

PHASE ONE



Chelan Douglas Regional Port Authority

REGIONAL SPORTS COMPLEX FEASIBILITY STUDY



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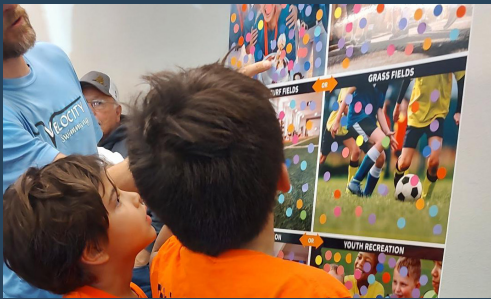
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Executive Summary

In February 2023, local municipalities in Chelan and Douglas Counties embarked on a feasibility study, which the Chelan Douglas Regional Port Authority (CDRPA) facilitated. Under contract with the CDRPA and based on visioning studies as part of the Our Valley, Our Future planning effort (2015) in the two counties, the national management

firm BerryDunn worked to discover and best understand the needs for sports and aquatics facilities in the two counties. This is a phased study, and phase one includes identifying the gaps between the need for sports and aquatics facilities and the capacity to currently meet those gaps. The phase included the following activities:



A review of aquatic and athletics trends in the two counties.



A community profile and demographics study.



A market analysis that describes the state of aquatics and athletics in the region, provides participation estimates, and notes the use of applicable standards to identify gaps in sports fields and aquatics facilities.



A public input process that includes focus groups, interest surveys, and key stakeholder interviews.

Community Profile: Demographics Study

Chelan and Douglas Counties’ populations are anticipated to continue growing at a substantial pace, reaching more than 153,000 residents by 2050. Of this population, 28% identifies as Hispanic. The two counties are projected to add more than 6,000 new residents under the age of 40—the age group most likely to have the greatest need for competitive sports and aquatics facilities.

TABLE 1 | POPULATION IN CHELAN AND DOUGLAS COUNTIES

	Chelan & Douglas Counties	Chelan County	Douglas County
2020	122.1k	79.1k	42.9k
2021	123.6k	80.0k	43.6k
2022	124.7k	80.7k	44.0k
2025	127.8k	82.5k	45.3k
2030	133.6k	85.9k	47.8k
2035	139.1k	89.0k	50.1k
2040	144.2k	91.9k	52.3k
2045	149.0k	94.6k	54.4k
2050	153.7k	97.2k	56.5k

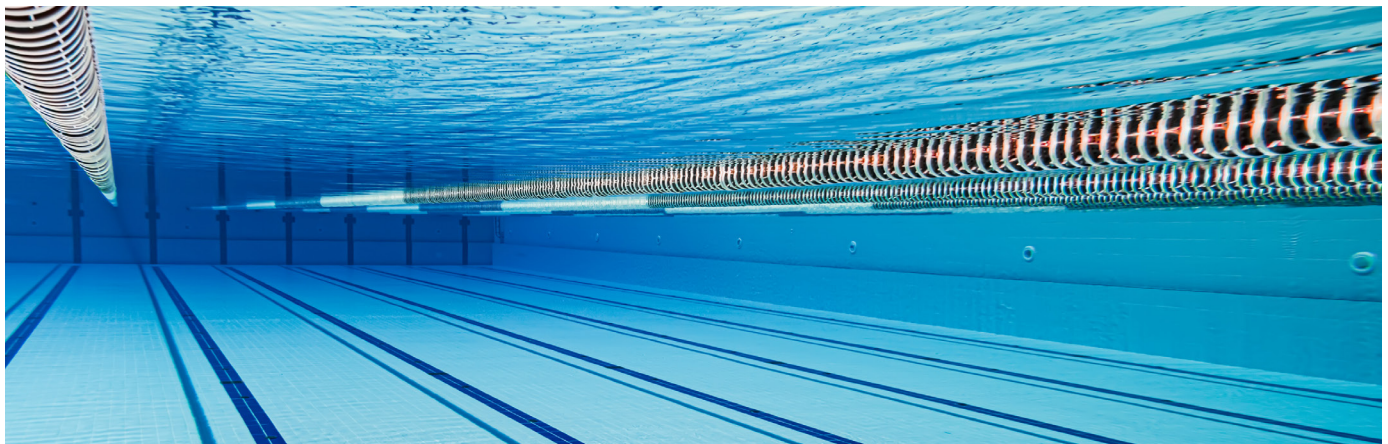
In addition to new residents under 40, it is also worth noting that adults over the age of 40 are also anticipated to have a strong need and desire for aquatic opportunities.

Public Engagement

Phase one findings are based primarily on information learned as part of the public engagement process, which included:

- Focus group meetings with sports and aquatics leaders and community members
- Stakeholder interviews with key community leaders
- Open houses
- Intercept events at the 2023 Wenatchee National Night Out and the Chelan Farmers Market, with significant input from members of the Hispanic community
- Focus groups with members of the Hispanic community
- A written outreach survey in English and Spanish
- A survey distributed to sports and aquatics organizations in the two counties
- Input from the study’s interactive webpage (Social Pinpoint)

Approximately 10,569 interactions occurred, ranging from visiting the Social Pinpoint site to participating in dotmocracy exercises, that prioritized needs and desires. Some interactions were more involved, such as completing surveys, attending focus group meetings, and providing detailed information on current sports fields and aquatic facility use and needs.



Phase One Key Findings

Sports Fields

There are insufficient rectangle sports fields to support both local and regional competitions for soccer, football, and other sports. Current fields are overused and poorly maintained, and facilities are generally accepted as being in poor shape (e.g., ruts, poor grass, etc.). There are sufficient diamond fields, but they are not in close proximity to each other, making larger competitions more difficult.

Aquatics Facilities

The current aquatics facilities are insufficient to meet the demand for competitive and leisure swimming. In the near future, the Wenatchee Outdoor City Pool is anticipated to reach the end of its useful life. An aquatic facility with zero-depth entry pool, competitive lap lanes (50-meter pool), and leisure opportunities, (slides, lazy river, spray features, etc.) is prioritized. An important consideration is the need for all youth and adults to have access to swimming lessons given proximity to natural rivers and waterways.

A new indoor aquatics facility will best meet the two counties' aquatics needs, providing year-around use and avoiding closures and health concerns related to wildfire smoke.



Indoor Sports Facilities

A top community priority is an indoor sports facility with year-round opportunities for soccer, futsal, basketball, and volleyball. An indoor facility is necessary to provide year-round play due to the winter weather and the continual prevalence of wildfire smoke. The facility should include:

- Basketball and multipurpose courts
- Indoor sports turf fields for soccer, football, lacrosse, baseball, and softball
- Indoor walking track
- Additional gymnasium space for volleyball, with potential for multipurpose flooring

Community Preferences for Both Local Use and Regional Competition

Community members expressed a clear preference for local priority use of any new facilities. Stakeholders were clear that the facilities must be built to accommodate large regional, state, and invitational sports tournaments and swimming meets in order to boost potential economic impact to the counties. Affordable and equitable access to any new facilities is of the highest priority to residents.

A sports complex would best meet the needs of the two counties if co-located with indoor sports facilities, outdoor sports fields, and an indoor aquatics facility. While locations for such a new facility will be considered in phase two of the study, phase one includes significant public input on preferences. It is generally understood that Wenatchee's location is favorable for regional or larger invitational sports competitions and swimming meets, and that teams will travel three to four hours, or 300 miles, for such competitions.

Background

Initiated in April 2015, the regional strategic visioning plan—Our Valley, Our Future—called for recreation facilities to improve quality of life. Initially, input from more than 3,000 residents was collected, resulting in an action plan intended to help shape quality of life in the Wenatchee Valley. The action plan introduced the following six focus areas:

1. Our shared prosperity
2. Our well-planned region
3. Our sustainable environment
4. Our safe, healthy supported people
5. Our educated and inspired people
6. Our inclusive and engaged communities



While each of the above focus areas apply to this study, recommended actions from the fourth focus area—our safe, healthy supported people—illustrated the need for this study. Specifically, three action items are especially applicable:

- **PROVIDE ACCESSIBLE SPORTS AND ACTIVITIES FOR YOUTH:** Provide sports, activities, and facilities that are readily available and accessible for all children and teenagers regardless of their socioeconomic status or culture
- **DEVELOP A SOCCER COMPLEX:** Develop a sports complex for use by local and visiting soccer teams for matches and tournaments
- **DEVELOP A REGIONAL WATER PARK AND INDOOR/OUTDOOR AQUATICS FACILITY:** Plan and develop a water park, with slides and other activities, along with a large indoor/outdoor aquatics facility, to serve local youth and family activities as well as visitors and tourists



Chelan and Douglas Counties are centrally located in the State of Washington, 150 miles from Seattle, 170 Miles from Spokane, and 120 miles from the Tri-Cities of Richland, Pasco, and Kennewick. The proximity to these three population centers suggests the Wenatchee Valley is an ideal location for regional, competitive swimming and sports tournaments and events.

The Study Process

In 2023, the CDRPA contracted with BerryDunn, a national management and consulting firm, to complete a feasibility study and determine the need, location, potential use, and financial viability of new sports and aquatics facilities in the Wenatchee Valley. The study is being conducted in two phases.

- **Phase I:** A demand and public needs analysis with facility preferences
- **Phase II:** Concepts, costs, and economic benefits

TABLE 2 | THE STUDY PROCESS, PHASE I AND II

Phase I
● Examine existing conditions of public and private sports and aquatics facilities
● Complete a community profile and demographics study
● Complete a market analysis that includes the state of aquatics and athletics in the region, participation estimates, recreation, and aquatic and athletics trends
● Describe market segments in the Wenatchee Valley
● Describe aquatic and athletics status in the Wenatchee Valley
● Conduct a public input process that includes focus groups, interest surveys, and key stakeholder interviews
● Synthesize phase one data into key issues, findings, and recommendations

Phase II
● Establish goals and objectives for potential new facilities
● Complete a regional and local facility comparison that includes size and features
● Assess feasibility to support existing local facilities inclusive of financial and operational support
● Recommend facility options, programs, and capital costs
● Identify project investment/economic impact of new facilities
● Recommend potential ownership, funding, and operational supports and structures
● Complete site analysis and consider required infrastructure improvements
● Estimate financial performance of each potential new facility, including revenue, expenditure, and attendance projections
● Estimate the economic impact of each facility (i.e., events, jobs, other development) inclusive of impact on small surrounding communities
● Provide operating and capital funding options
● Synthesize phase two data into key issues, findings, and recommendations; complete a summary report for the entire feasibility study

Background

This demographic analysis and market profile developed for this study used local sources, primarily based on the Chelan Douglas Trends Project¹, in collaboration with the following organizations:

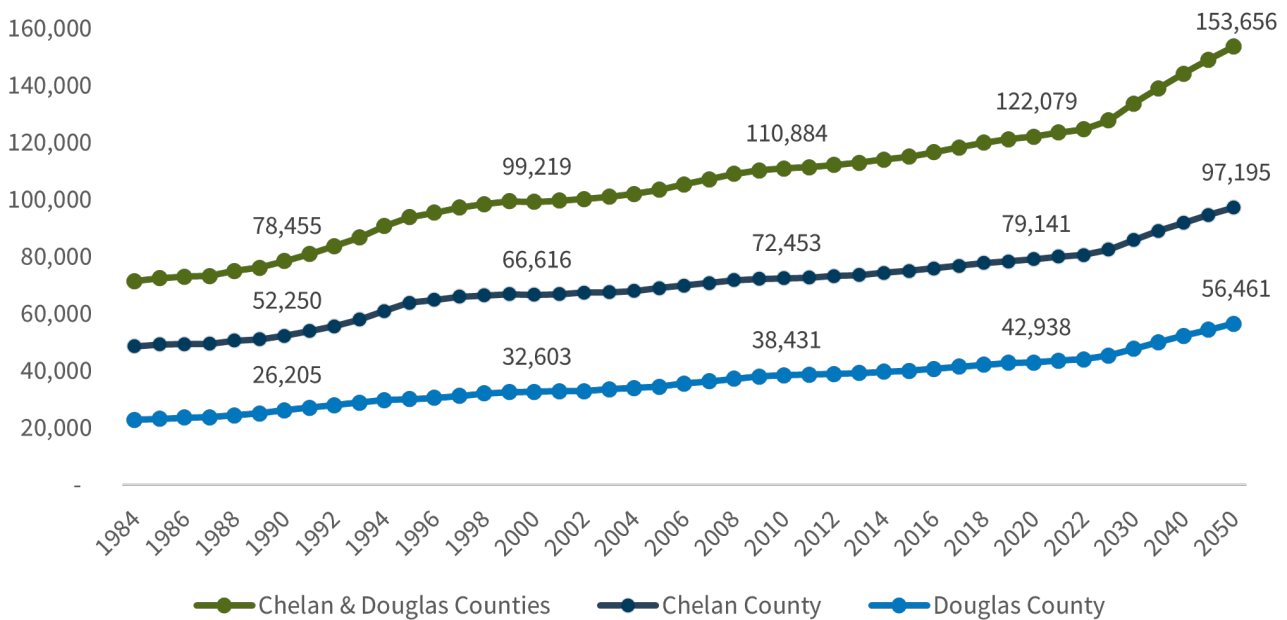
- The Institute for Public Policy and Economic Analysis from Eastern Washington University
- The North Central Washington (NCW) Economic Development District
- The Community Foundation of NCW
- The CDRPA

Maps were created using ArcGIS Business Analyst, with data generated from 2023 estimates based on the 2020 census.

Population

The combined population of Chelan and Douglas Counties was 122,079 in 2020, with Chelan County making up approximately 65% of the population at 79,141 residents, and Douglas County making up 35% of the population at 42,938 residents. Population projections indicate the combined population of both counties could reach 153,656 in 2050 (18,054 new residents projected in Chelan County and 13,523 new residents in Douglas County).

FIGURE 1 | CHELAN AND DOUGLAS COUNTIES' HISTORICAL AND PROJECTED POPULATION GROWTH (1984–2050)



¹ Chelan-Douglas Trends. n.d. "Welcome to Chelan-Douglas Trends." Chelan-Douglas Trends. Accessed October 12, 2023. <https://chelamdouglastrends.com/>



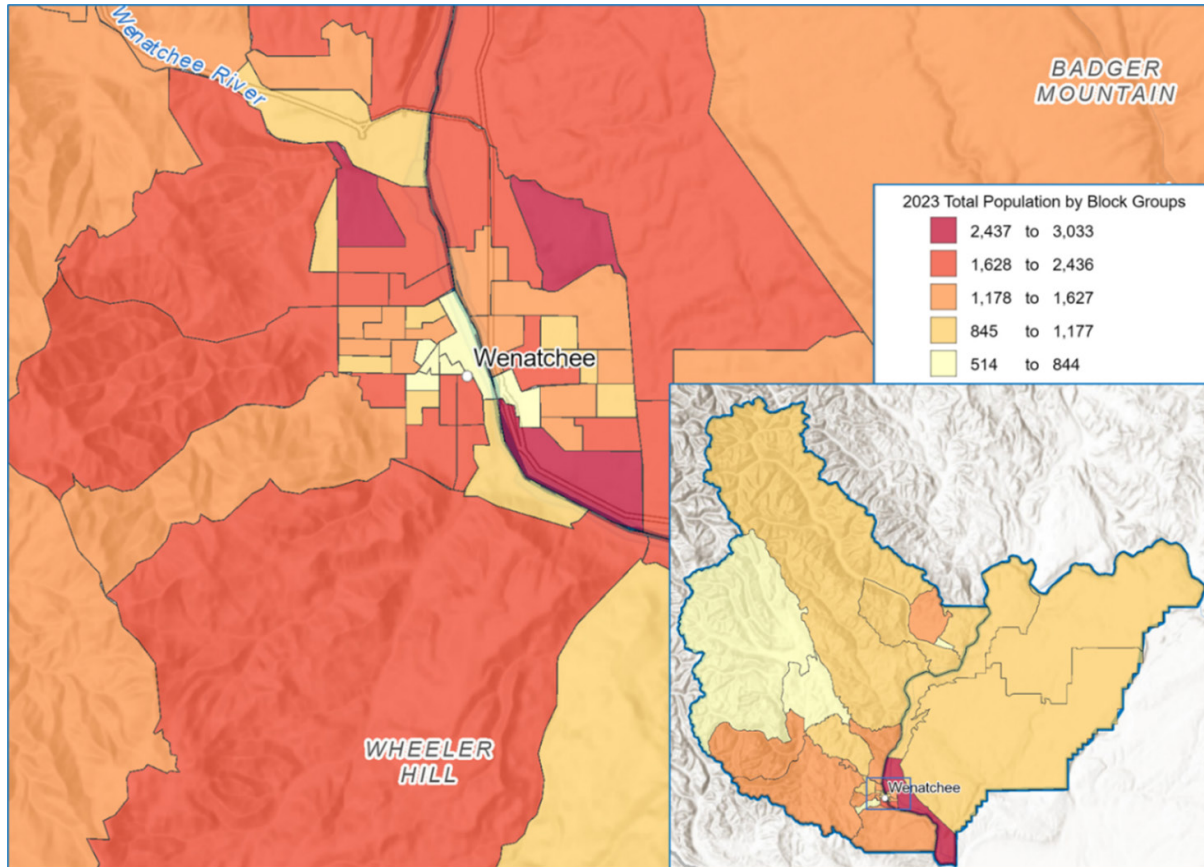
TABLE 3 | CHELAN AND DOUGLAS COUNTIES' PROJECTED POPULATION GROWTH (2020 – 2050)

	Chelan & Douglas Counties	Chelan County	Douglas County
2020	122.1k	79.1k	42.9k
2021	123.6k	80.0k	43.6k
2022	124.7k	80.7k	44.0k
2025	127.8k	82.5k	45.3k
2030	133.6k	85.9k	47.8k
2035	139.1k	89.0k	50.1k
2040	144.2k	91.9k	52.3k
2045	149.0k	94.6k	54.4k
2050	153.7k	97.2k	56.5k

Population Density

The map below shows the population density in Chelan and Douglas Counties. The densest area is the City of Wenatchee, while rural areas in yellow see the lowest population density.²

FIGURE 2 | CHELAN AND DOUGLAS COUNTIES' POPULATION DENSITY BY BLOCK GROUP (2023 – 2028)²



² ArcGIS Business Analyst. 2023.

Race and Ethnicity

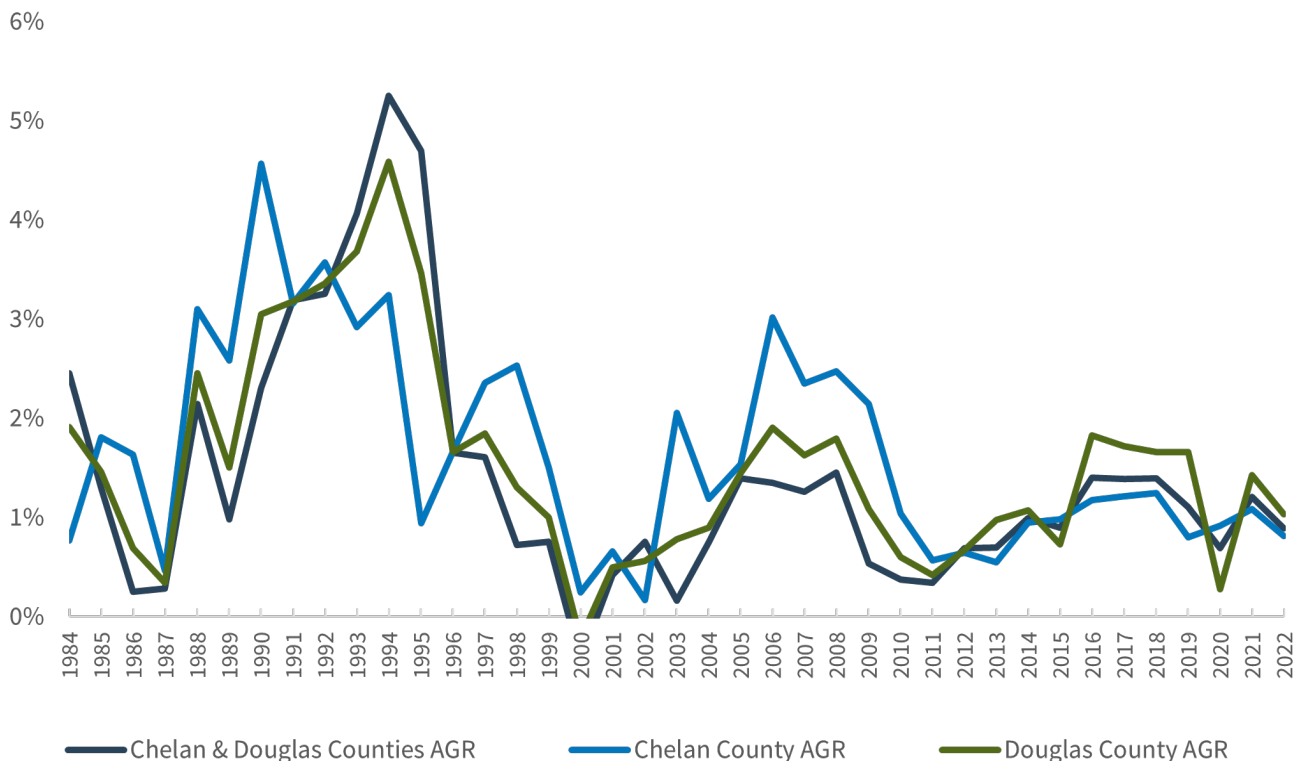
Residents are primarily white, and more than 28% identify as Hispanic/Latino. Table 4 shows the breakdown of race and ethnicity in 2021 in Chelan and Douglas Counties. Note that people of Hispanic ethnicity are reported in addition to race as Hispanic community members may be white, black, other races, etc.

TABLE 4 | RACE AND ETHNICITY IN CHELAN AND DOUGLAS COUNTIES

Race and Ethnicity	Percentage
White	93.2%
Black	0.9%
American Indian, Alaskan Native	2.0%
Asian, Native Hawaiian, or Other Pacific Islander	1.5%
Other Race/Two or More Races	2.4%
Total	100%
Hispanic or Latino; Any Race	28.2%

SOURCE: U.S. CENSUS BUREAU QUICKFACTS (2021)

FIGURE 3 | CHELAN AND DOUGLAS COUNTIES' POPULATION AGR (1984 – 2022)



Population Growth Rate

The combined average growth rate (AGR) of Chelan and Douglas Counties shows a fluctuating trend over the past 30 years with periods of relative highs and lows. While the 1980s and 1990s saw periods of high growth, the 2000s had slower, more consistent growth. Starting at 2.5% in 1984, the growth rate reached as high as 5.3% in 1990 before declining in 2000. Population growth experienced several spikes and falls, and, by 2022, the growth rate was 0.9%.

