the number of households and percentage of households in the Primary Service Area with children.

Table B – Households w/ Children

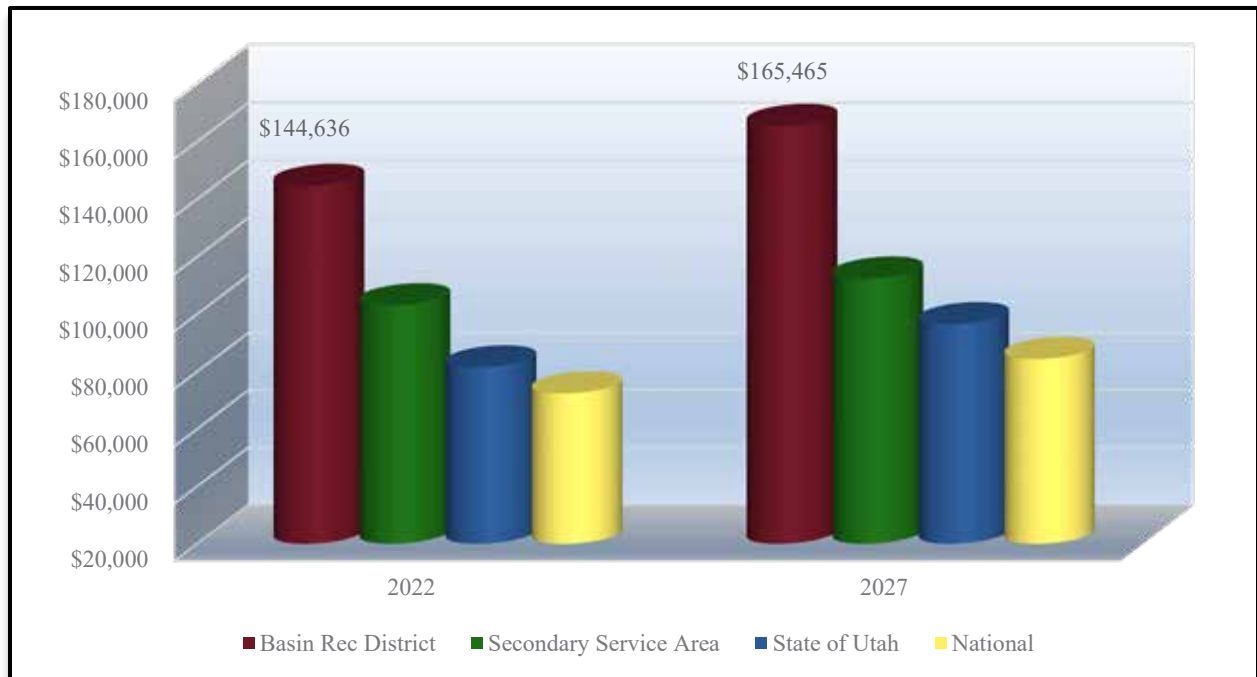
	Number of Households w/ Children	Percentage of Households w/ Children
Basin Rec District	2,544	36.1%
Secondary Service Area	8,691	37.4%
State of Utah	--	40.2%

The information contained in Table-B helps further outline the presence of families with children. As a point of comparison in the 2020 Census, 30.7% of households nationally had children present.

Table C – Median Household Income:

	2022 Projection	2027 Projection
Basin Rec District	\$144,636	\$165,465
Secondary Service Area	\$103,098	\$112,395
State of Utah	\$81,491	\$96,559
Nationally	\$72,414	\$84,445

Chart B – Median Household Income:



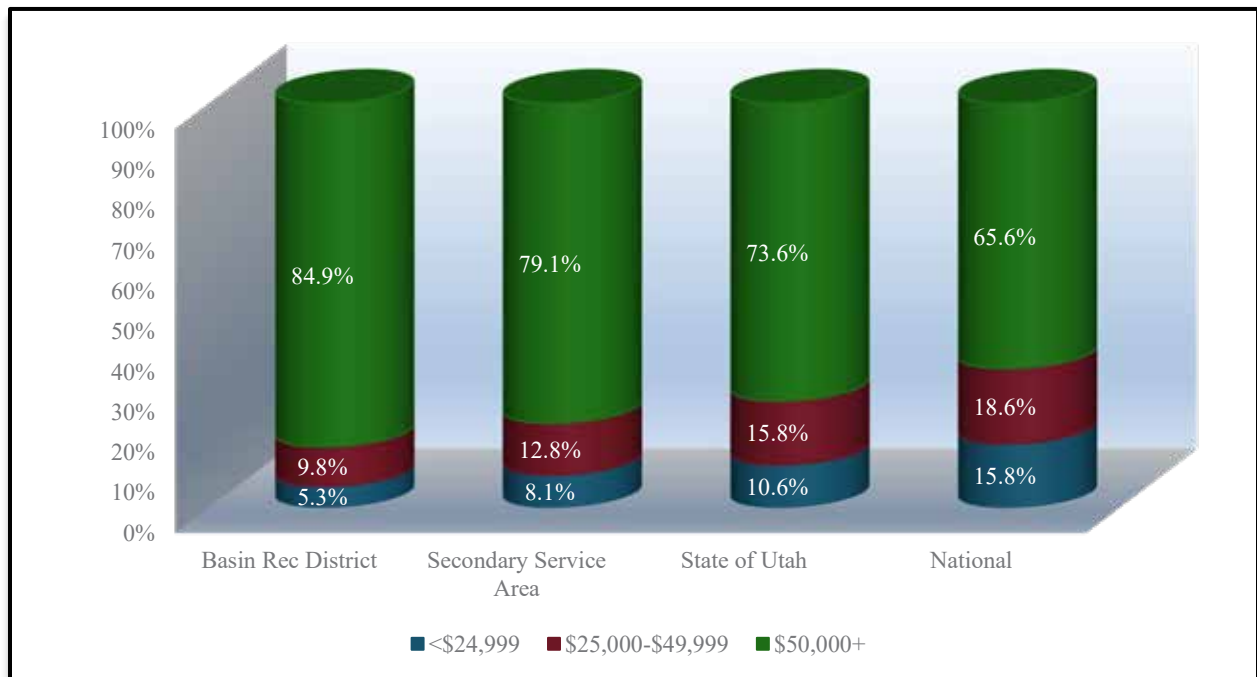
Based on 2022 projections for median household income the following narrative describes the service areas:

In Basin Rec District, the percentage of households with median income over \$50,000 per year is 84.9% compared to 61.6% on a national level. Furthermore, the percentage of the households in the service area with median income less than \$25,000 per year is 5.3% compared to a level of 18.0% nationally.

In the Secondary Service Area, the percentage of households with median income over \$50,000 per year is 79.1% compared to 61.6% on a national level. Furthermore, the percentage of the households in the service area with median income less than \$25,000 per year is 8.1% compared to a level of 18.0% nationally.

While there is no perfect indicator of use of an aquatic facility, the percentage of households with more than \$50,000 median income is a key indicator. Therefore, those numbers are significant and balanced with the overall cost of living.

Chart C – Median Household Income Distribution



In addition to taking a look at Median Age and Median Income, it is important to examine Household Budget Expenditures. In particular, reviewing housing information; shelter, utilities, fuel and public services along with entertainment & recreation can provide a snapshot into the cost of living and spending patterns in the services areas. The table below looks at that information and compares the service areas.

Table D – Household Budget Expenditures¹:

Basin Rec District	SPI	Average Amount Spent	Percent
Housing	179	\$50,977.71	31.7%
<i>Shelter</i>	182	\$41,590.94	25.9%
<i>Utilities, Fuel, Public Service</i>	166	\$9,386.77	5.8%
Entertainment & Recreation	178	\$6,547.99	4.1%

Secondary Service Area	SPI	Average Amount Spent	Percent
Housing	139	\$39,653.08	31.5%
<i>Shelter</i>	140	\$32,023.18	25.5%
<i>Utilities, Fuel, Public Service</i>	135	\$7,629.91	6.1%
Entertainment & Recreation	140	\$5,142.11	4.1%

