

# Community Survey Results

## Bismarck Parks and Recreation District

Spring 2021



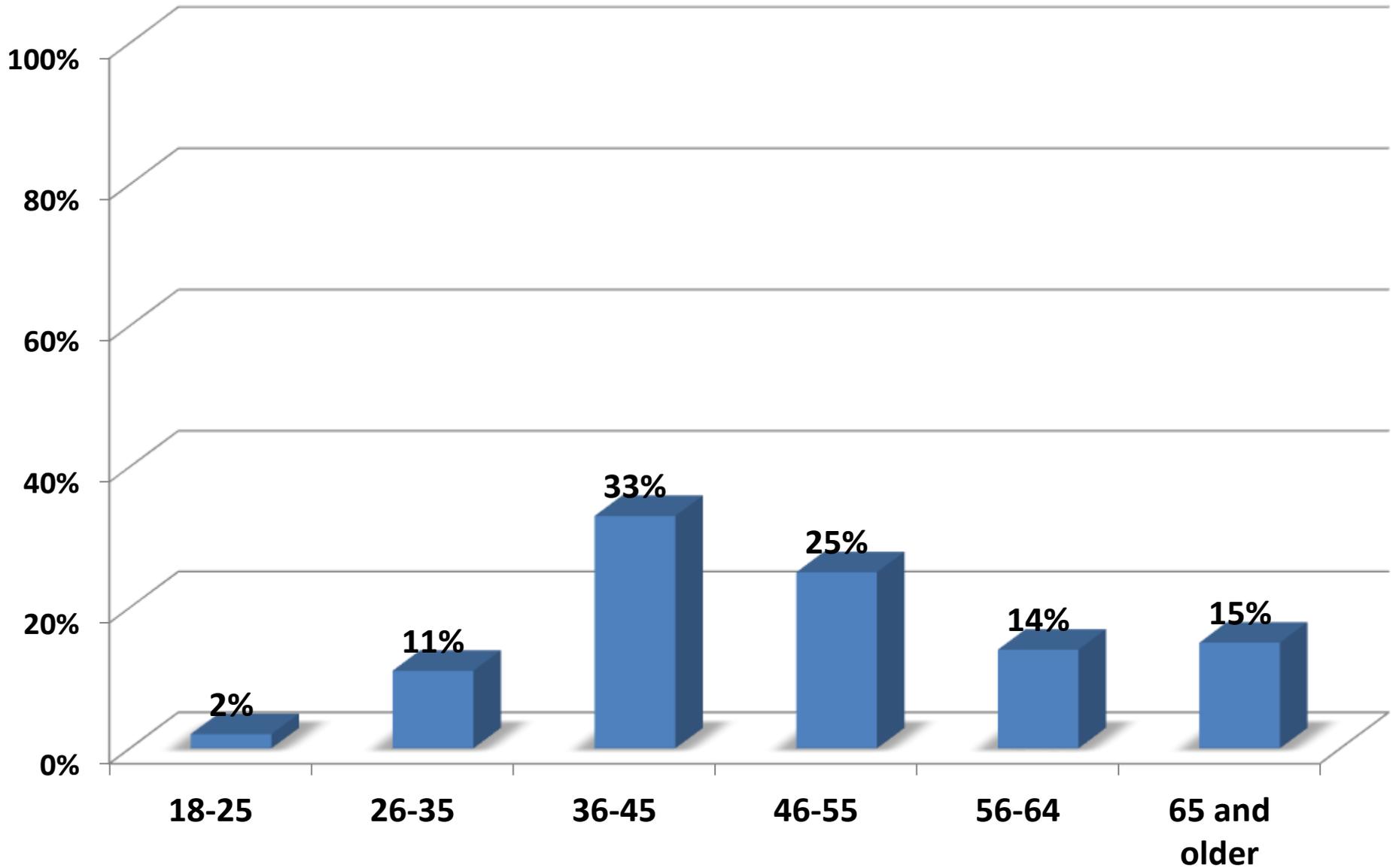
COMMUNITY PERCEPTIONS

# Survey Summary

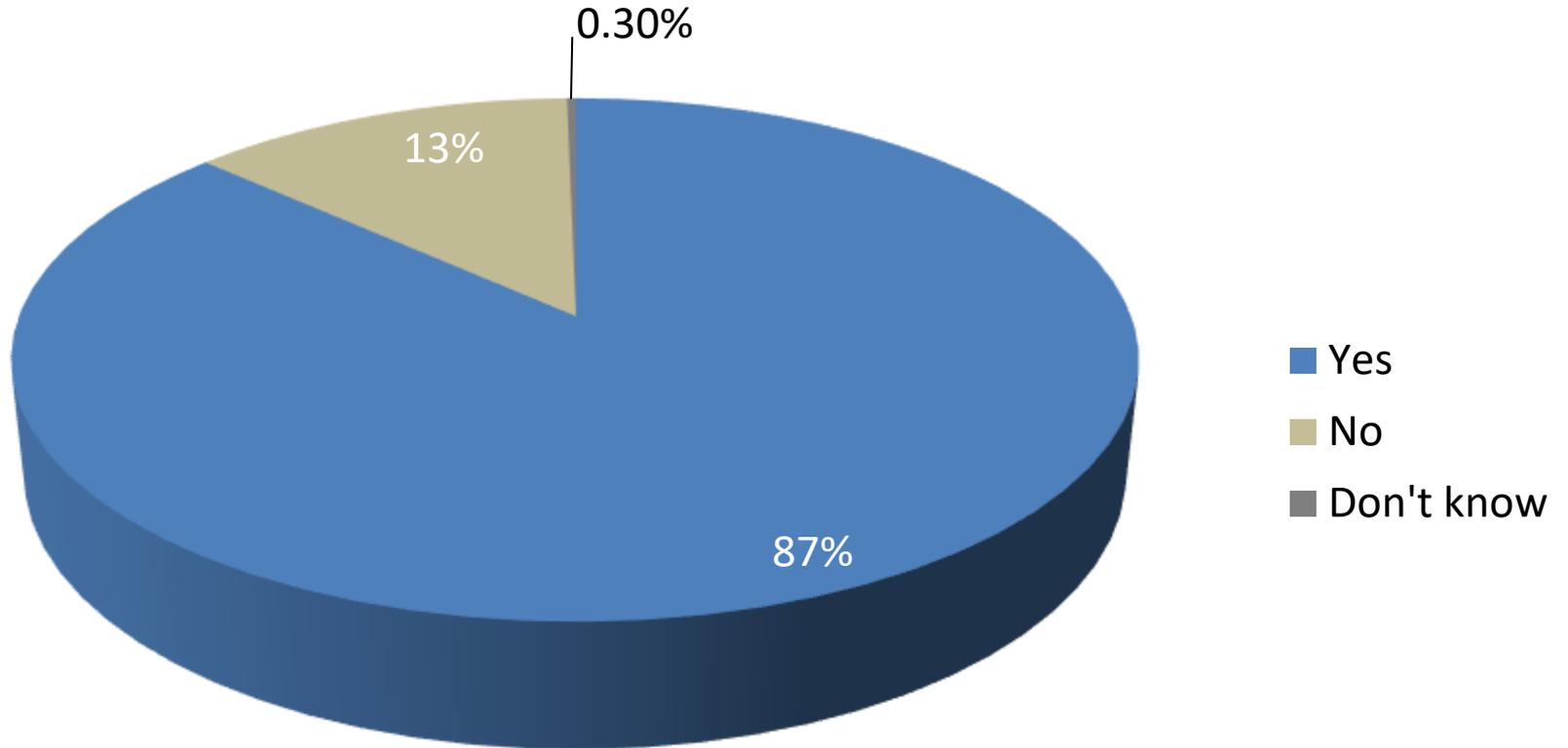
- The survey was conducted in April of 2021.
- Residents of the City of Bismarck were mailed a paper survey inside of the spring activities schedule/catalog. Each survey included a unique survey access code for those who preferred to take the survey online.
- Total responses = 1,851 (28 paper)
- Margin of error = +/- 2.3%

