Kingston North Kitsap Rotary

North Kitsap Recreation Facility Feasibility Study





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Purpose of this Study

Kingston North Kitsap Rotary (the Rotary) is working with Raydient Places and Properties and YMCA of Kitsap and Pierce counties as potential partners in the development of a sports and recreation campus to serve youth and adults in North Kitsap. In this study, we refer to the facility as the North Kitsap Recreation Center (NKRC). These partners have collected input from the community to understand the local and regional demand for potential facility components. This study provides an overview of the demographics in the market area, information on other similar facilities in the area, cost estimates for a facility, and estimates of potential revenue.

The information in this study is informed by research on similar facilities in the surrounding area of the proposed facility. We describe what amenities they offer and how a new public sports and recreation facility could complement existing facilities. We reviewed prior engagement and demographic analysis conducted by the Rotary.

This study does not reflect additional community engagement and does not comment on the appropriateness of the proposed site or location.

Key Findings

- Community engagement from separate studies identified a need for more recreational facilities.
- The number of athletic fields available for the population in the study area is around half of average number of athletic fields for a community, based on data from the National Recreation and Park Association (NRPA). Most of these fields are owned by the North Kitsap School District, which means availability to the community is limited.
- The proposed North Kitsap Recreation Center (NKRC) would provide an increase in the number and variety of recreational facilities offered within the study area. The publicly owned recreational offerings in the study area are limited but construction of two additional turf fields is underway.
- The NKRC would have capacity to host athletic tournaments, which local sports groups have identified as a priority. In engagement from a study for the new facility in Poulsbo, representatives from local sports teams noted that it is preferable to hold a tournament in one location if possible. Tournaments would draw in visitors from outside the region and contribute to the local economy through hotel stays or purchases of goods.
- The cost for the outdoor components of the proposed facility is estimated to be over \$40 million. The cost of the indoor facility is estimated to be \$21-\$26 million. Funding options depend on the ownership of the facility, but could include general tax dollars, bonds, and private fundraising.



Market Analysis

NKRC and Existing Facilities in the Region

This section provides information on the proposed NKRC and other facilities in the region that may be seen as competing or complementary. The Kingston North Kitsap Rotary developed a list of proposed components for an outdoor facility and an indoor facility based on community engagement and an assessment of needs in the community (**Exhibit 1** and **Exhibit 2**). The proposed indoor facility would be separate from a future YMCA facility. The conceptual design depicts the desired outdoor amenities (**Exhibit 3**).

Proposed Components	
One primary parking area	Four little league baseball fields
One main pedestrian walkway that spans the length of the facility	Twelve 9v9 soccer fields (multi-use fields)
One snack shack and eating area	Four junior/high school basketball courts
One primary cluster of restrooms	Four volleyball courts (outdoor)
One children's playground	Fourteen pickleball courts
Storage facilities	One 18 Hole Disc Golf Course
Picnic tables and "flex area"	Space and equipment for lawn games

Exhibit 1: NKRC Proposed Components for Outdoor Facility

Source: Kingston North Kitsap Rotary, 2024.

Exhibit 2: NKRC Proposed Components for an Indoor Facility

Proposed Components	
One primary parking area	60,000 to 80,000 square foot building
One main pedestrian walkway that spans the length of the facility	Combination of turf field and hardwood court to accommodate different sports
One snack shack and eating area	Batting cages
One primary cluster of restrooms	Gymnasium mats
Seating mezzanine upstairs and downstairs for spectator	rs

Source: Kingston North Kitsap Rotary, 2024.



Exhibit 3: NKRC Conceptual Design



Source: Kingston North Kitsap Rotary, 2024.

Within a 15-minute drive time of the proposed NKRC are the future **Poulsbo Event and Recreation Center (PERC)** and the **North Kitsap School District facility (NKREC)**. There are other facilities in the area that provide recreational services, but they provide fewer amenities or are privately owned.

The **PERC** is a collaboration between the City of Poulsbo, the Kitsap Public Facilities District (KPFD) and the community to create a new public facility in Poulsbo. The concept for the PERC includes outdoor sports fields, indoor recreation, and events spaces. The first phase of the PERC is two tournament/multi-use fields and outdoor recreational amenities such as a walking/jogging loop and a playground. The proposed second phase of the PERC will include an event and recreation building, and the proposed third phase will include an outdoor recreation pool. The second and third phases are dependent on additional acreage. The proposed event and recreation building could host events, programming, and support the adjacent OC/WWU campus.¹

The market analysis conducted by the City of Poulsbo noted that the PERC will provide more access for athletic groups, but additional fields will be necessary to host tournaments. The City would partner with the North Kitsap School District to share fields for tournament play.

¹ <u>https://cityofpoulsbo.com/perc-updated/</u>



The **North Kitsap School District facility** includes Poulsbo Elementary School, Poulsbo Middle School, North Kitsap High School, and Strawberry Fields (referred to as "NKREC"). This facility has a pool, theater, sport fields, courts, and a track. The pool at NKREC is the only aquatic facility available for recreation in the study area. This facility is owned by North Kitsap School District, which means school use takes priority and availability to the community is limited. In general, school facilities are available for public use after 5pm on school days and between 6am and 9pm on weekends and holidays.²

Exhibit 5 lists the current and proposed amenities available at each facility. The proposed NKRC facility would provide an increase in the number and the diversity of amenities offered within the study area.

Exhibit 6 shows the location of these three facilities in North Kitsap and the drive times to each facility. **Exhibit 7**, **Exhibit 8**, and **Exhibit 9** show the individual drive times associated with each of the three facilities. **Exhibit 4** lists the estimate drive times from select cities in North Kitsap to the three locations. These drive times do not incorporate traffic conditions so actual drive times could vary. The NKRC location is within 10 minutes of Kingston, Port Gamble, and Poulsbo, and within 20 minutes of Hansville and Suquamish. Those who live furthest to the north would be 10-20 minutes closer to a facility with the addition of NKRC.

City	Drive time to PERC	Drive time to NKREC	Drive time to NKRC
Hansville	20-30 minutes	20-30 minutes	10-20 minutes
Kingston	10-20 minutes	10-20 minutes	0-10 minutes
Port Gamble	10-20 minutes	10-20 minutes	0-10 minutes
Poulsbo	0-10 minutes	0-10 minutes	0-10 minutes
Suquamish	10-20 minutes	0-10 minutes	10-20 minutes

Exhibit 4: Estimated	drive times	from select	cities in	North Kitsap	to facilities
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² North Kitsap School District, Use of Facilities Procedure, <u>https://resources.finalsite.net/images/v1681251229/nkschoolsorg/lp2kigqc6rvbcmh8iuac/Procedure4260P-UseofSchoolFacilities52015.pdf</u>.



Amenity	North Kitsap Recreation Center	Poulsbo Event and Recreation Center (PERC)	North Kitsap Recreation and Strawberry Field
Concession Stand	~		
Playground	~	~	
Lawn Games	~		
Multi-Use Fields (Soccer, Lacrosse, Football)	~	~	\checkmark
Volleyball Courts	~		
Disc Golf Course	~		
Pedestrian Walking Path	~	~	
Restrooms	~	~	
Storage Facilities	~		
Baseball Fields	~		
Basketball Courts	~	~	
Pickleball Courts	~	~	
Pool	✓(Proposed Phase 2)	✓(Proposed Phase 3)	~
Theatre			~
Track			~
Indoor Facilities	✓(Proposed Phase 2)	✓(Proposed Phase 2)	

Source: Kingston North Kitsap Rotary, 2024; City of Poulsbo, 2024; North Kitsap School District, 2024; BERK, 2024



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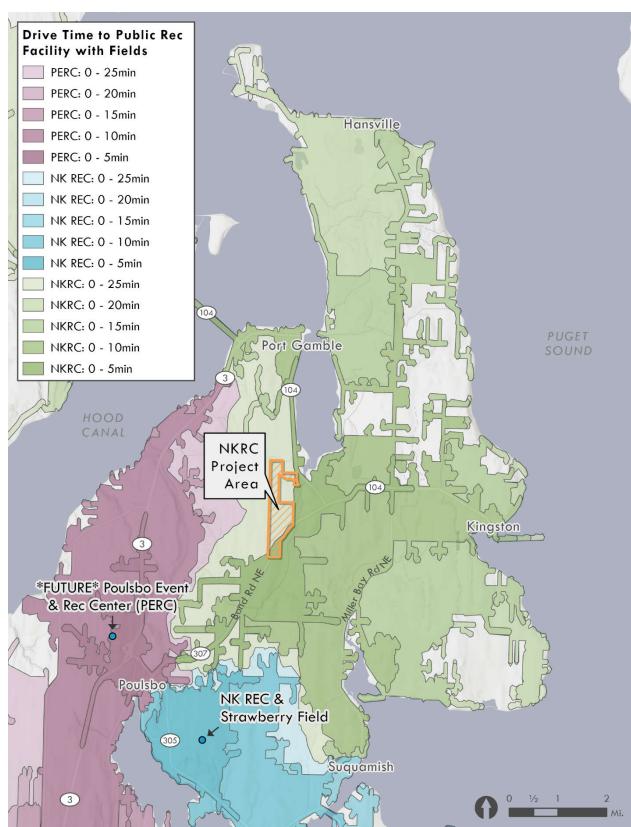


Exhibit 6. Drive Time to Facilities

Sources: ESRI, 2024; BERK, 2024.