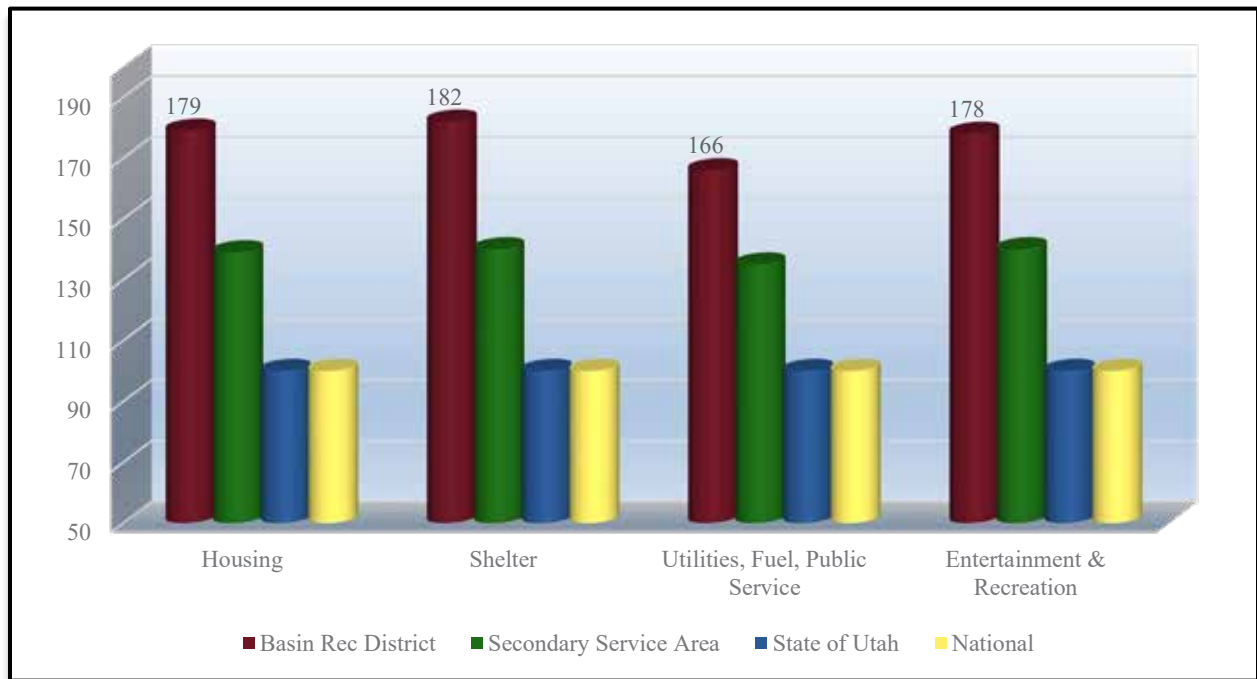
State of Utah	SPI	Average Amount Spent	Percent
Housing	100	\$28,579.44	31.6%
<i>Shelter</i>	100	\$22,898.90	25.3%
<i>Utilities, Fuel, Public Service</i>	100	\$5,680.54	6.3%
Entertainment & Recreation	100	\$3,681.24	4.1%

SPI: Spending Potential Index as compared to the National number of 100.
Average Amount Spent: The average amount spent per household.
Percent: Percent of the total 100% of household expenditures.

Note: Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.

¹ Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2022 and 2027.

Chart D – Household Budget Expenditures Spending Potential Index:



The consistency between the median household income and the household budget expenditures is important. It also points to the fact that compared to a National level the dollars available, the money being spent in Basin Rec District is significantly higher. This could point to the ability to pay for programs and services offered at a recreation facility of any variety.

The total number of housing units in the Basin Rec District is 10,485 and 73.9% are occupied, or 7,748 housing units.

- For Seasonal/Rec/Occasional Use 27.5%

The total number of housing units in the Secondary Service Area is 35,791 and 70.2% are occupied, or 25,114 housing units.

- For Seasonal/Rec/Occasional Use 32.0%

Recreation Expenditures Spending Potential Index: Finally, through the demographic provider B*K utilizes for the market analysis portion of the report, we can examine the overall propensity for households to spend dollars on recreation activities. The following comparisons are possible.

Table E – Recreation Expenditures Spending Potential Index²:

Basin Rec District	SPI	Average Spent
Fees for Participant Sports	206	\$269.62
Fees for Recreational Lessons	217	\$346.44
Social, Recreation, Club Membership	200	\$564.82
Exercise Equipment/Game Tables	195	\$122.23
Other Sports Equipment	195	\$15.77

Secondary Service Area	SPI	Average Spent
Fees for Participant Sports	156	\$204.12
Fees for Recreational Lessons	155	\$247.28
Social, Recreation, Club Membership	150	\$422.31
Exercise Equipment/Game Tables	151	\$94.95
Other Sports Equipment	152	\$12.32

State of Utah	SPI	Average Spent
Fees for Participant Sports	106	\$138.62
Fees for Recreational Lessons	102	\$162.46
Social, Recreation, Club Membership	101	\$285.71
Exercise Equipment/Game Tables	107	\$67.26
Other Sports Equipment	107	\$8.65

Average Amount Spent:

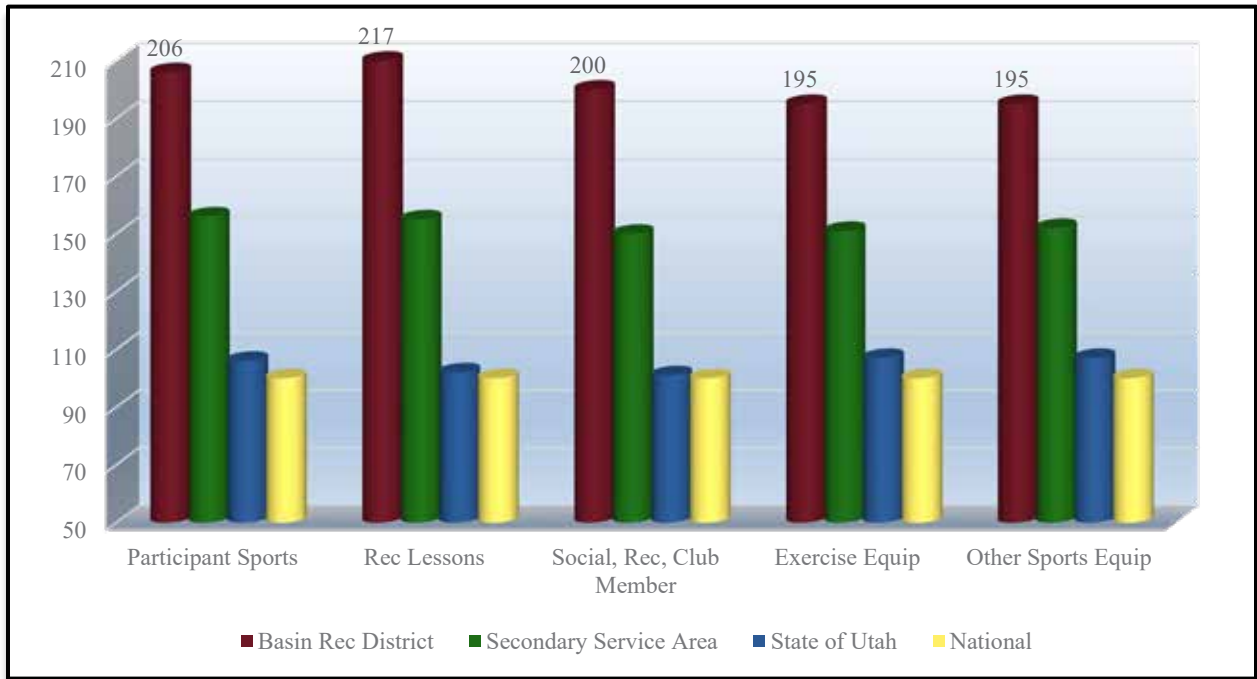
The average amount spent for the service or item in a year.

SPI:

Spending potential index as compared to the national number of 100.

² Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Chart E – Recreation Spending Potential Index:



Again, there is a great deal on consistency between median household income, household budget expenditures and now recreation and spending potential.

Population Distribution by Age: Utilizing census information for the Primary Service Areas, the following comparisons are possible.

