

# RESTON COMMUNITY CENTER



BRAILSFORD & DUNLAVEY

INSPIRE. EMPOWER. ADVANCE.

# AGENDA

- ◆ Project Goals and Objectives
- ◆ Market Analysis Update
- ◆ Program Model Update
- ◆ Financial Model Update
- ◆ Next Steps

# PROJECT GOALS & OBJECTIVE

- ◆ Conduct community meetings to establish a program and targeted outcomes for the project
- ◆ Update the competitive context to understand what existing/planned facilities could impact utilization and participation rates
- ◆ Review of revenue-generating options within proposed facility
- ◆ Update program and cost estimates
- ◆ Update the financial model

# COMMUNITY INPUT

Reston hosted multiple community meetings to solicit feedback with regard to interest in a potential new facility. The following program elements were identified:

- ◆ Aquatics
- ◆ Health and Fitness
- ◆ Gymnasium
- ◆ Multipurpose spaces
- ◆ Concessions/Support Spaces
- ◆ Other Issues

# COMMUNITY INPUT

- ◆ Aquatics – strong desire for additional aquatics
  - ◆ Competitive pool (50M - 25YD)
  - ◆ Therapy pool (water temperature 90 degrees)
  - ◆ Deep well for diving and other activities
  - ◆ Sauna and steam rooms
  - ◆ Support adaptive swim programs
  - ◆ Leisure pool (zero-depth entry)
  - ◆ Wet Classroom
  - ◆ Spectator seating

# COMMUNITY INPUT

- ◆ Health and Fitness to support athletic training, cross training, and general wellness and fitness
  - ◆ Weight and Fitness Equipment (cardio equipment, free weights)
  - ◆ Indoor/Outdoor track
- ◆ Gymnasium to support growing demand and lack of existing gymnasium space in the area
  - ◆ Multipurpose courts for basketball, indoor soccer, volleyball

# COMMUNITY INPUT

- ◆ Multipurpose spaces for wellness classes
  - ◆ Multipurpose rooms for aerobic and wellness classes
- ◆ Concession/Support Spaces
  - ◆ Locker rooms
  - ◆ Concessions/lounge area
  - ◆ Youth play area

# COMMUNITY INPUT

## Other Issues Raised

- ◆ Facility would garner support from YMCA and other organizations, opportunity to collaborate on programs and services
- ◆ Innovative construction to have minimal impact on environment
- ◆ Facility should be designed and programmed to support all age groups and abilities



## MARKET CONTEXT AND OPPORTUNITIES

- ◆ Update the competitive context analysis
  - Understand the availability and offerings of public and private facilities in the market
    - Existing Conditions
    - User/Membership types
    - User/Membership rates
    - Utilization analysis
    - Programming and services
    - Management structure/operating paradigm
    - Demographic analysis
    - General trends/lessons learned

# MARKET CONTEXT AND OPPORTUNITIES

## ◆ Existing Conditions

- Reston Community Center
  - Strong demand for swimming programs
    - Over 3,600 enrolled in swim classes
    - 7,120 drop-in aerobics visits
    - Over 42,000 single visits
  - *Current wait list of 2,011 patrons for aquatic classes*
  - Aquatic passes sold increased substantially between FY11 and FY12 (77%)
  - Over 2,220 participants in fitness classes
  - Rates based on participation and not membership

# MARKET CONTEXT AND OPPORTUNITIES

- ◆ Public Facilities
  - Northern Virginia
- ◆ Private Facilities
  - Local Fitness Clubs
- ◆ Private Swim Schools