# Respondent Information

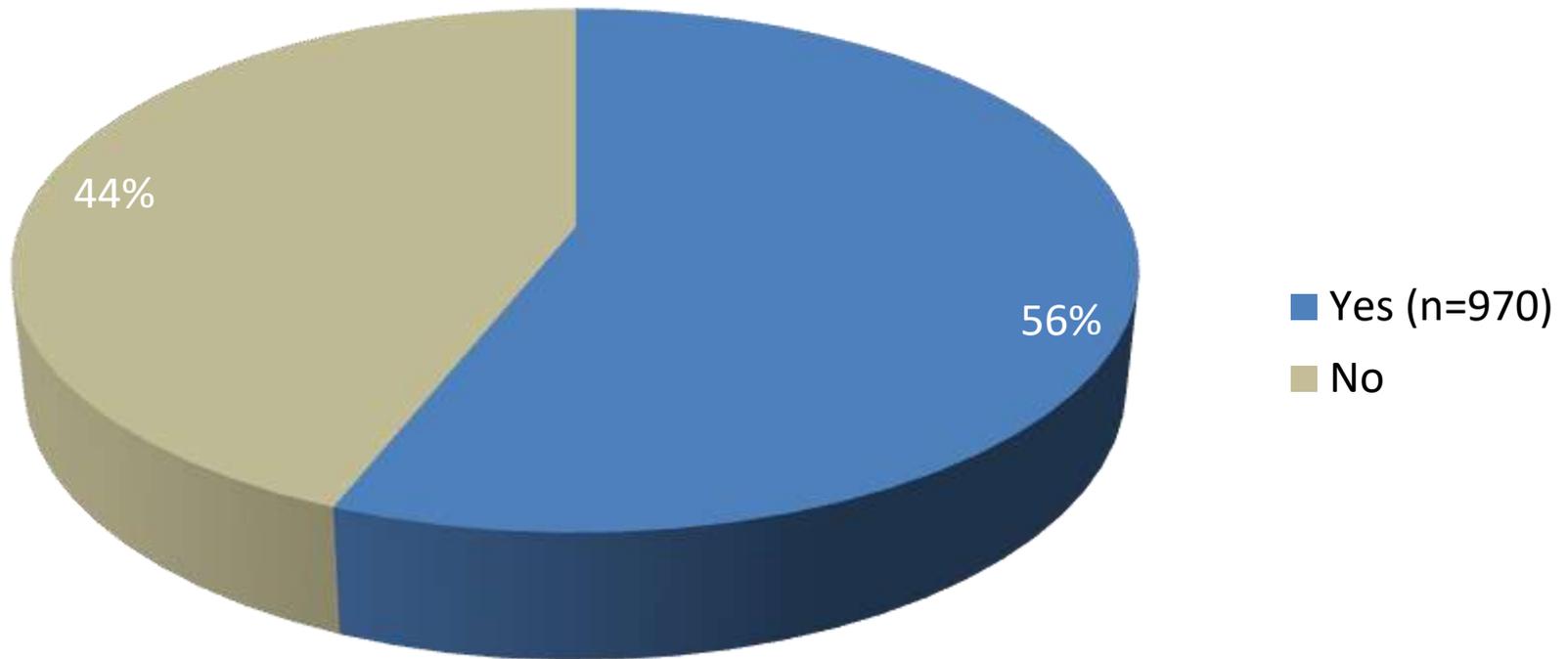
# What is your age?



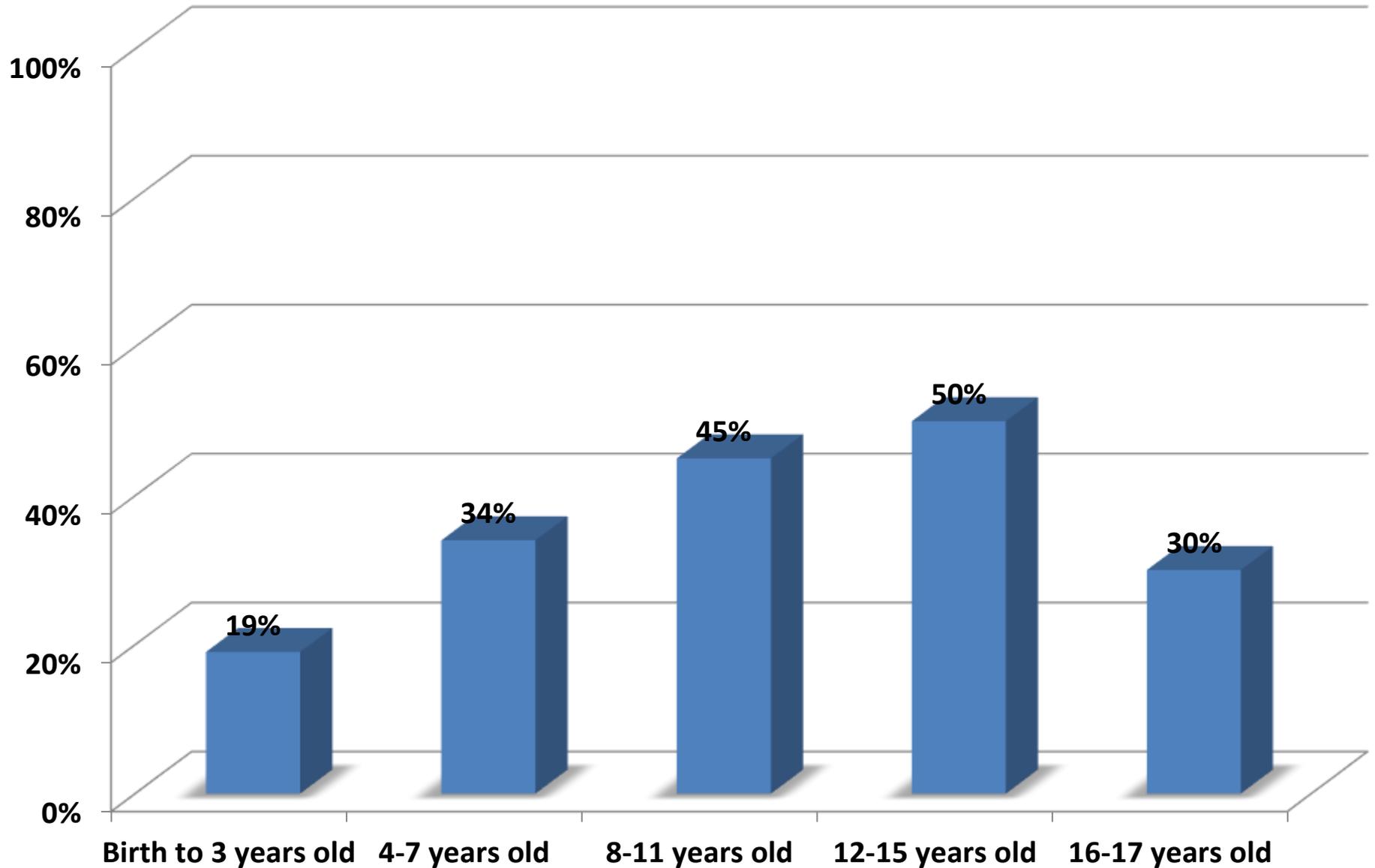
# Is your primary residence in the City of Bismarck?