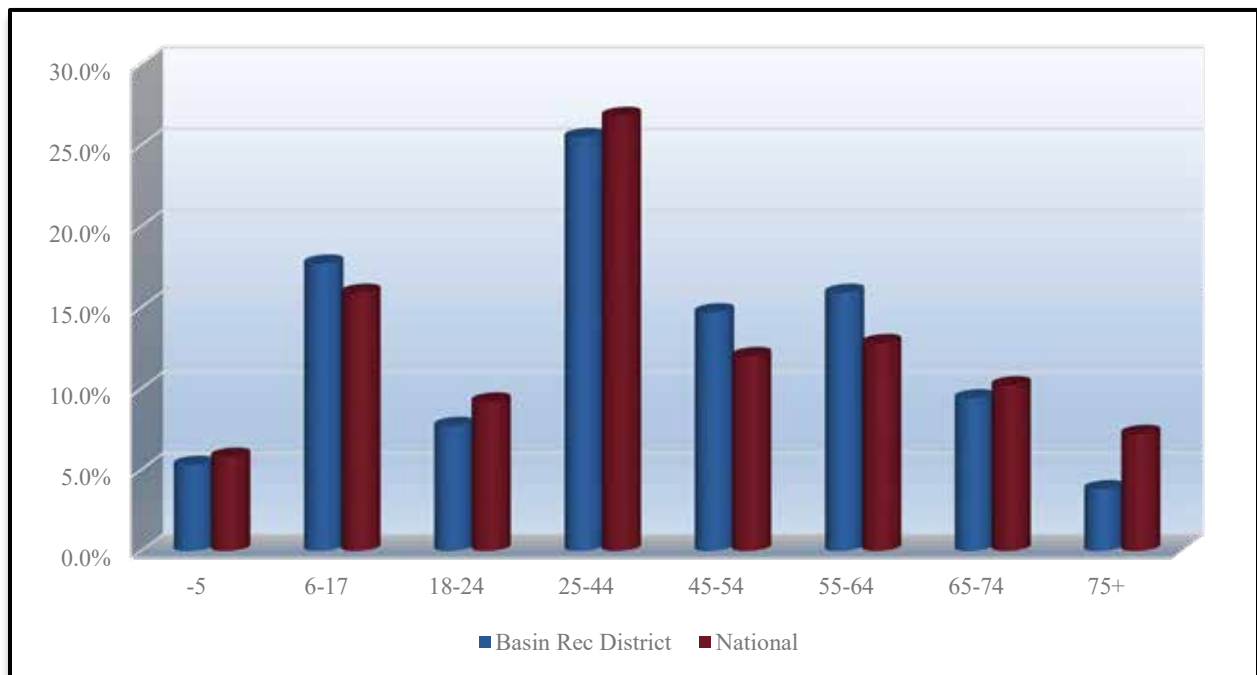
Table F – 2022 Basin Rec District Age Distribution

(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	1,141	5.3%	5.8%	-0.5%
5-17	3,843	17.7%	15.9%	+1.8%
18-24	1,666	7.7%	9.2%	-1.5%
25-44	5,539	25.5%	26.8%	-1.3%
45-54	3,192	14.7%	12.0%	+2.7%
55-64	3,459	15.9%	12.8%	+3.1%
65-74	2,048	9.4%	10.2%	-0.8%
75+	822	3.8%	7.2%	-3.4%

Population: 2022 census estimates in the different age groups in Basin Rec District.
% of Total: Percentage of Basin Rec District population in the age group.
National Population: Percentage of the national population in the age group.
Difference: Percentage difference between Basin Rec District population and the national population.

Chart F – 2022 Basin Rec District Age Group Distribution



The demographic makeup of the Basin Rec District, when compared to the characteristics of the national population, indicates that there are some differences with a larger population in the 18-24, 25-44 and 45-54 age groups. A smaller population in the 0-5, 6-17, 55-64, 65-74 and 75+

age groups. The greatest positive variance is in the 18-24 age group with +3.7%, while the greatest negative variance is in the 75+ age group with -4.1%.

Population Distribution by Age: Utilizing census information for the Secondary Service Areas, the following comparisons are possible.

Table F – 2022 Secondary Service Area Age Distribution

(ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	5,512	7.2%	5.8%	+1.4%
5-17	15,351	20.0%	15.9%	+4.1%
18-24	5,989	7.8%	9.2%	-1.4%
25-44	20,579	26.9%	26.8%	+0.1%
45-54	9,683	12.6%	12.0%	+0.6%
55-64	9,746	12.7%	12.8%	-0.1%
65-74	6,591	8.6%	10.2%	-1.6%
75+	3,221	4.2%	7.2%	-3.0%

Population:

2022 census estimates in the different age groups in Secondary Service Area.

% of Total:

Percentage of Secondary Service Area population in the age group.

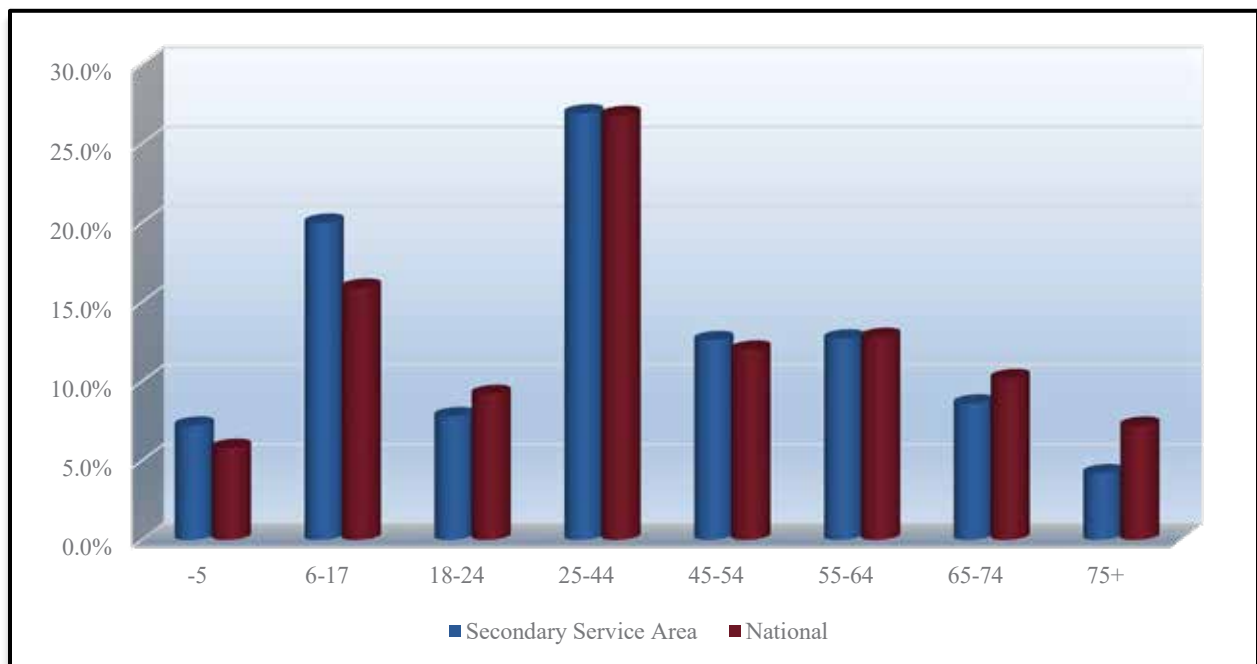
National Population:

Percentage of the national population in the age group.

Difference:

Percentage difference between Secondary Service Area population and the national population.

Chart F – 2022 Secondary Service Area Age Group Distribution



The demographic makeup of the Secondary Service Area, when compared to the characteristics of the national population, indicates that there are some differences with a larger population in the 18-24, 25-44 and 45-54 age groups. A smaller population in the 0-5, 6-17, 55-64, 65-74 and 75+ age groups. The greatest positive variance is in the 18-24 age group with +3.7%, while the greatest negative variance is in the 75+ age group with -4.1%.

Population Distribution Comparison by Age: Utilizing census information from the Primary Service Area, the following comparisons are possible.

Table G – 2022 Basin Rec District Population Estimates

(U.S. Census Information and ESRI)

Ages	2020 Census	2022 Projection	2027 Projection	Percent Change	Percent Change Nat'l
-5	1,287	1,141	1,189	-7.6%	-8.3%
5-17	4,566	3,843	3,604	-21.1%	-8.5%
18-24	1,346	1,666	1,445	+7.4%	-8.9%
25-44	5,564	5,539	6,120	+10.0%	+3.3%
45-54	4,220	3,192	2,897	-31.4%	-17.8%
55-64	2,686	3,459	3,194	+18.9%	+2.5%
65-74	987	2,048	2,555	+158.9%	+58.2%
75+	268	822	1,315	+390.7%	+46.3%