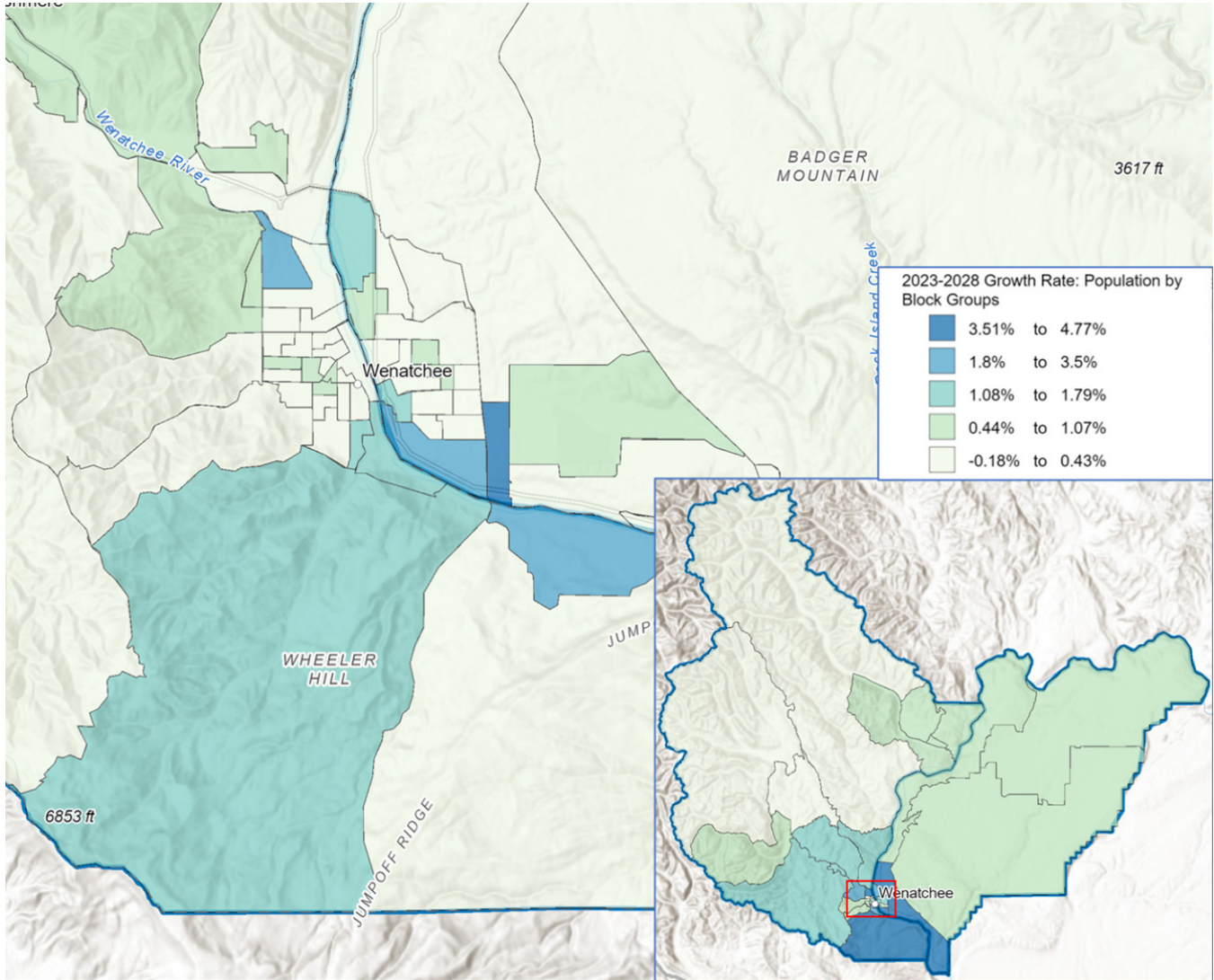
The growth rate in Chelan and Douglas Counties—both combined and separately—has generally been higher than both U.S. and Washington State averages. However, by 2022, the growth rate for these counties decreased and aligned more with state and national averages.



The map pictured in Figure 4 shows the anticipated population growth rate by block group. Most of Chelan and Douglas Counties are not projected to grow significantly;

however, areas such as Malaga, Olds, West Wenatchee, Wenatchee Heights, and Appleyard are each projected to grow at a rate greater than 1%.

FIGURE 4 | CHELAN AND DOUGLAS COUNTIES' PROJECTED POPULATION GROWTH RATE BY BLOCK GROUP (2023 – 2028)



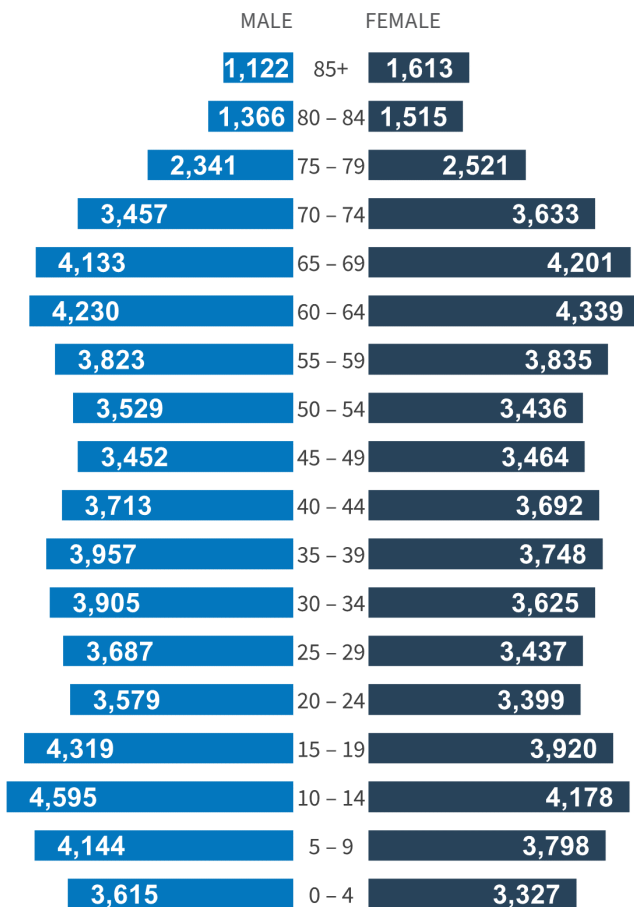
SOURCE: ARCGIS BUSINESS ANALYST (2023)

Age and Gender Distribution

The median age of residents in Chelan and Douglas Counties was 38.7 years old in 2023—slightly older than the median age in Washington (38.2) and similar to the median age in the United States (38.8).

Age and sex distribution is represented in Figure 5. The most common age group in 2022 was 10 – 14 years old, followed closely by those 65 – 69 years old. In general, Chelan and Douglas Counties have fewer young and middle-aged adults compared to the youth and older adult populations. Collectively, there is a slightly higher population of male residents than female residents in age categories of youth ages 0 – 19 and adults 20 – 59. Among adults 60 years and older, there are slightly more female residents. Otherwise, across the span of ages, there are no significant differences in sex.

FIGURE 5 | CHELAN AND DOUGLAS COUNTIES' COMBINED AGE AND SEX DISTRIBUTION (2022)



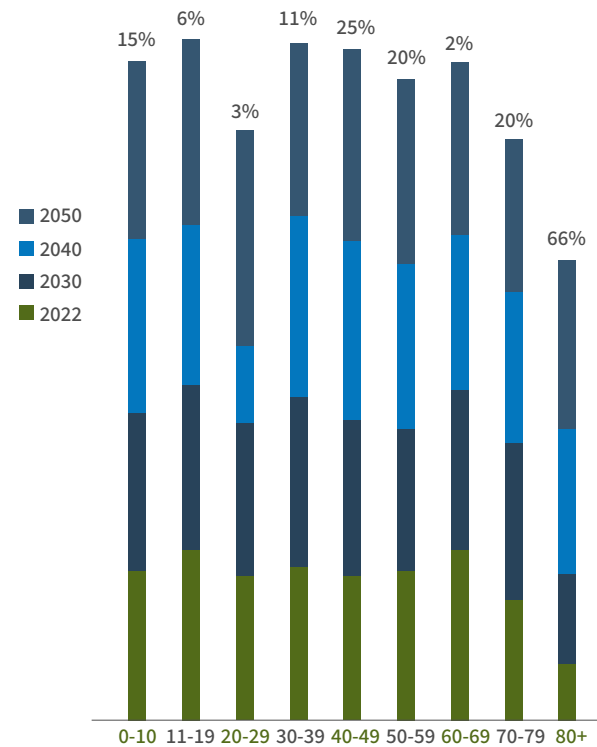
Age Distribution Over Time

BerryDunn analyzed historical age distribution data from 1984 to 2022 and noted the following key themes:

- Youth (under 17 years old) and young adults (18 – 34 years old) make up a smaller percentage of the population than other age groups.
- Middle-aged adults (35 – 64 years) make up a greater percentage of the population than other age groups.
- Adults (65 years and older) make up a greater percentage of the population than other age groups.

Projections from 2022 to 2050 indicate that older adults (80 years and older) will see a 66% increase in population, and a 20% increase is projected for those between 70 – 79 years old. A 25% increase will occur for those 40 – 49 years old. The age groups expected to see the smallest growth are ages 60 – 69 (2%) and ages 20 – 29 (3%).

FIGURE 6 | CHELAN AND DOUGLAS COUNTIES' COMBINED PROJECTED AGE GROWTH CHANGE (2022 – 2050)





Population groups in the two counties likely to make greater use of a sports and aquatics complex may be youth ages 0 – 19 and young adults 20 – 39. This population over the next 28 years is projected to grow by an additional 3,886 youth and 2,328 young adults.

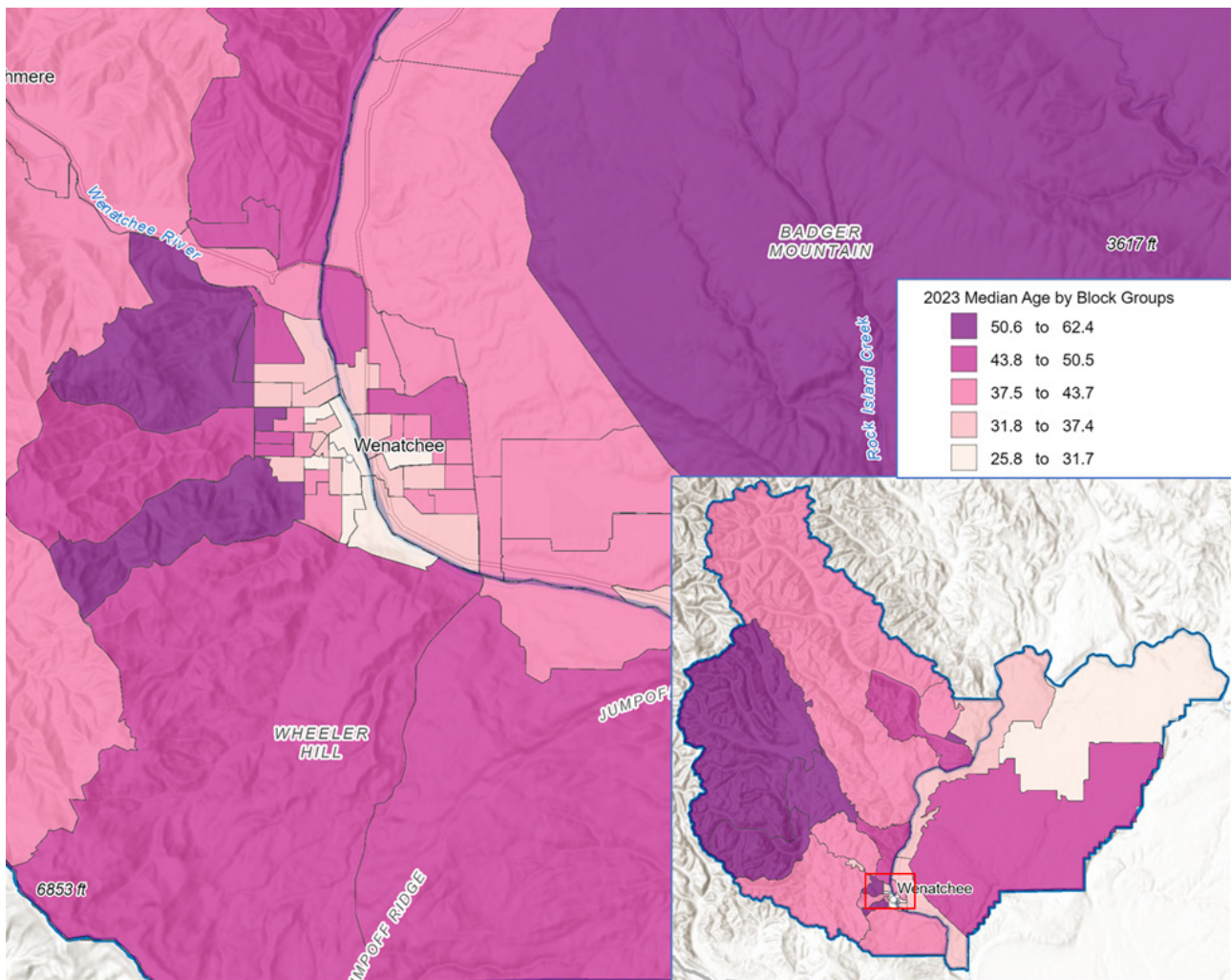
Age Distribution

Figure 7 shows the median age by block group. Both western Chelan County (with a median age of 57 years old) and eastern Douglas County (with a median age of about 51 years) have higher median ages than most other areas in the counties. The youngest demographic primarily resides in the City of Wenatchee.

TABLE 5 | RACE AND ETHNICITY IN CHELAN AND DOUGLAS COUNTIES

Youth Population in Chelan and Douglas Counties 2022 – 2050				
	2022	2030	2040	2050
0 – 10 years old	14,884	15,351	17,247	17,595
11 – 19 years old	17,012	16,062	16,122	18,187
Total	31,896	31,413	33,369	35,782
Young Adult Population in Chelan and Douglas Counties 2022 – 2050				
	2022	2030	2040	2050
20 – 29 years old	14,102	15,267	14,488	14,600
30 – 39 years old	15,236	16,668	18,028	17,066
Total	29,338	31,935	32,516	31,666

FIGURE 7 | CHELAN AND DOUGLAS COUNTIES' MEDIAN AGE BY BLOCK GROUPS (2023)



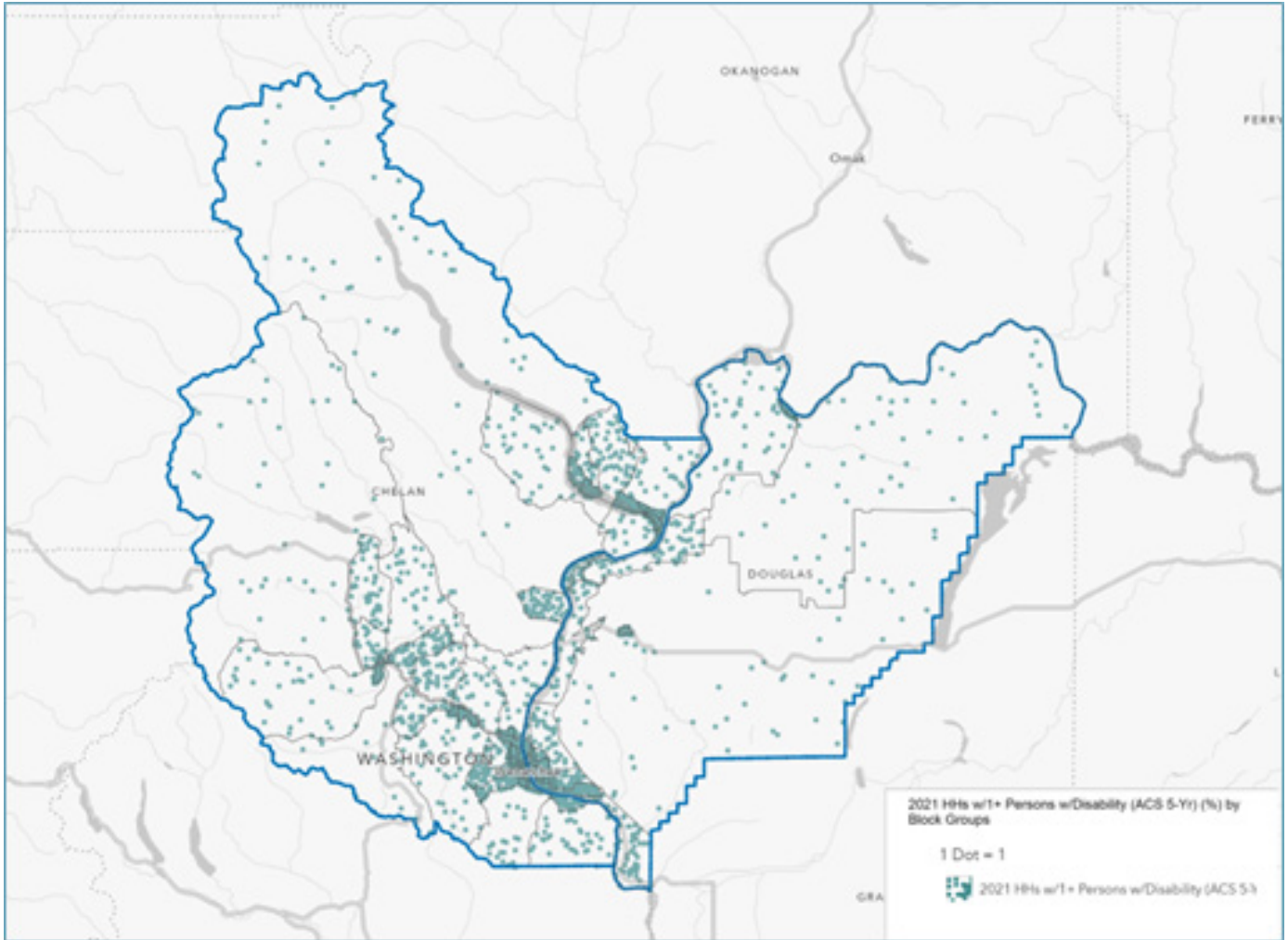
SOURCE: ARCGIS BUSINESS ANALYST (2023)

Health and Disabilities

According to the American Community Survey, 33.9% of households in Chelan County and 41.1% of households in Douglas County have at least one individual who lives

with a disability. Figure 8 shows the number of households that have a member with a disability in both Chelan and Douglas Counties.

FIGURE 8 | HOUSEHOLDS IN CHELAN AND DOUGLAS COUNTIES WITH ONE OR MORE THAN ONE PERSON WITH A DISABILITY (2021)

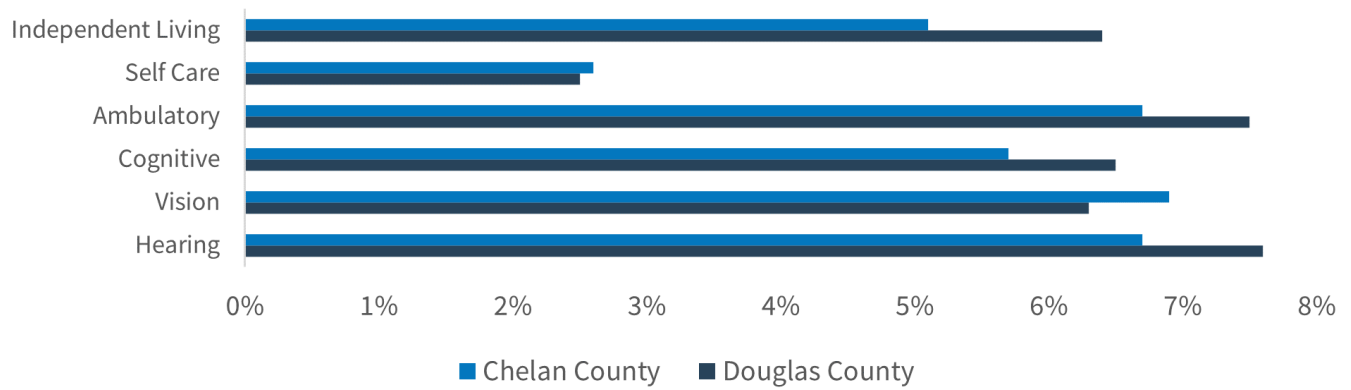


SOURCE: ARCGIS BUSINESS ANALYST (2023)



Looking at the specific difficulties of those with disabilities, Douglas County residents experience higher levels of independent living, ambulatory, and hearing difficulties.