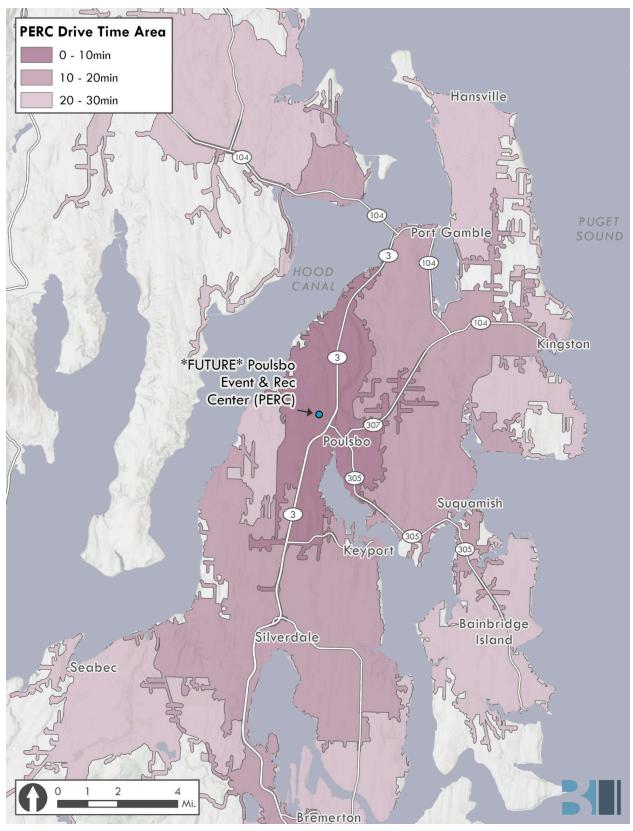


Exhibit 7. NKRC Project Area Drive Time



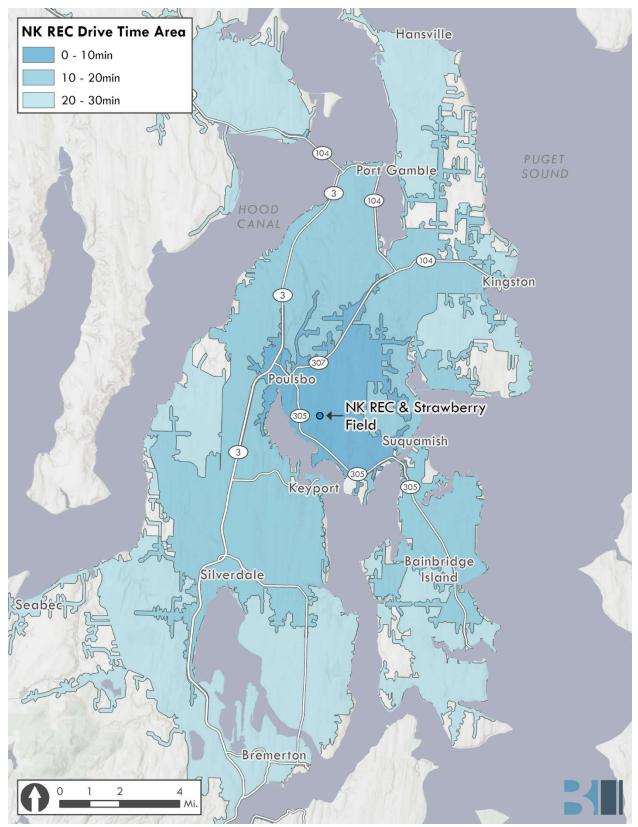
Source: ESRI Business Analyst; BERK 2024

Exhibit 8. PERC Drive Time Area



Source: ESRI Business Analyst; BERK 2024

Exhibit 9. NKREC Drive Time Area



Source: ESRI Business Analyst; BERK 2024

Market Area Definition

The study area for the market analysis is provided in **Exhibit 10**. The study area outlines the market area that the proposed NKRC is likely to serve. This is roughly a 15-minute driveshed, and the southern border of this defined service area stops where individuals are likely to start heading south toward recreational facilities in Silverdale.



Exhibit 10. NKRC Project Location and Study Area

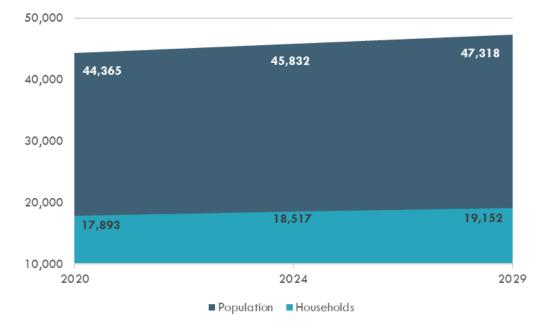
Socioeconomic and Demographic Profile

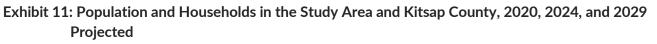
Information for the market analysis is derived from Census data provided through the ESRI Business Analyst platform. **Exhibit 11** provides the total population and the total number of households within the study area and Kitsap County. Actual data for 2020 and 2024 is included, along with a projection for 2029. **Exhibit 12** provides the population and rate of



Sources: ESRI, 2024; BERK, 2024.

change in the study area and Kitsap County. The County's 2044 population target is 346,357, which reflects 1% annual growth countywide between 2024 and 2044. **Exhibit 13** provides population by age in the study area and Kitsap County. **Exhibit 14** provides household income in the study area and Kitsap County.





Sources: ESRI, 2024; BERK, 2024.

Exhibit 12: Population	Change in the Study	v Area and Kitsap County	y, 2020, 2024, and 2029 Projected	
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Year	Study Area	% Change	Kitsap County	% Change
2020	44,365		275,611	
2024	45,832	3.31%	283,073	2.71%
2029	47,318	3.24%	288,870	2.05%

Sources: ESRI, 2024; BERK, 2024.



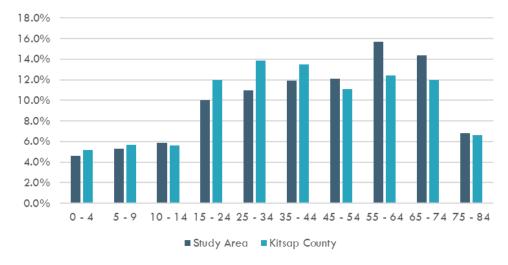


Exhibit 13: Share of Population by Age in the Study Area and Kitsap County, 2024

Sources: ESRI, 2024; BERK, 2024.

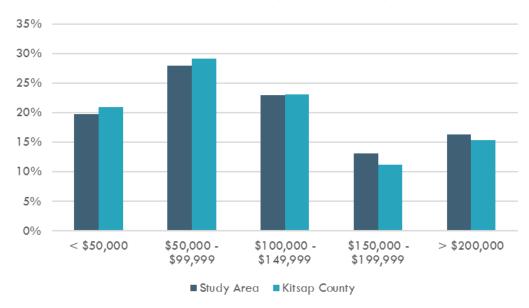


Exhibit 14. Household Income in the Study Area and Kitsap County, 2024

Sources: ESRI, 2024; BERK, 2024.

Summary of Socioeconomic and Demographic Findings

- There are over 45,000 people living in the study area. The population in the study is expected to grow to over 47,000 by 2029. The study area population is expected to grow more quickly than Kitsap County as a whole.
- Older adults make up a larger share of the population in the study area than in the County. There is a significant peak in the 55-64 and 65-74 age ranges.
- The study area has a larger share of households with incomes in the \$150,000-\$199,999 and \$200,000 and above categories than the County as a whole.

Demand for Recreational Activities

The City of Poulsbo conducted community engagement for a market analysis for the PERC facility. The City found that community members are strongly interested in the PERC for its potential to meet local user group needs and bring visitors to the community. Recreational groups identified a need for athletic fields and shared that additional fields would allow them to expand their athletic programs and draw in tournaments.³

The YMCA of Pierce & Kitsap Counties commissioned a market study in 2023 to assess the market demand for a multipurpose recreation center in the Poulsbo area. This study found that 68% of those surveyed would be very likely, 10% of respondents would be somewhat likely, and 22% would be not likely to use such a facility. This study asked about preferences for fitness activities, services, and programs for families.