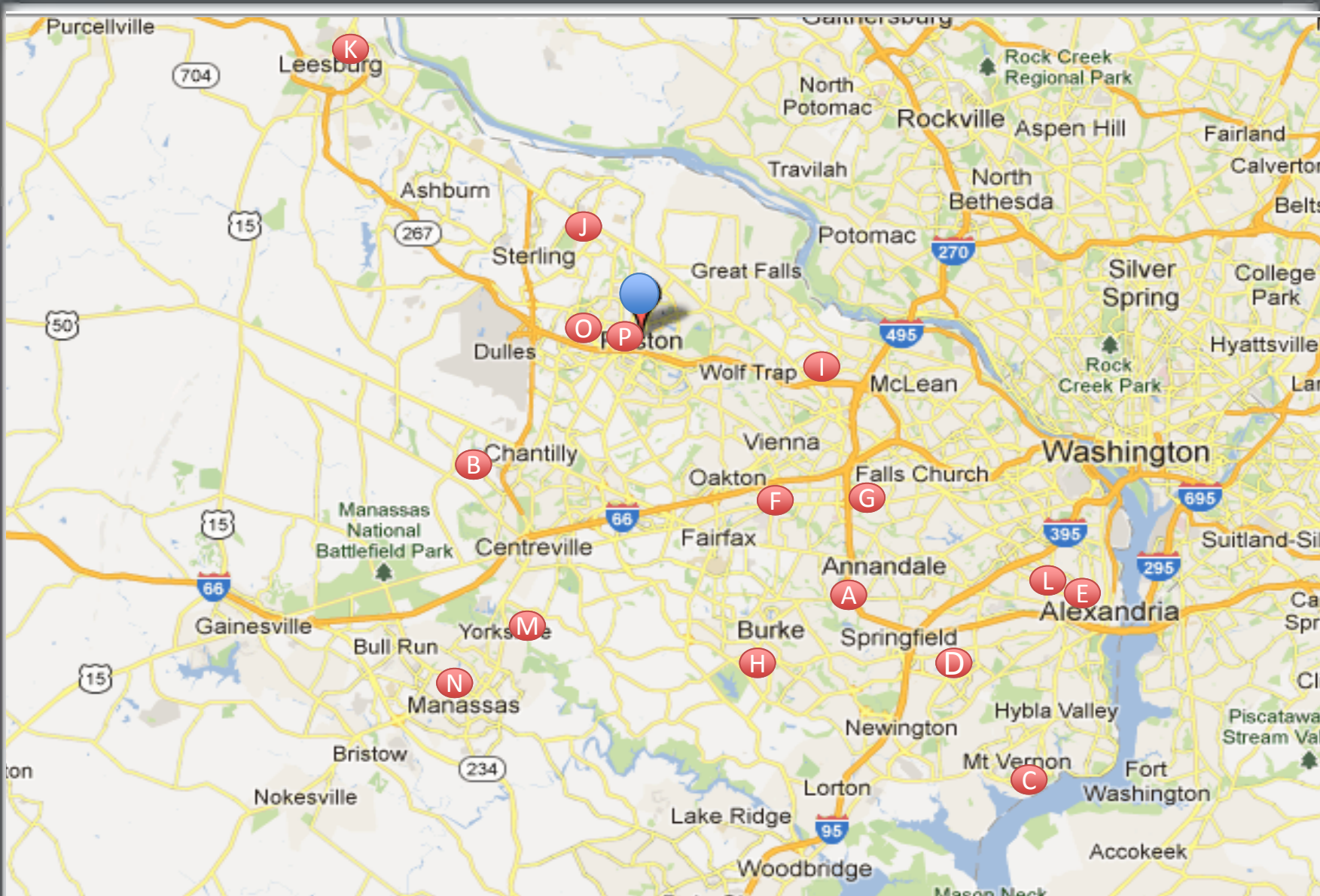


# MARKET CONTEXT AND OPPORTUNITIES

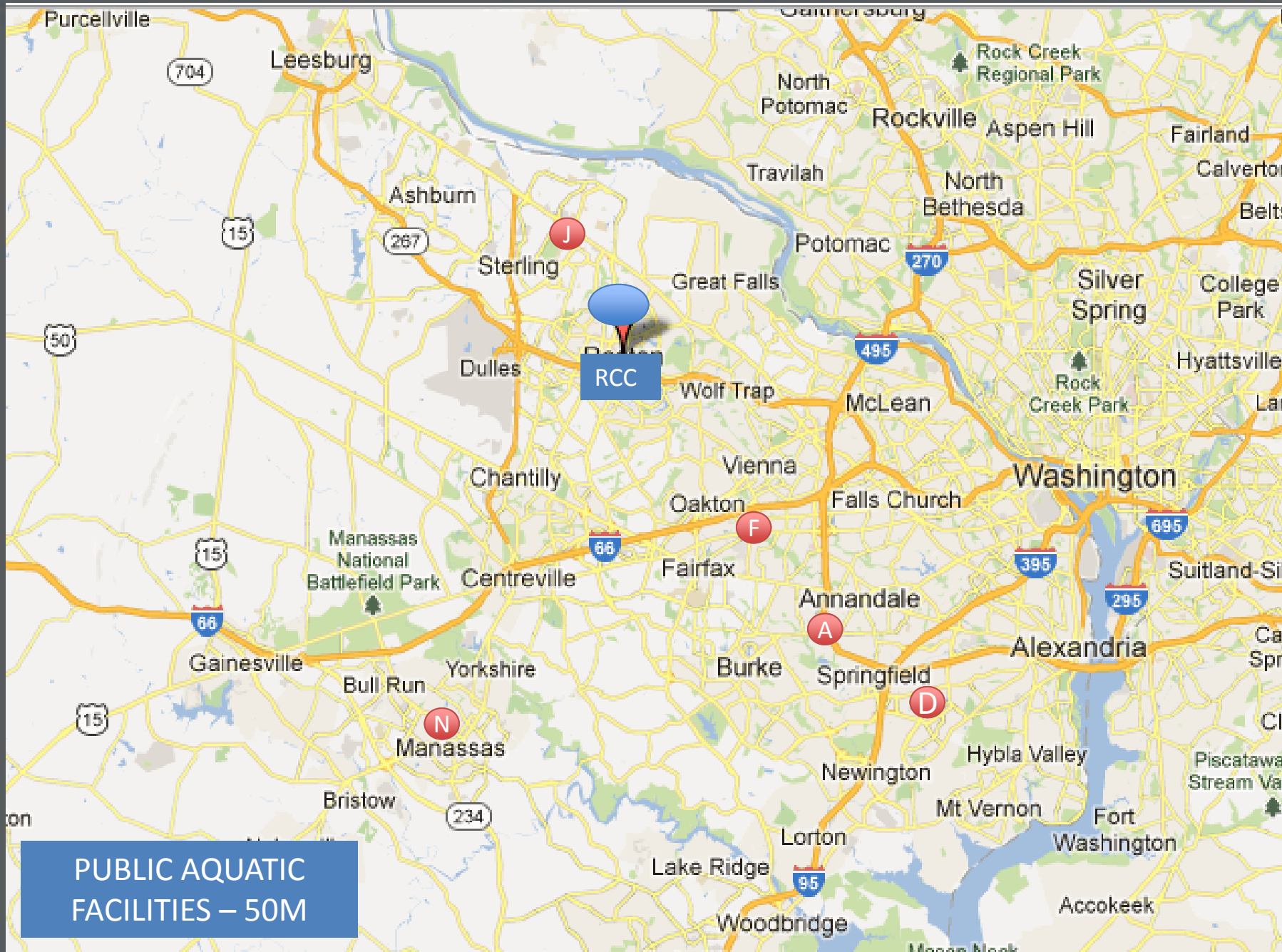
## ◆ Public Recreation / Aquatic Facilities (Northern Virginia)

- ◆ 16 Public Facilities
- ◆ Five – 50M Pools
- ◆ Twelve – 25YD Pools
- ◆ Five – Leisure Pools