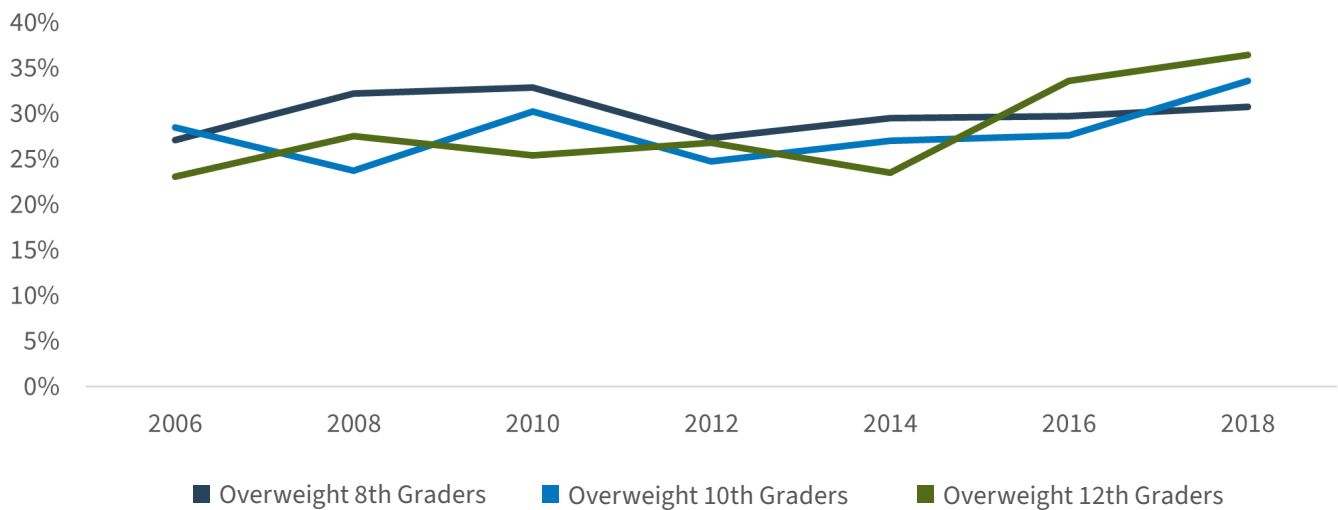
FIGURE 9 | TYPE OF DISABILITIES IN CHELAN AND DOUGLAS COUNTIES' HOUSEHOLDS



Obesity

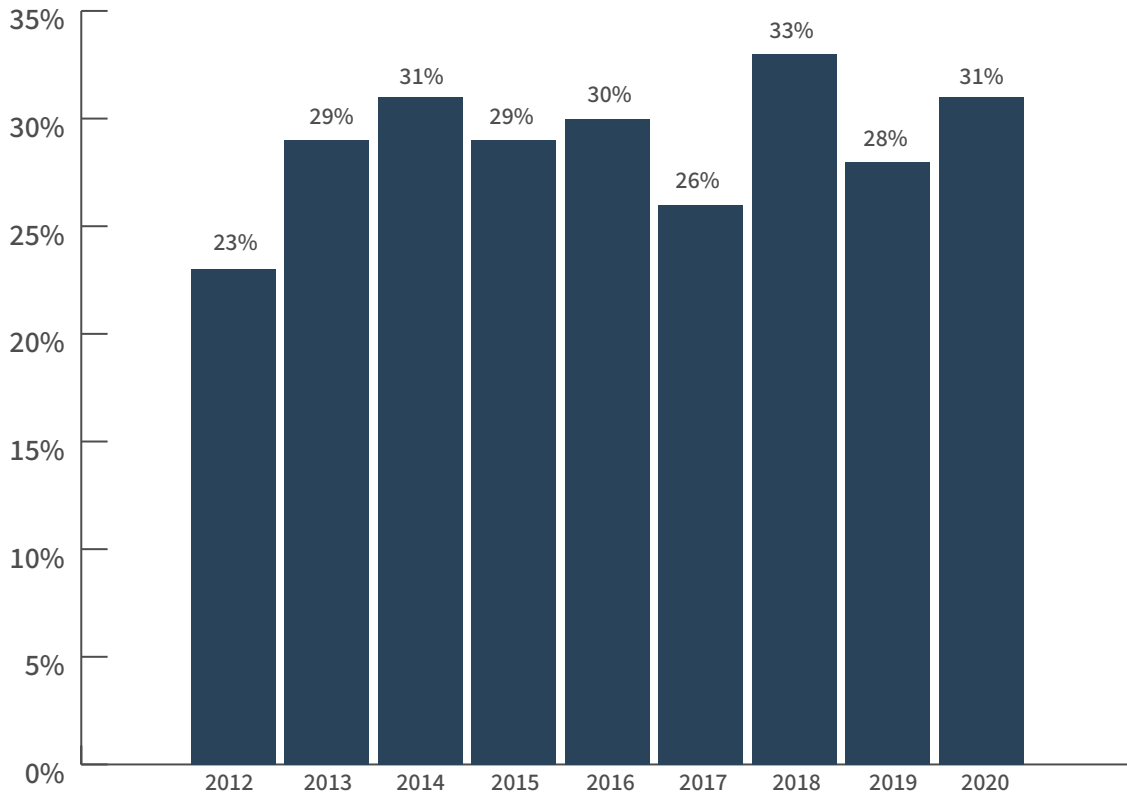
In Chelan and Douglas Counties, the number of youths who are obese in the tenth grade or higher has increased since 2006. However, the number of eighth graders who are overweight has decreased since peaking in 2010.

FIGURE 10 | CHELAN AND DOUGLAS COUNTIES' YOUTH WHO ARE OVERWEIGHT AND OBESE (2006 - 2018)



Since 2012, adult obesity has been monitored in Chelan and Douglas Counties. In 2018, the percentage of adults who are obese peaked at 33%, decreasing to 31% in 2020 (Figure 11).

FIGURE 11 | PERCENTAGE OF ADULTS WHO ARE OBESE IN CHELAN AND DOUGLAS COUNTIES (2012 – 2020)



Overview: Engaging Community Members in Chelan and Douglas Counties

To help define the needs and desires for new sports and aquatics facilities, a series of public input opportunities were facilitated through focus group and stakeholder interviews, open house events, surveys, intercept events, and an interactive website (Social Pinpoint).

The public engagement process was held June 13-15, 2023. The goal of the engagement process was to discover what community members believe would best meet the sports and aquatics needs in Chelan and Douglas Counties.

After conducting the initial engagement opportunities, the consultants understood the need for additional targeted engagement to best capture input from the Chelan and Douglas Counties’ Hispanic community. An engagement effort between August 1 and 3, 2023, included a series of focus groups and intercept opportunities targeted at the Hispanic community. BerryDunn—in collaboration with partner groups Café and the East Wenatchee Hispanic Business Council, engaged hundreds of community members.

A summary of comments heard during the process are included in Appendix 1. A summary of the process and comments received are included in this section of the report.

Phase One Engagement Opportunities

The following engagement initiatives were conducted:

- Focus group meetings with sports and aquatics leaders and community members in [June 2023](#)
- Stakeholder interviews with key community leaders in [June 2023](#)
- Open houses in [June and August 2023](#) with general community members
- Intercept events at the 2023 Wenatchee National Night Out and the Chelan Farmers Market in [August 2023](#)
- Focus group with members of the Hispanic Community in Wenatchee in [August 2023](#)
- A written outreach survey in [August 2023](#)
- A survey of sports and aquatics organizations in the two counties to help determine demand for sports and aquatics facilities [throughout phase one of the project](#)



Public Engagement Participation

Individuals (844) in the two counties provided input into the planning process in addition to the 9,725 Social Pinpoint, online participants. Participation is broken out along with process in this section.

Focus Group Meetings

**Participation/Input Received:
66 Individuals**

Focus group attendees included sports coordinators, league officials, school district leadership, representatives from local nonprofit organizations, tourism and economic development leadership, and community representatives.

BerryDunn conducted nine focus groups, asking a series of questions to understand needs related to aquatics and sports facilities in Chelan and Douglas Counties.

SPORTS AMENITIES WITH THE GREATEST NEEDS	AQUATIC AMENITIES WITH THE GREATEST NEEDS
<ul style="list-style-type: none"> • Lighted fields • Indoor, multipurpose turf is needed for soccer along with batting cages, baseball/softball, football, flag football, rugby—potentially synthetic turf • Rectangle fields are the greatest need. Current fields are in poor condition. Need 10 artificial turf fields, (seven turf, three grass) • Additional gymnasium space is needed for volleyball (16 courts ideal) and basketball (16 courts ideal), potentially some with multipurpose flooring • Need more and better baseball game diamond fields (310 – 320-ft. fences, 90-ft. bases) and practice fields for ages 11 – 18. Minimum eight lighted fields, ideally and in a complex for local league play and regional tournaments • Need additional parking for all indoor and outdoor recreational facilities • Best if facilities are in one complex in one location Restrooms and concessions should be included in plans for any new outdoor facility • An indoor walking track is needed • A need for additional pickleball courts (12+ courts) 	<ul style="list-style-type: none"> • Need a regional competitive pool, swim lessons, water fitness, zero-depth entry, water playground, lazy river, water slides, etc. for local uses as well • An indoor pool is preferable for year-round use and avoidance of wildfire smoke • Additional splashpads • A pool that supports swim teams that need competitive swim lanes for practice and meets • Indoor competitive 50-meter pool with diving well, movable bulkhead(s), therapy pool with spectator seating with leisure components (middle and high school teams) • Keep the Cashmere Pool • Swim lessons, water safety <p style="text-align: right;"><i>*Most repeated and in random order</i></p>
GAPS IN SERVICE BETWEEN NEEDS AND WHAT CAN BE SUPPORTED BY AVAILABLE FACILITIES	
<ul style="list-style-type: none"> • Huge Latino population and a gap is in soccer opportunities (year-round indoor) and swimming • Rectangle multipurpose fields needed for lacrosse 	<ul style="list-style-type: none"> • Deep diving opportunities • A need for a universal reservation system

Stakeholder Interviews

**Participation/Input Received:
17 Individuals**

Stakeholders included CDRPA elected officials, local municipal mayors, council members, project steering

committee members, public utility leadership, Velocity Swimming team leadership, and others. Discussions solicited information around prioritization, values, and gaps in service.

TABLE 6 | STAKEHOLDER INTERVIEW COMMENTS

VISION FOR THE CHELAN/ DOUGLAS REGIONAL SPORTS AND AQUATICS COMPLEX	VALUES TO CONSIDER	MOST NEEDED SPORTS AND/ OR AQUATIC ACTIVITIES
<ul style="list-style-type: none"> <input type="checkbox"/> Need indoor facilities based on the seasons and wildfire smoke <input type="checkbox"/> Local need for rectangle and diamond sports fields <input type="checkbox"/> Regional sports complex and aquatic facilities must be affordable and have equitable access <input type="checkbox"/> Must add to the economic vitality within the region <input type="checkbox"/> Need a sports complex in one location to eliminate driving between sports fields for tournaments as well as local leagues; a complex is easier to maintain and requires fewer operational dollars <input type="checkbox"/> Address aging pool issues by replacing the pool <input type="checkbox"/> Need field availability for everyone (equity and fair access) <input type="checkbox"/> All youth and adults need to know how to swim 	<ul style="list-style-type: none"> <input type="checkbox"/> Services both local and regional needs; meeting local needs is more important <input type="checkbox"/> Affordable and accessible to all <input type="checkbox"/> Economic impact is very important (sports tourism) <input type="checkbox"/> Should not compete with privately operated and not-for-profit facilities 	<ul style="list-style-type: none"> <input type="checkbox"/> Rectangle sports fields (16 fields, blend of natural turf and synthetic turf) <input type="checkbox"/> Diamond sports fields (eight fields, 300-ft. fences) <input type="checkbox"/> Indoor sports turf fields soccer, football, lacrosse, baseball, softball, etc. <input type="checkbox"/> Lighted sports fields <input type="checkbox"/> Competitive pool to support swim meets <input type="checkbox"/> Aquatic facility with swim lessons, zero-depth entry, competitive lap lanes, etc. <input type="checkbox"/> Leisure pool with zero-depth, slides, water playground, lazy river. <input type="checkbox"/> Indoor gymnasiums (some with multipurpose flooring)
COMPLEX OPERATION AND FINANCING		
<ul style="list-style-type: none"> <input type="checkbox"/> Public Facilities District managed by a board with independent taxing authority (perhaps a new facility district) 		

Open House Events

**Participation/Input Received:
164 Individuals**

Three open houses were held to provide community members opportunities to prioritize needs, meet the consultants, and provide input into the project process.

June 2023 open house participants included community members principally from aquatics and sports organizations and members of the Hispanic community. Approximately 20 youth participated as well. August 2023 open house participants were mainly community members at large. Feedback from these open houses, including comments from community members, are in Appendix 1.

Sign boards with pictures of recreation, sports and aquatics activities, and fields and facilities were available for community members to prioritize needs and desires for sports and aquatics facilities. Community members provided input shown in the tables and figures below.

1. Prioritizing investment (June 2023). Participants were asked to prioritize use of a \$1.00 bill and a \$2.00 bill and asked to place them into one of the five available boxes. See Table 7.
2. Prioritizing choices (June 2023). Participants were asked to prioritize regional or local use, artificial turf or grass fields, and preference for prioritizing youth or adult recreation. See Table 8.
3. Prioritizing aquatic facility amenities (June 2023). Participants were asked to prioritize the kinds of components found in aquatic facilities. See Table 9.
4. Prioritizing sports facilities (June 2023). Participants were asked to prioritize the kinds of components found in sports facilities. See Table 10.
5. Support for a tax increase (June 2023). Participants were asked if they would support a tax increase to pay for a new sports and aquatics complex. See Table 11.
6. Preferences for indoor/outdoor sports fields and courts (August 2023). See Figure 12.³
7. Prioritized aquatic facility preferences. See Figure 13.
8. Prioritized indoor and outdoor sports facility preferences. See Figure 14.
9. Local or regional preferences for new sports and aquatics facilities. See Figure 15.

TABLE 7 | PRIORITIZING INVESTMENT – JUNE 2023

Investment Options	Open House 1	Open House 2	Total
Swimming	\$160.00	\$20.00	\$180.00
Indoor Fields	\$34.00	\$25.00	\$59.00
Outdoor Fields	\$15.00	\$12.00	\$27.00
Outdoor Courts	\$11.00	\$8.00	\$19.00
Indoor Courts	\$3.00	\$5.00	\$8.00
Open House 1 (June 14, 6:30 – 7:30 p.m.)			
Open House 2 (June 15, 12 – 1 p.m.)			

TABLE 8 | PRIORITIZED CHOICES – JUNE 2023 (DOTMOCRACY)

	Choice 1	Choice 2	
Regional Tournament Use	98	Recreation/ Local Use	58
Artificial Turf Fields	70	Grass Fields	45
Adult Recreation	39	Youth Recreation	77

³ Additional input was received at the open houses and combined with input received at intercept events.

TABLE 9 | PRIORITIZED AQUATIC FACILITY AMENITIES – JUNE 2023 (DOTMOCRACY)

Aquatic Options	Number of Responses
Competitive Swimming	145
Swim Lessons	53
Water Slides	51
Lap Swimming	47
Ninja Cross Course	30
Lazy River	30
Leisure Swimming	20
Aquatic Exercise	16
Water Sprays	13

TABLE 10 | PRIORITIZED SPORTS FACILITIES – JUNE 2023 (DOTMOCRACY)

Sports Facility Options	Number of Responses
Indoor Sports Fields	88
Sports Fields	44
Pickleball/Tennis Courts	43
Volleyball Courts	37
Basketball Courts	21
Baseball/Softball Fields	19
Futsal Courts	7

TABLE 11 | SUPPORT FOR INCREASED SALES TAX – JUNE 2023 (DOTMOCRACY)

Support for Increased Sales Tax	
Yes	96
No	8

FIGURE 12 | PREFERENCES FOR INDOOR/OUTDOOR SPORTS FACILITIES AND COURTS

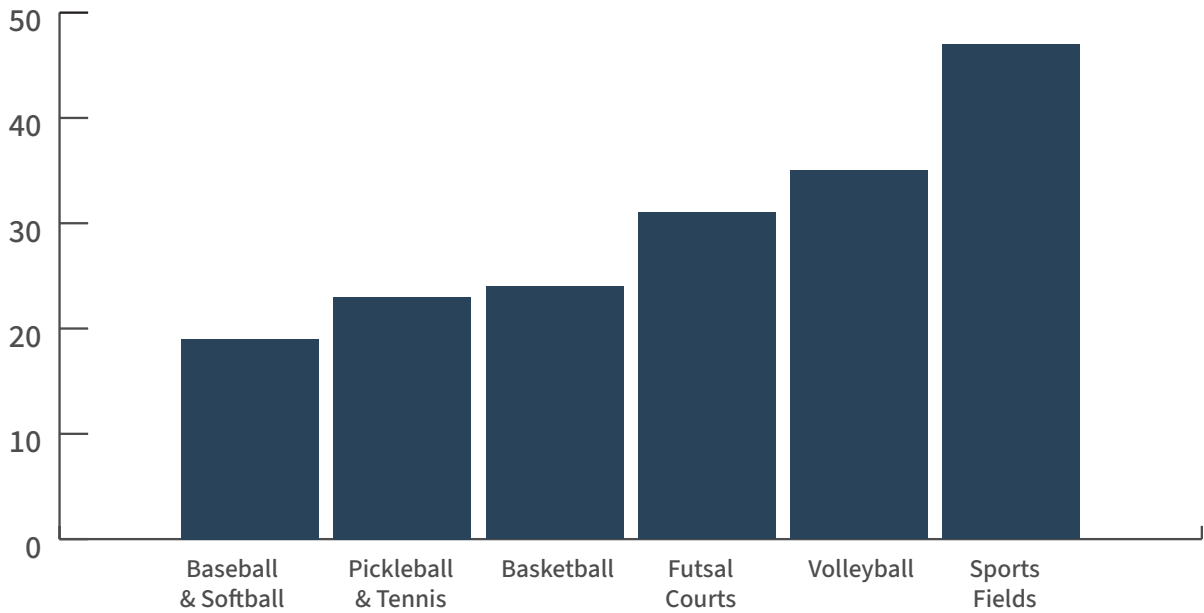


FIGURE 13 | PRIORITIZED AQUATIC FACILITY AMENITIES AUGUST 2023 (DOTMOCRACY)

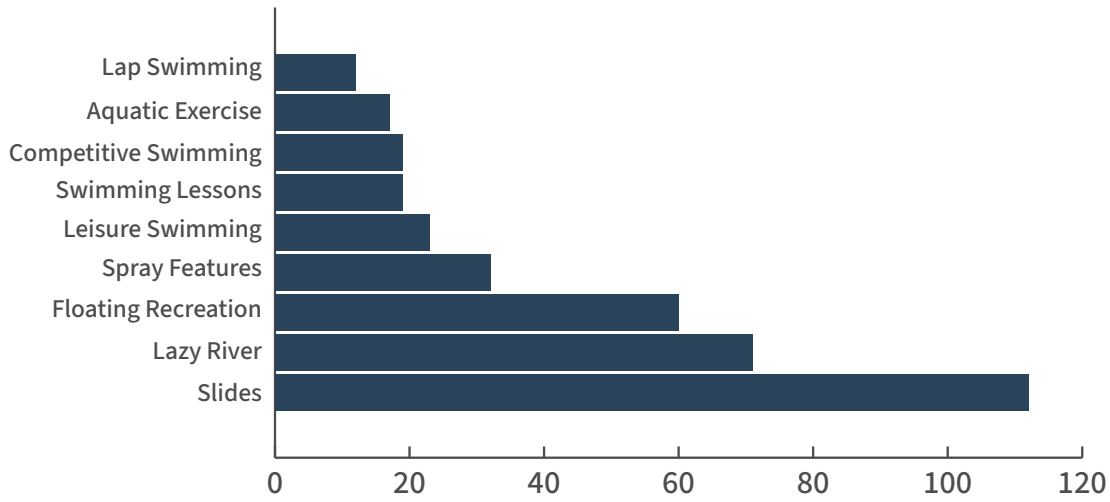


FIGURE 14 | PRIORITIZED INDOOR/OUTDOOR SPORTS FACILITY PREFERENCES AUGUST 2023 (DOTMOCRACY)

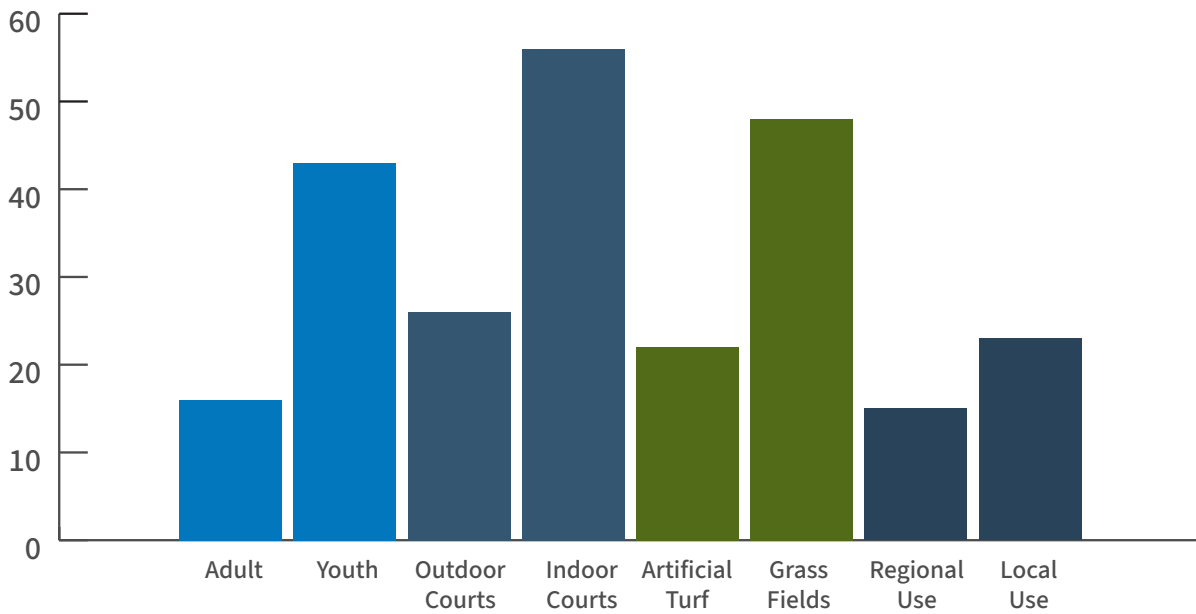
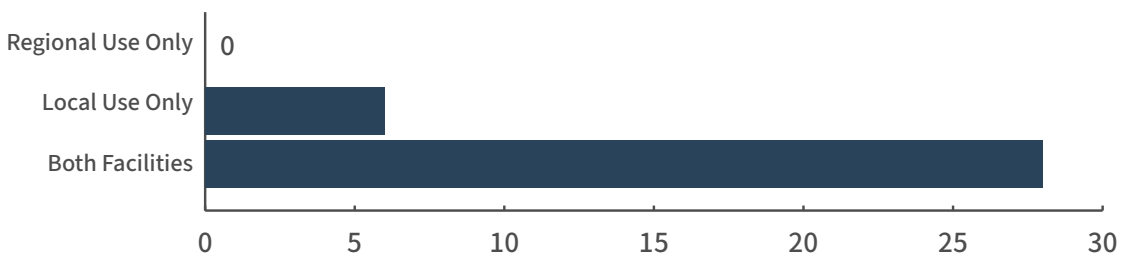


FIGURE 15 | INDOOR AND OUTDOOR SPORTS FACILITY PREFERENCES





Social Pinpoint

Social Pinpoint is a powerful tool that helps agencies gather feedback and insights from stakeholders by utilizing advanced engagement features. Social Pinpoint collects information from a wide range of stakeholders, including community members, customers, businesses, and employees.