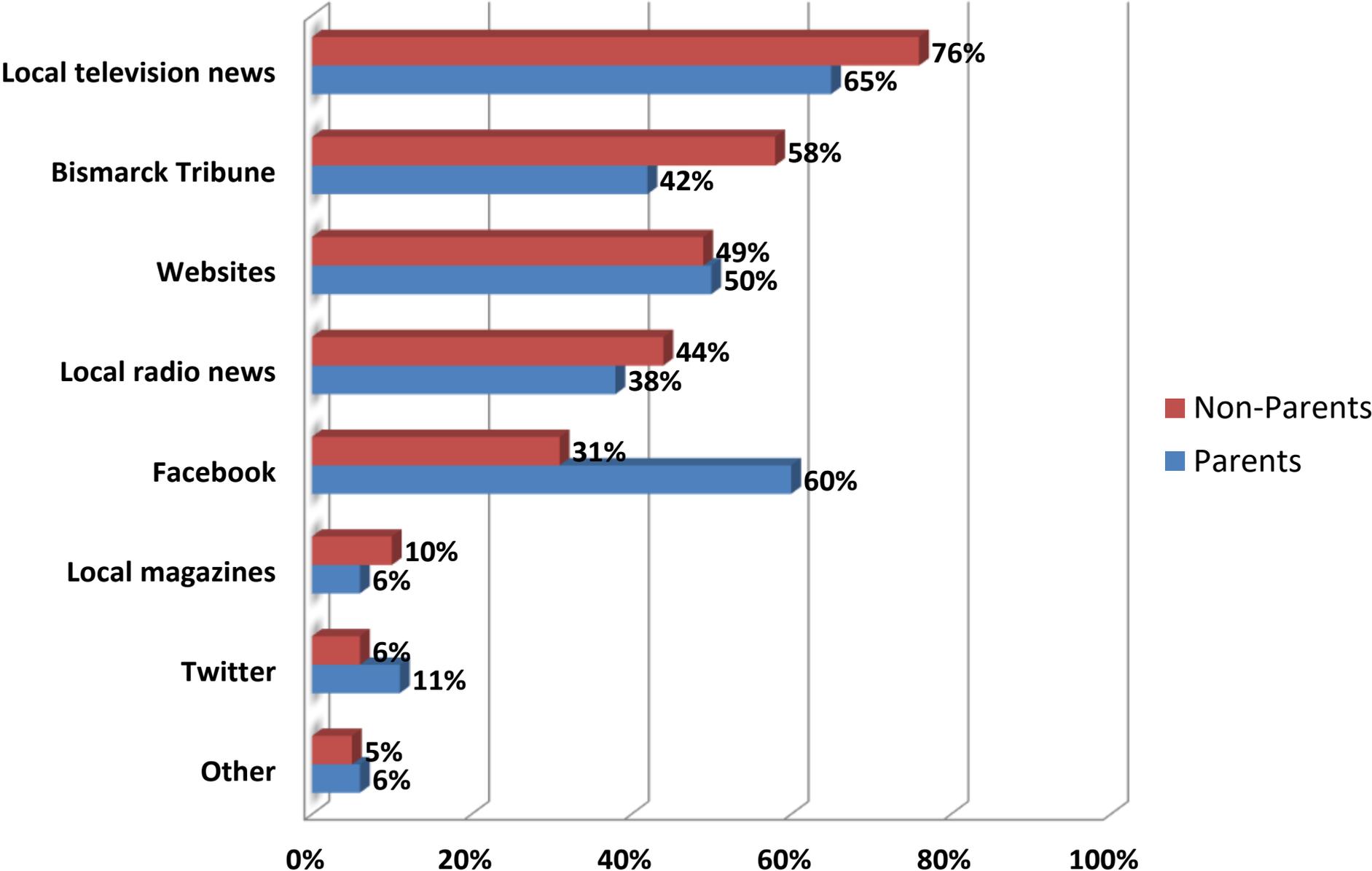
# Are you a parent of children under the age of 18?



# If yes, what is/are their age(s)?



# From what sources do you get your local news?



# Planning Background

(Information Only)

In October of 2018, GreenPlay LLC conducted a facilities study and prepared a Facilities Master Plan of four of the Bismarck Parks and Recreation District's facilities. The study evaluated the condition of each space, identified infrastructure and maintenance needs, assessed the adequacy of the spaces to meet programming demands, and reviewed each area's capacity needs based on the community's ongoing and projected growth. The Board of Park Commissioners accepted the plan in July of 2019.

In addition, the District gathered input and feedback from citizens and partner organizations through:

- Public input meetings
- Stakeholder groups
- Focus groups
- Site tours
- Interviews
- A community survey

The study found that while the Bismarck Park and Recreation District's existing facilities have been well maintained, there is a need to:

- Improve accessibility to serve people of all abilities
- Expand gym space
- Add multi-purpose indoor courts
- Address aging infrastructure
- Increase indoor walking/jogging space
- Build a multi-purpose/ice arena
- Create common gathering spaces
- Expand indoor recreation

The Board of Park Commissioners and BPRD leadership reviewed this data and determined that the needs at three of the facilities (Wachter Aquatic Complex, the BSC Aquatic & Wellness Center, and the VFW Sports Center) could be addressed within BPRD's annual budget. It was determined that the **highest need was the replacement of Capital Racquet & Fitness Center and to expand indoor recreation opportunities in Bismarck.**

This resulted in a Feasibility Study that was completed in February 2020 to explore the components, operations budget, potential locations, construction costs, and funding options for a new indoor community recreation complex.

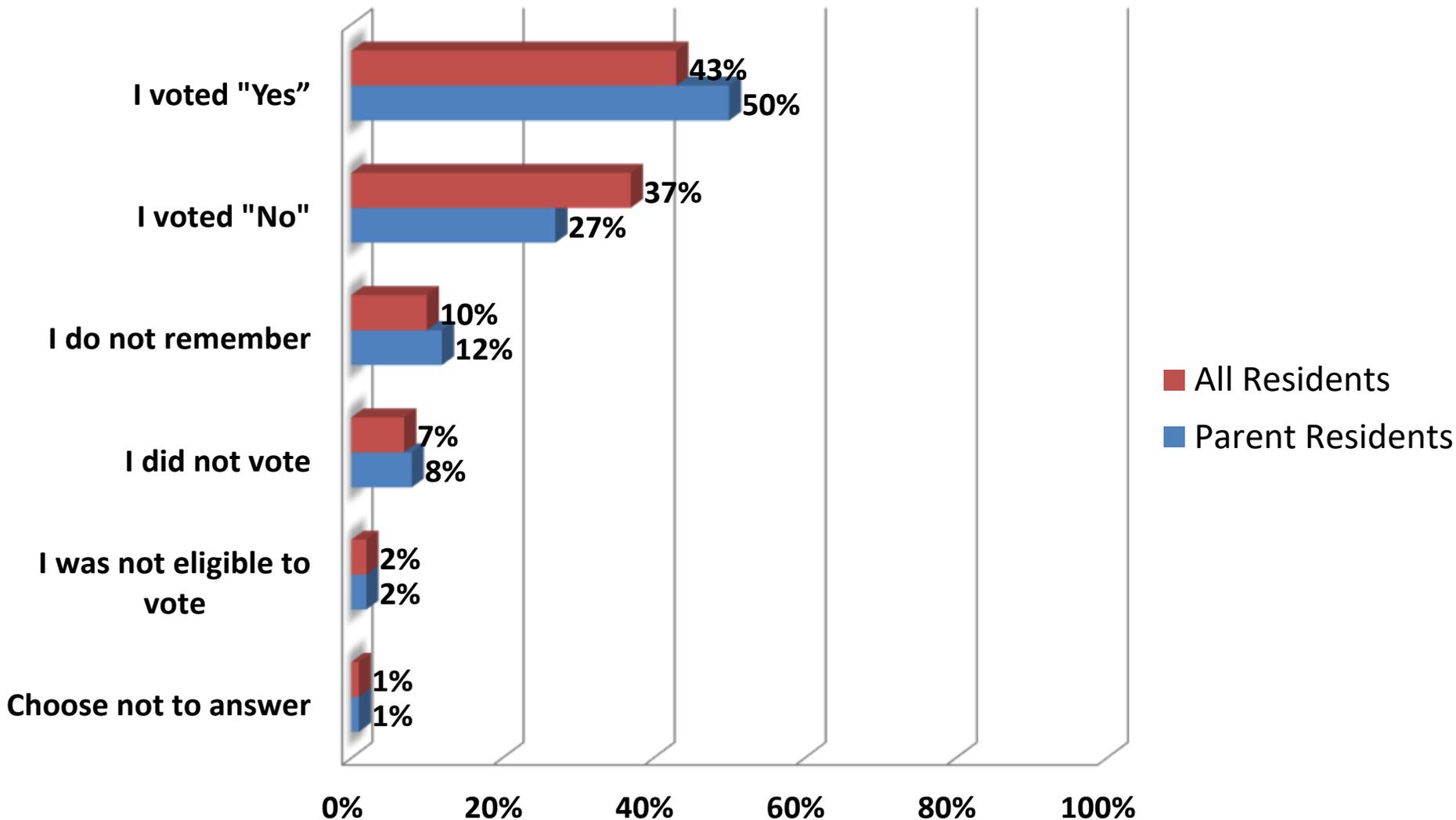
The Feasibility Study showed that a public/private partnership, meaning some public funding (tax revenue) and some private funding (donations/sponsorships), would be the most acceptable funding source. **This resulted in the launching of a capital campaign as well as the one-half cent sales tax measure being placed on the June 2020 ballot.**