Facility	Leisure	25YD	50M
A Audrey Moore			■
B Cub Run	■	■	
C George Washington		■	
D Lee District			■
E Mt. Vernon		■	
F Oak Marr			■
G Providence		■	
H South Run		■	
I Spring Hill		■	
J Claude Moore	■		■
K Ida Lee Park	■	■	
L Chinquapin Park		■	
M Community Center	■	■	
N Freedom Aquatic Center	■	■	■
O Herndon Community Center		■	
P YMCA		■	
<b>Total</b>	<b>5</b>	<b>12</b>	<b>5</b>



**PUBLIC FACILITIES**



PUBLIC AQUATIC FACILITIES – 50M

# MARKET CONTEXT AND OPPORTUNITIES

## PUBLIC FACILITIES RATES

- ◆ Public Facility rate structure typically based on access passes and provides access to entire facility
- ◆ Additional Fees for Specialized classes (learn-to-swim, fitness, etc.)
- ◆ Non-Resident Premium (30-50%)

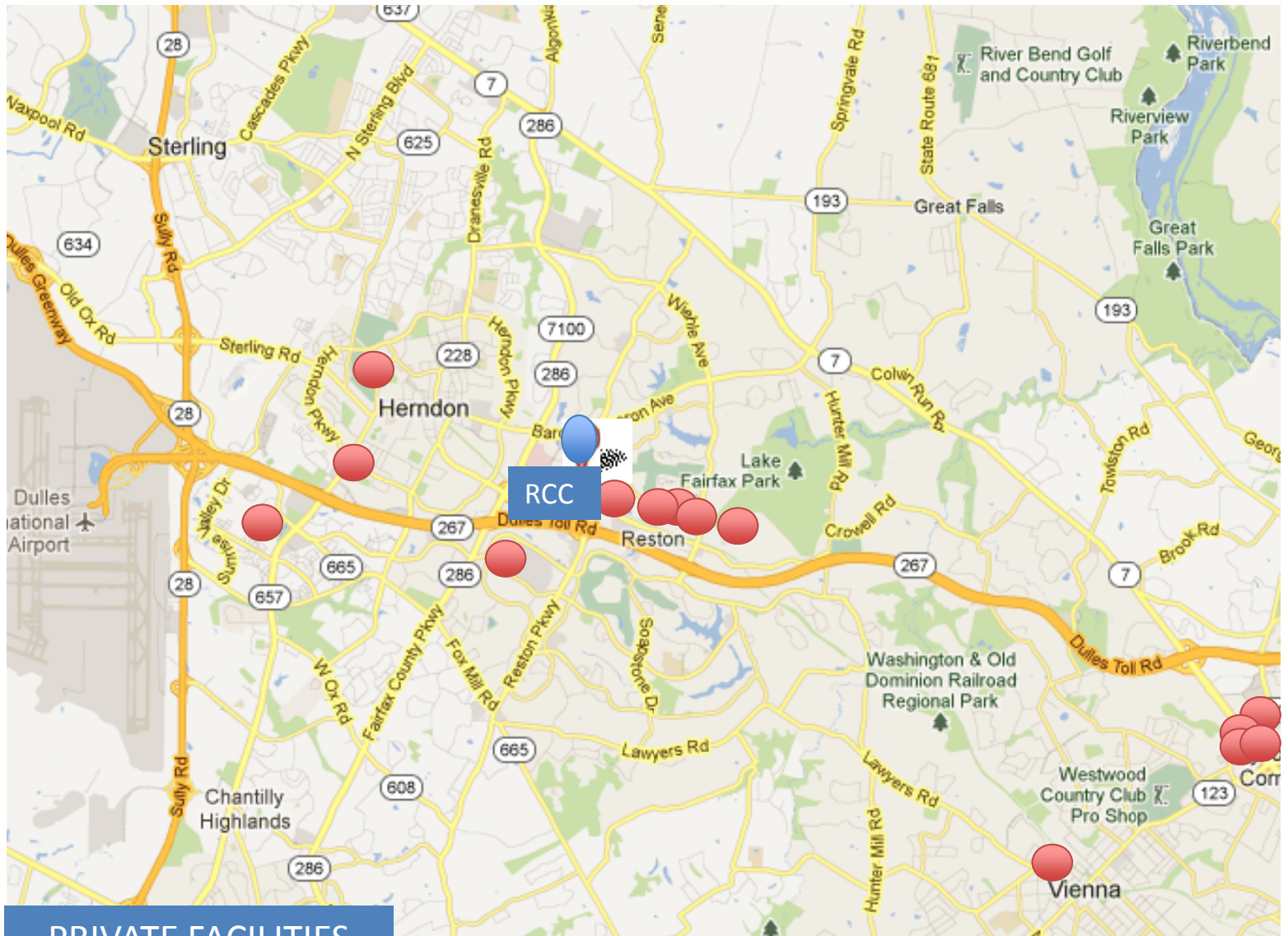
Rate Category	Fairfax County	Ida Lee	Claude Moore	Freedom Aquatic	Herndon
<b>Resident Rates</b>					
<b>Daily Admission</b>					