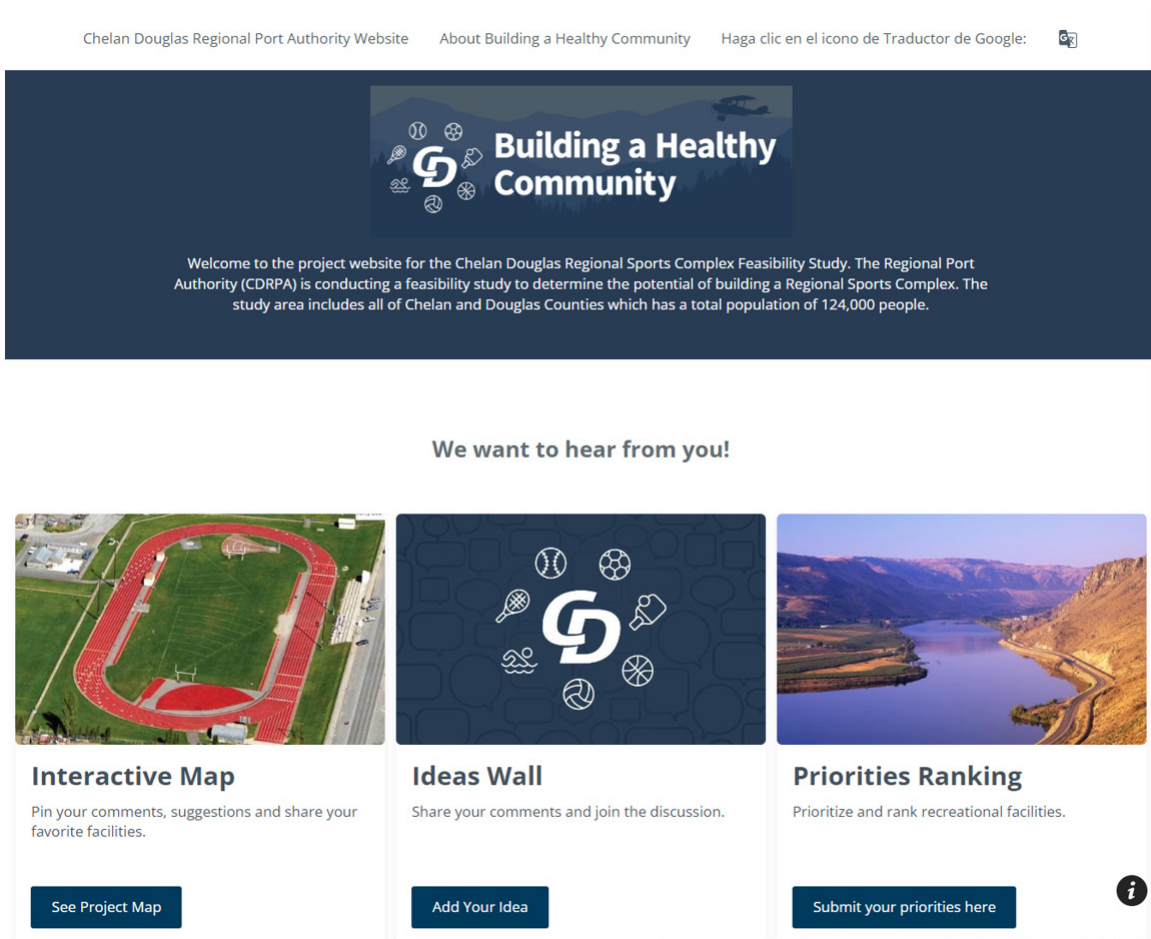
This analysis aims to provide insights that can inform decision-making and help the define the needs and expectations for sports and aquatics facilities. These insights can lead to recommendations that drive positive change and improve outcomes for all stakeholders. The Social Pinpoint site included an interactive map, an ideas wall, and a priority ranking survey question.

Participation/Input Received:

- ✓ 9,725 Site Visits
- ✓ 2,162 Unqie Users
- ✓ 203 Idea Wall Comments
- ✓ 207 Survey Responses
- ✓ 141 Pins Placed on the Maps

This report summarizes Social Pinpoint engagement as part of the CDRPA Sports and Aquatics Complex Feasibility Study.

FIGURE 16 | CDRPA SOCIAL PINPOINT LANDING PAGE



Priority Ranking Survey Summary

The site received 207 responses to the priority ranking survey. The survey asked respondents to rank a list of recreational facilities on a scale of 1 to 10, with 1 being the least preferred option and 10 being the most preferred option.

RESPONSE CATEGORY

Below is a summary of responses from most to least desired:

- 7.26: Indoor swimming pool (competitive and leisure)
- 5.60: Indoor soccer/football, lacrosse, rugby, etc.
- 5.57: Outdoor swimming pool
- 4.52: Indoor basketball/volleyball courts
- 4.52: Outdoor soccer/football, lacrosse, rugby, etc.
- 4.48: Rectangular fields (soccer fields)
- 3.64: Diamond fields (baseball/soccer)
- 2.91: Outdoor basketball/volleyball courts
- 2.90: Pickleball courts
- 1.97: Futsal courts



Ideas Wall Summary

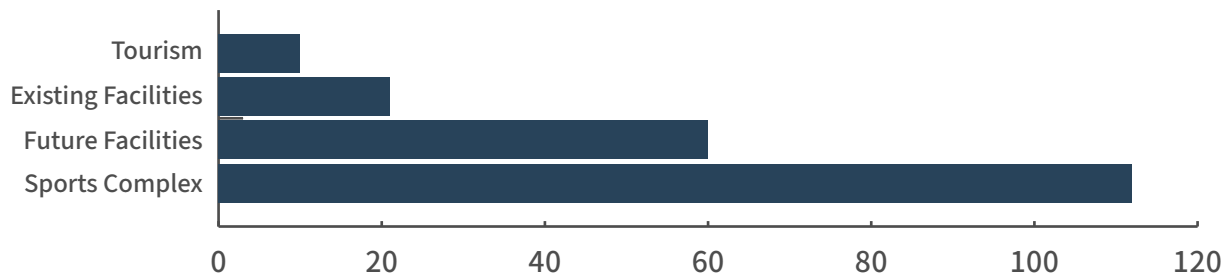
The ideas wall received 203 responses. Below is a summary of responses and comments.

RESPONSE CATEGORY

Below are the categories for the comments received ranked from most to least popular:

- Sports Complex (112 comments)
- Future Facilities (60 comments)
- Existing Facilities (21 comments)
- Tourism (10 comments)

FIGURE 17 | COMMENT CATEGORIES RECEIVED



Response Summary

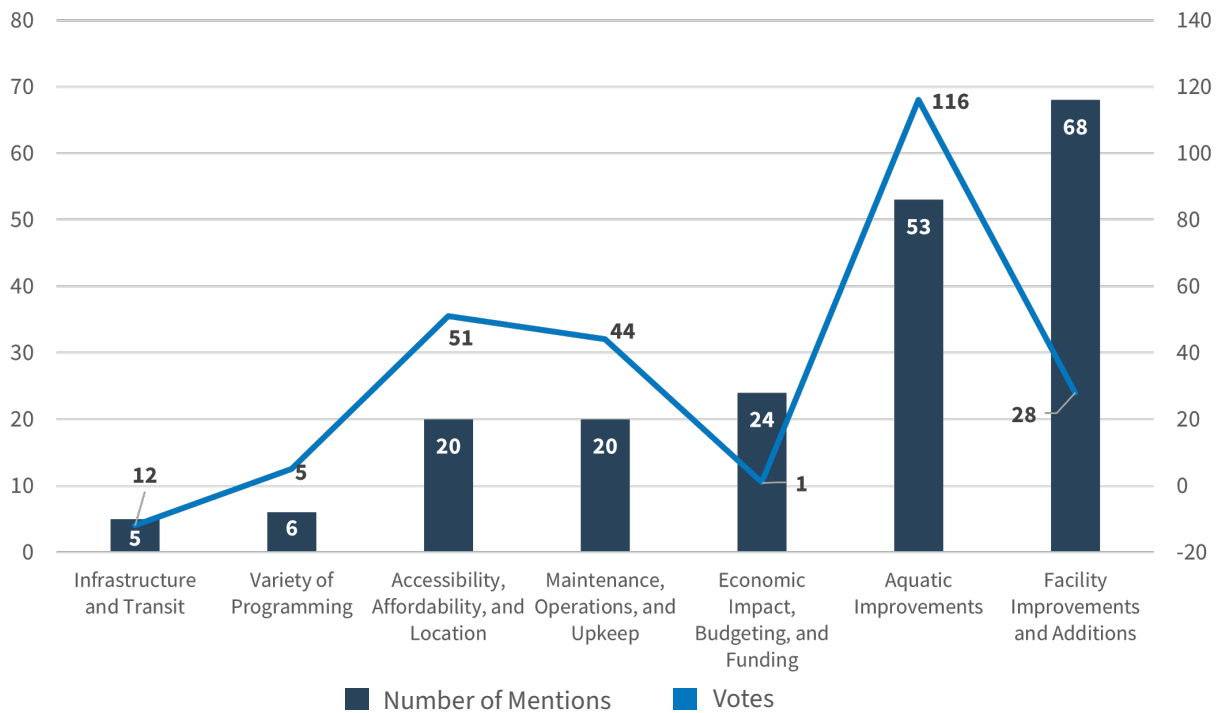
Ideas wall responses ranged from concerns about funding and costs to excitement about a new facility and the desire to maintain existing locations. The facility improvements and additions category received the most mentioned comments, including desires for new soccer fields, roller rinks, diamond fields, and skate parks. The community desires new year-round indoor and outdoor spaces despite the heat and smoke that the area experiences each year. Additionally, the community wants more aquatic facilities and related programming. Pools (indoor and outdoor/ heated and not heated) slides, swim lessons, and water aerobics were all popular topics of conversation. There was a significant level of concern about the financial impact to the people living in the area. The community expressed they did not want their taxes to go up, especially if the facility is not centrally located or affordable. Maintaining existing facilities was a popular option to reduce costs and keep it affordable and accessible. With a new facility possibly going into an already popular place, the community voiced that they did not want more traffic, especially with all the added tourism the facility would bring.

RESPONSE CATEGORY

Responses are listed below from most to least popular:

- Facility Improvements and Additions (68 mentions, 28 votes)
- Aquatic Improvements (53 mentions, 116 votes)
- Economic Impact, Budgeting, and Funding (24 mentions, 1 vote)
- Maintenance, Operations, and Upkeep (20 mentions, 44 votes)
- Accessibility, Affordability, and Location (20 mentions, 51 votes)
- Variety of Programming (6 mentions, 5 votes)
- Infrastructure and Transit (5 mentions, 12 votes)

FIGURE 18 | IDEAS WALL SUMMARY



Map Summary

The interactive map received 141 responses that identified locations of respondents' favorite facilities, where infrastructure improvements are needed, and where the new sports and aquatics complex should be located. Below is a summary of those responses.

New Facility Location

Several respondents pinned their desired location for the new sports complex and aquatic facility in the same general areas on the map. There were 72 comments made by community members within the Chelan Douglas County boundary areas who expressed various preferences for the location of the new facilities.

The majority of comments favored the sports complex or a similar facility in the Wenatchee Landing location, which could serve as a central point for community members. One respondent said the Wenatchee Landing area "seems like the last regionally accessible undeveloped location. Ideal for a growing region and for accommodating travelers in (close to bridge and highways). Think T-Mobile Park and Seahawks stadium. It's also accessible by Link and directly next to our Loop Trail, bringing in locals on bikes and visitors from state parks (Confluence, Lincoln Rock, etc.)." Comments in support of building the new sports complex and indoor aquatics was supported by 65 votes and seen by community members as an ideal location for a new sports complex. The area along Northwest Cascade Avenue and Interstate 97 is considered ideal due to its accessibility and existing infrastructure.

Other supported comments regarding other locations for consideration are:

- "This would be a great location for a sports facility. It is big; children can walk to it. We need turf fields for our kids. Central WA is the only location in WA that does not have public full soccer turf fields." Location: Crawford Avenue, Methow Street, and Okanogan Avenue
- "I was a school board member, with property in this area (Okanogan to Methow), was owned by the school district at that time. Wenatchee school property, Public Utility District (PUD) parks, and existing city parks are

currently used for soccer competition and junior league participation from March until November. I think a look at the former indoor facility at the Cashmere fairgrounds might be in order. It was used at one time by the 'Fire' soccer team, I think ... already owned by Chelan County taxpayers"

- "Suggesting somewhere north of the Odabashian Bridge, either Baker Flats or near Rocky Reach State Park. Minimize the impact to existing neighborhoods. East highway access without adding to existing traffic problems along Sunset Highway or in Wenatchee. Room for growth"
- "Consider development of the facility at soon-to-be-vacated Chelan PUD location. Large campus and would provide economic boost to businesses in downtown Wenatchee. Easily connected to Loop Trail via 5th Street. Much closer to urban centers of Wenatchee and East Wenatchee"
- "This would be a fantastic location for a covered or indoor soccer field complex! Strong community interest, vacant port land, and walkable/bikeable from most of Cashmere." Location: Sunset Highway and Mill Road
- "The City of Leavenworth and the Upper Valley Park and Recreation Service Area (PRSA) is actively pursuing the development of a new indoor aquatic center in downtown Leavenworth. We will be creating a PFD for this facility pursuant to SB 5001." Location Lions Club Park
- "There is a private proposal for a sport arena that includes a full-size ice rink for October – March, and court/turf sports for April – September. This requires state, regional, county, and local support to be realized. Please contact me for more information." Location Leavenworth/Pine Village KOA
- "This is Pioneer Skate Park. It is made of concrete and not really designed well for any skate things. I would love to see a new skate park with wood or metal ramps. A half pipe would be awesome, or at minimum, adding coping to the existing concrete, but it would be great to redesign the flow of the interior bowl so that we could get some great lines!" Location: Russell Street and Fuller Street



The figures below depict the most popular spaces for the new facility for each county.

FIGURE 19 | DESIRED LOCATIONS FOR NEW FACILITY

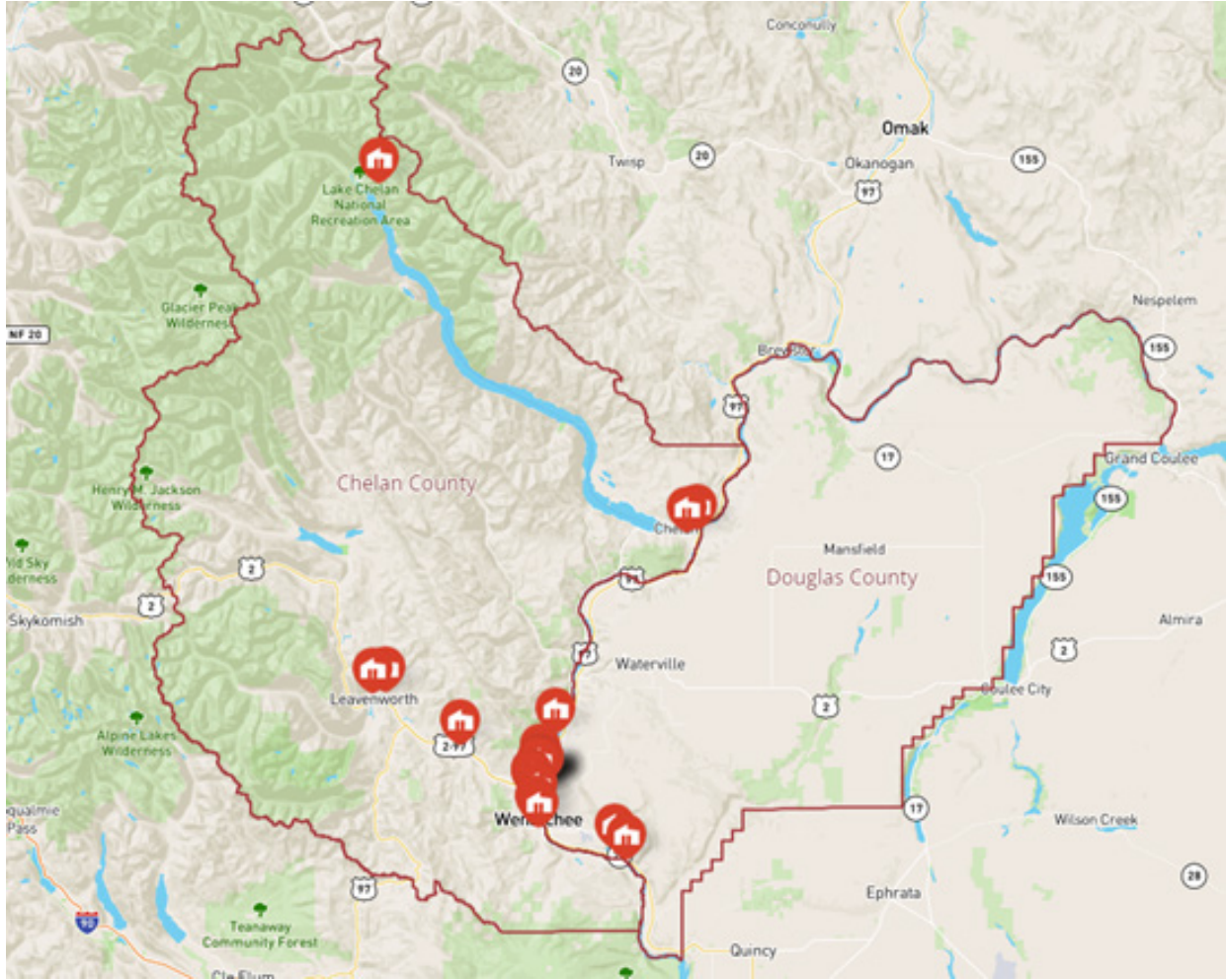




FIGURE 20 | DESIRED LOCATIONS FOR NEW FACILITY – WENATCHEE

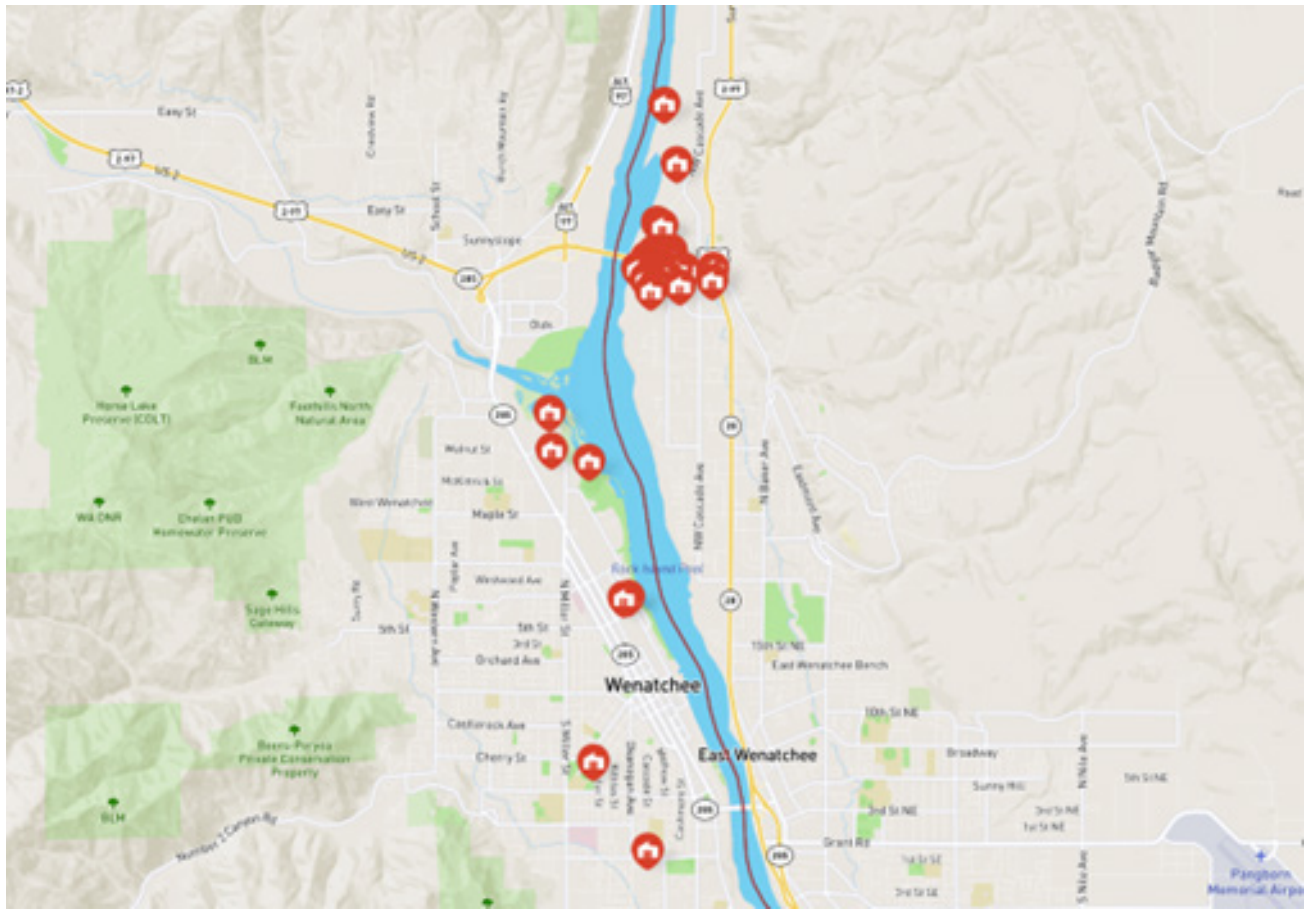
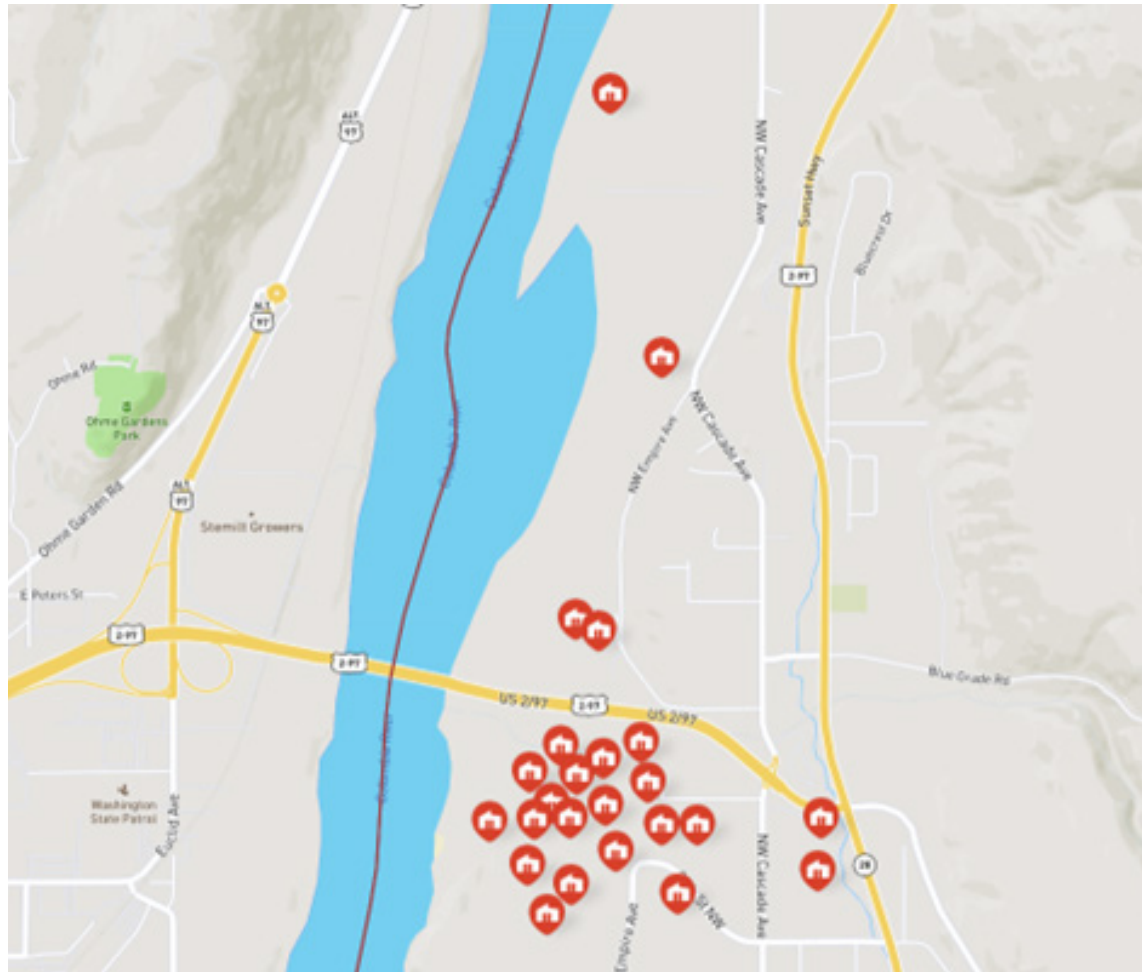