# Feedback on Sales Tax Increase Measure

The Bismarck Parks and Recreation District's sales tax increase measure to build a \$108 million indoor recreation complex did not win voters' approval in June of 2020. Bismarck Park and Recreation leaders and the Board of Park Commissioners now need to determine the best path to take going forward.

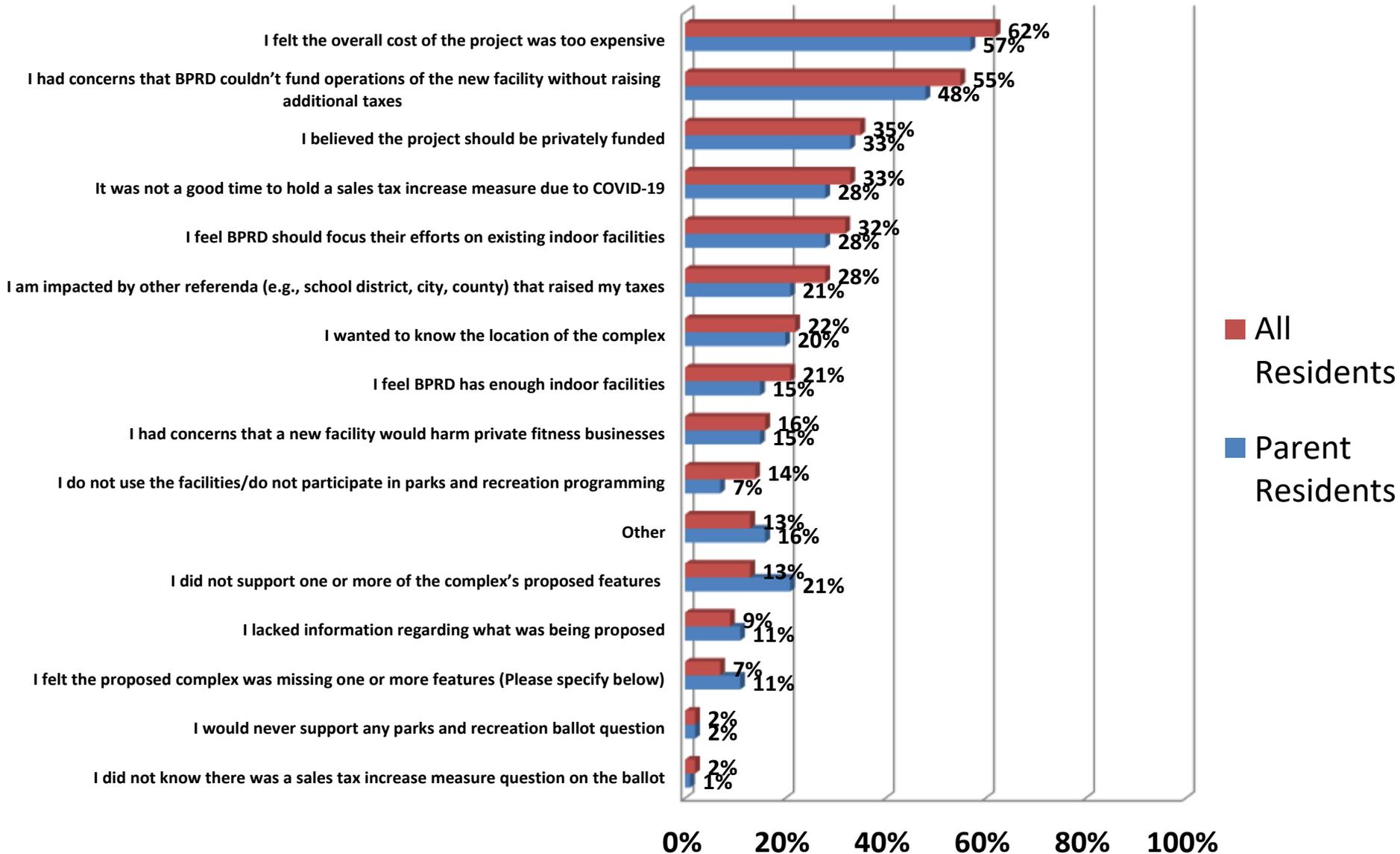
# How did you vote on the District's sales tax increase measure in June of 2020?

*(City of Bismarck Residents Only)*



# If you voted “No,” why?

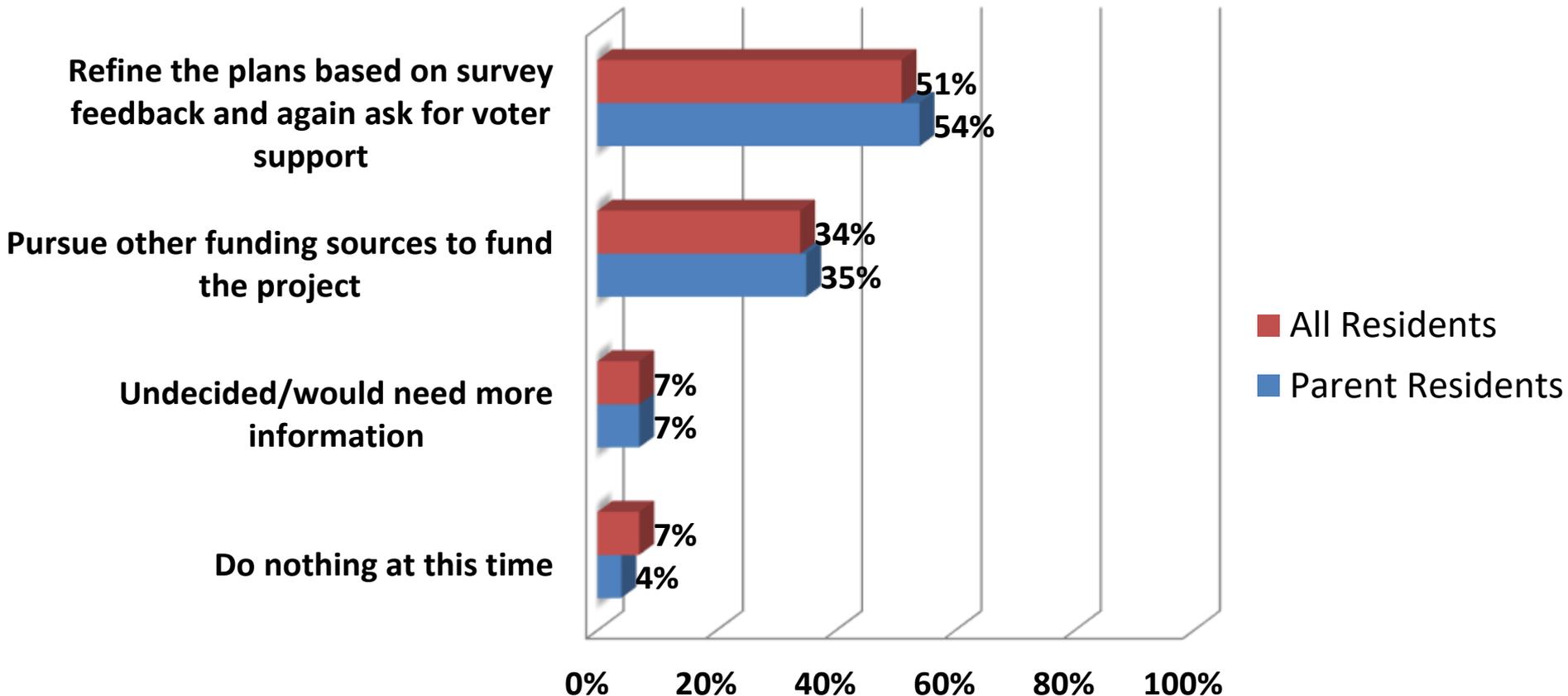
(City of Bismarck Residents Only)



While the measure to fund the building of the complex was unsuccessful in June 2020, the recreational needs of the community remain, and the demand for additional programs, services, and space continues to grow.