Chart G – Basin Rec District Population Growth

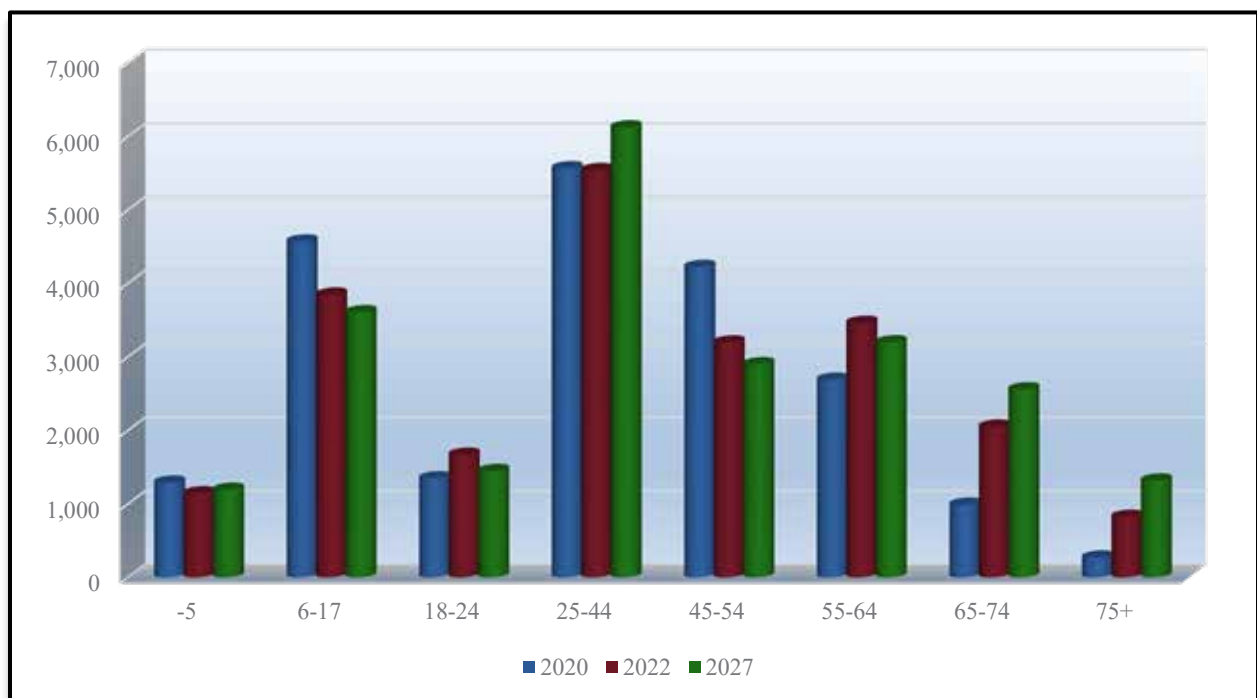


Table-H illustrates the growth or decline in age group numbers from the 2020 census until the year 2027. It is projected age categories 5-17, 55-64, 65-74 and 75+ will see an increase in population. The population of the United States as a whole is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Population Distribution Comparison by Age: Utilizing census information from the Primary Service Area, the following comparisons are possible.

Table G – 2022 Secondary Service Area Population Estimates

(U.S. Census Information and ESRI)

Ages	2020 Census	2022 Projection	2027 Projection	Percent Change	Percent Change Nat'l
-5	5,776	5,512	5,911	+2.3%	-8.3%
5-17	15,979	15,351	15,934	-0.3%	-8.5%
18-24	5,321	5,989	6,023	+13.2%	-8.9%
25-44	20,061	20,579	22,218	+10.8%	+3.3%
45-54	11,343	9,683	10,061	-11.3%	-17.8%
55-64	8,206	9,746	9,135	+11.3%	+2.5%
65-74	3,752	6,591	7,736	+106.2%	+58.2%
75+	1,879	3,221	4,493	+139.1%	+46.3%

Chart G – Secondary Service Area Population Growth

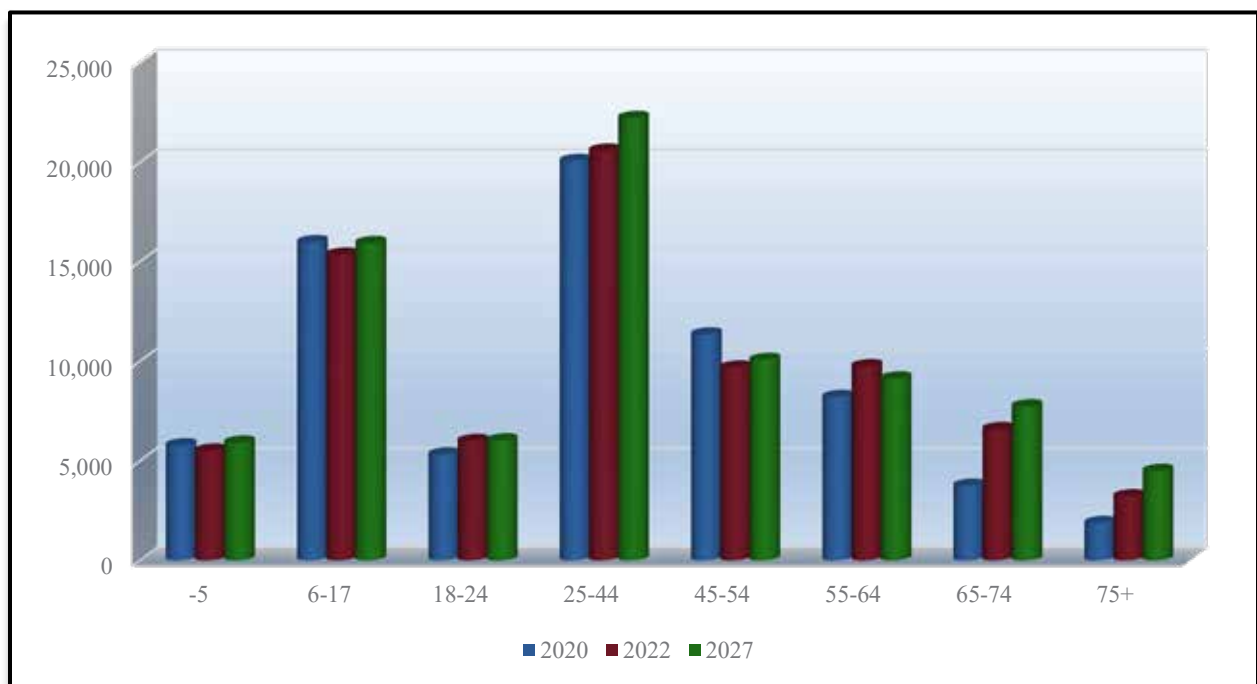


Table-H illustrates the growth or decline in age group numbers from the 2020 census until the year 2027. It is projected age categories 5-17, 55-64, 65-74 and 75+ will see an increase in population. The population of the United States as a whole is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

Below is listed the distribution of the population by race and ethnicity for the Primary Service Area for 2022 population projections. Those numbers were developed from 2020 Census Data.

Table H – Basin Rec District Ethnic Population and Median Age 2022

(Source – U.S. Census Bureau and ESRI)

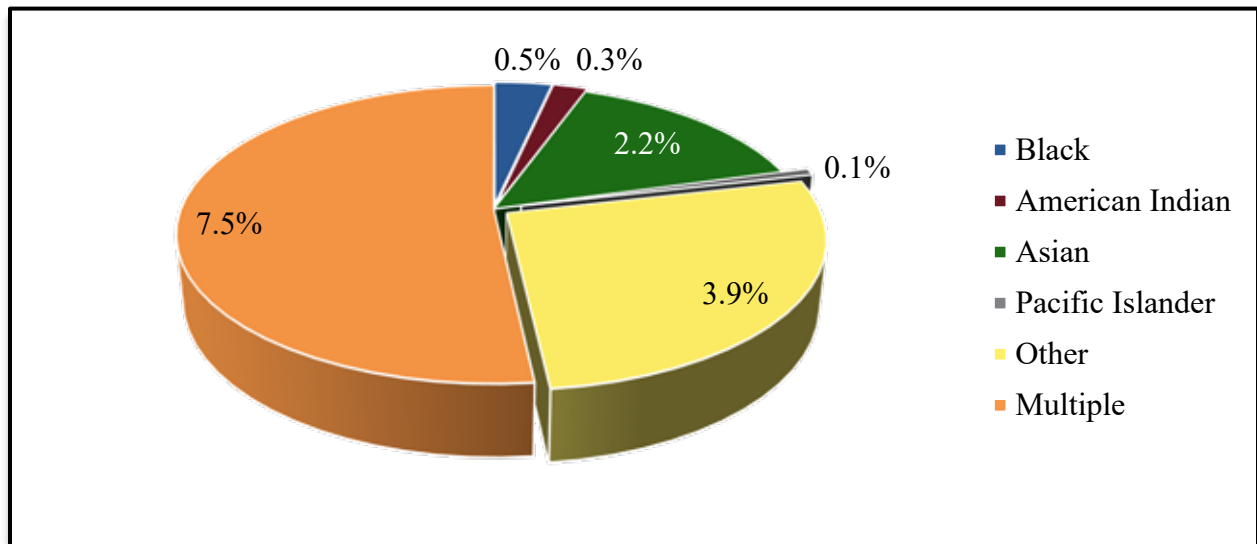
Ethnicity	Total Population	Median Age	% of Population	% of UT Population
Hispanic	1,850	29.1	8.5%	15.2%

Table I – Basin Rec District by Race and Median Age 2022

(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of UT Population
White	18,595	42.0	85.7%	78.3%
Black	107	37.1	0.5%	1.2%
American Indian	60	46.1	0.3%	1.3%
Asian	468	39.8	2.2%	2.5%
Pacific Islander	20	52.5	0.1%	1.2%
Other	841	29.5	3.9%	6.8%
Multiple	1,618	29.5	7.5%	8.8%

2022 Basin Rec District Total Population: 21,710 Residents

Chart H – 2022 Basin Rec District Population by Non-White Race

Table H – Secondary Service Area Ethnic Population and Median Age 2022

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of UT Population
Hispanic	10,104	25.3	13.2%	15.2%