FIGURE 21 | DESIRED LOCATIONS FOR NEW FACILITY – WENATCHEE ROUTE 28





Chelan and Douglas Counties Favorite Facilities

Several respondents expressed gratitude for existing recreational amenities and access to facilities. These individuals appreciated resources like the Wenatchee City Pool, Town Toyota Center (TTC), outdoor pools, skating rinks, and picnic shelters. They recognized these facilities as valuable community assets and sources of enjoyment. Other comments provided a spectrum of views on recreational facilities, including pool conditions, seasonal availability, and preference for upgrades and enhancements. Some respondents also noted concerns about taxes and funding of the new project. Facilities mentioned from most popular to least are:

- **SPORTS FIELDS AND COURTS (16 MENTIONS, 16 VOTES):** Some respondents expressed the need to expand and improve existing baseball, softball, futsal (at Methow Park), and soccer fields as well as pickleball courts. Comments noted that community members “don’t want to sacrifice the fields that are here,” as they “need all the ball fields we currently have.” Other comments expressed joy: The “Apple Bowl is much beloved by many sports including football, soccer, and lacrosse. The close seating to the field (no track in between) provides an amazing viewing experience, and the turf field is reliable and consistent for the athletes to play on.”
- **TTC (2 MENTIONS):** One respondent said they are “grateful for the TTC and the availability of two sheets of ice for our youth hockey program.” However, another respondent expressed concern about the need for a new PFD and a potential increase in sales tax for the proposed regional sports complex: “I am already paying taxes to support the TTC on a fixed income, I cannot afford the admission fees to attend events at TTC.”
- **OPEN SPACE AND PARK AMENITIES (2 MENTIONS, 2 VOTES):** Respondents enjoy access to park amenities. One respondent appreciated having access to picnic shelters at Rotary Park, Walla Walla Park, and Washington Park.
- **DOG PARKS (2 MENTIONS, 1 VOTE):** One respondent said “the dog park is a great asset for our city.” Location: Between the Columbia River and South Colombia Street.
- **SWIMMING POOLS AND OTHER AQUATICS (22 MENTIONS, 46 VOTES):** Several community members expressed gratitude for having access to aquatics/pools located in Pioneer Park and Recreational Park. According to one respondent, “Wenatchee City Pool is a community asset. It is easy to access for many children that do not have transportation, and one of a few competitive outdoor pools in the state.” Other comments noted the condition, limitations (including the outdoor Olympic-size pool), and importance of year-round access to pool facilities in Chelan County, including the need for improvements, extended seasons, and increased capacity. One respondent said they hoped “the YMCA will see their plans completed at the old PUD location. It would be a big benefit to their members and our community. Another location for a sports facility would also be a big benefit for our region and would be a complement to the Y’s plan. We need both.” Another respondent stated the John Simpson Memorial Park has a “great community pool, but the hours and season are limited.”



FIGURE 22 | FAVORITE FACILITIES – CHELAN COUNTY

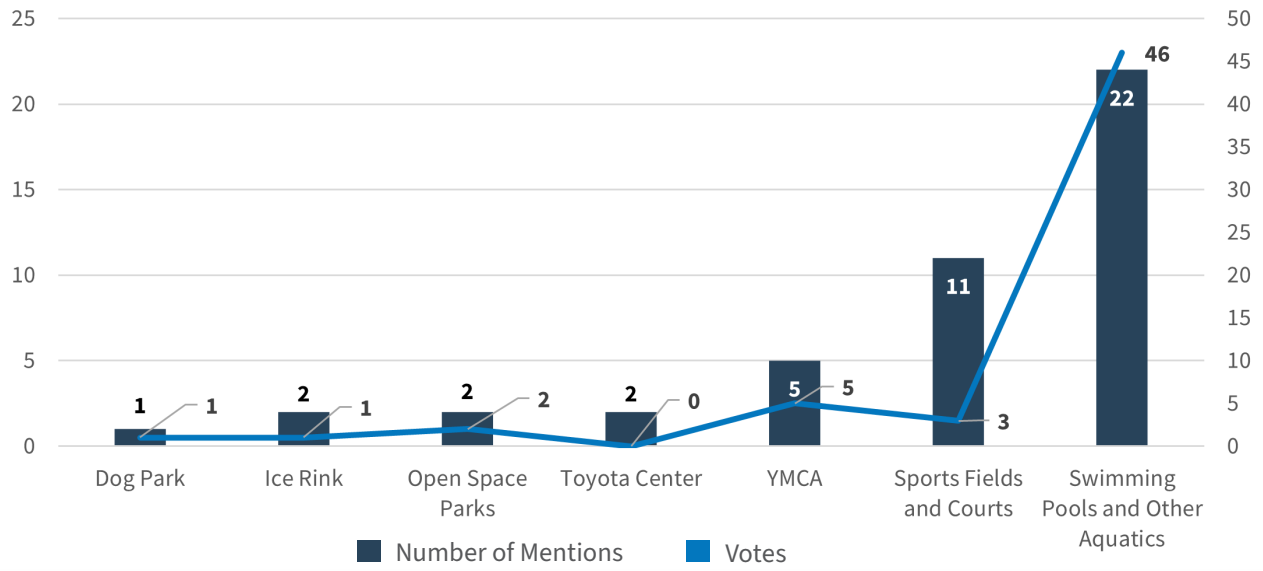
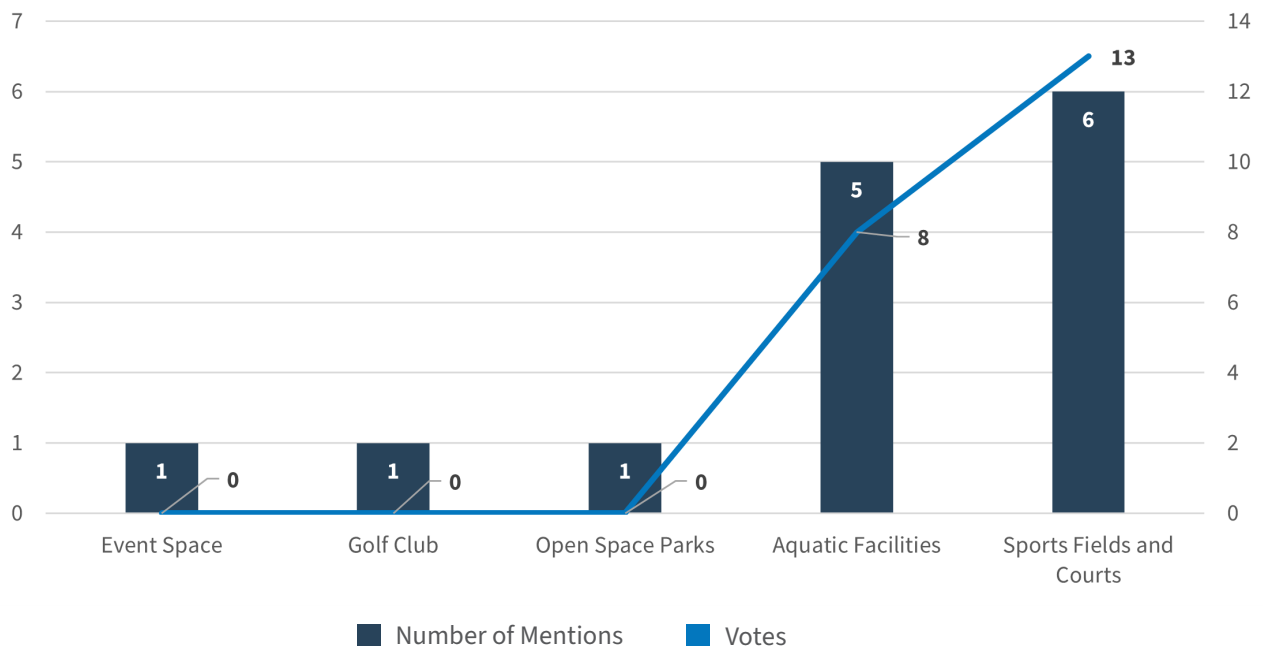


FIGURE 23 | FAVORITE FACILITIES – DOUGLAS COUNTY



Chelan County Needed Infrastructure

Needed improvements listed from most to least popular are:

FACILITY ADDITIONS AND UPGRADES

(16 MENTIONS, 11 VOTES): Several comments discussed the need for additions and upgrades to existing facilities, highlighting issues like uneven fields, lack of central viewing areas, and outdated facilities, especially the swimming pool.

- Comment: “I’ve been in master swimming for 10+ years. I see how often the pools are frequented throughout the valley, and this is the only pool in high demand every summer. This pool’s location serves a good portion of disadvantaged youth and families in the valley. Families and kids who may not get to a new complex on the opposite side of the valley for lessons or open public swim. Invest in the upgrades needed to retain swimming here and enclose it for year-round use.” Location: Pioneer Park.
 - » Comment thread: “I love that this is an outdoor pool; we need an additional indoor pool, not to enclose this one!”
 - » Comment thread: “It is the only 50-meter regional pool in the area. It is not regionally located. It is owned by the City but is regionally used and is in need of millions of improvements over time and in the end will still be an old pool with poor parking, limited access, limited accommodations for folks with disabilities, and would still be only optional three months a year. A year-round solution is only option.”
- Comment: “Despite what the few swimmers in town say, this is a competition pool. It does need work, but the number of competitive swimmers in town pale in comparison to the other numbers out there and do not warrant an additional facility.” Location: Pioneer Park.
- Comment: “The Upper Wenatchee Valley PRSA has documented need for more recreational facilities specifically an indoor aquatic center and ice rink, as well as an expanded trail system.” Location: Front Street (Near Front Street Park).
 - » Comment thread: “Need to create a free local bus doing a loop to all spots plus a big parking area perhaps around the Big Y. Otherwise, all ideas create more traffic. Invest in parking and easy fast transportation in/out of town; look at Banff Town

and area for ideas; they make you park, and then use local buses, which are frequent and good. In Leavenworth, this probably needs to be outside the Link system.”

- Comment: “This area is used for many soccer games and practices and is extremely uneven. This leads to very difficult play as well as higher potential for injury. If this is going to be used for soccer and the like going forward, it would be great if this field could be leveled.” Location: Triangle Park.
- Comment: “Due to lack of fields, my son had soccer practice in the park (not on a field) in shifting locations each day – not ideal!” Location: Walla Walla Point Park.
 - » Comment thread: “Seems like there might be space for Chelan PUD to add a turf soccer field somewhere here. Not a site for a sportsplex, but the community could benefit with an added soccer field here.”
- Comment: “We very much need outdoor and indoor turf soccer fields with lights! There is a huge soccer community in the area that struggles to find facilities through the year. When there is limited daylight in the fall and winter, the only outdoor fields that have lights is PUD fields and the Wenatchee Apple Bowl. Not enough space! And the grass PUD fields get mushing and soft due to the weather and degrade.” Location Northwest Cascade Avenue and 35th Street NW.

INFRASTRUCTURE AND TRANSIT

(7 MENTIONS, 9 VOTES): Some respondents advocated for the development of local transit options, like a free local bus loop, to reduce traffic congestion and improve accessibility to sports facilities.

- Comment: Parking and connective paths and access to public transportation are needed to connect to other areas of the community.” Location: Between Apple Capital Recreational Loop Trail and Northwest Empire Avenue.
- Comment: “Need to create a free local bus doing a loop to all spots plus a big parking area perhaps around the Big Y. Otherwise, all ideas create more traffic. Invest in parking and easy fast transportation in/out of town; look at Banff Town and area for ideas, they make you park, and then use local buses, which are frequent and good. In Leavenworth, thus probably needs to be outside the Link system.”

MAINTENANCE AND OPERATIONS

(4 MENTIONS, 4 VOTES): Some comments stressed the importance of proper maintenance and better field upkeep, including leveling uneven fields and providing field lighting.

- Comment: “Large fields but no central viewing area or public restrooms. No storage. Fields get rough with shared use with school. Maintenance is more grass cutting and water while waiting as a soccer field.” Location: Between Wenatchee Park and Foothills Middle School.
 - » Comment thread: “Adding field turf and lights to some of the field would be a good start.”
 - » Comment thread: “Not enough room to accomplish the vision of the regional complex.”
 - » Comment thread: “The City of Wenatchee is a mature and well-established/well-developed community. We need to think outside of its limited opportunities and geographical barriers but build something to accessible to City of Wenatchee (and very nearby unincorporated Chelan County) residents.”

- Comment: “This area is used for many soccer games and practices and is extremely uneven. This leads to very difficult play as well as higher potential for injury. If this is going to be used for soccer and the like going forward, it would be great if this field could be leveled.” Location: Triangle Park.
- Comment: “Six new pickleball courts were dedicated in the fall of 2022 by the Chelan County PUD. The courts need drainage to protect the new surfaces. The courts ideally could be covered for year-round use and protection of players and facility from sun and rain/snow, unique to most of the public facilities. The sport is growing so quickly and serves players of all ages.” Location: Walla Walla Point Park.
- Comment: “Field is rough and need better maintenance.” Location: Confluence State Park.

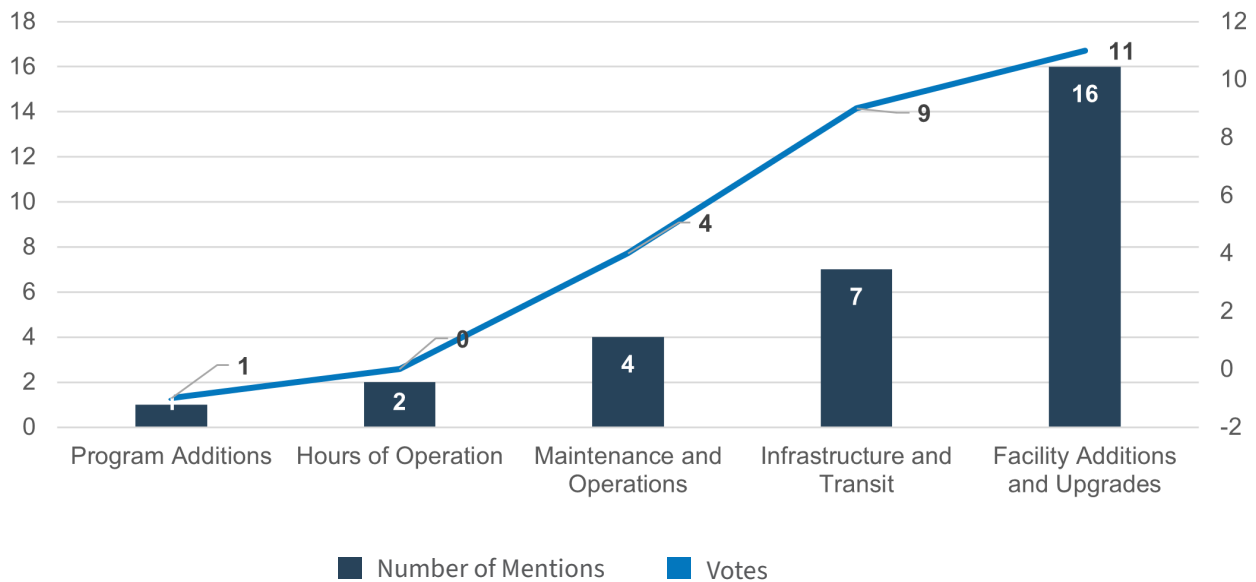
HOURS OF OPERATION

(2 MENTIONS, 0 VOTES): A couple of comments highlighted the need to extend the hours of operation for public swimming pools, especially the outdoor pool, to accommodate a wider range of users and programs.

PROGRAM ADDITIONS

(1 MENTION, 1 VOTES): A single comment mentioned the need for new program addition, such as pickleball, to cater to the growing interest.

FIGURE 24 | IMPROVEMENTS NEEDED – CHELAN COUNTY



Douglas County Needed Infrastructure

Needed improvements listed from most popular to least popular.

FACILITY ADDITIONS AND UPGRADES

(11 MENTIONS, 6 VOTES): The need for facility additions and upgrades, particularly for soccer fields, both indoor and outdoor, with lighting, was a popular demand to address the shortage of playing space.

- Comment: “There’s lack of fields, and an urgent need for indoor soccer activities in the winter. This will have a positive and immediate impact on our community.” Location: Between Grant Road and South Nile Avenue.

INFRASTRUCTURE AND TRANSIT (6 MENTIONS, 2 VOTES):

Some comments expressed concerns about limited access, inadequate parking, and a lack of public transportation connections to improve access to sports facilities.

- Comment: “Not enough parking. Eastmont High School is close, which seems like it would help for overflow parking except when school is in session, high school football is taking place, or track events are occurring. Traffic flow seems like a mess at times.” Location: Eastmont Pool.

MAINTENANCE AND OPERATIONS

(5 MENTIONS, 3 VOTES): A few comments highlighted the importance of maintaining the quality and safety of existing facilities, particularly addressing issues like field conditions and traffic management.

- Comment: “Plenty of land but access is terrible, and utilities would need to be extended.” Location: Off of Northwest Empire Avenue.

SAFETY IMPROVEMENTS (2 MENTIONS, 0 VOTES): Safety concerns were raised in two comments, with one noting the inadequate depth of the pool for competitive purposes, falling short of the minimum standard.

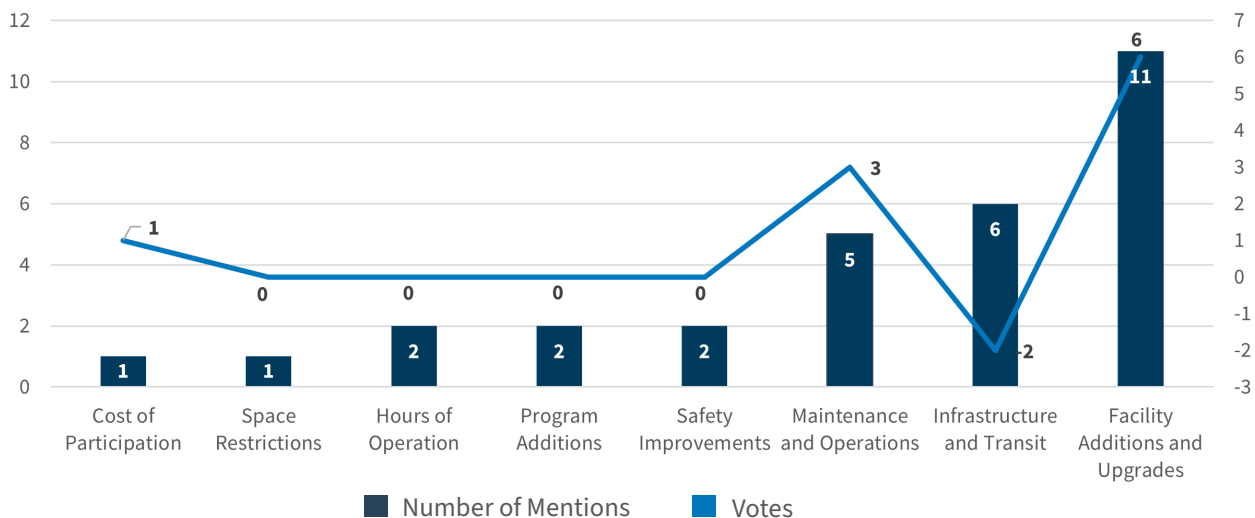
- Comment: “Pool is too shallow for good competition. At deepest it is 4 feet, 6 inches, which is the minimum standard.”

PROGRAM ADDITIONS (2 MENTIONS, 0 VOTES):

Some comments suggested the need for additional sports programs, particularly indoor and outdoor turf soccer fields with lighting, to support the local soccer community.

HOURS OF OPERATION (2 MENTIONS): Two comments mentioned the need for extending hours of operation for sports facilities.

FIGURE 25 | IMPROVEMENTS NEEDED – DOUGLAS COUNTY



Intercept Events

Participation/Input Received:
550 Individuals

Three intercept events were held that provided a significant opportunity to interface with community members who may not have been sports or aquatics participants. The events included a National Night Out event in East Wenatchee, a farmers market in the City of Chelan, and community events facilitated by the Hispanic advocacy groups Café and the East Wenatchee Hispanic Business Council. Individuals were asked to provide priorities and ideas by placing dots on pictures illustrating parks, aquatics, and sports opportunities, and/or they were provided information on how to access the interactive Social Pinpoint website. Results from the intercept events were included with the open house results in this section and reflect heavy participation by members of the Hispanic community.

Written Outreach Survey

Participation/Input Received:
47 Individuals

An outreach survey was distributed in both English and Spanish and included four short questions to help prioritize needs and desires for sports and aquatics facilities. The outreach survey was used during the follow-up, targeted engagement process in August. It was distributed at the pop-up intercept events as well as by the Hispanic business Council in East Wenatchee.

In total, 47 surveys were received, and almost all were from members of the Hispanic community. Figures 26 through 29 illustrate responses from the survey used at the intercept events.