Adult	\$8.00	\$5.50	\$5.50	\$8.00	\$6.50
Youth/Student	\$6.50	\$4.00	\$3.75	\$5.00	\$5.25
Child	\$0.00	\$0.00	\$0.00	-	-
<b>25-Admission Pass</b>					
Adult	-	\$121.00	\$120.00		\$130.00
Youth	-	\$93.00	\$85.00		\$96.25
Senior	-	\$93.00	\$85.00		\$98.50
<b>Monthly</b>					
Adult Single	\$74.00	\$52.00	\$46.00	\$70.00	\$52.50
Youth/Student	\$69.00	\$41.00	\$34.00	\$51.00	\$47.25
Senior Single	\$69.00	\$41.00	\$34.00	\$51.00	\$36.75
Family	\$137.00	\$115.00	\$84.00	-	-
<b>6 Months</b>					
Adult Single	\$367.00	\$236.00	-	\$321.00	\$261.75
Youth/Student	\$341.00	\$191.00	-	\$243.00	\$215.00
Senior Single	\$341.00	\$191.00	-	\$243.00	\$215.00
Family	\$683.00	\$565.00	-	-	-
<b>Yearly</b>					
Adult Single	\$660.00	\$429.00	\$550.00	\$579.00	\$470.25
Youth/Student	\$613.00	\$349.00	\$400.00	\$441.00	\$329.25
Senior Single	\$613.00	\$349.00	\$400.00	\$441.00	\$329.25
Family	\$1,231.00	\$1,035.00	\$1,000.00	-	-