# What advice would you give to the BPRD leadership and Board of Park Commissioners?

*(City of Bismarck Residents Only)*



# Proposed Projects

## (Information Only)

As the BPRD leadership and Board of Park Commissioners consider their plans moving forward, they are interested in your feedback on the various components that could be included in a future indoor recreation complex plan.

# Facility Components

# What priority would you place on each of the following if they were included in a future indoor recreation complex plan?

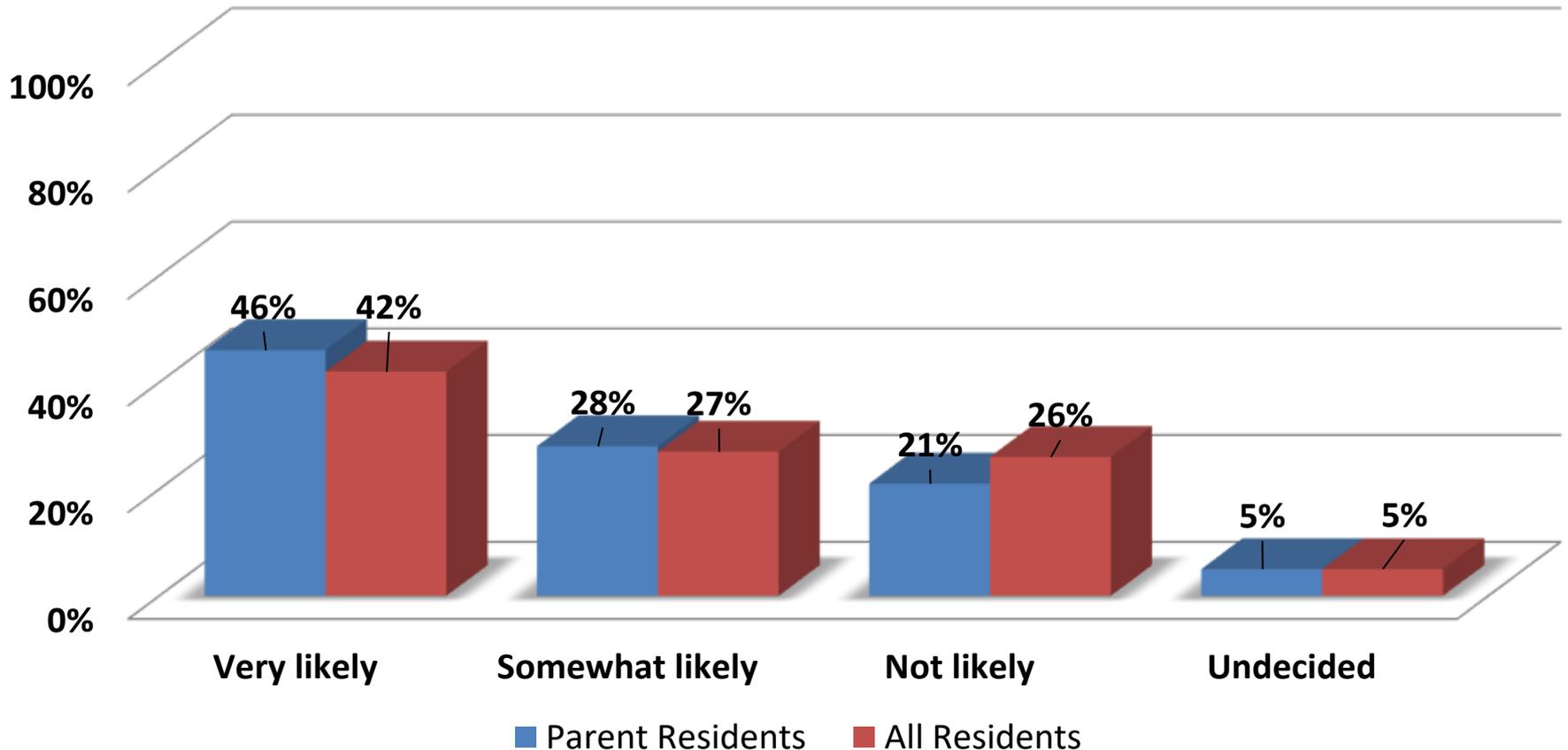
*High (3), Medium (2), Low (1)  
(City of Bismarck Residents Only)*

Item	Parent Residents	All Residents
Walking/running track	2.23	2.24
Gyms (Basketball and volleyball courts, etc.)	2.27	2.18
Tennis courts	1.78	1.79
Fitness space (Strength and cardio equipment, group fitness space)	1.67	1.75
Gymnastics space	1.80	1.72
Pickleball courts	1.54	1.66
Racquetball courts	1.51	1.53

Estimated cost: \$43.5 million

# How likely would you be to support a plan that provides funding to build an indoor recreation complex that includes the components?