Table I – Secondary Service Area by Race and Median Age 2022

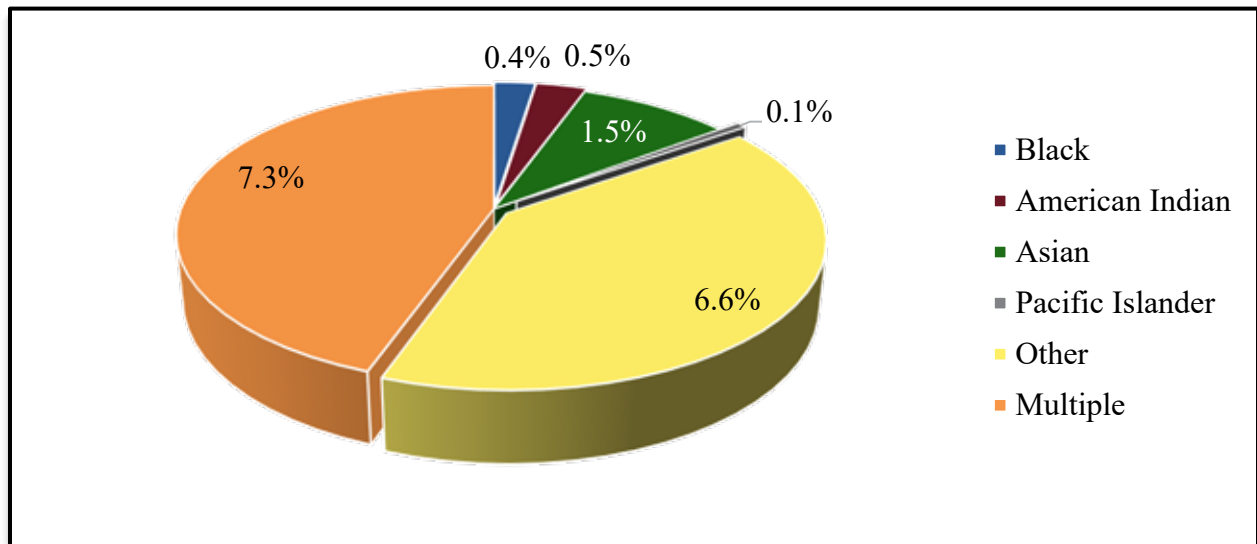
(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of UT Population
White	64,110	38.6	83.6%	78.3%
Black	330	30.7	0.4%	1.2%
American Indian	343	36.3	0.5%	1.3%
Asian	1,132	39.8	1.5%	2.5%
Pacific Islander	90	38.1	0.1%	1.2%
Other	5,084	25.6	6.6%	6.8%
Multiple	5,582	26.0	7.3%	8.8%

2022 Secondary Service Area Total Population:

95,253 Residents

Chart H – 2022 Secondary Service Area Population by Non-White Race



Tapestry Segmentation

Tapestry segmentation represents the 4th generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. While the demographic landscape of the U.S. has changed significantly since the 2000 Census, the tapestry segmentation has remained stable as neighborhoods have evolved.

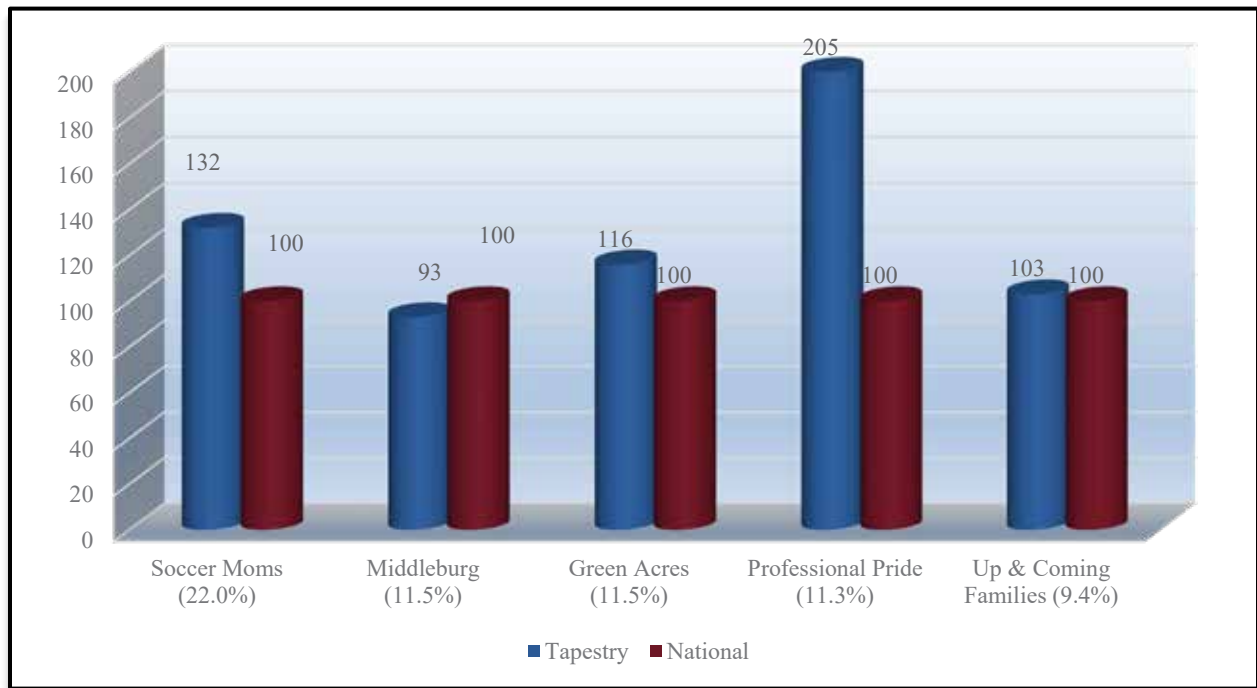
There is value including this information for Basin Rec District, WA. The data assists the organization in understanding the consumers/constituents in their service area and supply them with the right products and services.

Table J – Basin Rec District Tapestry Segment Comparison

(ESRI estimates)

	Basin Rec District		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Soccer Moms (4A)	22.0%	22.0%	37.0	\$90,500
Middleburg (4C)	11.5%	33.5%	36.1	\$59,800
Green Acres (6A)	11.5%	45.0%	43.9	\$76,800
Professional Pride (1B)	11.3%	56.3%	40.8	\$138,100
Up & Coming Families (7A)	9.4%	65.7%	31.4	\$72,000

Chart I – Basin Rec District Tapestry Segment Entertainment Spending:



Enterprising Professionals (2D) – Almost half of households are married couples, and 30% are single person households. There is a significant Hispanic (14.5%), Asian and Pacific Islander (20.8%), and Black (12.0%) population in this segment.

Urban Chic (2A) – More than half of households in this segment include married couples, 30% are singles. These residents embrace city life by visiting museums and art galleries. In their downtime, they enjoy activities such as yoga, hiking and tennis.

Bright Young Professionals (8C) – This is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders are under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. Household type is primarily couples, married, with above average concentrations of both single-parent and single-person households. There is a significant Hispanic (16.6%) and Black (16.0%) population in this segment. They participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting, and yoga.

Savvy Suburbanites (1D) – This segment is comprised of married couples with no children or older children. Physically fit, resident actively pursue a number of sports from skiing to golf and invest heavily in sports gear and exercise equipment.