# MARKET CONTEXT AND OPPORTUNITIES

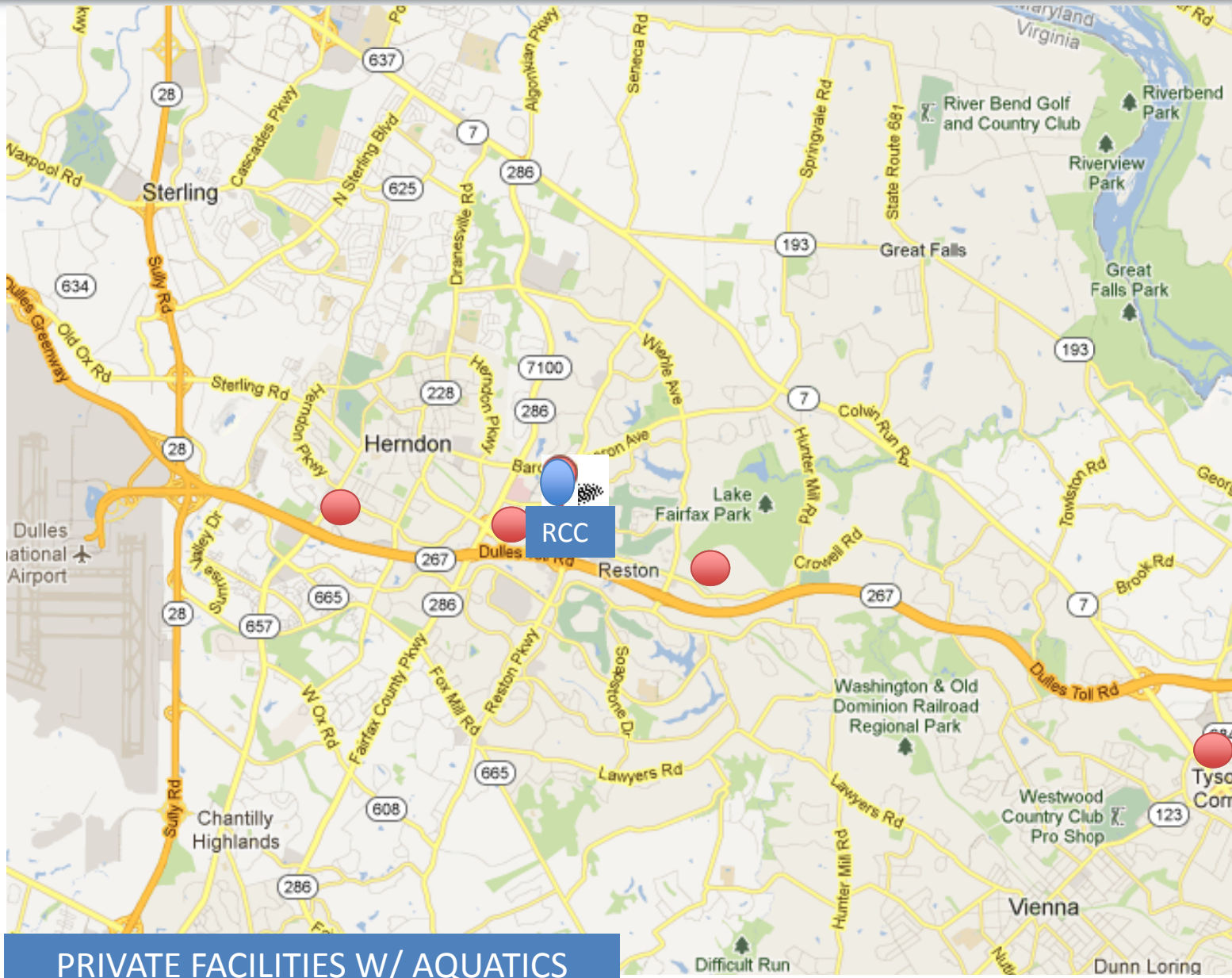
- ◆ Private Facilities
  - ◆ Four with Indoor Pools
  - ◆ LifeTime – Opening Spring 2013

	Facility	Aquatic Facilities?
A	Sport & Health Club- Reston	N
B	Bikram Yoga	N
C	Pure Joe Pilates Studios	N
D	Fitness First	N
E	Lady of America Fitness Center	N
F	LifeTime Fitness	Y
G	Curves	N
H	Sport & Health Club- Worldgate	Y
I	Gold's Gym- Clock Tower	N
J	Gold's Gym	N
K	Curves	N
L	Fitness First	N
M	Sport & Health Club- Tyson's	Y
N	Sport & Health Club- Regency	Y
O	Anytime Fitness	N
<b>Total</b>		<b>4</b>