FIGURE 26 | INDOOR SPORTS FACILITY PREFERENCES

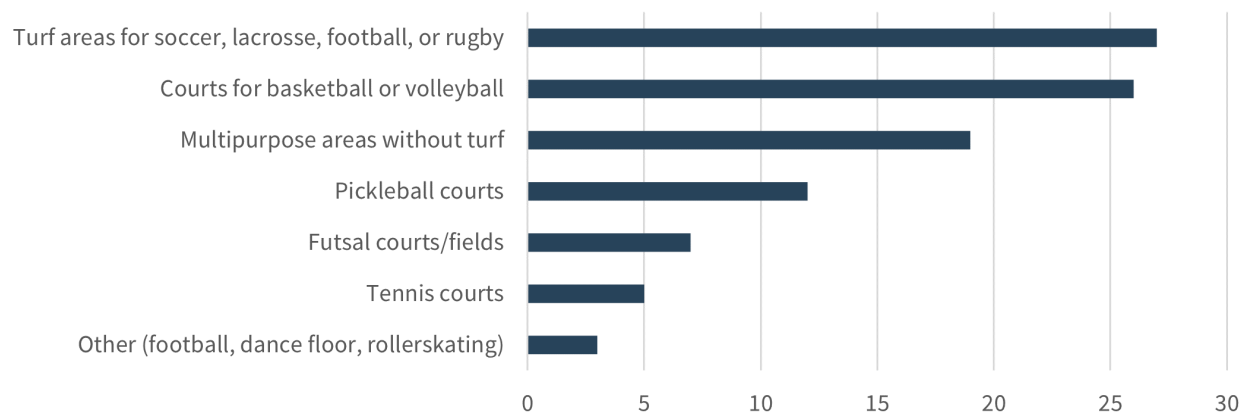




FIGURE 27 | INDOOR SPORTS FACILITY PREFERENCES

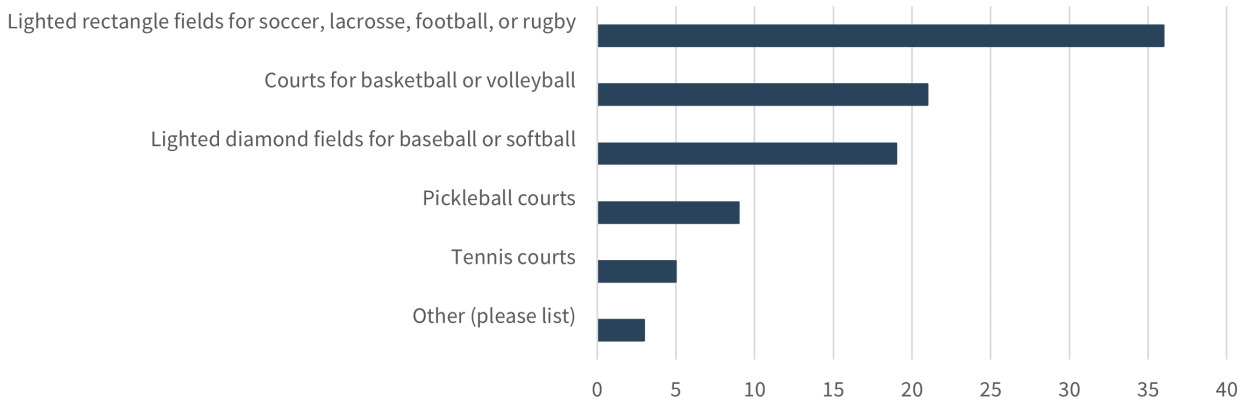


FIGURE 28 | INDOOR AQUATIC FACILITY PREFERENCES

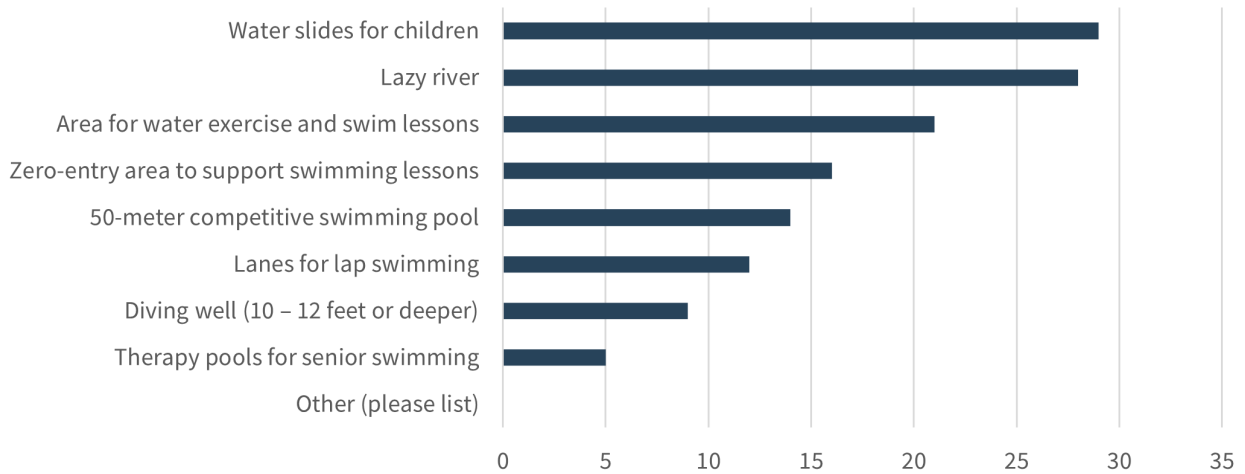
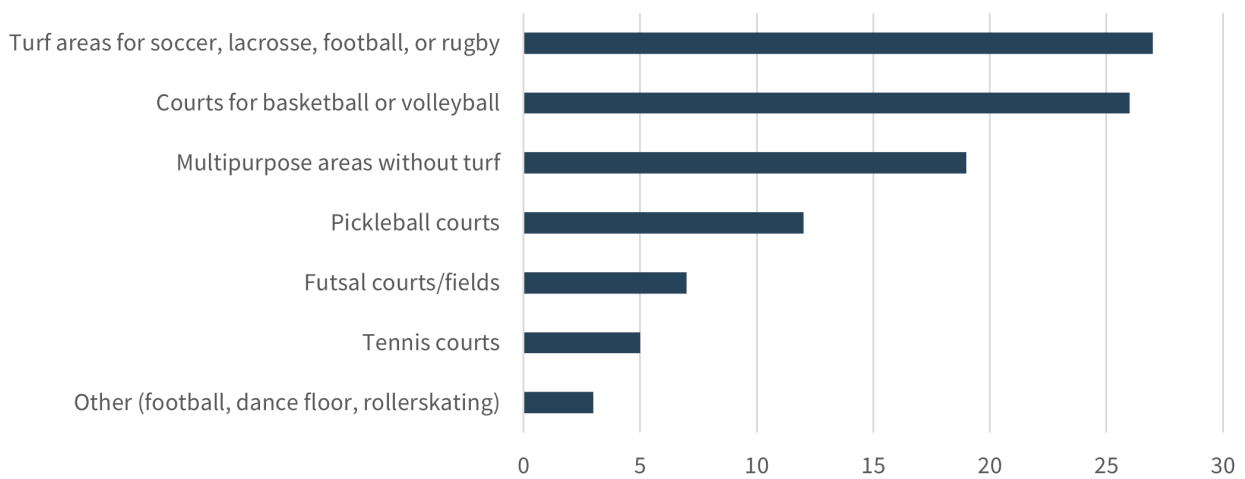


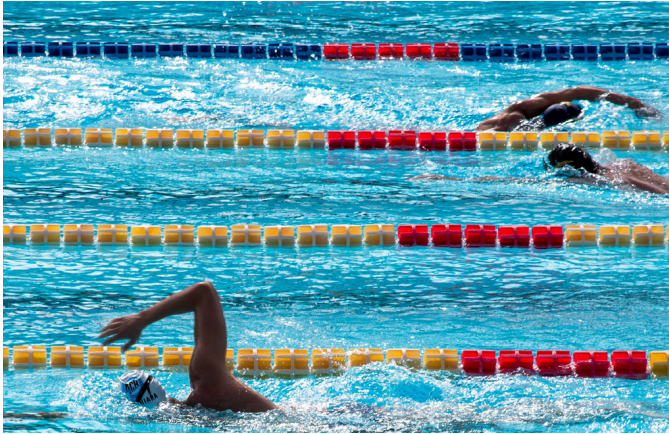
FIGURE 29 | INDOOR SPORTS FACILITY PREFERENCES



Section 4

Existing Conditions: Public and Private Sports/Aquatic Facilities and Future Needs

Sports and aquatics facilities, including private (nonprofit) and those open to the public in Chelan and Douglas Counties, were studied.



Aquatics Facilities Inventory

There are 12 aquatic facilities within 70 miles of Wenatchee. Eight are public and two are private. See Table 12.

Of the 12 pools, only the Wenatchee Swimming Pool can host desired swimming competitions. Of particular interest to the feasibility study, the following are considered:

The Wenatchee Swimming Pool is a 50-meter outdoor pool operated by the Cit of Wenatchee. The pool continues to struggle with expensive infrastructure and mechanical issues and is estimated to have no more than 10 years left in its operating lifespan.

TABLE 12 | AQUATIC FACILITIES IN CHELAN AND DOUGLAS COUNTIES

Swimming Pool	Location	Type		Distance from Wenatchee	Number of Swim Lanes	Length of Pool	Host Swimming Meets	Governance	
		Indoor	Outdoor					Public	Private
Bridgeport Municipal Swimming Pool	2100 Fisk, Bridgeport, WA		X	69.4 miles	6	25 Meter	NO	X	
Cashmere City Pool	104 Paton St, Cashmere, Wa		X	11.5 miles	N/A - Leisure Pool	N/A	NO	X	
Eastmont Aquatic Center	980 3rd St. NE, East Wenatchee, WA	X		in Wenatchee	6		NO	X	
Kahler Glen Mountain Club	20625 Haight Drive, Leavenworth, WA	X		22 Miles					



Swimming Pool	Location	Type		Distance from Wenatchee	Number of Swim Lanes	Length of Pool	Host Swimming Meets	Governance	
		Indoor	Outdoor					Public	Private
Leavenworth Municipal Pool	694 US Hwy 2, Leavenworth, WA		X	22.4 miles	6	25 Meter	YES	X	
Quincy Swim and Gym	10 B St. SE, Quincy, WA	X		32.1 miles	3	25 Meter	NO		X
Quincy Aquatic Center	724 F St SE, Quincy, WA		X	32.2 miles	N/A - Leisure Pool	N/A	NO	X	
Splash Zone - Ephrata's Community Pool	780 A St SE, Ephrata, WA		X	49.3 miles	6	20 Meter	NO	X	
YMCA	217 Orondo Ave, Wenatchee, WA	X		In Wenatchee			NO		X
Wenatchee High Swimming Pool	101 Millerdale Avenue, Wenatchee, WA	X		N/A	6		YES	X	
Wenatchee Racquet and Athletic Club	1913 Skylnie Dr, Wenatchee, WA		X	N/A			NO		X
Wenatchee Swimming Pool	220 Fuller Street, Wenatchee, WA		X	In Wenatchee	10	50 Meter	YES	X	



The City of Leavenworth is considering a new aquatics facility, which would provide leisure, instructional, and lap swimming. The conceptual designs for this pool include a 25-meter, six-lane facility.

The YMCA is considering replacing its facility in Wenatchee with a \$22 million, 45,000-square foot facility that may include:

- An aquatic center with zero-entry play pool, multipurpose group exercise or therapy pool, and a lap swimming pool—all with retractable wall(s) for indoor/outdoor options
- Two full-size gymnasiums
- State-licensed Early Learning Child Care to serve children ages six weeks to kindergarten
- Family locker rooms for young parents with young children and caregivers of special need individuals

- Several group exercise rooms to serve various populations simultaneously
- Classroom and meeting spaces for members and community use

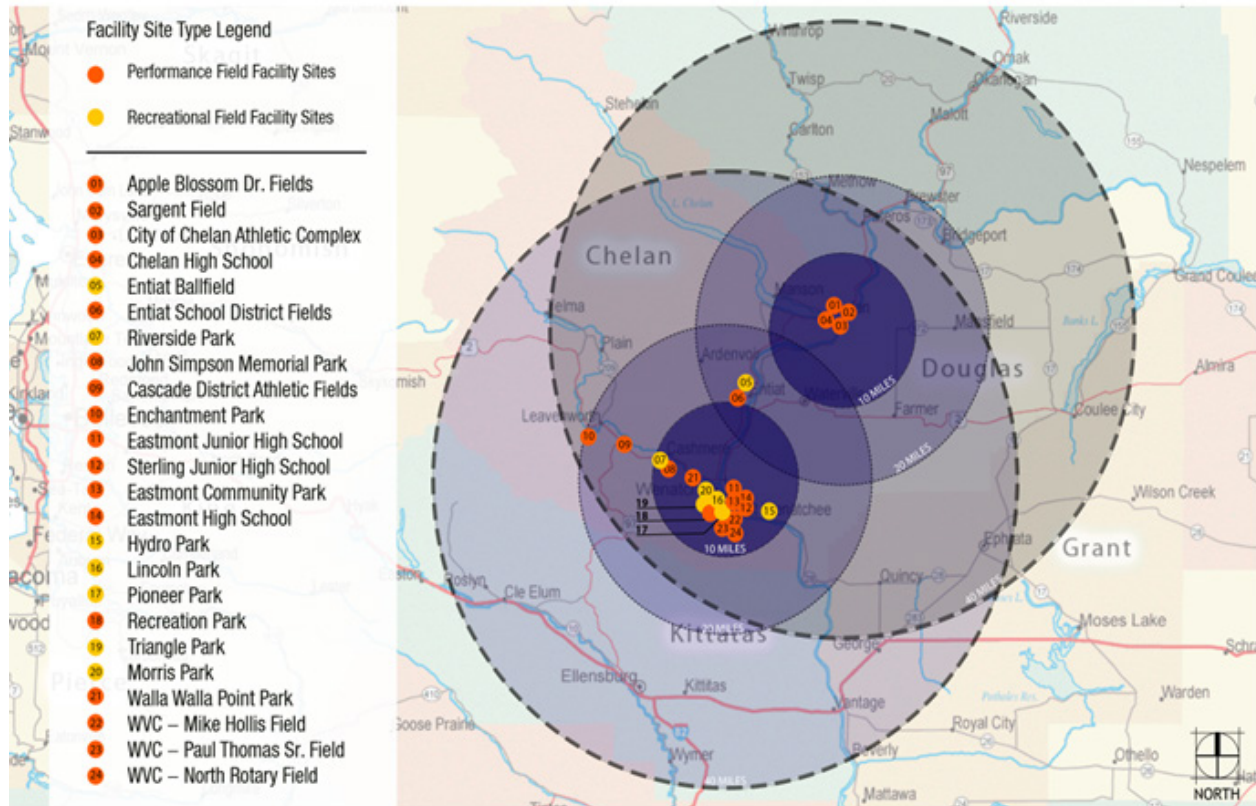
The facility is not anticipated to include indoor sports fields or a swimming pool capable of hosting large swimming meets.

Sports Fields Inventory

Bernardo Wills, a landscape architect firm in Spokane, conducted a search and inventory for current sports fields in Chelan and Douglas Counties. Bernardo Wills inventoried 73 fields to help understand current sports field opportunities in the two counties. Of these fields, 53 were diamond, (baseball, softball, etc.) and 20 were rectangle (soccer, football, etc.). See Figure 30 and Table 13.

Fields were located as follows:

FIGURE 30 | SPORTS FIELDS LOCATIONS IN CHELAN AND DOUGLAS



Bernardo Wills

BerryDunn

Existing Facility Sites - Reach Map
Regional Sports Complex Feasibility Study - Existing Facilities Inventory
BWA Job #: 23-01-023 | Date: 06-13-2023

TABLE 13 | SPORTS FIELDS IN CHELAN AND DOUGLAS COUNTIES

Type of Field			
Community/Location	Diamond	Rectangle	Total
Apple Bowl Fields/Wenatchee High School	1	2	3
Cascade District Athletic Fields	1	1	2
Chelan High School	3	3	6
Dan White Field	5	0	5
Eastmont Community Park	4	0	4
Eastmont County Park	0	1	1
Eastmont High School	1	1	2
Eastmont Junior High School	1	3	4
Enchantment Park	3	0	3
Entiat School District Fields	1	0	1
Entiat Ballfield	1	0	1
Foothills Middle School	1	0	1
John Simpson Memorial Park	3	2	5
Kirby Billingsley Hydro Park	3	0	3
Lincoln Park	3	0	3
Morris Park	4	0	4
Mt. Goat Fields	3	1	4
Pioneer Park	0	1	1
Recreation Park	1	0	1
Riverside Park	0	1	1
Roy Tedford Park	1	0	1
Sargent Field	0	1	1
Sterling Junior High School	4	0	4
Triangle Park	3	0	3
Walla Walla Point Park	4	0	4
Wenatchee Valley College—Mike Hollis Field	0	2	2
Wenatchee Valley College—North Rotary Field	1	1	2
Wenatchee Valley College—Paul Thomas Sr. Field	1	0	1
Total	53	20	73

Of the 53 diamond fields, 42 are principally softball and 11 are principally baseball.

Field conditions were assessed on playable condition and rated on a scale of 1 to 3, with 1 meaning poor condition and 3 meaning high quality. Collectively, the rectangle fields rated a 2.0, while the diamond fields were rated 2.02. These ratings are consistent with the feedback received during the engagement process.

Field quality in the two counties is marginal or barely adequate. Fields in Cashmere and Peshistin were rated as higher quality, while fields in the City of Chelan were rated as inadequate or lower quality.

The State of Aquatics Facilities and Sports Fields in Chelan and Douglas Counties

There are many nonprofit organizations that provide organized opportunities to participate in sports and aquatics in addition to schools and parks and recreation agencies. As part of the feasibility study, the consultants

reached out to 42 different organizations to better understand the need for sports and athletic fields, facilities, and swimming pools. See Table 14.

TABLE 14 | SPORTS FIELDS IN CHELAN AND DOUGLAS COUNTIES

ATHLETIC CLUBS		LACROSSE	
<ul style="list-style-type: none"> Wenatchee Racquet & Athletic Club 		<ul style="list-style-type: none"> Wenatchee Valley Lacrosse 	
BASEBALL		PARKS AND RECREATION /MULTI-SPORT	
<ul style="list-style-type: none"> Wenatchee Youth Baseball Eastmont Youth Baseball Bambino Buddy-Ball 	<ul style="list-style-type: none"> NCW Fall Ball Baseball Sun Devils Softball/Baseball Greater Wenatchee Babe Ruth Baseball 	<ul style="list-style-type: none"> Athlete 509 Eastmont Metro Parks & Recreation Wenatchee Parks & Recreation 	<ul style="list-style-type: none"> Chelan County PUD Parks & Recreation Schools Wenatchee High School
BASKETBALL		SOCCER	
<ul style="list-style-type: none"> Wenatchee Parks & Recreation Basketball Wenatchee AAU Basketball 		<ul style="list-style-type: none"> Cashmere Youth Soccer Club Greater Wenatchee Recreation Soccer Club Leavenworth Soccer Club Wenatchee FC 	<ul style="list-style-type: none"> Wenatchee Soccer Club Wenatchee Valley United Soccer Club Greater Wenatchee Recreation Soccer Club
CYCLING		SOFTBALL	
<ul style="list-style-type: none"> Wenatchee Valley Velo Club 		<ul style="list-style-type: none"> Greater Wenatchee Girls Softball Association Senior Softball Apple Valley Softball Association 	
FOOTBALL		PICKLEBALL	
<ul style="list-style-type: none"> NCW Youth Football Central Cascade Youth Football and Cheer 		<ul style="list-style-type: none"> Wenatchee Valley Pickleball Club 	
GOLF		RUGBY	
<ul style="list-style-type: none"> First Tee of Central Washington 		<ul style="list-style-type: none"> Schoolhouse Rugby Club Hell Hound Rugby Club 	
GYMNASTICS			
<ul style="list-style-type: none"> Sport Gymnastics Apple Valley Gymnastics 			
HOCKEY			
<ul style="list-style-type: none"> Greater Wenatchee Adult Hockey Association Wenatchee Co-ed Hockey 			



SPECIAL OLYMPICS

- Special Olympics Washington

SWIMMING

- Velocity Swimming
- Wenatchee Valley Master Swimmers
- Wenatchee Valley Summer Swim

VOLLEYBALL

- NCW Volleyball Club

WRESTLING

- Wenatchee Valley MatCats

Current Capacity of Sports and Aquatics Facilities in Chelan and Douglas Counties and the Need for Expansion

The Current and Future Need for Outdoor Sports Facilities

There were three methods used for determining the level of need for sports fields, courts, and facilities:

1. A comparison with other communities nationwide
2. Demand, as reported in a survey of sports organizers and users of the facilities located in the Chelan and Douglas Counties
3. Quality of Existing Fields and Satisfaction with current Sports Fields

A Comparison with Other Communities Nationwide

The National Recreation and Park Association published an annual agency performance review that considers self-reported data from more than 1,000 agencies each year. A comparison of was made with other communities in the same population category with the combined population of both Chelan and Douglas Counties (100,000 to 250,000). Tables 15 and 16 illustrate this comparison and suggest the two counties are rich in diamond fields but deficient in rectangle fields. It is important to note two things:

- Collectively, Chelan and Douglas Counties are on the lower end of the population category.
- This data does not consider the amount or level of play nor the maintenance of fields or condition, which are critical to attracting regional tournaments and competitions.

TABLE 15 | NATIONAL COMPARISON OF DIAMOND SPORTS FIELDS TO CHELAN AND DOUGLAS COUNTIES

Type of Field	Benchmark	# of Fields for 122,079 Population	Chelan and Douglas Counties' Fields	Over/Under Fields
Diamond Fields – Youth	1 per 14,564	8	Included below	-8
Diamond Fields – Adult	1 per 25,508	4	9	+5
Diamond Fields – Softball Youth	1 per 26,508	4	10	+6
Diamond Fields – Baseball Youth	1 per 45,257	2	2	0
Multiuse Adult/Youth Field	N/A	0	32	+32
Chelan and Douglas Counties' Diamond Fields		18	53	+36

TABLE 16 | NATIONAL COMPARISON OF RECTANGLE SPORTS FIELDS TO CHELAN AND DOUGLAS COUNTIES

Type of Field	Benchmark	# of Fields for 122,079 Population	Chelan and Douglas Counties' Fields	Over/Under Fields
Rectangle Fields – Multiuse	1 per 14,564	8	8	0
Rectangle Fields – Soccer	1 per 12,875	9	1	-8
Rectangle Fields – Soccer Adult	1 per 18,215	6	5	-1
Rectangle Fields – Football	1 per 50,837	2	3	+1
Rectangle Fields - Multiuse Synthetic	1 per 57,001	2	3	+1
Rectangle Fields – Cricket	1 per 118,709	1	0	-1
Rectangle Fields – Lacrosse	1 per 56,000	2	0	-2
Rectangle Fields – Field Hockey	1 per 53,895	2	0	-2
Total Rectangle Fields		32	20	-12

Demand As Reported in a Survey of Sports Organizers and Users of the Facilities Located in Chelan and Douglas Counties

A survey was distributed in July 2023 to the sports organizations noted in Table 17. A total of 21 organizations responded, including many baseball, softball, and soccer organizations.