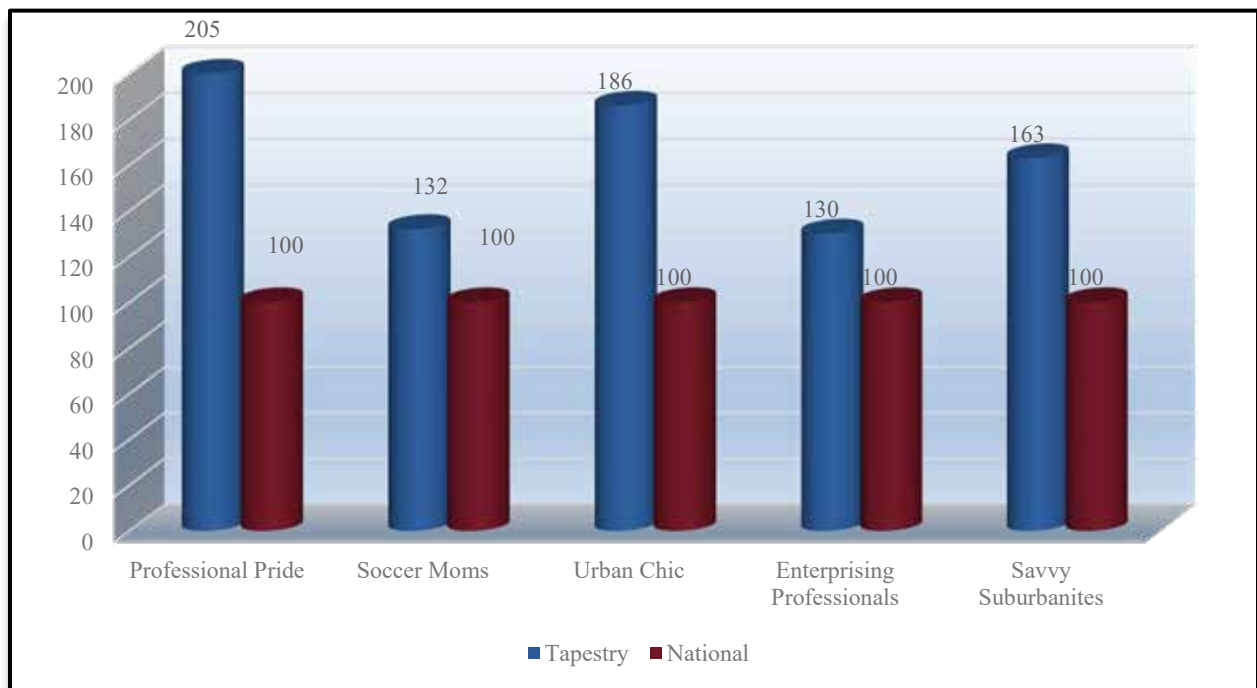
Laptops and Lattes (3A) – Predominantly single, well-educated professionals. These residents are affluent but often walk or bike to work. They are active, health conscious, and care about the environment.

Table J – Secondary Service Area Tapestry Segment Comparison

(ESRI estimates)

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Demographic Summary

The following summarizes the demographic characteristics of the service areas.

- The population within the City of Basin Rec District is such that they would an indoor aquatic and recreation center. B*K typically looks for a population of greater than 50,000 within the primary service area as a key indicator, which the City has. Having a population of more than 50,000 is advantageous because it allows for modest penetration rates with regards to membership and day passes.
- The median age is similar to the State and National numbers. A lower median age points to young families with children, which are significant participants in recreation and aquatic programs. Aquatics specifically is an activity that spans the full demographic profile. As such the median age is a benefit to the project.
- The median household income in Basin Rec District far exceeds the level of the State of Utah and the United States. Income level is important when it comes to price point for programs and services, subsequently the cost recovery level of a facility. The income level suggests that the service areas can support an aquatic center.
- The Household Budget Expenditures and the Recreation Spending Potential are consistent with the median household income. The consistency is important for the financial performance of the future facility. It is also important to note, specific to recreation, that those dollars are currently being spent with other providers by City residents.
- The age distribution is such that 20.1% is under the age of 18 and 30.2% is over the age of 55. These are two age groups will be significant users of programs and services. Additionally, it is projected that 5-17 and 55+ age categories are projected to increase through 2027.
- The top 3 Tapestry segments in the City account for 50.1% of the population in Basin Rec District. Both the Enterprising Professionals and Urban Chi segments exceed the national level of recreation activity.
- The Market Potential Index for swimming in the Primary Service Area is greater than the national number of 100.

Participation Rates

Market Potential Index for Adult Participation: In addition to examining the participation numbers for various outdoor activities through the National Sporting Goods Association, 2020 Survey and the Spending Potential Index for Entertainment & Recreation, B*K can access information about Sports & Leisure Market Potential. The following information illustrates participation rates for adults in outdoor activities.

Table A – Market Potential Index (MPI) for Participation in Activities in Basin Rec District

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobic Exercise	1,833	11.0%	131
Backpacking	759	4.5%	125
Baseball	582	3.5%	119
Basketball	1,253	7.5%	111
Bicycling (mountain)	844	5.0%	134
Bicycling (road)	2,562	15.3%	136
Football	572	3.4%	111
Frisbee	787	4.7%	129
Hiking	3,602	21.5%	134
Ice Skating	611	3.7%	156
Jogging/Running	2,660	15.9%	143
Pilates	804	4.8%	153
Ping Pong	830	5.0%	142
Skiing (downhill)	734	4.4%	158
Soccer	763	4.6%	117
Softball	357	2.1%	112
Swimming	3,311	19.8%	126
Tennis	928	5.5%	147
Volleyball	464	2.8%	106
Walking for Exercise	6,352	38.0%	122
Weightlifting	2,853	17.1%	135
Yoga	2,460	14.7%	142
Zumba	670	4.0%	123

Expected # of Adults: Number of adults, 18 years of age and older, participating in the activity in the Service Area.

Percent of Population: Percent of the service area that participates in the activity.

MPI: Market potential index as compared to the national number of 100.

This table indicates that the overall propensity for adults to participate in activities is greater than the national number of 100 in all activities. In many cases when a participation number is lower than the National number, primary factors include a lack of facilities or an inability to pay for services and programs.

In addition to analyzing the demographic realities of the service areas, it is possible to project possible participation in recreation and sport activities.

Participation Numbers: On an annual basis, the National Sporting Goods Association (NSGA) conducts an in-depth study and survey of how Americans spend their leisure time. The data is collected in one year and the report is issued in June of the following year. This information provides the data necessary to overlay rate of participation onto the Primary Secondary Area to determine market potential.

The information contained in this section of the report, utilizes the NSGA's 2019 & 2021 data. The COVID-19 Pandemic had a significant impact on participation on sports and activities. Many indoor facilities were closed for a substantial part of the year, team sports and leagues did not operate and individuals sought different ways to fill their time. As a result participation from 2020 to 2021 varied widely in nearly all activities tracked. Many of the activities bounced back from the 2020 participation, however not all have. Some of this may be a trend while some of it is still a reflection on reduced offerings by departments.

B*K takes the national average and combines that with participation percentages of Basin Recreation District based upon age distribution, median income, region and National number. Those four percentages are then averaged together to create a unique participation percentage for the service area. This participation percentage when applied to the population of Basin Recreation District then provides an idea of the market potential for outdoor recreation.

Table B – Participation Rates in Basin Rec District

	Age	Income	Region	Nation	Average
Aerobic Exercise	15.9%	20.0%	16.8%	15.8%	17.1%
Baseball	3.8%	4.1%	3.8%	3.7%	3.8%
Basketball	7.5%	9.2%	8.5%	7.5%	8.2%
Billiards/Pool	6.9%	6.6%	9.1%	6.8%	7.3%
Boxing	1.5%	1.9%	0.7%	1.5%	1.4%
Cheerleading	1.0%	1.4%	0.9%	1.0%	1.1%
Cross-Training	0.4%	4.8%	3.1%	3.2%	2.9%
Exercise Walking	41.3%	50.5%	45.2%	41.4%	44.6%
Exercise w/ Equipment	18.7%	22.3%	22.6%	18.9%	20.6%
Football (flag)	1.8%	2.0%	1.9%	1.8%	1.9%
Football (tackle)	2.2%	2.1%	2.0%	2.2%	2.1%
Gymnastics	1.8%	2.9%	1.6%	1.7%	2.0%
Hiking	16.4%	21.4%	23.2%	16.2%	19.3%
Lacrosse	0.9%	1.1%	0.5%	0.9%	0.8%
Martial Arts/MMA	1.7%	2.0%	1.2%	1.7%	1.7%
Mtn-Biking (off-road)	2.1%	2.2%	3.1%	2.0%	2.4%
Pickleball	1.2%	2.1%	1.4%	1.2%	1.5%
Pilates	1.9%	1.9%	1.9%	1.9%	1.9%
Running/Jogging	15.1%	18.4%	17.0%	14.9%	16.3%
Soccer	4.9%	6.4%	6.8%	4.7%	5.7%
Softball	3.2%	4.9%	3.4%	3.1%	3.6%
Spin/Indoor Cycling	0.6%	4.9%	4.4%	3.6%	3.4%
Swimming	15.9%	19.5%	17.6%	15.6%	17.2%
Table Tennis/Ping Pong	3.7%	5.7%	4.7%	3.8%	4.5%
Tennis	4.6%	7.6%	5.5%	4.6%	5.6%
Volleyball	3.6%	5.0%	4.1%	3.6%	4.1%
Weightlifting	12.4%	15.1%	14.6%	12.4%	13.6%
Workout @ Club	7.9%	11.3%	10.9%	8.1%	9.6%
Yoga	10.1%	12.5%	13.1%	10.2%	11.5%
Did Not Participate	20.7%	20.5%	20.1%	20.6%	20.5%

Age: Participation based on individuals ages 7 & Up of Basin Rec District.
Income: Participation based on the 2022 estimated median household income in Basin Rec District.
Region: Participation based on regional statistics (Mountain).
National: Participation based on national statistics.
Average: Average of the four columns.