*(City of Bismarck Residents Only)*



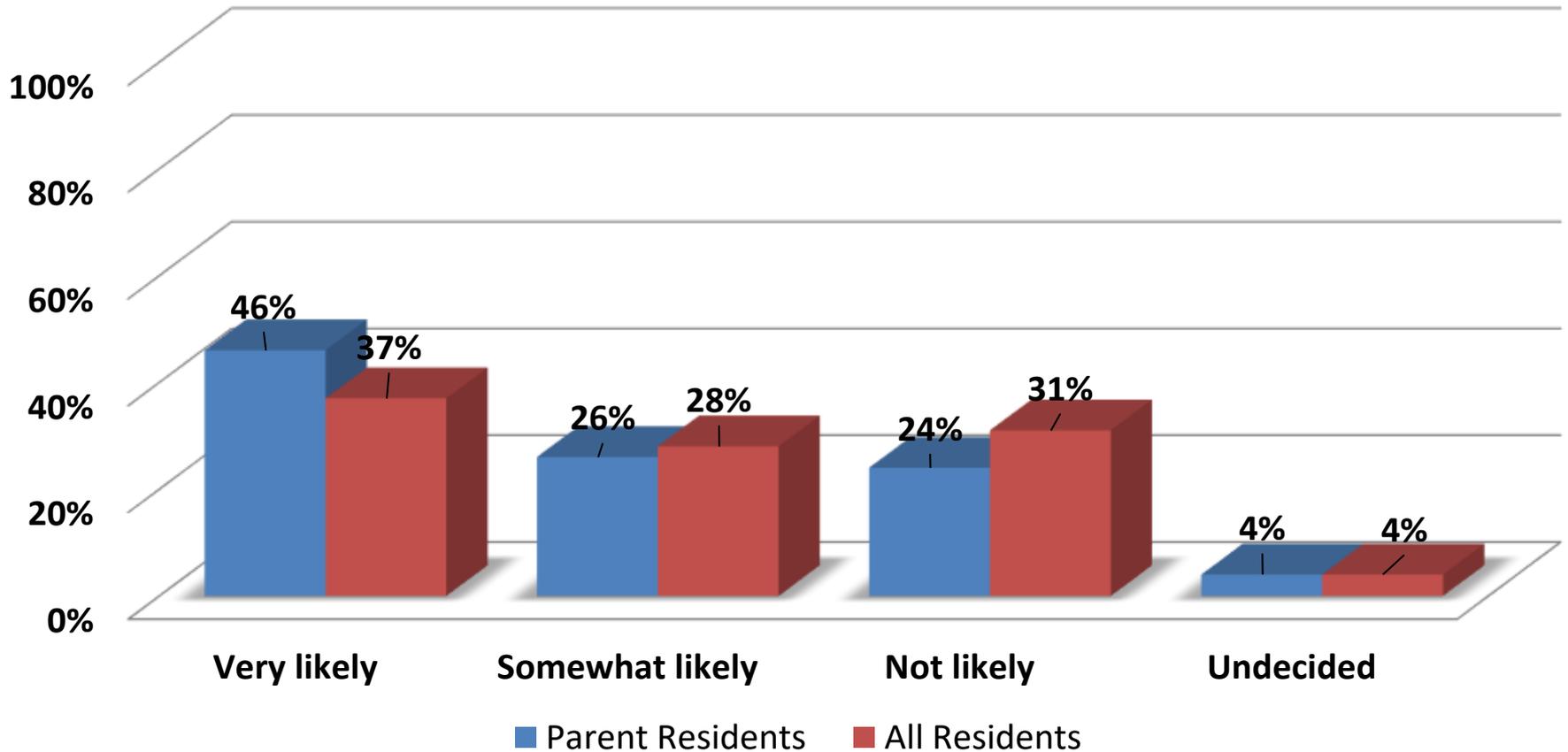
# Recreation and Community Space

The indoor recreation complex could include educational classrooms/meeting rooms, drop-in childcare, an indoor playground, climbing wall, and large group/gathering space.

**Estimated cost: \$13.5 million**

**How likely would you be to support a plan that provides funding to build an indoor recreation complex that includes recreation and community space?**

*(City of Bismarck Residents Only)*



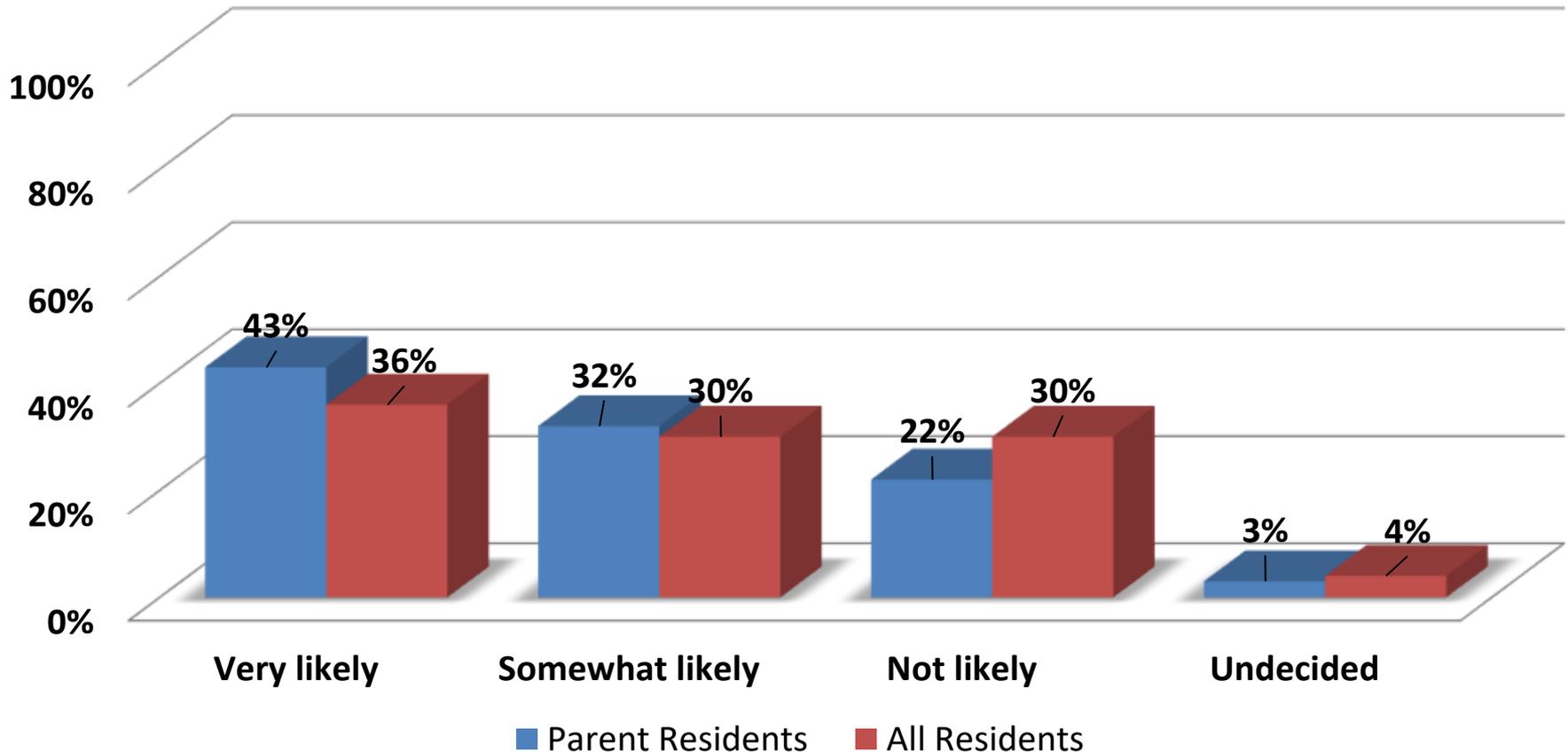
# Indoor Turf

The recreation complex could include indoor turf. The area would provide needed space for soccer/futsal, football, and lacrosse as well as training space for sports such as softball and baseball. Free play, other organized recreational activities, and large group events could also utilize the space.

**Estimated cost: \$24 million**

# **How likely would you be to support a plan that provides funding to build an indoor recreation complex that includes indoor turf?**

*(City of Bismarck Residents Only)*



# Multi-Purpose/Ice Arena

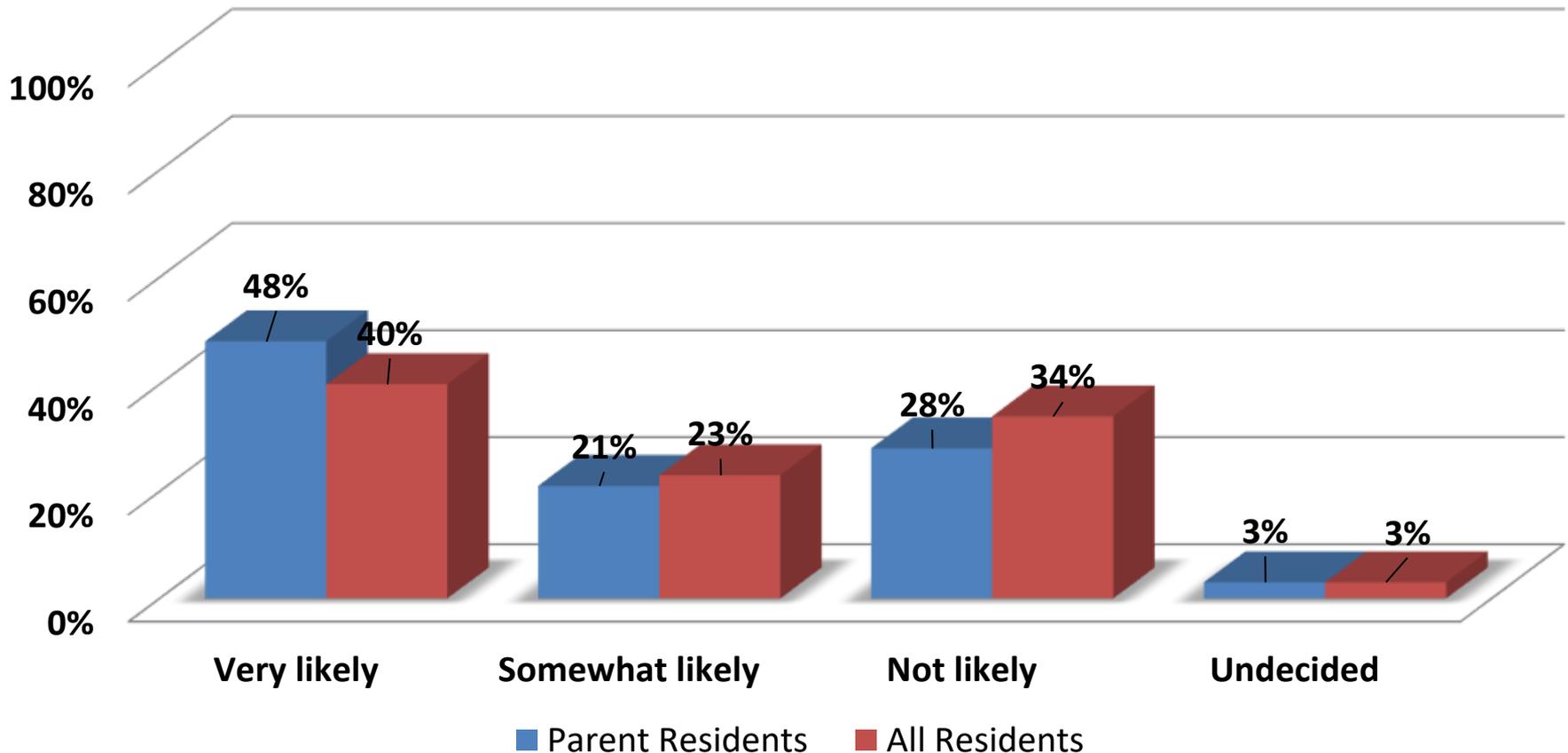
A multi-purpose/ice arena could be built as part of the project that would provide space for:

- Hockey
- Ice/figure skating
- Spectator seating for 2,500 people (allows for hosting of large regional, national, and international events)
- Locker rooms, concessions, and gathering spaces
- Non-ice events

**Estimated cost: \$27 million**

**How likely would you be to support a plan that provides funding to build an indoor recreation complex that includes a multi-purpose/ice arena?**

*(City of Bismarck Residents Only)*

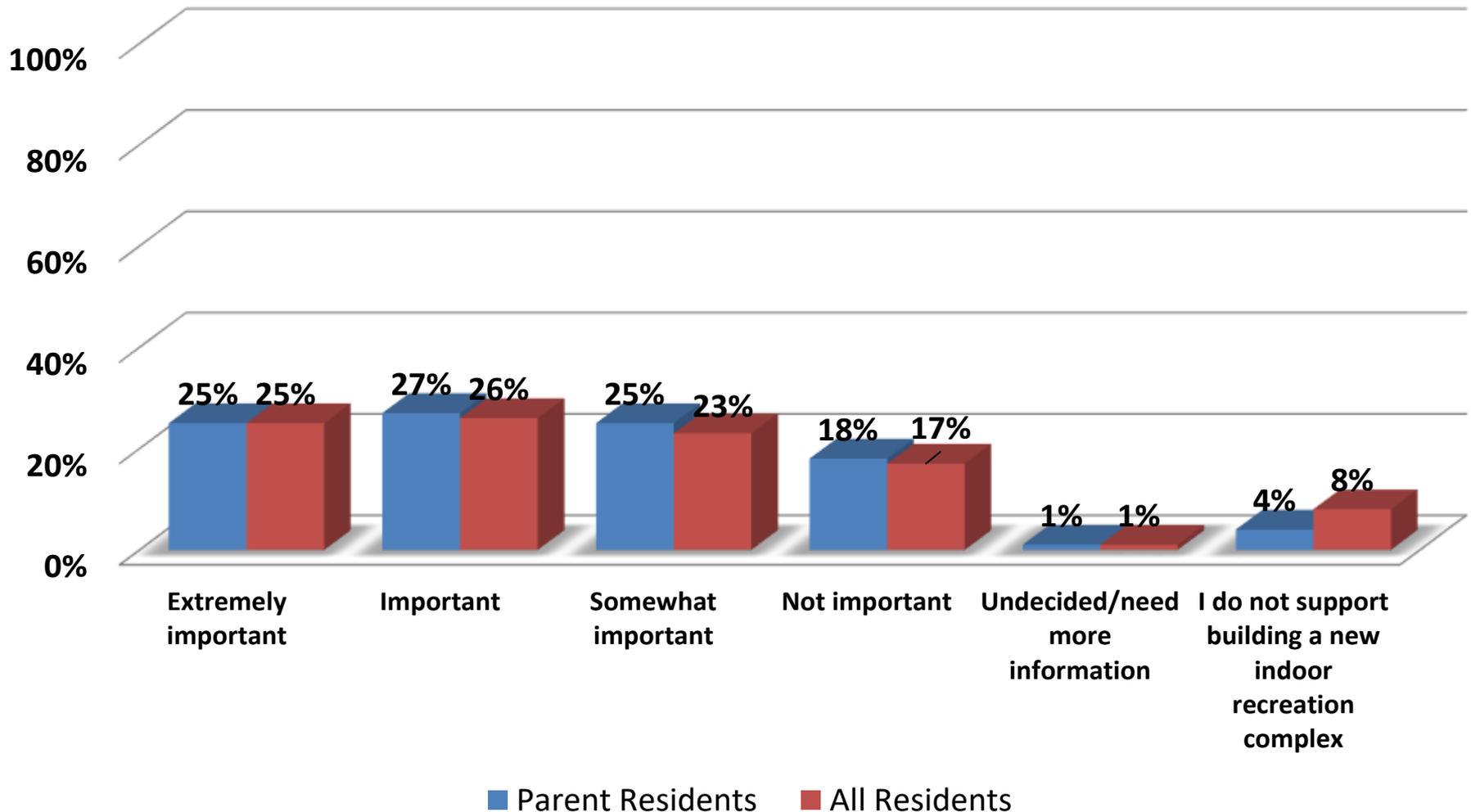


# Proposed Location

If the community supports building a new indoor recreation complex, approximately 25 acres of land will be needed. This would allow for adequate parking and future expansion.

# How important is it for you to know the location of the proposed new indoor recreation complex?

*(City of Bismarck Residents Only)*



# Funding Support

The Board of Park Commissioners and BPRD leadership are **committed to following the recommendation of the Feasibility Study and securing both private and public funding**. Private funds will be sought through sponsorship, advertising, and naming rights opportunities.

The Board of Park Commissioners and BPRD leadership explored various public funding sources (local taxing options) **and determined that a sales tax increase was the best public funding option**.