Kitsap County is in the process of preparing its 2024 Parks, Recreation, and Open Space Plan. The County identified the current inventory and condition of the parks system and conducted engagement to hear from the community about its priorities. The County's 2018 Parks, Recreation, and Open Space Plan states that interest and demand for developed recreation complexes and improved field play areas are growing throughout the County.⁴

The National Recreation and Park Association (NRPA) gathers data annually from park and recreation agencies nationwide. The data does not represent level of service standards but is intended to provide guidance to recreation and parks agencies. The 2024 NRPA Agency Performance Review notes agencies provide one diamond field for every 4,063 residents and one rectangular field for every 5,000 residents.⁵ The study area population is approximately 45,000, which would equate to 11 diamond fields and nine rectangular fields, or twenty total fields. There will be two new turf fields at the PERC and there are 10 total fields at NKREC, for a total of twelve.⁶ This represents a little more than half of the fields needed for the study area, and most of these are owned by North Kitsap School District, which means availability to the community is limited.

To highlight the potential demand for sports and recreational activities in the study, this report includes information from ESRI Business Analyst highlighting the "Market Potential Index" (MPI) for the households in the study area and the average amount spent on recreational activities. The MPI measures the relative likelihood of the adults or households in the specified area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. As this data represents adult or household activity, it may not reflect demand for youth activities.

Exhibit 15 provides the MPI for select activities where an MPI over 100 was present in the study area. **Exhibit 16** provides household spending on sports and recreational activities. These results highlight the following findings:

⁶ <u>https://www.kitsap-pfd.org/wp-content/uploads/2021/08/NK_MP_final_report_7-13-06.pdf.</u>



³ "PERC Market Analysis", BERK Consulting, November 2022, <u>https://cityofpoulsbo.com/wp-</u> content/uploads/2023/01/Appendix-10.2.1_Poulsbo-PERC-Market-Analysis-Final_Nov-2022.pdf.

⁴ https://www.kitsap.gov/parks/Documents/PROSPlan2018.pdf.

⁵ <u>https://www.nrpa.org/contentassets/f6baf1e9c3354aeca52dc548251bc4f4/2024agencyperformancereview_final.pdf.</u>

- In the study area, the MPI for pickleball, hiking, and walking for exercise are the highest compared to the national average and are higher than the MPI for Kitsap County. These activities may rank higher because of the availability of amenities; adults are more likely to walk for exercise or play pickleball because that is what is available to them. Members of the community noted that adults often travel to other areas to participate in an adult sports league or other adult athletic activity.
- In the study area, 7% of households spent between \$100 and \$249 and over 11% of households spent over \$250 annually on sports and recreation activities, which is higher than the County as a whole.

Exhibit 15: Market Potential Index, 2024 (values greater than 100 are higher than the national average)

Category	Study Area	Kitsap County
Pickleball	137	115
Hiking	125	117
Walking for Exercise	123	113
Swimming	116	113
Tennis	112	109
Weightlifting	105	108
Jogging or Running	101	108

Sources: ESRI, 2024; BERK, 2024. Note: all numbers represent MPIs

Exhibit 16: Household Spending on Sports and Recreation, 2024

Category	Study Area	Kitsap County
Spent \$1-99	6.2%	6.8%
Spent \$100-249	7.0%	6.9%
Spent \$250+	11.4%	10.5%

Sources: ESRI, 2024; BERK, 2024.

Summary of Demand

 Interest in athletic fields remains high in Kitsap County. More fields would allow athletic groups to expand their offerings and host tournaments.



- In the study area, pickleball, hiking, and walking for exercise are especially popular activities. This
 may reflect the availability of athletic opportunities in the study area in addition to the demand for
 these activities.
- Nearly 70% of people surveyed in the Poulsbo area would be very likely to use a multipurpose recreation center.



Capital Cost Estimates

To arrive at a capital cost estimate for the proposed facility, we use the cost per acre or per square foot for recently completed projects in the area. **Exhibit 17** provides examples of recently completed or currently underway projects to construct turf outdoor fields and other outdoor recreational amenities. The cost per acre for an outdoor facility ranges from \$1.11 to \$2.17 million. This is a large cost range and depends on the recreational amenities and other site improvements included as part of the project. For example, the Square Park project in Kirkland included significant stormwater improvements.

Exhibit 18 provides examples of completed or currently underway indoor recreational facilities. The cost per square foot for an indoor facility ranges from \$357 to \$433. Using these ranges of cost per square foot, we estimate the total cost for the NKRC in **Exhibit 19**. We assume the size of the outdoor facility is 40 acres and the size of an indoor facility is 60,000 square feet, which is comparable to a facility currently under construction in Gig Harbor.

Facility/ Organization	Number of Turf Fields	Other Amenities	Size	Cost in 2024 Dollars	Cost per Acre	Phasing
132 nd Square Park, City of Kirkland	1	Lights, smaller grass field for softball or baseball, an all- abilities playground, year- round restrooms, and three picnic shelters	9.7 acres	\$12.2 million	\$1.26 million	
Gig Harbor Sports Complex, City of Gig Harbor	6	Restrooms/concess ion building, picnic shelters, event lawn, bocce ball courts, pickle ball courts	28.1 acres	\$31.2 million	\$1.11 million	Total cost for 3 phases
Poulsbo PERC, City of Poulsbo	2	Outdoor sports courts (pickleball, basketball), walking/jogging loop, playground structure, splash pad	6 acres	\$13 million	\$2.17 million	Phase 1 of proposed 3

Exhibit 17: Outdoor Facility Cost Comparisons

Sources: City of Gig Harbor, 2024; City of Kirkland, 2024; City of Poulsbo, 2024; Daily Journal of Commerce, 2024; BERK, 2024.



Exhibit 18: Indoor Facility Cost Comparisons

Facility/Organization	Square Feet	Cost in 2024 Dollars	Cost per Square Foot	Amenities
Pen Met Parks Community Recreation Center, Gig Harbor	58,000	\$20.7 million	\$357	Turfed soccer/football field, three multipurpose gymnasium courts, an elevated walking/jogging track, spaces for community gathering
Silverdale YMCA	86,000	\$33.2 million	\$386	Climbing wall, sports courts, pool, hot tub, sauna, handball / racquetball courts, weight room, indoor track, playground
Gig Harbor YMCA Expansion	10,500	\$4.5 million	\$433	Youth gymnasium, teen center, adventure zone and child watch and nursery area

Sources: PenMet Parks, 2024; Kitsap Daily News, 2010; Patch, 2013; BERK, 2024.

Exhibit 19: Capital Cost Estimates for NKRC

Facility/Organization	Acres / Square Feet	Cost per Acre / Square Foot	Estimated Cost	Amenities
NKRC – Outdoor	40	\$1.1-\$2.2 million per acre	\$44-\$88 million	Multi-use turf fields, smaller fields, volleyball courts, pickleball courts, basketball courts, disc golf course, playground, restrooms, walking path
NKRC – Indoor	60,000	\$357-433 per square foot	\$21-\$26 million	Mixed-use courts, gym, community spaces, and restrooms

Source: BERK, 2024.

These cost estimates do not include land acquisition costs. These estimates align with data on current construction costs for this type of facility. According to data from a private company that has developed many athletic facilities, the cost per multipurpose turf field is \$2.6-3.6 million with natural grass fields costing \$1.8-2.5 million. The overall cost for this type of complex ranges from \$18-36 million for a 10-field complex. The cost per diamond for a turf field (400 square feet) is \$3.4-4.6 million. A 10-field baseball or softball complex has an estimated cost range of \$25-46 million.⁷

⁷ <u>https://communityplaymaker.com/discoveries/how-much-does-it-cost-to-build/</u>



In addition to operating costs, it is recommended to set aside funds for capital replacement. Over time, the facility owners will need to repair and replace systems and plan for facility improvements. The estimates above do not include these costs.



Operating Cost Estimates

The operating costs for the outdoor facility would depend on the amenities, how heavily they are used, and if the operator chooses to use staff or contracted services. In its 2024 Agency Performance Review, NRPA found that the typical park and recreation agency spends \$8,260 of its annual operating budget per acre of park and non-park sites.⁸ The NKRC outdoor facility would be approximately 40 acres.⁹ Using NRPA's cost per acre, the annual cost to operate and maintain the outdoor facility would be approximately \$330,000.

The operating analysis for the Poulsbo PERC project identified a range of \$5,300 to \$6,100 for annual contracted maintenance for two turf fields.¹⁰ Using this range, it may cost \$42,400 to \$48,800 for annual contracted maintenance for the NKRC's four baseball fields and 12 soccer fields. There would be additional costs to manage maintenance needs for the other amenities.