PRIVATE FACILITIES



PRIVATE FACILITIES W/ AQUATICS

# MARKET CONTEXT AND OPPORTUNITIES

## PRIVATE FACILITIES RATES

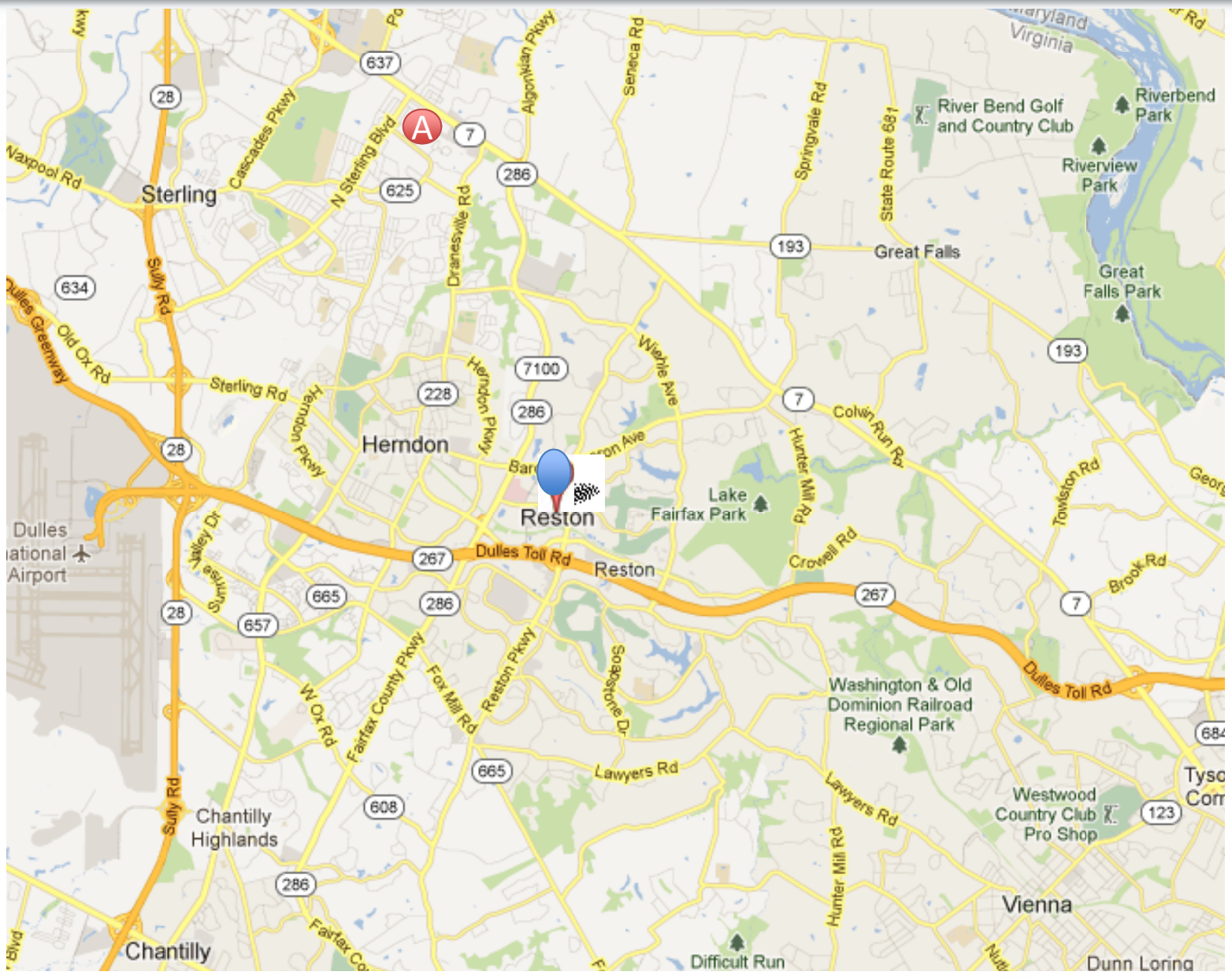
- ◆ Private Facility rate structure based on membership and provides access to entire facility
- ◆ Additional Fees for Specialized classes
- ◆ Additional Initiation Fee
- ◆ Private Facility Fees are 45% higher based on average adult annual membership

Rate	Average	
	Per Month	Annual
Adult	\$65	\$780
Family	\$141	\$1,692
<i>Initiation Fee</i>	<i>\$108</i>	