Anticipated Participation Number: Utilizing the average percentage from Table-B above plus the 2020 census information and census estimates for 2022 and 2027 (over age 7) the following comparisons are available.

Table C –Participation Growth or Decline for Activities in Basic Rec District

	Average	2020 Population	2022 Population	2027 Population	Difference
Aerobic Exercise	17.1%	3,251	3,433	3,529	278
Baseball	3.8%	731	772	794	62
Basketball	8.2%	1,552	1,638	1,684	133
Billiards/Pool	7.3%	1,394	1,472	1,513	119
Boxing	1.4%	265	280	287	23
Cheerleading	1.1%	204	215	221	17
Cross-Training	2.9%	548	579	595	47
Exercise Walking	44.6%	8,471	8,945	9,195	724
Exercise w/ Equipment	20.6%	3,918	4,137	4,253	335
Football (flag)	1.9%	356	376	387	30
Football (tackle)	2.1%	406	429	441	35
Gymnastics	2.0%	378	399	410	32
Hiking	19.3%	3,665	3,870	3,978	313
Lacrosse	0.8%	160	169	173	14
Martial Arts/MMA	1.7%	315	333	342	27
Mtn-Biking (off-road)	2.4%	448	473	487	38
Pickleball	1.5%	279	294	302	24
Pilates	1.9%	362	383	393	31
Running/Jogging	16.3%	3,104	3,277	3,369	265
Soccer	5.7%	1,082	1,142	1,174	92
Softball	3.6%	693	731	752	59
Spin/Indoor Cycling	3.4%	640	676	695	55
Swimming	17.2%	3,259	3,441	3,537	278
Table Tennis/Ping Pong	4.5%	851	898	924	73
Tennis	5.6%	1,058	1,117	1,149	90
Volleyball	4.1%	774	818	841	66
Weightlifting	13.6%	2,585	2,730	2,806	221
Workout @ Club	9.6%	1,814	1,915	1,969	155
Yoga	11.5%	2,181	2,303	2,367	186
Did Not Participate	20.5%	3,888	4,106	4,221	332

Participation by Ethnicity and Race: The table below compares the overall rate of participation nationally with the rate for Hispanics and African Americans. Utilizing information provided by the National Sporting Goods Association's 2021 survey, the following comparisons are possible.

Table D – Comparison of National, African American and Hispanic Participation Rates

	Basin Rec District	National Participation	African American Participation	Hispanic Participation
Aerobic Exercise	17.1%	15.8%	13.1%	17.8%
Baseball	3.8%	3.7%	3.8%	4.2%
Basketball	8.2%	7.5%	13.9%	8.1%
Billiards/Pool	7.3%	6.8%	4.8%	5.6%
Boxing	1.4%	1.5%	3.5%	2.3%
Cheerleading	1.1%	1.0%	2.2%	3.5%
Cross-Training	2.9%	3.2%	4.3%	4.9%
Exercise Walking	44.6%	41.4%	24.1%	30.5%
Exercise w/ Equipment	20.6%	18.9%	12.9%	13.5%
Football (flag)	1.9%	1.8%	3.9%	1.9%
Football (tackle)	2.1%	2.2%	4.8%	2.4%
Gymnastics	2.0%	1.7%	2.0%	1.8%
Hiking	19.3%	16.2%	6.5%	13.4%
Lacrosse	0.8%	0.9%	0.9%	1.1%
Martial Arts/MMA	1.7%	1.7%	1.8%	2.2%
Mtn-Biking (off-road)	2.4%	2.0%	0.9%	1.7%
Pickleball	1.5%	1.2%	0.7%	1.0%
Pilates	1.9%	1.9%	1.2%	1.9%
Running/Jogging	16.3%	14.9%	10.8%	15.6%
Soccer	5.7%	4.7%	3.8%	7.5%
Softball	3.6%	3.1%	2.7%	3.5%
Spin/Indoor Cycling	3.4%	3.6%	4.0%	3.8%
Swimming	17.2%	15.6%	6.8%	13.3%
Table Tennis/Ping Pong	4.5%	3.8%	3.9%	2.8%
Tennis	5.6%	4.6%	2.9%	4.0%
Volleyball	4.1%	3.6%	3.2%	3.4%
Weightlifting	13.6%	12.4%	9.7%	10.6%
Workout @ Club	9.6%	8.1%	4.7%	9.0%
Yoga	11.5%	10.2%	8.2%	10.4%
Did Not Participate	20.5%	20.6%	21.6%	24.4%

There is a not a significant Black or Hispanic population in the Basin Recreation District. As such these numbers may not play a factor with regard to overall participation.

National Summary of Sports Participation: The following chart summarizes participation for indoor activities utilizing information from the 2021 National Sporting Goods Association survey.

Table E – Sports Participation Summary

Sport	Nat'l Rank ³	Nat'l Participation (in millions)
Exercise Walking	1	125.0
Cardio Fitness	2	86.1
Strength Training	3	68.9
Exercising w/ Equipment	4	57.2
Hiking	5	48.8
Swimming	6	47.2
Running/Jogging	7	45.0
Bicycle Riding	8	42.8
Weightlifting	9	37.5
Yoga	10	30.7
Fishing (fresh water)	11	29.5
Workout @ Club	13	24.6
Basketball	14	22.5
Golf	16	19.0
Target Shooting (live ammunition)	17	18.8
Hunting w/ Firearms	18	16.4
Boating (motor/power)	19	14.6
Soccer	20	14.5
Tennis	22	13.8
Kayaking	24	11.5
Baseball	26	11.3
Volleyball	27	10.8
Fishing (salt water)	29	9.6
Softball	30	9.3
Football (touch)	32	8.2
Canoeing	33	7.8
Hunting w/ Bow & Arrow	34	6.9
Football (tackle)	35	6.7
Mountain Biking (off road)	38	6.0
Football (flag)	41	5.4
Target Shooting (airgun)	43	5.1
Water Skiing	49	3.8
Pickleball	50	3.6

Nat'l Rank: Popularity of sport based on national survey.

Nat'l Participation: Population that participate in this sport on national survey.

³ This rank is based upon the 58 activities reported on by NSGA in their 2021 survey instrument.

National Participation by Age Group: Within the NSGA survey, participation is broken down by age groups. As such B*K can identify the top 3 age groups participating in the activities reflected in this report.

Chart F – Participation by Age Group:

Activity	Largest	Second Largest	Third Largest
Aerobics	35-44	25-34	45-54
Baseball	7-11	12-17	25-34
Basketball	12-17	25-34	18-24
Bicycle Riding	55-64	45-54	12-17
Billiards/Pool	25-34	34-44	45-54
Bowling	25-34	35-44	18-24
Cheerleading	12-17	7-11	18-24
Exercise Walking	55-64	65-74	45-54
Exercise w/ Equipment	25-34	45-54	55-64
Football (flag)	7-11	12-17	25-34
Football (tackle)	12-17	18-24	7-11
Football (touch)	12-17	25-34	7-11
Gymnastics	7-11	12-17	25-34
Lacrosse	12-17	7-11	18-24
Martial Arts MMA	7-11	25-34	12-17
Pickleball	12-17	65-74	18-24
Pilates	25-34	35-44	45-54
Running/Jogging	25-34	35-44	45-54
Skateboarding	12-17	18-24	7-11
Soccer	7-11	12-17	25-34
Softball	12-17	7-11	25-34
Swimming	55-64	12-17	7-11
Tables Tennis	25-34	18-24	12-17
Tennis	25-34	35-44	12-17
Volleyball	12-17	25-34	18-24
Weightlifting	25-34	45-54	35-44
Workout at Clubs	25-34	35-44	45-54
Wrestling	12-17	25-34	7-11
Yoga	25-34	35-44	45-54
Did Not Participate	45-54	55-64	65-74

Largest: Age group with the highest rate of participation.
Second Largest: Age group with the second highest rate of participation.
Third Largest: Age group with the third highest rate of participation.

National Sports Participation Trends: Below are listed several sports activities and the percentage of growth or decline that each has experienced nationally over the last ten years (2020-2019).