The operating costs for the indoor facility would depend on the amenities and programming offered.

Facility/ Organization	Acres / Square Feet	Cost per Acre / Square Foot	Estimated Annual Operating Cost	Considerations
NKRC - Outdoor	40	\$8,260	\$330,400	Maintenance could be conducted by staff or contracted services.
NKRC – Indoor	60,000	Depends on amenities and programming		There could be a mix of full-time and part-time staff, which would impact costs.

Exhibit 20: Operating Cost Estimates for NKRC

Source: BERK, 2024.

¹⁰ https://cityofpoulsbo.com/wp-content/uploads/2023/01/Appendix-10.4.1_Poulsbo-PERC-Mgmt-Plan_Flnal-1.pdf



⁸ https://www.nrpa.org/contentassets/f6baf1e9c3354aeca52dc548251bc4f4/2024agencyperformancereview_final.pdf

⁹ <u>https://www.northkitsapunited.com/media/brzp2gcx/north-kitsap-united-feasiblity-report_20231208_compact.pdf</u>

Revenue Potential

Funding for facility operations depends on the owner and operator of the facility. If a city or county owns a recreational facility, it would likely manage it as part of the parks system and use general tax dollars and program fees to fund operations. NRPA found that the typical park and recreation agency recovers a quarter of its operating expenditures from non-tax revenue.¹¹ In other words, three quarters of operating expenditures are funded by tax revenue or contributed revenues. A facility owned by a non-profit entity would rely more on membership and program fees, grants, and donations.

Estimates for revenue generated by use of the outdoor facility are provided in **Exhibit 21**. The estimated annual revenue is based on assumptions of the hours of weekly field rentals, tournament hours, and fees charged per rental in line with comparable facilities. Included in the estimated annual revenue for soccer and baseball is an assumption that 50% of all weekly field rentals will include lights at a rate of \$25 per hour.

Looking at potential costs and revenues together, if the facility achieves the highest level of use, it will generate enough revenue to cover costs. If the annual cost is approximately \$330,000, it will cover approximately 22% of costs at its lowest use, which aligns with NRPA's findings.

The estimated revenues for an indoor facility would depend on the number of members (for a facility like the YMCA) and attendees at programs. A non-profit operator would supplement earned revenue with fundraising efforts and grants.

Event Type	Weekly Field Rentals (Hours)	Hourly Rental Fee	Annual Tournaments	Daily Tournament Fee	Estimated Annual Revenue
Soccer	12-84	\$45	4-8	\$2,430	\$45,600 - \$270,600
Baseball	4-36	\$45	4-8	\$1,080	\$16,300 - \$116,300
Pickleball	12-108	\$5	4-8	\$420	\$4,800 - \$31,400
Volleyball	4-24	\$10	1-3	\$240	\$2,300 - \$13,200
Basketball	4-24	\$10	1-3	\$240	\$2,300 - \$13,200
Disc Golf			2-6	\$500	\$1,000 - \$3,000
Total					\$72,300 - \$447,700

Exhibit 21. Potential Revenue for Different Outdoor Activities

Source: BERK 2024.

¹¹ https://www.nrpa.org/contentassets/f6baf1e9c3354aeca52dc548251bc4f4/2024agencyperformancereview_final.pdf

Potential Funding Options

One challenge for a large capital project is determining the funding sources, both for construction and for ongoing operations. Capital funding sources depend on the owner and operator of the facility. If it is publicly owned (by a city, county, or park district), the jurisdiction could issue bonds to pay for construction and then pay back the bonds using ongoing revenues. Jurisdictions can also apply for state or federal grants or request a general appropriation from the State Legislature. A facility owned by a non-profit entity would rely more on grants and private fundraising.

Kitsap County has a Public Facilities District (PFD), which is an independent municipal corporation that partners with other public entities to build public facilities for the benefit of the residents of the County and to generate revenue for the County through taxes and use fees. The Kitsap PFD is currently funding four projects, one of which is the PERC. The PFD is funded by sales tax revenue and received \$2.3 million in 2023. To receive support from the PFD, a public entity would prepare a feasibility study for a proposed project and describe how the project meets the PFD's guiding principles. These principles are:

- 1. Promote economic development
- 2. Ensure efficient use of public sales taxes
- 3. Be innovative and meets the needs of the community
- 4. Allow for multi-use purposes and made available to the public

Exhibit 22 describes how some capital projects have been or are being funded. The PERC and the Pen Met facility are owned by public entities, so much of the funding comes from tax revenues or bonds. The YMCA project relied more on private donations.

Facility/Organization	Total Cost	Funding Sources
Pen Met Parks Community Recreation Center	\$31.6 million (includes administration building)	\$11.6 million from the park district capital projects fund\$16.6 million from bonds\$4 million from public and philanthropic support
Gig Harbor YMCA expansion	\$3 million	\$750,000 from government funding \$2.25 million from private donations
Poulsbo PERC, Phase 1	\$13 million	\$8.7 million from Kitsap Public Facilities District \$4.3 million from City of Poulsbo

Exhibit 22: Funding Sources for Recent or Ongoing Projects

Sources: City of Poulsbo, 2024; PenMet Parks, 2024; Patch, 2013; BERK, 2024.



Additional Considerations

- There are two other facilities, the PERC and NK REC, within a 15 minute drive time of the proposed NKRC. Once the PERC is completed, the community will gain two new turf fields and outdoor amenities. Providing enough space for tournaments would remain a challenge. The Rotary could determine how to design offerings at NKRC that would complement other amenities in the study area, in addition to providing more fields.
- Many large projects are completed in phases, often due to funding limitations. For example, the PERC and the Gig Harbor Sports Complex are planned over three phases.¹² NKRC could take a phased approach and focus on either the outdoor or indoor components first, in line with community support and funding availability.
- A public partner would provide funding opportunities, including support from the Kitsap PFD. The PFD is committing funding for the PERC and has other existing funding commitments. The PFD's interest and capacity to support another sizeable recreational complex project is unknown. Further research and engagement should be done with the KPFD to determine potential support.
- Additional findings from the updated Kitsap County PROS Plan can inform the desired amenities and design for the facility.
- Further refinement of cost estimates will be necessary, based on the final design for the facility.

Conclusions

The Rotary and its partners are committed to expanding recreational offerings for the community in North Kitsap. There are some existing facilities in the area, but availability to the public is limited and the community has expressed a need for more amenities such as turf fields. A new facility in North Kitsap could complement what is already (or soon to be) available, by providing additional fields for adult and youth league practice and tournaments, allowing local sports programs to grow. A new facility could also provide different amenities.

Some areas of North Kitsap are 20-30 from existing recreational facilities that are open to the community. The NKRC location would reduce the drive time to an athletic facility for many in the study area.

Building new recreational facilities is costly and many organizations take a phased approach to raise enough funding. The Rotary will have to look at potential partnerships to move ahead with this project. It should also consider the community's willingness and ability to support the cost of the facility.

¹² <u>https://www.gigharborwa.gov/637/Gig-Harbor-Sports-Complex</u>



Appendix A: Supporting Materials

- 1. North Kitsap/Poulsbo Market Study Refresh, Triangle2 Solutions, 2023.
- 2. Summary of community engagement conducted by the Rotary, 2023.
- 3. Facility overview, Rotary, 2023.





