



## Indoor Community Recreation Center Survey Summary October 2005

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### INTRODUCTION

In March 2005, the Divide Park Board commissioned the Colorado Center for Community Development to conduct a survey in the cities of Divide, Florissant and Lake George, Colorado. The primary objectives of the survey were to:

- Inform area residents of a land donation near the intersection of 67W and US 24 in Divide for an indoor community recreation center;
- Measure reactions to and local interest in such a recreation center; and
- Evaluate the likelihood of participation in various programs and activities the center might offer.

Other objectives included assessing various fee structures and membership benefits, exploring possible uses of an indoor recreation center, and funding options.

Information was gathered in six broad categories:

1. Satisfaction with existing facility
2. Perceived recreational needs
3. Importance of a community recreation center
4. Views on community recreation and fitness participation
5. Demographic and socio-economic factors
6. Preferences for funding options

This document is intended to be a capsulated summary highlighting the overall findings of the survey, particularly as related to the six categories above.

### RESULTS

#### Existing Facility Satisfaction

Of the respondents who were aware of the facility, 80% were either very dissatisfied or dissatisfied with the current facility. Less than 4% of respondents indicated they were very satisfied or satisfied with the existing facility.

#### Importance of a Community Recreation Center

Overall, the respondents believed that indoor recreation is important to a community. Respondents *mostly agreed* that:

- Recreation improves the quality of living.
- Recreation brings a community closer together.
- Organized recreation is important to a community.
- It is important for a community to have recreation programs.
- It is important for a community to have indoor recreation facilities.

Respondents *mostly disagreed* with:

- Recreation programs are for youth only.
- I am satisfied with the current indoor opportunities.
- There are enough facilities available in our area.

### Perceived Recreational Needs

The top three choices for the *most desirable activity* are swimming 53%, fitness 33% and arts/crafts 14%. The *least desired activities* are squash 96% followed by floor hockey 87%, and badminton 86%. The *most desired programs* are educational classes 18%, followed by a media and library wing 16%. The *least desired programs* are childcare facilities 79% followed by conference rooms 73%.

However, of the respondents with young children, 89% of them either *agreed or strongly agreed* that the provision of onsite child care facilities would allow them or their family to increase their participation in various recreational activities. Most of the individuals with children indicated they would pay \$2 or \$3 per hour for supervised childcare; a significant number were willing to pay \$5 per hour.

### Views on Community Recreation and Fitness Participation

Sixty-one percent of the respondents indicated that they have time to participate in recreational activities, and 54% *strongly agreed* that the necessary facilities are not available. Fifty percent of the respondents do not think that indoor recreation costs too much. Seventy-one percent indicated they would drive up to 15 miles to participate in recreational activities. A large majority (91%) indicated they would use a recreation facility in Divide even if one were built in Woodland Park.

### Demographic and Socio-Economic Factors

The majority of individuals completing the survey were female between the ages of 50 and 60. Over 50% of the respondents live in Divide year-round and own their homes with a mortgage. The largest portion of household income is \$60,000 to \$99,999 per year, with 54% of the respondents working outside of their home.

### Funding Options

User fees are the most frequently indicated funding option (40%), with county fees second (28%). Seventy-four percent of the respondents indicated that they would pay membership fees of \$20 or \$30 per month.

## METHOD

### The Survey

A written 26-question survey was mailed to 5,000 residents in Divide, Florissant and Lake George, Colorado. Respondents were not required to answer every question. The survey respondents were asked to either return the survey via U.S. mail or to take it to a drop location Florissant or Divide. The response time given for the surveys was over three weeks during the months of June and July, 2005.

The returned 258 surveys, slightly over a 5% return rate, were then entered into a widely used computer application (Statistical Package for Social Sciences) and analyzed. All of the surveys returned before the deadline were used in the analysis.

### **Sample Versus Population**

The fundamental goal of a written survey is to reach the same results as if every member of a population had been interviewed. To accomplish this, every adult in the sampling area must have the same possibility of being included in the sample. The most effective way to do this is to reach people at home, as our survey did. Consequently, our analysis is based on a broad group of people that, based on US Census 2000 data, represent the population age composition.

## **DIVIDE PARK BOARD**

### **Vision Statement**

To be the leader in providing the residents of the Divide region with quality recreational facilities built in a spirit of cooperation between citizens, recreation providers, developers and the county.

### **Mission Statement**

To facilitate, through a nonprofit organizational structure, support and direction for the planning and building of recreational facilities in the Divide region.

In 1988, an area resident offered to provide over 12 acres of land for development of a park in Divide, Colorado. A local group of residents joined together to form the Divide Park Board, Inc. to meet the leadership challenge that the land offer created. The DPB became incorporated and recognized as a 501 (c)(3) organization in 1991. Since receiving the donated land, DPB in conjunction with Teller County Parks, secured funds through a range of funders, including Conservation Trust Funds, GOCO, Gates Foundation, and local fundraising, to:

- Construct two baseball fields
- Construct a wind and solar energy powered concession serving the two fields
- Construct multi-aged, handicap accessible playgrounds
- Construct a 2.75 mile trail system
- Construct an 80' x 120' multi-use court to accommodate basketball, roller hockey, in-line skating, four square, etc.

Teller County Parks has enhanced the park and maintains it on an ongoing basis.

The DPB is governed by a volunteer Board of Directors with assistance from two part-time staff persons. Primary sources of revenue are donations from individuals and groups and fees for the Divide Recreation Center (Tom Gannon Gym). The facility is available for use by individuals and groups; for information about rental fees and space availability, call 686-0188.



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October 27, 2005

Dear Divide, Florissant and Lake George Residents:

Thank you for responding to the Indoor Community Recreation Center survey sent to you in July and for your interest in this exciting project. A summary of the survey results accompanies this letter, as you requested.

The survey responses indicated overwhelming support for a community recreation center in Divide. The Divide Park Board intends to move forward with further planning and invites your participation in this process. *Please join us at Divide Recreation Center (Tom Gannon Gym) for a public meeting, 6:30 pm, Monday, November 14, 2005.* We are anxious to have your presence at this important meeting where we will form an ad hoc committee to work with the DPB on the design, implementation, and fundraising for an indoor recreation center in Divide.

This is a pivotal time for the Divide Park Board, and all area residents, as together we explore new ideas and make the decisions that best serve the community now and in the future. Should you have questions about the survey or the Divide Park Board, please call 686-0188 or email [DivideParkBoard@yahoo.com](mailto:DivideParkBoard@yahoo.com).

Sincerely,

Bob Newman  
Chairman  
Divide Park Board, Inc.

P.S. Congratulations to Anne-Marie Friesema, winner of the drawing!

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