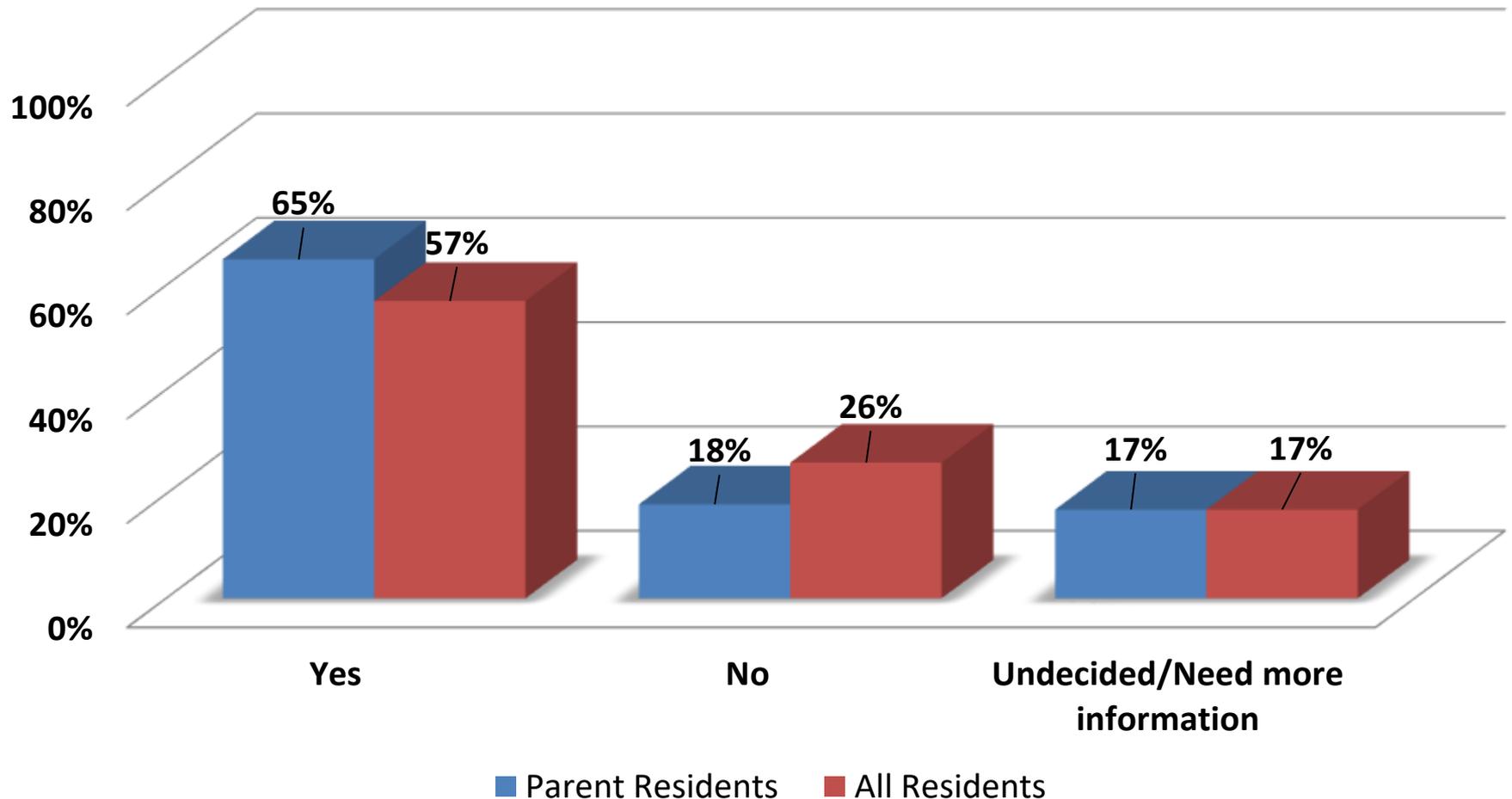
Utilizing a sales tax measure to fund the project has the following benefits:  
The length of time that the tax impact is in place is flexible. Once the needed funds are secured, the measure will expire.

The sales tax measure impacts all applicable taxable purchases made within the City, not just those made by city residents, therefore reducing the burden on Bismarck community members.

The impact of the sales tax measure is proportionate to residents' individual spending. The less one spends on taxable goods and services, the less the measure impacts you.

# Do you agree with the Board of Park Commissioners and BPRD leadership's decision to pursue a sales tax measure to fund a new indoor recreation complex?

*(City of Bismarck Residents Only)*



# Sales Tax

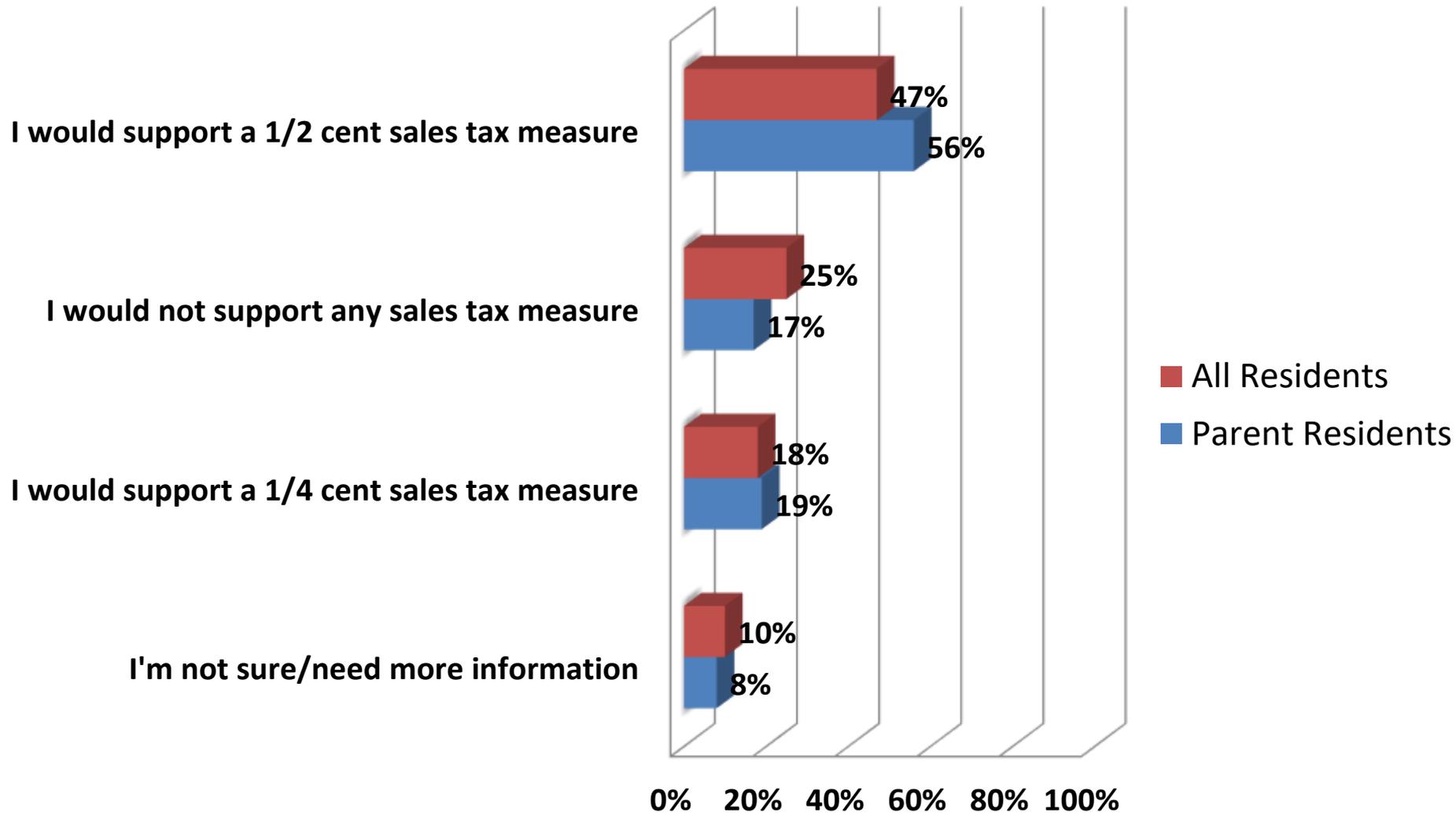
The following table shows the impact for two sales tax measures. **The Board of Park Commissioners and BPRD leadership would like to know your level of support should they consider a sales tax measure to fund the building of a new indoor recreation complex.**

<b>Sales Tax Measure Impact</b>		
	<b>½ cent sales tax measure</b>	<b>¼ cent sales tax measure</b>
<b>Per \$100 spent on taxable sales in the City of Bismarck</b>	\$0.50	\$0.25
<b>Approximate annual impact for a family of 3 with an annual household income of \$50,000*</b>	\$71 (\$5.92/month)	\$36 (\$3/month)
<b>Anticipated time the sale tax measure would be in effect</b>	15 years or less	30 years or less

*\*Based on 2019 data from the North Dakota Office of State Tax Commissioner*

# Which sales tax measure would you support?

*(City of Bismarck Residents Only)*



Thank you!



COMMUNITY PERCEPTIONS