Prepared by: Lori Swani Triangle2 Solutions lori@triangle2.com 615.948.9622

North Kitsap/Poulsbo Market Study Refresh

June 20, 2023



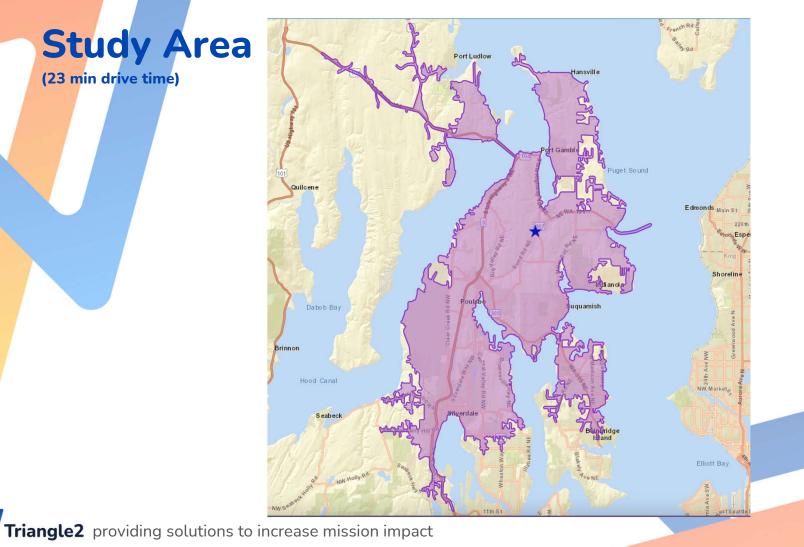
Overview

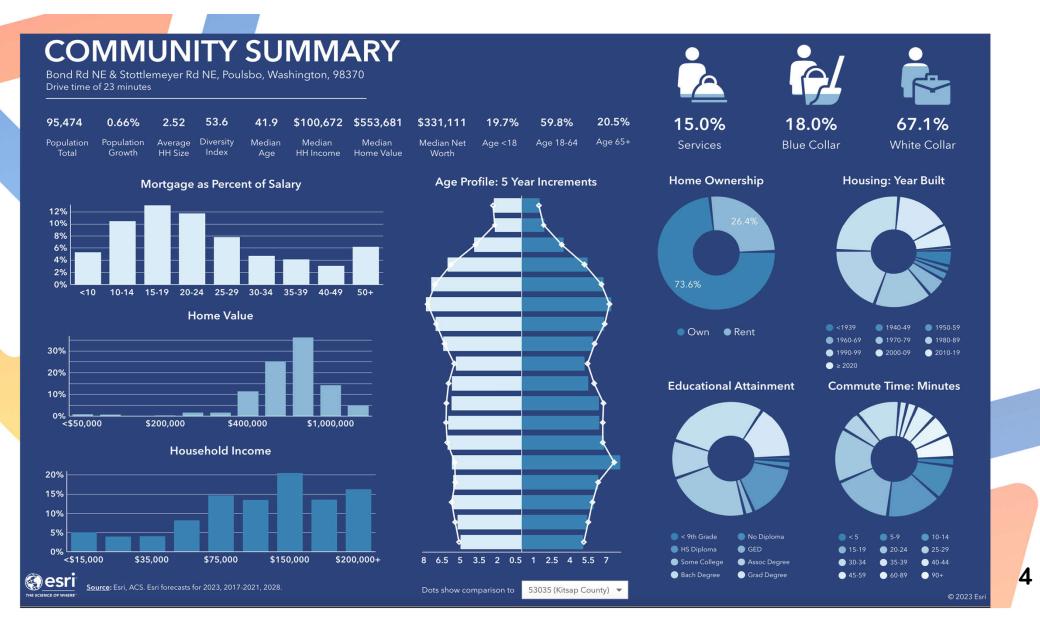
The YMCA of Pierce & Kitsap County commissioned a study to refresh data from an original July 2016 study in North Kitsap County. The methodology for this new study included 408 completed phone interviews and a refresh of all demographic data.



Triangle2 providing solutions to increase mission impact





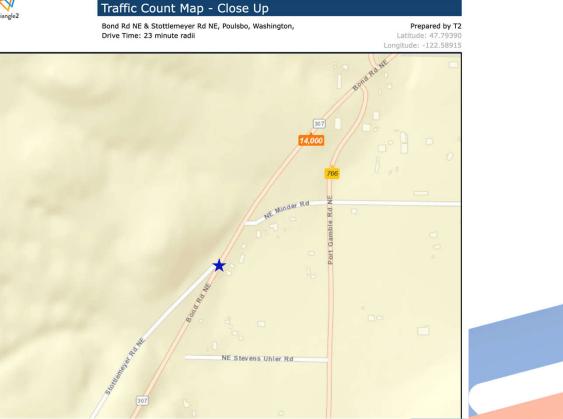


Study Site Demographics

Summary	Census 2010		Census 2020		2022	2027
Population	86,616		93,528	94	1,746	96,381
Households	33,076		35,807	30	5,275	36,865
Families	23,129		-	24	1,943	25,407
Average Household Size	2.53		2.54		2.54	2.54
Owner Occupied Housing Units	22,913		-	20	5,639	27,207
Renter Occupied Housing Units	10,162		-	9	9,636	9,657
Median Age	39.3		-		41.9	42.9
Trends: 2022-2027 Annual Rate		Area		State		National
Population		0.34%		0.52%		0.25%
Households		0.32%		0.50%		0.31%
Families		0.37%		0.52%		0.28%
Owner HHs		0.42%		0.74%		0.53%
Median Household Income		2.71%		3.77%		3.12%
				2022		2027
Households by Income			Number	Percent	Number	Percent
<\$15,000			1,417	3.9%	902	2.4%
\$15,000 - \$24,999			1,341	3.7%	856	2.3%
\$25,000 - \$34,999			1,306	3.6%	819	2.2%
\$35,000 - \$49,999			2,920	8.0%	1,944	5.3%
\$50,000 - \$74,999			6,463	17.8%	5,739	15.6%
\$75,000 - \$99,999			5,543	15.3%	5,634	15.3%
\$100,000 - \$149,999			8,720	24.0%	9,719	26.4%
\$150,000 - \$199,999			3,930	10.8%	5,363	14.5%
\$200,000+			4,633	12.8%	5,887	16.0%
Median Household Income			\$95,137		\$108,762	
Average Household Income			\$126,173		\$148,863	
Per Capita Income			\$48,907		\$57,583	

Triangle2 providing solutions to increase mission impact







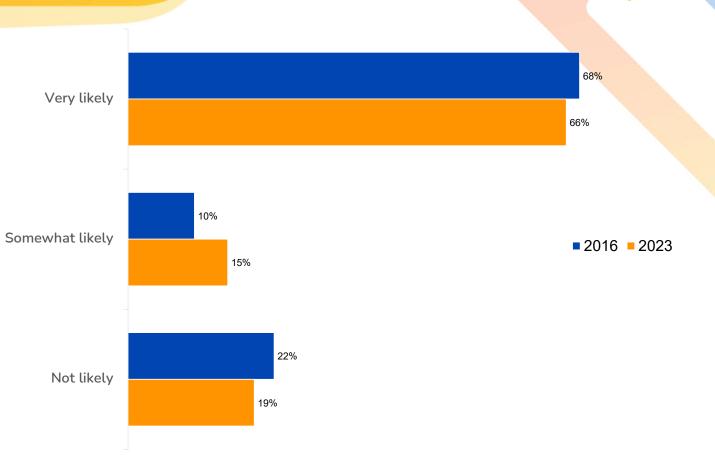
Findings



le2 providing solutions to increase mission impact

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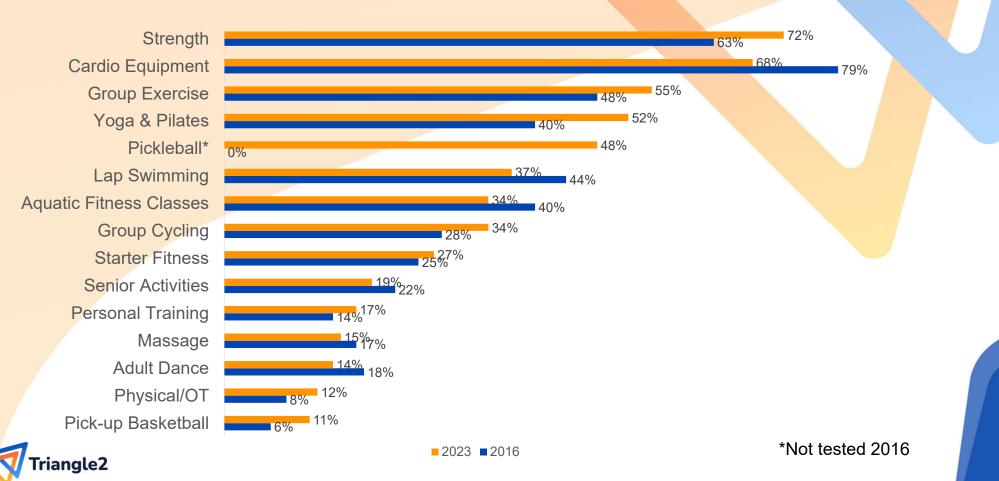
If a multipurpose recreation center or YMCA was developed to serve the health and fitness needs of Poulsbo and the surrounding communities, how likely would you be to use it?