Baseball	3	Rugby	1
Football	1	Soccer	3
Lacrosse	1	Softball	4
Multisport	2	Swimming	2
		Other	4
Total			21

The organizations that responded to either the questionnaire or provided input into the demand portion of the study were:

- Central Cascade Youth Football and Cheer
- Eastmont Metro Parks & Recreation
- First Tee of Central Washington
- Greater Wenatchee Babe Ruth Baseball
- Greater Wenatchee Girls Softball Association
- Greater Wenatchee Recreation Soccer Club
- Leavenworth Soccer Club
- NCW Volleyball Club
- Schoolhouse Rugby Club
- Senior Softball
- Special Olympics Washington (David Wu-President)
- Sun Devils Softball/Baseball
- Velocity Swimming
- Wenatchee High School (AD)
- Wenatchee Parks & Recreation
- Wenatchee Parks & Recreation Basketball
- Wenatchee Racquet & Athletic Club
- Wenatchee Valley Master Swimmers
- Wenatchee Valley Pickleball Club
- Wenatchee Valley Velo Club
- Wenatchee Youth Baseball

TABLE 17 | SPORTS ORGANIZATION SURVEY RESPONSES

Size of the Sports Organization (Number of Participants in the Sports Organization)	Number of Sports Organizations	Size of the Sports Organizations (Number of Teams)	Number of Teams
51 – 100	3	Less than 5	2
151 – 200	4	5 – 10	5
251 – 500	6	11 – 20	4
501 – 1000	2	21 – 50	5
1000 – 1500	1	101 – 200	1
1501 – 2000	0	201 – 300	1
2001+	3	301 – 400	0
		401 – 500	0
		Greater than 501	1
Preferences for Indoor Spaces	Number of Sports Organizations	Desired Length of Practices	Number of Sports Org.
Yes	17	Less than 60 minutes	0
No	1	61 – 90 minutes	7
		91 – 120 minutes	5
		121 – 180 minutes	2

- Locations traveled to for sports tournaments included Spokane, Vancouver, and Seattle Washington; Portland and Redmond, Oregon; San Diego, California; and various locations in Texas
- Most sports organizers (83%) support artificial turf

Quality of Existing Fields and Satisfaction with Current Sports Fields

Satisfaction with the quality and upkeep of sports fields and facilities is shown for five categories in Table 18. Overall, sports user groups are marginally satisfied with the quality of fields and facilities, their cleanliness, playable condition, and restrooms. They are generally dissatisfied with amenities and parking. A higher standard is typically expected for larger, regional tournaments, and these ratings may reflect league play and practices.

The Standard for Quality Fields

When determining the number of fields needed, the level of use must be considered.

BerryDunn recommends the following Industry standard for field usage:

- Sustained good field conditions with 200 hours of play or fewer per year
- Good field conditions with some thinning of turf and localized wear areas are expected at 400 to 600 hours of use per year
- Fair field conditions are expected at 800 to 1,000 hours of play per year
- Over 1,000 hours of play per year should result in significant turf loss, and field surface degradation

Sports organizations in the survey reported current usage of fields shown in Table 19.

TABLE 18 | SATISFACTION WITH CHELAN AND DOUGLAS COUNTIES SPORTS FIELDS AND FACILITIES

	Cleanliness	Playable Condition	Restrooms	Amenities	Parking
Excellent	3	0	0	1	0
Very Good	2	4	5	3	3
Good	10	10	8	5	7
Less Than Acceptable	3	4	5	6	7
Unacceptable	0	0	0	2	1
Average Score	3.2 (Good)	3.0 (Good)	3.0 (Good)	2.2 (Less Than Acceptable)	2.66 Less Than Acceptable)

TABLE 19 | DEMAND FOR DIAMOND AND RECTANGLE FIELDS

Field Type	Sports Played	Number of Current Hours Reported ⁴	Number of Fields at Sustained Good Condition (200 Hours per Year)	Current Fields in Chelan and Douglas Counties	Over/Under
Diamond	Baseball, Softball	6,096	30	53	+23
Rectangle	Soccer, Football, Lacrosse, Rugby	13,608	68	20	-48

⁴ The hours were weighted to create a more accurate estimate, accounting for those agencies that did not respond to the survey.

The Current and Future Need for Aquatic Facilities

In Chelan and Douglas Counties, the primary swim team is Velocity Swimming. A masters swimming club is active but with a very small number of members. To determine desires for aquatic facilities that can best meet swimmers’ needs, the following should be considered:

Velocity Swimming averages 135 swimmers per year and hosts practices for 30.5 hours a week among different age groups. This is the maximum time allotted at either pool they use. The team has a need for six to ten lanes when practicing. A gap exists in available time to support swimmers in the two counties. See Table 20.

TABLE 20 | CURRENT AND DESIRED SWIMMING TIME

Age Group	Current Time	Desired Time
Pre-team	2 days a week: 30-minute session	2 – 4 days a week: 30 – 60-minute session
10 and under	4 days a week: 75-minute session	4 – 6 days a week: 90-minute session
11 – 12 years old	4 days a week: 75-minute session	4 – 6 days a week: 90-minute session
13 – 14 years old	5 days a week: 90-minute session	5 – 6 days a week: 120-minute session
15+ years old	6 days a week: 120-minute session	6 – 7 days a week: 120 – 240-minute session

Swim meets typically vary between one to three days based on the number of swimmers and the number of events offered. Currently, Velocity Swimming hosts two one-day and three multiple-day meets per year. Having a new larger facility will allow the team to have more multiple-day meets during winter and more participating swimmers.

Velocity Swimming swims year-round. Between September and May, the team practices indoors in the 25-yard pool at the Eastmont Aquatic Center. From May to August, they practice outdoors in the 50-meter Wenatchee City Swimming Pool.

Comments from the Velocity Swimming team representative: “Velocity Swimming hosts three indoor and two outdoor swim meets per year. An October meet has been reduced to a one-day intersquad since we had to move it to the Eastmont Aquatic Center. Teams in our region don’t come to this meet since the Eastmont Pool is too shallow to dive off the blocks. We also have to share the use of this facility with the Eastmont Parks and Recreation activities which limit the use of the pool in the weekend to only half a day. We host our December meet at the Moses Lake High School, so we can offer a two-day swimming meet and provide a variety of events for the swimmers and invites multiple teams in our regions”

“We currently have to pay \$55 per hour to use all six lanes at the Eastmont Facility, and Wenatchee City Pool charges around \$7/lane/hours. Velocity Swimming is a 501(c)(3) (nonprofit) organization and would like to keep our pool fees as low as possible for our practice time.”

Given the appropriate facility, Velocity Swimming would host the current five swim meets but be able to invite more swimmers and make them all multiple-day meets. Potentially, Velocity Swimming would offer additional invitational meets against teams from the west side of Washington, Oregon, and Canada as well as regional and championship meets.

Potential exists, given the appropriate facility (as part of USA swimming), to host regional championships (teams from central and eastern Washington, eastern Oregon, and Idaho). Velocity Swimming could host the Age Group Zone Meet, Senior Zone, and Speedo Sectional. Those meets bring teams from the western side of the United States. Eastmont and Wenatchee High Schools could host dual meets, district league, district championship, and even State due to the Counties’ favorable location in Central Washington.

Velocity Swimming travels, as do other swimming teams in the region. They travel to Moses Lake, Spokane, Pullman, and Federal Way, Washington; the Tri-Cities; and Moscow Idaho. For the high-level meets, like zones and sectionals, they travel as far as Houston, Texas; St. George, Utah; Portland, Oregon; and California.

Velocity Swimming desires to have access to an eight-to-ten-lane pool to efficiently run practices for all groups, increase the number of swimmers in the club, and host more and larger swim meets. With a larger facility and indoor swim space, Velocity Swimming could provide more swimming opportunities for the entire community and potentially add a masters swim club division and more pre-team swim lesson programs to the community.



Satisfaction With Current Aquatic Facilities

Velocity Swimming representatives were asked about their satisfaction with current facilities and commented as follows:

EASTMONT AQUATIC CENTER:

- Eastmont Pool is a six-lane pool that we need to share with the community and swim lessons during our practice time. We are limited in our schedule at the pool to four hours a day and with more than 100 swimmers in our club. It limits their practice time. For example, in USA swimming, the average practice time for 11- and 12-year-old swimmers is 90 minutes five days a week; with our current pool space situation, we can only provide this age group 75 minutes four days a week—well below the average of their competitors around the nation.
- The pool at the Eastmont Facility is also too shallow for our swimmers to practice their start of the diving block. Starts and turns for a swimmer, especially in a short-course pool, may impact their times by seconds, whereas, in swimming, milliseconds count in placing first or last and qualifying for higher-level meets. The Eastmont Facility inhibits us from hosting larger swim meets in the winter for that same reason.
- There is no storage space to keep equipment or have a small office for coaches

WENATCHEE CITY POOL:

- The only way to the pool is to go to the changing area; there are no separate entries for the parents of the swimmer to get into the pool. This leads to issues with our Safe-Sports Guideline we have to follow as a club under USA Swimming.
- The facility is older, and we lost the ability to practice last summer for two to three weeks due to a breakdown of the pool.

The Needs for Indoor Sports Facilities

During the public engagement portion of the study, sports and aquatics organizers and community members voiced continue concern with outdoor facilities, as the number of days with poor air quality (due to wildfires) continues to grow in the region and the state. The Washington Department of Ecology published the chart in Figure 31, illustrating the growth in Washington residents' exposure to unhealthy or worse air quality between June and October, the key months for outdoor facilities in the Wenatchee Valley. It is worth noting that Chelan and Douglas Counties proximity to the dense forests in British Columbia suggests that both the number of wildfires and severity are anticipated to continue to create wildfire smoke hazards in the future.

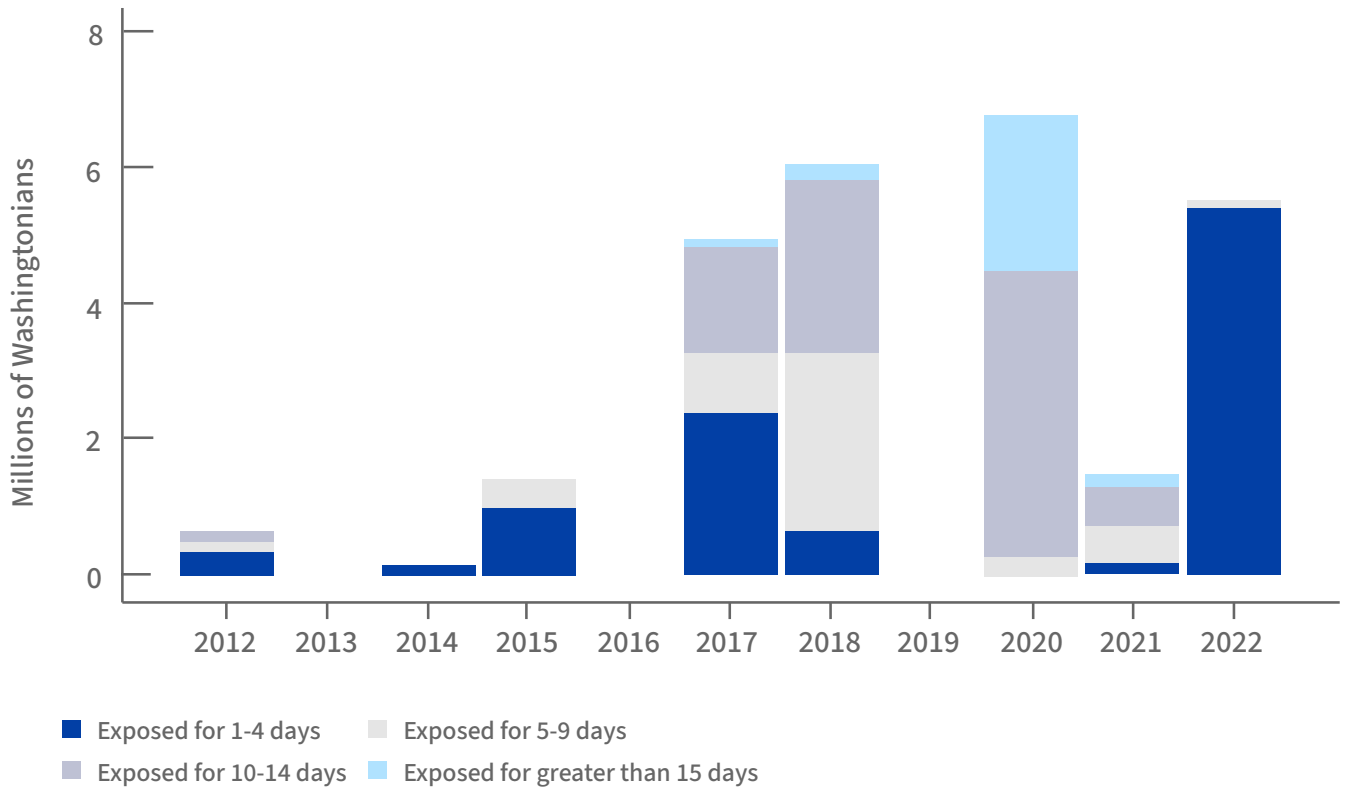
AQI 100+: Consider removing sensitive athletes from outdoor venues.

AQIS 150+: Outdoor activities should be shortened, and exertion minimized.

AQIS 200+: Reschedule activity or move indoors.

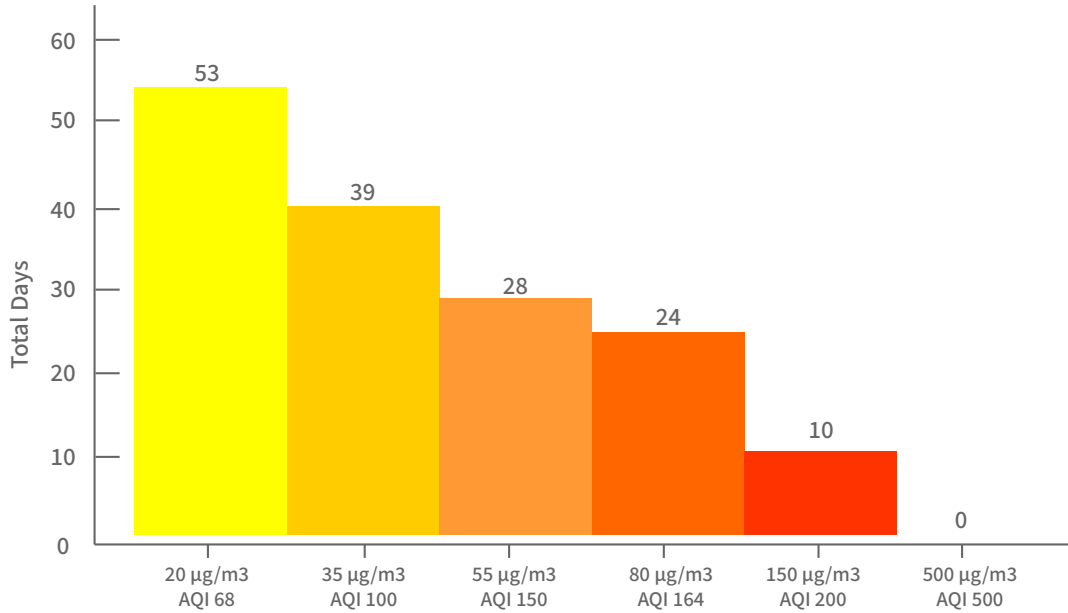
AT AQIS 300+: Outdoor activities should be moved indoors or canceled.

FIGURE 31 | WA POPULATION EXPOSED TO UNHEALTHY OR WORSE AIR QUALITY JUNE-OCTOBER



The National Collegiate Athletics Association published standards that address safe air quality for outdoor activities. In 2023, the two counties experienced over 90 days of concerning air quality as measured by the air quality index (AQI). The Washington State Department of Labor and Industries tracks unsafe AQI. As an example, the number of hazardous air quality days in the City of Chelan for 2016-2020 are shown in Figure 32.

FIGURE 32 | CHELAN, WA: TOTAL NUMBER OF DAYS OVER AIR QUALITY THRESHOLD JUNE- SEPTEMBER (2016-2020)



Washington State Department of Labor & Industries

In addition to considering indoor facilities as part of a potential sports complex due to wildfire smoke, indoor facilities also provide opportunities for year-round use and use during adverse winter weather.

This analysis examines current and future multipurpose event facility trends, levels of interest and participation in various activities, and overall trends in recreation relevant to Chelan and Douglas Counties. This process provides insights into the evolving needs and preferences of the community, informing the potential viability for a sports and aquatics complex in the area. This report includes:

NATIONAL SPORTS PARTICIPATION TRENDS

- Top Trending Sports and Five-Year Growth
- Inactive Aspirational Activities by Age
- Estimated Local Adult Participation for Fitness and Sports

National Sports Participation Trends

This section aims to identify and analyze the current trends in sports and recreation, with a particular focus on participation trends derived from the Sports & Fitness Industry Association (SFIA) 2022 Report.⁵ Understanding the latest trends in sports is crucial for Chelan and Douglas Counties to effectively plan and develop programs and utilize space in a way that reflects participation data. The following are national participation trends:

FIGURE 33 | NATIONAL PARTICIPATION TRENDS



Basketball is the most popular team sport with 27.1 million participants.



Yoga has seen significant growth since 2016, with 34.3 million participants and a 5.5% increase.



Tennis is the most popular racquet sport with 22.6 million participants.



Dance, step, and other choreographed exercises have grown by 2.6% since 2016, attracting 24.8 million participants.



Pickleball is the fastest-growing racquet sport with a growth rate of 11.5%, attracting 4.8 million participants.



Ultimate Frisbee has experienced a significant decline in participation.



Treadmill usage is the most prevalent form of aerobic exercise.



Stationary cycling (group exercise) has been heavily impacted by at-home fitness equipment, declining by 6.0% in five years with 5.9 million participants.

5 SFIA. June 1, 2022. "SFIA's 2022 State of the Industry Research Reports 15.8% Industry Growth." Sports & Fitness Industry Association. *SFIA | 2022 State of the Industry Research Reports 15.8% Industry Growth*

Top Trending National Sports Between 2016 and 2021

The table below shows the top team sports by participation between 2016 and 2021 from the latest SFIA report.

TABLE 21 | TOP NATIONAL SPORTS PARTICIPATION AND GROWTH BY ACTIVITY

Sport	Participation (Millions)	Five-Year Growth (2016 – 2021)
Team Sports		
Basketball	27.1 M	4.1%
Baseball	15.6 M	1.1%
Soccer (Outdoor)	12.6 M	1.1%
Racquet Sports		
Tennis	22.6 M	4.9%
Table Tennis	15.4 M	-1.2%
Badminton	6.1 M	-3.7%
Strength and Conditioning		
Free Weights	28.2 M	4.9%
Yoga	34.3 M	-1.2%
Weight-Resistance Machines	30.6 M	-3.7%
Aerobic Exercise		
Treadmill	53.6 M	0.9%
Running/Jogging	49.0 M	0.7%
Stationary Cycling (Recumbent/Upright)	32.5 M	-1.8%



Inactive Americans' Aspirational Activities by Age

The SFIA report provides data related to what inactive Americans were most interested in participating in by age. Chelan and Douglas Counties have a median age of 38.7. By comparing the SFIA inactive aspirational activities by age to

Chelan and Douglas Counties, the top activities for typical inactive residents are likely fishing, camping, cardio fitness, working out with weights, and working out using machines. See Figure 34.

FIGURE 34 | SFIA INACTIVE ASPIRATIONAL ACTIVITIES BY AGE 25 – 34 YEARS OF AGE

RATING	6 – 12 Years of Age	13 – 17 Years of Age	18 – 24 Years of Age	25-34 Years of Age
1	Fishing	Fishing	Working Out With Weights	Fishing
2	Camping	Bicycling	Running/Jogging	Running/Jogging
3	Running/Jogging	Tennis	Cardio Fitness	Camping
4	Soccer	Swimming for Fitness	Camping	Working Out Using Machines
5	Basketball	Shooting	Hiking	Cardio Fitness
6	Swimming for Fitness	Working Out Using Machines	Working Out Using Machines	Hiking
7	Hiking	Hunting	Yoga	Working Out Using Weights
8	Tackle Football	Camping	Basketball	Shooting
9	Hunting	Hiking	Fishing	Yoga
10	Boxing	Running/Jogging	Hunting	Soccer
RATING	35 – 44 Years of Age	45 – 54 Years of Age	55-64 Years of Age	65+ Years of Age
1	Fishing	Fishing	Fishing	Fishing
2	Camping	Camping	Running/Jogging	Running/Jogging
3	Cardio Fitness	Cardio Fitness	Swimming For Fitness	Swimming For Fitness
4	Working Out With Weights	Working Out Using Machines	Working Out Using Machines	Working Out Using Machines
5	Working Out Using Machines	Working Out With Weights	Working Out Using Weights	Working Out Using Weights
6	Running/Jogging	Shooting	Cardio Fitness	Shooting
7	Hiking	Hiking	Yoga	Cardio Fitness
8	Yoga	Yoga	Hiking	Hiking
9	Swimming for Fitness	Hunting	Shooting	Yoga
10	Hunting	Running/Jogging	Hunting	Hunting

Estimated Local Adult Participation for Fitness and Sports

ArcGIS Business Analyst⁶ shows participation data for adult residents who are 25 years or older in Chelan and Douglas Counties. For general fitness activities, walking for exercise, swimming, and weight lifting were the activities with the most participation.