## MARKET CONTEXT AND OPPORTUNITIES

### ◆ Private Swim Facilities

- A. Kids First Swimming School (Sterling, VA)
- B. Machine Swim School (Vienna, VA)
- C. Tom Dolan Swim Schools (Dulles, VA)



# MARKET CONTEXT AND OPPORTUNITIES

## PRIVATE SWIM FACILITIES

- ◆ Warm water swimming instruction facilities/warm water therapy/water aerobics
  - ◆ 90 degrees, 2-5 feet deep
- ◆ Swim lessons are paid on a monthly basis
  - ◆ Monthly Fee based on 1 lesson per week is \$99
  - ◆ Monthly Fee based on 2 lessons per week \$155
  - ◆ Registration Fee \$40
  - ◆ Open Swim Packages
    - ◆ 4 Pack - \$56
    - ◆ 8 Pack - \$105
    - ◆ 10 Pack - \$125
    - ◆ 12 Pack - \$144

**Annual Unlimited Visit Pass RCC - \$144-\$288**

# PROGRAM MODEL UPDATE

Define program elements based on feedback from:

- *Focus groups*
- *User groups*
- *Market analysis*
- *Existing Conditions*

Elements:

- *Aquatics*
- *Fitness Equipment*
- *Gymnasium*
- *Fitness/Wellness*
- *Community Spaces*
- *Support Spaces*

# PROGRAM MODEL UPDATE

<b>Program Element</b>	<b>Option A</b>	<b>Option B</b>
Competitive Pool	25YD	50M
Therapy Pool	Yes	Yes
Spa/Whirlpool	Yes	Yes
Wet Classroom	1	2
Leisure Pool (sf)	5,000	7,500
Weight and Fitness (sf)	6,500	8,000
Multipurpose Rooms	2	2
Gymnasium (Courts)	1	2
Child Care Area	Yes	Yes
Community Rooms	1	2
<b>TOTAL SQUARE FEET</b>	<b>62,850</b>	<b>98,000</b>
Potential Acreage Needed	0.72	1.12



# PROGRAM MODEL UPDATE

## Parking Requirements

*Fairfax Zoning Ordinance Article 11-104*

- *Recreational Facility: One (1) space per three (3) persons based on occupancy load plus one (1) space per employee*
- *Swimming Pool, Commercial: One (1) space per four (4) persons based on occupancy load plus one (1) space per employee*

*Estimated Spots Needed: 225-250*

*Total Space: 1-1.2 acres*

# FINANCIAL MODEL

- ◆ Develop realistic operating costs and revenue projections based on the results of the previous tasks. The model will analyze the financial impact of various operating strategies, fee structures, and other operating assumptions
  - Update revenue projections from fees, and other income
  - Updated operating expenses (Personnel and non-personnel)
  - Perform sensitivity analyses to identify the optimal operating structure for the project

# FINANCIAL MODEL

- ◆ The model will include a detailed analysis related to the following elements:

- *Building Program*
- *Fee Structure*
- *Revenue Opportunities*
- *Operating Expenses*
- *Personnel Expenses*

## REVENUE

- ◆ *Fee Structure*
- ◆ *Lane/Aquatic Rentals*
- ◆ *Aquatic Classes*
- ◆ *Personal Training*
- ◆ *Fitness Classes*
- ◆ *Corporate Memberships / Sponsorships*
- ◆ *Facility Rentals*
- ◆ *Birthday Parties*
- ◆ *Retail Revenue*

# FINANCIAL MODEL

## Operating Expenses

- ◆ *Personnel – Full-Time and Part-Time*
- ◆ *Operating Expenses*
  - *Utilities*
  - *General Expenses*
  - *Equipment Repair*
  - *Custodial*
  - *Security*
  - *Aquatic Supplies*
  - *Advertising/Marketing*

# NEXT STEPS

- ◆ Obtain Direction of Board for Financial Modeling and Cost Recovery Scenario
- ◆ Respond to Questions
- ◆ Issue Report (June 3<sup>rd</sup>)