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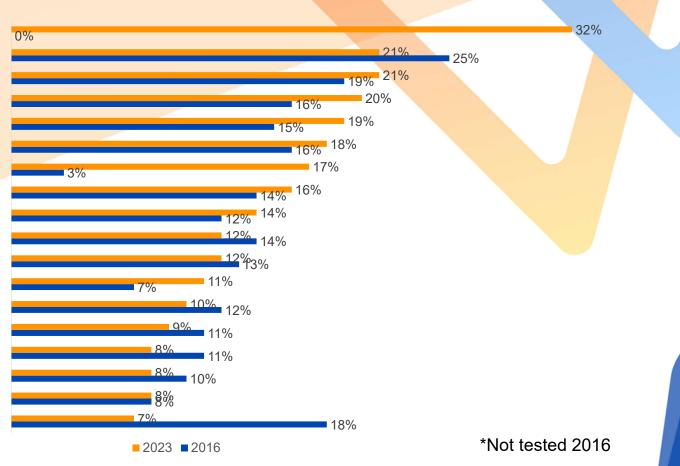
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Top Fitness Activities



Most in Demand Services

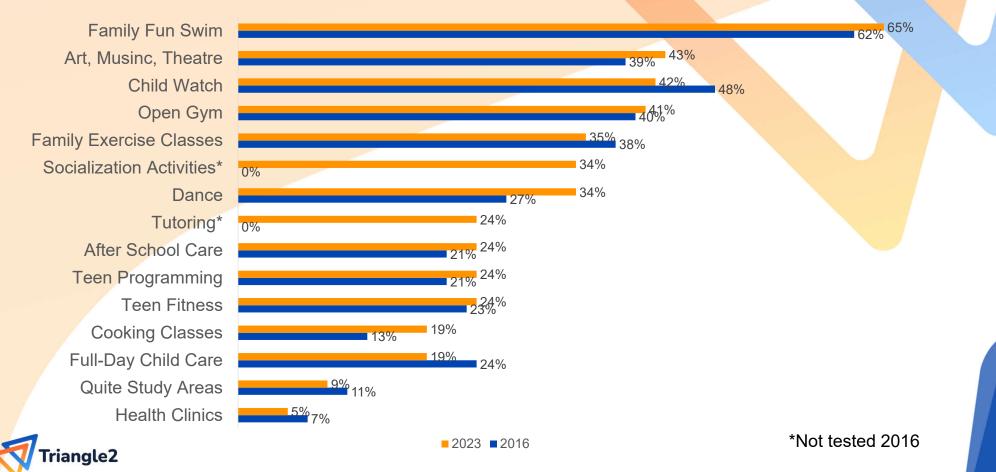
Co-Working Spaces* **Coffee Shop** Art, music, theatre Cooking Classes **Diet & Nutritional Services Classes for Seniors** Mental Health Services/Counseling **Quiet Study Areas** Health Ed Classes Language Classes Self Improvement Classes Community Meeting Rooms Services for College Students **Bible Studies Book Clubs** Health Clinics **Business Development Classes Computer Classes**

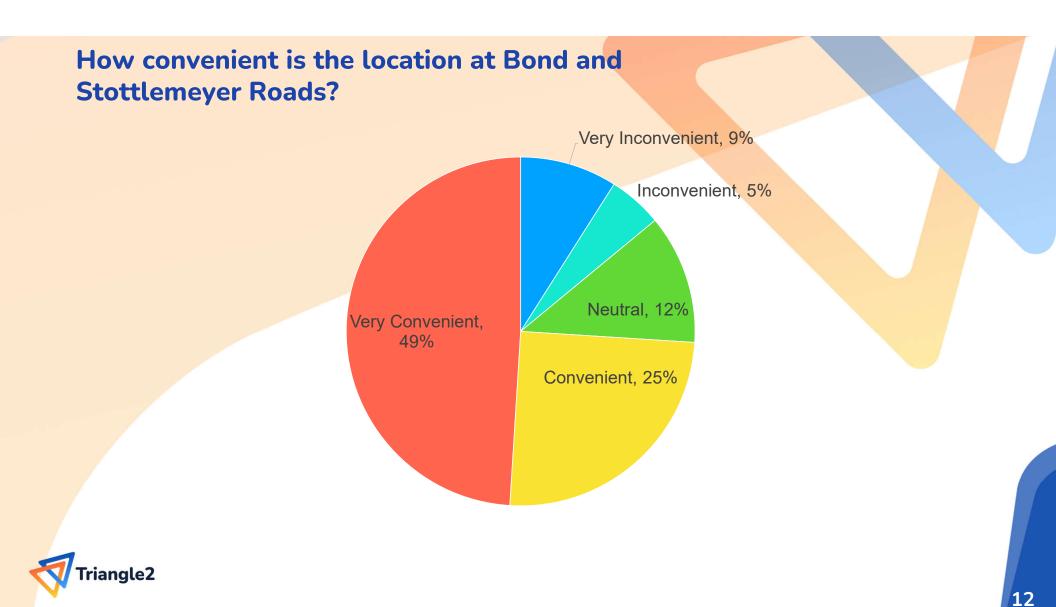


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Top Programs for Children & Youth





Membership Unit Projections

	2016	2023
Total Households	31,543	36,865
Projected Family Units	1,470	1,890
Projected Adult Units	930	1,418
Projected Couple Units	160	420
Projected Young Adult Units	1,855	1,802
Total	4,416	5,530
Current YMCA Units that will transfer some or all usage to new facility (included above)	1,884	?



ROTARY SPORTS & RECREATION SUMMIT MEETING – 9/15/23:

We had 18-people attend and 8-different organizations represented (KYSA (Football, Baseball/Softball, Basketball, Soccer), NKSC (Soccer), NKLL (Baseball), KYLA (Lacrosse), KHS (Baseball/Softball), NKHS (Baseball/Softball), and PPR (Football, Baseball/Softball, Basketball, Soccer) – two RSVP'ed but didn't show (BIFC (soccer) and another member of NKSC (soccer)). Shortly after the meeting, we had 7-people representing 7-other organizations give input and answers to our questions.

We went for about 2.5+ hours chatting about five different topics:

- 1. today conditions, needs and issues
- 2. future outlook, concerns, needs and wants
- 3. equipment and other areas of insight, concerns, needs and wants
- 4. tournament focus and economics behind each organization, youth scholarship issues
- 5. general big picture insights and opportunity for them at provide feedback and questions

We recorded the meeting for our Rotary Club to revisit and make sure adequate notes were captured in the discussion... not intending to make it a public showing – unless it is requested of others to view.

Boiling down the answers from the meeting (plus what we have received so far from those who couldn't attend), here's some of our high-level observations (no particular order of importance):

*A central location in North Kitsap with a number of amenities for various causes/organizations to utilize is very critical – our kids/parents are traveling far distances to do certain activities

*Many kids are choosing to join other organizations outside Kitsap because we aren't providing adequate resources for their needs and skillsets

*Select teams are hurting some sport enrollment numbers as kids leave the area/organization to join better offerings (facilities, equipment and opportunities to improve their skills)

*Kitsap-area organizations can't do the select team route for certain sports due to a lack of field/court space

*Safety is a growing concern now regarding playing surfaces/amenities – one major reason on why seeking outside of North Kitsap

*Affordability for using space is a growing problem (examples: ~\$85/per player for basketball season, more than 3/4th of current annual budget going to field usage (practices or games)... not enough money to cover equipment needs for players/teams) – causing parents to fork out more money just to participate

*Multiple turf fields - at least double of what have now - for year-round play is critical

*Multiple lighted fields (combined with turf) is a big need for spring/fall seasons to expand field time usage

*Not enough indoor court space to meet half of today's needs – this is also a growing issue for inadequacies of female sports (volleyball, basketball, cheer, gymnastics, etc.)

*An indoor facility would open the door to allow more adult recreational needs – doesn't have to be all about sports... Centralia is a great example to follow

*Too many teams sharing fields at one time (this year's soccer teams have <u>three</u> teams sharing <u>one</u> field to practice daily)

*School fields represent more than 80% of current field availabilities – little to no maintenance happening now (school district has no money and little commitment to changing) and conditions continue to get worse as more use of fields require more maintenance

*Parking at certain field/facility space is a growing issue (Strawberry Field as an example)

*Who you know and priorities are being given to certain people/organizations over others for field space and time usage

*COVID hindered ability to provide true growth metric of kids into sports programs but, the last two years, a consistent ~10%+ growth YOY is happening in just about every sport in NK (not the case for most girls teams)

*Right now, doubling the number of available fields today (roughly 40-total – there are 25 (sort of) fields today) would solve today's needs and would help likely lessen the issues of future needs – especially if turf, indoor and lighted fields are built

*Need to be mindful and work together on two newer projects – PERC and Tribe Field Projects – collaborate with, don't duplicate and fill gaps of what they aren't doing to improve NK's needs

*Concerns and efforts regarding traffic mitigation and environmental issues are critical

We have already and will continue to reach out to those other sports/recreation organizations that weren't present to get their input as to what they are seeing.

These were the questions we asked (among some others depending on what each representative said and our follow-up to it):

FIRST TOPIC FOCUS – TODAY ISSUES/NEEDS:

*What kind of conditions are you facing with fields and space usage today?

*Where are you traveling to currently for practices? For games? For tournaments?

*What are the total number of courts/fields your organization uses now? For practices per week vs. games each week? # of games per season?