FIGURE 35 | LOCAL PARTICIPATION IN FITNESS ACTIVITIES

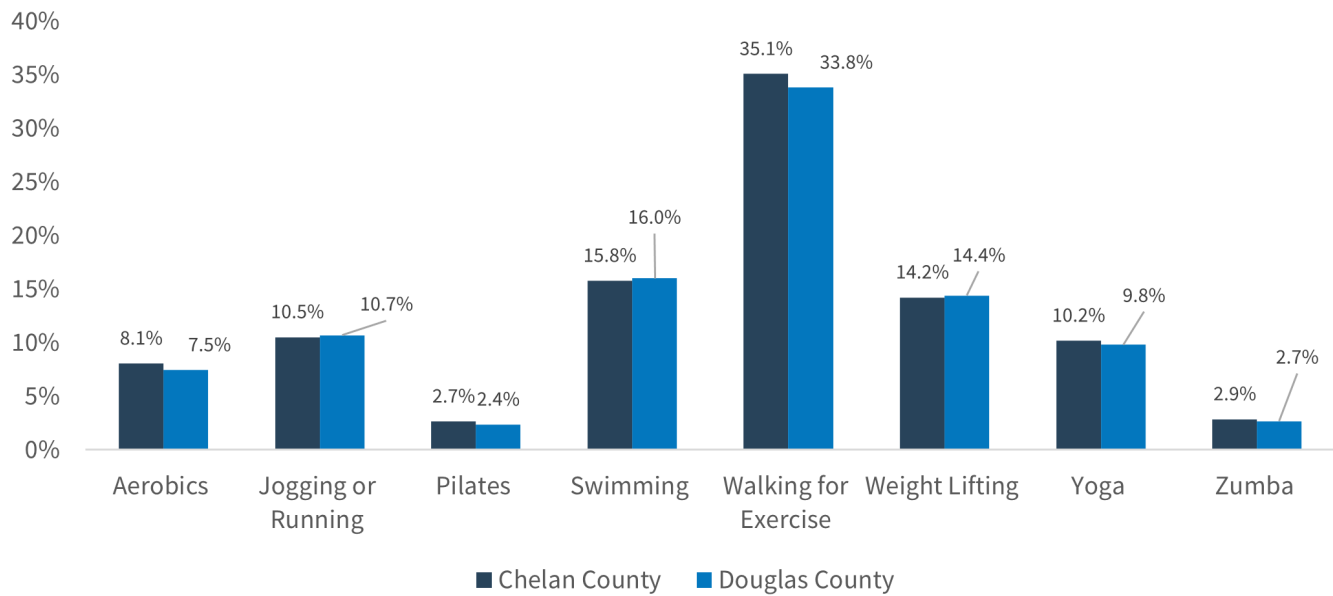
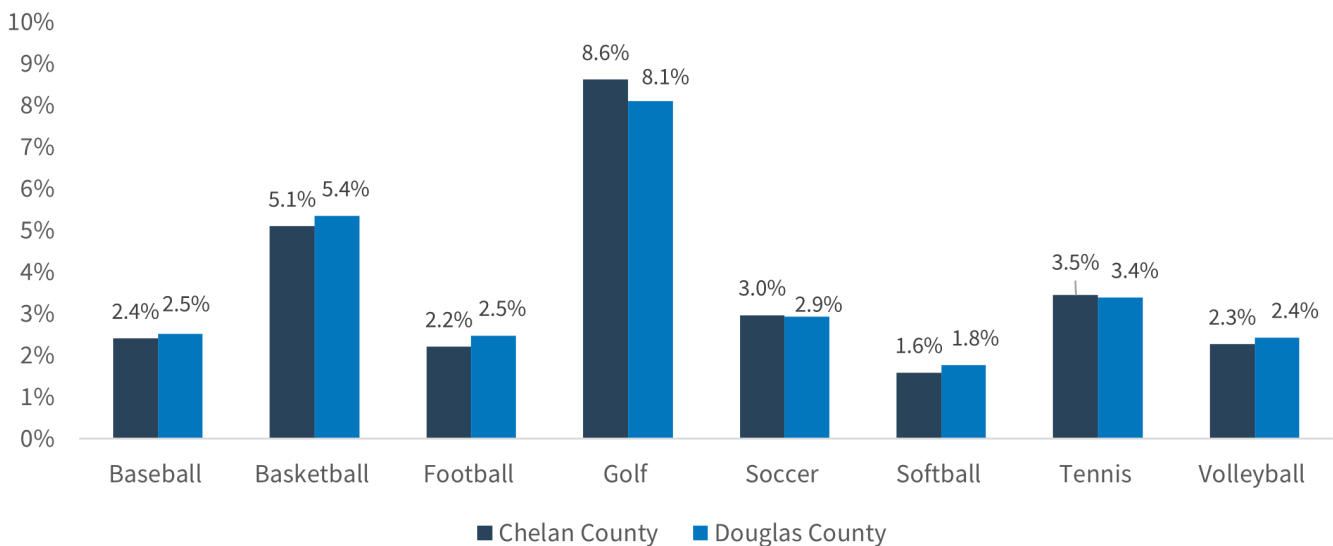


FIGURE 36 | LOCAL PARTICIPATION IN SPORTS ACTIVITIES



Sport participation for adults 25 and older was highest for golf, basketball, and tennis. Some sports, such as futsal and pickleball, do not have reported data within the ArcGIS Business Analyst data set.

6 ArcGIS Business Analyst, 2023.

Estimated Local Recreation Expenditures

The average annual expenditure on individual membership fees for social, recreation, and/or health clubs is estimated to be \$278.96 (in Chelan County) and \$247.61 (in Douglas County) annually, totaling over \$8.7 million and 3.9 million, respectively. Additional information regarding amounts spent on fees for participant sports, recreational lessons, tickets to parks or museums, and bicycles are detailed below. See Tables 22 and 23.

TABLE 22 | ESTIMATED ANNUAL AVERAGE RECREATIONAL EXPENDITURES PER HOUSEHOLD IN CHELAN AND DOUGLAS COUNTIES

	Chelan County	Douglas County
Membership Fees for Social/ Recreation/ Health Clubs	\$278.96	\$247.61
Fees for Participant Sports Excluding Travel	\$122.17	\$108.73
Tickets to Parks or Museums	\$27.91	\$26.37
Fees for Recreational Lessons	\$142.40	\$123.32
Sports/ Recreation/ Exercise Equipment	\$291.35	\$265.73
Admission to Sports Events Excluding Travel	\$57.76	\$51.40
Other Sports Equipment	\$13.19	\$10.96

TABLE 23 | ESTIMATED TOTAL RECREATION EXPENDITURES IN CHELAN AND DOUGLAS COUNTIES

	Chelan County	Douglas County
Membership Fees for Social/ Recreation/ Health Clubs	\$8,749,213	\$3,991,776
Fees for Participant Sports Excluding Travel	\$3,831,717	\$1,752,791
Tickets to Parks or Museums	\$875,493	\$425,074
Fees for Recreational Lessons	\$4,466,261	\$1,988,016
Sports/ Recreation/ Exercise Equipment	\$9,137,906	\$4,283,824
Admission to Sports Events Excluding Travel	\$1,811,606	\$828,609
Other Sports Equipment	\$413,805	\$176,645

Recreation Trends Highlights

This section details the trends and interests identified during the public engagement process and recognized on a regional or national level. Staff can use the information in this report when planning new programs and considering new parks/aquatics facilities.

Aquatic Trends

Pool Design

Municipal pools have shifted away from the traditional rectangle shape, and instead have shifted to facilities that include zero-depth entry, play structures with multiple levels, spray features, small-to-medium slides, and separate play areas segmented by age/ability.

Indoor warm water therapy pools continue to grow in popularity with the aging population; creating a shallow space for low-impact movement at a comfortable temperature enables programming options to multiply. “Endless” or current pools that are small and allow for low-impact, high-intensity movement are becoming popular, as well.

Water Fitness

The concept of water fitness is a huge trend in the fitness industry, with many new programs popping up such as aqua yoga, aqua Zumba, aqua spin, aqua step, and aqua boot camp. Whether recovering from an injury, looking for ease-of-movement exercise for diseases such as arthritis, or simply shaking up a fitness routine, many demographics are gravitating toward the water for fitness. Partnerships can be important for parks and recreation agencies, such as working with hospitals to accommodate cardiac patients and those living with arthritis or multiple sclerosis.

Youth Programming

Swim lessons generally include the most significant number of participants and revenues for public pool operations. Programs can be offered for all ages and levels, including private, semi-private, and group lessons. Access to swimming pools is a popular amenity for summer day camp programs, too.

Spray Parks

Spray parks (or spray grounds) are now a common replacement for aging swimming pools, particularly because they provide the community with an aquatic experience without the high cost of traditional pools. Spray parks do not require high levels of staffing, require only minimal maintenance, and offer a no-cost (or low-cost) alternative to a swimming pool. A spray park typically appeals to children ages 2 – 12 and can be a stand-alone facility in a community or incorporated inside a family aquatic center.

Community Centers

Parks and recreation agencies serve their communities in many ways; one of the primary facilities that many agencies operate are community centers. These facilities may host a variety of amenities, such as sport courts, multipurpose rooms, fitness gyms, aquatic facilities, and much more. There has been a shift from traditional fitness and general activities in community centers to a more modern approach, which includes healthy living classes, computer classes/internet access, and older adult transportation. Data from NRPA indicates that recreation centers play an important role in communities across the country.

Diversity, Equity, and Inclusion

There is growing recognition that access to parks and recreational spaces is not equitable. According to the Urban Institute,⁷ in many cities across the United States, there are fewer quality parks in proximity to residents with low incomes and communities of color. As a result, many large cities have started to establish data-driven criteria to guide investment in public recreation to improve equity. The City Parks Alliance⁸ identified five common elements critical to developing, implementing, and evaluating a data-driven equitable investment strategy:

1. Leverage leadership from one or more sectors. Strong leadership is critical for making the case for creating and implementing an equitable approach. In addition to various governmental bodies, involving local foundations and those from the nonprofit sector can help to bring the need for equity into focus.
2. Define equity goals and collect data to support the goals. Data collection and analysis must be reliable, consistent, transparent, and guided by agreed-upon equity goals. The data collected in each city may vary but often includes statistics on poverty, crime, health, youth population, park access, unemployment, past capital and maintenance investment, and access to parks.
3. Educate and engage the community on equity data. Educating all levels of government, residents, nonprofits, foundations, and the private sector on data findings is important for building awareness and buy-in, as well as a commitment to implementation. Extensive outreach and engagement are critical to help ensure the data aligns with reality and that the process builds ownership of the results.
4. Establish and sustain equitable funding practices. A variety of strategies can be implemented to help ensure that equity becomes a reality, including new ordinances, voter-approved measures, strategic plans, and internal reorganization.

5. Institute consistent tracking and evaluation procedures. Tracking new funding initiatives with an oversight committee that is required to produce an audit, reports, or study results helps to ensure consistent implementation over time.

According to the 2020 Outdoor Participation Report,⁹ participation rates among diverse groups are evolving quickly but still do not reflect the diverse populations throughout the country. Americans who are Black represent approximately 12.4% of the population but only 9.4% of outdoor participants. Those who identify as having Hispanic origin make up almost 18% of the population but only 11.6% of outdoor participants. These two groups are particularly underrepresented in outdoor recreation participation.



7 Burrowes, Kimberly. April 23, 2020. "Is COVID-19 Uncovering Park Inequities?" National Recreation and Park Association. Accessed October 13, 2023. <https://rb.gy/pbpg3>

8 City Parks Alliance. July 1, 2019. Investing in Equitable Urban Park Systems: Case Studies & Recommendations. City Parks Alliance. Accessed October 13, 2023. <https://cityparksalliance.org/resource/investing-equitable-urban-park-systems-case-studies-recommendations/>

9 Outdoor Foundation. 2021 Outdoor Participation Trends Report. Outdoor Industry. Accessed September 14, 2023. <https://outdoorindustry.org/>

Age-Related and Generational Trends

Age-Related and Generational Trends	
Generation Alpha	~ Born 2010 – Present
Generation Z	Born 1997 – 2010
Millennial's	Born 1981 – 1996
Generation X	Born 1965 – 1980
Baby Boomers	Born 1946 – 1964
Silent Generation	Born 1928 – 1945

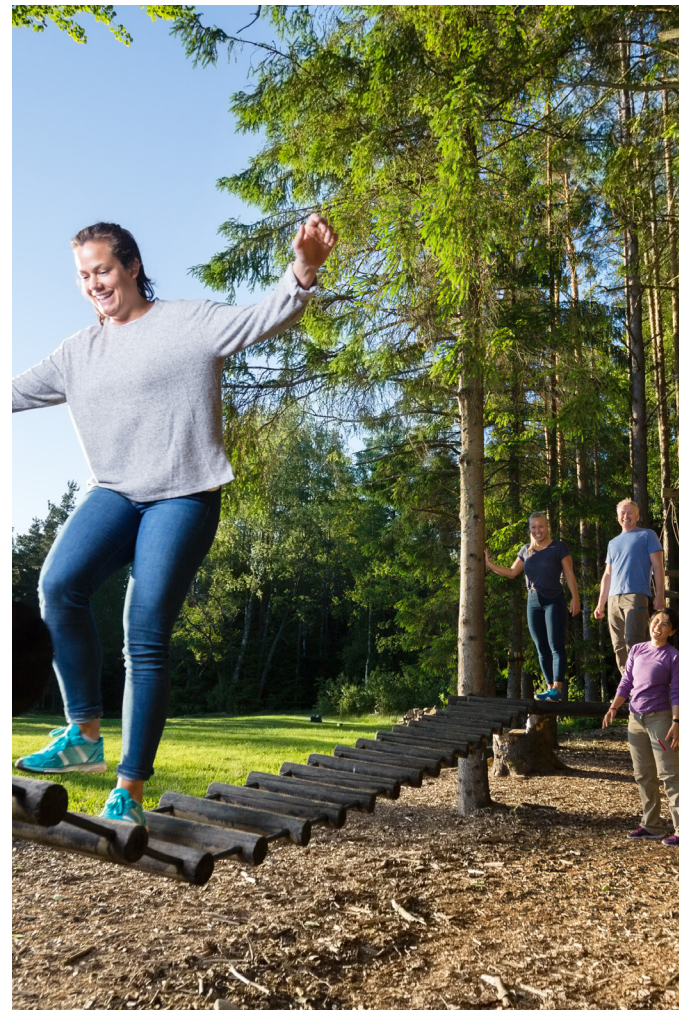
Activity participation varies based on age, but it also varies based on generational preferences. The SFIA issues a yearly report on generational activity. In the 2020 SFIA report,¹⁰ millennials had the highest percentage of those who were “active to a healthy level,” but a quarter also remained sedentary. Nearly 28% of Generation X was inactive, with baby boomers at 33% inactive. Baby boomers prefer low-impact fitness activities such as swimming, cycling aquatic exercise, and walking for fitness.

A condensed list of generational trends that might impact recreational services are below, consolidated from the Pew Research Center:¹¹

- Baby boomers are staying in the workforce longer than generations before them (2019).
- Millennials have more financial hardships, such as student loan debt, poverty, and unemployment, and lower levels of wealth but are optimistic about their future (2014).
- Approximately 13% of teens (Generation Z) said they have had a major depressive episode in the last year (2019).
- Those 60 and older (baby boomers) spend about four hours a day in front of a screen (2019).
- Generation Z is the most racially and ethnically diverse generation, with only 52% identifying as non-Hispanic white (2018).

Generational Programming

There has been an increase in the number of offerings for families with children of all ages. This is a departure from past family programming that focused nearly entirely on younger children and preschoolers. Activities such as Family Fossil Hunt and Family Backpacking and Camping Adventure have proven very popular for families with teens. This responsiveness to the Generation X and millennial parents of today is an important step, as these age groups place a high value on family. GameTime’s “Challenge Course” is an outdoor obstacle course that attracts people of all ages and backgrounds to socialize with family and friends while improving their fitness. This type of playground encourages multigenerational experiences.



10 Sports and Fitness Industry Association. 2019 SFIA Topline Participation Report. Maryland: The Sports and Fitness Industry Association.

11 Parker, Kim. 2023. Pew Research Center. “How Pew Research Center Will Report on Generations Moving Forward.” Pew Research Center. Accessed September 15, 2023. <https://www.pewresearch.org/short-reads/2023/05/22/how-pew-research-center-will-report-on-generations-moving-forward/>



Trends for Youth Ages 13 and Younger

Traditional Sport Programming

Prior to the COVID-19 pandemic, the number of youths involved in team sports was beginning to decline. From 2008 to 2018, the participation rate of kids between the ages of 6 and 12 dropped from 45% to 38% due to the increasing costs, time commitments, and competitive nature of organized sports leagues.

According to the Aspen Institute,¹² after most athletic programs were shut down in the spring of 2020, 30% of children who previously played team sports now say they are no longer interested in returning. It is estimated that up to 50% of the private travel sports clubs will fold following the pandemic, putting pressure on municipal recreation programs to fill the gaps for children who do want to continue playing organized sports. There is a heightened need to save and build low-cost, high-quality, community-based sports programs that can engage children of all abilities in large numbers.

Travel Tournaments

Recreational sports have become increasingly more competitive over time. Parents of youth sports participants historically traveled only a few miles to their local fields to watch games. Club leagues have brought a new level of competition, and therefore, travel-worthy complexes for tournaments and games. The Jefferson Cup, held in

Richmond, Virginia, is an example of a highly successful youth soccer tournament held at the River City Sportsplex.

Over the course of 37 years, the facilities have upgraded significantly, now boasting more than 32 synthetic turf fields in addition to natural grass turfs. The event attracts high-level recruiters and corporate sponsors. In the most recent economic impact study, it was estimated that the Jefferson Cup brought in more than \$26 million in revenue. These types of facilities have changed traditional recreational sports and provided revenue-generating opportunities for facilities that have the capacity.

The explosion of youth sports has caused disparities in communities for participation in common team sports. According to Aspen Institute's Sports and Society program,¹³ data reveals that household income is the primary indicator of a child's athletic participation. Families with a household income of less than \$25,000 are three times as likely to be inactive compared to families who make more than \$100,000 annually. Without extra money for equipment, club fees, uniforms, and travel costs, low-income children are "six times more likely to quit sports due to costs."

A number of organizations exist to promote youth athletic participation through providing financial assistance and programming, such as I9 Sports Association and Every Kid Counts, to individuals and agencies to accommodate low-income participants.

12 Aspen Institute. n.d. "State of Play 2022." Project Play. Accessed September 14, 2023. <https://projectplay.org/state-of-play-2022/introduction>

13 Solomon, Jon. September 5, 2017. "7 Charts That Show Why We Need to Fix Youth Sports". Aspen Institute.org. Accessed September 14, 2023. <https://www.aspeninstitute.org/blog-posts/7-charts-show-fix-youth-sports/#::-:text=Household%20income%20is%20also%20a%20major%20factor%20for,gap%20had%20increased%20to%2032%20percent%20percentage%20points>

Trends for Teens/Younger Adults Ages 13 - 24

Local parks and recreation agencies are often tasked with finding opportunities for teen programming beyond youth sports. As suicide is the second highest cause of death among U.S. teens, mental health continues to be a priority for this age group. Activities such as meditation, yoga, sports, art, and civic engagement can help teens develop life skills and engage cognitive functions. Beyond interacting with those of their own age, many agencies are developing creative multigenerational activities that may involve older adults and teens assisting one another to learn life skills. Agencies that can help teens develop career development skills and continue their education are most successful in promoting positive teen outcomes and curbing at-risk behavior.¹⁴

Parkour

Parkour is a physical training discipline that challenges the participant to move their body through obstacle courses, similar to military training. Using body movements such as running, jumping, and swinging, the participant moves through static indoor courses or outdoor urban environments.

Outdoor Active Recreation

This includes activities such as kayaking, canoeing, stand-up paddleboarding, mountain biking, and climbing. Rentals for those who want to “try before they buy” are popular in many areas. All of these types of activities have experienced an increase since the start of the COVID-19 pandemic. A survey by Civic Science found that those between 13 – 34 years old were the most likely age group to indicate that they planned to participate in more outdoor activities as a result of COVID-19-related shutdowns.

Life Sports

According to the Learning Resources Network “Top Trends in Recreation Programming, Marketing and Management,”¹⁵ “life sports” are a new priority in the recreation world, where the focus is on developing youth interests in activities that they can enjoy for a lifetime, such as biking, kayaking, tennis, golf, swimming, and jogging/walking.

Holistic Health

Parks and recreation’s role in maintaining a holistic lifestyle will continue to grow. People are seeking opportunities to practice mindfulness, authentic living, and disconnection from electronic media. Programs to support mental health, including those that help to combat anxiety, perfectionism, and substance abuse in youth and young adults, are increasingly needed. The United Nations has urged governments around the world to take the mental health consequences of COVID-19 seriously and help to ensure the widespread availability of mental health support to constituents.

Trends for Adults

For most age groups, swimming for fitness and weight training are the two most frequently mentioned activities in which people indicate interest. Running, walking, and biking for fitness continue to show strong and consistent growth. A good balance of equipment and classes is necessary to keep consistent with trends.

14 Kardys, Jack. June 5, 2019. “Park After-School Programs: A Vital Community Resource.” National Recreation and Park Association. Accessed October 13, 2023. <https://www.nrpa.org/parks-recreation-magazine/2019/june/park-afterschool-programs-a-vital-community-resource/>

15 LERN. n.d. “Top Trends in Recreation Programming, Marketing and Management.” LERN. Accessed October 13, 2023. <https://rb.gy/qjc9t>

Summary of Key Findings: Sports Fields and Facilities

Key stakeholders, community members, and residents of the Chelan and Douglas Counties expressed some clear values that must be considered if a new sports and aquatics complex is proposed.

1. It is a very important value to residents that any new regional sports complex and aquatic facility be affordable and have equitable access for all. The impact of the potential location and future cost recovery opportunities must also be considered.
2. Community members expressed a clear preference for local priority use of any new facilities. With that said, stakeholders were clear that the facilities must accommodate large regional, state, and invitational sports tournaments and swimming meets in order to boost potential economic impact to the counties. It is generally understood that Wenatchee's location is favorable to regional or larger invitational competition or swimming meets and that teams will travel three to four hours, or 300 miles, for such competitions.
3. A new complex should be operated and financed through a new special facilities district.
4. Among indoor and outdoor sports and aquatics facilities, community members residing in Chelan and Douglas Counties' top priority is for an indoor sports facility with year-round opportunities for soccer, basketball, and volleyball. There was consensus that an indoor, year-round facility is necessary and preferable to new outdoor facilities due to the winter weather and the continual prevalence of wildfire smoke. The facility should be built in a location near other new outdoor facilities and co-located with a new aquatic facility.
5. The indoor facility should include:
 - » Basketball and multipurpose courts
 - » Indoor sports turf fields for soccer, football, lacrosse, baseball, softball, etc.
 - » Indoor walking track
 - » Additional gymnasium space for volleyball, with the potential for multipurpose flooring
6. By far, the greatest demand is for high-quality outdoor rectangle fields for soccer, football, and other sports. There are so few currently in the two counties that many soccer games and practices are held in the diamond field's outfield areas.
7. Current facilities are generally accepted as being in marginal or poor shape, with ruts, poor grass, and other issues. Improving existing fields would go a long way toward meeting sports field needs. Community desires expressed include:
 - » A desire for a sports complex in one location to eliminate driving between sports fields for tournaments and local leagues is heavily desired and is easier and less expensive to maintain
 - » Additional rectangle sports fields are needed (a mix of grass and synthetic turf)
 - » Additional diamond sports fields co-located in a complex are needed
 - » Fields should be lighted, especially where artificial turf is installed
 - » Shade is an important consideration
 - » Additional pickleball courts are desired
 - » Additional parking is needed



Summary of Key Findings: Aquatic Facilities

An indoor aquatic facility is preferred by local residents. An indoor facility that provides year-round swimming opportunities and avoids wildfire smoke-related issues is desired. A facility that can support both competitive and leisure swimming is also desired. The facility should provide swim lesson opportunities, zero-depth pool entry, leisure opportunities, and a 50-meter competition pool.

The outdoor city pool in Wenatchee has been intermittently closed due to the pool's aging infrastructure. The pool needs to be replaced within the next 10 years, and preference is for a new indoor facility.

There is a need for all youth and adults to have access to swimming lessons. It is of paramount concern to the community, which is surrounded by natural rivers and waterways.

Leisure opportunities for slides, lazy river, and spray features received significantly higher priority than competitive swimming.



PHASE ONE

Chelan Douglas Regional Port Authority

REGIONAL SPORTS COMPLEX FEASIBILITY STUDY