Table G – National Activity Trend (in millions)

	2012 Participation	2021 Participation	Percent Change
Kayaking	7.2	11.5	+59.7%
Hunting w/ Bow & Arrow	5.1	6.9	+35.3%
Yoga	22.9	30.7	+34.1%
Skateboarding	5.4	6.7	+24.1%
Exercise Walking	102.1	125	+22.4%
Weightlifting	31.1	37.5	+20.6%
Hiking	42.2	48.8	+15.6%
Running/Jogging	40	45	+12.5%
Wrestling	2.8	3.1	+10.7%
Mountain Biking (off road)	5.5	6	+9.1%
Bicycle Riding	39.3	42.8	+8.9%
Backpack/Wilderness Camping	11.7	12.4	+6.0%
Soccer	13.7	14.5	+5.8%
Water Skiing	3.6	3.8	+5.6%
Volleyball	10.3	10.8	+4.9%
Target Shooting (airgun)	4.9	5.1	+4.1%
Tennis	13.6	13.8	+1.5%
Exercising w/ Equipment	57.7	57.2	-0.9%
Swimming	48.6	47.1	-3.1%
Fishing (fresh water)	30.8	29.5	-4.2%
Baseball	12.1	11.3	-6.6%
Golf	21.1	19	-10.0%
Fishing (salt water)	10.7	9.6	-10.3%
Softball	10.5	9.3	-11.4%
Football (touch)	9.3	8.2	-11.8%
Basketball	25.6	22.5	-12.1%
Target Shooting (live ammunition)	21.7	18.8	-13.4%
Boating (motor/power)	17	14.6	-14.1%
Football (tackle)	7.9	6.7	-15.2%
Hunting w/ Firearms	19.4	16.4	-15.5%
Football (flag)	6.7	5.4	-19.4%
Workout @ Club	35.2	24.6	-30.1%

2012 Participation:

The number of participants per year in the activity (in millions) in the United States.

2021 Participation:

The number of participants per year in the activity (in millions) in the United States.

Percent Change:

The percent change in the level of participation from 2012 to 2021.

Non-Sport Participation Statistics: It is important to note that participation rates in non-sport activities. While there is not an abundance of information available for participation in these types of activities as compared to sport activities, there are statistics that can be utilized to help determine the market for cultural arts activities and events.

There are many ways to measure a nation's cultural vitality. One way is to chart the public's involvement with arts events and other activities over time. The NEA's Survey of Public Participation in the Arts remains the largest periodic study of arts participation in the United States. It tracks various arts activities that Americans (aged 18 and over) report having done in a year. It also asks questions about adults' preferences for different kinds of music, and it seeks to understand participation in non-arts leisure events such as sports and exercise, outdoor activities, and civic and social affairs.

The participation numbers for these activities are national numbers and the information falls into the following categories:

- Attending Arts Activities
- Reading Books and Literature
- Consuming Art through Electronic Media
- Making and Sharing Art
- Participating in Arts Learning
- Perceptions of Arts Availability

Attending Arts Activities
Table H – Percentage of U.S. Adult Attending a Performing Arts Activity at Least Once in the Past 12-Months

Music	2008	2012	2017	Rate of Change	
				2008-2012	2012-2017
Jazz	7.8%	8.1%	8.6%	+0.3%	+0.5%
Classical Music	9.3%	8.8%	8.6%	-0.5%	-0.2%
Opera	2.1%	2.1%	2.2%	+0.0%	+0.1%
Latin Music	4.9%	5.1%	5.9%	+0.2%	+0.8%
Outdoor Performing Arts Festival	20.8%	20.8%	24.2%	+0.0%	+3.4%

Plays	2008	2012	2017	Rate of Change	
				2008-2012	2012-2017
Musical Plays	16.7%	15.2%	16.5%	-1.5%	+1.3%
Non-Musical Plays	9.4%	8.3%	9.4%	-1.1%	+1.1%

Dance	2008	2012	2017	Rate of Change	
				2008-2012	2012-2017
Ballet	2.9%	2.7%	3.1%	-0.2%	+0.4%
Other Dance	5.2%	5.6%	6.3%	+0.4%	+0.7%

- Following a sharp decline in overall arts attendance that occurred from 2002-2008, participation rates held steady from 2008-2012, and have increased into 2017.
- Changes in the U.S. demographic composition appear to have contributed to attendance in performing arts attendance. Still, various subgroups of Americans have maintained or increased attendance rates for individual art forms.

Table I – Percentage of U.S. Adults Attending Visual Arts Activities and Events

	2008	2012	2017	Rate of Change	
				2008-2012	2012-2017
Art Museums/Galleries	22.7%	21.0%	23.7%	-1.7%	+2.7%
Parks/Historical Buildings	24.5%	22.4%	28.3%	-2.1%	+5.9%
Craft/Visual Arts Festivals	24.9%	23.9%	23.8%	-1.0%	-0.1%

- Visual arts attendance has declined significantly from 2002 to 2012 although has rebounded in 2017.

Reading Books and Literature
Table J – Reading Activity

	2008	2012	2017	Rate of Change	
				2008-2012	2012-2017
Read any Book, non-required	54.3%	54.6%	52.7%	+0.3%	-1.9%
Literature	50.2%	47.0%	44.2%	-3.2%	-2.8%
Novels and Short Stories	47.0%	45.2%	41.8%	-1.8%	-3.4%
Plays	2.6%	2.9%	3.7%	+0.3%	+0.8%
Poetry	8.3%	6.7%	11.7%	-1.6%	+5.0%

Consuming Art Through Electronic Media
Table K – Percentage of U.S. Adults Who Used Electronic Media to Consume Books or other Artistic, Arts-Related, and Literary Content Arts: 2017

	Percentage
Used Electronic Media to Consume Artistic or Arts Related Content	74%
Read Any Books Using Electronic Media	23%
Listen to Any Audiobooks	16%

Table L – Percentage of Adults Who Used Electronic Media to Consume Art in the past 12 months

	Percentage
Other Music ⁴	65%
Classical Music or Opera	21%
Jazz	20%
Programs Info. About Book Writers	19%
Latin, Spanish, or Salsa	19%
Theater Productions (musical or stage play) ⁵	16%
Paintings, Sculpture, Pottery or Other Visual Art	16%
Dance Performances or programs	14%
Programs and Info. About Visual Arts	14%

Making and Sharing Art
Table M – Percentage of American Adults Who Made Art in the Last 12 Months: 2017

	Percentage
Any Art	54%
Performing Arts	40%
Visual Arts	33%
Creative Writing	7%

Performing Arts include singing, playing any musical instrument, dancing, or acting.

Visual Arts include painting, drawing, sculpting, or making prints, taking photographs, creating films, creating animations, digital arts, making potter, ceramics or jewelry, doing leatherwork, metalwork or woodwork, weaving, crocheting, quilting, knitting or sewing, scrapbooking, etc.

Creative Writing includes fiction, nonfiction, poetry or plays.

Table N – Percentage of American Adults Who Did Performing Arts

	Percentage
Singing	25%
Dancing	24%
Playing Musical Instrument	11%
Creating or Performing Music in Other Ways	3%
Acting	2%
Using Electronic Media to Edit or Remix Music	2%

⁴ Rock, pop, country, folk, rap or hip-hop

⁵ Musicals, plays or information about theatre

Table O – Percentage of American Adults Who Did Visual Arts

	Percentage
Taking Photographs	14%
Painting, Drawing, Sculpting, or Making Prints	13%
Weaving, Crocheting, Quilting, Needleworking, Knitting or Sewing	12%
Editing Photographs	10%
Doing Scrapbooking, Origami, or Other Paper-Based Art	7%
Doing Leatherwork, Metalwork, or Woodwork	7%
Creating Films or Videos	5%
Making Pottery, Ceramics, or Jewelry	4%
Designing or Creating Animations, Digital Art, Computer Graphics or Video Games	3%

Table P – Among Adults Who Made Art, Percentage Who Did So At Least Once a Week

	Percentage
Sing	70.2%
Use Electronic Media to Edit or Remix Music	48.5%
Play Any Musical Instrument	46.6%
Take Photographs	45.2%
Edit Photographs	38.5%
Create or Perform Any Music In Other Ways	37.5%
Creating Writing	34.3%
Design or Create Animations, Digital Art, Computer Graphics or Video Games	32.2%
Weave, Crochet, Quilt, Needlework, Knot or Sew	26.2%
Create Films or Videos	22.9%
Dance	22.6%
Paint, Draw, Sculpt or Make Prints	22.5%
Act	20.8%
Do Leatherwork, Metalwork, or Woodwork	20.6%
Do Scrapbooking, Origami, or Other Paper-Based Art	14.0%
Make Pottery, Ceramics or Jewelry	9.8%

Participating in Arts Learning
Table Q – Percentage of Adults Who Took Formal Art Lessons or Classes in Past 12 Months

	Percentage
Any Type of Art	9.5%
Visual Arts ⁶	3.6%
Music	2.7%
Art History or Appreciation	2.1%
Dance	1.9%
Creative Writing	1.7%
Computer Animation or Digital Art	1.8%
Photography or Filmmaking	1.6%
Acting or Theatre	0.6%

Table R – Percentage of Adults Who Took Informal Art Lessons or Classes in Past 12 Months

	Percentage
Any Type of Art	17.2%
Music	10.3%
Visual Arts	6.3%
Photography or Filmmaking	5.3%
Art History or Appreciation	4.9%
Dance	3.5%
Creative Writing	3.1%
Acting or Theatre	1.8%
Computer Animation or Digital Art	N/A

⁶ Drawing, Painting, Pottery, Weaving or Graphic Design



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