*How accessible are they? What do you go thru to obtain them?

*What is the number of courts/fields you think need to handle today's needs vs. what you are settling with due to number of fields have access to now... is there a lack of fields?

*Do you have any stories and/or pictures to share about the field conditions, the number of kids playing today or at least what use issues you are having right now?

*What are the year-over-year numbers number of kids in your league/organization today? How does that compare to last year? In years past - Over the last 5-years? 10-years? Why has this changed the way it has? Explain...

*Do you have more kids that want to play but can't because of certain problems/issues? What are those causes - number of coaches available?, number of fields available?, the finances of the family of the child trying to play?, something else?

*What are the peak seasons (specific months) for your sport – start to finish?

*In your opinion, is there a certain sport that's unfortunately behind the times and needs more support than another?

*How many fields do you think we need today?

SECOND TOPIC FOCUS – FUTURE ISSUES/NEEDS:

*What is your organization/sports' anticipated need in the future?

*We talked about your "needs" assessments of today... what are your current "wants" assessments for tomorrow that you wish we had available to us today?

*What do you think the greatest future need for sports and recreation infrastructure is for the Kingston-area? For North Kitsap as a whole? For Kitsap County as a whole? For the State of Washington? For outside the State?

*What types of facilities would you and your family most likely use today for recreational use?

THIRD TOPIC FOCUS – EQUIPMENT/OTHER ISSUES/NEEDS:

*Are there specific types of equipment, training tools and apparatus items that you would like to have access to or utilize on a regular basis? Any you don't have today that you need/want – why? Tell us more about what it is and why, where you'd get it and what the approximate costs are for these items...

*What is the number of balls you need to have on hand per game? What kind of balls do you use and where do you order them from? Cost per ball?

*What are the costs to hire referees and umpires today per game?

*What's are your organization's costs: per field? per season? per league? per participant? Have those costs gone up over the years? If so, by how much each year?

*What is the size of the courts/fields we need – for each age group?

*What size balls (or other equipment) are needed for each age group today?

*What are the peak seasons (specific months) for your sport – start to finish?

*How are you storing equipment now vs. what is needed to adequately handle your organizations needs today/in the future?

FOURTH TOPIC FOCUS – ECONOMIC GROWTH & TOURNAMENT ISSUES/NEEDS:

*Where do you go to play tournaments now?

*How often do you play in tournaments per year?

*How hard is it to sign up for tournaments today?

*How many games would you need to conduct per season, per year or per weekend for a tournament?

*How many teams for a tournament is ideal?

*How many teams are there in your league/our area (Kitsap County)? Versus our region? Our state? In the Nation?

*If we had space available, what kind of space would you need to warm-up pregame (if holding a tournament locally)?

*How many tournaments are available to participate in per year in our area currently? In our region? In our state? Outside of WA State? Who is hosting these tournaments?

*What does it cost to participate in those tournaments per team?

FIFTH AND FINAL TOPIC:

*What questions and or concerns do you have about a project of our scope that we're facing today?

*What other questions should we be asking today?

*Do you have any additional feedback for us at this time?

Sports & Recreational Organizations:

Boys & Girls Club of North Kitsap **Bainbridge Island Booster Club** Bainbridge Island Boys Lacrosse Association Bainbridge Island Girls Lacrosse Association Bainbridge Island Mountain Bike Club Bainbridge Island Sportsman's Club Bainbridge Island Youth Soccer Club (BIFC) **Bainbridge Island Swim Club** Chico Pee Wee League Kitsap Aikido **Kitsap Alliance FC** Kitsap Athletic Roundtable Kitsap Fliers Track & Field Club **Kitsap Ospreys** Kitsap Tennis & Athletic Center **Kitsap Youth Lacrosse Association Kingston Booster Club** Kingston Kings (Select Baseball Team) Kingston Pee Wee League **KYSA** Little League Baseball Inc North Kitsap Booster Club North Kitsap Lacrosse North Kitsap (NK) Little League Poulsbo Piranha Swim Team Puget Sound Swim Club (PSSC) Peninsula Football League Olympic Peninsula Sports Union (Rugby) Peninsula Hockey Booster Club Silverdale Pee Wees **Special Olympics Washington** Sports Beyond Tracyton Pee Wees Sports Association

RESULTS FROM COMMUNITY MEETING (6/27/23):

Axe Throwing:	2	1.3%
Art & Theatre/Auditorium:	9	5.9%
Bowling Alley:	2	1.3%
Climbing Wall/Gym:	15	9.9%
Dog Park:	27	17.8%
Driving Range/Golf Simulator:	4	2.6%
Escape Room:	0	
Frisbee Golf:	12	7.9%
Go Carts:	2	1.3%
Indoor Track:	10	6.6%
Lawn Games:	8	5.3%
More Open Space/Woods/Trees/Trails:	15	9.9%
Outdoor Ice Rink:	12	7.9%
Outdoor Laser Tag:	1	0.6%
Sauna/Steam Room:	11	7.2%
Splash Pad/Park:	16	10.5%
Ropes Course/Zipline:	6	4.0%

Total Surveyed: 152

Community Feedback Survey Questionnaire (March-June 2023):

Rotary Kingston-North Kitsap is leading the efforts to create a multi-use complex in the greater Kingston area for sports and recreation for all ages.

There is a shortage of sports and recreation facilities throughout Kitsap County, but this is most acute in North Kitsap and, in particular, the greater Kingston area.

We envision this complex consisting of indoor and outdoor facilities, including turf fields for multiple sports, an indoor facility, and other sports and recreation options.

Our goal is to have a complex that can be used year-round and for a wide variety of activities and events (not just sports), for example birthday parties, family/community gatherings, team building/retreat activities, etc.

We expect to have some exciting announcements coming soon, but right now we are looking for community feedback on our proposed project.

This is a great opportunity to have your voice heard by our committee and our potential partners. Our goal is for this to be accessible and used by the whole community and your input is very important.

Questions:

- 1. What do you think is the greatest need for sports and recreation infrastructure in Kingston and/or North Kitsap?
- 2. What types of facilities would you and/or your family be most likely to use?
- 3. As Kingston and North Kitsap grow, what types of sports and recreation infrastructure do you envision for Kingston in...
 - i. 5 years?
 - ii. 10 years?
 - iii. 20 years?
- 4. What questions and/or concerns do you have about a project of this scope?
- 5. Do you have any additional feedback for us?

FIELD ANALYSIS:

FIELDS:	NUMBER:	LAYING SHAPE	(1 (poor) to 5 (great)):
Buck Lake Park	2 or 3 field space (soccer) + Playground Str	ucture	2
	2-Beach Volleyball Court		
Gordon Elementary	1-Baseball + 1-field space		1
Breidablik Elementary	1-Baseball & Playground Structure		3
Indianola Orca Field	1-Baseball + 1 field space & Playground Str	ucture	2
Kola Kole Park	1-Baseball + 1 field space		2
Kington Middle School	2-Baseball + 2 field space & Track, Football		1
Kingston High School	1-Baseball, 1-Softball & 1-Track, 1-Turf Foo	tball	2
	1-Outdoor Basketball, 2-Tennis/Pickleball (Courts (Tennis	s/Turf/Track – 4 or 5)
North Kitsap High School	4-Baseball/Softball + 3 field space & Track,	Turf Football	4
	6-Tennis/Pickleball Courts		
Pearson Elementary	1-Baseball + 1 field space + Playground Stru	ucture	3
S'Klallam Tribe Fields	1-Baseball + 1 field space + Playground Stru	ucture	4
	1-Indoor Basketball Court		
Poulsbo Elementary	1-Baseball + 1 field space + Playground Stru	ucture	3
Poulsbo Middle School	3-Baseball + 2 field space & Track, Football		1
Snider Park (Little League)	6-Baseball (All Tournament Play Eligible)		4
Suquamish Elementary	1-Baseball plus field space (+1)		
Suquamish Community	1-Baseball + Outdoor Basketball Court		3
Strawberry Field	3 or 4 field space (soccer), 1-Turf Soccer/Fo	otball	3 or 4
Vinland Elementary	3 or 4 field space (soccer) + Playground Str	ucture	3
Wolfle Elementary	2 or 3 field space (soccer) + Playground Str	ucture	2 or 3
Village Green Community	Playground, Half Indoor Basketball, 2-Tenn	is/Pickleball	4.5

25-fields available in baseball/softball but 4-are HS fields not suitable for youth. 6-game day fields.

NKLL - Spring 2023: Baseball/Softball: over 900-kids and 78-teams. 9% total, 37% girl increase over 2022.

KYSA (2022): 80 kids for football

90-kids for basketball (boys and girls) 10-teams Cheer 30-kids

NKPW (2022):

140-kids for football 60-kids basketball (7-teams) Cheer 30-kids

BIFC (SOCCER):

More than 300 - Spring 2023 Recreation Soccer

Right at 300 - Fall 2022 Recreation Soccer

At around 400 (additional) year-round - Competitive Select Soccer (June-February)

NK SOCCER CLUB:

560-kids signed up for fall soccer... 220-year-round select kids. <u>93% YOY increase</u>!

PENINSULA FLAG FOOTBALL LEAGUE: (From Russ Shiplet)

<u>Fall 2023</u>: Now 4-Conferences in North Mason and Kitsap County (North Kitsap, Central Kitsap, South Kitsap and North Mason) – each conference has between 200 and 300 kids. (nearly 1,000 total kids)

Summer 2023: 320 kids (24-teams) Spring 2023: 255 kids (19-teams) Winter 2022/2023: 305 kids (22-teams)

Facilities Costs:

Schools always have first right even if you have reservations. Practice can go from 2:30-whenever for schools.

NKHS Stadium w/o lights: \$67.73 per hour W/ lights - \$33.50 more per hour

- KHS w/o lights: \$46.20 per hour W/ lights: \$33.50 more per hour
- NKHS/KHS Main Gym: \$26.72 per hour
- PMS/KMS Main Gym: \$20.79 per hour
- NKHS/MS AUX Gyms/Elementary Gyms: \$20.79 per hour
- Strawberry Field Turf: \$46.20 per hour. W/lights: \$33.50 more per hour

Outdoor grass field usage: 4-hours for \$53.13

Outside of normal staffing hours, custodian needs to be hired to be there: \$47.25 per hour, 2-hour minimum

These prices are scheduled for a 10% increase for 2023-2024 year.



North Kitsap United

RAYDIENT



Past Rotary Projects

*Kingston HS Lights

*Heritage Park Trail Markers

*Kingston Coffee Oasis

*Village Green Community Center

*Village Green Picnic Pavilion

*Kingston Electronic Readerboard

RAYDIENT PLACES + PROPERTIES

North Kitsap United





A Sports & Multigenerational Recreation Complex

North Kitsap United

n Uniti as Prep-Plm Spten Fon Distra Hamls-on KAK #2 Asker -· Bleacher Expans **Rotary Brainstorming Meeting** May 12, 2018

Kitsap County Sports Field Complex – Heritage Park Drawing – May 2003 P.RESERVE W/ TRAIL SYSTEM WATER OS WHITE HOPSE DEVELOPMENT Sport Fields Concepts Heritage Park Alternative One asign



Why this? Why Now?

North Kitsap United

RAYDIENT PLACES + PROPERTIES

North Kitsap Onite





ALCONTRACT.













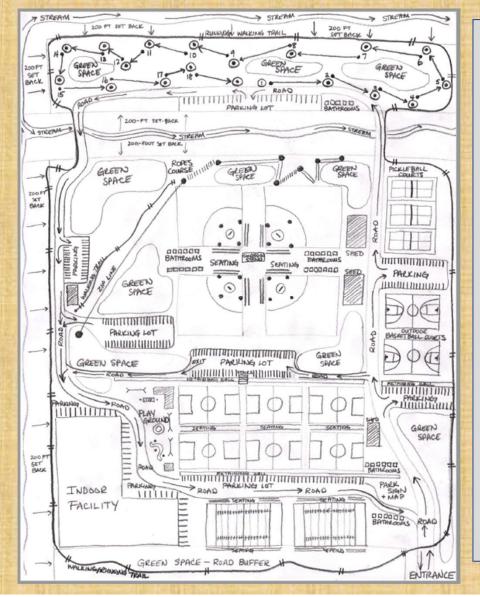
BASEBALL CURRENT NEEDS:

78-teams x 2-practices/week x 1.5-hour practices and 1-game/week = <u>390 hr/wk</u>

AVAILABLE FIELD SPACE:

18-available practice fields x 3-hours per weekday x 5-days per week
6-game day fields x 5-games per field x 2-weekend days per week
= 60

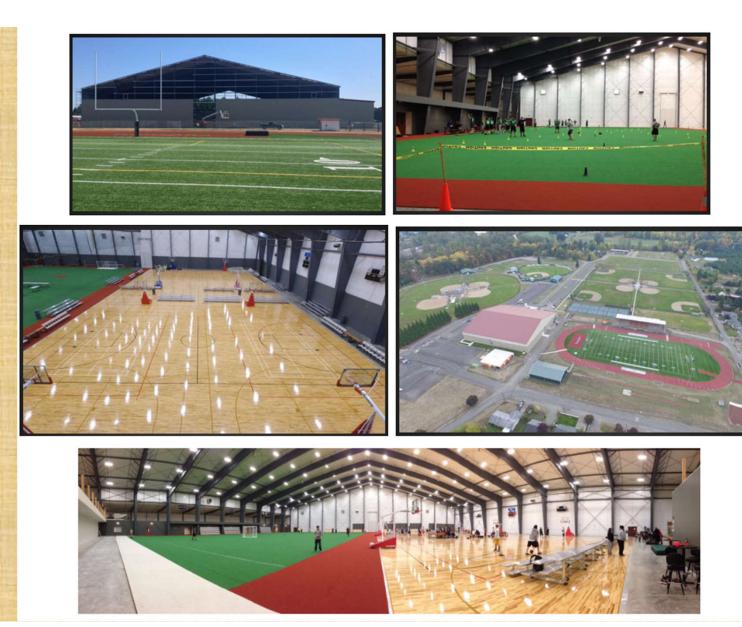
<u>330 hr/wk</u>



ORIGINAL VISION:

- Multi-Use (Sports & Recreation)
- Multi-Generational (Use for All Ages)
- Outdoor Facilities (Preferably Turf Field)
- Indoor Facility Use Year-Round
- Baseball/Softball, (Flag) Football, Soccer, Lacrosse, Basketball, Pickleball, Volleyball, Tennis
- Other Recreational Options Frisbee Golf Course, Ropes Course, Zip Line, Walking/Jogging Trails, Playground, etc.
- Use for Business Development, Birthday Parties, Activities for Families/Kids, etc.
- Get Ahead of Growth & Current Issues





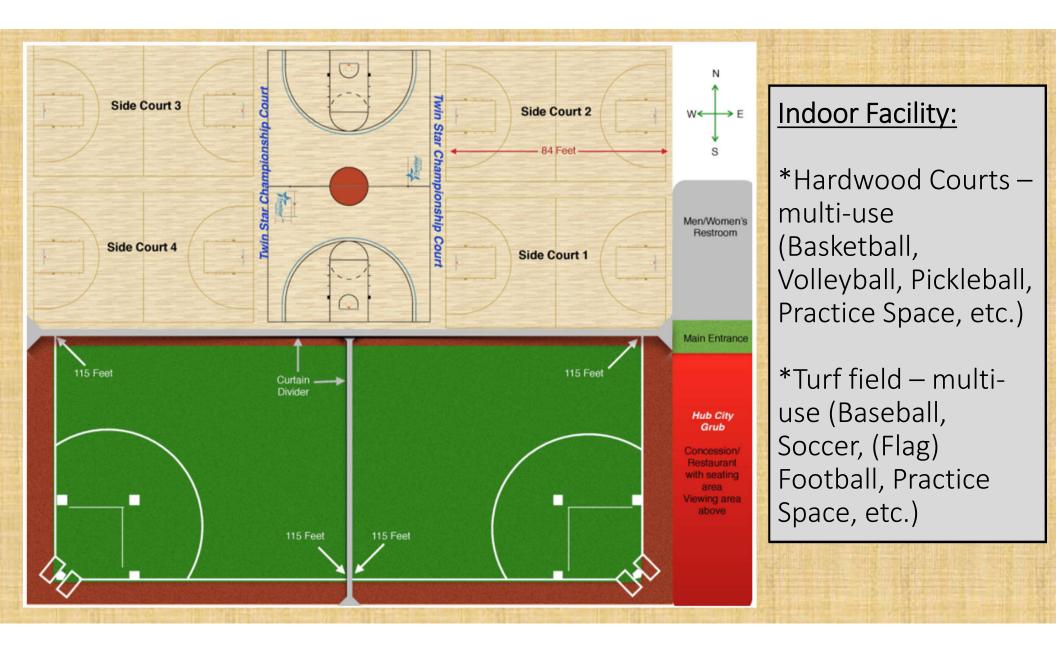
Example - Centralia: *Build in 2010

*75,000-sq ft

*Partnership between Lewis County Facility District, City of Centralia, Centralia School District & Private Organization (NW Sports Hub LLC.)

*Inside a large sports complex

*Mezzanine Seating, Concessions and Retail Space Inside







We want your input!

*Volunteers *Donations *Answer Questions *Address Concerns



North Kitsap United